



B2B CONTENT THAT CONNECTS

## GET AHEAD MAGAZINE

Built on a proud brewing heritage that started in Cork over 160 years ago, HEINEKEN Ireland is one of Ireland's leading beer and cider companies. With a premium brand portfolio and ubiquitous presence in bars, restaurants and retailers around the country, one could say they need no introduction.

But there was one connection that badly needed to be reinforced—and that was the link with their business customers in venues across Ireland.

## THE CHALLENGES

HEINEKEN Ireland had produced a quarterly publication in 2018, *The Publican Chronicle*, distributed to a small sample of publicans by sales reps. While anecdotal feedback was that the information it contained was good, it was unclear whether the magazine was truly valued—and, indeed, whether it was actually reaching the customers targeted.

What's more, there was no feedback available from readers.

With a goal of positioning themselves as thought leaders in the industry, and a consultative resource for pubs and bars in



Ireland, HEINEKEN Ireland looked to improve the publication with three goals in mind:

- Increasing talkability, and have the publication used as a consultation tool;
- Increasing engagement with customers;
- And, measuring performance to see if the publication was meeting objectives.



B2B CONTENT THAT CONNECTS

## THE SOLUTIONS

Like so many strategic plans, it all started with a workshop—complete with a deep dive into audience personas, an analysis of distribution channels and content formats, and a complete rethink of the look and feel of the publication.

Key to it all was the realisation that the focus needed to move from the brand to the customer. Rather than thinking solely about the goals of HEINEKEN Ireland, the team looked at what their customers needed, and how HEINEKEN Ireland could help them.

With a positive—and puntastic—new title, Get Ahead, and a content plan tailored to both rural and urban markets, the new publication began to take shape. A bright new design was

implemented, combining existing brand guidelines with a sleek and innovative layout befitting a forward-thinking publication.

Print and digital magazines would be produced, with feedback from readers providing direction on how distribution would continue going forward. Feedback channels, including a reader survey placed in Issue 3, and the analytics available from the digital edition, would be invaluable in monitoring the performance of the publication, as would reports from reps in the field.



**THE IMPACT**

The reader survey results speak volumes: **89% of readers reacted positively to the new publication**, with the same amount finding the content useful. Rep feedback was also encouraging, as nearly **40% reported using it as a talking point with customers**.

Furthermore, the digital statistics offered further evidence of success; a dwell time of 3.3 minutes compares favourably with

the industry norm, while the popularity of articles covering pub showcases, sustainability and biodiversity, and tips for running a business proved the careful selection of content was paying dividends.

Most importantly, HEINEKEN Ireland finally has a measurable magazine packed with useful content yielding positive results and feedback.

“For us at Heineken, **Get Ahead magazine** is a great example of the power of content marketing. Working with Zahra has shown us the difference that measurable, purpose-driven content can make. We love the strategic approach, the seamless process from ideation to publication, the engaging content, and, most of all, we love the positive impact it’s had on our customers, our reps, and in achieving our business objectives.”

**Kieran Crowe,**  
Trade Marketing Activations Manager,  
HEINEKEN Ireland

Read **GET AHEAD** >