

THE BRAND

Brand: BINTANG
Opco: Multi Bintang Indonesia (Indonesia)
Marketing Director: Jessica Setiawan



Brand In A Bottle:



Core Creative Brand Idea:
“With BINTANG, Celebrate Differences Together : All Terms Accepted”

Market Context:
BINTANG, established in 1952 is Indonesia’s oldest and most loved beer brand. However, in recent years BINTANG sees its meaningful difference scores fall among younger consumers who feel like the brand doesn’t resonate with them.

THE CAMPAIGN

Campaign name: BINTANG All Terms Accepted
Launch date: January – February 2025
Formats:

- Film (3 Teaser, 1 Conclusion): Format 10s, 30s Video
- Digital UGC Contest & Social Content on Event: Format 24 Static, 10 Video
- 10-day ‘World Without Terms & Conditions’ On-ground Experience

Communications objective:

- To harness local pride of unity in diversity among younger consumers & make BINTANG the preferred beer brand
- To acknowledge, embrace and unite Indonesians in their differences

Campaign strategy and creative idea:
BINTANG’s All Terms Accepted Campaign invites Indonesians to come and celebrate differences together. The experience-focused campaign creates a space where everyone can take off their judgmental glasses and embrace their unique qualities and authenticity.

MWBs:

- MWB 3: Develop Breakthrough Communication
- MWB 9: Amplify Visibility & Experience



Demand Space:
‘Recharging Together’ demand space for occasional/younger consumers e.g. hangout with friends

Creative Commitment:



Campaign assets:
[Campaign Assets](#)

TESTING & RESULTS

Media Results:

- Show that creatives were effective & engaging:
 - 2.3% VCR (+100% vs Target)
 - 46% Reach (+6% vs Target)
- However, CTR underperformed at 0.04% (40% vs Target)

Event Results:

- Media Clippings: 46 (+15% vs Target)
- Gen Z attendance: 65% of total attendees
- Media & Community Attendees: 52 (+30% vs Target)
- PR Value: IDR 120,500,000 (70% vs Target)

BGS Imageries:

- For having a good time: +8ppt vs. Q4 '24
- Brand that lifts my mood: +4ppt vs Q4 '24
- Refreshing: +2ppt vs Q4 '24
- For connecting with family & friends: +2ppt vs Q4 '24
- For everyone: +2 ppt vs Q4 '24



Key learnings:

- BINTANG to continue owning ‘Celebrating Differences Together’ platform to attract younger consumers & build on key needs in Recharging Together demand space
- Ensure earlier deployment of media & KOL plan, ahead of event dates to better drive traffic to event