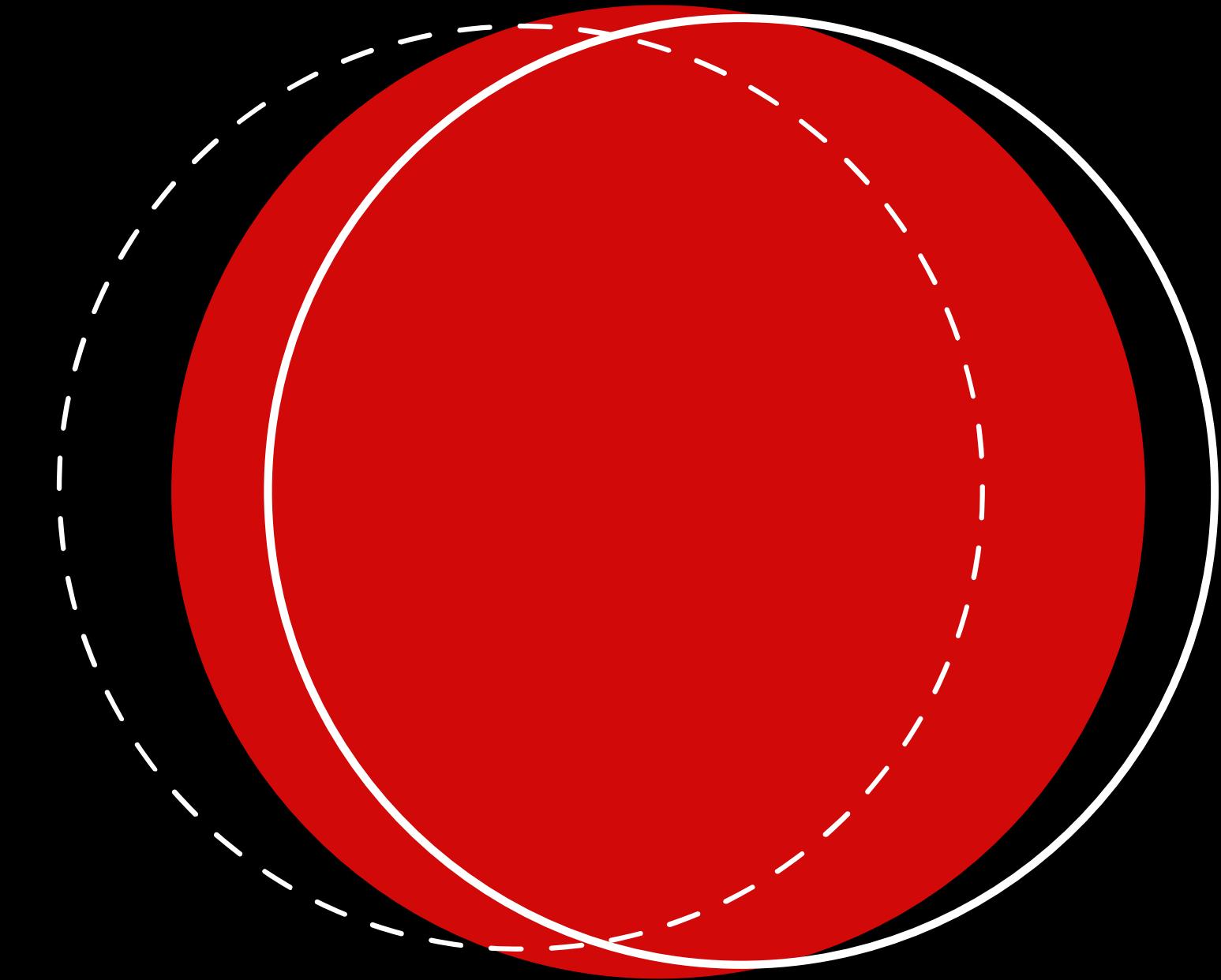




SUPER
“**DRY**”



TEAM : SEEKERS OF TOMORROW

Daniel Kamenov - Desislava Stoilova - David Dosev - Kamelia Misheva

SUMMARY

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CAMPAIGN BACKGROUND

Asahi Super Dry is a product which symbolises **promise, growth** and **enlightenment**.

Taking those concepts in mind, what we came up with is a fun and interesting way to help people explore the world, without spending a single penny on plane tickets or hotels.

CAMPAIGN TITLE

A WALK THROUGH THE WORLD

CAMPAIGN SUMMARY

Create and launch an app

Launch promotions about
the app in social media

Gain traction and users

Begin to work on creating
a community

Build a relationship of
trust and **loyalty** with
customers

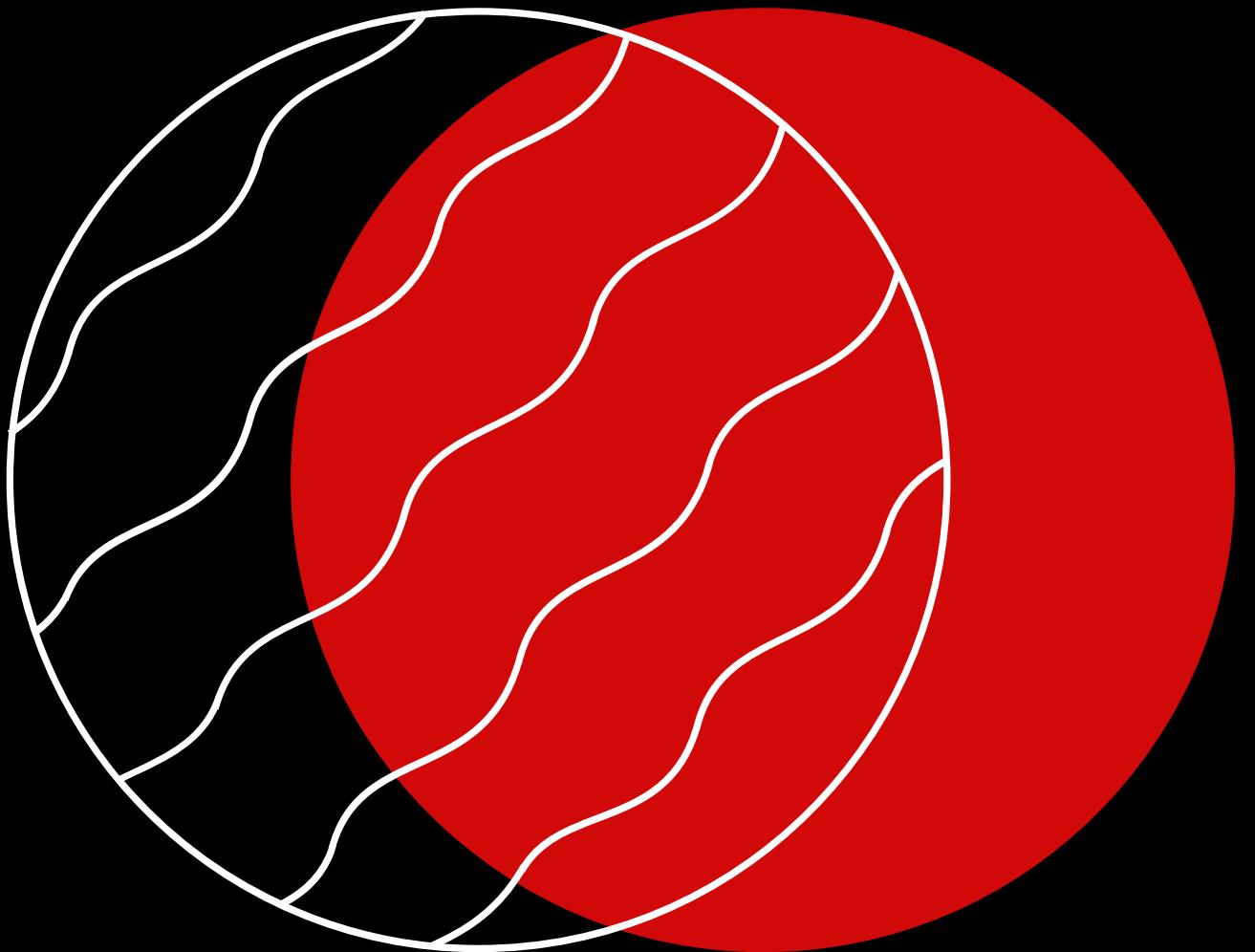
RESEARCH AND ANALYSIS

OPINIONS ABOUT ASAHI

Consumed only in sushi restaurants;

Unfamiliar taste

But that wasn't enough so we
decided to **dive deeper**.



People **want** to travel and explore new destinations, but don't have the means to do so.

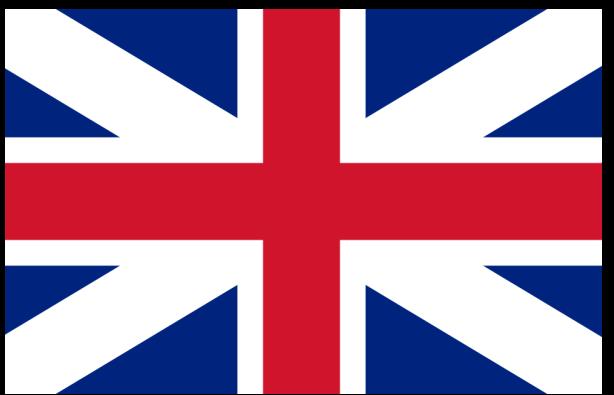


Not all that is labeled "premium"
means non-affordable.

At least in Asahi Super Dry's case...

BEER CONSUMPTION

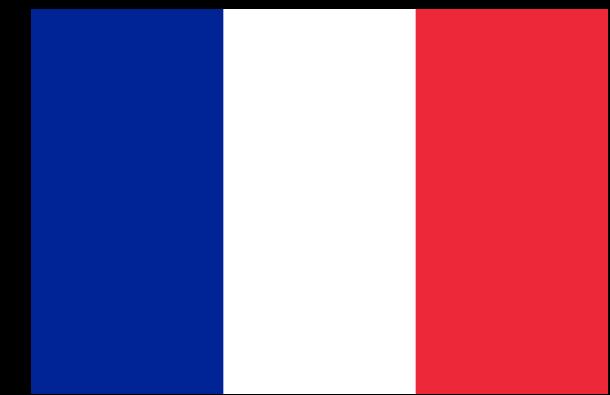
PER COUNTRY



- 4.7 billion litres
national consumption
(2019)
- 70L/Per person, per
year



- 715 million litres
national consumption
(2019)
- 73.7L/Per person, per
year



- 2.3 billion litres
national consumption
(2019)
- 32L/Per person, per
year

OUR BRAND IDENTITY AND OPPORTUNITIES



“Karakuchi”

complexity, perfection
and uniqueness representing
Asahi Super Dry's refreshing
taste;
one word is not enough to
grasp it



“Asahi”

symbolizing promise and
growth as the morning sun
rises;
unique taste that creates a
beautiful experience

COMPETITORS

AND COMPETITORS' PROFILE



RESTRICTIONS

FOR SALES AND ADVERTISEMENTS

UK & Hungary

Nothing specific

France

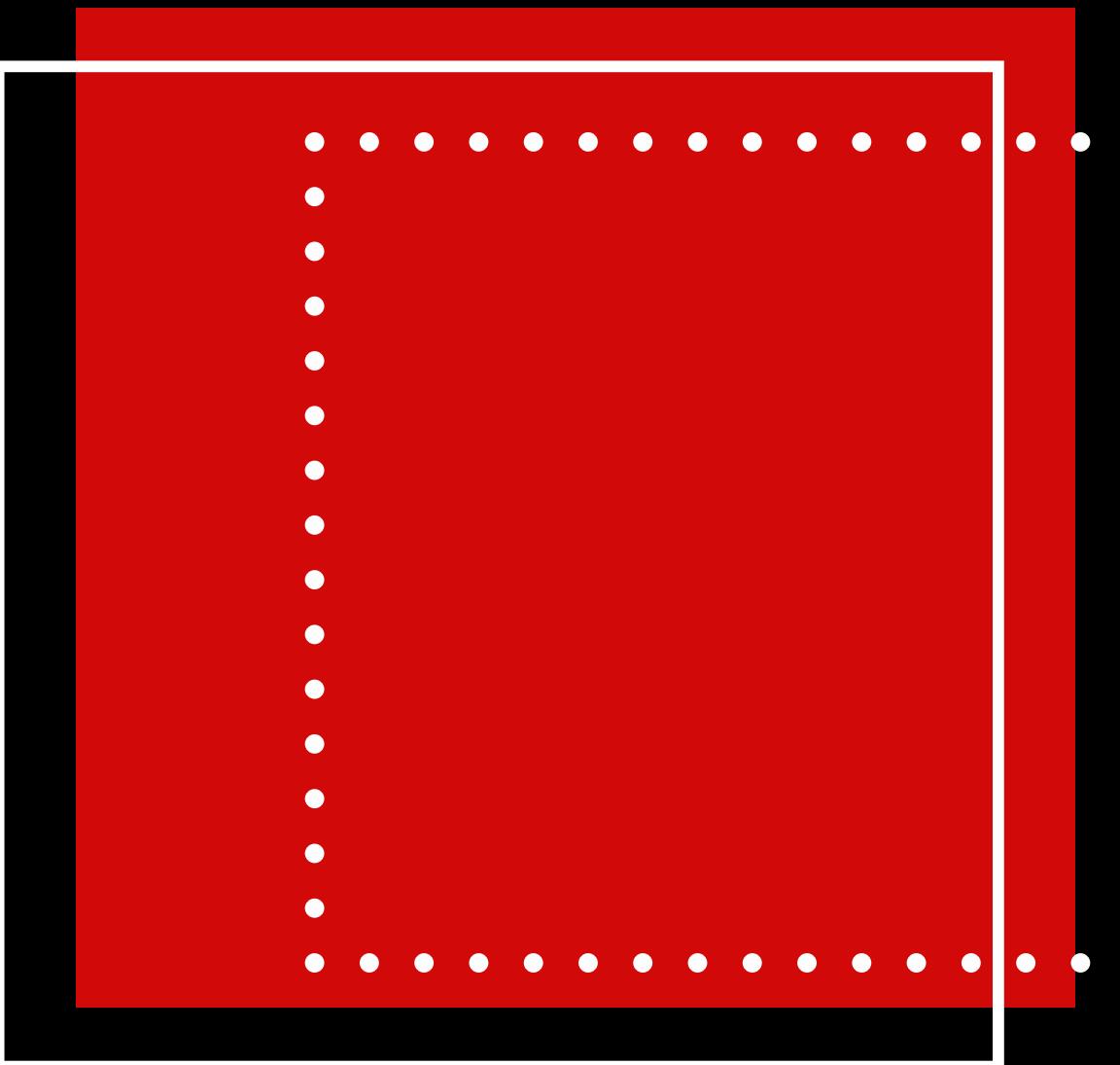
Sold only in supermarkets until 10 pm;

Sales allowed only between 4-8pm in
specific places;

Some restaurants can only serve alcohol
with food;

Can't publicly consume after 4pm in specific
locations;

Discounts & promotions specifics





STRATEGY



CAMPAIGN OBJECTIVES



Create a **unique** experience for people who feel the need to connect and want to **share** their interest, stories and experiences.

Turn Asahi Super Dry into a **staple name** in the premium beer market in UK, France and Hungary for redefined and modern taste.

Make Asahi Super Dry, a leading beer for **open-minded**, **bold** and free adventurers and explorers.

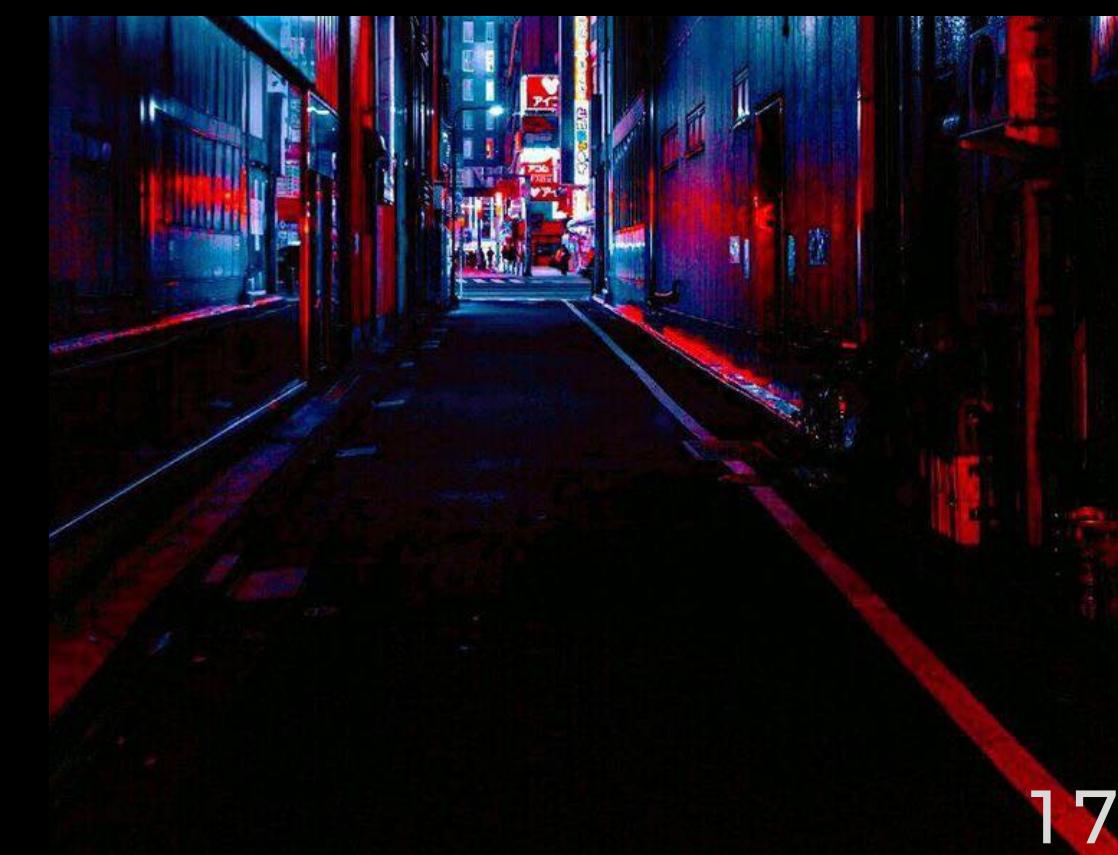
Introduce people to **another side** of **modern** Tokyo.



CREATIVE BRIEF



"ASDBEYOND" MOODBOARD





MANIFESTO

You get only one shot in life.

One shot to fulfill all your dreams.

You can only do so much in so little time.

"To seek is to travel, to travel is to connect and to connect is to be enlightened".



TARGET

Passionate and
curious people
who thrive on new
experience.

People who only
feel whole if they
develop and
explore.

People who are
looking for
exquisite and
refreshing taste.

INSIGHT



SECONDARY INSIGHT

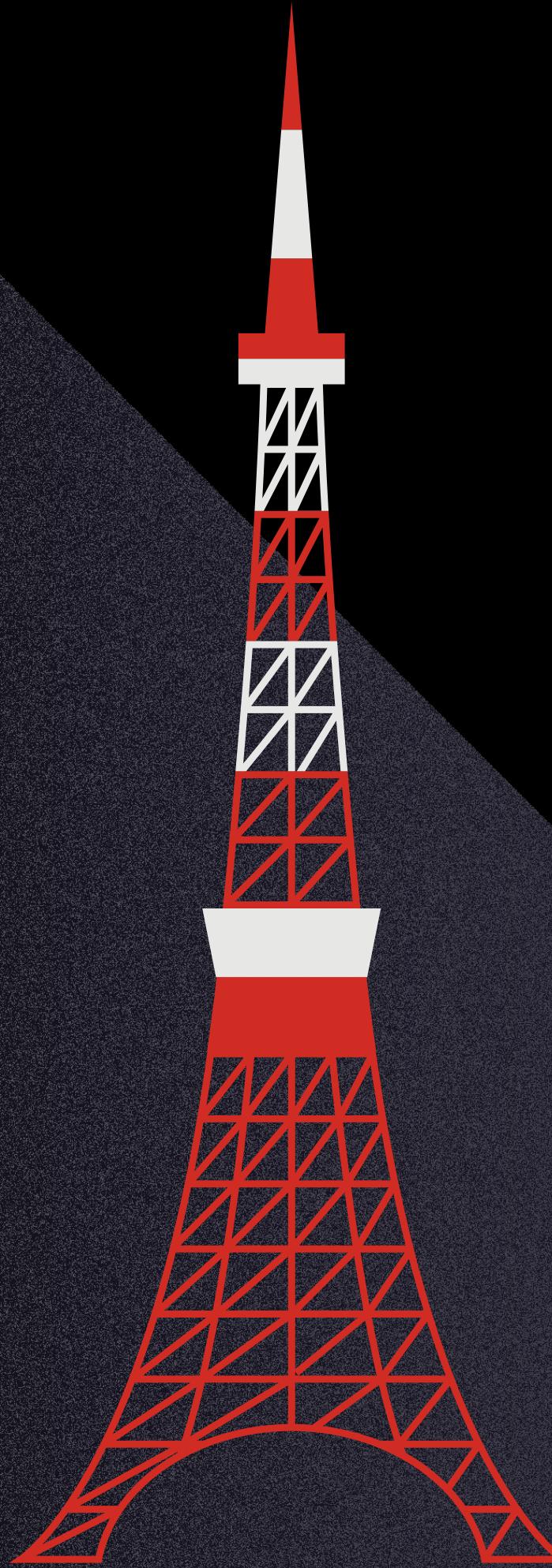
Frank, who wants to **socialise**, but can't find a **common ground** with people.

PRIMARY INSIGHT

We have Alexandra, who really wants to **travel**, but doesn't have the **means** to do so.

SECONDARY INSIGHT

Susana, who **loves travelling**, knows that it comes at a premium, but doesn't want everything labeled "**premium**" to be non-affordable.



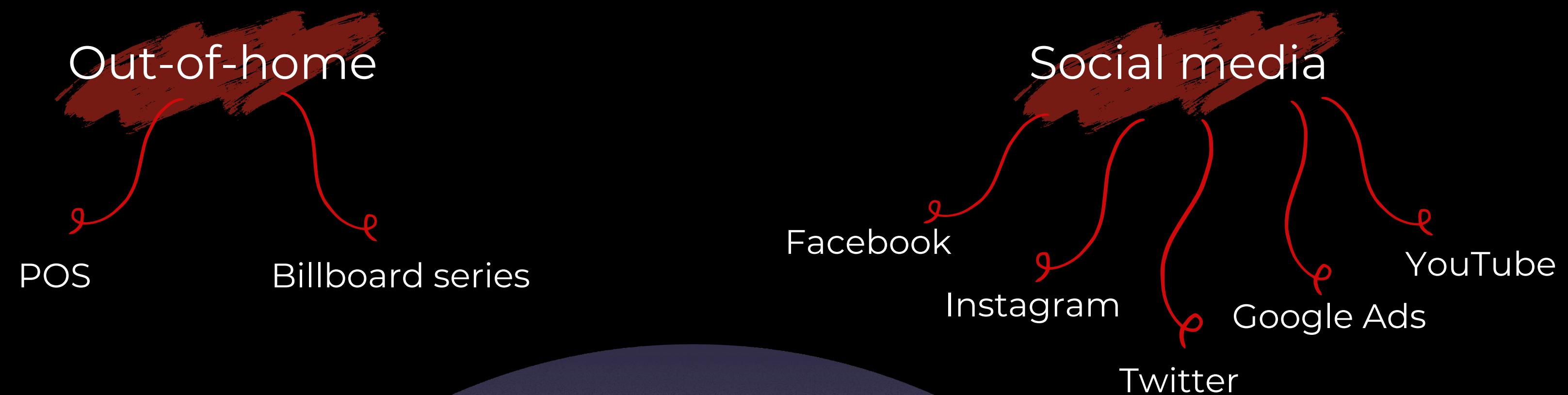
Our idea for Asahi Super Dry
is to be a guide in life, a
helping hand in socialising
and exploring, whilst
providing consumers with a
unique experience.

A large, expressive red brushstroke graphic sweeps across the center of the slide from the bottom left towards the top right. It has a textured, layered appearance with varying shades of red and black.

MEDIA STRATEGY AND PLAN



MEDIA STRATEGY



"To seek is to travel, to travel is to connect and to connect
is to be enlightened".

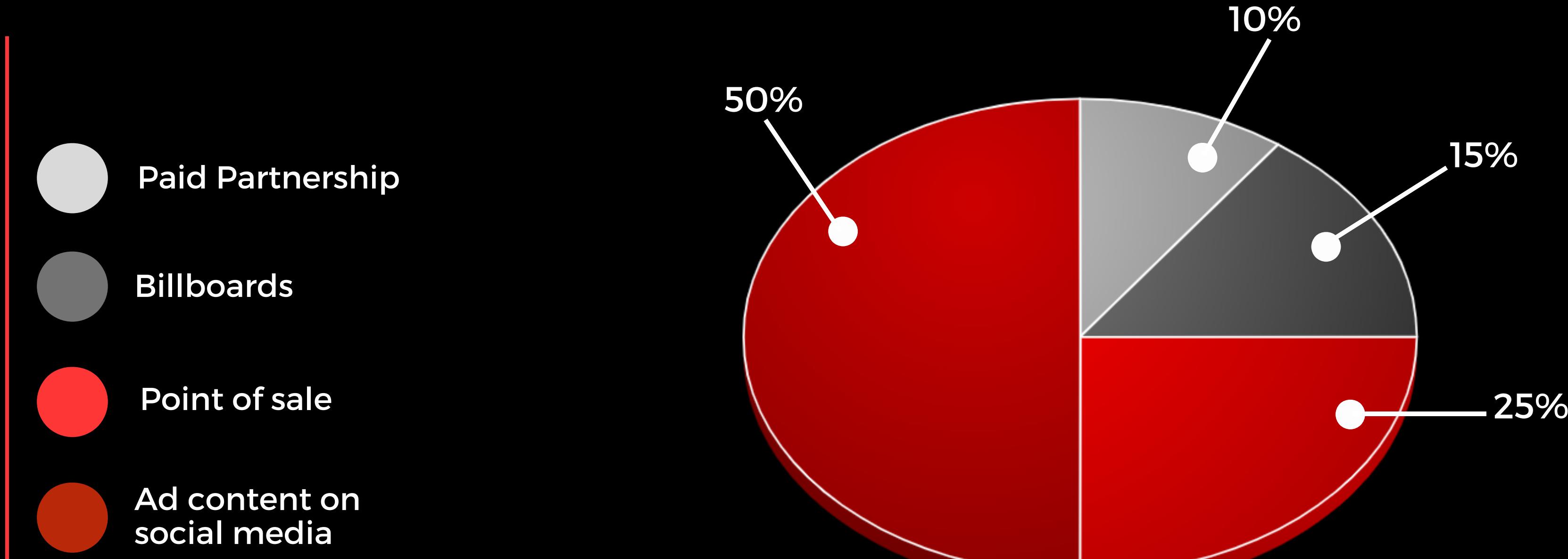
MEDIA SCHEDULE

MEDIA SCHEDULE AND GOALS

	April 2022	May 2022	June 2022	July 2022	August 2022	September 2022
Point of sale	●	●	●	●	●	●
Billboards	●	●		●	●	
Paid partnerships		●				●
Ad content on social media	●	●		●	●	●

MEDIA BUDGET

MEDIA BUDGET CHART



ASDBEYOND

VISUALIZATION

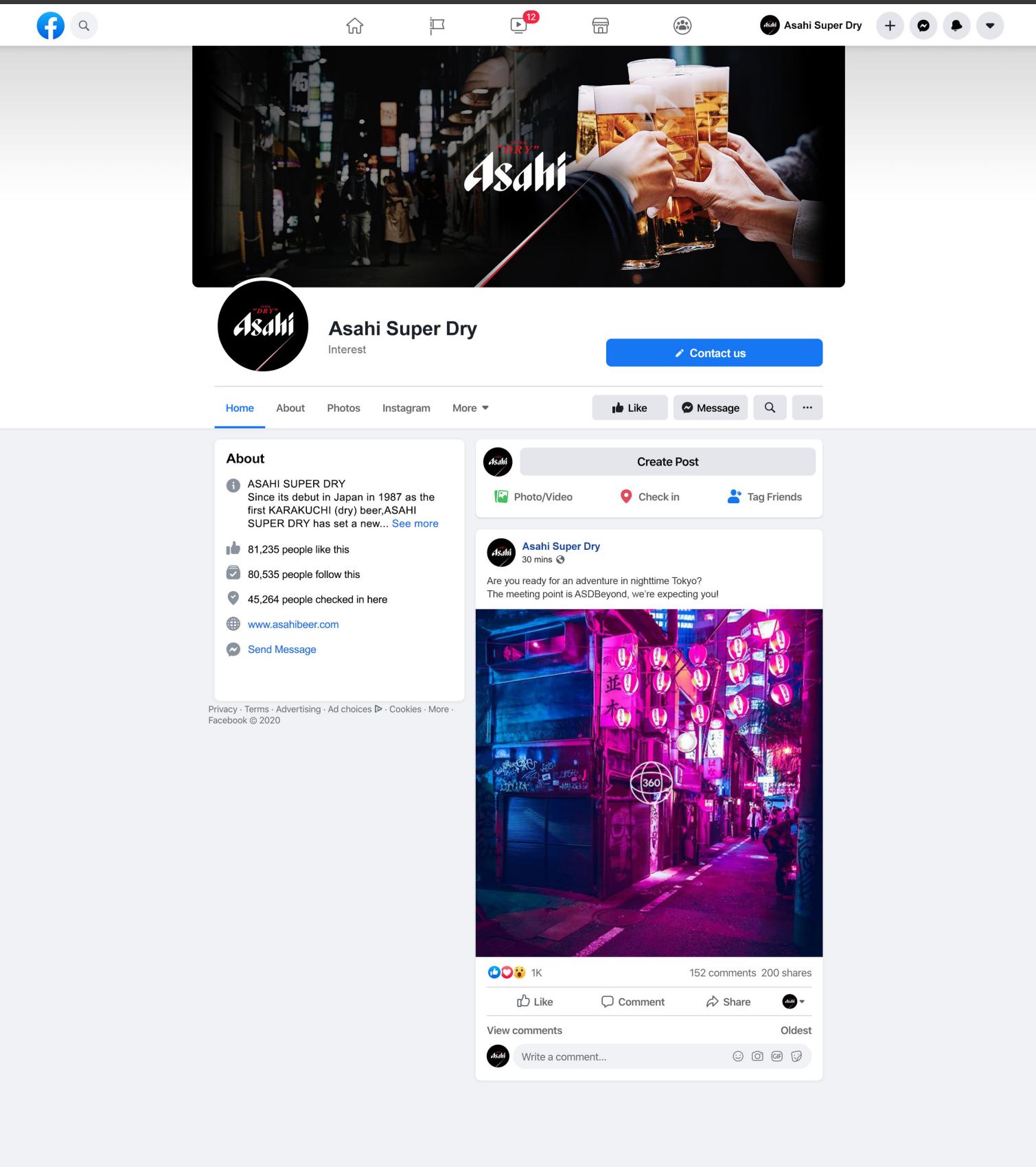


BILLBOARD



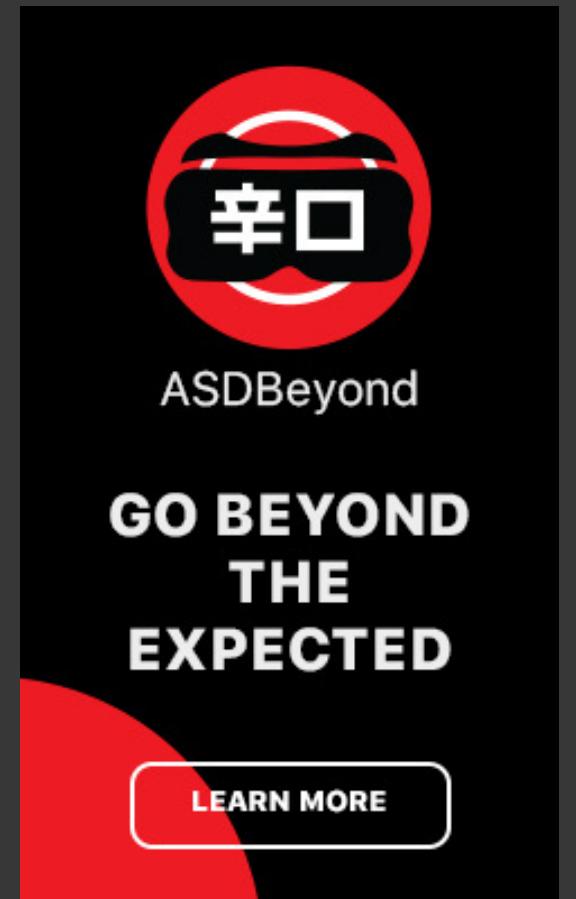


FACEBOOK POST AND GOOGLE ADS



A screenshot of a Facebook page for "Asahi Super Dry". The cover photo shows two hands holding glasses of beer in a dimly lit, crowded urban setting at night. The Asahi logo is visible on the glass. Below the cover photo is the page's profile picture, which is also the Asahi logo. The page name "Asahi Super Dry" and "Interest" are displayed. A blue "Contact us" button is present. The main content area shows an "About" section with statistics: 81,235 likes, 80,535 followers, and 45,264 check-ins. A recent post from "Asahi Super Dry" 30 mins ago encourages users to "GO BEYOND THE EXPECTED" at ASDBeyond, featuring a photo of a vibrant, neon-lit street in Tokyo. The post has 1K likes, 152 comments, and 200 shares. Navigation links like Home, About, Photos, Instagram, More, Like, Message, and a search bar are visible.

600x300



400x240

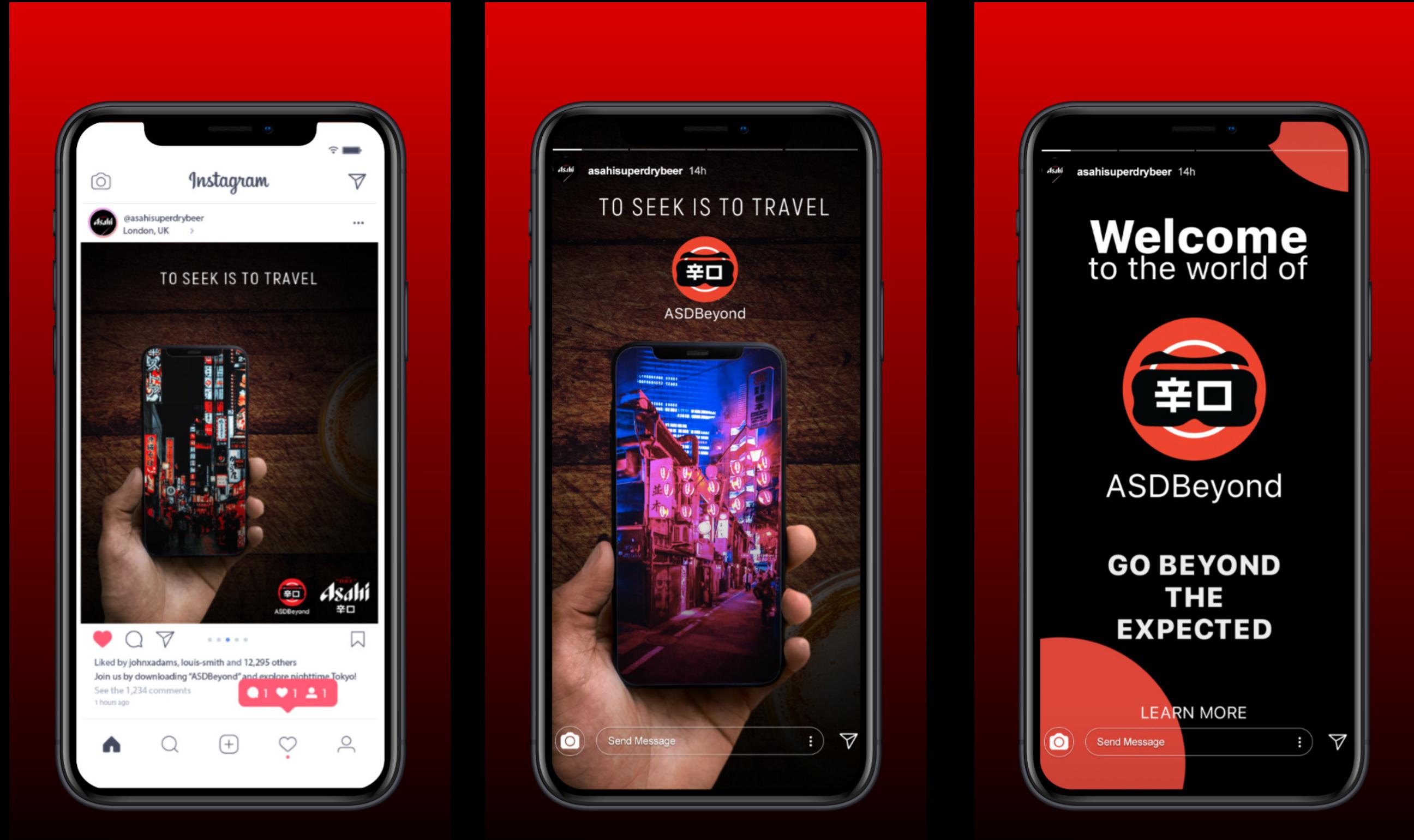


320x100



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INSTAGRAM POST AND STORIES





THANK YOU
FOR YOUR
ATTENTION

TEAM : SEEKERS OF TOMORROW