

CONNECTION MOMENTS EXAMPLES

The following are examples of Connection Moments that have been developed by Brands across the world. Connection Moments are moments within the target audience's real life where they are most receptive and where the brand can engage distinctively.

These are shared as stimulus for your Brands and your own development of Connection Moments. This document will be continually updated and for more information contact the GCU.

Take a Look!



LEFT TO MY OWN DEVICES ME TIME

BRAND: Sol

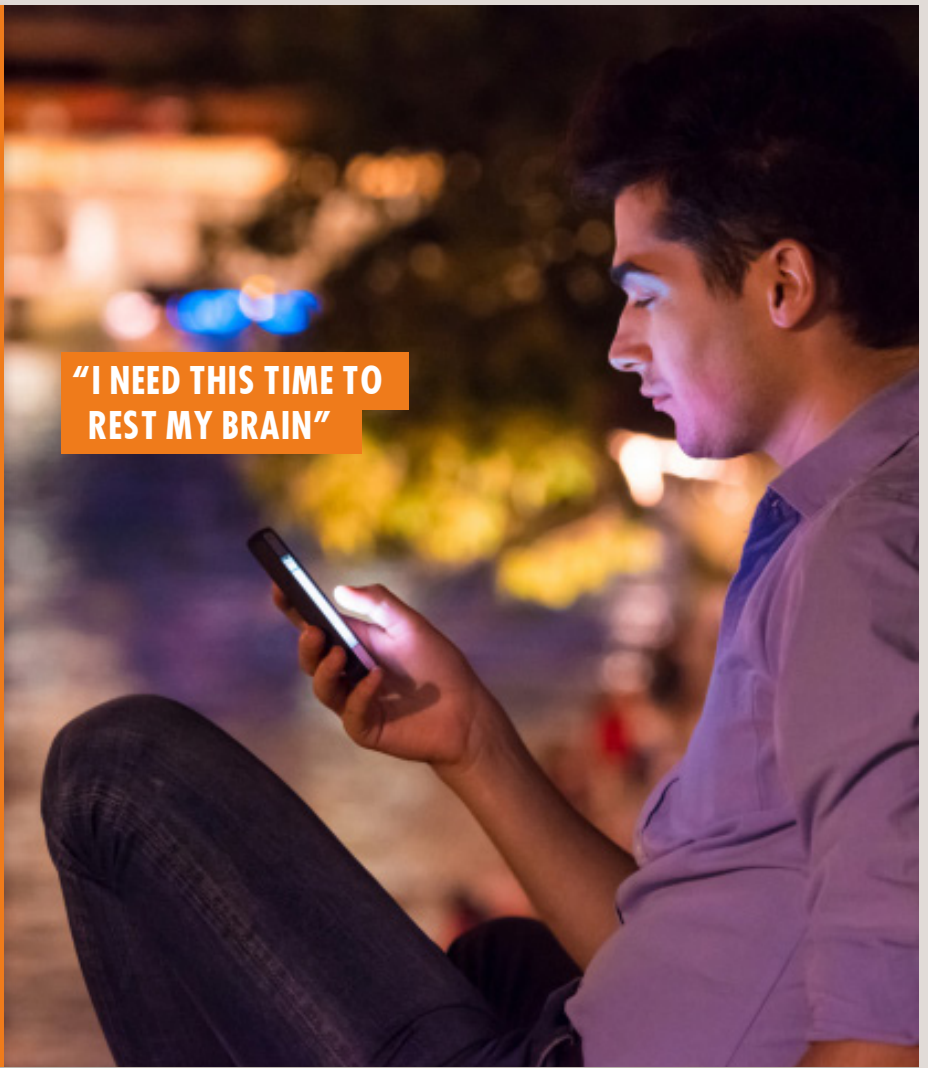
JTBD: Get an additional of 450k consumers 35+ adult consumers to include Sol in their repertoire.

I struggle my entire day with all activities and to dos I have to accomplish.

I'm a responsible man so I try to do my best, but sometimes during the day all I can think about is when I'm going to take a break and enjoy the things I really like.

I need this time to rest my brain, feel that I control my life and that I'm free to do what I want. Usually it happens when I'm at home, with my mobile, notebook or even seeking for some programs that I like on cable tv.

"I NEED THIS TIME TO REST MY BRAIN"



There are some special moments during my week that I need to do the stuff I like to do. Soccer on Wednesdays for me is religion, it is a moment that I'll meet my friends, watch a match and talk about it until the next day. These are the moments when I feel free to relax and connect with things I like and that are not related to work and serious things.

REGULAR DEFINING LIFE EVENTS & RITUALS

BRAND: Heineken

JTBD: Get an additional number of MOTW consumers (Men, AB 23/28 years old) who only occasionally drink the brand to become regular users (at least once a month) of Heineken by overcoming the belief that Heineken is not their preferred beer brand for all occasions.



VEG OUT

BRAND: Coors Light

JTBD: Increase regular consumption of Coors Light among Good Time Guys from 17% to 21% by overcoming the belief that Coors Light is not a brand that shares my interests.

Most evenings after work/college, I veg out on the couch in the house I share with the rest of the lads. I want to watch something fun - a bit of nonsense that lets me take an entertaining time out.

This time isn't particularly planned. In fact I end up watching some really random programmes and stations and some of my guilty pleasures are - Storage Wars, Goggle Box, Made in Chelsea, How do they do that. I might watch some VOD too. I have my mobile beside me and I'm constantly checking my FB feed, Twitter, YouTube, Sports websites, etc. I look at short form fun content on my mobile device, laptop or PC (Facebook, Memes, Pics, Videos) or play a few games while I'm watching TV. If I see something funny or impressive, I'll show it to the others or send it on to my other mates. Nothing serious, just some snippets to give us a laugh and something to talk about later with the lads - any distraction is welcome.



**"I MIGHT BE ON MY OWN
BUT I'M STILL VIRTUALLY
CONNECTED WITH THE LADS..."**

JOURNEY HOME

BRAND: Heineken

JTBD: Recruit young males aged 18-24 to the Heineken brand, over other LAD choices, by overcoming their belief that Heineken just isn't cool, edgy or relevant versus other LAD choices for them and their mates.

On weekday evenings, I love that time when the working/college day comes to a close. I love the feeling of getting out of there. I'm on the move from work/college to home and there are limitless possibilities for my evening ahead - so much more fun than being stuck in work/college.

I might be on my own but I'm still virtually connected with the lads... I commute home on public transport and am open to distraction with fun and entertaining content or games, which I'm happy to share with the lads if I think they will give them a laugh. I make arrangements with my pals on my mobile and check in with my social feed to figure out what I'm going to be doing for the evening and to see what the lads are saying. There's always plenty of slagging and messing going on. Life is a playground and I know that playtimes (and the lads!) are only a click, tap or a swipe away. I listen to music or the radio - anything light that makes me laugh. I'm more likely to spot OOH sites which have something entertaining, rewarding and relevant to me. I see the same sites every day so it's interesting when they can really distract me.



For me, the morning after is the new prime time. Everything that happened during the night, every breaking news, every pictures of me/of my friends, every single moments: I really need to be aware of everything. This is highly critical to perfectly begin my day. I need to be absolutely aware of the world surrounding my beloved communities.

THE MORNING AFTER

BRAND: Desperados

JTBD: Get 65% of 18-24s drinking Desperados instead of other beers by changing their belief that Desperados is not so different from the other.

EVENTS ENHANCER – FROM TICKETS TO CLIMAX

BRAND: Heineken

JTBD: Increase frequency on Young trendies by changing their belief that beer is not relevant for all social occasions.

I am very involved in my passions and I look forward the big events, the ones I wouldn't miss for anything in the world. I love to feel the excitement growing, and imagine how much I will enjoy the event in itself. The wait starts several months in advance and I love to live it 100%, from the moment when I buy the tickets, to the event climax.



"I LOVE TO FEEL THE EXCITEMENT GROWING, AND IMAGINE HOW MUCH I WILL ENJOY THE EVENT IN ITSELF"

BRAND: Strongbow

JTBD: Get 65% 18-24 drinking Strongbow instead of other beers by changing their belief Strongbow is not so different from the other.

EPIC MOMENTS OF GROUP PRIDE

It's about great mates throwing themselves into the whole journey – the planning, the anticipation, the event itself and post event.



REGULAR EVENTS & RITUALS THAT BOND THE LADS

Doing the things we love to do - the moments we anticipate away from our everyday lives and we look forward to and think about the rest of the week.

Our group of mates, our place – no one else, no rules and no expectations: a moment where we can be ourselves together.

CHILLING AT HOME WITH THE BOYS

CROSSING YOUR OFFICE BORDERS

BRAND: Heineken

JTBD: Get young adults, to choose Heineken as Italy's first brand that is "worth paying more money for" amongst the top 10 beers in the market overcoming the belief that Heineken is not innovative and unique.

After a hard day's work at the office I'm getting ready to clock out and be on my way to a nice relaxing evening at home or, why not, join my friends for drinks or dinner.

During my commute, on public transport or walking, is when I have the opportunity to get up-to-date with what my friends say or simply browse through those things that interest me. Sometimes I focus on choosing where to go or what to have for dinner.

My phone or the office desktop is a great source of information but every now and then a banner or billboard catches my attention.



"DEDICATE TIME TO ALL THE STUFF I'VE HAD TO LEAVE ASIDE FOR THE DAY'S HUSTLE AND BUSTLE"



ME TIME

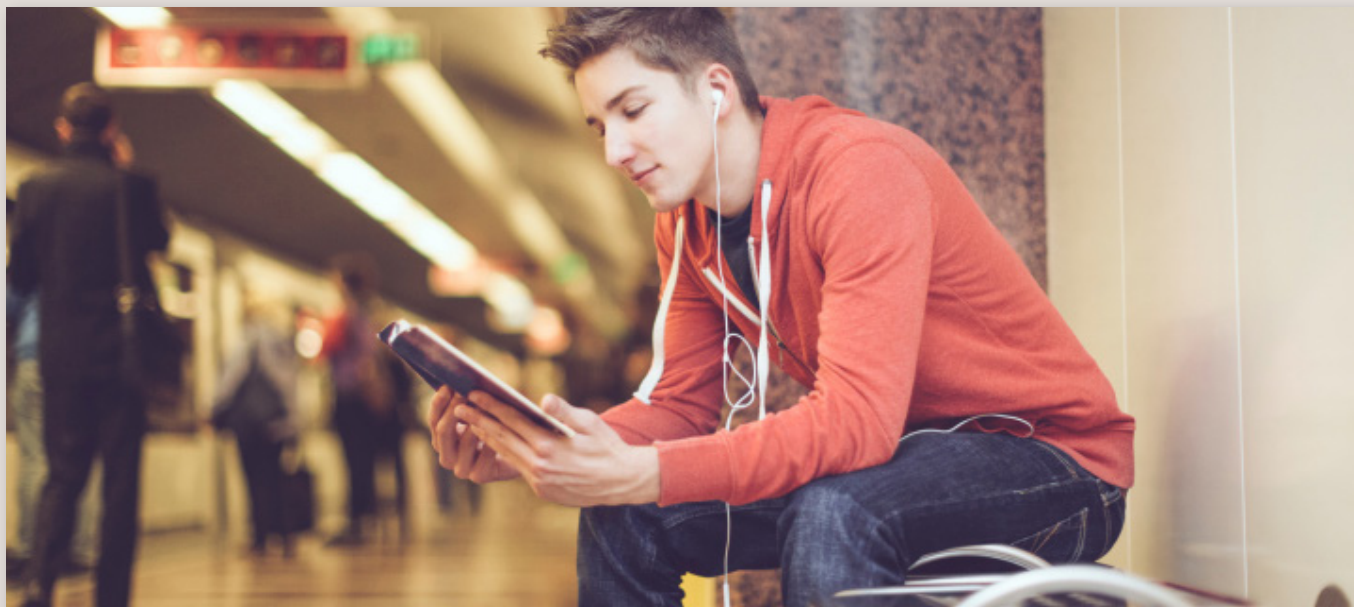
BRAND: Heineken

JTBD: Make Heineken Draught being "worth paying more for" vs import & premium lagers by overcoming the trade belief that Heineken Draught is lacking uniqueness, differentiation and superior quality.

Shoes off and at last I'm home to dedicate time to all the stuff I've had to leave aside for the day's hustle and bustle.

I might have a look at what's new, research that plan I've been wanting to do or just browse for cool stuff and what's going on in my social circle.

Depending on my mood I can watch TV and a series online for a bit of light entertainment or I might dig deeper into the things I like or want to do on my tablet, smartphone or laptop.



WAY TO WORK OR UNIVERSITY

BRAND: Heineken

JTBD: Make 8% more Young Experiencers and Quality Explorers trialists drink Heineken at least occasionally, by changing their belief that the brand is distant and not worth its price.

I slowly switch on during the half an hour on the bus when I'm on the way to work/university. It's early morning so I go on autopilot and I'm a little bored. I watch what is going on around me so I don't waste time entirely. Or I can check my mobile to see what's up. It's a good time to find interesting news that can make today's talking point. I scan social media, meme and news sites while I'm also streaming music on my phone. I glance at LCD screens on the bus or look outside to catch something unusual I can snap with my phone or chat about later on.

BETWEEN WORK AND HOME

Once a week for two hours in the evening I do what gives me a kick for the whole week. I play footy with the boys. It's a great way to feel like Ronaldo or at least Lewandowski for a moment. I enjoy the victories and won goals that raise my status among my friends. I'm at the centre of everybody's attention when I joke about the colour of my new Nike shoes. Sure I'm fit, I work out regularly - I'm at the top of the game.

My phone is my command centre. Before the game I call or text the guys to confirm if they come. After the game I post on FB about how we did that day. From time to time I glance at the posters in the lobby or notice the billboards in the car park where I left my MX3 '97 cabrio.



"IT'S A GREAT WAY TO FEEL LIKE RONALDO OR AT LEWANDOWSKI FOR A MOMENT."



"I SPEAK WITH MY GROUP TO DECIDE WHERE WE SHOULD GO."

PREPARING THE EVENING

BRAND: Heineken

JTBD: Get Active Life Enjoyers to consider Heineken as best choice when drinking beer by changing their belief that the brand is cold and distant.

As the workday is nearly ending, I start to wonder whether I should go home or stay in the city with my pals – usually work mates. If they are up for it, we decide to stay for a couple of beers. If not I go home and watch a movie.

I speak with my group to decide where we should go. This doesn't take us too long, usually we have 2-3 options.

We usually talk face to face, but also via email and mobile chat.

Before we decide where to go out, we sometimes check venues online, especially if it's our first time there. We are always opened to new suggestions and new ideas, even though we don't have high expectations.



GOING OUT

Once work is over, I want to plug back into social life and re-connect with friends, although occasions are less frequent than before. My busy professional life drives me to seek out new experiences and make the most out of them. This escape is usually divided between weekdays and weekends. While the first is limited to a smaller group and established places, the second implies larger groups of people (new) and should always bring something new and exciting.

Weekends usually start with a warm-up in a restaurant/pub/home when we catch up, maybe have a bit to eat and light alcohol, to decide the rest of the night. Energy is building up as the night progresses into more intense experiences.

Content is related to going-out opportunities, latest Facebook check-ins and up-dates from friends. Ambient media runs in the background on my way to and on premise. Available for 1 to 1 communication. Mobility is main connection channel.