



# 'Connected packaging' leverages World Cup

Heineken has partnered with Shazam on the eve of the World Cup to leverage the app's visual recognition technology on a limited-edition world label in its Nigeria market.



Heineken Nigeria campaign with Shazam

These labels on 33cl and 60cl bottles feature an expression of the various countries where Heineken is present and a unique Shazam Code. Consumers will be encouraged to Shazam these codes for a sneak-peek video experience of that particular country and be entered to win an all-expenses-paid trip to Heineken's birthplace, Amsterdam, as well as other amazing European cities.

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Consumers earn points for every country unlocked on the Heineken bottle with the Shazam app, and the more bottles they Shazam, the more points they collect to make their way up the leaderboard and win the trip.

“We're very excited to use Shazam's technology and offer such an engaging experience to our consumers,” said Obabiyi Fagade, senior brand manager at Heineken. “This campaign highlights 192 countries and is definitely an invitation to discover the world.”



**#NewCampaign: Shazam uses storytelling to help South Africans see money differently**

Jessica Tennant 29 Jun 2017



“I'm really proud to be part of an innovative Shazam campaign happening right here in Africa,” said Hannes Prinsloo, Shazam's country representative in South Africa. “Connected packaging will be huge in the coming years and Heineken took a bold step to innovate in this field.”