

Heineken's New Beer Commercial is Overtly Political—and Totally Awesome

A few weeks ago, before I could catch myself, I said something about missing the “good old days” of beer commercials.

My comment stemmed from a commercial in which Matt Damon told me I should drink Stella Artois (which I already do) to [save the planet](#). I found the suggestion condescending and a little aggravating. I don't drink beer to conserve the Earth's water supply; I drink it because it tastes good and makes me feel happy.

Mr. Damon's lecture triggered an irrational feeling: nostalgia. It made me long for simpler, merrier, classier times when beer companies tried to market to me by having Rodney Dangerfield peel his face off.

color:#3C3C3C">Stella is hardly alone. It seems like every brewing company today is trying to sell us beer through political messaging, [some subtle](#), some [not so subtle](#). (Beer companies are no doubt reacting to our culture's [unhealthy obsession](#) with politics.)

color:#3C3C3C">So when I saw Heineken had made a "political commercial," I was preparing to unleash on the maker of this tasty pale lager. Alas, after watching the commercial, I cannot.

color:#3C3C3C">The commercial is quite lovely. Watch for yourself:

color:#3C3C3C">What separates Heineken's commercial from the others is that it's not preaching politics to us; it's essentially telling people to get over their politics.

You disagree on climate change and transgender issues? Okay. Now drink a beer and talk to each other.

color:#3C3C3C">It's a brave and important message. Heineken is reminding us to close our mouths and *listen* to one another instead of incessantly squabbling over the oh-so-important issues of today that divide us.

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color:#3C3C3C">[Image Credit: Heineken/YouTube]

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