# Joe Jonas stars in Heineken’s campaign encouraging real-life social connection



Joe Jonas steps into a post-apocalyptic world devoid of social media in Heineken’s latest global advertising campaign aimed at encouraging real-life social connection. The campaign, titled “Social Off Socials” and created by LePub, features a 2-minute hero spot showcasing a dystopian scene where social media has seemingly vanished.

In the commercial, Jonas walks along a deserted freeway where time appears frozen—crashed vehicles remain immobile, skies are darkened, and individuals, including Jonas himself, scramble in vain to refresh their social media feeds on their phones. The narrative unfolds in a world without social media influencers, depicted through imagery such as newspapers pondering the end of influencers, people posting physical flyers to seek followers, and a fashion blogger discarding her ring light in frustration.

The scene intensifies with appearances by real-life online stars like Dude with Sign, Lil Cherry, and Paul Olima, who express confusion and distress over the disappearance of the digital realm. Amidst this bleak environment, Jonas discovers a single beacon of light—the illuminated sign of a Heineken pub. Upon entering, he leaves his phone behind and immerses himself in the lively atmosphere of in-person socialising, joining a joyful crowd enjoying Heinekens together.

Nabil Nasser, global head of Heineken, commented on the campaign’s message, saying it is “a gentle reminder that stepping away from our screens can lead to more refreshing and meaningful social experiences.” He acknowledged the seeming irony of collaborating with creators who are "by their nature always online" to illustrate the importance of balance between digital and real-world interactions.

The inspiration behind the campaign comes from a Statista study commissioned by Heineken, revealing that the average adult spends nearly six hours daily on their phones. The study also highlighted that 52% of adults feel overwhelmed by the pressure of keeping up with social media, 62% experience loneliness, and 40% communicate more online than face-to-face.

The campaign was launched at a recent New York City event where Jonas debuted his new song “Heart by Heart.” Part of the music video was also filmed at this event. Besides the main spot, the campaign includes short videos distributed across Heineken’s and influencer channels. After debuting in the United States, the campaign is set to roll out globally through television, social media, out-of-home advertising, and digital platforms across the Americas, Europe, and the Asia-Pacific region.

This initiative reflects Heineken’s effort to highlight the value of offline social experiences in an increasingly digital world, inviting audiences to reconsider their relationship with social media. The MediaPost is reporting.

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

## Bibliography

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3. <https://www.publicis.com/heineken-0-0-with-new-cheers-with-no-alcohol-now-you-can-campaign/> - This article details Heineken's 'Cheers with No Alcohol. Now You Can' campaign, highlighting the brand's efforts to make social moments inclusive for those choosing non-alcoholic beverages.
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7. <https://news.google.com/rss/articles/CBMirAFBVV95cUxQSG45N1BoRldkZ3FJV2Qwa0I4TTB3Yk9MbmdlZzV1dE9MS2phaXVGS0ZKdE5leFR1T3c0YWRBcS1YQi1UeXBKU1V5SUJDUFNyM3M2dkh2NzhLaWNqNlpuSXZiMm9iVGZ6Qk10TC1zZWtYX2VON0dGbUJMQ2kyLWRlNTQtZWFmNGI4d2gxUzY2bFZqRG9YR19sQmt4dmxIWFhZS0E5LUtvMGFIOWxw?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data