



# MARKETING DIRECTOR UPDATE

08 JUNE 2022

# CONTENT

1 Overview of where we are

2 Inspirational speakers

3 Production Information

4 Communication plan

5 HQ Activation

# WHERE WE ARE



- 1 Further embed the role of Commerce to deliver Evergreen our long-term company strategy for growth
- 2 Focus and develop capabilities in commerce in **How To Win** and **What To Do** with consumers and customers to deliver on our long-term strategy with best-in-class examples from OPCOs to learn share and reapply
- 3 Equip OPCOs with assets and know-how to build 2023 Annual Plans
- 4 Drive engagement and opportunity for OPCO to shine through \*Quality Awards

- 1 Amplify Selected Commerce Week Content to all HEINEKEN employees that relates to the dream EverGreen
- 2 2 sessions will be broadcast on HEINEKEN ALL  
Day 1 / 05 July: Shape the future by winning the hearts of consumers  
Day 3 / 07 July: Winning in Beer & Beyond

# WHERE WE ARE

1

Opening  
session

7

Sales/Digital/RMG  
sessions

13

Brand & Portfolio  
sessions

4

Regional  
sessions

1

Closing  
session

1

Global  
After party



5-8 of July 2022 blocked on all agendas including ET  
23 Global Technical Session Coordinators activated to plan 26 sessions  
160 OPCO Coordinators activated Globally to plan the week  
Closing session with Dolf and James is with a live audience of 100

# WHERE WE ARE

## Example Schedule Europe (CEST)

### DAY 1: TUE 5 July

10:30	01:00:00	Opening James	pre recorded
11:30	00:30:00	Local opening and discussion	in OpCo
12:00	01:00:00	Evergreen DreamFest: Shape the future by winning the hearts of consumers (Broadcasted on Heineken All)	LIVE
13:00	01:00:00	<b>LUNCH</b>	
14:00	00:30:00	The triple play transformation: Sales Digital Value	LIVE
14:30	00:30:00	Route to Consumer Transformation	LIVE
15:00	00:20:00	Local discussion	in OpCo
15:20	00:45:00	Heineken Brand: general	LIVE
16:05	00:15:00	Local discussion	in OpCo
16:20	00:25:00	Heineken Brand: consumer connection / digital	pre recorded
16:45	00:15:00	Local discussion	in OpCo
17:00			

### DAY 2: WED 6 July

09:00	00:25:00	CMI	pre recorded
09:25	00:20:00	Local discussion	in OpCo
09:45	00:25:00	Accelerate premiumization at scale with IB to complement Heineken in addressing consumer demand spaces	pre recorded
10:10	00:20:00	Local discussion	in OpCo
10:30	00:25:00	No time like now with ZAB	pre recorded
10:55	00:20:00	Local discussion	in OpCo
11:15	00:15:00	<b>BREAK</b>	
11:30	00:25:00	Transform Brand Building I	LIVE
11:55	00:20:00	Local discussion	in OpCo
12:15	00:25:00	IB part II	pre recorded
12:40	00:20:00	Local discussion	in OpCo
13:00	01:00:00	<b>LUNCH</b>	
14:00	00:40:00	Innovation	pre recorded
14:40	00:20:00	Local discussion	in OpCo
15:00	00:30:00	Transform Brand Building II: Unlock world-class creativity through superior briefs	pre recorded
15:30	00:15:00	Local discussion	in OpCo
15:45	00:30:00	Turning frowns into smiles. The unbeatable strategy of loving your customers (interview)	LIVE
16:15	00:15:00	Local discussion	in OpCo

### DAY 3 : THU 7 July

09:30	00:25:00	Customer Centricity	pre recorded
09:55	00:20:00	Local discussion	in OpCo
10:15	00:30:00	Omnichannel touchpoint strategy	pre recorded
10:45	00:15:00	Local discussion	in OpCo
11:00	00:30:00	Intentionally re-allocate commercial resources	LIVE
11:30	00:15:00	Local discussion	in OpCo
11:45	00:15:00	<b>BREAK</b>	
12:00	01:00:00	Evergreen DreamFest: Winning in Beer & Beyond (broadcasted on Heineken All)	LIVE
13:00	00:15:00	Local discussion	in OpCo
13:15	01:00:00	<b>LUNCH</b>	
14:15	00:30:00	Boost Topline Growth	LIVE
14:45	00:15:00	Local discussion	in OpCo
15:00	00:30:00	Productivity	LIVE
15:30	00:15:00	Local discussion	in OpCo
15:45	00:15:00	<b>BREAK</b>	
16:00	00:30:00	Teams of Teams and People & Culture	LIVE
16:30	00:15:00	Local discussion	in OpCo
16:45			

### DAY 4 : FRI 8 July

12:00	00:50:00	QUALITY AWARDS (broadcasted on Heineken All)	LIVE
14:30	00:45:00	REGIONAL SESSION: EUROPE - Growing Gross Profit Margin in Europe	LIVE
15:15	00:15:00	Local discussion	in OpCo
16:00	01:00:00	CLOSING WITH JAMES AND DOLF	LIVE
		<b>PARTY</b>	

# INSPIRATIONAL SPEAKERS



Luis Javier García Sanz  
Spanish former professional footballer

Opening with James Thompson  
On the courage to win



Maureen Burns  
Co-author of the book 'Winning on Purpose'

Session with Anna Campagna  
Turning Frowns into Smiles the unbeatable  
strategy of loving your customers



Fernando Machado  
Chief Marketing Officer at Activision  
Blizzard

Session with Marta Garcia Alonso  
Unlocking the power of creativity to build  
Meaningful Brands

# GM SPEAKS-KEY MESSAGES

9 GM interviews captured during forum  
on CW topics

1

POLARIS

2

CUSTOMER CENTRICITY

3

PEOPLE & CULTURE

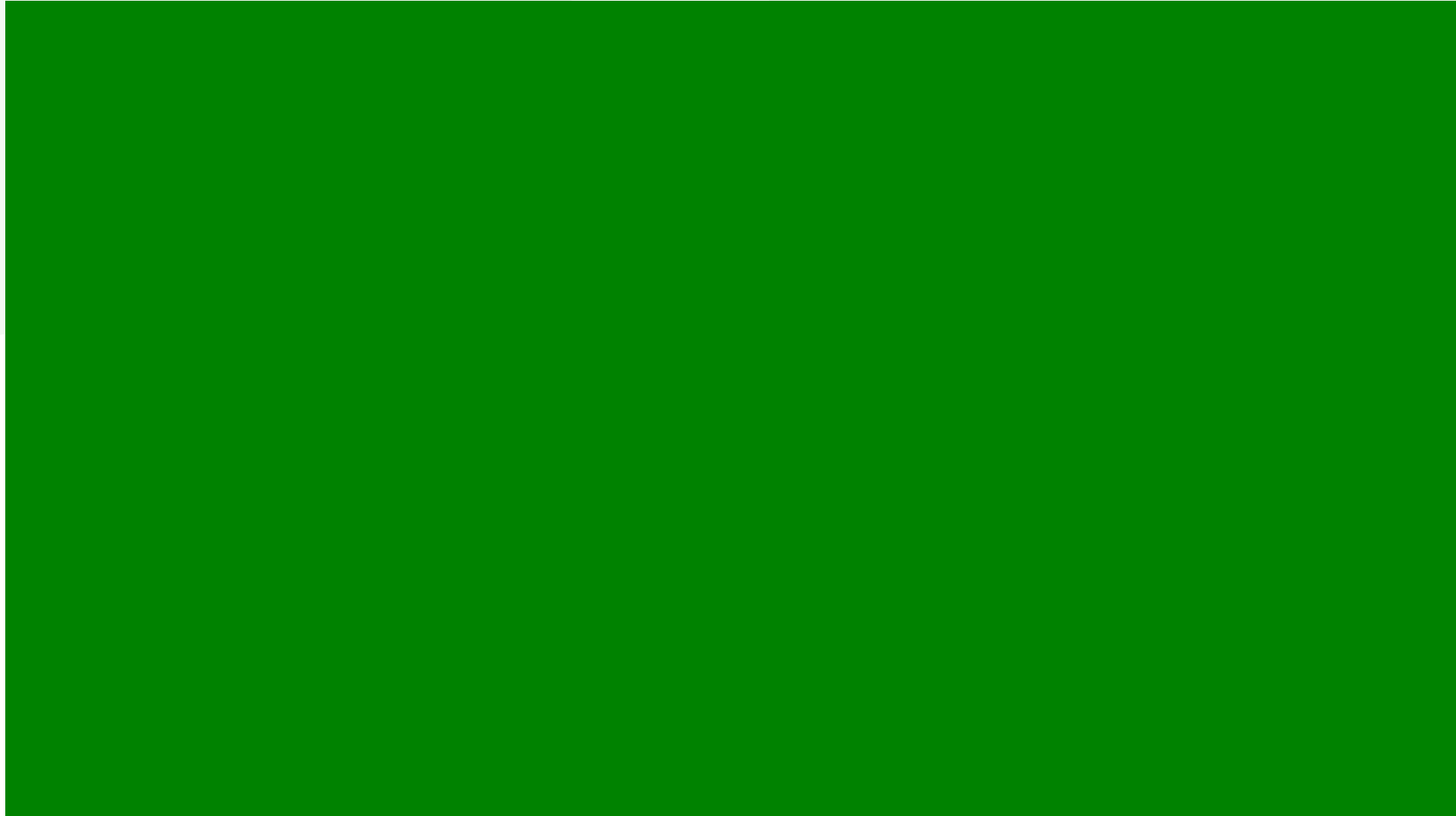
3

INNOVATION

VOX POP style interviews edited and used either preceding the session or as content for the session

Questions have been aligned with global technical coordinators

# GM VOX POP - POLARIS





# PRODUCTION

A/WET



5/6 July Live sessions only

Kingcanary studio



7/8 July Live sessions

Heineken Experience



8 July Live Session  
Closing session with Dolf & James only

Leveraging own facilities optimizes cost and brings diversity to the viewer  
Brands also exploring some OOH locations immersing in the world of the consumer

# COMMUNICATION PLAN

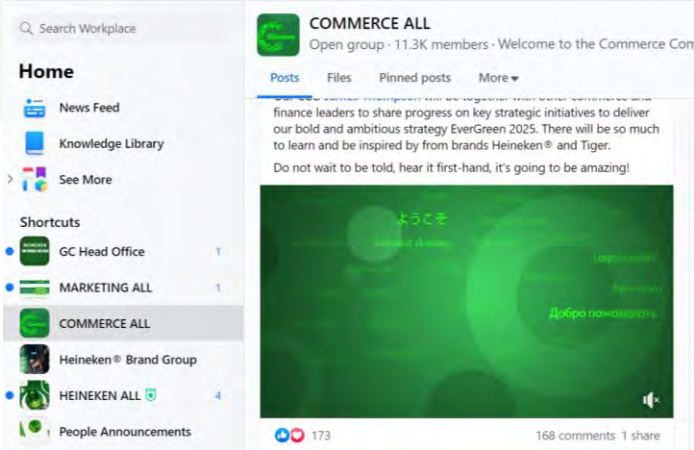


# COMMS OBJECTIVES

## Brew the Joy of Togetherness

As part of our bold and exciting growth strategy, EverGreen, our purpose is to **Brew the joy of Togetherness**. This is the north star guiding our HEINEKEN Commerce Week communications plan.

### INFORM



Leveraging workplace and OPCO community channel

### EXCITE



Media Partnership with Spotify to enrich experience

### ENGAGE



Face to face activations in the OPCOs with robust discussions

# PRE-CAMPAIGN



## WEEK 1

- Launch video – excite & teases
- Spotify competition opens

## WEEK 3

- Session leader videos – by day
- Quality Awards content teaser video
- Dolf + ET video & emailer
- Spotify Wrapped Facts & voting reminder



## WEEK 5

- '! Week to go' count down comms
- External speakers video
- Quality Awards shout out & emailer
- Closing Dolf & James session reminder + don't forget the PARTY!
- Spotify Wrapped Facts & Playlist Winner Announcement

June  
Week 1

June  
Week 2

June  
Week 3

June  
Week 4

June  
Week 5

## WEEK 2

- James's HCW teaser video – excites & hints @ his content
- Publish Agenda
- Session leader videos by day
- Spotify Wrapped facts

## WEEK 4

- Cannes hiatus
- Spotify competition reminder

All ET endorsements, secured & blocked  
Session owners to be recorded with TC or during FORUM,

# HCW+SPOTIFY

## **PRE & DURING EVENT ENGAGEMENT – the competition & the bespoke Wrapped Platform**

Spotify will be helping us run a competition between our 80+ OPCOs. We will ask ask them to create a **Spotify playlist** of five songs that brings our EverGreen 2025 strategy values to life – one song to represent each of our four values\*, and one song that is their OPCO anthem!

The best / most popular playlist as voted for on Workplace and via our bespoke Spotify Wrapped platform, will be the **Official Playlist of Commerce Week**, and we will then put all the playlists together for the party at the end, meaning that everyone can come together via the medium of music even if we can't be together in one physical place.

## **Listening habits & statistics – engaging content about our colleagues around the world**

**Tapping into Spotify's Innovation program** we are using their new bespoke Spotify Wrapped platform that will take HEINEKEN Commerce community 's aggregated data and be able to show anonymized listening behaviours, interesting facts and stats about ways our HEINEKEN people consume music, in different OPCOs, and by area global region.

## **Additional content from our leadership team**

Using the bespoke platform we can also house playlists and recommended podcasts from our ET / GCLT that enrich, and further add to the “reading lists / listening lists” to go along with the recorded and live sessions running througuout HEINEKEN Commerce Week.

# DURING-CAMPAIGN

## July 4th

- Bloopers / getting ready video
- It's tomorrow – count down comms

## July 6th

- Day content video
- Engaging content – poll etc
- Photos / clips from day before

## July 8<sup>th</sup> – final day!

- Program for the day:
- Quality Awards reminder
- Dolf / James closing session reminder
- PARTY!

July  
4th

July  
5th

July  
6th

July  
7th

July  
8<sup>th</sup>

## July 5th

- All you need to know emailer
- Program for the week
- Workplace “It's today post”
- Lots more engaging content (Poll / Spotify Wrapped facts etc)

## July 7th

- Program for the day: focus & key speakers
- Where to find the agenda
- High lights day before
- Quality Awards

## Communications – post-event – the after-glow

After the event we will send out a wrap up email and post a wrap up video.

We will also share the Spotify code that gives instant access to the unified globe's playlist with everyone.

# HQ ACTIVATION

## Experiencing it together

- 1) Global Commerce (& All for EverGreen DreamFest sessions) invited to **watch sessions together in both A/Stad 2 and 4**. Session owners (e.g., technical coordinator + teammate) facilitating the discussion at both locations.
- 2) Global Commerce invited to join the **Closing session** with Dolf & James physically at the HEX (100).
- 3) **Head Office Summer Party** organized in collaboration with Jeremy Beadles and team. OPCO's encouraged to organize local closing parties



## Remembering the experience

- Entire headoffice community: **Plantable seed coasters** with EverGreen and Commerce Week 2022 design. Distributed right before Commerce Week 2022 as a reminder to join.



- Project team including speakers: Heineken® bottle with unique Commerce Week 2022 sleeve design. Names on the back.



# HQ AFTER PARTY

Experiencing it together



- 600 Head office colleagues invited to party at the HEX
- Planned and executed together with the HR team





★ HEINEKEN  
**COMMERCE**  
**AWARDS** 2022

# 2022 AWARDS

## RESHAPE THE CATEGORY

**BRAND IMPACT & CONSUMER INSIGHT**  
AWARD

**BALANCED GROWTH**  
AWARD

ADAPTED

## TRANSFORM BRAND BUILDING

**BRAND OF THE YEAR**  
AWARD

**CREATIVE EXCELLENCE**  
AWARD

**CONSUMER CONNECTION**  
AWARD

NEW

## FUTURE FIT ROUTE TO CONSUMER

**DIGITAL COMMERCE**  
AWARD

**CUSTOMER LOVE**  
AWARD

ADAPTED

## PROFITABLE GROWTH CAPABILITY

**BRAND INNOVATION**  
AWARD

## TEAMS OF TEAMS

**CONNECTED TEAMS**  
AWARD

**LEARN, SHARE AND RE-APPLY**  
AWARD

## PEOPLE AND CULTURE

**INCLUSION AND DIVERSITY**  
AWARD

# PROCESS

- Same judging process as in 2021:
  1. Pre-regional selection
  2. Global Jury
  3. GCLT
- Online portal to submit cases
- Announcement and opening portal during Commerce Week Closing session
- Commerce Awards Ceremony as part of a Sales & Marketing Director event
- Recording to be shared with Commerce All

# **SALES & MARKETING DIRECTOR EVENT**

**Physical  
event**

**Location  
to be decided**

**02 & 03  
November**



---

---

# Opening

## Day 1 LIVE session at Workplace COMMERCE ALL

As part of James' opening session, we will hear from Luis Javier García Sanz to understand what his time in sport, both as a player and a manager / coach, has taught him about leadership, resilience, courage, diversity and people management... and ultimately how this contributes to winning.

### Luis Javier García Sanz: Spanish former professional footballer

He played professionally for Barcelona and Atlético Madrid in his homeland, amongst others – being brought up in the former's youth ranks – appearing abroad for Liverpool, with whom he won the 2005 Champions League and the 2006 FA Cup.

Impression:

- <https://twitter.com/luchogarcia14>



Luis Javier García Sanz  
Spanish former professional footballer

---

---

# Unlock world-class creativity through superior briefs

## Day 2 pre-recorded session at Workplace COMMERCE ALL

As part of the session of Marta's session on Creativity bring in a seasoned creative powerhouse to provoke and inspire on how we transform brand building through creativity.

### **Fernando Machado: Chief Marketing Officer at Activision Blizzard**

Fernando Machado is an award-winning marketing executive. And has made in his mark on global brands, like Dove in Unilever, Burger king. Etc. In 2013, Fernando Machado was awarded the Grand Brand Genius award by Adweek. He was also labeled International Marketer of the Year that year by M&M Global.

Impression:

- [Burger King CMO Fernando Machado Shares His Secrets To Success](#)
- [Advertising is evolving: Burger King's CMO Fernando Machado](#)



Fernando Machado

---

---

# Turning frowns into smiles. The unbeatable strategy of loving your customers.

## Day 2 LIVE session at Workplace COMMERCE ALL

As part of Anna 's session on host an Inspiring interview with one of the authors of 'winning on purpose' to rally the X-functional org. behind customer centricity and the power of the NPS system.

### Maureen Burns: Senior Partner in Bain & Company's Boston office

Maureen Burns is a Senior Partner in Bain's Customer practice. She is one of Bain's foremost experts on the Net Promoter System and Customer Loyalty and the co-author of the book 'Winning on Purpose' written with Fred Reichheld, the inventor of NPS system.

Impression:

- [Webinar Customer Love Wins by Fred Reichheld, Darci Darnell, and Maureen Burns](#)
- [Winning on Purpose – About the Book](#)



Maureen Burns