# THE BRAND

**Brand: Anchor Beer** 

Opco: HEINEKEN CAMBODIA

Marketing Director: Willem van den Wijngaart

#### Brand In A Bottle:



#### Core Creative Brand Idea: "The True Taste of Klaer\*"

\*KLAER is a deep-rooted Khmer word with no direct translation in English but a word you refer to "to someone you can always rely on because your understanding of each other goes very deep and is beyond mere friendship."

#### Market Context:

Cambodia's popular beer brands are focused on superficial "happy party" moments in varying degrees, and all of them have been in the market for less than 15 years. Anchor started this "party" platform years before any current competition was in the market. As the longest-running beer brand in the market, it is ideally poised to take over the personal "unwinding together" demand

# THE CAMPAIGN

Campaign name: Anchor 'True Friendship' Campaign

Launch date: Dec 2023 – Dec 2024

Formats:

Long form content: 5 versions (1min)

Short form content: 5 versions (10s)

• Social Media + Influencer content to promote simple drinking moments with friends

 BTL events shaped around celebrating everyday occasions typically enjoyed with friends

#### Job To Be Done:

To get 30% of mainstream consumers to choose Anchor over Ganzberg and Cambodia beer by changing their belief that Anchor does not mean enough to them to be consumed every day.

#### Communications objective:

- Rise above the other beer brand noise by offering a more profound reason to enjoy spending time with your friends.
- Re -establish the brand as a brand that they have enjoyed longest the

### Insight:

Throughout their lives, Cambodians make many friends, but only a few can truly be called 'Klaer.' A Klaer is a lifelong friend, someone who knows you inside out and has been with you through thick and thin. What better way to build ultimate brand loyalty? Only Anchor can truly claim that, being the longest-standing brand in Cambodia.

### Campaign strategy and creative idea:

To reposition Anchor as not just a brand you remember when you want to party but rather a brand you to drink with friends anytime, anywhere, whatever the occasion is.



#### Creative idea

Because a Klaer (a true friend) would always have your back. Time to raise an Anchor, Klaers!

#### MWBs:

MWB 1: Create unique brand positioning

MWB 3: Develop breakthrough communication

MWB 9: Amplify visibility & experience





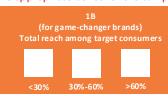
### Demand Space:

Anchor Beer in "Unwinding Together" while its variant Anchor White is playing in "Enjoyable meal together".



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









## Campaign assets:

https://drive.google.com/drive/folders/1NGwjlYrYxpg-aVF2OFrgQ0u055bT 9IH?usp=share link

# **TESTING & RESULTS**

## Kantar pre-during-campaign testing (Long-form content)

Runtal pre during campaign testing (2016 form conten	
Enjoyment	Brand-related
Comprehension	Differentiation
Relevance	Purchase Interest

Pre campaign: Q1'24

Meaningfulness score(s): 121

Difference score(s): 129

Salience score(s): 132

Salience score(s): 119 [-13pts]

Post-campaign results: 04'24

Meaningfulness score(s): 113 [-8pts]

Difference score(s): 130 [+1pt]

Despite lower BP score due to promo factors, the campaign helped to stabilize Meaningfulness in Cambodia's hyper competitive market.

- Increased affinity [+1pt] in Q4'24 vs. Q1'2024
- Increased meet needs [+5pts] in Q4'24 vs. Q1'2024
- Brand imagery: [+2 pts] 'brands that lifts my mood', [+4pts] 'easy to drink' attribute