

Heineken Case Study

The Brief

Heineken wanted to connect with rugby fans during the 2012 Heineken Cup tournament. There were two audiences to target in two different locations so they chose a mix of Location Based Messaging (LBM) and Direct Messaging to engage with fans.

The Solution

Direct Messaging: Thanks to our Intelligent Targeting capabilities which give us an understanding of our customer's interest, behaviour and characteristics, we were able to identify 13,000 Munster Rugby fans. We sent them a personalised text message offering them the opportunity to enter a competition to win tickets to the Heineken Cup final.

LBM: Using Location Based Messaging we identified approximately 2,000 customers attending the Leinster V Montpellier match in the RDS and sent them a text message offering them an exclusive 'man of the match' competition with a chance to win tickets to the final.

Results

- 16% of Munster Rugby fans responded to the text and entered the draw to win
- 11.5% of recipients of the LBM message responded and entered the draw
- Heineken engaged with over 15,000 customers in a relevant and targeted way

"Partnering with O2 Media allowed Heineken to reach rugby fans in a different and unique way. In particular Location Based Messaging really added to the rugby fans consumer journey by targeting inside the stadium during the game. The results proved that the targeting works and we reached the right audience in the right way."

...[Heineken Ireland](#)

