



Heineken taps Formula as sampling AOR

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SAN DIEGO: Heineken USA hired Formula Street, Formula's brand activation division, as AOR for its Western and Central regions product sampling efforts in 2010. Starting in February, the agency, which has worked on several Heineken brands over the past four years, will oversee 11,000 events promoting Heineken and its brands including Heineken Light, Amstel Light, and Tecate. This includes hiring regional zone managers and brand ambassadors, and crafting brand messaging.