11SA-196

BRAND PROPOSITION

TENSIONS	Consumers seek to be different & original – always in fear of becoming boring and expected and believe the category is only offering lazy, unimaginative options		
BENEFITS	EMOTIONAL	SOCIAL	FUNCTIONAL
	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
VALUES & PERSONALITIES	Bold, Clever, Eccentric		
TONE OF VOICE	Energetic, Authentic, Witty, Confident		
RTBs	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		
BRAND PURPOSE	To ignite audacious ingenuity in a monocultural world		
BRAND ESSENCE	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

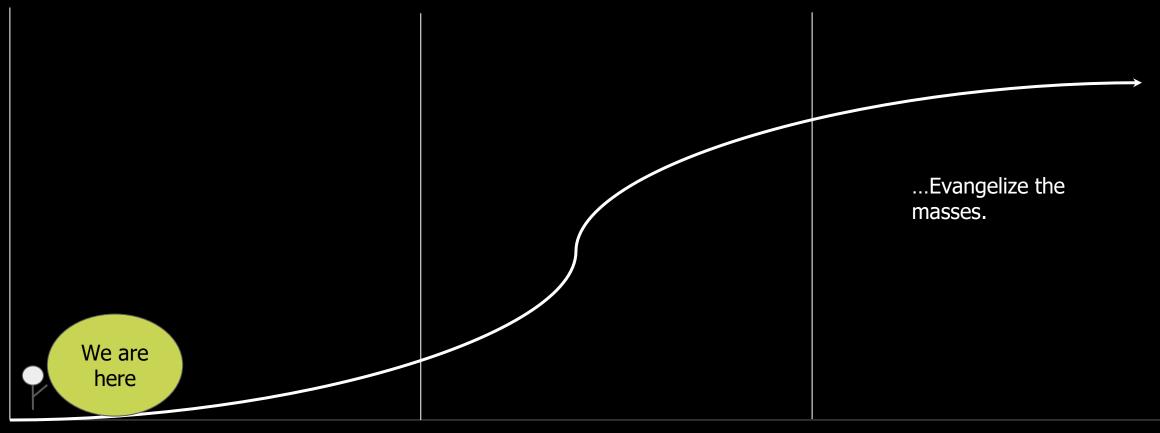
-196 is distinctly Japanese; from our origins, to our process, to the design on the cans themselves.

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



Year 1: Prove Our Purpose

Goal: Demonstrate shared values

Year 2: Stand Out From The Category
Goal: Juxtapose those values

Goal: Juxtapose those values against a basic category

Year 3: Push Deeper Into Culture

Goal: Start a larger push across categories and culture