



MESSAGE IN A
BOTTLE QUIZ

HEINEKEN BROUWERIJ

★ Heineken

Introduction

What does pro-social mean to me?

It happens more often when I'm in a good and happy mood.

It's not about when you are mobile, but when you want to be but you can't.



Content

1. Current Situation
2. Desired Situation
3. Main Findings in Research
4. Final Concept
5. Conclusion



 Heineken

Current Situation

HEINEKEN BROUWERIJ



Centrum-Zuidzijde
Centrum

Centrumring €100 ↑

Centrum-Oostzijde
Piet Hein

Centrum-Westzijde
Museumplein



BORING.

INDIVIDUAL.

UNCERTAIN.

EXCITED.

Heineken
EXPERIENCE
AMSTERDAM



PHONES EVERYWHERE

TOO BUSY WITH OTHER THINGS

CLOSED GROUP

COMMUNICATE TOGETHER
IN OWN LANGUAGE

PHONES EVERYWHERE

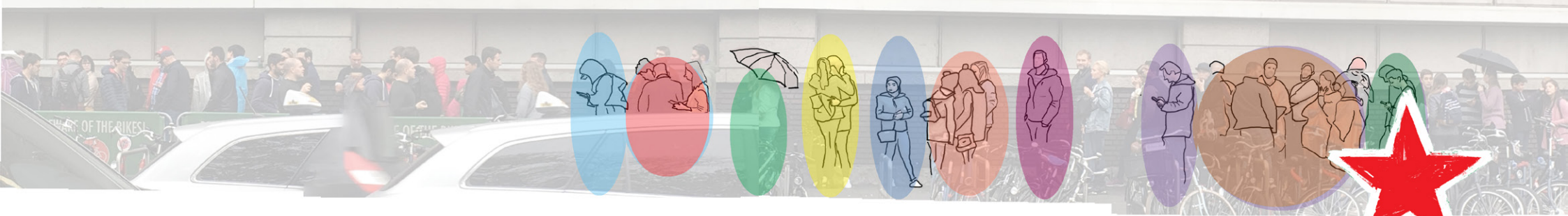
LEAVING TO THE WALL

HANDS IN POCKETS

LOOKING AROUND

LISTENING TO MUSIC

Heineken
EXPERIENCE
AMSTERDAM



Design Goal

Make the valuable time of tourists that are waiting to enter the Heineken Experience in Amsterdam, feel useful, entertaining and friendly.

Desired Situation

INSPIRING

OPEN-MINDED

ENTERTAINING

AT EASE



*Children building sandcastles
with other kids they don't know*

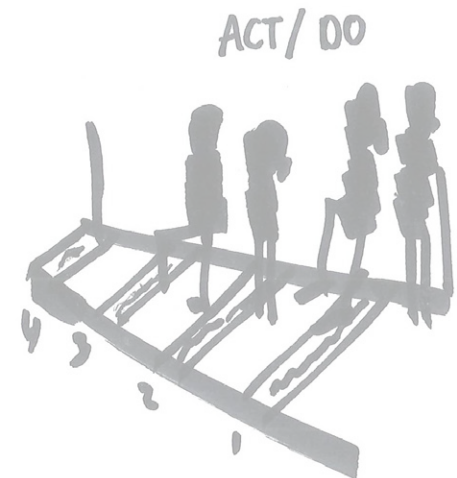
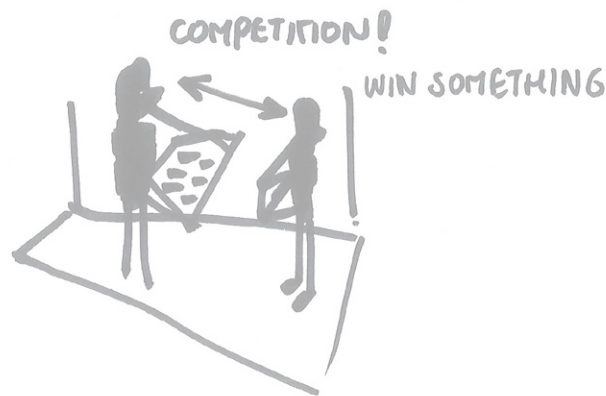




Main findings in research

How to get them out of their individual zone?

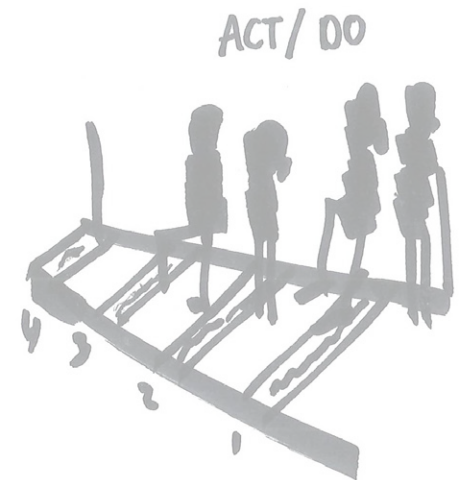
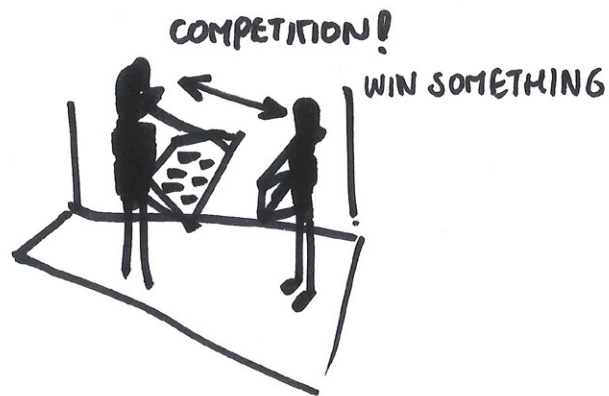
- **Competition** is a good trigger because it connects while having indirect contact.
- **Hosts** are needed to be enthusiastic and urged to become visitor's local friend
- Having a **price** to win makes people more involved and fanatic.



Main findings in research

How to make people less uncertain

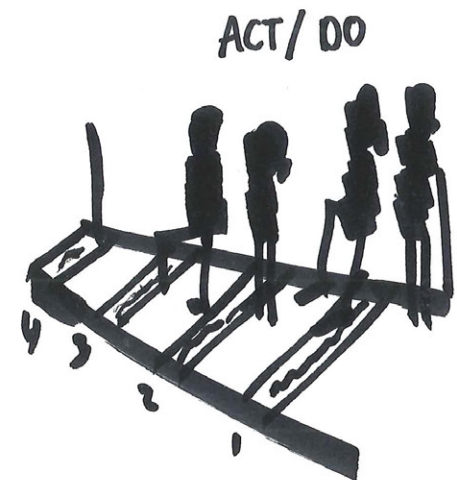
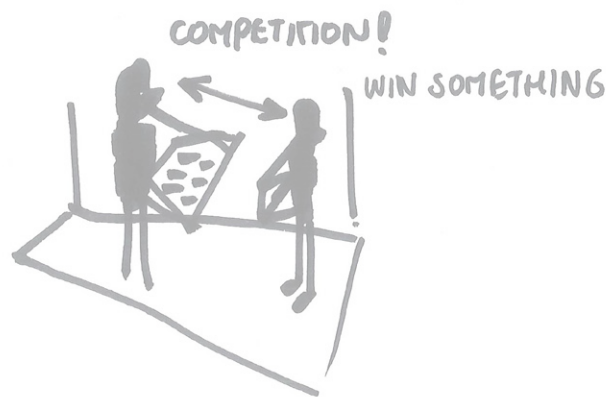
- An awkward but **funny sound** or voice
- Make people feel welcome and at ease by communicating in a **language** they understand.



Main findings in research

How to get rid of boredom and make use of their excitement

- A **pubquiz** is experienced as the most fun thing to do while waiting.
- The Experience and its visitors are very interested in Heineken and to learn about its **history**






BORING.

INDIVIDUAL.

UNCERTAIN.

EXCITED.



COMPETITIVE.

FRIENDLY.

ENTHUSIASTIC.

ICE-BREAKING.

EASY.



INSPIRING.

OPEN-MINDED.

ENTERTAINING.

AT EASE.

MESSAGE IN A B★TTL E QUIZ

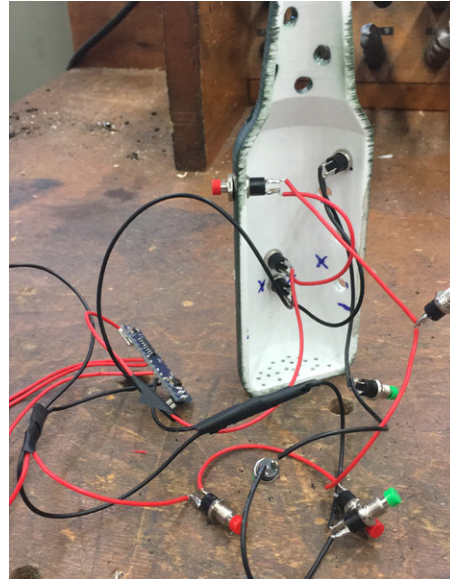
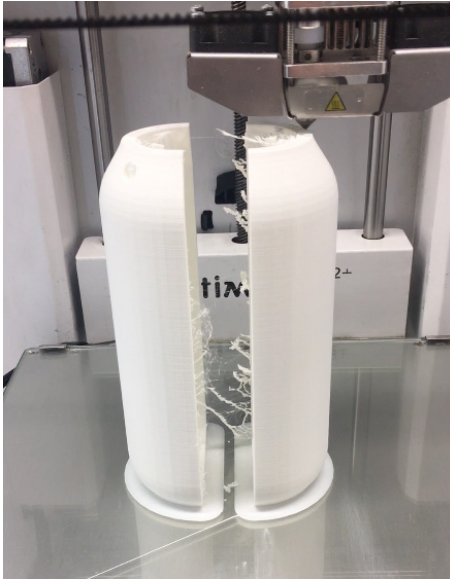


Does it really?



- The hosts were **really enthusiastic** and **stimulated**
- Participating teams really **learned something**
- After playing the game people were very kind to each other and **felt open-minded.**
- Visitors really felt **welcome and at ease** when they found out the quiz was available in their language!
- The sounds **attracted attention** of everyone and **took away the awkwardness** by being funny.

How?



By being
COMPETITIVE
FRIENDLY
ENTHUSIASTIC
ICE-BREAKING
EASY



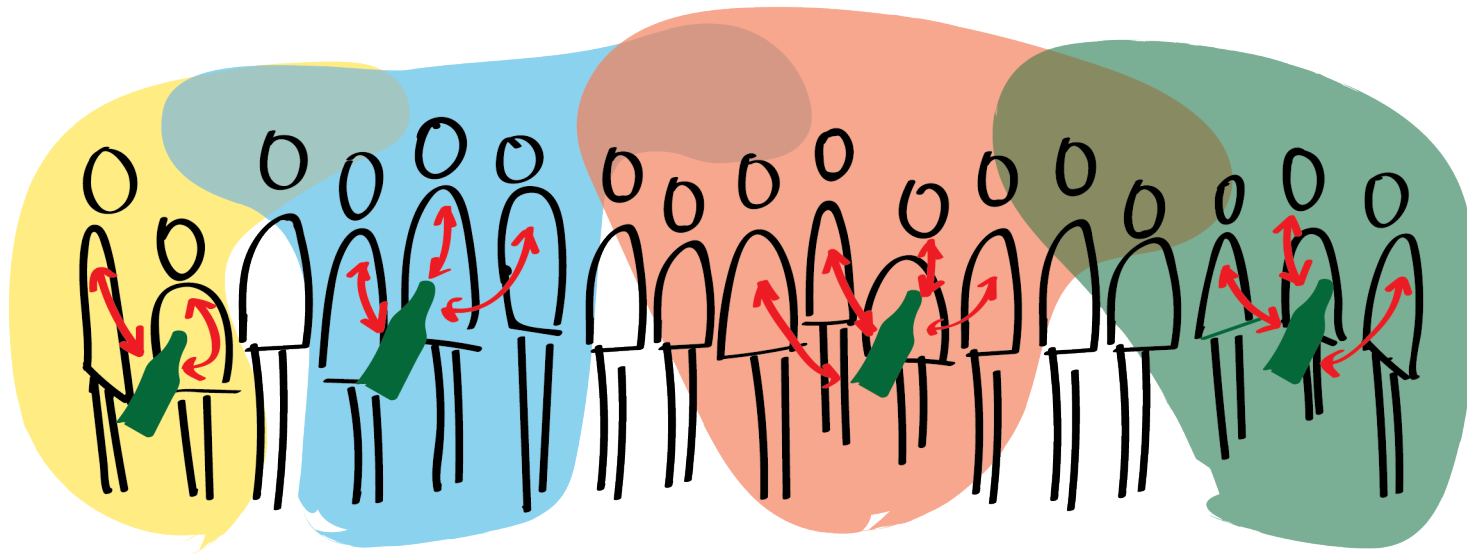
Message in a bottle **makes you**

INSPIRED To play and start learning about Heineken.

OPEN-MINDED To interact with people and things you don't know.

ENTERTAINED By enthusiastic hosts to let the time fly together.

Feel **AT EASE** and welcome in a line surrounded by strangers.



Now what?

