

# HEINEKEN appoints WE ARE Pi as global lead agency for Desperados brand

HEINEKEN has appointed Amsterdam-based WE ARE Pi to be its lead global communications partner for the Desperados brand.

19 NOVEMBER 2015, AMSTERDAM

## SUMMARY

*The Desperados brand team will work with WE ARE Pi to develop communications with a focus on digital experiences and social activations to reinforce the brand's position as the most iconic drink for the millennial generation.*

## HEINEKEN appoints WE ARE Pi as global lead agency for Desperados brand

**Amsterdam, 18<sup>th</sup> November 2015:** HEINEKEN has appointed Amsterdam-based WE ARE Pi to be its lead global communications partner for the Desperados brand. The appointment is effective immediately.

Desperados, with its unique tequila flavour, is one of the biggest and fastest growing international beer brands in the HEINEKEN portfolio, and is available in 85 markets around the world. The Desperados brand team will work with WE ARE Pi to develop communications with a focus on digital experiences and social activations to reinforce the brand's position as the most iconic drink for the millennial generation.

Walter Drenth, Senior Global Director International Brands, HEINEKEN, said: "Desperados is a beer born with tequila – this unique proposition defines the brand's challenging attitude. We were looking for a fresh creative partner with profound understanding of our target audience and the bold attitude which the brand deserves. We are convinced WE ARE Pi's approach makes it a perfect fit with our brand philosophy."

Alex Bennett-Grant, MD & Co-founder WE ARE Pi, said: "Desperados is one of the most exciting brands in the global beer category. Like us, the Desperados team and their consumers are creative, restless and non-conformists. As an ideas company, we are always looking to partner with thought leaders who want to move the world forward creatively. We have this in abundance with Desperados. We are very excited about the future."

**-Ends-**

## Notes to Editors:

**Press enquiries:** David Pugh: [David.Pugh@heineken.com](mailto:David.Pugh@heineken.com) / +31 (0) 610 042 862

## 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 250 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 81,000 people and operate more than 160 breweries in 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](http://www.theHEINEKENcompany.com) and follow us via @HEINEKENCorp.

## About WE ARE Pi

Founded in 2011, WE ARE Pi is an Amsterdam based international ideas company that delivers brand storytelling across communication and experiences, for clients including; HEINEKEN, Coca-Cola, Under Armour, LEGO, Wrangler, Kipling, TED Conferences, and Paddy Power.



## QUOTES

*“Desperados is a beer born with tequila – this unique proposition defines the brand’s challenging attitude. We were looking for a fresh creative partner with profound understanding of our target audience and the bold attitude which the brand deserves. We are convinced WE ARE Pi’s approach makes it a perfect fit with our brand philosophy.”*

— Walter Drenth, Senior Global Director International Brands, HEINEKEN

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— Alex Bennett-Grant, MD & Co-founder WE ARE Pi

#### SPOKESPEOPLE



Alex Bennett Grant

Managing Director

 wearepiams



Patrick Garvey

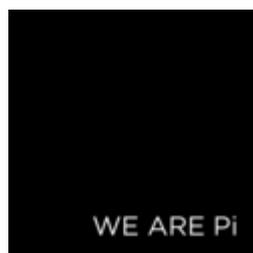
Managing Partner

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#### ABOUT WE ARE PI

WE ARE Pi, an ideas company born to provide a modern alternative for thought leaders building the brands of tomorrow, including: Coca-Cola, Wrangler, Lego, Under Armour, Kipling and TED Conferences.



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