

# PlayPlay helps Heineken make Internal Comms more impactful.

## Situation

During the COVID pandemic, the Digital Commerce team needed to **communicate often about new initiatives** to the Sales team and company as a whole.

### This included:

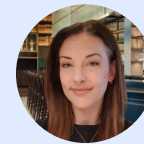
- Communicating urgent information about the pandemic.
- Training Sales teams to use the new e-commerce platform.
- Sharing company life news such as CSR updates.

## Challenges

- **Limited budget** to create videos via agency.
- **Low engagement rates** with static content, especially from the Sales teams.
- **Lengthy video creation process** from agency briefings to the final video.



Before, we used agencies to create videos for internal comms. It would cost us anything from \$3,000-\$7,000 per video, so we could only create a few. Now we create around 8 videos per month, and it only costs the price of an annual license.”



**Kirsten Humphrey**  
Digital Commerce Manager  
@ Heineken

## The solution: PlayPlay

After looking into other tools, **Kirsten chose PlayPlay** thanks to:

### Its ease of use

In just a few hours they can create an agency-quality video, ready to be shared.

### The diversity of formats

PlayPlay has 100s of ready-made templates to inspire their next video, and a drag and drop interface that makes video creation simple.

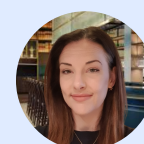
Since then, they have been creating more than 8 videos a month such as **“how to” tutorials** to use the new e-commerce platform, **project updates** and even to share the **Leadership team’s commitments** to gender equality.

## Key results

- **More video created** from 1-2 videos per month, to 8+ videos a month.
- **Time optimization** with PlayPlay, what once took weeks can now be done in days.
- **Budget efficiency** from around \$6,000 per video to the cost of a monthly license.
- **More engagement** whatever the distribution channel, they’re getting more views, comments and shares than static content.



We’ve seen way more engagement with videos on Workplace than with static content: we have more views, likes and comments. There is a perception that if someone took the time to make the video, then the topic is probably important.”



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