# Heineken urges social media detox with Joe Jonas-led global campaign



Heineken has launched a new campaign aimed at encouraging consumers to disconnect from social media as a means to address feelings of digital overload. Created in collaboration with creative agency LePub, global PR agency The Romans, and creator-focused agency Billion Dollar Boy, the campaign underscores the importance of stepping away from screens to engage in more meaningful social interactions.

The central feature of the campaign is a two-minute video titled "Social off socials." The clip stars pop musician Joe Jonas, alongside various social media influencers such as Dude with Sign, Lil Cherry, and Paul Olima. The video begins with Jonas walking along an empty highway, accompanied by Louis Armstrong’s classic "What a Wonderful World." As he approaches a city, he checks his phone only to discover that a recent post has garnered no likes or comments. This prompts an examination of a newspaper headline questioning the relevance of influencers in the current digital age.

The storyline unfolds with a series of influencers attempting to share content in a deserted urban landscape, illustrating their struggles to attract attention from audiences that seem to have vanished. The montage features relatable scenarios from diverse communities, including fashion, beauty, and culinary arts. Eventually, Jonas discovers a Heineken bar bustling with people who are engaged in face-to-face conversations, devoid of mobile devices. An on-screen caption reads, "Sorry social media."

According to information shared with Marketing Interactive, the campaign draws on research from Statista, which indicates a 35% reduction in time spent socialising in person over the past 24 years. In contrast, use of mobile social media platforms like Instagram and Snapchat has more than doubled the average time individuals spend scrolling through their feeds.

The campaign launched at an event in New York City in April, where Jonas encouraged attendees to step away from their social media platforms to foster authentic connections. Following its debut in the United States, the initiative is set for a global rollout over the next six months, incorporating various media formats, including television, social media, out-of-home advertising, and digital platforms across the Americas, Europe, and the Asia-Pacific region.

In an embrace of the campaign's ethos, Jonas performed his new track "Heart by Heart" live at the event, emphasising the value of in-person gatherings over virtual engagement. He also recorded part of the accompanying music video live at the venue, further exemplifying the campaign's focus on real-life interactions.

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." He acknowledged that while collaborating with online creators to promote a break from digital engagement might appear ironic, they share a mutual understanding of the need for balance.

Bruno Bertelli, global CEO of LePub, elaborated, "Our campaign goal was to highlight the power of real human connection in a world consumed by screens." He emphasised that authentic moments arise when individuals disconnect from their devices. He further noted that creators, who are often at the forefront of digital interactions, can effectively convey this message.

Jonas added his personal touch, mentioning, “It’s so easy to fall into the habit of doom scrolling on your phone, I’ve definitely been there. We live in a world where everyone’s glued to their social media feeds, so I’m excited to be part of this Heineken campaign encouraging people to put their phones down and connect in real life.”

This campaign is not Heineken’s first endeavour to inspire consumers to limit their screen time. In October, the brand initiated a project that integrated hidden messages into music events worldwide, promoting a live-in-the-moment mentality. This earlier campaign also involved collaboration with LePub and featured technology aimed at subtly reminding partygoers to enjoy the experience without digital distractions.

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

## Bibliography

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2. <https://www.delawarepublic.org/2024-02-19/americans-dont-socialize-face-to-face-as-much-as-they-used-to> - This piece examines the trend of reduced in-person socialization in the U.S., noting a significant decrease in face-to-face interactions over the past 20 years, supporting Heineken's initiative to encourage consumers to disconnect from social media.
3. <https://www.whitehutchinson.com/news/lenews/2024/october/article103.shtml> - This article presents data on changes in face-to-face socialization, indicating a decline in time spent socializing in person, which Heineken's campaign aims to counteract by promoting real-life interactions.
4. <https://www.lendingtree.com/personal/social-distancing-study/> - This study highlights a decrease in socializing and communicating for leisure in the U.S. over a decade, underscoring the relevance of Heineken's campaign to encourage offline social interactions.
5. <https://www.prnewswire.com/news-releases/survey-finds-62-percent-of-people-plan-to-reduce-use-of-technology-to-spend-more-time-with-friends-and-family-212967001.html> - This survey reveals that a significant portion of people plan to reduce technology use to spend more time with loved ones, aligning with Heineken's campaign promoting disconnection from digital devices.
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7. <https://www.marketing-interactive.com/heineken-taps-joe-jonas-to-ditch-social-media-and-pour-into-real-connections> - Please view link - unable to able to access data