



#Euro2020

CONNECTING FANS WITH THE BEST CONTENT ON TWITTER




Heineken[®]

More than
Half
of sports fans say


“being on Twitter  during the game is like being in a digital pub”





 **Luke Still**
@LukeStill11
It's coming home!!! 🐒🐒🐒 #EURO2020

and
75%
of fans use Twitter to
keep updated with key
moments and scores
across matches

 **Lorna**
@lona04982758
SO EXCITED NOW 🥰 #EURO2020 🇬🇧

 **Tea_and_Tweets**
@TeaandTweets1
I am certainly getting excited and can't wait. Roll on 11th June and the start of #euro2020 . Come on England. 😊🏆🇬🇧.

The power of Connecting on Twitter

LEANED-IN AUDIENCE

+22% more time spent on Twitter vs. competitors (-9%) during major live events

INCREASED RELEVANCY ON & OFF PLATFORM

88% correlation between Twitter spend and perceptions of a brand's cultural relevance

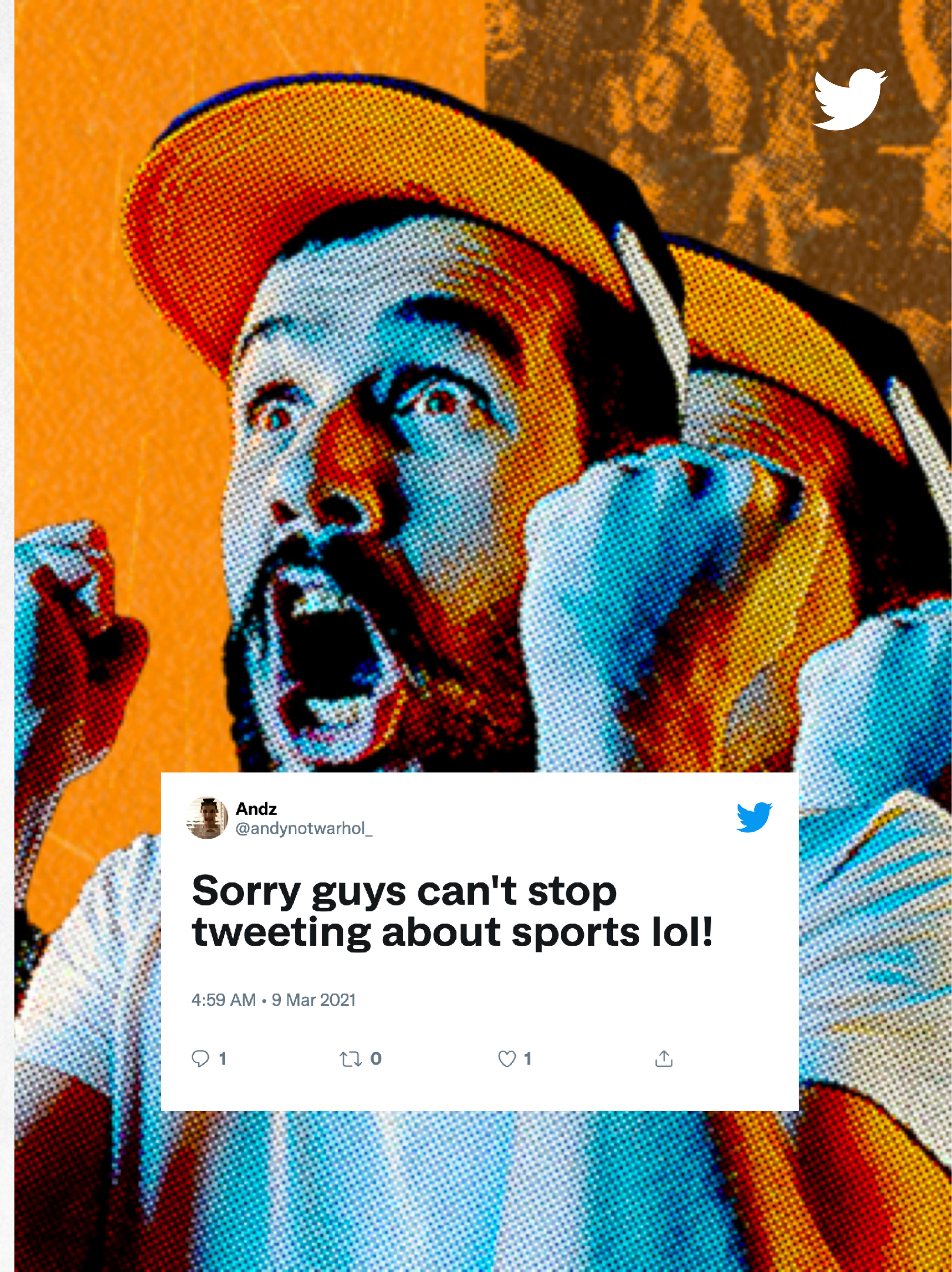
PROVEN RESULTS

1.9x more time spent on Connect ads on Twitter and 4X more likely to act (vs. FB and IG)

Source: Custom Daypart Analysis, Comscore Media Metrix & Mobile Metrix, Shift in total minutes on Twitter vs. other social platforms (Event vs. average of 3 weeks prior during same day of week & airing time), Super Bowl: 2/2/20, USA; NFL Draft 4/23/20, USA, Oscars 2/9/20, USA, Premier League, 7/5/20, UK, General Election 11/19/19, UK

Source: Kantar & Twitter Brand Cultural Relevance Research, commissioned by Twitter, US, Nationally representative sample, 100 US brands tested, Dec 2019. Methodology: Correlation analysis, which shows the strength of the relationship between two variables/metrics

Source: Start With Them: Post Exposure Study, commissioned by Twitter and conducted by Neurons, Inc. in the U.S. in 2019. Twitter, n=30, Facebook, n=28, Instagram, n=29. *Twitter's difference from Facebook and Instagram is statistically significant at the 95% confidence level.



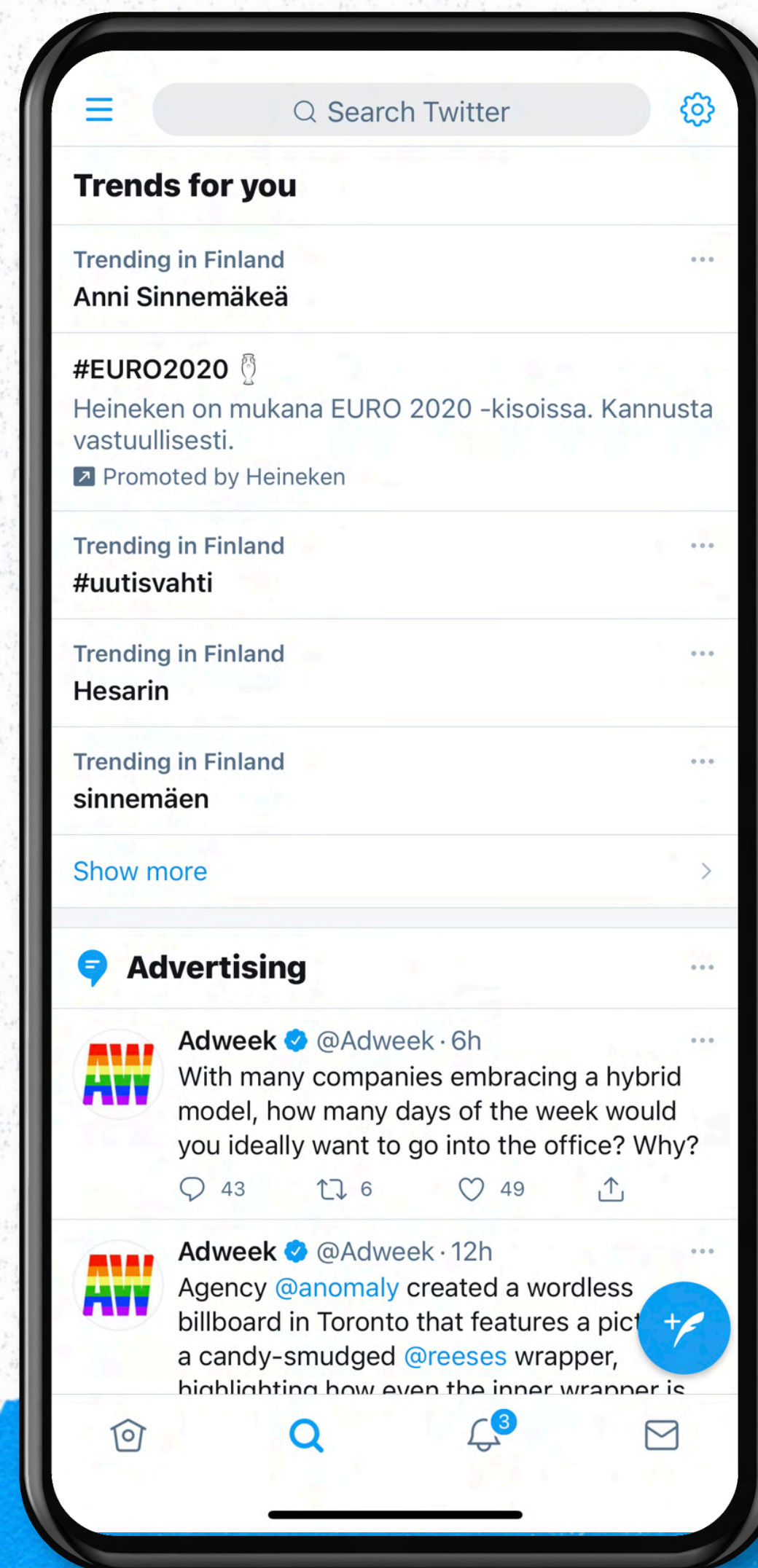


Heineken connected with the #EURO2020 on Twitter to support their global football strategy and engage locally in key markets.

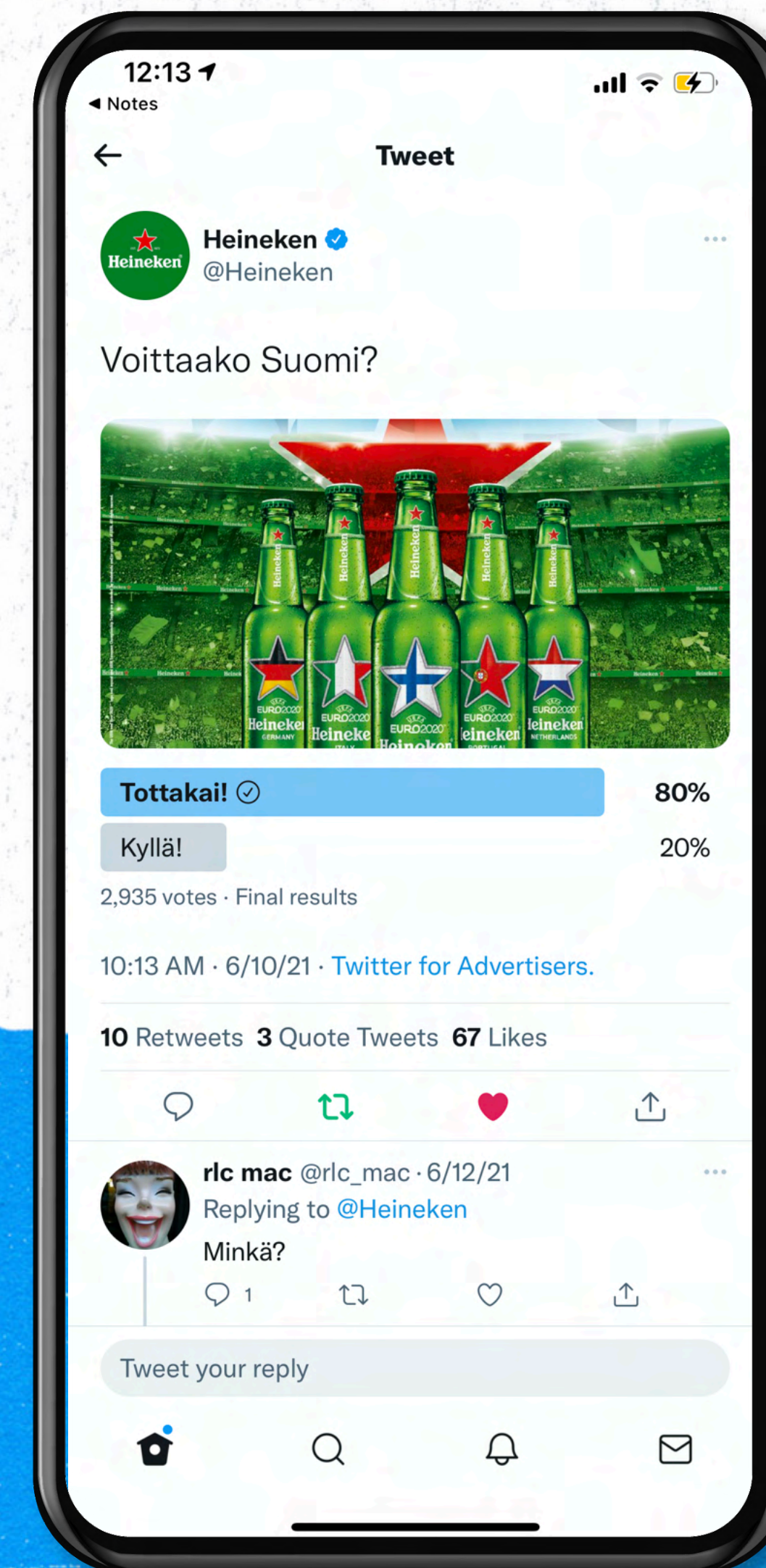
Align brand message with the moment to drive excitement



Build engagement by leading the conversation



Drive engagement through custom polls



Highlights

#EURO2020 - Enjoy the Rivalry 🇳🇵

A Heineken + Twitter Success Story

Challenge

How can Heineken make the most of the EURO 2020 sponsorship and drive relevance with football fans during one of the most anticipated sporting events in years?

Insight

Nothing brings fans together like the love of a good rivalry.

Solution

Use Twitter's takeover products and engaging ad formats to drive excitement, relevance and awareness during key EURO 2020 matches.

Products Used

Twitter Takeover, Image Poll Card, Video Website Card

142%

HIGHER ENGAGEMENT VS
2021 TAKEOVER BENCHMARKS

30%

HIGHER IMPRESSIONS DELIVERED ON FIRST
TREND TAKEOVER VS BENCHMARK





CHALLENGE

With #Euro2020 happening amidst a global pandemic, keeping friends, families and foes apart, how can Heineken maximise a global platform in Finland?

INSIGHT

**Nothing brings fans
together like the love
of a fierce rivalry.**



IDEA

Capture the excitement of big games by driving engagement for Finnish fans and bringing fun and irreverent content to their timeline **daily on **Twitter**.**



LAUNCH

Heineken began their program delivering compelling content to drive excitement of the tournament and awareness of Heineken's messaging and custom creative.


#EnjoyTheRivalry 🍷🍷


Branded emojis can increase in the amount of attention a tweet receives by **10%**

It also increases awareness and association, with users more likely to Tweet the hashtag because of the use of a custom emoji.





JOURNEY

In advance of each of Finland's matches, Heineken polled the audience on whether or not Finland  was going to win their match.

Heineken 
@Heineken

Voittaako Suomi?

Enjoy the Rivalry with Heineken.

Nautitaan yhdessä kisoista.  

Tottakai!	81,4 %
Kyllä!	18,6 %

3 679 röster · Slutresultat

1:11 em · 15 juni 2021 · Twitter for Advertisers.

2 Retweets 70 gilla-markeringar

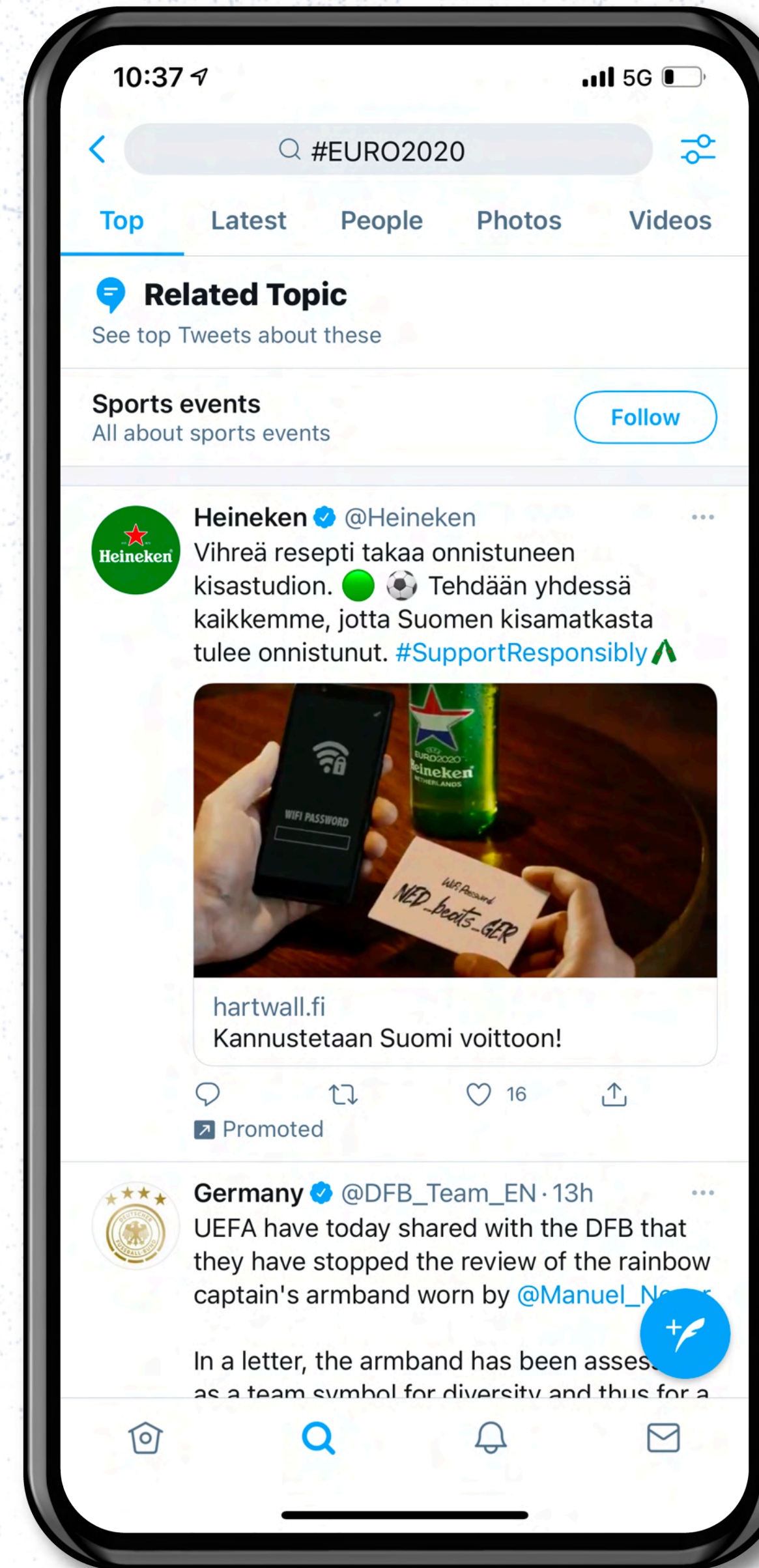
JOURNEY

Heineken ran **5 Twitter Takeovers** to create hype and drive relevance to football fans:

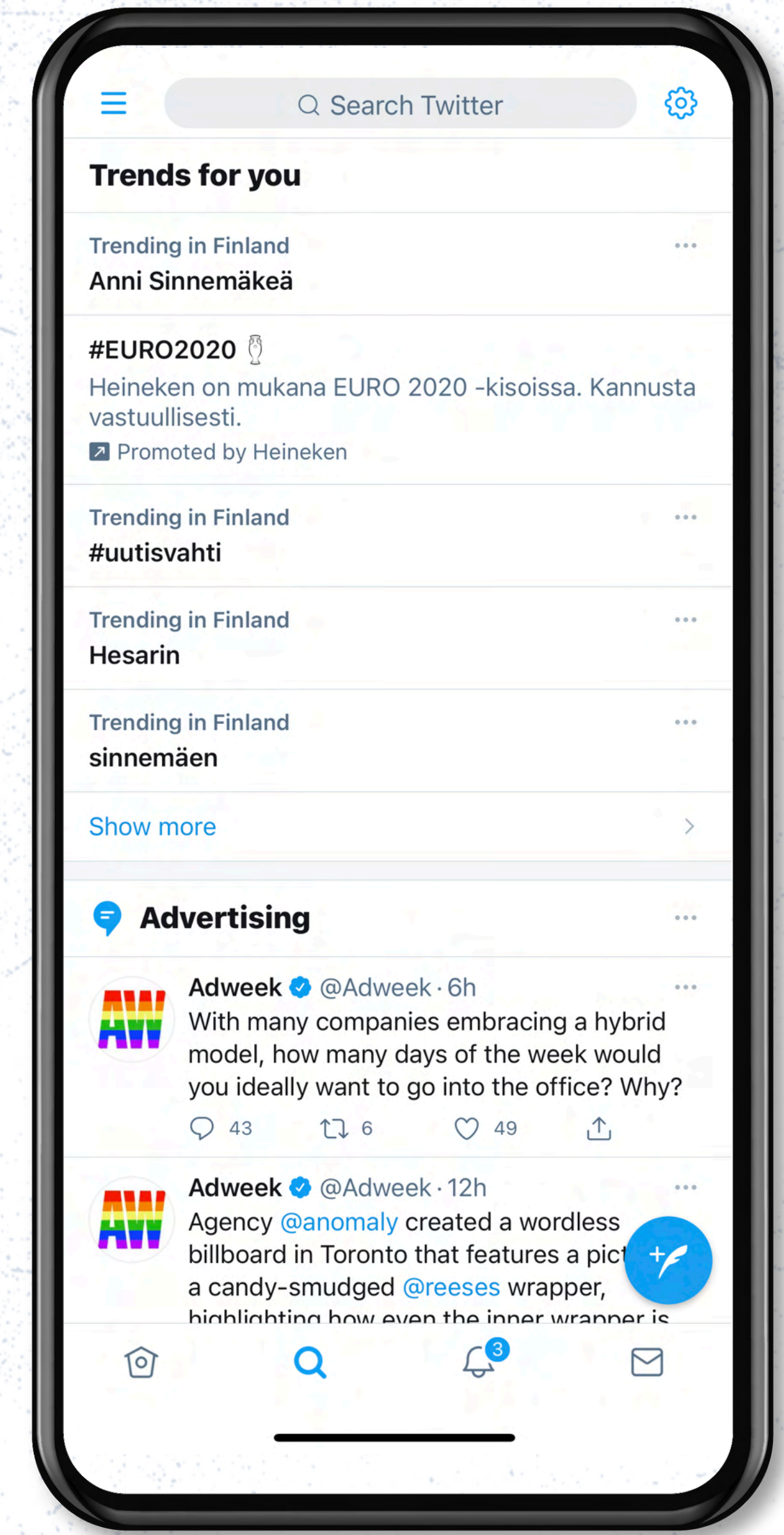
x1 during each Finland game day
x1 during semi-final and final game

#SupportResponsibly 

Branded emojis can increase in the amount of attention a tweet receives by **10%**



TIMELINE TAKEOVER



TREND TAKEOVER

It also increases awareness and association, with users more likely to Tweet the hashtag because of the use of a custom emoji.

JOURNEY

And mixing in messages
and custom videos
relevant to the week's
biggest matchups.



12:03 4G

< Tweet

 Heineken 
@Heineken

Vihreä resepti takaa onnistuneen kisastudion. 🟢 ⚽ Tehdään yhdessä kaikkemme, jotta Suomen kisamatkasta tulee onnistunut. [#SupportResponsibly](#) 🍷

Översätt tweeten



0:10

hartwall.fi
Kannustetaan Suomi voittoon!

11:58 · 2021-06-17 · [Twitter for Advertisers.](#)

JOURNEY

Tying in to Heineken's global sponsorship deal and real-time content, Heineken Finland was able to maximise a global platform and convert it into local success.





SOLUTIONS

Twitter Takeovers

Use Twitter takeover products to drive excitement leading up to key matches throughout the tournament.

Branded Emoji

Increases awareness and association, with users more likely to Tweet the hashtag because of the use of a custom emoji.

Poll Cards

Give fans a simple way to engage on the most relevant topic around their passions and patriotism.

Promoted Video

Use multiple hyper-relevant videos to drive awareness and recall with local audiences.

RESULTS

5.7M

total paid impressions 🇫🇮

>3X

higher engagement than avg.

17k

votes on custom poll cards



RESULTS

When triumph and tragedy collided on the pitch, the world flocked to Twitter ... delivering the most impressions ever for a Trend Takeover in Finland

30-50%

HIGHER IMPRESSIONS DELIVERED ON FIRST TREND TAKEOVER VS BENCHMARK
(2021 & 2020)



Hannamari Selin 🙏🦉🙏
@Hannamari_Sln

This is a picture of Finnish players after the winning goal. (Man who scored, Pohjanpalo, on the left) #DENFIN #humanity #Respect #Huuhkajat #Eriksen



ARNAB
@arrys1v

Sports is the greatest invention of mankind.

It's unites us. We cry together. We **win** together. End of the day, football and sports **win**

#Eriksen #DENFIN



10:50 PM · 6/12/21 · Twitter for Android

5 Retweets 1 Quote Tweet 41 Likes



Derek Rae ✓
@RaeComm

Main thing now is that Christian Eriksen is responsive. That's all the really matters. Congratulations Finland on an historic **win**. #DENFIN

10:44 PM · 6/12/21 · Twitter for iPad

67 Retweets 2 Quote Tweets 1,119 Likes

Pekka Koski@Hartwall



"The EURO 2020 campaign was a huge commercial success for Heineken in Finland. This was a result of a holistic marketing campaign in which Twitter had a crucial role in delivering the EURO 2020 sponsorship by connecting fans with the brand."

