

06.

<sup>SUPER</sup>  
"DRY"  
**Asahi**  
辛口

## CONCEPT

### CAMPAIGN ASAHI BEER

### TARGETING

30+, modern, curious,  
open-minded, daring,  
eccentric, passionate.

### INSIGHT

Surprise and joy of discovery  
justified by a contemporary  
cultural context, promise a  
great experience.

### OBJECTIVES

Surprise with the  
conceptuality and originality  
of the product and brand,  
and inform about the  
availability of the product in  
the market.

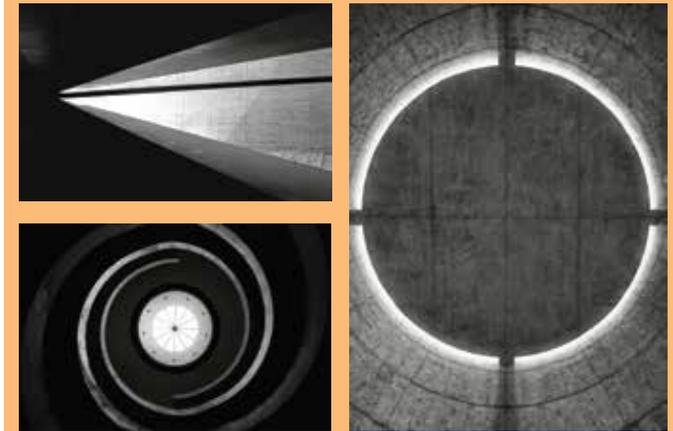
### KEY MESSAGE

ASAHI can surprise you while  
discovering the essence of  
the brand; simplicity,  
sharpness and cleanliness.

- Modern Japan personality and philosophy
- Inspired by Tadao Ando and Sōsaku Hanga movement
- Structural and visual equivalent to 'Karakuchi' taste
- Visualization of the 'non-expected' message through mixed media technique

Asahi beer personality tries to convey the philosophy and lifestyle of **modern Japan**. Its taste and packaging are presented as an equivalent to the discovery of a modern country that balances through its history and the present, while trying to maintain an independent relation with culture through time.

The idea is to look into this identity. What **contemporary values** expresses the brand, and if we were to discover a space and place sharing the brands attributes, what would be it?



Tadao Ando architecture



Reika, Hagiwara, Onchi, Masaji  
paintings, representatives of  
Sōsaku Hanga movement

# CONCEPT



## VISUAL ELEMENTS

- Naked concrete (tones of gray - black and white footage)
- Red brushstroke
- Golden-yellow beer

The Worldwide known Japanese architect **Tadao Ando** along with his fellow countrymen visual artists and printmakers of the **Sōsaku Hanga** movement like **Hideo Hagiwara, Kōshirō Onchi, Yoshida Masaji** and **Reika Iwami** who one way or another have articulated the modernism movement in the country, seem to share a **common philosophy** with Asahi brand.

Whether it is curiosity, the quest, discovery, cultural fusion, modernism, the non-ordinary and the unexpected element, they initially answer **the same existential question** that Asahi introduces. Sharp elements, naked concrete, glass and metal shine, opaque printed forms and saturated colours, simple yet expressive gestures, best describe the brand identity and essence of Asahi.

**Karakuchi**, as the key brand philosophy of Asahi concentrates all important attributes that form its essence; **sharpness, dryness, spiciness, cleanliness** and the 'quick taste finish' as they call it, while Tadao Ando's philosophy is based on the '**haiku**' effect, related to the well-known

poetry form, where phrases end with a cutting word called 'kireji'.

Asahi wants to adopt a visual personality within this direction and seems to be inspired by the same **meta-zen philosophy** of the Japanese modernism, expressed through materiality, simplicity, cleanliness, sharpness and weightlessness.

The **tagline** '...is not our glass of beer' refers to the British expression 'not my cup of tea' and highlights the **non-ordinary, non-classic, and non-expected** character of Asahi beer.

A '**mixed media**' technique has been chosen for the layout, to bring together the different aspects of Japanese modernism. Forms are inspired by Glass of beer reflections that articulate a **dystopic and formalistic universe**.

# PRINT ADS



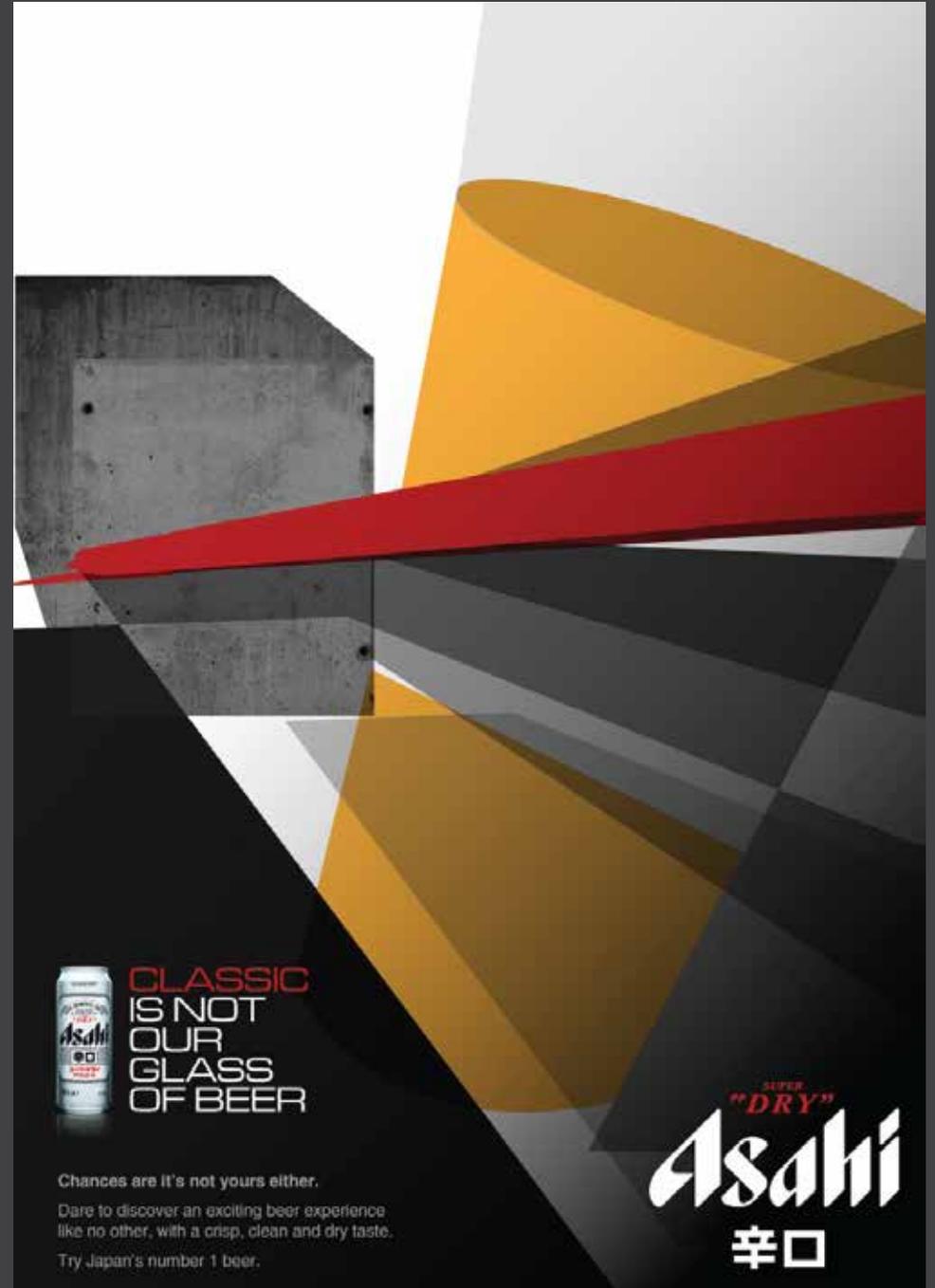
**EXPECTED**  
IS NOT  
OUR  
GLASS  
OF BEER

Asahi  
**Asahi**  
DAI NIPPON BREWERY COMPANY LIMITED

SUPER  
"DRY"

**Asahi**  
辛口

Chances are it's not yours either.  
Dare to discover an exciting beer experience  
like no other, with a crisp, clean and dry taste.  
Try Japan's number 1 beer.



**CLASSIC**  
IS NOT  
OUR  
GLASS  
OF BEER

Asahi  
**Asahi**  
DAI NIPPON BREWERY COMPANY LIMITED

SUPER  
"DRY"

**Asahi**  
辛口

Chances are it's not yours either.  
Dare to discover an exciting beer experience  
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ORDINARY  
IS NOT  
OUR  
GLASS  
OF BEER

Asahi  
辛口

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CLASSIC  
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Asahi  
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CLASSIC  
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# OOH ADS

EXPECTED  
IS NOT  
OUR  
GLASS  
OF BEER

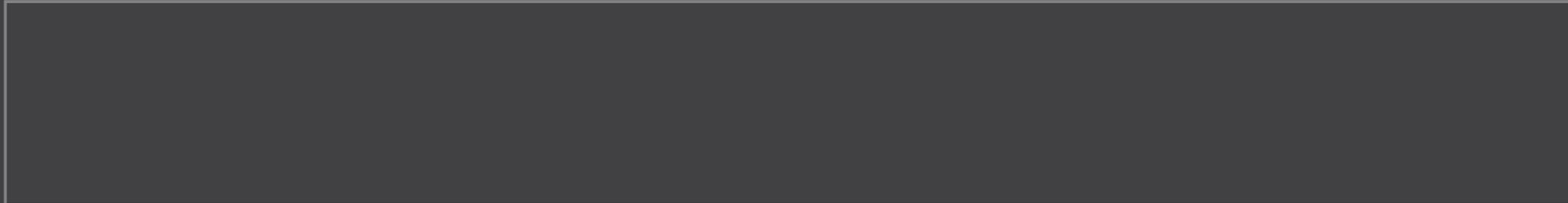
NEW  
"DRY"  
**Asahi**  
辛口

This advertisement features a large, abstract graphic of a glass with a red center, overlaid on a grey concrete wall. The text 'EXPECTED IS NOT OUR GLASS OF BEER' is on the left, and the 'Asahi' logo with '辛口' is on the right.

CLASSIC  
IS NOT  
OUR  
GLASS  
OF BEER

NEW  
"DRY"  
**Asahi**  
辛口

This advertisement features a large, abstract graphic of a glass with a red center, overlaid on a grey concrete wall. The text 'CLASSIC IS NOT OUR GLASS OF BEER' is on the left, and the 'Asahi' logo with '辛口' is on the right.





**Client:** ASAHI  
**Product:** ASAHI SUPER DRY  
**Subject:** NOT MY GLASS OF BEER

**Date:** 18/11/2021  
**Duration:** 45 sec

## VIDEO

## AUDIO

### EXT: TOKYO

Mixed media style used; black and white video and photography, colourful animated graphics, consistent with the prints.

**MEDIUM CLOSE UP / WIDE SCREEN:** Young Asians and non-Asian couple walking through Tadao Ando's interiors in Tokyo with light and shade playing through the naked concrete openings. They seem very impressed.

**MEDIUM CLOSE UP:** Asian girl draws with a brush a big red circle on the floor – it is the only colourful element

**MEDIUM CLOSE UP:** Asian girl serves Asahi beer and enjoys it with her friend while they sit into this space. The beer is golden and along with red elements are the only colours displayed; all the rest is still black and white. Graphics are mixed with space perspectives, lights and shades.

DISSOLVE GRADUALLY TO GRAPHIC ELEMENTS

COPY FOLLOWS NARRATOR

DISSOLVE TO LOGO

Inspiring music

**Narrator:** If you were to discover a non-expected place, modern, vibrant and surprisingly energetic, where would be it?

**Narrator:** And If this place had a colour what would be it?

**Narrator:** And if this place had a taste how unexpected would be it?

**Narrator:** Expected is not our... glass of beer.

Chances are it's not yours either.

Dare to discover an exciting beer experience like no other, with a crisp, clean and dry taste.

Try Japan's number 1 beer.

# ACTIVATION



**VENUE: MALLS ETC.**

**Product: ASAHI SUPER DRY**

**Duration: 1 WEEK**

A visual and gustatory play where the audience is engaged: they are invited to match icons of old and modern Japan with food and drink and explore common attributes e.g. how sharp edges in architecture are related to the crispy taste of Asahi beer.

Like an extended *kiki-bubu* experiment.

The event will be broadcasted live in SoMe and people involved will be encouraged to also share their experience.

ENTERTAINMENT • OSCARS

# 10 Oscar-Nominated Movies and Performances You May Not Have Seen—But Should



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# SOCIAL MEDIA

 Asahi Super Dry



10,328 views

Asahi Super Dry Expected is not our glass of beer.  
Chances are it's not yours either..#karakushi

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5 DAYS AGO

 Asahi Super Dry  
Today at 19:33 · 🌐

Expected is not our glass of beer.  
Chances are it's not yours either.

[See translation](#)



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1,035

Write something...