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ASAHI SUPER DRY LAUNCHES BIGGEST GLOBAL MARKETING CAMPAIGN IN BRAND'S HISTORY

New multi-media campaign *Beyond Expected* set to drive category growth, and connect even more consumers with Japan's No.1 beer

Asahi Super Dry, Japan's No.1 Beer, is bringing the refreshing taste of modern Japan to Australia with a multi-channel advertising campaign to air nationally across TV, VOD, digital and OOH channels from this weekend.

No city is more alive than Tokyo. Around every corner, through every door, there's something unexpected. Solidifying the brand as a global icon of progressive Japan, this idea is at the core of Asahi Super Dry's new core comms campaign - *Beyond Expected* - which invites our audience to go beyond the ordinary and keep exploring new ideas and experiences. In the campaign's [key hero film](#), Asahi Super Dry takes consumers on a journey exploring the unexpected and vibrant world of modern Japan.

Showcasing the unique crisp, 'super dry' taste of **Asahi Super Dry**, *Beyond Expected* is the largest campaign in the brand's history and is supported with significant investment to build on the beer's growth in recent years. In the last two years alone, the brand has grown almost 20% in volume across retail and on-premise channels in Australia combined.

Inspired by dry sake, Japanese master brewers redefined the beer category when they introduced the world's first super dry beer in 1987. Dry and crisp with a quick, clean finish, it leaves you refreshed and ready for the next sip, next bite of food, or next discovery. The *Beyond Expected* creative centres on the consumer expectation of what typical beer should taste like and how **Asahi Super Dry** offers a unique super dry taste that's like no other.

Kym Bonollo, Head of International Brands at Asahi Beverages, said: *"The world we live in has changed and this is reflected in the way consumers are seeking enriching drinking experiences, both in and out of the home. Asahi Super Dry continues to see strong growth across on- and off-premise and its unique, refreshing taste coupled with strong provenance is testament to its popularity amongst drinkers. As a brand, our philosophy is you get the most out of life not by following the path, but by exploring and re-inventing the future. There's no country in the world that does this better than modern Japan."*

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