

Executive summary

Team name - Seekers of tomorrow

Campaign title - A Walk through the world

Campaign background - (max. 300 words - 206 words.)

Asahi Super Dry - the number one selling beer in Japan, a beer with great ambition for becoming one of the world's finest. A beer brand which is created for the ambitious, curious, forward moving, believing and enjoyment seeking.

Let's start by quickly taking you through our thought process behind the unique product campaign for Asahi Super Dry. 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.

How will we execute it, you may ask? Quite simply - every age in our target group has access to a phone and the internet, so we took that into account and decided the best way to present ourselves would be by creating an engaging app.

Our expectations? Ideally, we would like people to enjoy the app and unlock its full potential, all whilst enjoying Asahi Super Dry, competing for fun rewards and making new connections. We don't want to focus only on higher sales volume. We want to be recognised, talked about but our main goal is to create a one of a kind experience.

Campaign summary (max. 90 words - 85 words)

Our campaign is quite simple - We will create and launch an app (will get into detail later), launch promotions about the app in social media, gain traction and users and begin to work on creating a "tribe". By getting close to our customers through the form of a community,, a safe space even, we believe that we would be able to build a relationship of trust but also of loyalty and create a connection with our clients which is important in the long term.

Research and Analysis

Conducted research (max. 300 words - 284 words)

In order to prepare for the launch of Asahi's new campaign, we must first analyse the beer market, especially the premium one. Asahi Super Dry is one of a kind, however people might not understand exactly what we are offering.

The research we conducted showed us the following:

- People see Asahi as a Japanese beer, consumed only in sushi restaurants.
- People do not understand what Super Dry is and think of it as an "unfamiliar" taste.

In order to be most efficient in doing our detailed research, as a team of four, we decided that it would be best if each person analysed one point - the brand and the market (UK, Hungary and France).

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After multiple team sessions, we had our first spark that would later on evolve into something bigger.

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

At Asahi we want to motivate and help people explore. So let's start from our homeland? We think Japan would make a great first impression.

We want ASD to be a travelling experience for everyone who wants to explore new things, starting with Tokyo.

We want people to see ASD as a travel guide, that is always there with you, enlightening you in the process and helping you explore the world whilst making new connections and lasting memories.

Travelling comes at a premium, but 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

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

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

Situation analysis (max. 400 words - 400 words)

1. Our brand

Asahi's breweries produce many of our hero brands, such as:



One word is enough to capture the essence of Asahi Super Dry - "Karakuchi". It stands for the complexity, perfection and uniqueness of Asahi Super Dry's refreshing taste. One word is not enough to grasp it however. You have to taste Japan's #1 for yourself to really capture it.

"Asahi" means rising sun, symbolizing promise and growth as the morning sun rises which is the identity of Japan. But we want to show you something more. Something beyond the expected. We want to show you what Tokyo is from dusk till dawn - a place of colourful and modern architecture, fashion inspired by passion, where food is tasty and plentiful, an experience like no other.

2. The three markets

These brands are quite famous amongst the local. The brands like: Kronenbourg(France), Good Henry IV(UK) and Soproni(Hungary). The global competitors are the usual ones: Heineken, Stella and Guinness.

Beer consumption per country:

UK - 4.7 billion litres
France - 2.3 billion litres
Hungary - 715 million litres



3. Opportunities

Why can Asahi Super Dry succeed in these markets? Well, of course people appreciate a good tasting beer, but Asahi Super Dry is not only good tasting, but exquisite, premium and unique. A taste you can't get anywhere else. With the right strategy and positioning, Asahi Super Dry can become a respected beer and a serious competitor, considering that our target groups are open-minded and looking for new experiences.

After quite an extensive research session, we came to the conclusion that Asahi Super Dry has a lot of potential to grow in the UK, France and Hungary.

Our research showed us that we have several global competitors, however, we also have some local well respected premium beers that have been in people's hearts for hundreds of years.

4. Competitor profile

As mentioned above, we are dealing with very well established global brands such as - Heineken, Stella and Guinness. Their arsenal is diversified, but it's time to change things up and try something unique. Below you can see images of our top competitors.

5. Restrictions

Looking at our three targeted markets, the restrictions come mainly from France. By having them in mind we found a way to use them to our advantage.

The VR headsets will be mainly situated in restaurants and bars.

Strategy

Campaign Objectives (max. 100 words - 90 words)

Our first objective is to create a unique experience for people who feel the need to connect and want to share their interest, stories and experiences.

The second is to turn Asahi Super Dry into a staple name in the premium beer market in UK, France and Hungary for redefined and modern taste.

The third one is to make Asahi Super Dry, a leading beer for open-minded, bold and free adventurers and explorers.

And the fourth and final one is to introduce the customers to another side of modern Tokyo.

Proposed Strategy and Tactics (max. 500 words - 500 words)

Our main strategy begins by launching an app, called "ASDBeyond".. The app will include a VR 360° experience of night time neon Tokyo, where you get to meet new people who share similar interests of exploration, cultural appreciation, enlightenment while also having fun and creating lasting connections .The app will feature four maps: of UK, France, Hungary and Tokyo. Having the map of Tokyo, you can choose a district you want to visit by a simple click. You also have the choice to enable your location so all of your fellow adventurers can see you while you also see them. You find people from the three countries by sending an invite for a VRE via chat. If they accept, you will begin your VR journey in one of 10 Tokyo districts - Shibuya, Shinjuku, Roppongi, Ginza, ect. You can invite up to 5 people. This gives the opportunity of not only meeting in real life but also of selecting which point of night Japan you get to explore together. We want to offer an exclusive experience which doesn't require much more than your phone, free spirit, nice company and, of course, ASD in your hand.

The app will have a restriction on when it will be available for use - 20:00 - 04:00. By doing so we won't encourage day drinking. This also creates a more premium feeling for the consumer involved.

How do we plan on giving our consumers an unique experience?

- First we will launch the "ASDBeyond" app on the App Store and Google Play store.
- Installation of VR Headset on pre- determined locations.
- 1/2 weeks after that we initiate the first activation via social media, Google ads, billboards (where applicable) and official events (where possible). This will target the "general public" within our age range.
- Afterwards we will launch a second activation that targets specifically people who love to travel.
- Alongside that we start working with a major influencer - PewDiePie.

He has:

- Biggest reach towards our target.
- Drinks a decent amount of beer.
- Travels a lot.
- Located in one of our markets - UK.
- Loves Japan

Our idea about VR would fit perfectly in a couple of his videos as a type of promotion toward our app and the public VR headsets.

Key message - For people to connect, travel and explore through ASD. The app will offer a point system with redeemable rewards, the top one being a trip to Tokyo, Japan.

How will users be able to stack up points?

- We don't want to force people to purchase our product as that will be unnatural and not how we want to approach things.
- We decided to offer 2 ways of gaining points - yes, one of them is by purchasing ASD, but ALSO by exploring. People will earn points for each visited destination and for each connection made with another person. This will both motivate them to explore and to socialise.

Campaign Evaluation (max. 100 words - 100 words)

We don't only want our sales to go up, we want to become a respected and recognised brand.

To measure that we will track 2 different things:

- User sign ups on our app and also the amount of successful connections..
- Social media account growth. Currently we don't have a specific UK or Hungarian one. We have a dedicated french account on Instagram.

Global account will be used for UK
NEW hungarian account will be created

Goals:

- Global account - +32k followers
- French account - +16.5k followers
- Hungarian account - 8-10k followers

Achieved by November 2023

Creative Brief - (max. 600 words - 459 words)

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" This correlates with the true meaning behind Asahi, which is the "rising sun". The sun enlightens and so does Asahi. We want to follow our consumers all the way from seeking, to travelling, to connecting and to enlightenment.

But why "rising sun"? Because Japan sees the sunrise first, also used in their flag. Everything traces back to Japan, the home of Asahi. Created in 1987, Asahi Super Dry has seen many changes in the world, but when we think of Japan right now, what is the first thing that comes to mind? Perhaps sushi... or anime... or maybe even sumo wrestling? Even though this might be true for most, we want to take you beyond that. Tokyo is a symbol of Japan and the immense growth, stability and unity of its people. We want to showcase the aspirational and contemporary side of Tokyo along with its progressive architecture, modern art, fusion, cuisine and unique nightlife. Well, this is what modern Japan is - innovation at its finest. Things you can see, eat, drink and use only in Japan. We want people to see the home of Asahi as a vibrant country with the finest and most innovative people. And this is exactly what ASD brings - a bottled version of modern Japan. It embodies beauty, past, present and future into one and the never ending journey of growth, exploration and prosperity.

We want the symbols and logo of ASD to represent the community and thus take the brand even further. The community will be free of hate and will be all about help and respect. Everyone will connect, grow and explore together.

To summarise: ASD is modern Japan, Japan is innovative, innovation connects us all and is the core aspect that drives us to succeed.

Throughout the campaign we will include the karakuchi symbol and the logo of ASD in all social media ads, billboards, etc.

The symbol is important because it has no translation and is literally meant to be authentic, just like the taste of the beer.

Who will our target be?

- Passionate and curious people who thrive on new experience. People who only feel whole if they develop and explore.

Our main insights are:

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

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

Basically our idea for ASD to be a guide in life, a helping hand in socialising and exploring, whilst providing consumers with a unique experience.

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

Media Strategy and Plan (max. 400 words)

We plan on using Billboards and Social Media as our main channels. Social Media is a giant space with huge reach and since we want to gain traction on our app, our new consumers already have access to a phone and are most likely browsing through different social media apps 24/7. We rely on the fact that our target audience already spends a lot of time in our selected media channels so the chance of them seeing our ads is much higher than a TVC spot. The social media campaign will run throughout the 6 months without any pauses. This way we can collect more data on our social media accounts and use it to our advantage for future campaigns. Our target also spends time on Youtube and who hasn't heard of the most subscribed individual on the platform - PewDiePie? He is a perfect fit for us and he would definitely bring a lot of traction to our app. We want to be as transparent as possible, so he will give an honest review on our app and idea in general. We have no doubt he will genuinely love it. Billboards are more about the people who enjoy their time outside, without constant internet surfing. We want these people to see

our ideas expressed on a billboard, in the open. We want to get them hooked on our 3 part story and make them want to download and try out our app. The VRs situated in restaurants are there mainly for our target, but what if someone randomly wants to give it a shot? This way we can reach people outside of our target for no extra cost.

All these channels work together as a way to show people that our goal is to connect people through an app and through the use of virtual reality. Each channel fills a gap that would otherwise be detrimental to our goal. This combination gives us the maximum reach possible.

Media Schedule

>Billboards -

Goal: We want to use this media channel in the first two months (April; May) as well as the last two (August; September). By doing so we will reach more people in the beginning of the campaign, without being too intrusive toward viewers. We want our billboards to feature a series of ads for our app - they will contain the VR journey in pictures.

>Ads on Social media

Goal: relaying the entire launch campaign (photos, videos, gifs) over the six months.

>Point of sale(POS)

Goal: The VR headsets will be active throughout the whole campaign. They will be situated mainly in restaurants and bars. We want to spread awareness and find and encourage people who are seeking thrill and adventure and are the ones visiting the social spots with our headsets.

>Paid partnership(PP)

Goal: After we have established a partnership with the YouTuber PewDiePie, he will do a series of reviews of our new app and campaign, as well as beer in between his regular videos to spread awareness as well as well as a personal meet and greet for the users of our app who want to meet with the YouTube star in one of our VR servers on a fixed date.

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

Media Budget (max.100 words - 100 words)

Breakdown of planned media expenditure by channel/platform type only (as above).

For the launch of our ASDBEYOND Campaign we have created a media budget of 1mil. Euro. We have split the budget in 4:

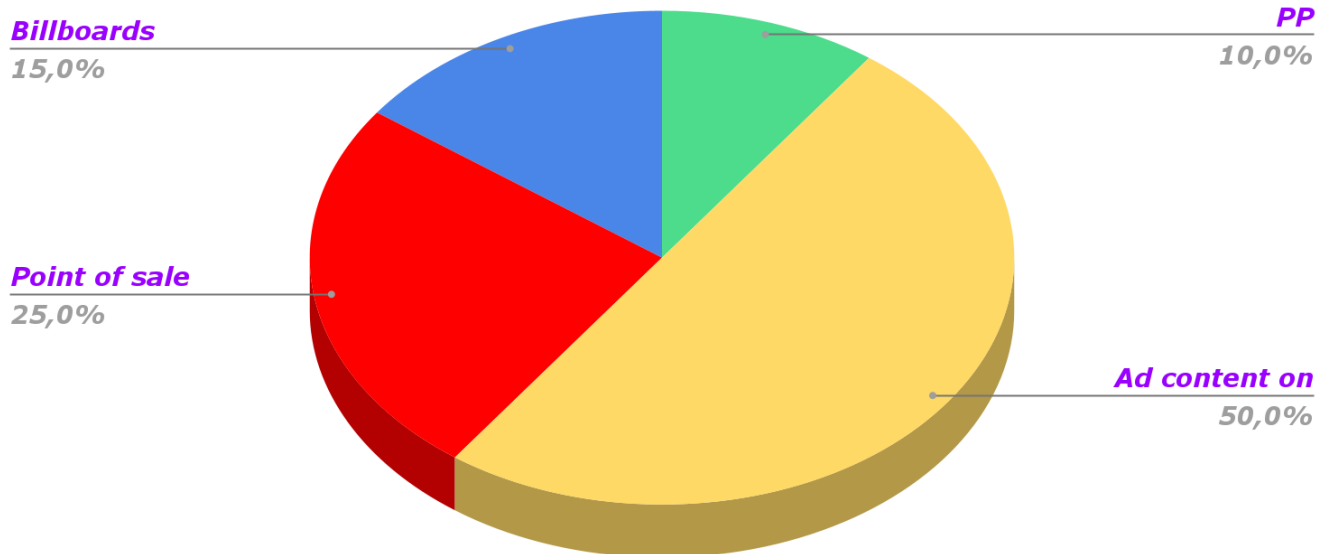
>Billboards - 150k EUR

>Paid Partnership(PP) - 100k EUR

>Point of Sale(POS) - 250k EUR

>Ad content of Social media - 500k EUR

ASDBEYOND Campaign



We formed our budget based on references we got from people who work in advertising agencies. We also did research on the pricing of the VR headsets that we shall purchase. We contacted PewDiePie via email with our business proposal - from there we agreed on prices.

Creative (10 points)

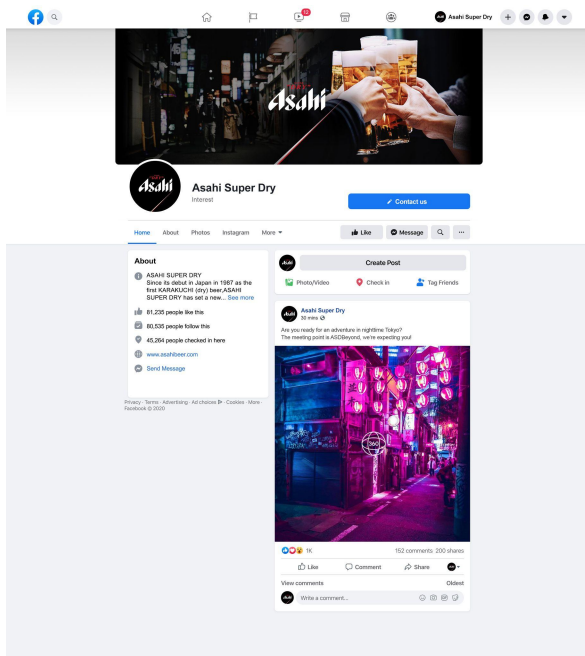
APP VISUALIZATION



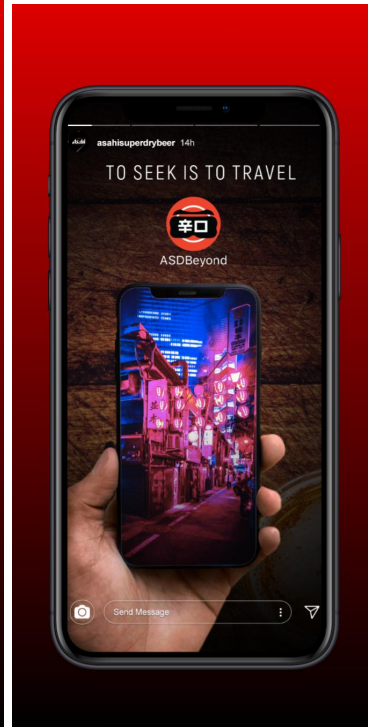
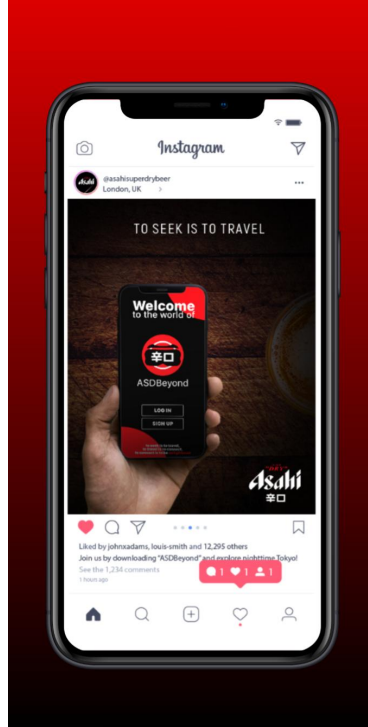
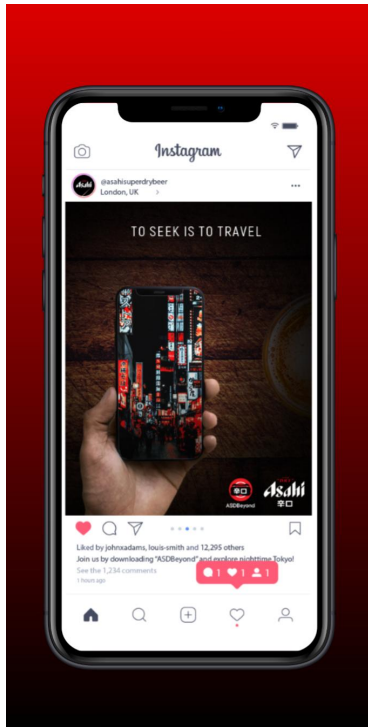
Billboard



Facebook



Instagram



Google Ads



Paid Partnership

- Idea for billboard series

- series 1

- POV per person in a restaurant

- looks at the table and has a darkened VR and a darkened bottle

"The Asahi logo is somewhere in the corners."

- message: To seek is to travel

- series 2

- Open the 16th slide moodboard in canva

- the photo at the bottom left or the one in the middle below

- a darkened person (like a shadow person), in the middle, holding a small bottle (also darkened) and one of the lamps on the side are asahi

- message: to travel is to connect

- series 3
- the same background, but a group of darkened people, with a bottle in hand
- message: to connect is to be enlightened
- Colors - mainly red, black and neon blue

Facebook idea

- 360 photos on the spot from Tokyo
- different for the three countries

Instagram idea

- Story + Post of the three billboard series

Twitter idea

- Twitter Scapes - connect people
- This is a voice chat, so no special visualization is needed, but rather a screenshot

Google Ads idea

- gif of the three series - 2 seconds series 1, 2 sec series 2 and 3-4 sec series 3
- different pixels

Youtube idea

- Advertising / Review by Pewdiepie, we need a storyboard and logo of the application
- Download the app, go to the nearest VR and enter the digital world, meet and greet with fans (18+) and give feedback on the experience