

How HEINEKEN Uses Meltwater to Democratize Insights and Measure Brand Reputation in the GenAI Era

About Heineken

HEINEKEN is the world's pioneering beer company. It is the leading developer and marketer of premium and non-alcoholic beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 340 international, regional, local and specialty beers and ciders. With HEINEKEN's over 85,000 employees, we brew the joy of true togetherness to inspire a better world. Our dream is to shape the future of beer and beyond to win the hearts of consumers. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brew a Better World", sustainability is embedded in the business. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We operate breweries, malteries, cider plants and other production facilities in more than 70 countries. Most recent information is available on our Company's website and follow us on LinkedIn and Instagram.

Products used



Consumer Intelligence



Media Intelligence



Social Listening & Analytics



Social Media Management

Results

2x increase
In monthly active users

360° brand visibility
across traditional, social, and GenAI landscapes

HEINEKEN uses Meltwater to democratize insights, enhance reputation monitoring, and future-proof its communications strategies in the age of generative AI. [Take a product tour](#) or [request a demo](#) to see what Meltwater could do for you.

"Meltwater has the strongest product roadmap compared to other solutions, particularly in its understanding of AI evolution. They have very out-of-the-box thinkers, which is definitely why we chose Meltwater to be our partners for the long term."

— Narek Garit, Global Measurement & Analysis Lead, HEINEKEN



The Challenge

Before beginning its partnership with Meltwater in 2024, HEINEKEN relied on agencies to conduct brand monitoring with a focus on crisis management. Its need to scale and optimize capabilities led the organization to bring those operations in-house. HEINEKEN uses Meltwater's [consumer intelligence](#), [media intelligence](#), and [social listening](#) solutions to unlock insights that inform its communications and reputation management strategies.

Meltwater Consumer Intelligence and GenAI Lens

HEINEKEN uses [GenAI Lens](#) — Meltwater's industry-first, large language model (LLM) [monitoring solution](#) to study how its brands show up across LLM platforms like ChatGPT and Claude, analyzing hundreds of consumer-centered prompts covering a range of interests and concerns. From there, the team can track how its brands are represented, benchmark shifts over time, and determine earned media value within generative AI ecosystems.

Future-Proof Communications and Brand Management for AI Age

With Meltwater, HEINEKEN can not only unlock, but also democratize, consumer and market intelligence at scale. [Unified dashboards](#) — [combining paid, owned, and earned media data](#) — allow HEINEKEN's team to evaluate social traction while also identifying which sources and audiences are driving engagement. Plus, Meltwater's ease of use enables executive exposure to insights, ensuring consistent, data-backed storytelling across teams and channels.