



### 'SUMMER GROOVE' IN THE WEST INDIES WITH HEINEKEN

B&H joined forces with Heineken's brewery, Windward & Leeward in St Lucia to produce innovative instant Chill 'n' Win™ game cards for the brewery's Summer Heineken promotion which took place in the West Indies.

The Heineken 'Summer Groove' promotion took place in bars across St Lucia, Barbados and Antigua during the summer months of June, July and August. Each card incorporated a thermochromic panel, inviting participants to place it against a chilled bottle of Heineken which in turn revealed four symbols of stars and bottles. The symbols and order of appearance denoted various instant win prizes such as: beach towels, cooler bags, t-shirts, sun hats, key-rings, bottle chillers and wallets.

B&H's Chill 'n' Win™ mechanic lent itself perfectly to the product by reinforcing the fact that bottled lagers are best served chilled. It fitted the product's profile extremely well whilst bringing a young, fun, interactive element to Heineken's 'Summer Groove' promotion in the West Indies.

