

06.

SUPER
"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.

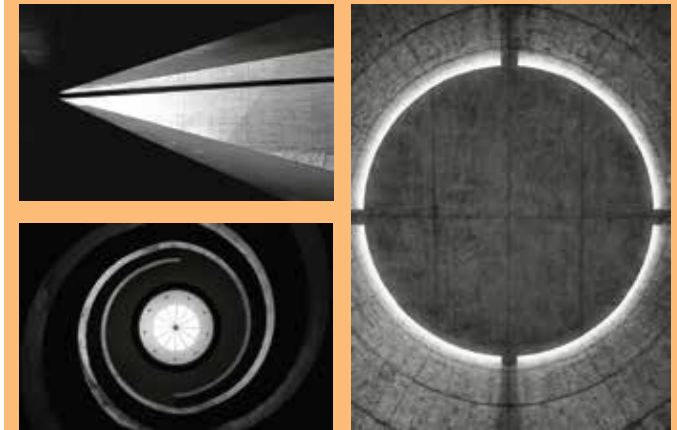
KEY MESSAGE

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

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ORDINARY
IS NOT
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CLASSIC
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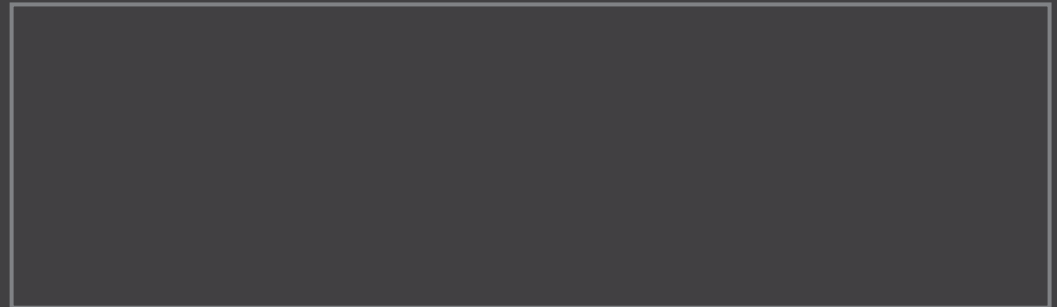
OOH ADS

EXPECTED
IS NOT
OUR
GLASS
OF BEER

NEW
"DRY"
Asahi
辛口

CLASSIC
IS NOT
OUR
GLASS
OF BEER

NEW
"DRY"
Asahi
辛口



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

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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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