

THE BRAND

Brand: **Tiger Crystal**
Opco: **HTW (Taiwan)**
Marketing Director: **Mark Lu**

Brand In A Bottle:
Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea:
Tiger believes everyone has an inner tiger that deserves to live uncaged.

Market Context: Tiger Crystal is positioned in mainstream sessional segment where accounts for 50.3% of total beer volume in Taiwan and has many players in it. In TW, Tiger Crystal's positioned in "Food and Booze" demand space where the needs are "connecting", "remembering and celebrating," and food-pairing."

THE CAMPAIGN

Campaign name: **Tiger Street Basketball**
Launch date: **March-July, 2025**
Formats:

- Film (15s, 30s, 60s), Key Visual , social contents to promote **BE LIKE TIGER 3x3** event.

Job To Be Done:
'Get 20% Gen Z (18-24, 400K) to think Tiger is a brand that inspires me to believe in myself and pursue my passion by overcoming the barrier that street culture is niche with limited exposure.

Communications objective:

- To raise awareness of 1st ever Tiger Street Basketball game "BE LIKE TIGER 3x3"
- To build in the image of "Tiger Crystal is- the drink for you to reward yourself and celebrate along the way."

Insight:
Basketball is one of the most accessible and popular sports in Taiwan, and an expression of street culture. GenZ basketball players enjoy having meal and drinking beer together after basketball game to celebrate.

Campaign strategy and creative idea:
Campaign strategy: Extend Tiger's street platform to "street basketball" to reach a broader audience and meet consumers' needs.

- By incorporating street elements (skateboarding, street dance, graffiti) into this newly- extended platform-Street basketball,we make Tiger Street Basketball a bold and unique icon to recruiting new GenZ consumers.
- Extend the "post-game celebration" concept to create the connection of "food and booze."

Establish 1st "BE LIKE TIGER 3X3" basketball game with unconventional rules full of street rules for consumers to uncage themselves.

MWBs:

- MWB 3: Develop Breakthrough Communication
- MWB 7: Optimize Activations & Promotions
- MWB 9: Amplify Visibility & Experience

3 DEVELOP BREAKTHROUGH COMMUNICATION

7 OPTIMIZE ACTIVATIONS & PROMOTIONS

9 AMPLIFY VISIBILITY & EXPERIENCE

Demand Space:
Food & Booze

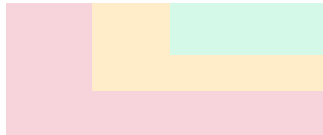
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

1B (for game-changer brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<30%☐ 30%-60%☐ >60%☒	<12wks☐ 12wks - 2yrs☒ >2yrs☐	<5☐ 5-10☒ >10☐

Campaign assets:
<https://heiway.sharepoint.com/:v:/s/HeinekenTaiwanMarketingTeam/EWl9BpjQ8a5KjmbCR2uL0NUBK1PpaYJQK5mt5CXna8W3tQ?e=7BsXMI>

TESTING & RESULTS

Kantar pre-/during-campaign testing: **N/A**



Post-campaign results:
'24 Tiger Crystal volume +20% vs. LY;
18-34 BP '24 Q3: 3.0 (+0.4 vs. pp), M:80 (+2 vs. pp), D: 88 (-3 vs. pp), S: 78 (+3 vs. pp)