

Heineken SA acknowledged at Assegai Awards

Issued by [Heineken South Africa](#)

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Heineken® scooped three awards at last week's Assegai Awards in recognition of their #TeamHeineken campaign created to leverage the brand's global sponsorship of Rugby World Cup 2019™.



The Assegai Awards acknowledge and award integrated marketing campaigns that deliver exceptional results with the #TeamHeineken campaign being recognised in the categories of Integrated Direct Marketing Campaign (Silver Award); Innovative Solutions (Bronze Award) and Face to Face Activations (Leader Award).

#TeamHeineken was created to localise Heineken® South Africa's status as a worldwide partner of the Rugby World Cup™. The campaign set out to embody the idea that the spirit of the tournament can be enjoyed by anyone, whether you know the rules of the game or not as Heineken® turned Rugby World Cup 2019™ into a social occasion across South Africa.

While fans had their favourite team/s, Heineken® ensured everyone came together to support them with #TeamHeineken. The multi-faceted campaign spanned from comprehensive broadcast integration to premium experiences. Standout campaign highlights included the country's most spectacular live match viewing experiences, a retail pop-up activation and, in a PR masterclass, Heineken® enabling the entire country to join #TeamHeineken® and view the final match through sponsorship of the live free-to-air broadcast on SABC.

The campaign was spearheaded by ambassador and former Springbok captain Warren Whiteley who, alongside a carefully selected group of influencers and an array of traditional PR tactics, brought #TeamHeineken to life for fans and non-fans alike.

Lauren Muller, marketing manager at Heineken® SA, said: "Heineken® always aims to create memorable experiences and bring enjoyment through all of our sponsorship platforms. We are immensely pleased to be recognised for the

#TeamHeineken campaign and would like to thank the Assegai Awards for this acknowledgement. #TeamHeineken was able to both introduced rugby to new fans and resonate with existing fans, something which ensured its success. We'd like to acknowledge our colleagues and agencies, Leverage and SonicState for their brilliant work on the campaign.”

For more information on Heineken South Africa, visit www.heinekensouthafrica.co.za

About Heineken South Africa:

Heineken South Africa is a key player in the beer and cider industry in the country, with an impressive portfolio of brands, including Heineken®, Sol, Desperados, Windhoek, Miller Genuine Draft, Amstel, Strongbow, Fox, Soweto Gold, and Tafel. Heineken South Africa is a joint venture between Heineken N.V. and Namibia Breweries.

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Heineken South Africa is an important player in the South African beer and cider market. We have an exciting portfolio of brands, spearheaded by our global flagship brand Heineken®.

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