

YOUNG LIONS COMPETITION



Heineken® × SK GREAT MOMENTS AT
THEIR GREATEST

CREATIVE BRIEF – DIGITAL CATEGORY

HEINEKEN: INNER-CITY ICONIC DIGITAL TRANSFORMATION BRIEF

Date: March 2026

Brand: Heineken

Project Type: Creative Development – Digital and social media/ Urban Cultural Intervention with OOH amplification

1. BACKGROUND & CONTEXT

Heineken is the catalyst for **elevated, confident, and connected social experiences**. Our ambition is to help consumers see Heineken as a **meaningful part of their aspirational social lives**. South Africa presents a unique opportunity: consumers recognise Heineken as premium, but shifting preference increasingly requires more than global iconography. This brief is designed to accelerate that transformation through culturally rooted, visually powerful digital/social media with extension to how it can be amplified on OOH.

2. THE OPPORTUNITY: REIMAGINING JOHANNESBURG'S INNER CITY

Johannesburg is entering a new cultural and urban moment. From the CBD to Braamfontein, Maboneng, Newtown and beyond, the city is experiencing a renaissance driven by young creators, music, nightlife, style, street culture, and a growing sense of local pride. However, its visual landscape often lacks compelling, premium, globally competitive design. Heineken has an opportunity—and responsibility—to **shape the next era of Joburg's visual and cultural identity** by introducing world-class iconic Digital and OOH work. Rather than simply posting ads, we aim to create work that:

- **Transforms and uplifts the urban environment**
- **Signals what premium socialising looks like in modern South Africa**
- **Celebrates authenticity while maintaining global Heineken cues**
- **Expresses aspirational lifestyle moments in locally relevant ways**
- **Creates landmark visuals that Joburgers want to photograph, share, and claim as their own**

Our ambition is to turnkey inner-city areas into **open-air galleries of premium social culture**, with Heineken as the icon that elevates these spaces.

3. THE BRAND & CONSUMER IMPERATIVE

Consumer mindset:

Young South Africans want more than status—they want experiences that feel *elevated*, *authentic*, and *globally aware*, yet grounded in their lived reality. They want to be seen, to connect, to belong, and to express their aspirational selves.

Brand response:

Heineken should feel like the beer for elevated socialising—refined, confident, culturally tuned-in, and always iconic.

For more information, please visit:

- Heineken: <https://www.heineken.com/za/en/our-products/>
- Arrive Alive: <https://www.arrivealive.co.za/>

4. WHAT WE NEED FROM YOU (THE ASSIGNMENT)

Create **iconic digital/social concepts that extends to OOH** that bring Heineken's premium world-class identity to life in Johannesburg's inner city by transforming the environment visually and culturally.

Your work must:

- **Express premium socialising**—connection, elevated moments, cultural richness, worldliness.
- **Stand out creatively**, with fresh insights and emotional resonance.
- **Balance global brand codes with local authenticity**, avoiding generic or token representations.
- **Be photogenic and iconic**, creating moments that people will naturally capture and share.
- **Feel like part of Johannesburg's next cultural chapter**, not an ad imposed on it.

5. CREATIVE AMBITION

Your creative must embody the Heineken standards of FRESH:

- **Fresh Insight:** A new or reframed perspective that feels deeply human.
- **Superior Craft:** Design or illustration that could live anywhere in the world.
- **Stand-Out:** Break category conventions, don't blend in.
- **Emotion:** Make people feel something—confidence, connection, aspiration.
- **Alignment:** Seamlessly connect brand meaning with people's lived reality.

6. TARGET AUDIENCE**Primary:**

- 24–35-year-old urban South Africans
- Socialisers, nightlife participants, creators, tastemakers
- Seek premium yet authentic experiences
- LDA non-beer rejectors and premium drink switchers

Secondary:

- Culturally influential consumers who shape the visual identity and social codes of Johannesburg.

7. MANDATORIES

- Use the Heineken global brand assets appropriately (star, green, typography, bottle/pack cues) with world-class execution.
- Creativity must be **globally consistent** yet **locally distinctive**.
- No clichés of “Africa”, “Joburg grit”, or stereotyped township iconography—seek elevated authenticity.
- All work must uplift the environment; avoid any visual language that feels heavy, chaotic, or regressive.
- Premium, premium, premium.

8. DESIRED OUTPUTS

- You have 48 hours to develop a short presentation deck maximum 8 slides)
- Key visual explorations for digital and social media and OOH (static or dynamic)
- Roll-out visuals for digital and social media executions
- Street-scale or landmark-scale mock-ups showing contextual fit

Your work could be featured on Heineken’s platforms and, if the idea proves scalable, it may even extend to other mediums for greater impact.

Logo Usage: Heineken

9. SUCCESS CRITERIA

A successful concept will:

- Make Heineken look unmistakably world-class and culturally in touch
- Produce digital and social media that becomes part of Johannesburg’s cultural fabric – extension to OOH amplification
- Deliver “That’s really good” reaction
- Strengthen Heineken’s iconicity and desirability

TIMELINE AND SUBMISSION:

- This brief is now live on the Cannes Young Lions South Africa website as of 12:00 noon on 13 March 2026.
- Deadline: Your completed idea must be uploaded by 17:00 on 15 March 2026.
- Late entries will not be accepted.
- Please check the T&Cs regarding submission guidelines on the website.