

THE BRAND

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



Brand In A Bottle:



Core Creative Brand Idea:
‘Legendary Taste, Now Refreshed’

Market Context:
Occasional drinkers in Indonesia have a bitter taste barrier and are increasingly seeking for flavour offerings while competitors are innovating heavily in this space. Arak, a local spirit is also becoming extremely trendy in recent years.

THE CAMPAIGN

Campaign name: BINTANG Arak ‘Legendary Taste, Now Refreshed’
Launch date: January – February 2025
Formats:

- Brand Film (30s, 15s, 6s Video)
- Key Visual

Job To Be Done:
Get occasional (open-to-alcohol non-beer) drinkers to choose BINTANG Portfolio as their drink for everyday meaningful connections by overcoming the barrier that BINTANG is not relevant to them.

Communications objective:

- To drive trial of BINTANG Arak Orange & Honey by leveraging taste appeal
- To create curiosity & resonance through story of legendary icons/collabs

Insight:
“I don’t like beer because of is too bitter for me. Beer is for people like my parents, and I would much rather drink local spirits like Arak or cocktails that are more unique and exciting”

Campaign strategy and creative idea:

- Campaign strategy: BINTANG Arak Orange & Honey as exciting new offering by:
 - Tapping into legendary collaborations story to appeal to local Gen Y/Z
 - Communicating ‘refreshing’ and ‘sweet’ product appeal
 - Consistent with BINTANG motherbrand DNA of ‘inclusivity’



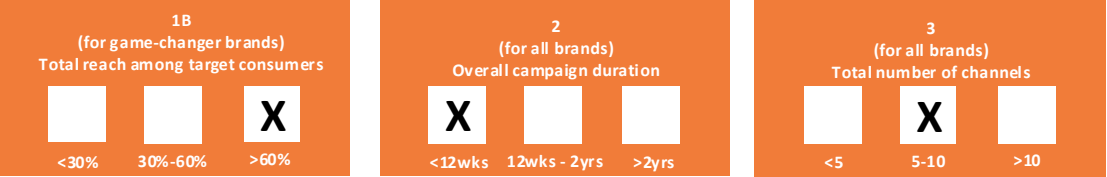
• Creative idea: **“Legendary Taste, Now Refreshed”**

MWBs:
MWB 3: Develop Breakthrough Communication
MWB 5: Innovate to Drive Penetration



Demand Space:
‘Recharging Together’ demand space for occasional/open-to-alcohol drinkers in Bali e.g. daytime drinks, Banjar community gatherings

Creative Commitment



Campaign assets:
[Campaign Assets](#)

TESTING & RESULTS

Pre-campaign testing: Kantar Link Test conducted on prior to campaign going live show high performance on all metrics, exceeding Indonesia norms.	Performance Summary Metrics	Total	Indonesia Norms
	Enjoyment	4.73	4.61
	Involvement	6.27	6.02
	Branding	4.75	4.66

Elements that worked best in creative tested:

- Strong Cultural Resonance
- Effective Brand Presence
- Appealing Flavor Visuals



Post-campaign results:

- PR Value IDR 3.5 BIO (7x ROI)
- 100x Media Clippings
- Media results show high engagement exceeding benchmark:
 - 12.3% VTR (+136% vs Target)
 - 0.34% VCR (+13% vs Target)
- Positive ROI on volume, increasing weekly sell-in volume by +55%

Key learnings:

- While creatives deliver story & status as iconic brand, more needs to be done to establish **high quality** & actual taste (sweet, refreshing)