

# APOTELES

AGENCY

*SUPER*  
*"DRY"*  
**Asahi**  
**JAPAN'S NO.1 BEER**

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## **I. Brief overview**

The brief which the brand Asahi Super Dry gave us, was to respond to one major objective: be in the top 10 international beer brands by 2030.

For that, they want us, as a marketing and communication agency, to work on a distinctive & meaningful campaign and execution which would be consistently developed and executed across all the key touchpoints and live up to the long-term brand ambition to become a distinct icon of modern Japan.

The response to the brief should include:

A media-neutral campaign idea that represents:

- ‘Modern Japan’: What does modern Japan mean? What is the framework & what are the pillars/themes that define modern Japan?
- Ideas that are media agnostic and can be adapted to relevant touchpoints that can resonate with our target audience.

Each execution solution should deliver:

- The campaign ‘Big idea’, Insight, and solution that meets the key objective.
- Demonstration of how the consumer and brand truths sit behind the big idea.

## **II. Secondary research**

### ***A. Brand History***

In the mid-1980s, Japanese brewers were convinced that beer should taste bitter and heavy. The results of previous blind taste tests of 5,000 respondents showed that consumers could not appreciate the subtle variations in beer taste.

The survey revealed that people "want to drink crisp, more refreshing beer" and "want a beer that goes well with any kind of dish". From that, the founders of Asahi Super Dry (the Asahi Breweries Group) wondered; If Japanese consumers choose a wide variety of products based on taste alone, then why not beer?

On March 17, 1987, Asahi responded with a new Japanese beer, billed as Japan's first KARAKUCHI beer. It is the result of an effort to reflect contemporary Japanese tastes in beer and brewing. From the beginning, the goal has remained the same: to bring the sophisticated and clear taste of Karakuchi to consumers around the world.

The development of the new Karakuchi recipe began with the exploration of an almost infinite combination of yeast and other ingredients and the constant refinement of the brewing process.

In 1990, three years after its inception, all of the brand's production facilities were upgraded with the most innovative technology and equipment available.

Since then, Asahi Super Dry has continued to improve and innovate production technology and quality management. The brand is committed to bringing the clean, crisp taste of Asahi Super Dry to consumers around the world.

## ***B. Brand communication***

In 2018, Asahi Super Dry launched the beginning of a new global campaign. This campaign was launched on their main account to target the Japanese market but also the world in general.

### **“Enter Asahi”**

In 2018, they started their new campaign named “Enter Asahi”. The main goal was to let people discover and test this beer that aims to represent modern Japan. For that, they wanted the consumers “to explore the unknown”. The unknown designated this special taste that Asahi is the only brand to sell, the *karakuchi* taste. This campaign aimed to bring people to try this beer and understand its special and unique taste that is described as refreshing and crisp. But more than that, they wanted to avoid a traditional narrative but stay authentic.

To promote this idea, they launched a campaign on social media with different visuals and videos. They marketed this campaign by using dark visuals, mainly using water and ice to represent the freshness of the beer. The sound they were using, was referring to the crispy taste of it. The whole purpose was to look modern and appealing to new consumers for them to discover the brand, to enter Asahi.

For the activation part, they created an event in collaboration with Crack Magazine in the UK. The idea was to launch a series of 4 events “celebrating ground-breaking DJ talent from Japan and some of the most respected and influential music icons in the UK.” For that, they did a tour in 4 main United Kingdom cities which were London, Bristol, Manchester, and Leeds. The name of the event was “Unfold” which means “be revealed” that represents the concept of the campaign “Enter Asahi” but also is a step ahead for the next campaign as it calls to discover the concept of the *Karakuchi* taste.

They also launched a video promotion with several capsule videos and promoted the campaign on billboards, social media, OOH advertising, press, and so on.

In 2019, they did another activation to follow their campaign. They partnered with Resident Advisor which represents one side of modern Japa: the listening bars. In Japan, there are a lot of ways to discover new things, and listening bars are part of them.

### **“Discovering is calling”**

In 2020, a second global campaign was launched named “Discovery is calling”. In a world where Covid-19 changed everyone's habits and way of living, this campaign was there to call them to try a new way of discovering things. After entering the Asahi world, they wanted the consumers to discover the experience of Asahi. That is in this view that the “Discovery is calling” campaign aimed to go.

To promote this new campaign, different types of activations were made. First, into a video promotion that represents three people discovering Tokyo during the night and ending up on the top of a building in an Asahi bar. This ad was promoting the fact that “curiosity leads to discovering”, then if the consumers are curious, they would try the unique *Karakuchi* taste. They promoted this ad with capsule videos and visuals on social media, OOH advertising, and Broadcaster video-on-demand platforms.



To follow the campaign, they created the hashtag “#BornOfCuriosity” to accompany the whole campaign.

To continue, they interviewed the founders of Kanpai London, which is a sake brewing and bar. Asahi was also inspired by sake to create the karakuchi taste, that is why they partnered with this brewery/bar to explain to the consumers what Karakuchi taste is.

After that, they also interviewed 3 different artists and asked them how they keep discovering their art. With them, they created 3 videos each, which leads to 9 videos shared on their social media. The three of them answered more or less by including curiosity in their discovery. They did this activation twice and called it Discovery Deconstructed with the hashtag associated.

Another activation strategy was the “Karakuchi Nights”. Indeed, this event was organized throughout the UK to let people discover Asahi beer and Japanese culture. They went to 8 different cities which were Manchester, Birmingham, London, Edinburgh, Glasgow, Dublin, Nottingham, and Bristol. These cities were a good choice because they represented curiosity and a population who were ready to step outside their comfort zone.

Therefore, the next step for Asahi Global Campaign is indeed to step outside the population clichés about society and the world in general. This is what we are going to explain further in this document.

### ***C. Markets***

#### ***JAPANESE MARKET***

The beer industry is an integral part of beverage manufacturing in Japan. Since the country is well-known for its clear liquors such as rice wine (sake) and fruit liqueurs of high quality, beers aren't the first alcohol foreigners are associating with the country. However, beer stands are standing out at the top of alcoholic beverage production in Asia. It is now clear that Japan is willing to share its knowledge into a wider and more accessible alcoholic beverage: beer.

As previously mentioned, the “Land of the Rising Sun” has owned one of the largest Asian and global beer markets for a long time. Dominated by five domestic producers, it is also one of the toughest markets for new entrants in Asia. However, when it comes to implementing itself in other countries, Japan has to face competition with beers coming from Belgium, Germany, Italy, and others.

Beer and beer-like beverages are classified into three categories in Japan. To understand the Japanese beer market, it is important to understand the terminology in practice in the country. Beer, Happoshu (a Japanese low-malt beer), and New Genre are the three categories, which are classified in beer and beer-like beverages in the country.

Asahi Beer, with a market share of 37.4 percent of the total share of the beer market, was the largest brewer in the year 2018. The company, which recently acquired the premium beer and cider business of the United Kingdom's Fuller, Smith & Turner P.L.C., has been one of the most dominant brewers in the country for quite along.

#### ***FRENCH MARKET***

Globally, Europe is the place where the most alcohol is consumed., according to the Visual Capitalist, a Canadian group that has done some research based on OHM's data in 2019. And the French market does not escape the rule: it is ranked 7th among the European countries, within an average of 11.9 L per person and year, according to the WHO in 2021 (World Health Organization).

According to statistics in 2020, 50 percent of the population single out wine as their favorite type of alcoholic drink. On the other hand, beer is the second most consumed alcoholic beverage with 39%, followed by champagne that is slightly less of a consensus 33 percent of respondents.

As such, focusing on the beer market can see an evolution of 8.8% in the volume of beer sales<sup>1</sup>. The global price of beer has risen from 2.8% and the buying process has risen from 4,43 billion euros alcoholic beer and non-alcoholic beers. (11.8%).






Indeed, alcohol-free beer is a growing market that is to take into consideration when it comes to beer consumption.

Favorites French's beers<sup>2</sup> :

- 1) TOP 1 is Leffe :
- 2) Desperados
- 3) Heineken

A significant piece of data that can well be observed is that the French market has an 80.3 percentage of beer penetration within the french market in 2020. The French market is therefore pretty open to new beers. It is notable that 22 million french people and active drinkers of Belgiumbeer like Leffe and Grimbergen in 2019.

#### ***D. Competitors/ Benchmark***

	<b>DESPERADOS</b>	<b>HEINEKEN</b>	<b>GRIMBERGEN</b>	<b>KRONENBURG</b>	<b>SKOLL</b>
<b>COUNTRY</b>	France	Hollande	Belgium	France	Kronenburg
<b>CITY</b>	Schiltigheim	Amsterdam	Waarlos	Strasbourg	Kronenburg
<b>OPINIONS OF CONSUMERS</b>					
<b>DEVISE</b>	<i>Tequila flavored beer</i>	<i>Open Your World</i>	<i>Ardet nec consumitur (it burns but does not consume).</i>	<i>Alsace beer</i>	<i>La bière so Kold</i>
<b>BRAND IDENTITY</b>	Identity inherited from Mexico.	Logo = lucky charm of medieval brewers	It takes its name from the Abbey of Grimbergen,	Name = reference to a place, the Kronenbourg district of Strasbourg.	Skoll means "to your health" in the countries of the far North.
<b>ALCOHOL CONTENT</b>	5.9°	5.0°	7.0°	4.2°	6°

<sup>1</sup> The study came out in March 2021 : the survey was launched in December 2020 with 1,005 respondents between 18-65 years old.

<sup>2</sup> Iri, CAM au 31/01/2021, tous circuits GMS Rayon boisson, on 68 alcohol brands, studied in 2021.

TYPE OF BEER	Spéciale	Pils	Abbaye	Pils	Spéciale
TASTE	Desperados is a blonde lager with tequila taste.	Classic and mellow blonde beer runs well in the mouth but remains fairly neutral.	Amber beer, rather mellow, fruity and well-hopped	Blonde beer with dominant notes of hops and malty and fruity character.	Vodka flavored beer
FERMENTATION	Bass	Bass	High	Bass	Bass
BOTTLES SOLD	33 cl	25 cl	33 cl	33 and 25 cl	33 cl

### E. Situation analysis SWOT

To have a clearer analysis of Asahi, we'll proceed with a SWOT board.

External	Internal
<p><u>Strength</u></p> <ul style="list-style-type: none"> <li>- Highly successful at Go To Market strategies for its products</li> <li>- Investment in resources to keep on improving its brand image and the quality of its products all over the world.</li> <li>- Strong community within the countries the brand invested</li> <li>- Reliable, trustworthy, and efficient supply chain</li> <li>- Good returns on total expenditures</li> <li>- Successful track of record regarding launches and product developments.</li> </ul>	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>- The new technology provides an opportunity for Asahi to practice differentiated communication and pricing strategy in the new market</li> <li>- New trends within culture, cultures beliefs and consumer behavior can open up new market for the Asahi</li> <li>- New environmental policies represent an opportunity for Asahi to gain market share with the atypical brewing techniques and the beer's components.</li> <li>- Government agreement on market share regarding alcoholic products.</li> </ul>
<p><u>Threats</u></p> <ul style="list-style-type: none"> <li>- A lot of already implemented premium beers and alcohol within the targeted countries</li> <li>- Growing trends over NoLo beers</li> <li>- Environnement communication regulations</li> <li>- Consumers' behavior towards big channels that are tending to consume more local and environmentally friendly beers or drinks.</li> </ul>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>- Lack of choice regarding the products</li> <li>- The profitability ratio and Net Contribution % of Asahi are below the industry average</li> <li>- Limited success within worldwide countries</li> <li>-The company has not been able to tackle the challenges present by the new entrants in the segment</li> <li>- Complicated/low efficiency when implementing their products within different cultural countries.</li> </ul>

## III. Consumer research/trends

### A. Questionnaire insights<sup>3</sup>

We decided to launch a questionnaire to learn more about the European beer market. We decided to ask 24 questions related to Japanese culture and beer consumption. The questionnaire lasted about two weeks and got 67 responses including 83,6% of French people. Indeed, this questionnaire will help us gather French insights rather than European ones. 92,5% of the respondents were between 18 to 25 years old and 65,7% of the respondents were students and 67,2% were drinking beer weekly.

<sup>3</sup> Appendix n°1

Among the participants, the top three beers consumed are Desperados (25%), Heineken (23,6%), and Grimbergen (20%) followed by 1664 (16,4%) and Corona (12,1%). Overall, their favorite beer brand gives them the feeling of social approval and fun.

Among the participants, we can see on the graph n°8 (see appendix) people are more likely to drink a beer at a bar or when partying. Then it appears that for some of them, drinking a beer when chilling at home is also a solution. The Festival is coming next just before drinking a beer at a restaurant.

For the 29,9% who already tried an Asahi Super Dry beer, they discovered it in a Japanese restaurant. But some discovered it with word of mouth, or in an Asian country.

### ***B. Interview Insights<sup>4</sup>***

To have deeper insights into the idea of what modern Japan is and how international people see Japanese culture, we decided to ask a few questions to a Japanese person. His name is Kazuki, he is 22 years old and lives in Japan with his family. He is very cultured and does studies. We decided to conduct the interviews via Whatsapp due to the time difference.

### ***C. Online information***

#### **1. What is Modern Japan**

##### **Summary of traditional Japan**

Japan is a very active area in terms of tectonics, tremors, and eruptions. There is a recognition of nature and a desire to tame it with for example onsen, hot volcanic baths.

In traditional Japan, there are values of excellence, of working for years on the same task until perfection. This more traditional Japan is looking for a vocation rather than a career, contrary to modern and more western Japan.

##### **Lots of small towns in the city, each district has its own identity**

There is a break between the more traditional countryside and the much more modern city, a very strong culture that is exported and influences the world. And even within the cities, there are many cities with each one a very strong identity as in Tokyo.

In the Kengo Kuma district, there are a lot of traditional buildings that are not very orthodox and made of very basic materials with wooden decorations. We have for example the 4200 pigments store which represents well that with many wooden beams and very geometrical decorations.

The Tokyo midtown district is a brand new district, it was created after the destruction and relocation of the Ministry of Defense in 2007. There are very modern and often innovative architectures because the city lets architects express themselves during the construction. The architect Tadao Ando designed the Issey Miyake site and he placed the exhibition halls underground. The Shibuya district will soon be partially rebuilt under the initiative of Mayor Ken Hassebe, to make it more touristy and attractive. One of the major points will be to make the station more accessible.

##### **Yakuza**

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<sup>4</sup> Appendix n°2

They are machi-Yakko "servants of the city", historically, in the 15th century, they defended the people from the samurais. More recently in 2011 after the big earthquakes, they sent food and blankets to the affected areas to help the Japanese people. They are certainly criminals but they have a code of honor with rules to respect, they are under the direction of a leader they call "Oyabun" which means "Parent".

### **Manga/anime**

It is thanks to manga like Dragon Ball and to genius directors like Hayao Miyazaki that this culture has spread abroad and especially to young people. The works have made people dream but have also made them feel out of place with, for example, the very traditional music of Naruto. It is a very strong culture due to the isolation of the country for hundreds of years because of the emperor and which has a very strong identity as well graphically as in the stories.

### **Progressive / Technology**

Japan has always been keen to be a forerunner in terms of technology. Although the country has a strong culture, it is not conservative either, we can for example find toilets known worldwide and coming from Japan which is heated and cleans you automatically. There are also in another register robotic arms with shows and animations of robots where it is necessary to reserve and on certain slots for the animations.

### **Fashion**

They can do futuristic, avant-garde, or traditional. It's a very rich and unique style in the world. They can create designs that go from minimalist, urban to luxury.

## **2. Alcohol consumption trends**

Because of the numerous lockdowns worldwide due to the pandemic, consumers want more than ever to gather and to enjoy their moment together, hence, drink alcohol together during private and fun moments. Because of this situation, the usage of social media is even more intensifying and brands have to adapt their communication and activation to please their consumers. But consumers want to keep their habits with the products they already know.

In those times, brands had to be authentic and honest regarding the social reality. It will allow them to be even closer to their consumers.

The trends for the next few years in terms of alcohol consumption are the following :

#### **People are interested in discovering more premium beverages.**

- Indeed, consumers are more likely to choose quality over quantity. This premiumization is positively influencing the alcohol market.
- In advanced markets, consumers are more likely to act like "less but better" and try more crafted beverages with better quality or a more eco-friendly elaboration.
- Personalized beverages are also increasing which helps the consumers to identify the brand and their favorite beverage. Curious people would be more likely to try this.
- Enology is rising in Asia.

### **People's choices in terms of consumption change.**

- There is a wellness trend that leads people to reduce their alcohol consumption either for low-alcoholic or non-alcoholic drinks.
- Consumers are more likely to choose to drink less but better beverages, in terms of components, taste, and alcohol percentages.
- People are also conscious about the environment and want to consume something that will be more responsible regarding the environmental situation.
- People are more likely to go for a brand that is authentic in terms of the creation of the product.

### **Brand's commitment in terms of technology**

- Marketing campaigns of a brand must be interactive to succeed and call the interest of the consumers.
- Augmented reality is also something to develop because it changes people's perception of a brand, in a way that they interact with the product innovatively.
- Blockchain and NFT are rising and are something to look at.

### **Social experiences**

- Local products and experiences are more appreciated due to the pandemic, where people were not allowed to travel.
- Pop-up events, festivals, or interactive spaces are more appreciated by people who like to discover new things and are curious. It is more interesting for them to try new beverages.
- The association beverage/food is interesting to look at to make people discover a new type of cuisine or to simply offer them a tasting experience.

## ***D. Final insights***

As a conclusion, we can position our final insights as to the following :

**“I am interested in discovering new things and new points of view that are not following the standard.”**

**“I want my consumption to be more authentic and closer to my values.”**

**“I want to dig deeper when it comes to learning a new culture to go past the stereotypes”**

**"I would like to consume a premium beer that isn't going to let a taste on my tongue and disturb my meals but I don't know any brand that could offer me this type of experience"**

## **IV. Targets**

### ***A. Core target***

#### Demographics

- Both men and women
- 25-35 years old, or, other words, the millennials
- Active people

- Affluent to mass affluent

#### Activities

- Working life
- Outdoors activities and hobbies
- Social events: festivals, parties, after work, happy hours with friends, pre-drinks and dinner parties with friends and/or family, restaurant nights, concerts
- Entertainment: art, museums, music, sport, travel
- Social media: active and highly connected

#### Interests :

- Open to try new things/ new tastes / new activities
- Food lover
- Loves to travel to discover new cultures
- Social Media user
- Fun and outgoing
- Seek community moments

### ***B. General target***

#### Demographics

- Both men and women
- 18-45 years old
- Active people
- Affluent to mass affluent

#### Activities

- Working life
- Outdoors activities and hobbies
- Social events: parties, festivals, after work, happy hours with friends, pre-drinks and dinner parties with friends and/or family, concerts, restaurant nights...
- Entertainment: art, museums, music, sports, food
- Social media: active and highly connected

#### Interests :

- Going out with family and friends
- Loves to discover a new taste and new food
- Likes to travel and discover new cultures
- Seek for community moments
- Active on social media

In regards to the brand and the objectives of this campaign, we have to be extremely thoughtful on the type of target that we're aiming for. The core target is more centered on the millennials since these people are the ones that are going to be the most concerned upon the arrival of a new premium beer on the market, probably as well the first one to try it and to recommend it, and that they are among the most active beer drinkers.

On the other hand, we have a wider target that is also important to aim since they represent a huge size of the consumers' market.

Both targets are interested in gathering with their friends and families to share a good time and social experience. Our targets are as well curious and adventurous. They Like to travel and discover new things and step out from their comfort zones. They are all living an active life, from affluent to mass affluent. They all are pretty connected on the internet and on social media, which leads them to discover new things from everywhere and to be able to interact with whatever they're interested in.

### ***C. Consumer personas***

#### **Persona A**

**Name:** Thomas Blanc

**Age:** 27

**Job:** Cook

**Income:** Affluent

**Country:** France

**City:** Lyon

**Social life:** In a relationship

**Personality:** Curious, engaged, dynamic, organized

#### **Interests**

Travel, festivals, food, sport, museums, culture.

#### **Bio**

*Thomas is an active man that loves to share time with his girlfriend and with his friend at parties, festivals, and restaurants. He is a food lover and he enjoys trying new things all the time. He is looking for new cultural experiences and passing over stereotypes.*

#### **Expectations**

He is looking for a new experience, allowing him to break cliches and stereotypes.

#### **Frustrations**

He feels like there aren't many beers to try out and feels bothered by common stereotypes. He would like to make his own cultural experience.

#### **Insight :**

*"I want to dig deeper when it comes to learning a new culture to go past the stereotypes"*

#### **Persona B:**

**Name:** Sarah Grosjean

**Age:** 32

**Job:** Lawyer

**Income:** HNW

**Country:** France

**City:** Paris



**Social life:** Married with one kid

**Personality:**

- Curious
- Adventurous
- Dynamic
- Organized

**Interests:**

- Travel
- Festivals
- Exhibitions
- Food
- Sport
- Museums
- Culture

**Bio**

Sarah is a young active wife and mom. She enjoys traveling and going out with her family and friends. She likes to party and to share drinks every so often and she is looking for new beer tastes and sensations.

**Expectations**

She is looking for a new taste, for a new drinking beer experience.

**Frustrations**

She pretty much already tasted every beer on the market and she feels like a lot of beers are tasting the same, leaving a bitter taste on the tongue.

**Insight :**

*"I would like to discover an atypical beer but all the beers in the market are ones that I know or taste alike."*

## V. Positioning

**Regarding our market study, we found that the customers want:**

- To drink a crisp and refreshing beer
- To discover new things
- Social experiences

**What the competitors do best:**

- To propose an innovative and original experience around the brand,
- Have a communication that entertains consumers
- Have positioning based on history, novelty, know-how

**What Asahi Super Dry does best (Point Of Difference) is :**

- It offers a different beer taste (dry, softer, and fitting with any type of dish)
- It allows the consumer to discover a new image of Japan with modernity, experience

**BRAND MANTRA**

	Emotional	Descriptive	Function
Asahi Super Dry	Experiential Discovering	Karakuchi Refreshing	Premium Beer

## BRAND POSITIONING

**Asahi Super Dry is the frontier between thought and experience.**

It makes you experience and discover new things. With Asahi Super Dry, we break the clichés and change our point of view on Japanese culture and the world.

### VI. Campaign objectives

The objective of this campaign is to launch the brand Asahi in France and to raise consideration among french consumers. The goal is to implement the image of the brand and become a love brand by their customers. Create a community and turn customers into advocates willing to share their experiences with the world.

### VII. BIG IDEA

***You are only one step away to break the stereotypes***

Our creative idea is centered around one thing: break the cliché. We want to create a synonymous feeling of curiosity and exciting experiences around the Asahi Super Dry universe. The goal is to show to the consumers that Japan is not this traditional anymore, that all the stereotypes people have are false. With our creative idea, we want the consumers to see how their ideas of Japan and its culture can change, in one step. An only step can allow them to see the real Japan.

#### ***A. Tagline and Storytelling<sup>5</sup>***

*Asahi tend to represent progressive modern Japan and break from the clichés that are given to the country for decades. You can be part of the Asahi experience. Clichés no longer exist with Asahi Super dry. One look changes everything, **it is always a matter of point of view.***

To continue with our big idea, our creative idea is going the same way. We decided to go with the tagline “It is always a matter of point of view” to induce the people into thinking in another way. The goal is to bring the consumer to dig deeper into their thoughts about stereotypes they can have about things, starting with the ones they can have about Japanese culture.

Our strategy will be based on this storytelling. That it’s always a matter of point of view to change your minds about Japanese culture, literally.

#### ***B. Digital Strategy***

##### **1. Social Media Strategy**

##### **Organic communication**

To reach our target, we are planning on doing full coverage on social media. We want to use different platforms such as YouTube, Facebook, and mainly Instagram. As the brand has a french version of its

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<sup>5</sup> Moodboard of the campaign, see appendix n°3

account on Instagram, we are mainly going to use it, but also use the main account. Our organic communication will be regarding the new campaign: **Asahi, it's only a matter of point of view**. This communication aims to cover up our tagline in a very evocative and immersive way.

## **Influencers**

We want to collaborate with them for a contest that will allow their followers to win a chance to participate in the PR trip. We are going to send them PR gifts with an invitation to take on a challenge and to invite their communities to participate as well.

We want to collaborate with 8 different influencers who are going to share the challenge on their social media account.

- Sofyan (@sofyan) & Seb (@seblafrite)
- Johan Papz (@johanpapz) & Ana rvr (@annarvr)
- Pierre Croce (@pierreccroce) & Benjamin Verrecchia (@benjaminverrecchia)
- McFly (@levraimcfly) & Carlito (@rafcarlito)

The challenge will be to create a video, either IGTV, Reels, or Tiktok, and respond to this question: ***What would you do to change your perception of stereotypes? Because we know, it is always a matter of point of view. We want the videos to be innovative, fun, and engaging.***

## **2. Content Strategy<sup>6</sup>**

For the content strategy, we want our communication to be very innovative and powerful. For that, we are going to use different methods which are digital content, PR gifts, and influencers' content.

### **45° digital post**

To create a digital communication that is authentic and that is following the brand image, we want to reuse the idea of the Asahi Super Dry logo which is inclined at 45°. The idea is to incline all of our digital communication posts at 45° whether it is Instagram posts or ads, but also Facebook posts, reels, and stories.

### **PR gifts**

As we explained earlier, we want to send to our 8 influencers, PR gifts that will introduce them to the brand. The package will contain a personalized golden ticket to invite them to the Zero-G trip. It will also contain a personalized card that will invite them to participate in a challenge that we explained earlier. The package will contain a pack of beer and some goodies as well.

The box will also follow our digital strategy as we want it to be inclined at 45°, it will be immersive and engaging, and raise curiosity among the influencers.

## **Influencers**

Influencers will have the occasion to create content about the brand during three different moments. Indeed, the PR gift as explained earlier, but also the PR launch for the cultural exhibition and the Zero-G plane experience where influencers are more likely to vlog are stories. Overall, it will create brand awareness among their followers which may lead them to try the Asahi Super Dry beer.

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<sup>6</sup> Mockups in the appendix n°4

We are planning on filming 4 episodes of the Zero-G experience as each couple is going to experiment with the contest winners. The full version of each video is going to be posted in an IGTV format on the Asahi Super Dry Instagram main french account. A shorter version will be made for the influencers to share in reels or TikTok format in their account.

### **Video promotion**

To insert our targets in our stereotypical outbreak point of view, we are going to storytelling how taking a step can lead them to discover a new reality.

#### *Synopsis*<sup>7</sup>:

Four friends (3 young men, 1 young woman) are sitting in the middle of a very traditional Japanese game bar. Old men around them are playing *Go games* and *Shôgin* at a very low speed. The four friends are looking at each other, wondering what they are doing there.

Suddenly a Japanese waitress comes in the way, wearing an old dirty white kitchen apron. She comes by the table of the four friends and opens four Asahi Super Dry beers before placing them in front of them. The friends are looking at each-others. They don't know what to expect from the beer. They look back at the old men who are playing all over the game bar and grab their beers.

They cheer and, from the moment the cheer touches each other, the entire room spreads apart. The table and the branch they were sitting on are taken away from them and they suddenly find themselves standing in the middle of new modern Japan. They're amazed about the vibe, what they're seeing, and how modern and vibrant everything around them is and decide of cheer again before drinking the tasty amazing Asahi beers.

The video ends on the logo and the tagline.

## **3. Advertising**

Main objective: The objective will be to increase brand awareness and to turn the viewer into advocates of the brand.

### **a) Programmatic campaign**

**SSP:** The supply-side platform that is going to be used for this programmatic campaign is OpenX Ad Exchange. Indeed, it is one of the largest programmatic digital advertising exchanges offering the highest-quality, independently-rated inventory and will therefore be very suitable for our campaign objectives and strategy.

### **Targeting options and projects:**

Concerning the goal of this campaign and the personas linked to it, the targeting options are going to be the following :

- Age: 18 to 45 years old.
- Location: France, Belgium, Sweden<sup>8</sup>.

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<sup>7</sup> Moodboard see appendix n°5

<sup>8</sup> French speaking countries

- Consumer's profile (clickthrough rate).
- Center of interest

Our project is to advertise in visible spaces online, using these advertising models: native & display.

The targeting tactics are going to be used to segment audiences using data so that the agencies that are going to advertise will be able to make the most efficient out of the budget. Advertisers will then only pay for ads delivered to the right people at the right time. Each time the publisher's webpage loads, an ad request is sent to multiple ad exchanges and sometimes demand-side platforms, directly from the SSP ad server.

**Copy strategy:**

**Text:** "Change your perception of life, and try the Asahi Super Dry now"

**Visual:** Respect the brand's colorimetric charter, and put an image incline at 45° to follow our content strategy.

**CTA:** The CTA should be eye-catching and situated in the mid-bottom middle part of the visual and underneath the logo by the end of the video. Written on it: "TRY NOW".

**b) Social media ads**

**Social Media chose:** Instagram and Facebook because these are the more relevant social media for our target.

**The format used for the campaign:**

General information: The most suitable will be to advertise a short extract of our promotional video in a reels format. The ad will be running through the French Instagram brand's account @asahisuperdry\_fr and the French Facebook brand's account @AsahiSuperDryFR.

**Caption:** One look changes everything, **it is always a matter of point of view.**  
#ChangeYourPointOfView #Karakuchi #Asahi

**Copy strategy:**

We are going to use a short version of the promotion video. It will be displayed in a reels format (1080x1920px).

**Target :**

Locations: France, Belgium, Sweden<sup>9</sup>

Age group: 18 to 45 years old.

Interests/ keywords: beer, alcohol, discover, adventure, curiosity, Japan, culture, museum, tradition, art, music, fun, stereotypes, clichés

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<sup>9</sup> French speaking countries

## ***C. Activation***

### **1. PR event - Art Exhibition**

We want to do an impactful activation that will represent the BIG IDEA of the campaign, that is to say: break from the stereotypes and to show that it is always a matter of point of view to have a different perception of things. The idea is to organize a cultural event that will last two months in Paris. We were thinking of doing this event in the exhibition center (the Grand Palais Éphémère) in front of the Eiffel Tower.

The idea of the exhibition will be to show the two sides of Japanese culture, the traditional side, and the modern side. We are going to challenge a certain number of artists, whether it is photographs, painters, graphic designers, or hand-crafted artists to represent those two sides of Japanese culture. The goal is to put in a frame the 2 representations in one, using the lenticular methods. The paints will be put in a digital format so the lenticular effect could be made. As for the hand-craft representations, the goal is to show how the artist understood the problem, which is showing the two sides of Japan in one piece of art.

As for the PR launch, the goal is to start big by launching the cultural exhibition with a PR event. We want to invite influencers, famous singers, footballers, humorists, comedians, actors, TV presenters, or fashion models. With that, the brand is going to have a chance to reach a maximum of people. It will generate brand awareness as the followers of these people are going to question themselves about “who” is organizing the event.

For the PR launch, we want to animate the night with famous Artists and DJs from France such as David Guetta or Martin Garrix but also from Japan such as Dj Fulltono or Dj Kendji Takami who were invited to the “unfold” event for the campaign “Enter Asahi”. The goal is to stay coherent with our brand, let people discover Japanese modern music, and also enjoy the night. During the night, Asahi Super Dry beer will be served with gastronomic Japanese appetizers to let them experience the Karakuchi taste of the beer.

### **2. OOH/DOOH**

To communicate on OOH and DOOH, we’ll be using digital billboards and presenting Asahi visuals on lenticular panels in train stations, subway stations, bus stations, airports.

In the visuals, we will be presenting a face-to-face between two Japanese contradictions: modern Japan and traditional Japanese culture. As the French and foreigners visiting France will be walking by the lenticular panels, they will be seeing the contradiction and how Japan can be far from what they believe it to be.

Our goal is to touch as many people as we can in their daily life and habits. We want to drag their attention, to make them curious, and to break the clichés they have on Japan as well as on Japanese beers.

### **3. Golden Tickets**

To push French citizens into changing their point of view and to show them how different modern Japan is from the traditional ones, we’re aiming to create 13 Golden tickets.

Five of these golden tickets will be hidden in 5 different beer packs, sent randomly in cities of France, and 8 of them will be entrusted to the influencers that are going to be sponsoring Asahi Super Dry's campaign.

All the people having a golden ticket will be invited to join the Zero-G aircraft trip. This experience is aiming to make the winners change their point of view: Find the golden ticket, take a step and change your point of view! This experience will allow the winners into having a concrete experience of having different angles of view thanks to the 0 gravity proposed in this trip. For a couple of minutes, all the guests are invited to change their perspectives on this innovative experience.

The influencers are going to communicate on their social accounts about their participation (since they're invited to the experience as well) and each of them will individually pick a winner through a contest within their community.

As such, the experience will be covered on the social media of the participants' influencers and partners, promoted on Asahi's social media, and the information towards the golden ticket complexion will also be promoted on the packaging of the beer and in OOH in grocery stores.

#### **4. Festivals**

Breaking the Japanese stereotypes in France can be achieved by participating and sponsoring festivals. Indeed, premium beers are often associated with high standards, serious institutions, and high prices. Presenting a premium beer in a young and dynamic environment.

##### **a) Sponsoring the festivals**

Having a premium beer in festivals will break the stereotypes about what kind of beer can or cannot be served at a festival. Sponsoring a music festival is, therefore, a good way to break the stereotypes and both premium and Japanese beer, but it is also the perfect place to reach a wide targeted audience (in our case, millennials) and make people try out and discover an all-new beer taste and character. Indeed, our beers will be sold in every bar of the festival and during each day. With a price on the same level that other very popular beers (5 euros the Asahi beer glass), we expect a lot of people to try out Asahi's super dry taste.

To make our presence in french festivals relevant and efficient, we're targeting Which festivals are we targeting :

- ***Les vieilles charrues :***

Les Vieilles Charrues festival is an annual festival of contemporary music, scheduled over four days on the third weekend of July in the town of Carhaix-Plouguer, in Finistère. IT is a very popular festival in France that has a huge variety of influencers and celebrities going in VIP rooms there are gathering 70 000 people each day, with a total of 280 000 visitors on the 4 days.

- ***We love Green (avec invitation privé des influencers):***

We Love Green is a new generation French electro-pop music festival organized in Paris since 2011, taking place between May and September. It attracts no less than 80,000 people every year. To be an

eco-responsible festival in a green setting that promotes sustainability and eco-friendly as well as a global responsibility.

- ***Garorock :***

Garorock is a festival of pop, rock, electro, and techno music that takes place in Marmande between June and July for 4 days. Usually welcoming 145 500 people on the 4 days, this festival is one of the biggest French music festivals, behind Les Vieilles Charrues.

We're choosing these festivals to sponsor since they're the most popular ones in France to reunite our target. They are reuniting each year with the biggest number of people coming from different horizons and sharing common values.

**b) Events in the village' festivals.**

In addition, we would like to create an attraction with a stand on the festival: an attraction with a VR headset and a movement machine<sup>10</sup>.

In their VR headset, a video of modern Japan breaking up the clichés will be presented. With a feeling of speed and hyperspace, the customers will experience a full 5D experience with their habitat's movement. Indeed, not only will they have the VR headset, but as well, they will be carried with special sitting machines to give them the feeling of movement following what is happening within the video. The experience would be 3 minutes long and a fresh Asahi beer will be offered to them. The experience will let 2 people at the time be able to enjoy the show.

By the end of the experience, all participants will have to give their email addresses to earn a tote bag full of goodies (recycled cup and a cup carrier for the festival branded Asahi) and will receive an Asahi beer.

While waiting in line to try out the experience, people will be able to look over a very tiny exhibition of modern Japan within the stand.

## **VIII. KPI's**

### ***A. PR event***

#### **1. Check-in**

This indicator measures the number of participants who registered (and attended) the event.

#### **2. Opt-in rate**

The number of participants to the event with the agreement to receive the newsletter on his mailbox / the number of participants

#### **3. Mentions on social networks**

There's nothing like creating a hashtag for the event and following it to see how many times participants cite it. You can also measure the number of followers and mentions on your company's social networks before, during, and after your event.

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<sup>10</sup> Appendix n°6



#### **4. The satisfaction questionnaire**

It allows you to know if the participants appreciated your event (and to what extent). + The Net Promoter Score (NPS): The NPS is a system and an indicator to know the loyalty and satisfaction of the customer. In this case, questions such as: "On a scale of 1 to 10, to what extent would you recommend this event? People who choose 9 or 10 are considered promoters.

### ***B. OOH/DOOH***

#### **1. Monitor traffic**

Although we can't monitor the number of people who come across our posters, we can analyze how people respond to them. Using direct marketing to drive people to a certain page or product with a hashtag or QR code on the poster.

#### **2. The dedicated promotion code**

A promo code will be available on this poster and will allow measuring how many people have used this code and therefore how many could be reached by these displays.

#### **3. Visibility Adjusted Contacts (VAC)**

Through surveys and data collection, it is possible to calculate the audience of the billboards. Then by determining the audience of our billboards according to characteristics (size, location, etc.) we can know the strength of reach of each display which corresponds to the Visibility Adjusted Contacts.

### ***C. Golden Tickets***

#### **1. Influencers impact**

The number of views/likes/shares of sponsored posts for this contest.

#### **2. New followers**

This is the number of followers acquired on our social networks during the game.

#### **3. Participation rate**

It is the number of purchases of beer packs on the event and thus of participation in the contests compared to the number of participants to this event

### ***D. Festivals***

#### **1. Cost per lead collected:**

Estimated revenue from the event / Total cost of the event.

#### **2. Attendance rate**

Number of participants present at the event/number of people registered

#### **3. Press coverage**

The press (paper, TV, or web) is one of the main levers to make people talk about our event. (VR event)

#### **4. Market share**

Number of beers sold compared to the total number of beers sold on this event

#### **5. Number of festival-goer**

The number of participants in the festival to know how many people are likely to have consumed or just seen the brand.

#### **6. Participants to the stand**

The number of festival-goers who stopped on our stand and tried our animation.

#### **7. New followers**

This is the number of followers acquired on our social networks during the event.

### **IX. Budget**

#### ***A. PR Event - Exhibition***

For this event, we decided to select a big place which is the Grand Palais Ephemere, located near to the Eiffel Tower. Into the budget, we will include the privatization for the 2 months of exposure and also the PR event. For the PR event, we will have the food, the services, and the two DJs invited. As a package, we fixed the budget at **€500,000**.

We chose to have a second solution to be sure that the event will take place even if the event can not take place at the Grand Palais Ephemere, so we have chosen the Atelier BASFROI. The privatization for 2 months is €283,500 and for the PR Event, the price is €7,500. The total will be €291,000.

#### ***B. OOH/DOOH***

##### **1. Video spot**

The cost of the spot varies according to the parameters related to its conception and realization. But generally, the cost of a 30 seconds TV spot in motion design is between 9 000 and €15,000 HT.

##### **2. Lenticular panels**

It is quite difficult to give an exact figure but we can try to give an approximation. According to the sites Outjo and Cotraitance.com, the price of a campaign of 200 posters for 1 week in the subway, train, bus stations, airports. would be around €40,000. What would return for our case, if we wish a campaign which is on all the duration of the event to know 2 months, with €360,000.

To this we can add the price of the posters themselves and once again, it is quite difficult to define because the price differs according to the location and the format of the panel, but let's take an average price of €38 for a poster and we arrive at about €7,600.

This makes a total approximate price of **€379,600**.

#### ***C. Golden Tickets***

Most flights are operated from Bordeaux Mérignac airport. This makes a total of about €750 round trip for a group of 13 people for a trip from Paris to Bordeaux. As for the flight, it would be about

€4,800 per person for a group of 13 people, which makes €62,400. Add to that expenses like a night in a hotel near the airport with half board and you get €1,300. Which makes a total of €64,450 for the flight all included for the group of 13 people.

#### ***D. Festivals***

##### ***Les vieilles charrues***

According to the official website, the private sponsorship budget is around €600,000.

##### ***We love Green***

The price of the sponsorship for this festival is not communicated, but by making a report between the price of entry, the popularity, and the attendance of the two other festivals and by establishing an average, we arrive at a price of around €100,000.

##### ***Garorock***

According to the official website, the sponsorship budget for this festival is around €60,000.

#### **Events in the village' festivals**

For a virtual reality booth with a seat and VR headset, the price is €1,500/day with an animator (including assembly and disassembly). In our case, if we take 6 booths on 3 days and 3 different festivals, we arrive at a total of €81,000.

#### **Goodies**

For about 75k of goodies distributed according to the number of participants to each festival, we arrive at a total of €59,250 for tote bags plus plastic cups, wristbands, and stickers.

This makes a total of €1,844,300 for the different activations

## **X. Media Planning<sup>11</sup>**

Our campaign is going to last 7 months from February to September 2023. We are going to start with the DOOH and OOH in February to introduce the brand to people's minds. We want the OOH to last a month in the main cities of France. Then we want to launch the PR event at the end of February. The event is going to last for 2 months so people will have time to visit it. We are going to launch the Golden Tickets activation in march and it will last until the beginning of June. Festivals actions are going to depend on the festival's dates between June and August.

Then as a continuous line, the social media advertising and programmatic campaign strategies are going to last during the whole campaign.

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<sup>11</sup> Media planning in appendix n°7

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## XII. Appendixes :

Appendix n°1  
questionnaire

Appendix n°2

**Can you tell me three things that represent Japan nowadays?**

1. *Anime/Manga*
2. *Politeness*
3. *Food(Sushi mostly)*

**How do you think the world perceives Japanese Culture?**

*“I think Japanese culture is considered really unique but sometimes weird. I would say a lot of things are high quality and detailed. While Japanese ppl tend to take that for granted, not the foreigners. “*

**For you, what is modern Japan?**

*“I feel like Japan is slowly becoming less powerful and less influential.*

*To begin with, Japan is a really conservative country and most of the politicians here are old men, so we're pretty far behind from the global standard when it comes to gender equality and LGBTQ rights and stuff. And Japan is struggling with its economy because of the depression and the government not doing anything. We had the Olympics this year, but the government wasted so much money on that, and they're taxing us more and more lately, so the economy here isn't getting better.*

*After WW2, we had a huge economic boom and “technology” was something Japan was so famous for and proud of. But now not so much and ppl are starting to realize that.*

*So to conclude that to me japan is someone who thinks they're so cool but they're not. Like high school cheerleaders after they've grown up (no offense lol).”*

Appendix n°3



Appendix n°4



## Appendix n°5





Appendix n°6



Appendix n°7: media planning.

