PINKVILLA

Heineken®

Padel Club



Different fans.
Same game.
More friends.

On the court or off it, padel brings people together — different players, different passions, and new reasons to connect.

Because fandom is better when it’s shared.

A game can turn strangers into teammates, rivals into friends, and one night out into a whole new circle.

FANS HAVE MORE FRIENDS

PLAY TOGETHER
A shared game gives strangers something in common.

CHEER TOGETHER
A shared passion turns that moment into a connection.



Heineken®

Padel Club

THE POLISH OF WIMBLEDON

X

THE ENERGY OF A HEINEKEN SOCIAL CLUB



PLAY
Get on court. Get competitive.

WATCH
Follow the match. Pick a side. Cheer it on.

CONNECT
Meet new people, hang, eat, drink and make content.

CELEBRATE
Good games, good company, and a night that keeps going.

ONE GAME. MANY WAYS TO GET INVOLVED.

01
Get in
Registration + Play Card

↓

02
Get ready
Warm-up + Welcome + First Drink

↓

03
Get on court
Padel Matches + Live Scoring

↓

04
Play it different
Padel Pong + Side Challenges + Find Your Team

05
Capture the moment
Replay Content + Make Your Pick + Fan Moments

↓

06
Keep it going
Music + Food + Heineken + New Connections

↓

07
The final
Tournament Finale + Winner

↓

08
Play it forward
Takeaway + Social Content + Next Match

The court becomes the canvas

Court lines become graphics.
The padel ball becomes a visual cue.
The Heineken star becomes a moment of recognition.

Every element gives people another reason to play, watch or connect.

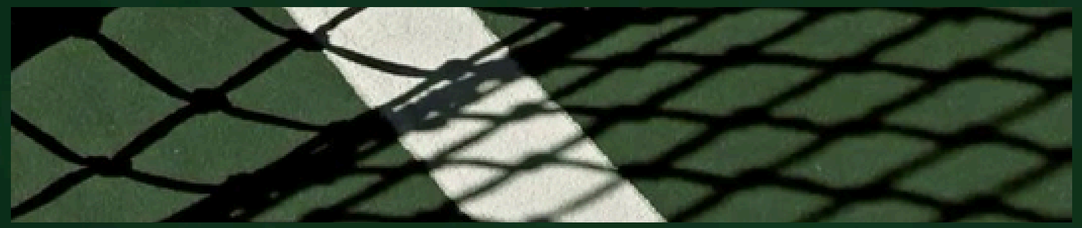
The physical design language is also serving the campaign idea.



Design Language

Court geometry

Lines, angles and trajectories.



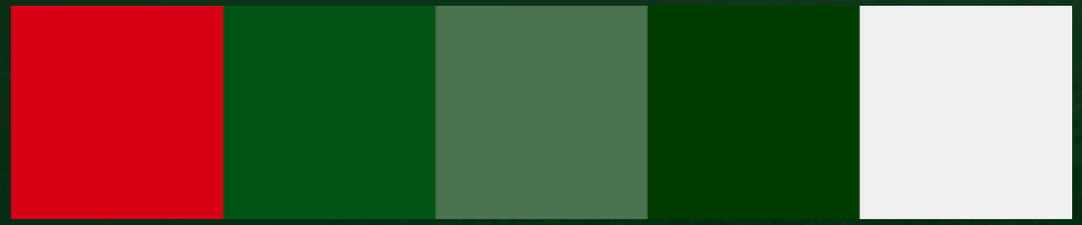
The star

Used as a graphic signature, not decoration.



Green / white / red

A controlled Heineken palette.



Motion

Every graphic element feels like it is moving forward.



key visual



Heineken®

Padel Club

Get in the game.

Guests arrive, check in and receive their Play Card - their pass to the tournament, challenges and moments beyond the court.

PLAY CARD

- **Player / team**
- **Match time**
- **Challenge**
- **QR / social**
- **Pick / play moments**

Play your match.
Make your pick.
Find your team.

SOCIAL MECHANIC

At registration:

- **FOLLOW**
- **TAG**
- **GET YOUR PLAY CARD**

The social action unlocks their event access / welcome moment.



The Padel tournament

The heart of the experience stays on court.

Guests compete in short-format matches, keeping the pace high and giving everyone a reason to stay engaged.



Format

BEST OF 3

- Short matches
- Fast rotations
- Live scoring
- Tournament progression

The star point

One point in every match becomes the **STAR POINT**.

Win it to mark the moment on the live scoreboard, giving every match something special to play for.

Live scoreboard

A large LED scoreboard with Heineken branding tracks:

- MATCH SCORE
- PLAYER / TEAM
- TOURNAMENT PROGRESS

Play it Different PADEL PONG

A classic beer-pong setup, redesigned as a mini padel court.
A green court-style table, Heineken cups and padel-coloured beer-pong balls. Meet your team. Then take them on.



01

COURT-STYLE TABLE
Green playing surface with padel court markings.

02

CUSTOM CUPS
Heineken green cups with the signature red star.

03

COURT-STYLE TABLE
Beer-pong balls in the iconic padel-yellow.

04

AIM. BOUNCE. LAND. SCORE.
Two teams face off across the table. Sink a ball. Clear a cup. Keep playing.

Photo Op Ideas





Additional Activations

MOMENTS THAT BRING FANS INTO THE GAME.

THE STAR POINT

A Heineken star built into the court environment, activated around the designated Star Point.



THE REPLAY

A slow-motion capture of guests' best shots, serves and celebrations.



Fans Have More Friends

GIVE PEOPLE SOMETHING TO RALLY AROUND.

THE STAR POINT HORN

At key moments, the Star Point horn cuts through the event. Guests find their nearest Star Point and follow the cue.



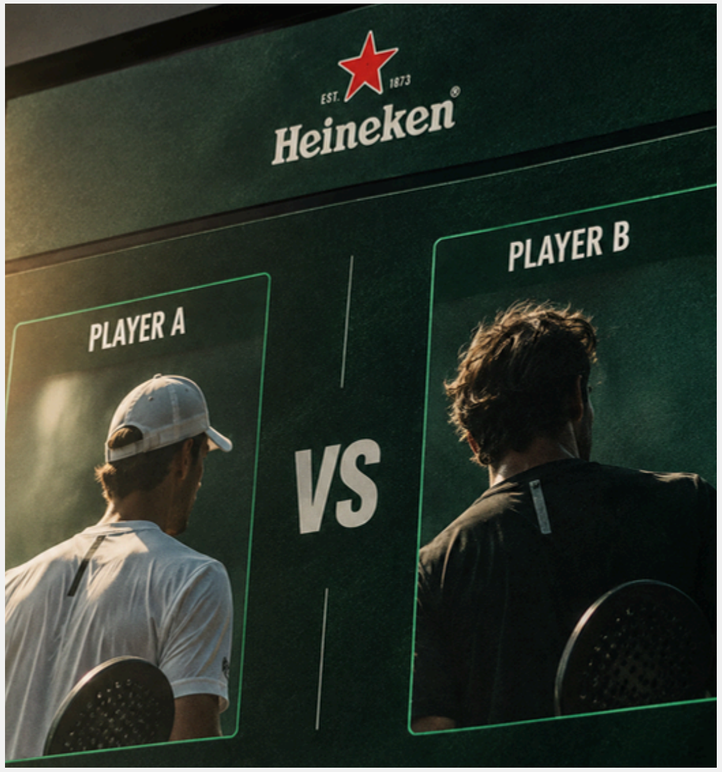
FIND YOUR TEAM

When the horn blows, guests head to their **nearest Star Point**. That is their new team for the next Padel Pong round.



MAKE YOUR PICK

Before key matches, guests predict who will win. Correct picks unlock **Play It Forward rewards.**



THE MATCH ENDS.
THE SOCIAL DOESN'T.

from Court to Party

Once the matches wind down, the energy moves off court.

The space becomes a Heineken social club — where players, fans and new friends come together over music, food and drinks.

THE BAR
Heineken serves + easy socialising

THE DJ
Modern house, disco and summer sounds

THE SOCIAL
Food, seating, conversations + content

THE ENERGY
Sports club × summer night × modern house



The Final

- Final Match
- Live Score
- Court Lighting
- DJ build-up
- Winner Announcement

The Final Point

Every tournament needs a moment everyone can get behind.

The final takes over the court with the scoreboard, music and lighting building around the action.



The Winner

A custom Heineken × Padel trophy/paddle marks the winner of the tournament.

Play it forward.

THE MATCH ENDS. THE CONNECTIONS DON'T.
Guests leave with a little piece of the experience — designed to take the game beyond the event.

The play it forward kit

- Custom padel ball
- Heineken keychain
- Bottle opener
- Wristband / cap

For the winner

Limited-edition Play it forward trophy





EXTENTO

EXPERIENCES