

HEINEKEN appoints JWT Amsterdam as global lead agency for Sol



Amsterdam, 3 July 2018 – HEINEKEN has awarded the global advertising business for Sol to J. Walter Thompson Amsterdam. After a short and non-traditional pitch involving three international agencies, HEINEKEN selected J. Walter Thompson Amsterdam as its global partner to develop the new assets for the Sol Brand internationally.

Sol, the original Mexican beer born in 1899, is one of HEINEKEN's fastest growing beer brands outside its home region. To capitalize on its increasing popularity, Sol was looking for a new communication partner to help to rediscover its rich roots and bring that to the forefront of communication.

Sol has been living a little bit in the shade for some time. So we are thrilled to help build the brand towards fulfilling its true potential now.

— Alewijn Dekker, Deputy MD, J. Walter Thompson Amsterdam

We have chosen J. Walter Thompson Amsterdam not only because we think they have the right strategic mindset but also because their eagerness to succeed matches our ambitious growth plans on the brand.

— Alessandro Manunta, Portfolio Development Manager, Sol

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About J. Walter Thompson

J. Walter Thompson (JWT) has been at the forefront of advertising for over 153 years, constantly evolving and drawing upon our unique and innovative DNA to reimagine the future for our clients and our agency. JWT has always been first, changing the course of the future for ourselves and our clients. We aired the first TV commercial, launched the first global campaign, promoted the first female creative director, rocketed the first candy bar into space, created the first amphibious prosthetic limb, and taught a computer to “paint” a 3D “Rembrandt.”

Editorial information

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a powerful portfolio of more than 300 international, regional, local and specialty beers and ciders.

We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business and delivers value for all stakeholders.

HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ over 80,000 employees and operate breweries, malteries, cider plants and other production facilities in more than 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam.

Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY). Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com and follow us on Twitter via @HEINEKENCorp.

ABOUT J. WALTER THOMPSON AMSTERDAM

We're a local agency with international ambitions. Intergalactic ambitions even. To reach that goal we've transformed the agency quite drastically. For instance, we only have 3 departments: Think, Do and Make. Why? Because you have to keep it simple this day and age to help your clients face an increasingly complex world.



J. Walter Thompson Amsterdamnewsroom