

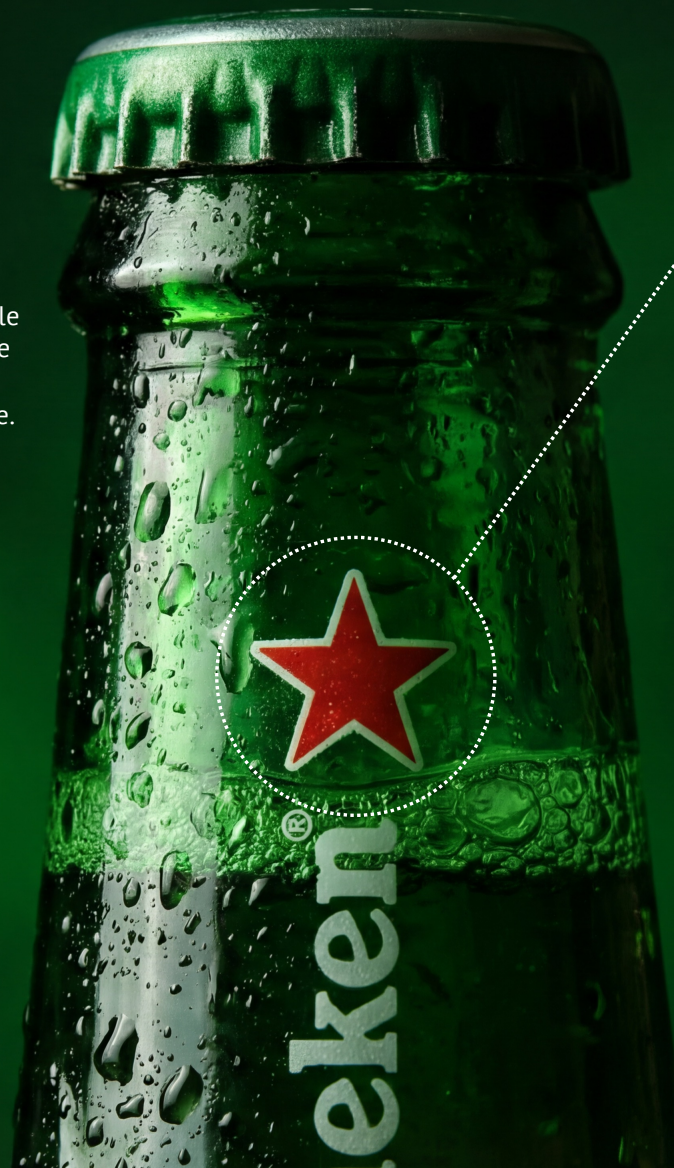


## The truth

In Jozi, the best spots move through circles, where people follow trusted taste. The right recommendation from the right person can turn the inner city from somewhere unknown into somewhere you feel invited to experience.

## The challenge

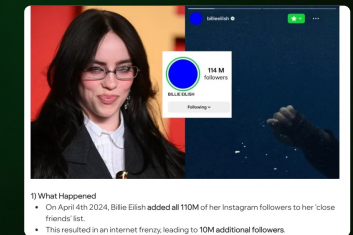
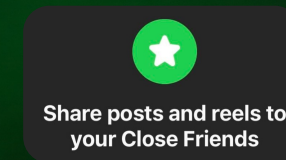
How can Heineken make inner-city Jozi and its nightlife feel premium, less intimidating, and more personally recommended?



## The link

Instagram already has a symbol for that trust: the Close Friends green circle and star.

Wait...Heineken owns green. We have a star...



# Heineken<sup>®</sup> close friends

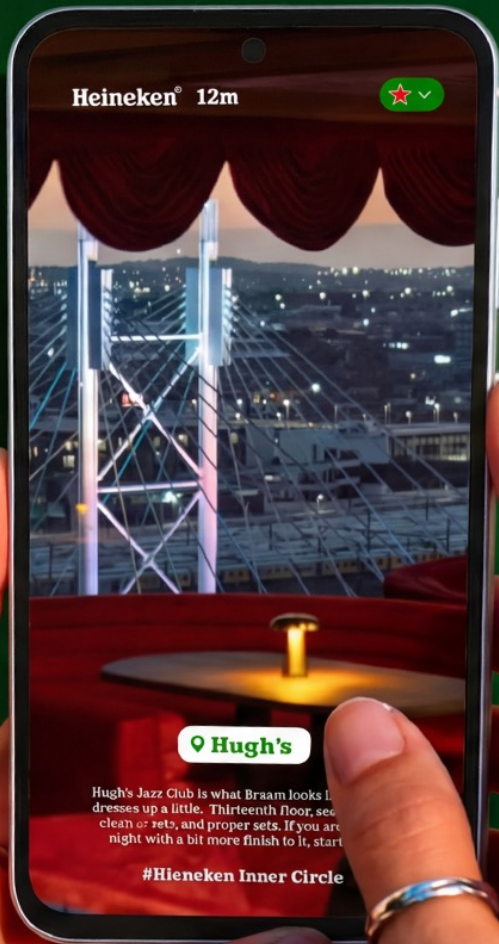


Discover Jozi through the **#HeinekenInnerCircle**.

We're claiming Instagram's Close Friends feature (and icon) as our own trusted recommendation system. A visible, city-wide invitation for the ultimate Joburg experiences.

**Social networking since 1873**

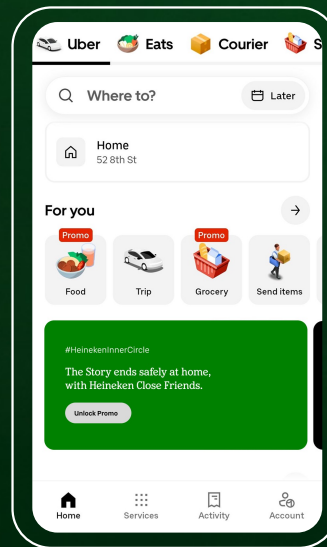




## Added to close friends

Stories create a limited-time window where people can unlock Heineken perks at the featured bar while the Story is still live. So every update feels immediate, exclusive and worth acting on.

We also amplify through local tastemakers who invite their own communities to join the circle.



## U home safe?

And because real close friends make sure you get home safely, we add ride-share discounts for those choosing Heineken at featured venues.



Recently added to close friends



Social networking since 1873

### Dynamic story drops + real-time urban sync

When a Story goes live, OOH screens and venue facades activate the same visual cue. One signal, felt online and in the street simultaneously.

### Heineken rewards at featured venues

Buying Heineken within the Story window unlocks perks and opens exclusive spaces. Rewards for Heineken buckets also turn friend circles into group shared orders.



Tonight starts here



**This is the Thank You slide.**

If you've made it here, that means we're close friends now too.

Welcome to our [#HeinekenInnerCircle](#).

