

## Talking the Walk® Case study Heineken 2015 Sustainability Report “Let’s Get Frank”

Perhaps one of the boldest and most original examples of sustainability communication is seen in Heineken’s recently released “Let’s Get Frank” short film – a rap-inspired collaboration between Dutch rapper Kevin “Blaxtar” de Randamie and the Dutch brewing giant.

No stranger to short films, in 2014 Heineken produced a consumer-facing, spaghetti-western inspired sustainability film, titled the “Legendary 7” and tied this into the augmented reality app Blippar to cross-promote to millennials its 2014 Sustainability targets. This time around, Heineken has chosen to complement its traditional communication vehicles – including web and downloadable PDFs– with a sleek spoken word video written by Blaxtar to attract interest from millennials. Immediately captivating, the video features Blaxtar rapping about a fictional “Frank” and Frank’s efforts in achieving sustainability targets in the world of beer.

Instantly shareable with high virality, Heineken has successfully introduced a way to disseminate and communicate a difficult topic in a memorable way. Blaxtar allows the story about “Frank” to ebb and flow in complexity and convincingly raps about Frank’s sustainability achievements. The fact that Heineken met only 5 out of its 11 sustainability targets last year is unlikely to dampen the average millennial consumer’s interest in this video. The key take-away is that the Dutch brewer is *doing something* about sustainability, they’re *doing ok* and *how cool was the message?*

