# Heineken’s Social off socials campaign urges fans to log off and reconnect



Heineken has launched an innovative campaign designed to encourage consumers to disconnect from social media and reconnect with the real world. The initiative, termed "Social off socials," is the brainchild of creative agency LePub, with contributions from global PR agency The Romans and creator-focused social agency Billion Dollar Boy. This effort seeks to address the modern dilemma of digital overload by promoting the importance of genuine interpersonal connections.

The campaign centres around a two-minute video featuring pop star Joe Jonas, alongside various well-known social media personalities such as Dude with Sign, Lil Cherry, and Paul Olima. The narrative begins with Jonas exploring a desolate highway, set to the soundtrack of Louis Armstrong’s classic "What a Wonderful World." Upon reaching urban surroundings, he discovers that his social media posts have attracted no engagement, which leaves him perplexed as he steps over a newspaper headline questioning the relevance of influencers in today's digital landscape.

As the video progresses, a montage showcases influencers from various niches—including fashion, beauty, and culinary arts—grappling with dwindling online engagement. The scenes highlight the often humorous yet relatable trials faced by content creators when their audiences seem to vanish, underscoring a sentiment many have experienced in the digital age.

Jonas eventually finds solace in a Heineken bar bustling with individuals interacting face-to-face, free from their phones. This pivotal moment is captioned with the phrase, "Sorry social media," emphasising the shift towards in-person connections.

According to a statement from the company, the campaign was inspired by research conducted by Statista, which revealed a 35% decline in the time individuals spend socialising over the past 24 years. In stark contrast, the amount of time spent on mobile-based social media platforms like Instagram and Snapchat has more than doubled during this period.

The campaign debuted in New York City in April 2023 and aims to reach a global audience over the following six months through various media channels, including television, social media, out-of-home advertising, and digital platforms across the Americas, Europe, and the Asia-Pacific region.

In a bid to emphasise the concept of going offline, Jonas premiered his new track, "Heart by Heart," at the launch event, using the bar—a nod to traditional social environments—rather than digital platforms for promotion. He also captured moments from this performance to include in his music video, highlighting the significance of authentic experiences in contrast to their digital counterparts.

Nabil Nasser, global head of Heineken, stated, "At Heineken, we’ve always believed that the best connections are created in real life. This campaign is a gentle reminder that stepping away from our screens can lead to more refreshing and meaningful social experiences, and help us feel less overwhelmed by the constant notifications on our phones." He acknowledged the apparent irony of collaborating with creators who frequently engage with their online audiences but emphasised their shared commitment to advocating for a balance between digital and real-life interactions.

Bruno Bertelli, global CEO of LePub, echoed this sentiment, saying, "Our campaign goal was to highlight the power of real human connection in a world consumed by screens." He noted that the partnership with Joe Jonas and other content creators reinforced the message that authentic moments are cultivated when individuals disconnect from their devices.

Jonas himself remarked on the pervasive habit of "doom scrolling," expressing enthusiasm for participating in a campaign that promotes real-life connections. "It’s so easy to fall into the habit of doom scrolling on your phone, I’ve definitely been there," he said, underscoring the importance of engaging with the present moment.

This latest campaign marks yet another attempt by Heineken to encourage consumers to step back from their screens. Previously, in October 2022, the brand executed a strategy at music events worldwide, urging attendees to immerse themselves in the experience rather than documenting it digitally. By utilising infrared technology in venues such as Silver Live Out in Mexico and the Amsterdam Dance Event, Heineken conveyed its message of embracing the moment.

Through this multifaceted campaign, Heineken aims to foster a culture that values real-life connections and encourages a healthier relationship with technology.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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