

HEINEKEN kiest JWT Amsterdam als global lead agency voor Sol



Amsterdam, 3 juli 2018 – HEINEKEN heeft J. Walter Thompson Amsterdam gekozen als global lead agency voor Sol. De keuze werd gemaakt na een korte, niet traditionele pitch met drie internationale bureaus. Het bureau wordt verantwoordelijk voor alle communicatie rond het merk Sol in alle regio's van de wereld, behalve in Mexico.

Sol, origineel Mexicaans bier sinds 1899, is een van de sterkst groeiende merken binnen HEINEKEN. Door de groeiende populariteit was Sol op zoek naar een nieuwe strategische en creatieve partner die het merk helpt zijn krachtige verhaal verder te ontwikkelen.

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