



CANNES YOUNG LIONS 2025

D056

CONTEXT

Public transport at night is non-existent in South Africa and Ubers aren't always safe and they are a cost many people don't want to incur. So the best option for many is driving themselves home or having a designated driver.

CHALLENGE:

Getting someone to agree to be the designated driver is tough because let's be frank, being the DD isn't always fun.
So how can we make it more desirable?

IDEA

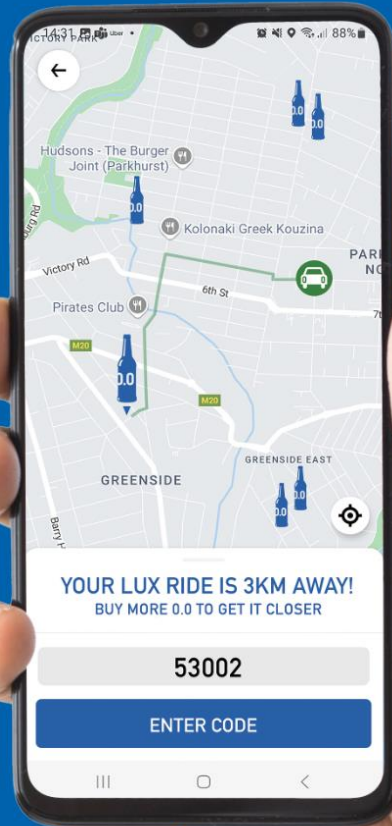
When you are the DD and you drink Heineken 0.0, we'll send you a luxury car to safely drop all your friends home in.

0.0 Dryver

ARRIVE ALIVE.
IN STYLE.

0.0 Dryver

ARRIVE ALIVE.
IN STYLE.

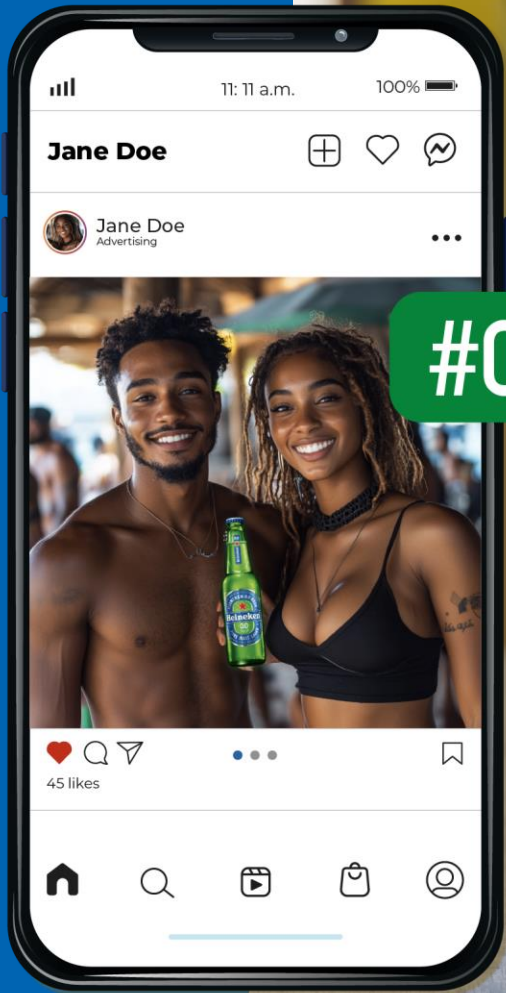


Be the legend who gets everyone home safe, but do it in style with Heineken 0.0 Dryver. Enjoy the night with a crisp, cold Heineken 0.0% and enter the unique codes under each bottle cap on Heineken 0.0 Dryver. Each participating code has the power to inch the car closer to you and if by 00:00, the car is closest to your location, you get to drive it home.

THE M0.0RE YOU DRINK, THE CLOSER YOU GET TO THE RIDE OF YOUR LIFE.



ARRIVE ALIVE



#00DRYVER

0.0 Dryver

ARRIVE ALIVE.
IN STYLE.

THE MORE YOU DRINK
THE CLOSER THE RIDE OF YOUR LIFE

1. BUY A HEINEKEN 0.0
2. SCAN THE QR HERE.
3. HAIL YOUR LUXURY RIDE & ARRIVE ALIVE. IN STYLE.

A promotional display for Heineken 0.0 Dryver. It features a large, condensation-covered bottle of Heineken 0.0 beer. The bottle's cap has a QR code and the '00' logo. In the background, a green SUV is shown with '00 Dryver' branding. The entire display is on a stand with the 'ARRIVE ALIVE' logo at the bottom right.



As a proud official sponsor of F1, we are lucky to have access to the best brands in the luxury car world. We will leverage these relationships to encourage more sober drivers to get behind not just any wheel, but the hottest wheels in town.

