

## Heineken— Hardcore F1 fans

### Opportunity

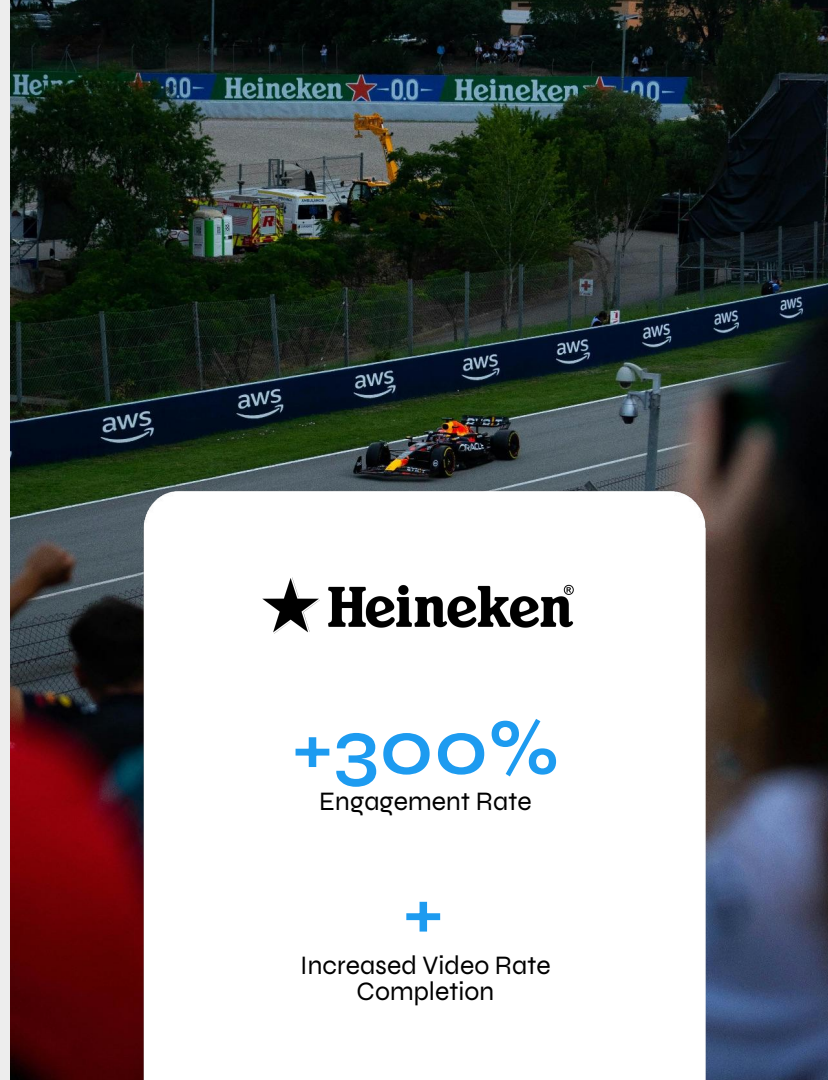
As a global partner of Formula 1, Heineken wanted to effectively engage with true F1 fans on Twitter during the Grand Prix of Australia, China, and Spain. The opportunity was to distinguish hardcore F1 fans from casual fans on X.

### Approach

Socialdatabase conducted a deep analysis of X data to identify F1 fans based on their level of interest in the sport. This resulted in the creation of narrow, balanced, and broad F1 audiences in 10 countries. This allowed Heineken to serve pre-roll videos together with the most engaging F1 content, tailored to the interest level of each audience segment.

### Result

Targeting the hardcore F1 fans on X led to 300% higher engagement rates and overall increase in video completion rates, demonstrating the success of the campaign in reaching its intended audience.



★ Heineken®

**+300%**  
Engagement Rate



Increased Video Rate  
Completion