

HEINEKEN, the UK's leading cider and beer business, faced the challenges of driving incremental volume in the on-trade and defending against incentives from competitors aimed at de-listing HEINEKEN draught brands whilst adding additional value to their customers.

Against this context, the objectives were to develop a programme that increased distribution of HEINEKEN brands nationwide, drove incremental volume sales and removed competitor brands from the bar (to gain further competitive advantage).

While other on-trade rewards and incentives programmes exist, they are typically based on commercial incentive models which, while offering an attractive deal to customers/landlords/bar managers, do little to consider the experience of the drinker in-outlet and what effect this can have on sales.

Our aim was to move away from a incentive model that only offered financial rewards or simple POS, to move into creating tangible business benefits for our customers and drinkers.

By factoring the drinkers' experience and consumer journey in to our strategic thinking, we were able to create a programme that drove footfall into outlet, increased the drinkers' dwell time and created a more enjoyable environment, with HEINEKEN brands readily visible and available.

whynot! in partnership with HEINEKEN, devised and implemented '*Our Shout*', a groundbreaking national on-trade marketing programme.

By signing up to Our Shout and taking an agreed incremental volume of HEINEKEN draught brands or by de-listing a competitor, participating outlets were given the services of a dedicated marketing agency (whynot!) to provide them with tangible rewards tailored to their outlet and their drinkers.

Research showed that a digital footprint and provision of free Wi-Fi were paramount in attracting drinkers. whynot! focused the reward options on this insight.

Our Shout launched offering outlets a choice of a dedicated website, social media management, branded consumer Wi-Fi, local print or radio advertising and bespoke POS for

taking an agreed incremental volume of HEINEKEN draught brands. All of which are implemented and managed by whynot! allowing outlets to invest their time back into what they do best – serving drinkers.

As well as developing the programme, whynot! also created all supporting collateral for the HEINEKEN sales teams, including printed toolkits and video guides.

Since going live, there have been over 2,000 outlets signed up, resulting in over 6000 installations across the eight participating HEINEKEN draught brands.

Over 5,000 rewards have been implemented, including the design & build of 290 websites, the creation and management of 180 social media accounts and the installation of 370 consumer Wi-Fi networks.

Our Shout has given HEINEKEN a massive competitive advantage, not only in terms of incremental volume gained throughout their customer accounts, but also in the context of the competitor brand removals at the bar.

No other incentives and rewards scheme offers as comprehensive a set of business benefits as Our Shout in terms of creating genuine value for customer, brand and drinker.

Given the success of 2015, there will further development and evolution of the programme to include new offers and rewards, as well as bespoke programme overlays for national customers, to ensure that the success is built on and increased.