

## Summer Groove with Heineken

### Mechanic

Instant Chill 'n' Win Game Cards

### Aim:

To reinforce the bottled Heineken's chilled profile, whilst bringing a young, interactive element to Heineken's 'Summer Groove' promotion in the West Indies.



### Solution:

We joined forces with Heineken's brewery, Windward & Leeward in St Lucia to produce innovative instant Chill 'n' Win™ game cards for the brewery's Heineken 'Summer Groove' promotion which took place in bars across St Lucia, Barbados and Antigua.

Each card incorporated a ThermoChromic panel, inviting participants to place it against a chilled bottle of Heineken which in turn revealed four symbols of stars and bottles on the card.

The symbols denoted various instant win prizes such as Beach Towels, Cooler Bags, T-shirts, Sun Hats, Key-rings, Bottle Chillers and Wallets.

The Chill 'n' Win mechanic linked perfectly with the product by reinforcing the bottled Heineken's chilled profile, whilst bringing a young, interactive element to Heineken's 'Summer Groove' promotion in the West Indies.

