

The campaign that took home a Global Smarties X Gold Award

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In 2019, Heinken ran a campaign - in partnership with Vicinity Media, Dentsu Redstar and Waze - to lead the conversation around the dangers of drinking before driving.

The success of this 'When You Drive Never Drink' (WYDND) campaign was recognised at the MMA Smarties Unplugged virtual event, which streamed from New York last month.

We took home the Global Smarties X Gold Award in the mobile native category – making Vicinity Media, Dentsu Redstar and Waze the first SA companies to win this international award.

Using time and location-based targeting, our mobile campaign delivered Heineken's actionable, socially responsible WYDND messaging through the Waze platform before the user started navigating, offering a safe driving alternative with an Uber voucher.

For an inside look at the successful strategy and execution behind the Global Smarties X Gold winning campaign, check out the video below.

Heineken WYDND campaign on Waze by Vicinity Media

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