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LIST

CASE STUDIES OF EXCELLENCE

WE HELP BRANDS PERFORMSM

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**CAMPAIGN: HEINEKEN NATIONAL DISTRIBUTORS
CONFERENCE**
CLIENT: HEINEKEN
AGENCY: PROSCENIUM

With a portfolio of over 100 brands, and with distribution in 192 countries, HEINEKEN is one of the most successful family businesses in history.

In 2016 its US Operating Company, HEINEKEN USA decided to have two national meetings for their beer distributors in one year. So, we took to the Jacobs Music Center in San Diego in March, and the Oriental Theatre in Chicago in October, and brought the HEINEKEN brands to mouth-watering life with two events that complimented each other without being repetitive.

Our set featured a multi-dimensional video wall which was comprised of 3.4 Mil LED screens with an eye-popping resolution that made everything down to the condensation on the bottles look dimensional and realistic. We showed rocket ships taking off, soccer balls flying around, and waterfall pools you could practically bathe in. These weren't executive PowerPoints, they were works of art. And they blew the audience away. The set even featured a flying wall and automated band cart to get scenery and people on and offstage smoothly and quickly.

For the opening sequence in California, we partnered with a multi-media performance group to create a rocking ode to San Diego that showcased HEINEKEN USA's presence there. On the second day, we brought the performers back to personify the points made in HEINEKEN USA'S new sales material. What could have easily been a PPT snooze-fest turned into a character driven performance that made the ideas in HEINEKEN USA's presentation literally come to life.

In Chicago, to celebrate both that city and the historic theatre we were in, we created a custom opening



based on *ALL THAT JAZZ* from the musical *CHICAGO*. We utilized orchestrations and choreography that were evocative of the original Broadway production. At a certain point in the number, however, a DJ joined the live band; and the choreography, costumes, and attitude changed from traditional to Hip-Hop as the dancers and singers created a uniquely HEINEKEN USA interpretation of a classic that thrilled the audience.

Beyond sales, however, this meeting was all about marketing. So to help the CMO make his point that "HEINEKEN is everywhere" and to make good on his promise of "the magic of HEINEKEN" we brought in a magician to actually make the CMO appear, disappear, and pop up in unexpected places (including in the balcony, and "in" a video screen). In Chicago, he performed a HEINEKEN-centric parody of Jimmy Fallon's *Slow Jam The News* that brought the house down.

The brand managers had plenty of tricks up their sleeves as well, from the Dos Equis executive who entered in a space suit amidst flashing lights, clouds of smoke, and rocket liftoff graphics; to the throned entrance down the aisles of boxer and Tecate spokesperson Canelo Alvarez; to the mock Google Hangout held between Neil Patrick Harris, Benicio Del Toro, and the Heineken® brand manager.

The accolades we received from attendees and executives alike were off the charts, and we are extremely proud of our ongoing relationship with this client whose product we serve regularly at our own in-office Arch Bar. Cheers!