

The Heineken LAB: a place to facilitate and accelerate innovation

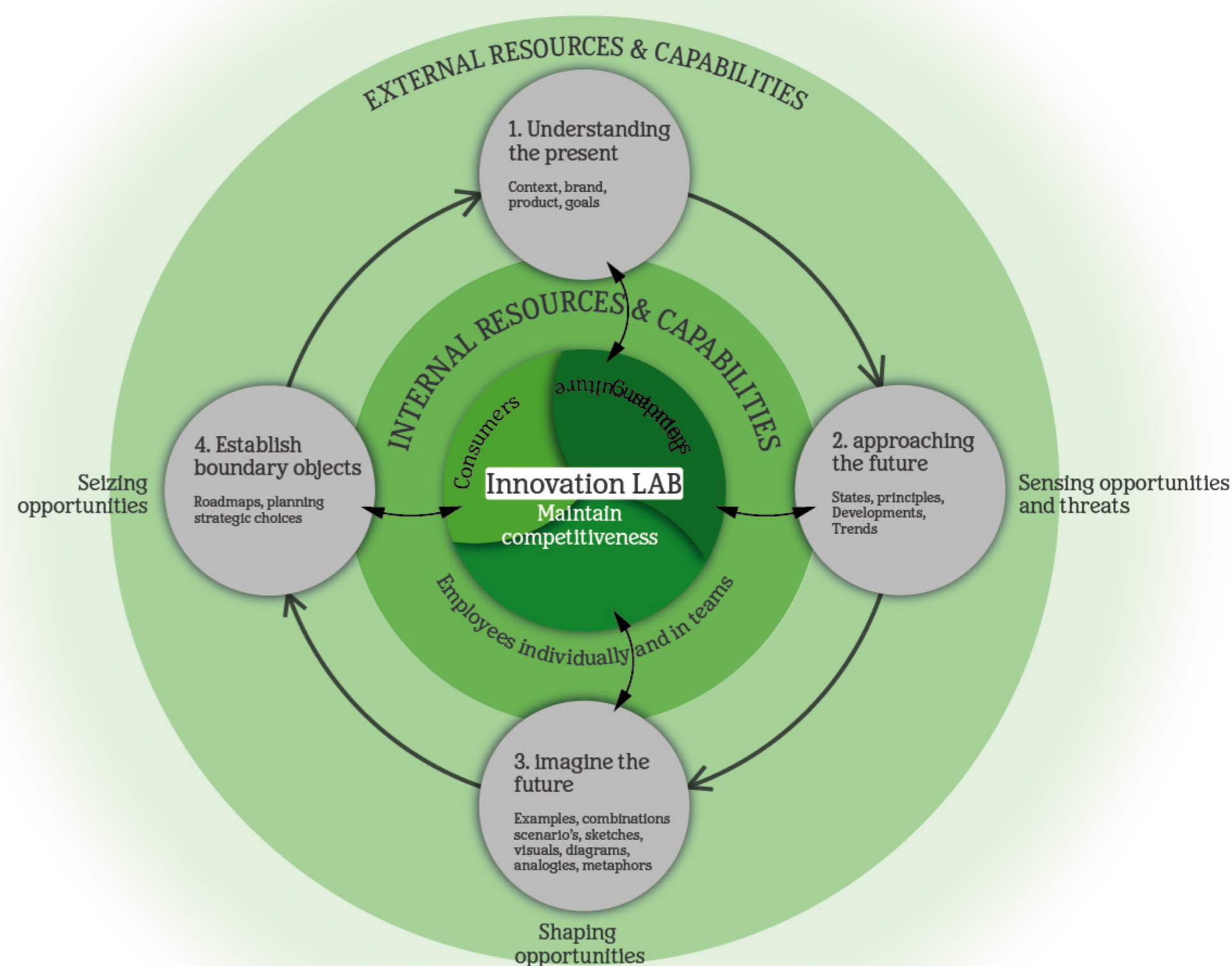
THE HEINEKEN LAB

Over the past ten years Heineken measured a decrease in brand power, especially among younger consumers. Furthermore, Heineken lacks an experiential culture that fosters innovation. To increase the brand power among younger consumers and establish an experiential culture this project is initiated, a project to create a place to open-mindedly explore the future of beer and beyond. The motive of this thesis was to advise Heineken in building an innovation lab.

A future oriented approach is chosen to create this place, called DIVE (Design, Innovation, Vision, Exploration). This approach is combined with the Vision in Product Design method, the dynamic capabilities framework, and the Design Driven Innovation method. The steps are: 1. Understanding the present, 2. Approaching the future, 3. Imagining the future, and 4. Establishing final boundary object.

The final boundary object, which is the result of this thesis, is a strategy including the aim, objectives, KPI's, characteristics and a roadmap of four steps including planning, approach, allocation of resources, and accompanying themes for creating the Heineken LAB. The defined steps for developing the Heineken LAB are the brewery, the bar, the lounge, and the program.

THE PROCESS



THE STRATEGY

THE HEINEKEN LAB PURPOSE

We believe meaningful innovation is driven in an experiential environment by co-creating with lead users who shape the world of qualitative socializing

Increase progressive / innovative brand equity scores by 10% over 2 year

1 innovation per year that can scale to all Heineken markets

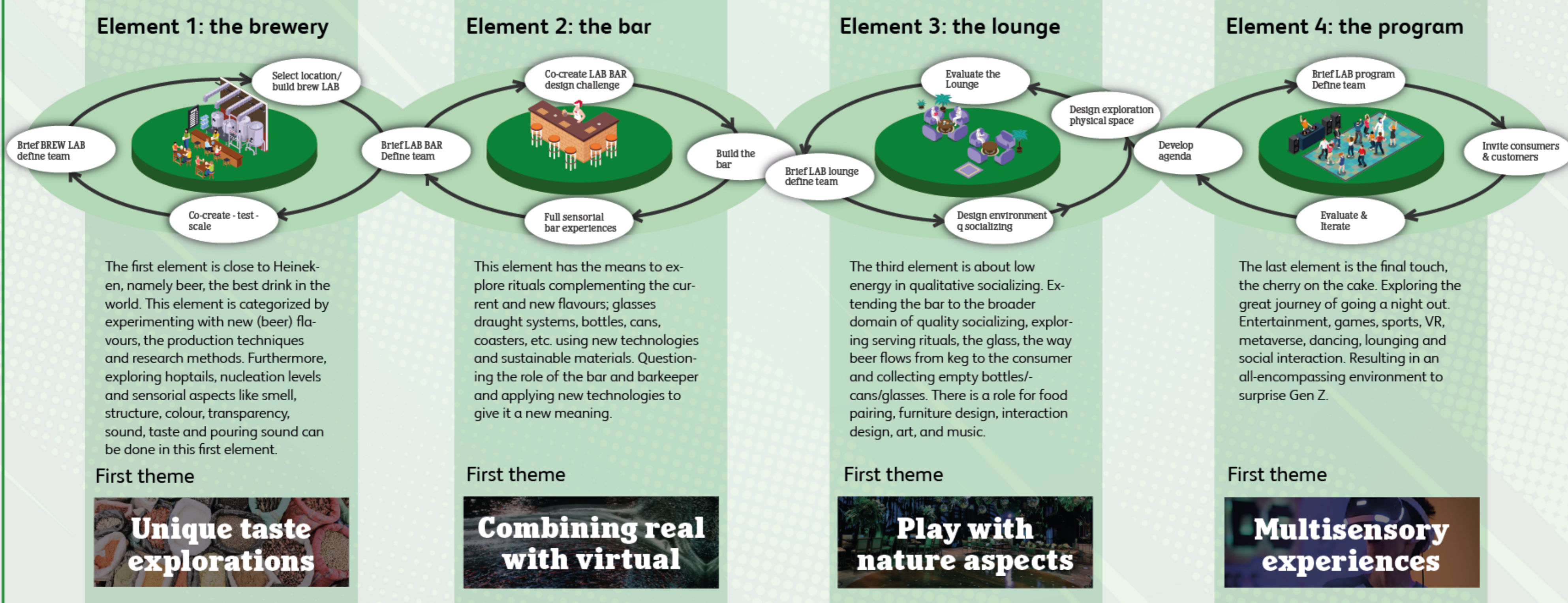


OUR AMBITION

Establish an inspiring place where people do, instead of say, to fuel the innovation funnel and have at least 1 innovation each year that is worth to be scaled up

2 activities per year that create broad visibility and engagement

Eagerness of thought-leaders, innovators & creators to collaborate with us



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The Heineken LAB: a place to facilitate and accelerate innovation
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