



ASAHI, WHAT'S NEXT

THE BRAND ASAHI

WHAT IS ASAHI?

Asahi is the #1 beer brand in Japan, that is well known for its unique taste (Karakuchi) and brewing technique. Due to this the beer has a crisp and clear taste.

WHAT DID THEY DO?

Last year in August 2020, Asahi Super Dry launched their first global campaign: "Discovery is Calling".

- created by London-based agency Dentsumcgarrybowen,
- set in the urban streets of Tokyo.

The campaign reached 71% of the national target audience.

BRIEFING

- Become a globally famous, super premium Japanese beer brand
- Discovery and exploration are important for beer lovers
- Brand awareness
- Brand engagement

RESEARCH AND INSIGHTS

RESEARCH

Large variety of beers

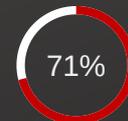
- People do not always choose the same brand

Thoughts of Japan

- Traditional



PEOPLE WITH STRESS



SKILLS DEALING STRESS

First thing that attracts people

- Taste: Fruity and sweet

Reasons drinking beer:

- Feeling happy, relaxed

INSIGHTS

“ People want to do things in life but often don't have time for them due to their busy schedules. Asahi should inspire people to take a break and to just do it. Asahi is a new beer for a lot of people that have a soft-sweet taste. Respondents like to drink a beer while relaxing, Asahi will be able to play a nice role in consumers' lives. ”

TARGET GROUP/PERSONA

Miguel is a perfect representation of our target group.

- He fits the description of a young professional who lives for his job and also wants to explore life.
- He is open to trying new things and to the modern Japanese culture. For example, he already drives a Japanese car and he still wants to do and experience so many things in life



COMPETITORS



Competition is mostly focused on bringing the customers to a dream-like place. In this campaign, Asahi inspires people to go out and enjoy real experiences. Beer does not need to export you to a imaginary world, beer needs to broaden your vision of the world by relaxing and having more motivation afterwards.

STRATEGY

“ Young professionals are busy achieving their career goals, having almost no time to rest, to explore life or try out new things. This often makes them overstressed and overloaded by work. This is where Asahi can play a part. Asahi Super Dry can refresh your mind and gives you an extra push to try out different things in life. People who are open to try out an Asahi Super Dry will be open to try out new experiences. ”

BIG IDEA

“ Asahi will take people into a world of **ultimate freedom and ecstasy** where they **challenge themselves** to try **new things**. Asahi will do this by portraying the story of a person as he/she has new and fun experiences and then ask themselves the question: ”

'WHAT'S NEXT?'

CAMPAIGN

MESSAGE

- "Try something new"
- "Stop thinking, just do it"
- "Try something you always wanted to do"

GOAL

- Brand awareness
- Brand engagement
- Become top of mind

CREATIONS

It's all about people's experiences
ARCHITECTURE - ADVENTURES - ART - TRAVEL - MUSIC
Creations are made to strengthen the goals towards the consumers.

INTRO VIDEO

COMMERCIAL VIDEO

POSTERS

TUTORIALS

BUCKETLIST IDEA

Examples Poster:



MEDIAPLAN

CALENDAR

Asahi Super Dry

TOTAL BUDGET

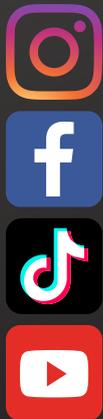
€779.520

| May | | | | | June | | | | | July | | | | | |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 01 | 02 | 03 |
| 02/05 | 09/05 | 16/05 | 23/05 | 30/05 | 06/06 | 13/06 | 20/06 | 27/06 | 04/07 | 11/07 | 18/07 | 25/07 | 01/08 | 08/08 | 15/08 |
| 08/05 | 15/05 | 22/05 | 29/05 | 05/06 | 12/06 | 19/06 | 26/06 | 03/07 | 10/07 | 17/07 | 24/07 | 31/07 | | | |

| Campagne "Drink Asahi, what's next?" | Format | Budget | |
|--|--|---------------------|--|
| SOCIAL MEDIA (Paid Media) | | | |
| YouTube ads (bumper ads + display ads) | 1920 x 1080 resolution videos | €2.520 | |
| Instagram ads | 1080 x 1350 : carousel post, photo post, singular stories post | €1.260 | |
| Facebook ads | 1200 x 628 : photo, video | €1.260 | |
| OWNED MEDIA | | | |
| Instagram | 1080 x 1320 | | |
| Facebook | 1080 x 1080 | | |
| YouTube | 30 sec | | |
| Website | | | |
| Tiktok | Workshop mixology | | |
| CONTEST "Hey you, what's next" list | | | |
| | On Instagram | | |
| PRINT ADVERTISING (JCDecaux) | | | |
| OOH (billboards) | 20m2: 30 x 5340 (30 billboards) | €160.200 | |
| Street furniture | 2m2: 180 x 1746 (180 street furnitures) | €314.280 | |
| TELEVISION | | | |
| SBS Belgium (Play 4/Play 5) | 30 sec during primetime | €300.000 - €400.000 | |

MEDIA

SOCIAL MEDIA



TV-COMMERCIAL



OOH-ADVERTISING



Useful links

<https://www.asahisuperdry.com/en-ot/home/>
Disclaimer: this handout is part of an assignment for AP

University College, Communicatiemanagement,
Campagne3