



EST. 1873

Heineken[®]

CHALLENGE

“We love to ‘Newsjack’ and our clients love that we Newsjack. Can you come up with **Two Newsjack Assets** for Heineken Global?”

Formula One

21 March 2021 will be the new start of the Formula One season.

Time for these beloved words “box, box, box!” talking about our box of six beers and when it gets strategic.



UEFA Euro 2021

As many may know the 2020 **UEFA European Football Championship**, commonly referred to as **UEFA Euro 2020** is been postponed to 2021.

The perfect time for Heineken to let you know it's on its way.

This could also be turned into a GIF, so the ship is moving by.





Herrewegen®

+32 494 34 23 43

IG: GHerrewegen