

Heineken Loeries Awards

The St★rting point for the competitive spirit



A 'how to' pre-read to help you win.

Loeries like many other awards shows award the very best work within a specific region.

The criteria is always around being groundbreaking, distinctive and disruptive within a specific category. The work needs to be well crafted, from the art direction, design, copywriting, cinematography where relevant to sound design; all executional aspects.

There are so many aspects to creating work worth entering, but the one thing we'd advise you on is to ensure you have an understanding of what award worthy work looks like. Please familiarize yourself with the standard. There is no use in creating work, putting the time and effort into entering and just not winning. Your work has to be of a certain standard. If it feels like it's text book work conventional work for the industry or category, with no distinction, you're wasting your time.

Creativity requires a certain level of risk. It requires you to create work that feels like it's simple, new and fresh. We often refer to it as work that pushes a category forward. If the work shows brand communication that is new and fresh and exciting then you're probably onto something. If it's work that just feels right, then you're probably not onto something. The work needs to move you.

Work that wins:

Fresh, uses strong insights, it's well crafted, simple, clever, not complicated.

Moves the category standard forward.

Work that doesn't win:

Feels just right for the category.

Uses copy that qualifies the chapter, work or product but doesn't excite.

Uses stock imagery that reflects the market but doesn't illicit an emotional response.

Work that is simply roll-out work without a concept.

Work that is category appropriate but no category defining or even category redefining.

Your work should be worth entering. We often refer to work that is **just right for the category as vanilla. Vanilla work is not work entering.**

Vanilla blends in, vanilla doesn't stand out. The work has to be distinctive, not **just right.**

To get a better sense of winning work familiarise yourself with the body of work from 2024.
You can find a link to the winning work here:

<https://archive.loeries.com/>

Six Steps to winning a Loerie

- Start with a great idea. No matter how well your entry is presented, if the idea isn't strong, the judges will see through it.
- Keep it simple. Focus on the core message – what was great, why it's relevant and how you did it.
- Don't create work with the sole purpose of winning an award. It needs to be relevant and have purpose. The judges will see through an Integrated Campaign for Joe's Chip Shop.
- Study the categories and know where to enter. Familiarise yourself with previous winners by studying the Loeries Archive and visiting the Loeries Travelling Exhibition. Understand the rules and where separate elements of your campaign can be entered. Check the categories for full details.
- A bad presentation could lose you an award. The Loeries judges are looking at a lot of work. If your presentation makes it difficult for them to see why your campaign is innovative, well-executed and relevant, it won't win.
- Make your stats relevant. Many presentations offer laundry lists of Facebook likes and increased sales as evidence that the campaign was relevant to the brand and the market. But stats need a context to make sense. Pin them to something the judges can relate to. Again, don't ask the judges to work hard to figure out what makes your campaign worthy of winning.

<https://www.loeries.com/entry-tips/#winning-a-loerie>

Entering categories

The media landscape has substantially evolved and grown. There are so many ways to connect with a consumer and so many categories that your work could qualify for.

A guide to the Loerie Categories*

<https://www.loeries.com/category-2023/#categories>

It's important to note that in the 'Effective creativity' category there are so many ways to qualify. Sales, reach, making a difference are all ways to qualify, even having your work change legislation qualifies. Here the case for how your work being effective is incredibly important. While efficacy is critical, your work still needs a level of creative or innovation. I would familiarize myself with all the categories when entering and ensure the work is worth entering.

The categories that require less criteria to enter are your traditional categories.

They are Print, Outdoor, film and radio. They don't generally need to reflect impact, just strong creative innovation within that category.

Your craft categories require exceptional craft. If it's exceptionally filmed, then you'll enter craft: film – cinematography. If the sound is incredibly well produced then you'll enter the discipline (let's assume it radio) Audio & Radio: craft – sound design.

More categories require case films. In the Loeries award show they call this the "overview video." This requires a very specific skillset. Generally editors and animators are used for this. The following slides will attempt to explain best practice case study production.

* Categories will be updated for 2025. These are based on 2024's categories.

Key questions to ask before entering.

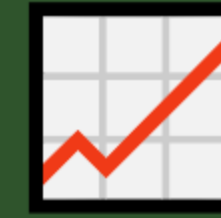


Was it brave?

Did the creative work push against boring, the expected.

Has it been done before?

Is it showing the brand in a new way.



Did it work?

Did the work solve the problem it intended for the brand, consumer, community and/or world?



Did it matter?

Was the impact felt with the audience?

Did it have an impact in culture?



Did it win?

Did the work lead to organic growth for the brand?

Did you win editorial recognition?

Best practices

Planning

- 🌟 Set a regular Awards Meetings
- 🌟 Determine the PR and awards ambition for work at the outset
- 🌟 Enter only when you have the material to do so

Entries

- 🌟 Is this work truly award-worthy?
- 🌟 Are you ready?
- 🌟 Do you have the right material to tell the category story?

Building your case study

The key components of iconic work:

1. Be distinctive.

It cannot feel safe and expected. It has to be elevated from the category.

2. Be relevant.

Use strong insights. It has to connect with the audience and category.

3. Feel something

If you don't trigger an emotion with your audience then you've missed the point.

4. Have impact

Your campaign cannot exist without effect. It needs to have scale and create impact.



The building blocks of any case study.

So when it comes to building a case study your campaign needs to have covered these components:

1. Explain the **context** of the campaign.
2. Use relevant **key insights**.
3. Have a strong **distinctive idea**.
3. Be well **crafted** in execution.
4. Create **impact**



Case study examples

Analyse the following 2 case studies.
They're both well crafted with strong impact.
When watching notice how the
Context, Insights & ideas are set up.





Heineken®

Shutter Ads

TURNING THE SHUTTERS
FROM CLOSED BARS INTO
AN INDEPENDENT MEDIA NETWORK

Barqueta
BAR



Heineken is paying this bar directly for the ad space,
to help them open again. #backthebars



"HEINEKEN CHANGES
THE WAY OF DOING
OUTDOOR ADVERTISING"

IHUFFPOSTI

"QUITE THE PATRON SAVIOR
FOR THESE BUSINESSES"

TAXI

"A VERY UNIQUE WAY
OF ADVERTISING"

IDEAS FOR GOOD

"HEINEKEN INCREASES
THEIR SUPPORT IN SPAIN"

MARCA

Background

The on-trade is one of Heineken's biggest partners.
But during the pandemic it was struggling like never before.

Idea

Heineken turned bars' closed shutters into a new media space.

Execution

Heineken shifted the way they program media buying, redirecting
their existing media budget from outdoors to the shutters
of 5000+ of the most famous and loved bars worldwide.

7.5M € WENT DIRECTLY
TO BARS

100 % OF THE BARS IN
THE INITIATIVE REOPENED

40 % MORE MEDIA VALUE
THAN THE TRADITIONAL OOH



OTHER HEINEKEN BRANDS JOINED IN. EVEN OUR COMPETITORS.



RIO MILAN MADRID BUENOS AIRES BERLIN BARCELONA VALENCIA CADIZ COLOGNE HAMBURG MUNICH MAR DEL PLATA LA PLATA CO





Case study video



Heineken®



The night is young

CONTEXT

At the beginning of summer 2021, social life was in danger – more than 80% of those vaccinated were over 55. That's because a very outspoken antivaxxer minority of 10% managed to influence 40% of gen z and millennials to delay the shot.

STRATEGY/IDEA

In an effort to swing the undecided and at the risk of harming sales and perception, Heineken took a global pro-vaccination stand and gave the antivaxxers something they couldn't ignore. But this time, they spread a pro-vaccination message: seniors and senior influencers invited the young to take the vaccine and make the most of their summer nights.

ANTIVAXXERS MADE #BOYCOTTHEINEKEN TREND ON TWITTER AND PRO-VAXXERS TOOK OVER THE HASHTAG

Karim ferrari
@Karimferrari

I've stopped with Heineken, they're provax at the door. #BoycottHeineken

Omlidy
@onlidy

Going to buy a #Heineken today! Thank you @Heineken for having the courage to say it! #BoycottHeineken

Karim ferrari
@Karimferrari

Disappointed in. #Heineken #BoycottHeineken

Malcolm Wuud
@M_wuud

The anti vaxxers are upset at this ad and #BoycottHeineken trending.

Lloyd Kandy
@LloydKandy

Listen up #antivaxxers. Don't #BoycottHeineken and #WearAMask to save loved ones. Well played @Heineken

Beebe
@YoBee_M

Annoys the anti vaxxers so much they make it viral with #BoycottHeineken

#BoycottHeineken trend

#BoycottHeineken

Never drinking it again. EVER

THE AUSTRALIAN,
SOUTH AFRICAN
AND DUTCH GOVERNMENTS
PRAISED THE CAMPAIGN

64%

UNDER 27 WOULD VACCINATE
AFTER SEEING THE CAMPAIGN

10M+ VIEWS SOCIAL & PR

4M EARNED MEDIA

International business Times The Telegraph EuroWeekly Business Standard DAILY NEWS CORRIERE DELLA SERA Courrier international inside beer CORRIERE DEL TICINO UNILAD INDEPENDENT

The Citizen C NEWS yahoo! Bloomberg Le Journal du Dimanche indy100 BBC afags! RSI Libre-ECO De Limburger NIEUWS CBS the poke HLN RTL metro





The Night is Young



2021 STARTED WITH GOOD NEWS FOR SOCIAL LIFE

Case study video

Here's to winning.