

AdsOnPhones

Heineken-African-American

Advertiser: Heineken Beer.

Market: Philadelphia.

Target: African-Americans in the Philadelphia DMA.

Timing: May-October 2006.

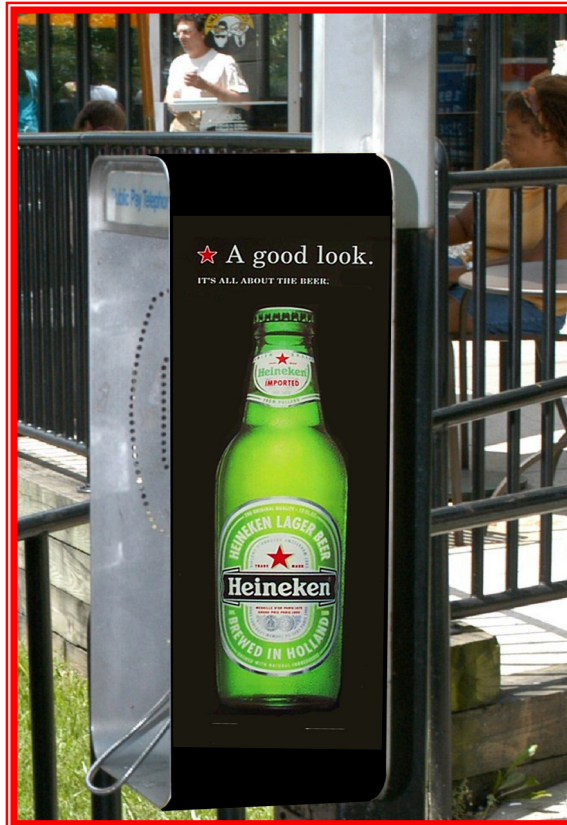
Objectives: To increase top of mind brand awareness and generate incremental sales among African-Americans.

AdsOnTarget Solution: AOT placed Heineken StreetBoards® in the areas with the heaviest concentrations of African-Americans. Within these areas AOT allocated units by zip based on percentage of total target audience population. AOT then used it's local market knowledge to place Heineken ads in the African-American neighborhoods verses those of other ethnic groups.

Results: The program is now being executed.

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Case Studies