

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

Job To Be Done:
Get occasional/younger consumers 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 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

Insight:
“In a country like Indonesia where everyone conforms to seek harmony, I wish I can be my true authentic self without experiencing labels and stereotypes and feeling excluded”

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



BINTANG. x HALUU

MENGHADIRKAN

DUNIA TANPA SYARAT



RAYAKAN PERBEDAAN
DALAM PENGALAMAN IMERSIF

8-16 FEB 2025
MBLOC, JAKARTA

MASUK GRATIS

MENAMPILKAN MULTI GENRE MUSIC |
LIVE PODCAST | STAND-UP COMEDY



BERSAMA BINTANG BERBEDA BERSAMA
TANPA SYARAT DAN KETENTUAN



21+



presents

ALL TERMS ACCEPTED

Welcome to the BINTANG Universe, an immersive exhibition that invites you to celebrate the rising culture of authenticity across generations.

This is a space where we encourage everyone to take off their judgmental glasses and embrace the unique qualities and authenticity.





360 campaign (from online to offline experience)

ATL
COMMS

- 1 CREATE AWARENESS OF CAMPAIGN MESSAGE & DRIVE CONSUMERS TO ON-GROUND EVENT



- 2 Expand reach & Drive relevance via kol, homeless media & buzzers



- 3 DRIVE TRAFFIC TO EVENT VIA OUTLET VISIBILITY & ooh



btl
On-ground event

- 4 UPRGRADE CONSUMERS THROUGH BUNDLING PROMO & MERCH



- 5 IMMERSIVE EXPERIENCE FEATURING LIVE ENTERTAINMENT, DIY Activities

