



★ Heineken®

iza el nems 2025

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Yours to Open. Heineken.

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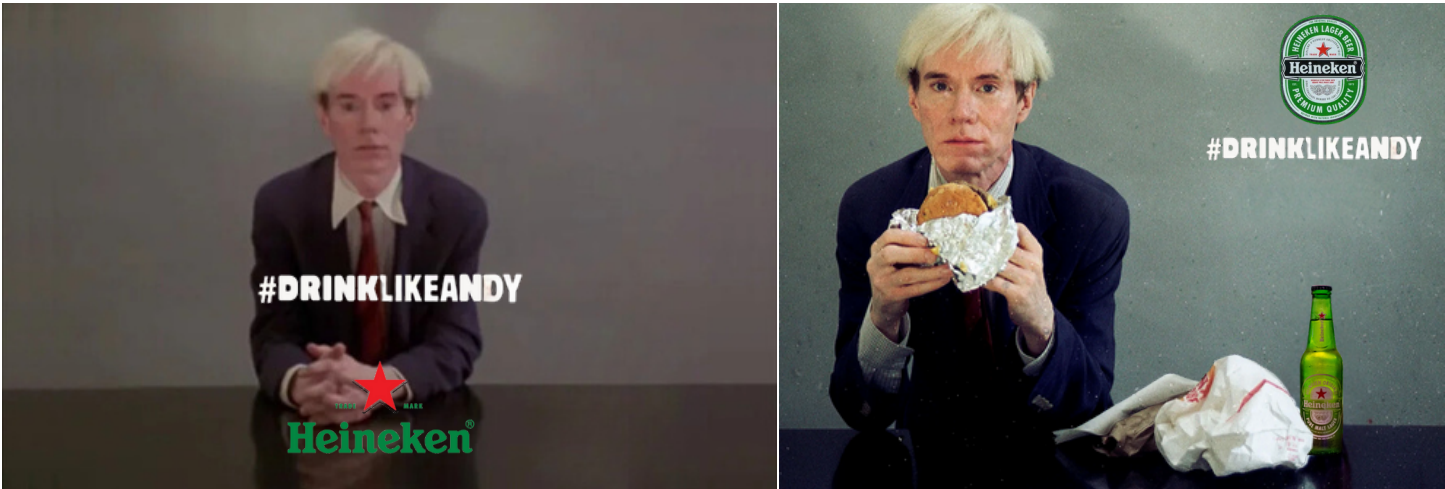
(concept overview)

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(pg 1)



vision and narrative created + directed by  
iza el nems.



Concept Overview — (What and Why)

"*Yours to Open. Heineken.*," is a 60-second video campaign that redefines heineken’s universal appeal through a fresh lens, blending bold visuals, playful humor, and relatable storytelling. the campaign centers on a diverse cast spanning multiple generations, each interacting with heineken in ways that highlight the brand’s inclusivity, global reach, and timeless connection to people across cultures and lifestyles. at its core, the commercial showcases heineken as a brand that transcends boundaries, connecting people through shared moments of enjoyment.

the narrative focuses on a model in an eccentric outfit, seated at a minimalist table reminiscent of andy warhol’s iconic burger king ad. framed in a peer review style, the clean, neutral setting is punctuated by the bold green of heineken branding, creating a visual aesthetic that is both elegant and approachable. the model’s exaggerated reactions to four different heineken formats—a can, a bottle, an oversized 40 oz, and a draught keg—bring an element of lighthearted humor, making the campaign fun, memorable, and visually striking.

*note:* in compliance with alcohol advertising regulations, no drinking will be shown on screen. instead, the campaign focuses on interaction, anticipation, and reaction, using clever editing, facial expressions, and cinematography to suggest enjoyment without depicting consumption.

this campaign centers around three primary goals: 1. increase brand awareness, 2. connect with a younger audience, and 3. reinforce heineken as a symbol of shared experiences.

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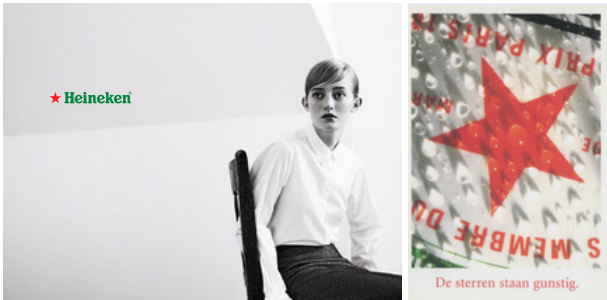
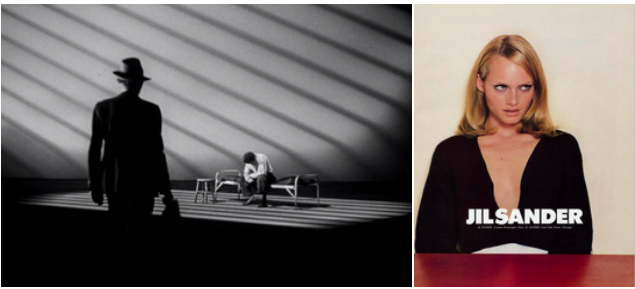
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(video)

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(pg 2)



Video Breakdown

+1 Opening Scene (Audience POV) — (Immediate Heineken Association)

a sleek, minimalist set with clean white and neutral tones highlights heineken’s branding. the camera opens on the model, seated at a table, with a heineken can placed in front of her. she picks it up, studies it, and tilts her head in quiet amusement. the crisp "click" of the can opening is heard, but the act of drinking is never shown.

+2 Progression Through Products

the heineken bottle replaces the can, next replaced by the oversized 40 oz bottle, followed by a dramatic reveal of the oversized draught keg. the model’s exaggerated expressions escalate, humorously highlighting the size difference. a dynamic camera zoom captures her wide-eyed surprise at the 40 oz bottle, adding a playful, shareable moment. she glances off-camera as if expecting an explanation, then sets it back down with a smirk.

+3 Multigenerational Cast

the video transitions to other individuals—older, younger, and from diverse cultural backgrounds—sitting at the same table and interacting with heineken. each person’s unique expression and connection to the product reinforces its universal appeal. *no one drinks on camera; instead, they hold the bottle, gesture with it, and share knowing glances, letting the audience fill in the experience.*

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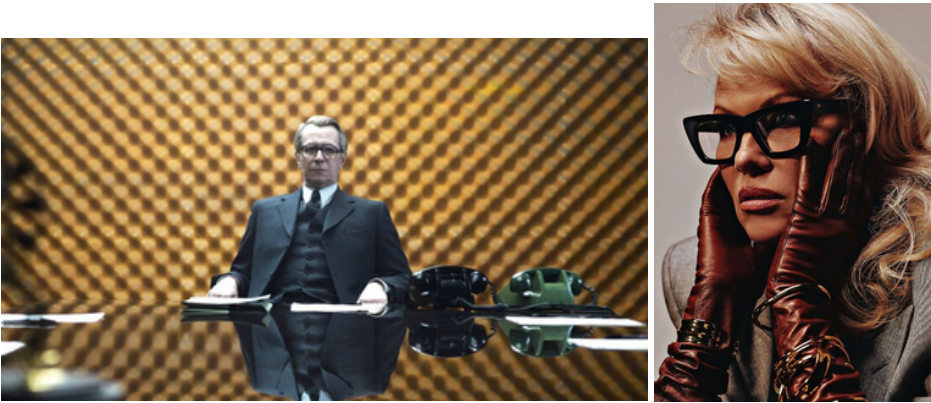
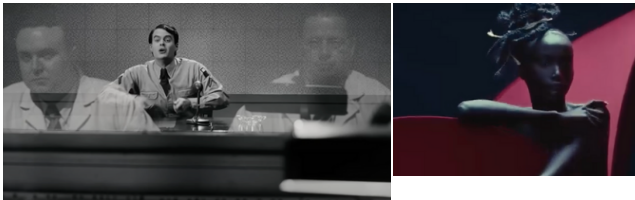
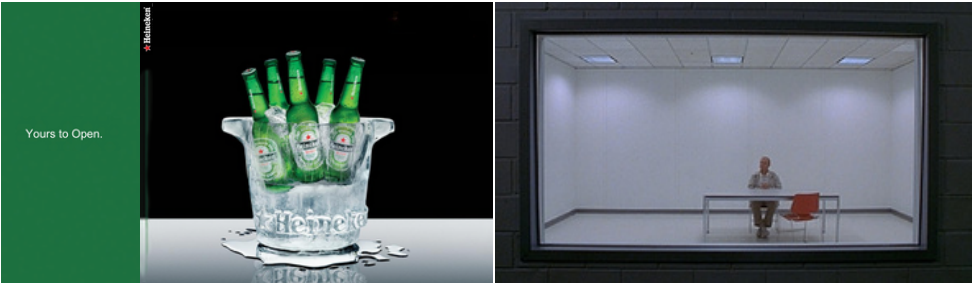
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(pg 3)



Video Breakdown *Continued*

+4 Voiceover and Emotional Tone

inspired by gabriel moises, a poetic voiceover ties the visuals together, reflecting on the shared experience of enjoying heineken. the voiceover should evoke nostalgia and connection without becoming abstract. phrases like “*the taste of heineken isn’t just refreshing—it’s familiar. it’s the sound of laughter shared and the pause between stories,*” can emotionally tether the audience to the brand, amplifying the human connection heineken represents...

“*the first sip—crisp and refreshing, like a familiar song...*”  
“*heineken reminds me of evenings spent sharing stories...*”  
“*across tables and time zones, the taste remains timeless...*”

+5 Closing Scene

the camera returns to the model as she places the 40 oz bottle back on the table, smiling knowingly. the tagline, *Yours to Open. Heineken.*, appears alongside the heineken logo.



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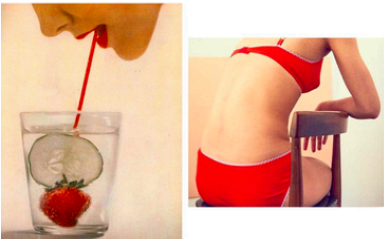
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(key elements)

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(pg 4)



Key Visual Elements

+1 Minimalist Set Design

neutral tones and a stripped-back aesthetic ensure heineken remains the focal point. a minimalist set with clean whites and bold greens, where every detail frames heineken as the star of the story.

+2 Dynamic Camera Work

centered, eye-level shots alternate between close-ups and wide angles to maintain an intimate cinematic feel, emphasizing both the individuals and the product.

+3 Bold Aesthetic

sophisticated and fun styling elevates the product’s positioning without overshadowing its accessibility.

+4 Tone + Humor

exaggerated facial expressions and reactions create a relatable, memorable tone. the ad relies on intelligent, playful humor rather than overt comedy. exaggerated facial reactions and a peer-review format ensure the humor feels witty rather than slapstick.

+5 Heineken’s Green Branding

bold branding elements subtly integrated into the visuals reinforce the brand’s iconic identity.

+6 Regulatory Compliance

no drinking is depicted; enjoyment is suggested through expressions, gestures, sound affects and cinematography. responsible consumption at the forefront.

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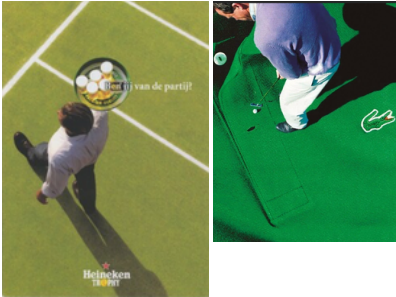
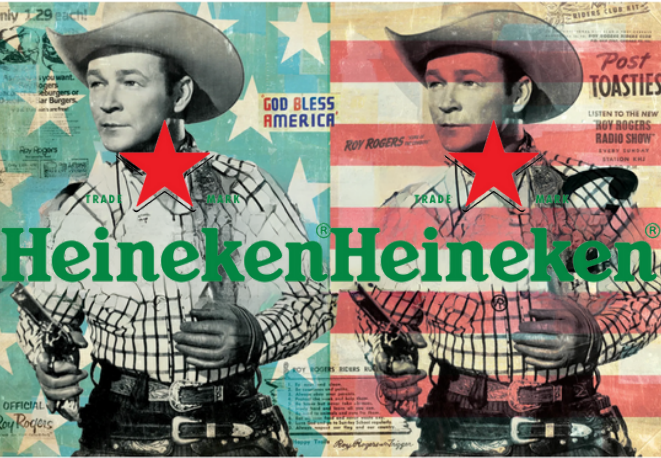
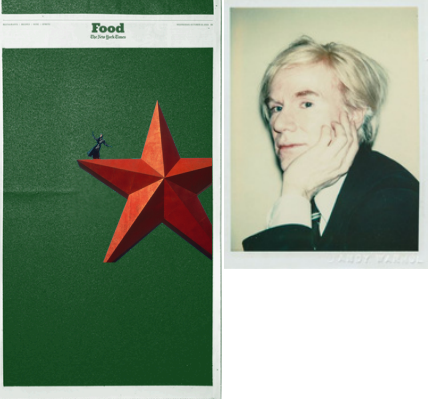
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Key Visual Elements *Continued*

+7 Mood References

a visual world where heineken is both effortless and iconic. this campaign blends bauhaus-inspired compositions, interrogation-style minimalism, and avant-garde fashion. drawing from kubrick’s symmetry, avedon’s stark portraits, and guy bourdin’s surrealism, the aesthetic balances cinematic tension with refined simplicity—ensuring heineken remains the undeniable focal point in every frame. timeless, sophisticated, and instantly recognizable.

+8 Character Archetypes + Universality

a cast that represents heineken’s universality—each character has a unique presence while maintaining a natural sense of cohesion. the cast should feel culturally diverse and relevant. each character interacts with heineken in their own distinct way—some playful, some knowing. together, they reinforce a singular truth: heineken belongs to no one and everyone at the same time. it’s the drink of culture, moments, and effortless connection.

at the center is the big face, a striking lead (think anok yai’s commanding presence or pamela anderson’s pop-culture status). surrounding them is a dynamic mix of cultural archetypes, reinforcing heineken’s global reach and appeal:

- the cowboy – classic americana, effortless confidence.
- the saxophonist – smooth, rhythmic, embodying cool.
- the businessman – sharp, in control, but with an unexpected edge.
- the old lady – wise, self-assured, disruptively elegant.
- the golfer – disciplined, precise, subtly irreverent.

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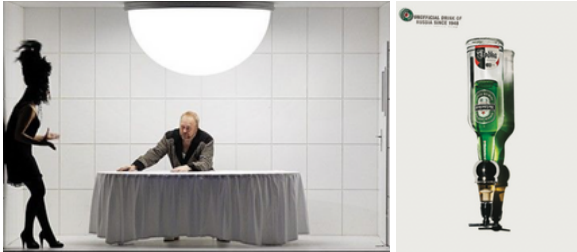
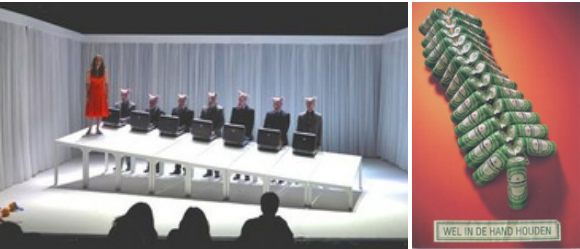
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(brand alignment)

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Brand Alignment

+1 Global Appeal + Inclusivity

this campaign embodies heineken’s mission to “open your world” by showcasing its universal appeal in a modern, unexpected way. by featuring diverse talent across age groups and cultural backgrounds, the campaign reflects heineken’s commitment to connecting people worldwide.

+2 Humor Meets Sophistication

the model’s exaggerated reactions bring levity to the narrative, while the minimalist setting and high-fashion aesthetic maintain a premium feel.

+3 Brand Memorability

the stripped-back design ensures the product is always front and center, making the campaign easy to recall and adaptable for multiple platforms. the campaign’s use of humor, bold visuals, and emotional resonance sets heineken apart from its competitors, creating a lasting and memorable impact.

+4 Versatile Messaging

the universal theme of shared experiences allows for extensions across digital, social media, and experiential marketing, ensuring wide-reaching impact.

this campaign captures the spontaneity of real connections—expressions, gestures, and interactions that feel natural and iconic. through humor, striking visuals, and emotional resonance, heineken becomes more than a beer; it’s a catalyst for unforgettable moments.

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(target audience)

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Target Audience

+1 Why Now? Why Heineken?

this campaign speaks directly to urban professionals and young creatives who see style as a language and humor as a connector. in today’s landscape, where surrealist fashion campaigns, nostalgia-driven storytelling, and humor-led branding are shaping consumer engagement, heineken stands apart. unlike competitors, heineken has always embodied global sophistication while remaining approachable, premium without pretense. this campaign reinforces that legacy, making it clear: heineken isn’t just part of the conversation—it defines it. heineken belongs in every moment worth remembering.

+2 Primary Audience

adults + urban professionals 21–35 who are culturally engaged, design-conscious, and socially active. they gravitate toward brands that seamlessly blend authenticity/relatability with aspiration/sophistication, favoring experiences that feel both premium + accessible. their purchasing decisions are influenced by aesthetics, storytelling, and cultural relevance—qualities heineken has consistently delivered for generations.

+3 Secondary Audience

multigenerational consumers who appreciate quality, tradition, and timeless branding. this includes longtime consumers + older demographics who have long associated heineken with global prestige, as well as emerging drinkers looking for a brand that feels both iconic and adaptable. across both groups, heineken remains the beer of choice for those who value shared experiences, social connection, and a brand that feels as relevant today as it always has. *the unifying factor is the preference for a beer that isn’t just consumed but experienced.*

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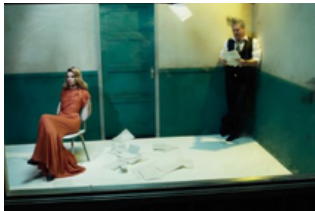
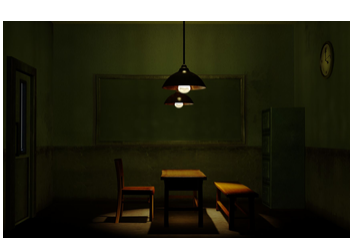
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Expanded Potential

+1 Distribution Strategy — (Expanding Heineken’s Reach)

this campaign is designed for maximum impact across heineken’s core platforms—tv, digital + social media—meeting audiences where they naturally engage with the brand. on tv and streaming, the ad reinforces heineken’s legacy as a premium yet accessible beer, while digital and social media extensions transform the campaign into a shareable cultural moment.

social-first content will include short-form edits for instagram, tiktok, + youtube, emphasizing humor, character interactions, and visual storytelling. interactive elements (i.e. ig polls or ar filters) invite consumers to “review” their heineken moments in a playful nod to the campaign’s theme.

+2 Cross-Platform Flexibility

this campaign is optimized for tv, digital, and social media. shorter clips can emphasize humorous reactions or poetic voiceovers, making it adaptable for instagram, tiktok, and youtube.

+3 Experiential Marketing Tie-Ins

experiential activations in key urban markets will bring the concept to life through immersive installations or pop-up tasting rooms (perhaps live events where participants can experience the “peer review” format), ensuring that heineken remains at the center of culture, connection, and conversation.

+4 Global Narrative Expansion

the concept incorporates subtle nods to different cultures, reinforcing heineken’s presence in global cities around the world.

+5 Data-Backed Justification — (Broader Consumer Trends)

campaign taps into the growing demand for nostalgic, human-centric advertising—an approach that has consistently driven consumer engagement (+ ad recall by 33%). campaign builds on heineken’s success with humor-driven campaigns that resonate with audiences globally. *by pairing bold visual storytelling with lighthearted, memorable moments, this concept strengthens heineken’s position as a brand that doesn’t just sell beer—it creates cultural touch-points that stick.*

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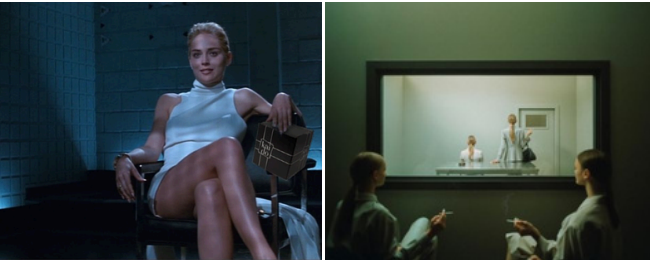
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(sustainability)

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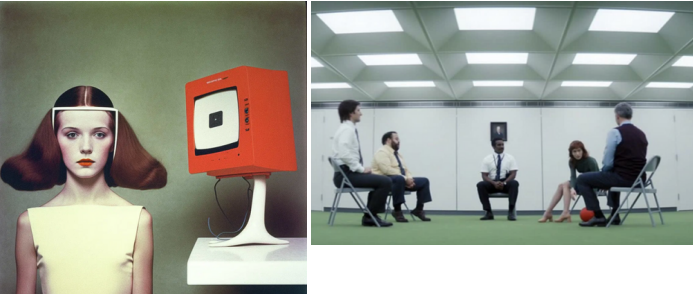
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Sustainability Integration

heineken’s commitment to sustainability is reflected both in the visual execution and behind-the-scenes production of this campaign. the minimalist set reduces waste by utilizing repurposed materials, and energy-efficient led lighting ensures a lower carbon footprint during filming. wardrobe selections will prioritize garments from sustainable fashion designers, reinforcing the balance between creativity and environmental responsibility.

additionally, the campaign messaging subtly aligns with heineken’s broader environmental initiatives. the visual focus on heineken’s bold green branding serves as a nod to the company’s dedication to reducing co2 emissions and promoting circular packaging solutions. by weaving these elements into the production and storytelling, this campaign extends beyond aesthetics—it becomes a genuine reflection of heineken’s sustainable vision.



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creative direction

(creative justification)

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(pg 10)



Creative Justification

+ 1 Why Heineken Should Say Yes

this campaign doesn't just celebrate heinken's past—it propels its legacy forward by reimagining its ethos through the lens of art and culture. by blending character archetypes, we demonstrate that heineken has always transcended the game, standing as a global symbol of creativity, ambition, and cultural connection. more than just a beer, heineken is the beverage of choice—an iconic staple that unites people across generations, backgrounds, and moments.

+2 Cultural Authenticity

this commercial cements heineken as more than a beer—it's a cultural icon. by blending tailored elegance with humor and universal moments, the video reinforces heineken's presence in art, style, and everyday life. heineken isn't just consumed; it's experienced—crossing borders, generations, and industries with effortless influence.

+3 Elevated Marketing

this is not just an ad—it's a cultural statement. by positioning heineken as a universal symbol of connection, this campaign merges style, humor, and shared experiences to reinforce the brand's role as a leader in storytelling-driven marketing. visually striking, emotionally resonant, and designed to leave a lasting imprint in cultural memory.

+4 Personal Connection

this campaign humanizes heineken, making it more than a beverage—it's a shared experience, a conversation starter, and a reflection of individual taste. by focusing on character archetypes and universal moments, we transform heineken from a product into a personal and cultural touchstone, ensuring brand decision-makers see the power of authentic storytelling.

+5 Unforgettable Storytelling

creative doesn't just reference heineken's legacy—it redefines it. it's sharp, unexpected, and undeniably heineken. it speaks in a voice that's bold yet effortless, delivering a vision that feels as natural as the beer itself. saying yes to this campaign isn't just a decision—it's the next step in shaping heineken's future.

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(conclusion)

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(pg 11)



much like a heineken passed across the table—whether in a neon-lit city bar, a quiet late-night kitchen, a buzzing rooftop, or a backyard filled with laughter —this campaign is a tribute to moments waiting to unfold. it’s about presence, anticipation, and the simple act of opening something meant to be shared. a reminder that taste, style, and culture are never confined to a single place or moment, this campaign makes one thing clear: heineken isn’t just a beer; it’s an invitation. a symbol of taste, culture, and effortless connection that travels across generations, cities, and conversations.

Yours to Open. Heineken. Let’s make it happen.

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Yours to Open. Heineken.

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(appendix)

internal use only

(pg 12)



this campaign is a very meta, non-advertising ad composed completely of what feels like “found footage” of people who love heineken, humorously monetizing every single can, bottle or keg ever touched.

Appendix  
The Breakdown

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Yours to Open. Heineken.

creative direction

(storyboard)

internal use only

(pg 13)



establishing shot — extreme wide shot of the minimalist room (sleek, neutral, bauhaus-inspired symmetry). the table and chair sit centered, evoking a sense of anticipation.



key talent enters the frame — our big face (e.g., anok yai or pamela anderson) walks into the frame, poised, confident.



talent seated at the table — wide shot as talent gracefully sits at the table. camera flash cuts to each individual archetype seated at table.



first contact with heineken — medium shot as key talent sits at the table, the heineken can placed in front of her. she observes it before reaching to open.



close-up of the first interaction — a close-up of key talent's hand opening the can, highlighting the crisp, smooth motion. the green branding subtly pops.



post sip reaction — medium close-up shot of talent's contemplative facial expression (no drinking is shown on camera).



cut to other talent — medium close-up shot of businessman post sip. he reacts with a thoughtful, approving expression.

Breakdown / Storyboard — (Scene Progression Overview)

+1 Opening Scene

*scene setup* — our big face enters a sleek, minimalist room and gracefully sits at a single table. a heineken can is placed in front of her. she opens it, listens to the crisp sound, pauses, and examines it thoughtfully.

*visuals* — a well-lit, neutral space with bauhaus-inspired symmetry. the iconic green of heineken subtly stands out.

*audio* — ambient sounds of the room, a soft hum of background noise, slight echoes emphasizing stillness. the crisp sound of the can opening is intentional, drawing focus.

*voiceover* — (soft, reflective tone) “*the first sip—crisp and familiar, like a song you know by heart.*”

*shot sizes* — 1. fade-in, extreme wide shot (ews) as an establishing shot. 2. followed by a long shot to capture the subject entering and sitting. 3. medium-long shot focuses on the subject's interaction with the heineken can.

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(storyboard)

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(pg 14)



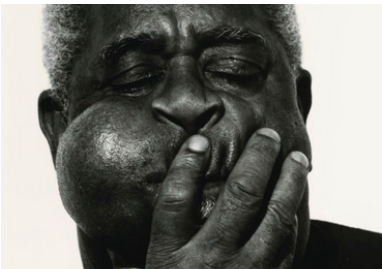
medium shot — new heineken bottle is placed in front of model



medium close-up shot — key talent raises heineken bottle to lips, suggesting drinking without showing it directly.



medium close-up shot — captures talent's heightened reaction of intrigue and desire.



medium close-up shot — saxophonist casually rolls the bottle between his hands, nodding as if keeping tempo, then slides it smoothly across the table.



extra close-up shot — talent lick lips post “drink.”



medium close-up shot — camera cuts to a shot of the older woman talent, as she examines her drink with a subtle smile.



insert shot — director's hand places 40 oz heineken bottle in front of key talent.



close up shot — camera zooms into key talent as her eyes widen with hungry fascination as the 40 oz bottle is placed in front of her.

Breakdown / Storyboard — (Scene Progression Overview *Continued*)

+2 Progression — Character Archetypes Introduced

*scene evolution* — as the scene evolves, other character archetypes are introduced one by one, each seated at the same table, interacting with different heineken formats in their own distinct way. the big face remains the focal point, reacting with subtle humor as each transition heightens anticipation.

as each size of heineken is placed before her (can, bottle, 40oz, and draught keg), her expressions escalate—curiosity, amusement, exaggerated surprise—punctuating heineken’s playfulness.

*character actions + reactions* — characters interact with heineken formats.

- the businessman — examines the bottle label with a calculated gaze before setting it down with quiet approval.
- the saxophonist — casually rolls the can between his hands, nodding as if keeping tempo, then slides it smoothly across the table.
- the cowboy — cracks open a heineken bottle with ease, lifting it with the same confidence as tipping his hat.
- the old lady — lifts a glass poured from a bottle, inspecting it with an amused smirk before placing it back down.

*visuals* — minimalist, symmetrical framing with eye-level compositions. close-ups highlight reactions, wide shots capture the collective energy.

*audio* — the sound of a can cracking open, the gentle pour of a draft, the shuffle of movement—sensory cues reinforcing heineken’s presence.

*voiceover* — (poetic, nostalgic tone) “*across tables and time zones, the taste stays the same—cool, effortless, unmistakable.*” / “*it’s the sound of a night beginning, of stories unfolding.*”

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Yours to Open. Heineken.

creative direction

(storyboard)

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(pg 15)



medium shot — camera cuts to cowboy, who opens the 40 oz heineken bottle with ease, lifting it with the same confidence as tipping his hat.



close-up shot — camera cuts to bottle in cowboy’s hands.



close up shot — camera captures cowboy’s reaction, his facial expression showing satisfaction and a desire for more.



low, tracking shot — director or anonymous, stylishly uniformed figure brings in a draught keg of heineken. key talent is seated at the table.



medium shot — key talent awaits the draught keg that is being placed before her.



close up shot — key talent realizes the keg is for her, and looks at the camera in overjoyed surprise as the keg is placed before her.



close-up shot — empty glass is placed before talent on the table alongside the draught keg.



medium close-up shot — talent pours herself a full, foamy glass of heineken. she she looks excited. she places the glass back on the table, opting to drink out of the keg itself.



close-up shot — the camera zooms in on the big face as she takes in the moment. she looks around and smirks knowingly. the tagline, ‘*Yours to Open. Heineken.*’, appears on-screen.

Breakdown / Storyboard — (Scene Progression Overview *Continued*)

+3 Closing Scene

*final moment* — the camera zooms in on the big face as she takes in the moment. she looks around, smiles knowingly, then gently places the bottle down. the tagline, ‘*Yours to Open. Heineken.*’, appears on-screen.

*visuals* — a slow push-in, ensuring an intimate and resonant ending. the heineken logo subtly framed in the composition.

*audio* — a brief pause, then a soft fade-out of background noise. the lingering atmosphere of the moment remains, allowing the brand message to settle.

*voiceover* — (final line, warm and inviting tone) “*a taste you’ve always known, waiting to be opened.*”

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(facial expressions)

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Facial Expressions

exmples of talents’ facial expressions. the model’s exaggerated expressions escalate, humorously highlighting the size difference.

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Thank You.  
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