

# Asset Metadata

## GENERAL INFORMATION

File name:	Heineken logos all fomats.zip
Version :	1.0
Reference ID :	115317
File size :	116391030 KB
Uploaded by :	Nic Peters
Asset Owner :	Alexander Drake

## ASSET TYPE INFORMATION

Asset Type	Guidelines
Expiration Date:	(not set)
Description :	Heineken logos all formats & variations

### Asset Type Details ::

- Creative Classification

Global Asset

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- Brand Constrained List

Brand begins with--Begins with H  
Brands--Heineken  
Sub Brands--Heineken Original

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- Channels

Other

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- Sub-channel

Not Applicable

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- Campaign

Not Applicable

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- Asset Name

Global Logo

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- Asset Version

All Versions

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- Asset Objective

(not set)

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- Brand Distribution

Global

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- Community of Practice

(not set)

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- Must Win Battles

MWB2 – Establish iconic brand identity

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- Regions Constrained List

Regions--Europe  
Europe--United Kingdom (UK)

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- Language

Not Applicable

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- Agency Name

N/A

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- Copyright, Usage and Rights Management

No third party restrictions

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- Campaign Date

01 January 2018

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- Production Date

01 January 2018

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- Incomplete Asset

(not set)

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- Dark Market Asset

(not set)

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- Sub Categories

(not set)

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## CATEGORY INFORMATION

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Category Name : Beer

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## BUSINESS ENTITY INFORMATION

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## TAGS INFORMATION

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Tag Name : Heineken

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Tag Name : Logo

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Tag Name : logo, brand logo

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## ACCESS MANAGEMENT INFORMATION

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## TECHNICAL DATA INFORMATION

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FileType : ZIP

MIMEType : application/zip

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## RELATIONSHIP INFORMATION

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