



Heineken®

Be Irresponsible

:60 TV spot

Created by Caitlin Nebel

AUDIO: DEVOTED BY BROOK BENTON

EXT. POOLSIDE - DAY

At a pool party, a YOUNG MAN takes a beer out of a cooler

The beer is a lime margarita beer mix in a can

He is visibly confused but opens it

INT. RESTAURANT - NIGHT

On a night out, a YOUNG WOMAN is ordering from a beer menu

YOUNG WOMAN

(surprised and unsure)

I'll try the...peanut butter and
jelly porter?

INT. GROCERY STORE - DAY

A MAN stands in the beer aisle of a grocery store

In front of him are an overwhelming amount of choices

He picks up the pack of "Bloody Mary beer" with interest

EXT. POOLSIDE - DAY

The YOUNG MAN takes a sip of his beer and is disgusted

CUT TO:

He then pours the beer into the pool casually, checking to make sure no one sees him do so

INT. RESTAURANT - NIGHT

The YOUNG WOMAN receives her porter and with a spirit of curiosity takes a sip

She makes an appalled face of absolute disgust

CUT TO:

She pours the drink into the flower pot next to her

EXT. GROCERY STORE - DAY

The MAN walks out of the store with his pack of Bloody Mary beer in hand

He takes a sip from one of the bottles

His face shows a look of unhappy surprise

CUT TO:

On the side of the store, out of sight of customers, he throws the bottles at the brick wall one by one

TEXT ON SCREEN:

"No gimmicks. Just great beer. Since 1873"

[HEINEKEN LOGO BUMPER]