

Giant Heineken 'Bottle to the World' tours Johannesburg

The giant Heineken 'Bottle to the World' is touring Johannesburg, coming to Braamfontein (15 November), Greenside (22 November) and Soweto (13 December 2014).

The 4m high interactive bottle is a 360-degree touch screen in the shape of a Heineken City Edition bottle, which consumers can interact with, and be transported to Rio, Shanghai or New York (three of the six global cities featured on the limited-edition Cities bottles) by scrolling through 360 degree footage from each city.



On screen, they will be invited to play the game - by choosing a city they want to explore and having 30 seconds to find the City Edition bottle (Rio, New York, or Shanghai), which corresponds with the city they're exploring. If they find it they will get a coupon from promoters to redeem a free Heineken at the nearest participating outlet.

Tjeerd Veldhuis, Marketing Manager, Heineken South Africa explains that the first-of-its kind OOH installation is a physical manifestation of the campaign which encourages fans to 'Open Your Bottle to Open Your City'.

"The new 'Cities of the World' TVC reminds consumers that every great city offers an endless adventure, reinforcing that men of the world should never stop exploring. The interactive bottle allows them to do just that - without having to leave their own urban back yard. The brand is bringing the world's greatest cities to Johannesburg," says Veldhuis.