



## MEDIA RELEASE

### **New Heineken® campaign brings sustainability message closer to consumers**

**Amsterdam, 28 April 2015** – Heineken® has launched a new digital campaign in order to bring consumers closer to its sustainability message. The Legendary 7 campaign taps into the increasing consumer interest into sustainability and a desire to understand more about the ingredients of beer.

HEINEKEN is committed to buy 50% of its main raw materials from sustainable sources by 2020 and the Legendary 7 campaign pays tribute to seven farmers from France, Germany, Greece, the Netherlands and the United Kingdom who produce high quality sustainable barley and hops used to brew Heineken® beer. Through the farmers' stories consumers can engage with the HEINEKEN sustainability story.

All consumers need to do to meet the 7 legendary farmers, is access to **Blippar** – the augmented reality smartphone app – and a bottle of Heineken®. By scanning the Heineken® label using the Blippar app, consumers unlock exclusive content:

- An engaging animation film introducing the Legendary 7
- The story of each of those 7 farmers
- Access to our sustainability commitments and ultimately linking to HEINEKEN's 2014 Sustainability Report
- 7elfie – create your own Legendary 7selfie and share it on social media.

Heineken® is recognised for its iconic design and for breaking new ground in its approach to marketing, so it was crucial that the Legendary 7 campaign was consistent with these qualities. The campaign draws on the legendary associations of the Wild West – Heineken®'s legendary farmers are like the cowboys of old: both breaking down frontiers and exploring the unknown in nature. In keeping with the Western theme, the illustrative style is black and white, but accents of green and red clearly identify the campaign with Heineken®'s brand identity.

Mark van Iterson, Global Head of Design for Heineken®, said: "Sustainability is often seen to be complex and inaccessible for consumers. However, sustainability is at the heart of all that we do and we wanted to find a way to encourage consumers and all our stakeholders to easily engage with HEINEKEN's Brewing a Better World programme. Legendary 7 challenges the status quo of sustainability reporting and helps consumers appreciate the sustainability thinking and all natural ingredients which go into the creation of their favourite brand".

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#### Attached imagery

Posters featuring the seven real farmers, responsible for the production of high quality sustainable barley and hops used to brew Heineken® beer.

#### About Heineken®

The Heineken® brand, that bears the founder's family name – Heineken – is available in almost every country across the globe and is the world's most valuable international premium beer brand.

To follow Heineken® on Twitter visit [www.twitter.com/heineken](http://www.twitter.com/heineken) and to become a fan on Facebook go to [www.facebook.com/heineken](http://www.facebook.com/heineken). To view videos, subscribe to Heineken® YouTube channel at [www.youtube.com/heineken](http://www.youtube.com/heineken).

#### About HEINEKEN

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a powerful portfolio of more than 250 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business and delivers value for all stakeholders. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ 81,000 people and operate more than 160 breweries in 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY). Most recent information is available on HEINEKEN's website: [www.theHEINEKENcompany.com](http://www.theHEINEKENcompany.com) and follow us via @HEINEKENCorp.

#### About BaBW

For more information about HEINEKEN's sustainability ambitions please go to <http://www.theheinekencompany.com/sustainability>.

#### About Blippar

Blippar is state-of-art augmented reality technology. It uses the camera function in your smartphone, tablet or wearable to recognise images that are blippable and return a response. This response could be anything from opening an image gallery or playing a video to launching a simple web-link or a complicated interactive game. The Blippar app can be downloaded for free from the iTunes store or Google Play (mobile or tablet).