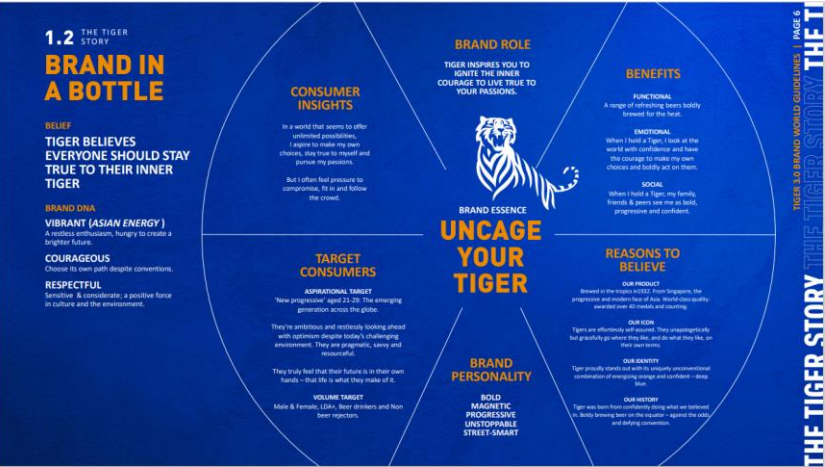


THE BRAND

Brand: Tiger
Opco: HEINEKEN Cambodia
Marketing Director: Willem van den Wijngaart

Brand In A Bottle:



Core Creative Brand Idea:
Uncave your Tiger – Tiger believes everyone should stay true to their inner Tiger.

Market Context:
Tiger is the #1 premium beer brand in Cambodia, known for fueling lively and connected moments. While it enjoys strong loyalty among heavy drinkers, younger consumers perceive it as less affordable and accessible for their enjoyment.

THE CAMPAIGN

Campaign name: IT'S TIGER TIME
Launch date: 1st Apr till 31st Aug 2024
Formats:
- Digital: Static & Video 4:5, KOL
- POSM: Tent Card, Standee, Tiger Clock

Job To Be Done:
Make Tiger accessible and appealing by launching a through-the-line campaign to arrest the decline in volume and brand power

Communications Objective: The main goal was to create awareness for Tiger Time. The campaign aimed to change the perception that Tiger is not affordable or accessible for young drinkers by improving brand appeal through local relevance, impactful communication, and engaging brand experiences.

Insight: Younger consumer are not consuming Tiger enough due to affordability and appealing barrier.

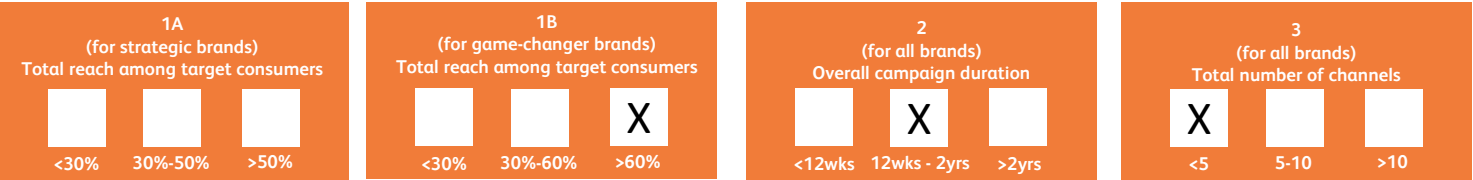
Campaign strategy: To establish Tiger as the go-to beer for the start of the evening, we will drive accessibility (Phase 1) and appealing (Phase 2) by leveraging targeted promotions, activations, and distribution strategies. The focus is on making Tiger the first choice for young consumers through price-friendly offerings, engaging experiences, and reinforcing its role in lively connecting moments.

Creative Idea: 'It's Tiger Time' transforms every evening into an exclusive Tiger moment with your tribe, where Tigers' owns the first sip of the night. Through KOL led communication, immersive activations, tailored promotions, we ensure that consumers kick-off their night with Tiger (6:30 to 8:30 PM) and stay with Tiger throughout.

MWBs:
03: Develop breakthrough communication
06: Ensure Right Pack & Price
07: Optimize Activations & Promotions

Demand Space:
Lively Connecting Moment

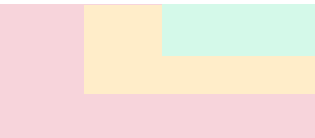
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign



Campaign assets:
[Tiger Time Campaign Assets](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores



PRE Q1'2024:
Meaningfulness score(s): 87
Difference score(s): 102
Salience score(s): 75

AFTER Q3'2024:
Meaningfulness score(s): 95 (+9.2%)
Difference score(s): 108 (+5.88%)
Salience score(s): 73

Post-Campaign results:
Average uplift of Tiger RGB from Q3'24 vs Q2'24, +27% Growth
Brand Power Q1'2024: 3.4% vs Brand Power Q3'2024: 4.2% (+23.53%)



Tiger

SINCE 1932



**IT'S TIGER TIME
CAMPAIGN DECK**

28-FEB-2025

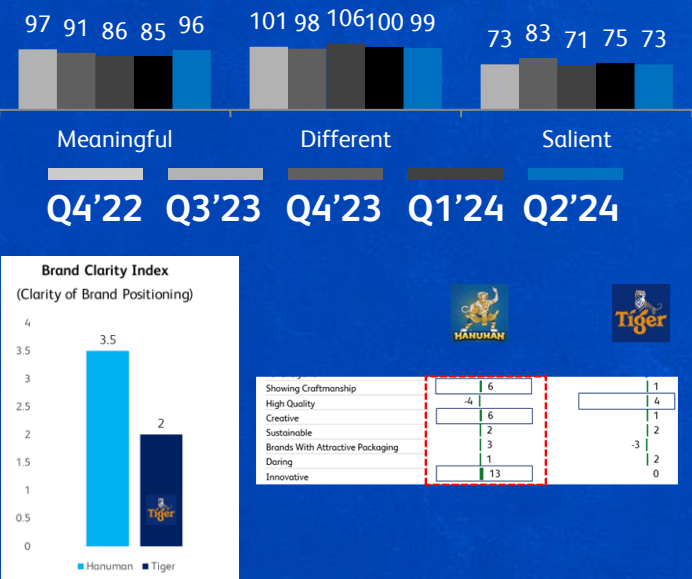
Market Insight – Cambodia beer market is heavily driven by all-year round NCP Ringpull

Business Challenge



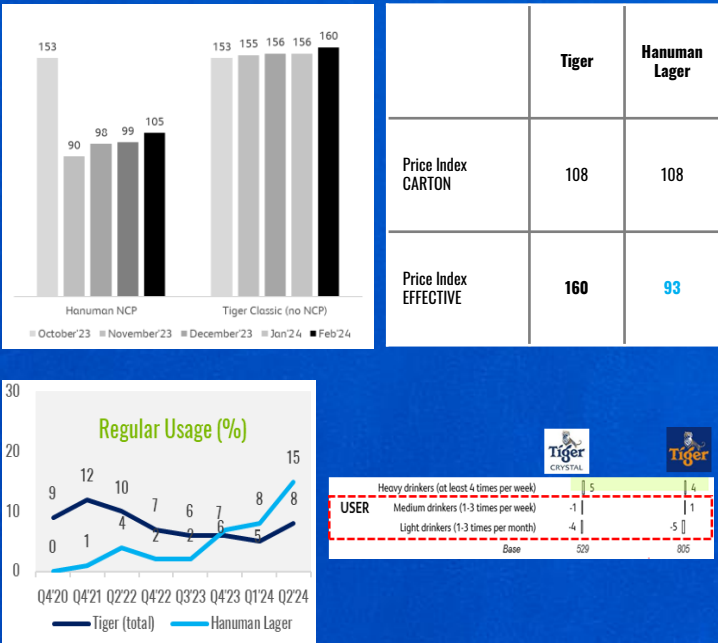
- 🐼 Ring pull promotion drives consideration & brand power in Cambodia market
- 🐼 Tiger, as a premium brand, have not been activating the continuous Ring Pull promotion

Challenge #1: Appealing



- 🐼 With the high price index of Tiger comparing to Hanuman, the low Brand Clarity Index has indicated that Tiger is not strong enough when it comes to our Brand Positioning.

Challenge #2: Affordability



- 🐼 With NCP, Hanuman gained significant advantage on price, has converted more regular drinkers and accelerated brand power in both urban & rural markets.

It's Tiger Times Full 360 Framework

COMM & MEDIA

WHAT:
Drive Mass Reach to establish Tiger Time awareness and dial up appealing aspect for the brand.

WHERE:
PAID Media, KOLs

HOW:
Amplifying locally produced assets
KOLs collaboration & amplification
Innovative Sky Drone

WHEN: Apr – Aug 2024



EXPERIENTIAL

WHAT:
Bring the brand closer to Cambodian youth by activating the biggest festive occasion via break through a barrier and brought distinctive experience into live.

WHERE:
Key Urban Cities: PP, SR, Poi Pet

HOW:
Khmer New Year Sangkranta Celebration
Innovative Drone Show Activation

WHEN: 13-14-15-16 April 2024



WHAT:
Make Tiger accessible and appealing by driving trials and regular consumption by Owning the first sip of the evening during key lively connecting moments (6:30-8:30PM) via Tiger Time.

WHERE:
On Trade (RGB Provinces)
1500 BA Led Activation

HOW:

- First beer is on the house
- Tiger Time disc @20-25%
- Brand Promoter

WHEN: Mar – Jun 2024



WHAT:
Launch Tiger 360° acceleration plan in H1 to go all out during season via sales and customer advocacy program

WHERE:
OFF Trade Nationwide including Retail and Wholesale Segment

HOW:

- Buy 1 Carton get 3 Complimentary CANS

WHEN: Mar – Aug 24

ON-TRADE

OFF-TRADE

Initiative 01: Turn Consumer Insight into Meaningful Activation in ONT

Make Tiger accessible and appealing by driving trials and regular consumption by Owning the first sip of evening

CONSUMER INSIGHT

In On-Trade, consumers typically stick to their first beer of the evening throughout the night. Recognizing this behavior, Tiger sees an opportunity to leverage this insight and turn it into an effective execution mechanic to drive conversion.

EXECUTION MECHANICS

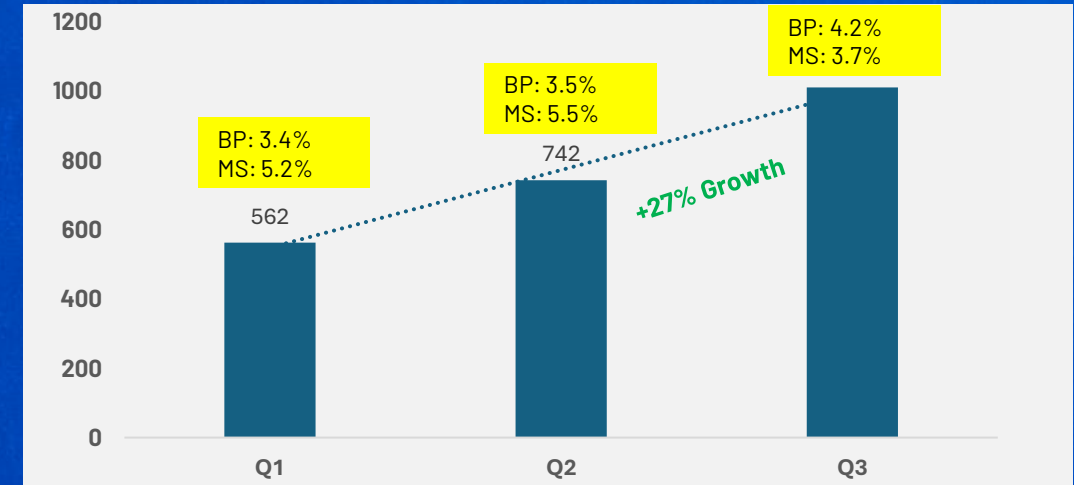
CONSUMER

1. First Complimentary Tiger Beer on the house to start the night
2. Additional Promotion Bucket Deal
3. Elevated night out with artist (Big Account Outlets)

CUSTOMER

1. Specialized Tiger Time contract to ensure the customer supports the execution as per guidelines.
2. POSM Display to support the promotion
3. Brand Promoter to support on conversion
4. Artist to support on crowd pulling (Big Account Outlets)

POST EVALUATION HIGHLIGHT



- After the successful pilot in April, we scaled Tiger Time to 1,000+ activations in Q3.
- The activation drove strong performance, with 397 active outlets out of 457 total.
- Tiger RGB volume grew 27%, from 741.5 HL (pre-activation) to 1,010 HL (post-activation, July-Sep), marking the highest growth in Q3 and reinforcing its impact.



Initiative 02: The 'Never-before-seen' OFF-Trade National Promotion

Accelerate Volume Off-take in Off-Trade during season via sales and customer advocacy program

OVERVIEW

Promotion Mechanic: Every purchase of Tiger Original & Tiger Crystal 1 Carton (24P), Consumers are entitled to 3 complimentary cans

Period: 1st March till 30th June 2024

Execution Mechanic:

- **POSM Support** to support Consumer Promotion
- **Tiger Tribe, the Internal Morale Boosting Programme:** Win **iPhone** & Merchandises for top sales colleagues

POST EVALUATION HIGHLIGHT

Month	VOL (ITM)	Comparing Against		
	khl	AP	LY	
Jan	38	73%	-24%	Before
Feb	41	85%	-12%	
Mar	69	+128%	+13%	During Promotion Period
Apr	63	+120%	+28%	
May	33	97%	- 1%	
Jun	34	+112%	+6%	



Initiative 03: Scale 'It's Tiger Times' during Khmer New Year Festive

Bring the brand closer to Cambodian youth by activating the biggest festive occasion via break through a barrier and brought distinctive experience into live.

On-Ground Engagement Activities

Pre-Truck Roving:
15,000 Reach (est. 500/location)
Tiger Headquarter & Refill outpost:
46,000 Reach



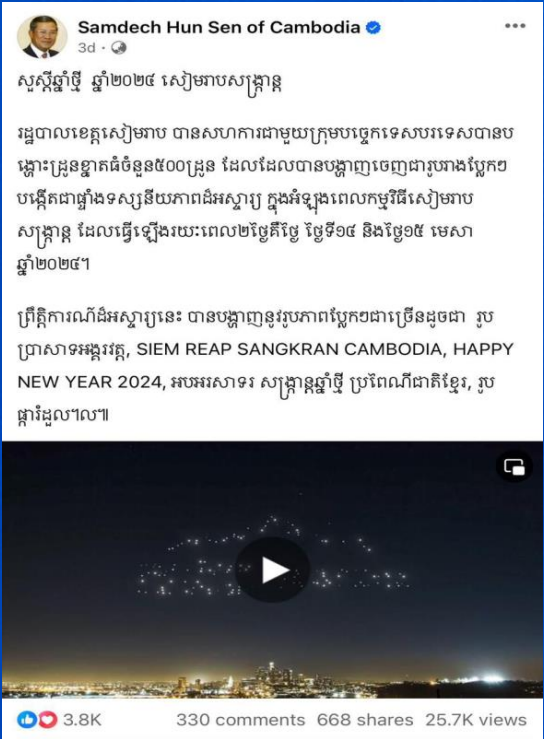
Curate Tiger Crystal and Soju Sampling

Total Lips curated in Siem Reap Province:
75,000 lips within 3 Days



Take Tiger to the Sky with 'Drone Activation'

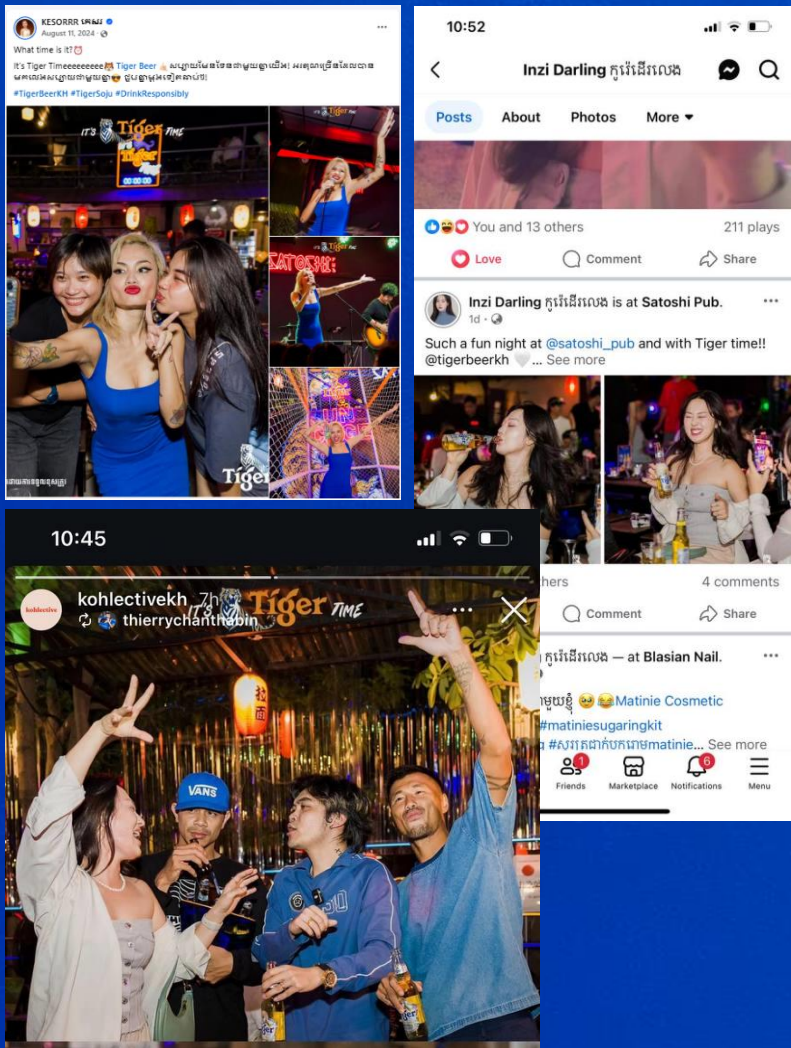
5 Million Media reach & Re-post by Ex's
Prime Minister on his Facebook Page



POST EVALUATION HIGHLIGHT:
5 million media reach, + 100% achieved (activation), 75K lips, and 1K carton sold, and \$18k PR Value

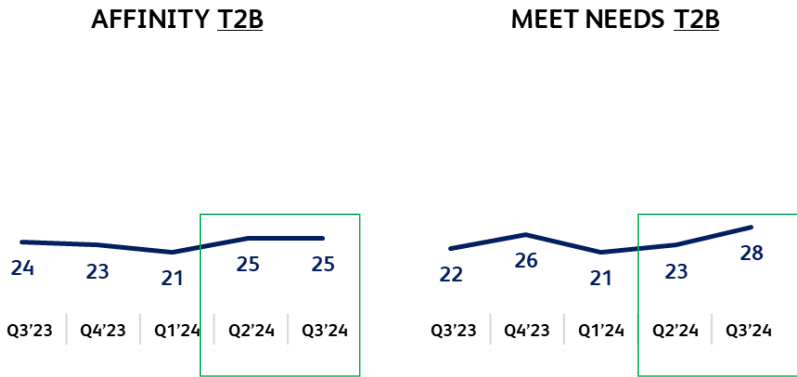
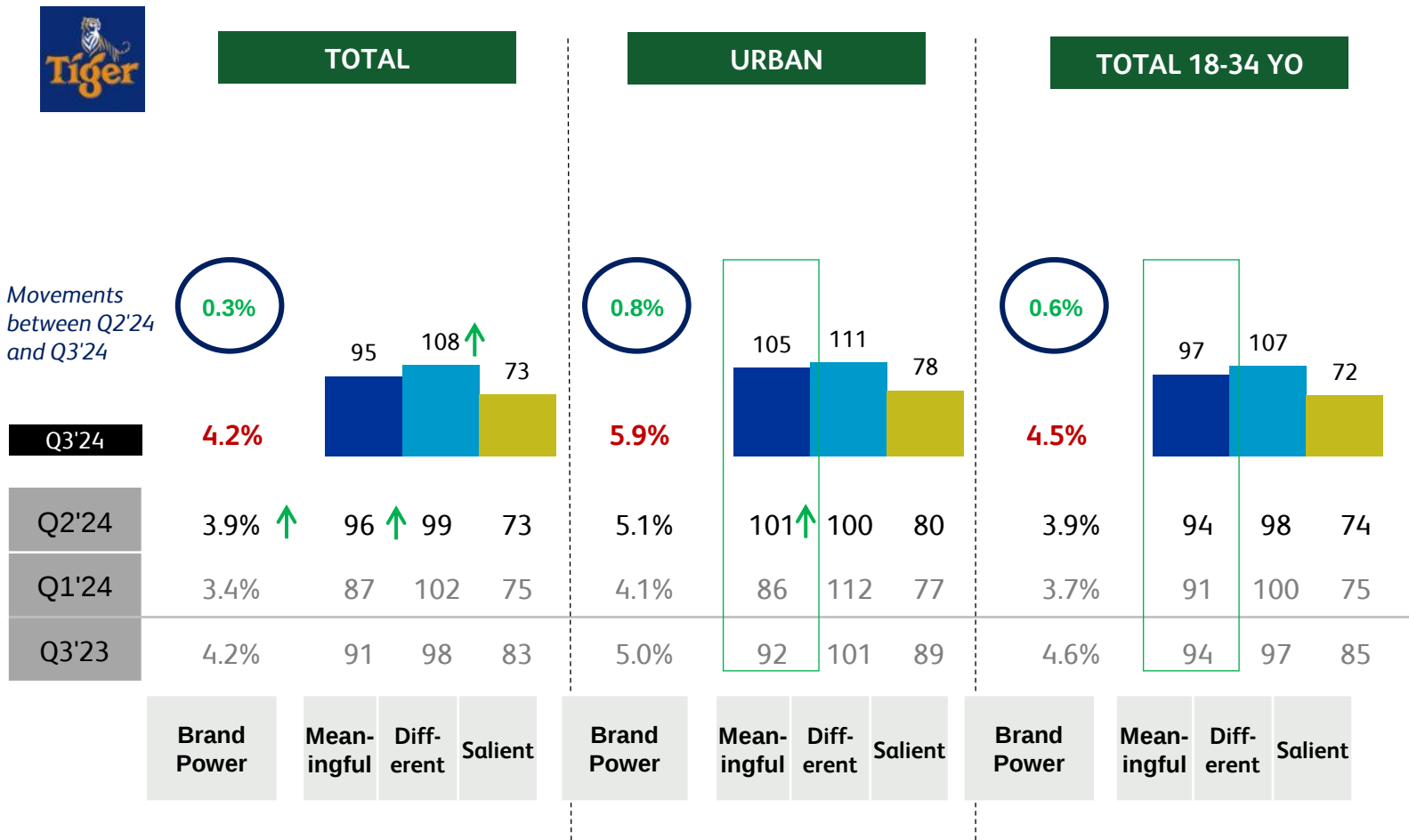
Initiative 04: Content Amplification of all Initiatives

Maximize mass reach to establish Tiger Time awareness and enhance brand appeal, reaching up to 13 million consumers with a total of 127 million impressions



Post Evaluation: Brand Power Growth by +0.8ppt Q3'24 vs Q1'24 (+23.52%)

The full 360 Activation Bold Moves have pushed the Growth of MDS particularly in URBAN and YOUNGER Consumer Groups especially by addressing both 'APPEALING' & 'AFFORDABILITY' barrier



KEY TAKEAWAY

- Well-Rounded 360 Activation:** Adopt a master brand approach to portfolio communication in all relevant channels.
- Strengthen Emotive Connection:** Leverage the passion point of music to create a deeper emotional connection with the audience.