

-196

**USA -196**

# BRAND PROPOSITION

<b>TENSIONS</b>	Consumers seek to be different & original – always in fear of becoming boring and expected and believe the category is only offering lazy, unimaginative options		
<b>BENEFITS</b>	<b>EMOTIONAL</b>	<b>SOCIAL</b>	<b>FUNCTIONAL</b>
	Inspired to make things better in their own inventive ways and express their own self creativity and wittiness	Be seen by others as different & original, anything but basic	Full fruit flavor without the high calories; anything but basic like other seltzers
<b>VALUES &amp; PERSONALITIES</b>	Bold, Clever, Eccentric		
<b>TONE OF VOICE</b>	<i>Energetic, Authentic, Witty, Confident</i>		
<b>RTBs</b>	An extreme new way to extract fruit flavors by the proprietary FCI technology invited in Japan by Suntory; An intense full flavor in a bland category, An intriguingly ambiguous name; Branding that defies logic		
<b>BRAND PURPOSE</b>	To ignite audacious ingenuity in a monocultural world		
<b>BRAND ESSENCE</b>	Audacious Ingenuity		

# CREATIVE PROPOSITION

Threading the Complete Narrative of the Brand

From Iconic design

**DESIGN IDEA**

Audacious Ingenuity

**KEY BARRIER**

Gen Z thinks the category is only offering lazy unimaginative options.

**TENSION**

Society tells them that seeking to do things differently is crazy, but doing what everyone is doing because “that’s just how it is” is actually insane.

**PURPOSE**

To inspire audacious ingenuity in a monocultural world.

**BENEFIT**

Inspired to keep challenging the status quo in their own inventive ways.

**PERSONALITY / BEHAVIOR**

Bold, Clever, Eccentric

**REASONS TO BELIEVE**

An intriguingly ambiguous name; An intense full flavor in a bland category; Branding that defies logic; An extreme new way to extract fruit flavors.

# BRIEF RECAP

So we're giving them a product that's  
**anything but more of the same:**

From Japan, extreme new process to extract  
intense fruit flavors, and an intriguing name

Showing them that we share  
the same mindset of  
**challenging the status quo  
in our own inventive ways**

By being bold, eccentric, and clever  
– **we will show the world our**



# MADE THE JAPANESE WAY

-196 is distinctly Japanese; from our origins, to our process, to the design on the cans themselves.

So we will tell people about ourselves in the most Japanese way possible – using the signature style of fun, over-the-top, Japanese ads.

To make our ads feel Japanese - **we will use a mix of Japanese and English (with corresponding subtitles for sound off formats)**



# Let's ground ourselves in the long-term outlook

