




 HEINEKEN

 Silverbullet

Case Study

Heineken Brazil.

Silverbullet designs, builds and transforms Heineken Brazil's first-party data strategy, driving marketing automation and unlocking unique consumer insights.

Introduction.

CPG (Consumer Packaged Goods) and FMCG (Fast Moving Consumer Goods) brands are fast turning towards data and digital transformation strategies as they look to garner their competitive edge in the modern marketing era. Often, they have limited or no direct relationship with the end consumers due to the nature of their business models, and as we step into a cookie-less future, further challenges are presented along the way.

A first party data strategy is the answer to these challenges, however obtaining insight directly from the consumer is no easy feat. Heineken Brazil and their chosen partner, Silverbullet, are leading the way in delivering a results-driven data and digital transformation journey. **Let's explore how.**



The Challenge.

Heineken Brazil had a very clear goal in mind before starting their transformation journey: **to become the most connected brewery in Brazil.**

Due to the nature of Heineken and its sub-brands, they typically had limited or no first-party data on their consumers and needed to explore various avenues to improve the direct relationship with their loyal customers. Silverbullet and Heineken Brazil identified four key areas to work on, in order to turn their goals into a reality.

1 Accelerating the path to success

Heineken Brazil needed some support in turbo charging their initiatives to help realise their full potential. With limited resources internally to fully execute a first-party data strategy, the company sought a specialised partner to advise, consult, and build out their transformation roadmap across their portfolio of major national brands.

2 Global business, local goals

Heineken is a huge, global business, with several entities worldwide. However, local regions have nuanced strategies and differing audiences with whom they want to engage. They needed an expert partner who understood both the global mission, as well as the local distinctions that mattered most to them.

3 Limited people, limited scope

Heineken Brazil needed resources, and they needed them fast. With such exciting opportunities ahead, the company required its own taskforce to help it untap its full potential, whilst creating a data culture across all key stakeholders throughout the business.

4 Unlock the potential of data

Heineken Brazil knew that their customers had to be at the center of their business strategy. However, they faced an organisation-wide cultural shift towards data-driven decisions, therefore presenting the need to educate and inspire the team to understand the true power of data.



"Heineken Brazil selected Silverbullet as our chosen data strategy partner to help us turn our goals into reality. Silverbullet's proven expertise in the FMCG landscape perfectly positions them to help Heineken Brazil to reach our global and local goals."



João Belfort

Head of Data & Digital, Heineken Brazil

The Solution.

Undertaking such a large-scale project meant there needed to be a strong strategy and roadmap put into place so that Heineken Brazil and Silverbullet could track and measure success throughout. The project was split into these core areas:



Empower

The empowerment phase is centered around requirements gathering and gap analysis to identify what needs to happen in order to reach success. Silverbullet worked with Heineken Brazil across some core areas:

- Identifying key stakeholders throughout the business
- Analysis of the organisation and tech set up
- Business criteria and competitive advantage initiatives
- Education and training



Build

Through connecting with the various stakeholders across the organisation and executing the empowerment phase, Silverbullet was able to present a strategic roadmap of their data and digital transformation journey.

- Silverbullet ensured the strategy was closely aligned with the global corporation, as well as the local market and the individual sub brands, to ensure all nuances were aligned to avoid conflict. Once selected, Silverbullet Implemented and integrated Heineken Brazil's chosen Customer Data Platform (CDP).
- Silverbullet ensured that Heineken's chosen CDP was integrated seamlessly with the rest of its tech stack and removed any friction that may have existed before.

 Achieve

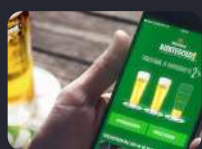
Once the technical phase had been completed, Silverbullet provided Heineken Brazil with on-going support to:

- Ensure and oversee the collection of first-party data
- Drive personalised 1:1 marketing initiatives
- Secure direct conversion with the consumer
- Deliver marketing automation

Having successfully completed the Empowerment, Build and on-going Achieve phases, Silverbullet now delivers managed services for Heineken Brazil as they build out their 2022 data strategy and reach different levels of maturity.

The Method.

Due to Heineken Brazil's business model, the brand needed to think of creative ways to get closer to the end consumer. In support with Silverbullet, Heineken identified five key areas:



Loyalty Schemes

A loyalty-based initiative aimed to draw in consumers through several value exchange exercises, such as collecting points, registering receipts for a discount, etc.



Aligning with Local Bars & Restaurants

Working closely with local bars and restaurants who stocked Heineken products in order to extract valuable insights into their consumers, their habits and how they interact with their goods.



Exclusive Partnerships

Utilising long-standing relationships with partners who have exclusivity to sell their products. Through these partnerships Heineken is able to gain intelligence into their customers.



Sponsored Sporting & Music Events

Aligning with several sporting events (especially football in the Brazil area!) as well as music artists and concerts.



The Heineken App

Users can use the app to reserve tables at local bars and restaurants, receive loyalty incentives such as free drinks upon arrival, etc.



By leveraging Silverbullet's three-phase approach, Heineken Brazil have gained invaluable access to Silverbullet's expertise, alongside the CDP, in order to seamlessly collect and manage rich first-party data assets – all with the aim to place the customer at the center of their business.

The 2021 Results.

In partnership with Silverbullet, Heineken Brazil surpassed its goal in the first year of deploying its data strategy, overachieving on their data acquisitions and **collecting millions of consumer records.**



"Silverbullet continues to support Heineken Brazil in growing quality first-party data, with an increased focus on activating first-party data for insights and more connected consumer journeys. The success of our partnership is down to their unparalleled expertise and incredible teamwork."



João Belfort

Head of Data & Digital, Heineken Brazil



"Heineken Brazil is a joy to work with. The team are both willing and open to testing new ideas to achieve their long-term goal and vision. They worked extremely hard at creating a strong data culture and offered us true dedication and creativity to help the Silverbullet experts to adopt best practices into their local operation. We cannot wait to continue our data transformation journey together in 2022 - and hopefully, beyond!"



Andrea Ghibaudi

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