

CONNECTIONS WORKSHOP GUIDELINES



1. LINE UP

2. IDENTIFY

3. CREATE

4. DEVELOP

5. EXECUTE

WORKSHOP PURPOSE

The Connections Workshop is designed as a full day session for all STORYTELLING stakeholder partners to work together to build a structured view of the audience's lives for the purpose of:

1. Creating a shared view and understanding of how the audience really live before producing any assets for the Brand
2. Stimulating a full discussion to discover and understand the most inspiring, incisive and insightful audience truths
3. Identifying CONNECTION MOMENTS which can inform the STORYTELLING BRIEF, to then help develop creativity to meet the brand and communications objectives

WORKSHOP ATTENDEES

All STORYTELLING stakeholders will attend the Connections Workshop. Each stakeholder will provide a unique perspective to help form a comprehensive audience understanding.

Each stakeholder group will serve a critical role in the preparation, delivery and follow-up for this workshop session. [Note: We acknowledge that stakeholders will vary by market depending on resource and circumstances but to achieve a good outcome we would suggest the following attendees]

- **Responsible:** for delivering the project and getting to the outcomes by managing the people and information required to build an effective workshop
 - HEC STRATEGIST, SMG
 - MEDIA MANAGER [OR EQUIVALENT], HEINEKEN
- **Accountable:** for delivering the relevant pieces of information and insight to build understanding as preparation into the workshop as OWNERS of specific pieces of knowledge and intelligence
 - HEC STRATEGIST, SMG
 - ADVERTISING AGENCY PLANNER / STRATEGIST
 - DIGITAL AGENCY PLANNER / STRATEGIST
 - PR / COMMUNICATIONS STRATEGIST
 - CMI, HEINEKEN
 - BRAND MANAGER / DIRECTOR, HEINEKEN
 - MEDIA MANAGER, HEINEKEN
- **Consulted:** people who will be drawn upon for assistance throughout the preparation stage but will be fully committed to attending the WORKSHOP
 - CREATIVES, ADVERTISING AGENCY
 - CREATIVES, DIGITAL AGENCY
- **Informed:** people who will be kept informed of process and outcomes who will be expected to attend the workshop though not mandatory:
 - MARKETING DIRECTOR, territory
 - GLOBAL BRAND TEAMS



WORKSHOP INPUTS AND OUTCOMES

In preparation for this workshop session, STORYTELLING partners will have closely collaborated to create inspiring and thorough content to fuel this session. This content will be communicated throughout the workshop- both in presentation format and 'exhibitions' around the workshop space. Workshop attendees will engage with and discuss this content; they will not be 'presented to.'

The following inputs will be prepared in advance and communicated during this workshop:

- **BRAND OBJECTIVES & PERFORMANCE**
 - JTBD, BIAB, Brand Idea & Communications Objective
- **COMPETITOR BEHAVIOR & PERFORMANCE**
- **WHO**
 - CONSUMER IDENTIFICATION, QUANTITATIVE STORY
 - BRAND LEVEL TARGET CONSUMER EXPLANATION, QUALITATIVE
 - SOCIAL CONTEXT
 - CULTURAL CONTEXT
 - EMERGING BEHAVIORS
 - RICH PICTURE PERSONAS
 - INFLUENCE & ADVOCACY
- **WHAT**
 - **KEY POINTS and observations for each of the key behaviors**
 - AV VIEWING BEHAVIORS
 - BROWSING / READING BEHAVIORS
 - OOH BASED BEHAVIORS
 - MOBILITY BASED BEHAVIORS
 - LISTENING BASED BEHAVIORS
 - SEARCHING AND FINDING BASED BEHAVIORS
 - **KEY POINTS and observations around**
 - CONTENT
 - CONVERSATION
 - COMMUNITY
 - **KEY POINTS on owned assets**
- **CONTEXT [WHEN & WHERE]**
 - Using the context maps, a rich picture of how all of the KEY POINTS above start to shape the key contexts of communication, cultural consumption, technology usage in the audience lives

Through the review and discussion of these inputs, there are two principle outputs from the process which are worked on and agreed in the workshop:

1. Audience truths which are compelling observations and insights which we believe should be attached to the STORYTELLING BRIEF. These are inputs we believe, as a cross agency group, should inform how we connect with the audience to guide us closer to "superlative creativity" and increased effectiveness.



2. **CONNECTIONS MOMENTS** which are moments within the target audience's real life where they are the most receptive and where the Brand can engage distinctively. **CONNECTION MOMENTS** should work to inspire creativity as one of various inputs. At this stage identifying **CONNECTION MOMENTS** should not be a reductive exercise, so they should only go into the **STORYTELLING BRIEF** when the group feels they make a constructive contribution to a creative outcome.

WORKSHOP AGENDA

An example full day workshop plan is outlined below however this session will be fluid and discursive. If an idea or piece of information is compelling and requires further exploration, flexibility will be incorporated to allow for thorough discussion.

- **OPENING SCENE**
 - Introductions, objectives, terms of engagement, structure of the day, guided tour of the room
 - Reference back to **BRAND OBJECTIVES & PERFORMANCE**
- **ACT ONE:**
 - **COMPETITOR BEHAVIOR & PERFORMANCE**
 - EXHIBITION ON KEY COMPETITORS
 - CORE DISCUSSION
 - KEY POINTS CAPTURE
 - EXHIBITION ON PEER GROUP BRANDS
 - CORE DISCUSSION
 - KEY POINTS CAPTURE
 - SUMMARY DISCUSSION AND IMPLICATIONS REGARDING BRAND OBJECTIVES AND PERFORMANCE
- **ACT TWO:**
 - **CONSUMER IDENTIFICATION SUMMARY**
 - ALL CONFIRM UNDERSTANDING
 - **AUDIENCE RICH PICTURE EXHIBITION**
 - Guided exhibition tour on:
 - Qualitative story of understanding
 - Social, cultural and emerging behaviors story
 - Group discussion on pooling initial audience truths
 - Guided exhibition tour on:
 - Rich picture personas
 - Influence & advocacy
 - Group discussion on pooling initial audience truths
 - CAPTURE AND AGREE KEY AUDIENCE TRUTHS ON THE WHO



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- **ACT THREE:**
 - **EXHIBITION TOUR OF THE KEY BEHAVIORS ON THE “WHAT WALL”**
 - Potential breakout sessions to further discuss and understand
 - Group discussions on audience truths
 - Whole group discussion on audience truths
 - **EXHIBITION TOUR OF CONTENT, CONVERSATION AND COMMUNITY ON THE “WHAT WALL”**
 - Potential breakout sessions to further discuss and understand [rotate groupings]
 - Group discussions on audience truths
 - Whole group discussions on audience truths
 - **EXHIBITION TOUR OF OWNED ASSET SPACES**
 - Whole group discussion on audience truths
- **ACT FOUR:**
 - **Pool and discuss collated audience truths on the basis of:**
 - THE PAID, OWNED AND EARNED CONTEXT
 - THE CONTEXT OF BEER GROUP AND PEER GROUP
 - THE CONTEXT OF JTBD AND COMMUNICATIONS OBJECTIVES
 - Define and refine working audience truths
- **ACT FIVE:**
 - **EXHIBITION TOUR OF CONTEXT [WHEN AND WHERE]**
 - Breakout discussions on CONTEXT [rotate groupings]
 - Key observations from the WHEN and WHERE
 - Key implications for the working audience truths
 - Whole group discussion on CONTEXT:
 - Refine working AUDIENCE TRUTHS
 - Define working CONNECTIONS MOMENTS
- **ACT SIX:**
 - **Breakout sessions to start to refine key CONNECTIONS MOMENTS**
 - Define key PHYSICAL, BEHAVIORAL, MENTAL AND CULTURAL features
 - Regroup and discuss
 - **Final iteration**
 - **FINAL AGREEMENT ON;**
 - AUDIENCE TRUTHS which should be attached to the STORYTELLING BRIEF
 - CONNECTION MOMENTS which should inform the STORYTELLING BRIEF
 - **Agree context on the role of CONNECTION MOMENTS at this stage**
- **REPRISE**
 - **Final and closing comments: feedback, concerns, next steps**



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WORKSHOP FOLLOW-UPS

Prior to leaving the workshop session, all attendees should be clear on their roles in ensuring the completion of the following follow-up deliverables:

ONE WEEK POST WORKSHOP

- Summarize all materials and data gathered as input in the workshop
- Summarize the agreed
 - AUDIENCE TRUTHS
 - CONNECTION MOMENTS
- Circulate all summary documents for final agreement and clarifications on outputs / outcomes between all STORYTELLING partners

TWO WEEKS POST WORKSHOP

- Issue STORYTELLING BRIEF

