

Client - Heineken

Client: Heineken

Country: United States

Placement: CPG

Interaction: Large Business



[Visit the Heineken website](#)

The Challenge

Heineken wanted to reward their customers with some exclusive applications like Music Trivia and Find a Taxi. They felt the best way to do this was from their actual packaging distributed nationally around the United States.

The ScanLife Solution

They used a ScanLife code on their 6, 12, and 24 packs of both Heineken and Heineken Light. They placed a quick call to action, and instructions on how to get ScanLife. In one scan, customers could get access to apps to help enjoy the Heineken experience - right from the package!

