


Goal: Build the proximity with
the Heineken brand in the target group

A CITY INHABITANT

**INTERESTED
WITH THE WORLD**

Michael

**TAKING FROM LIFE
ALL THAT IS BEST IN IT**

**KEEPING UP-TO-DATE
WITH THE CITY'S LIFE**

ACTIVE

How did Michael Open the City with Heineken and website Co Jest Grane?



WWW.OTWORZMIASTO.PL

- Comprehensive information on what is taking place in 11 largest cities in Poland
- Event calendar
- Recommended places: over 500 locations
- Influencers writing about the city

 More than **1 million** UU

 More than **3,1 million** PV

 Geolocation

 RWD



gazeta
cojestgrane
cjo.gazeta.pl

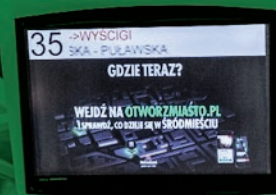
AGORA SA

Heineken 

OOH

Wide outdoor campaign

 **16 million** contacts with advertisement
in means of public transport



ams 

 **cojestgrane** 



PRESS

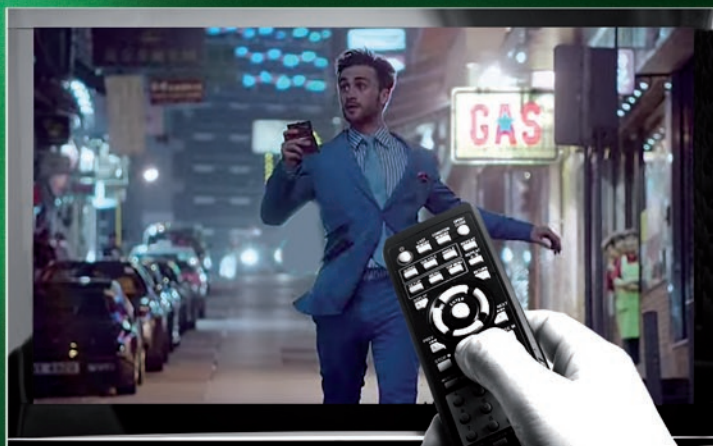
Well, what is going on in the city?



More than **2,4 million** sold copies

AGORA SA

Heineken 



TV

TV campaign supporting
the project



402 million contacts
with advertisements

MOBILE + OOH

Using NFC technology
for the first time in Poland
on outdoor displays



7 cities in Poland



AGORA SA

Heineken 

BTL

A limited issue of bottles with labels featuring capital cities of the world with Warsaw as one of them
+ lottery



145 889 entries in the lottery



RADIO

Live broadcasts from the Cud nad Wisłą club in Warsaw



11 live broadcasts

AGORA SA

Heineken®



EVENTS

Live concerts at the
Cud nad Wisłą club



13 concerts

OPEN'ER FESTIVAL

Live broadcast from the festival,
Heineken town: workshops,
lectures, relaxation



Over **150 000** UU in the Open'er
tab on otworzmiasto.pl

AGORA SA

cojestgrane



Heineken ★

Summing up: 11 cities! 3 month!

WWW



More than **1 million** UU



More than **3,1 million** PV



content from **11** local editing teams of Gazeta Co Jest Grane

MOBILE



More than **177 tys.** UU

PRESS



More than **2,4 million** sold copies of Gazeta Co Jest Grane

RADIO



11 live radio programmes on Rock Radio

OOH



16 million contacts with advertisement in means of public transport

