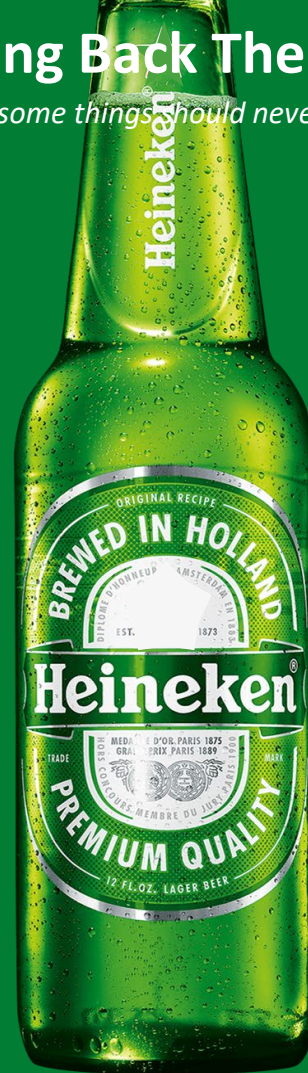


# Bring Back The Stars

*Because some things should never be forgotten*



## Insight:

***We don't just remember - we relive."***

A song. A scent. A taste.  
Instantly we're transported back.

Memories aren't just thoughts.  
They shape who we are.  
But we take them for granted  
until, they start slipping away.

## Idea:

This September, for World Alzheimer's Month, Heineken's **Iconic Red Star disappears**—from every bottle, tap, and ad.

Not as a rebrand. As a wake-up call:  
**This is what memory loss feels like.**

To bring back the stars, consumers **find and scan hidden Red Stars** around the city: in bars, stores, and transit. Scanning a star **restores it to Heineken bottles** and triggers a donation from Heineken to Baycrest Foundation.

## The goal

1M Stars Found. \$1M Donated. 1 Global Action.  
Because **some things should never be forgotten.**



YOUNG LIONS  
COMPETITIONS



Heineken®

Baycrest

## IDEA NAME

**"Bring Back the Stars":** Because some things should never be forgotten.

Throughout September (World Alzheimer Month), Heineken will remove its iconic Red Star worldwide to make the loss of memories tangible. Consumers will scan and restore stars unlocking donations for Baycrest Foundation.

## BUSINESS OBJECTIVE

- **Drive mass awareness:** by making dementia's early signs impossible to ignore.
- **Encourage participation:** making brain health preventive actions simple and tangible
- **Raise \$1 million for Baycrest Foundation:** every star restored triggers a Heineken donation

### Success Criteria

- **Awareness:** increase engagement & conversation around brain health prevention
- **Participation:** 1M consumer interactions (scans, shares, activations)
- **Fundraising:** \$1M donated to Baycrest Foundation

**Budget:** \$4M (\$1M in donation, \$3M media & execution)

## BRAND CONNECTION

For 150 years, Heineken has been at the center of life's most unforgettable moments and celebrations. But what happens, when those memories start to fade?

Dementia doesn't just take memories - it erases identities, relationships and lives. Yet most people don't think about brain health until it's too late.

That's why Heineken and Baycrest Foundation are joining forces: because **Memories Matter.**

For **World Alzheimer's Month** (September), **Heineken's iconic Red Star will disappear from every bottle, tap and ad worldwide.** The stars will only return on Alzheimer's Day (Sept 21), once 1M stars have been restored - unlocking \$1M for Baycrest.

Through **"Bring Back the Stars"**, we hope to turn brain health awareness into action - leveraging Heineken's reach to drive real impact.

## TARGET & GET/TO/BY

**GET:** Socially and health-conscious Millennials & Gen-X Drinkers (25-45)

**WHO:** Rarely think about their brain health or assume dementia is an "old-age issue"

**TO:** Realize that small actions today can help protect tomorrow's memories

**BY:** Making **'Bring Back The Stars'** an effortless, culturally relevant to take action - just **scan, restore and donate.**

## INSIGHT

**"We just don't remember, we relive".**

A song. A scent. A taste. Instantly we're transported back.

Memories aren't just thoughts. They shape who we are.

But we take them for granted- until they start slipping away.

By removing Heineken's most iconic feature—the Red Star—we make people experience that loss in a way they can't ignore.

Because dementia isn't about forgetting where you put your keys.

It's about forgetting your best friend's face.

## BENEFIT

A powerful and tangible way to fight memory loss - by restoring what's lost, one star at a time.

- **Consumers take meaningful action effortlessly** - just **scan, restore, and donate**
- **Tackles a tough topic without fear** - gamification removes stigma
- **Creates real-world impact** - every scan contributes to **\$1M** in funding for Baycrest
- **A shared win:** consumers contribute effortlessly, Heineken strengthens brand purpose and sales, and Baycrest secures critical support

## RTBs

- **Shock value sparks conversation-** the missing Red Star must grab attention because dementia cases are set to triple by 2050. Yet 95% of people don't think about brain health. If we wait, memories may be lost forever.
- **Gamification removes fear-** making dementia prevention engaging, not intimidating
- **Emotional symbolism: The missing star = lost memories**
- **Collective movement-** Consumers actively participate, not just observe
- **Real Tangible impact-** 1M stars "brought-back", \$1M raised for Baycrest, funding brain health research