

Asahi

Pure beer: Japan style



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Asahi
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Established in Japan 116 years ago Asahi Beer has, over the years, built up an enviable reputation for producing clean, crisp, contemporary products.

Asahi, pronounced 'Ah-sah-hee', is not only Japan's best selling lager, but currently the most popular brand in Asia (Source: Plat logic 2005) and its core brand, Asahi Super Dry – launched in Japan in 1987 and the rest of the world soon after – now rates as the world's seventh biggest beer brand (Source: Impact 2004).

Since its launch, Asahi has exported its unique flavour and high standards to Europe, where it is now sold in more than 25 countries. Asahi's sale in the on-trade market has increased every year since its UK launch in 1998.

Asahi Super Dry has been available in Japan on draught since 1987 and is now its best selling draught beer. Following this experience and success Asahi has been test-marketing their draught beer in the UK, at several venues since 2003, and has received a positive reaction from customers with regard to taste, serving temperature and overall brand perception. As a result of this feedback, the brand officially launched Asahi Draught Beer in the UK in 2006.

As a brand, Asahi continues to go from strength to strength. Its simple, strong visuals, which draw on the brand's Japanese heritage, emphasise the premium nature of the product and the uncompromising quality of its ingredients.

Asahi's belief that 'quality is more important than quantity' is presented through its marketing. To ensure current stockists fit the brand concept Asahi selects venues that ooze contemporary style and have an eye for modern design, like the newly opened Riverbank Plaza Hotel, situated on the Thames opposite one of London's iconic landmarks, Big Ben.

Asahi's assured credibility has contributed to its success. As a major supporter of many art and design-led events, such as London Fashion Week, it enhances its fashionable profile in trend-setting surroundings. The brand has also sponsored some of the UK's leading young artists – the likes of Sarah Lucas, Tracy Emin and Damien Hirst – whose White Cube Gallery show in London's East End witnessed over 1,000 people sampling Asahi. It is also an active sponsor of other brand extensions such as the Diesel fashion show, the agnés b. photography exhibition and London Art. In recent years it has also sponsored Muji and Ted Baker's in-store events and parties.

Asahi's marketing success owes much to its focus on a target audience of hip, urban consumers. Selective advertisements in style magazines and branded rickshaws through central London aid in highlighting its cool credentials. In addition, Asahi is available at many top Japanese restaurants, such as Nobu, Roka and Wagamama, and is also served at stylish celebrity nightspots such as Eclipse, Boujis, Chinawhite, Alphabet and Lab.

An ability to constantly evolve and adapt to market forces has kept Asahi at the forefront of imported premium beers, a position that the brand is keen to maintain for the foreseeable future.

