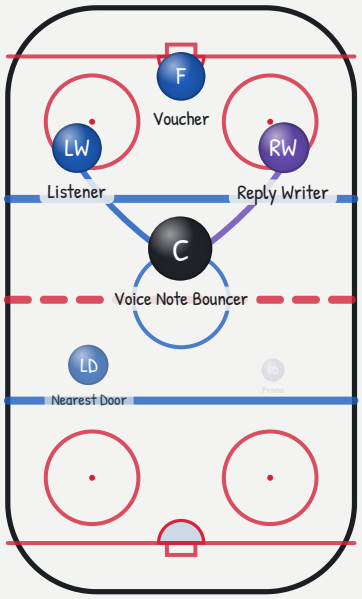
THE NO-AGENCY PLAYBOOK

Coach's call: 1st line: AI can run it

Heineken: Could Have Been a Heineken

Heineken built a bot that swaps a long voice note for a free beer and a nearby bar. I'd build the same bouncer on WhatsApp (or Zalo in Vietnam) this weekend with one AI captain you set up without writing code, no pitch deck required. You set the voucher cap and say hello to the friends who walk in together.

~ COACH LY



You on the bench: the owner, or your one-person marketing team. You make the calls.

- AI runs it
- AI drafts, you approve
- You or a freelancer

CAPTAIN · ORCHESTRATOR

Voice Note Bouncer

AI DRAFTS, YOU APPROVE

Runs the bot from first message to voucher and stops it the moment the daily cap is hit.

→ Your call: You set the rules and can switch the bot off with one click. Pick n8n or Make: both run it without code.

n8n · Make

LEFT WING · AGENT 1

Listener

AI RUNS IT

Receives forwarded voice notes, checks the length only, then deletes the audio.

WhatsApp Business Platform · Zalo Official Account

RIGHT WING · AGENT 2

Reply Writer

AI DRAFTS, YOU APPROVE

Writes the bot's replies: a cheeky nudge to stop talking and meet up instead.

→ Your call: You approve the reply scripts once.

Claude

FORWARD · AGENT 3

Voucher

AI RUNS IT

Asks one age question first, then sends a one-time code for a free drink to every note that passes the length test.

→ Your call: You set the daily voucher cap and check your local rules on free-drink offers first.

WhatsApp Business Platform · n8n · Make · Zalo Official Account

LEFT D · AGENT 4

Nearest Door

AI RUNS IT

Points each person to your nearest branch with a map link.

Google Maps Platform

RIGHT D · AGENT 5

Promo

AI DRAFTS, YOU APPROVE

Makes the posters and short ads that send people to the bot.

→ Your call: You approve the ads and set a spend cap.

Canva · CapCut · Meta Advantage+

GOALIE · AGENT 6

Scoreboard

AI RUNS IT

Tracks notes received, vouchers sent and vouchers used, by day and branch.

→ Your call: Read it Friday before the weekend rush.

Data Studio

A draft of how I'd run a small-business version of this play today. It describes an approach, not results.

Tools checked on their official sites. Names and logos belong to their owners. I am not paid to recommend any of them. A free agent is a tool whose logo I am still asking permission to show. Tap any player for the scouting report.

COACH'S STAMP

I MADE THE REEL ON THIS ONE

COACH LY · 17 OCT 2026

Brief for your AI

Heineken: Could Have Been a Heineken

HOW TO USE THIS CARD

1. Upload this PDF to your AI (ChatGPT, Claude, Gemini or Grok).
2. Paste the prompt at the bottom of this page.
3. Answer its questions. Approve every draft before anything goes out.

THE PLAY

Brazilians send four times as many voice notes as anyone else, so Heineken tested a bot on WhatsApp there. Get a voice note over three minutes long, forward it to the bot, and it sends back a voucher for a free beer and a bar nearby. Billboards and social ads sent people to the bot.

COACH'S CALL: 1ST LINE: AI CAN RUN IT

A no-code bot checks the length, sends the code and points people to your door. You set the cap and say hello when they walk in.

YOUR VERSION

A neighbourhood café. Put a bot on your WhatsApp Business number (or Zalo, if your customers are in Vietnam). A customer forwards it a voice note over three minutes and gets two iced coffees for the price of one, this week only, at your shop. This week's first step: write the bot's three replies and set a cap of 20 vouchers a day.

THE AI TEAM

Captain, Voice Note Bouncer: Runs the bot from first message to voucher and stops it the moment the daily cap is hit. **Your call:** You set the rules and can switch the bot off with one click. Pick n8n or Make: both run it without code. **Tools:** n8n, Make.

Agent, Listener: Receives forwarded voice notes, checks the length only, then deletes the audio. **Tools:** WhatsApp Business Platform, Zalo Official Account.

Agent, Reply Writer: Writes the bot's replies: a cheeky nudge to stop talking and meet up instead. **Your call:** You approve the reply scripts once. **Tools:** Claude.

Agent, Voucher: Asks one age question first, then sends a one-time code for a free drink to every note that passes the length test. **Your call:** You set the daily voucher cap and check your local rules on free-drink offers first. **Tools:** WhatsApp Business Platform, n8n, Make, Zalo Official Account.

Agent, Nearest Door: Points each person to your nearest branch with a map link. **Tools:** Google Maps Platform.

Agent, Promo: Makes the posters and short ads that send people to the bot. **Your call:** You approve the ads and set a spend cap. **Tools:** Canva, CapCut, Meta Advantage+.

Agent, Scoreboard: Tracks notes received, vouchers sent and vouchers used, by day and branch. **Your call:** Read it Friday before the weekend rush. **Tools:** Data Studio.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for Heineken: Could Have Been a Heineken. First, ask me 5 short questions about my business, my customers, my budget and my timing. Then turn this play into a 2-week plan for my business, with every post, message and asset drafted, in order. Follow the AI team on the card. Mark clearly what I must decide, approve or do myself, and anything that needs a professional. Draft only: do not post, send or spend anything. Never make up reviews, quotes or results.
```

Stuck? Email me: letstalk@lyvietvu.com. I read every email myself.