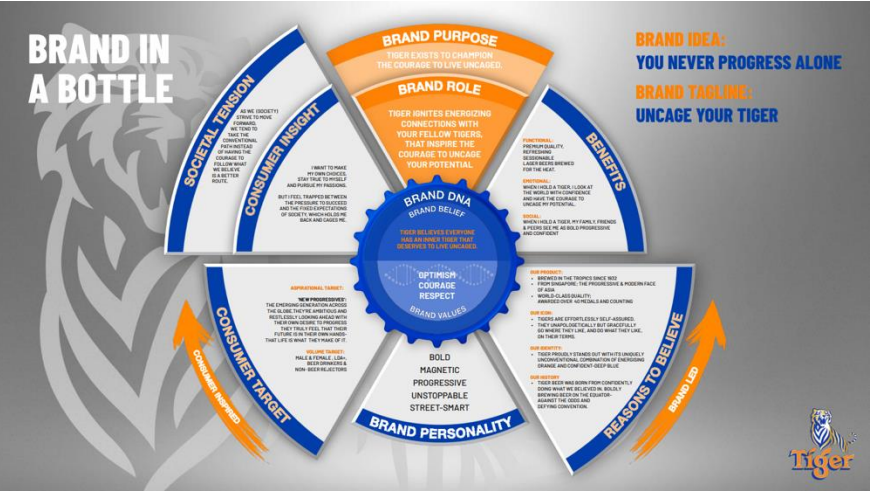


THE BRAND

Brand: **Tiger**
Opco: **Vietnam**
Marketing Director: **Pablo Chabot**

Brand In A Bottle:



Core Creative Brand Idea:
YOU NEVER PROGRESS ALONE

Market Context: Festive season plays a vital role in Vietnamese culture, centered around needs to make people feel good and lively connected with fellow Tigers to celebrate the upcoming year. As the leading Intl. brand in affordable premium segment, positioned in Lively Connecting in DS, this season is an opportunity for Tiger to connect meaningfully with consumer via establishing new master brand idea “You never progress alone” to address consumer needs in Festive season.

THE CAMPAIGN

Campaign name: **Festive Campaign 2025 by TIGER**
Launch date: **Nov 2024 – Jan 2025**
Formats:
• Animated key visual (Introduce Festive carton & 4.0 identity): Format 10s/6s
• Emotive film (Introduce new master brand idea): Format 30s/15s
• Digital platform: Mosaic progress story
• Social asset (Mosaic, Tiger Remix): Format 10s/6s

Communications objective:
To disrupt the market in this Festive season through a meaningful and iconic Festive campaign by establishing master brand idea “You never progress alone” disruptively to consumers

Campaign strategy: Disrupt the market with Tiger progress stories that champion individual progress in 2024 and honor the support from their fellow Tigers via holistic consumer engagements:
(1) Digital platform to share progress story
(2) Activations at POS to drive engagements and conversions
(3) Tiger Remix series event

- MWBs:**
- MWB 3: Develop breakthrough communication
 - MWB 6: Ensure right pack & price (Cool pack)
 - MWB 8: Amplify visibility & experience



Job To Be Done:
GET 30M Vietnamese Tiger drinkers 18-50 (Young & Core) to choose Tiger as the most iconic and meaningful beer brand in Festive occasion over other (affordable) premium beer brands; **BY** overcoming the barriers that Tiger is not value for money and not relevant to Vietnamese consumer’s need of connecting in Festive season

Local context & Tension:
2024 is the year we began to see progress in Vietnam, yet macro challenges also persist, making the prospect of a rising 2025 still uncertain. The uncertainty makes people hesitate to aim big in 2025, even though we are already boiling with suspended ambitions and dreams.

Creative idea: **CHEERS TO TIGER OF MY PROGRESS**
Campaign line: **YOU NEVER PROGRESS ALONE. OPEN THE NEW YEAR WITH COURAGE**

Demand Space:
Tiger anchors in lively connecting including Connecting, Great taste



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

1A (for strategic brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<30% 30%-50% X	<12wks X 12wks - 2yrs >2yrs	<5 X 5-10 >10

Campaign assets:
<https://drive.google.com/drive/folders/1YhnW6pAgIkHyZ6zfBz4hY7KJrT5xNGhK?usp=sharing>

CAMPAIGN RESULTS & LEARNINGS

1. Internal volume Q4’24: 1.7M HLTs **[100% KPI]**
2. Market share Q4’24: 17.6% (+0.3 vs. Q3’24) **[100% KPI]**
3. Brand Power Q4’24: Protect No.1 Brand power position in Vietnam beer market:
+ Q4’24: 32.8% **[+0.3pts vs. PP]**
+ Different: 166 **[+9 vs. PP & +4 vs. LY]**

- Learnings:**
1. Insightful, meaningful master brand idea from Global to local consumer
 2. Leveraged local context & tension to translate global master brand idea in a way that is relevant for local consumers
 3. Fostered effective collaboration with Trade/Sales teams to build ABTL integration, ensuring a consistent and meaningful message across all channels.

CAMPAIGN STRATEGY

Disrupt the market with Tiger progress stories that champion individual progress in 2024 and honor the support from their fellow Tigers via holistic consumer engagements

CAMPAIGN IDEA

CHEERS TO TIGERS OF MY PROGRESS

CAMPAIGN MESSAGE

**YOU NEVER ROAR ALONE.
OPEN THE NEW YEAR
WITH COURAGE**





FESTIVE PACK



Tiger

TIGER FESTIVE CAMPAIGN HAS ENGAGED MILLIONS OF CONSUMERS MEANINGFULLY FOR IMPACTFUL RESULTS

83% (35M)

REACH NTW (FORCE RULE: >75%)

KHAI XÃ AN
BẢN LĨNH

20,000

VDO PROGRESS STORIES
GENERATED
(*) x2 F&B CATEGORY NORM*

2,000

OUTLET ACTIVATIONS
ENGAGED WITH 1.7M DRINKERS

142 STORES

3,663 POSM FOR VISIBILITY ACROSS
MOFT CHAIN NTW

150,000

TIGER FANS CELEBRATE
NEW YEAR WITH COURAGE
AT #TIGER REMIX

#1

BEER BRAND OF THE YEAR 2024

YouNet Media Index Ranking

BRAND OF THE YEAR 2024



#1

EVENT ON SOCIAL MEDIA IN THE NEW YEAR (JAN'25)

BSI TOP10 EVENTS

10 SỰ KIỆN NỔI BẬT TRÊN SOCIAL MEDIA
THÁNG 1/2025

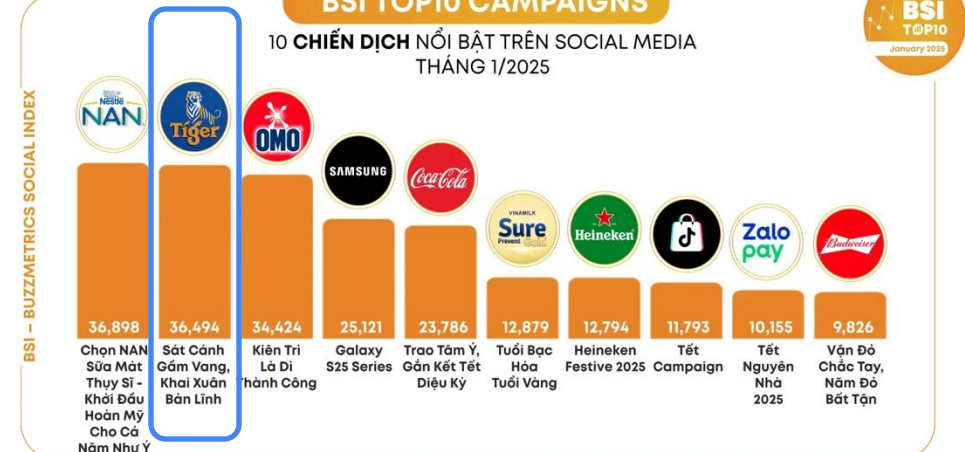


#2

SOCIAL CAMPAIGN OF THE NEW YEAR ACROSS CATEGORIES (JAN'25)

BSI TOP10 CAMPAIGNS

10 CHIẾN DỊCH NỔI BẬT TRÊN SOCIAL MEDIA
THÁNG 1/2025





 NGƯỜI DƯỚI 18 TUỔI KHÔNG ĐƯỢC UỐNG RƯỢU, BÌA.



THANK YOU

Tiger

