



Heineken's UEFA Delivers 38.6% Extra ROI

The Unmatched Power of Retail Media
to Drive Awareness at the First Moment
of Truth.

Heineken and UEFA share a renowned, long-standing partnership in the Champions League.

Challenge

In 2024, Heineken aimed to use its UEFA Champions League partnership to boost product awareness and drive conversions in a crowded retail space. The goal was to engage shoppers at the First Moment of Truth (FMOT)—the critical point when they consider a product in-store. To stand out and drive purchases, Heineken needed a strategy that combined brand visibility with incentives, leveraging data-driven insights and precise targeting across both online and in-store channels.

Strategy

Execution

Footprints AI used its omnichannel platform to blend online and offline insights, running a seamless retail media campaign across 586 locations in 288 cities. Shoppers could win UEFA-themed prizes by purchasing Heineken products and entering codes online. Precise media placement and real-time data allowed for optimized messaging and engagement throughout the campaign.

Shopping Missions

The campaign was structured to appeal to consumers during their regular shopping missions, creating Champions League-themed interactions across retail stores. Footprints AI's platform used shopper journey data to pinpoint when and where target audiences would be most receptive to these interactions. By overlaying insights such as foot traffic, historical purchasing behavior, and promotion receptiveness, the campaign targeted high-traffic supermarkets.

Target Audience

Footprints AI's data allowed for granular segmentation, ensuring that Heineken's ads reached the right people at the optimal moment, increasing both awareness and engagement. By leveraging predictive AI models to analyze shopping behavior patterns, Footprints AI identified the key demographics most likely to purchase Heineken during the UEFA season, allowing for hyper-focused messaging that resonated with the football fan base.

Strategy At A Glance

Retail Network



Retail Channels

- In-Store: Digital Screens, Radio
- On-Site: Website, Mobile App

Media Investment

- Duration: 3 weeks
- Budget: 4.5% from total



Footprints AI consistently proves the value of data-driven retail media strategies. By leveraging their platform, we were able to align Heineken's messaging with consumer behavior, delivering a high-impact campaign that exceeded expectations.

Cristian Costache

Head of Digital Media,
Dentsu Romania



Solution

Footprints Retail Media Network is Romania's most powerful and largest ad network that ensures brands to engage with the right audience based on both shopping and purchase behaviors, maximizing customer intelligence and media investment impact.

The solution involves:

- Omnichannel retail behavior analysis.
- Profiling to generate socio-demographics, and household-level econometrics.
- Predict next 30-day behaviors.
- Use geolocation for precise insights and community-level targeting.
- Generate hyper-personalized ad content.

Retail media campaigns allow precise targeting throughout the purchase path, offering competitive media costs, real-time campaign measurement, and direct sales outcome monitoring, and real time media-to-sales attribution.

Results

Increase in Ad Recall

The campaign generated substantial media value, delivering 38.6% increase in return on investment versus any other media channels used. Footprints AI's strategy ensured that shoppers were exposed to and remembered the ads during key purchasing moments, boosting awareness and engagement in the most relevant way.

Unique Retail Customer Data Insights

Footprints AI maximized Heineken's ROI by optimizing promotional reach. Advanced analytics provided unique insights into customer behavior, tracking how shoppers engaged with UEFA-themed promotions and converted to in-store purchases. These insights would inform future marketing strategies, ensuring ongoing optimization and effectiveness.

Share of Budget

4.5%



ROI on Ad Recall

138.6%