

Asahi Brand Report

Asahi

Japan | July 2020





This report is a snapshot of the **Asahi consumer in Japan. We take a look at their profile and identify their key music behaviours.**

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



Key Takeaways



Brand qualities that appeal to an Asahi consumer are exclusivity, authenticity and being smart. This audience are adventurous and are likely to inform friends and family of new products/ services they purchase.

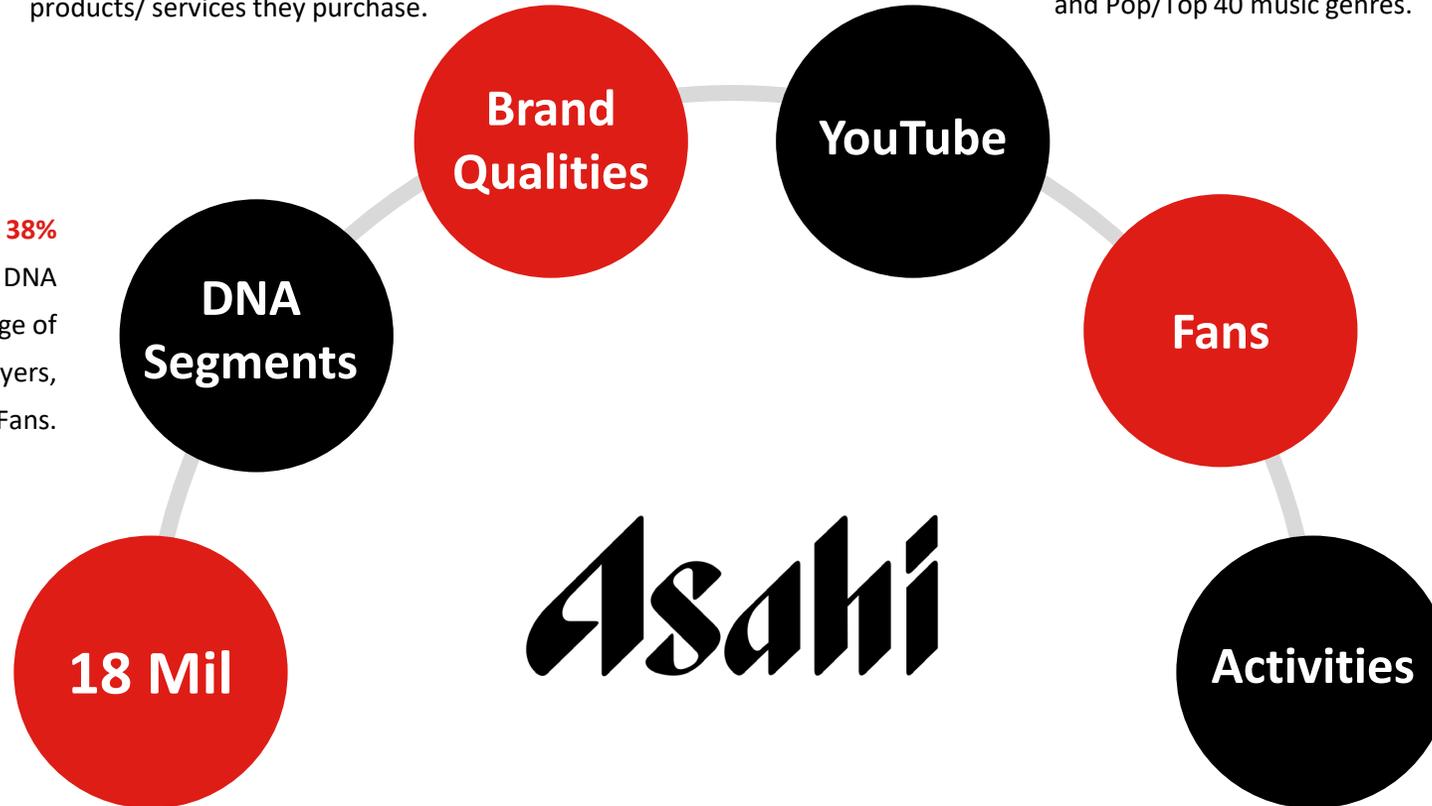
38% of Asahi consumers watch music videos on YouTube. They are more likely to be listening to Hip-Hop, Hard Rock and Pop/Top 40 music genres.

62% of Asahi consumers are male and 38% are female. When we look at the DNA Segment affinities, a diverse range of Segments appeared including Brand Buyers, Fit & Trendy and E-Sports Fans.

Jonas Brothers, Maximum The Hormone and Bruno Mars are artists that Asahi consumers are more likely to be fans of compared to the general population.

18 million people aged 25-64 in Japan are Asahi consumers.

Asahi consumers are 1.5x more likely than the general population to follow bands of social media. They value their opinions and views on social, political/ cultural views and enjoy engaging with their day-to-day life.

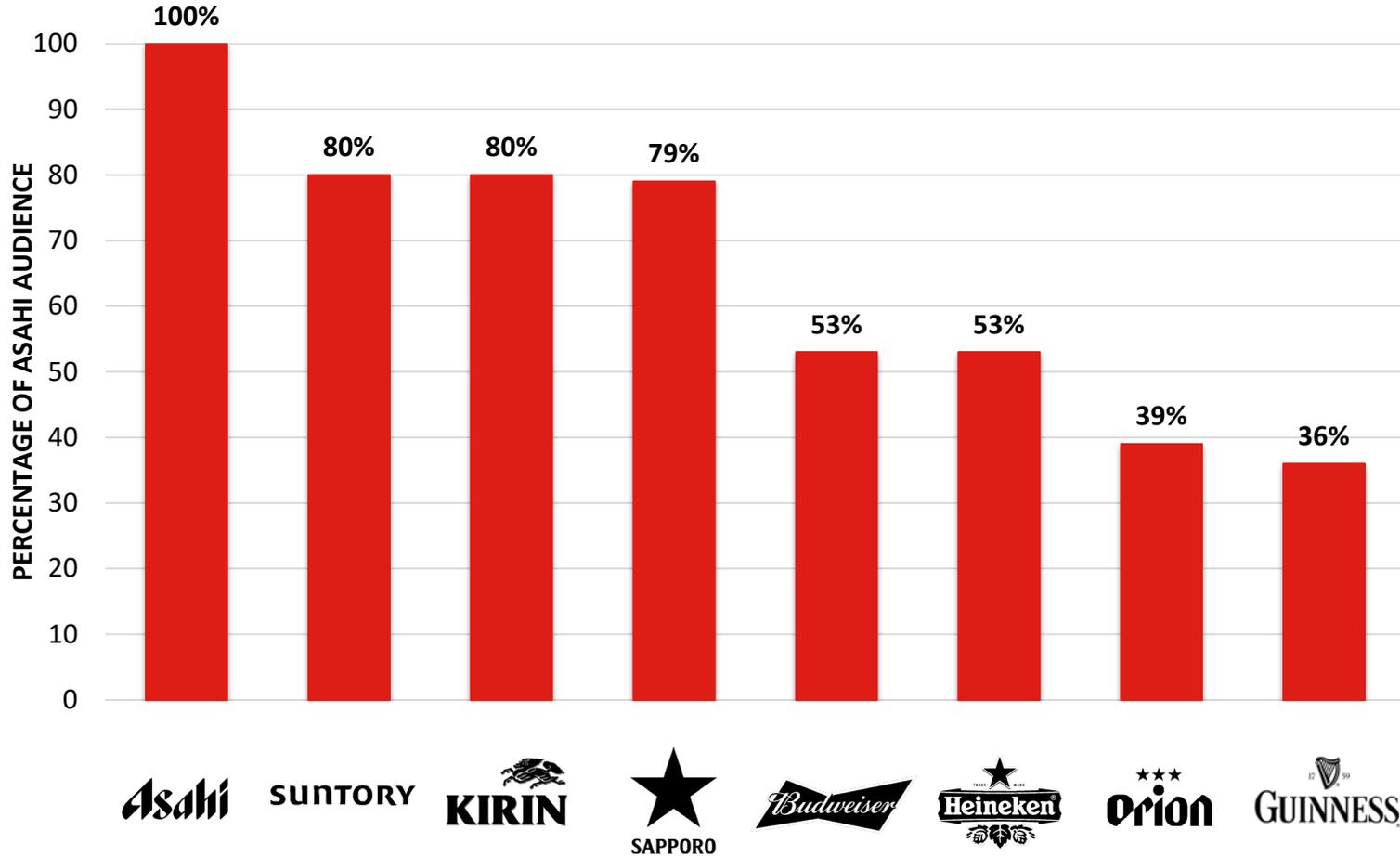


Let look at the...

BRAND OVERVIEW.

Alcohol Brands Category Overlap

What else do they enjoy drinking?

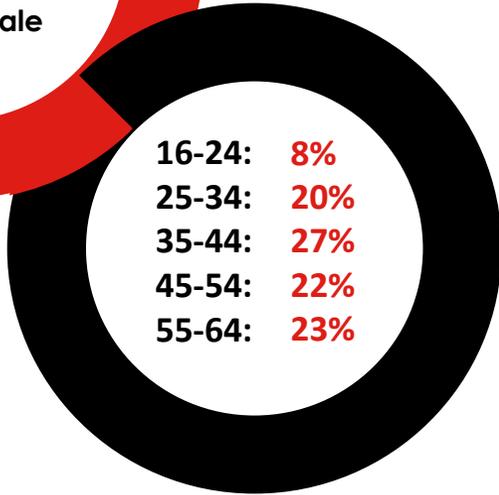
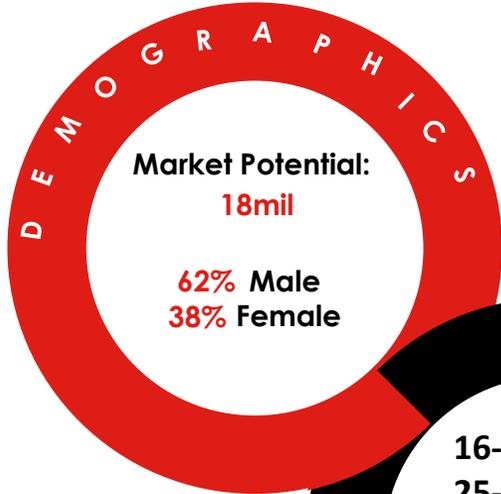


80% of Asahi consumers in Japan also enjoy drinking **Suntory, Kirin and Sapporo.**



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Asahi Audience Profile



Highest Volume

- Kanto
- Kinki
- Chubu



Highest Propensity

- Shikoku
- Chugoku
- Kanto



Attitudes

- I like to keep up with the latest fashions
- I regularly inform friends and family on new products / services
- Other people view me as adventurous
- It's critical for me to be able to be contactable at all times in terms of my private life



Top 5 Segments



Brand Buyers



Fit & Trendy



E-Sports Fans



Golf Fans



High Spend

Household Income

Top 10%	12%
Top 25%	27%
Mid 50%	49%
Bottom 25%	16%

% of the population

Top 5 Media Properties

- Online
- TV
- Physical Press
- Social Media
- Traditional Radio

Top Activities

- Gambling
- Esports
- Outdoor activities
- Business

What do they want brands to be?





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Asahi Music Map



FANS of:

Jonas Brothers	1.5x
Bruno Mars	1.5x
Taylor Swift	1.5x
Mariya Takeuchi	1.3x
KOBUKURO	1.3x

Genres:

Hip-Hop	1.5x
Hard Rock	1.4x
Pop/Top 40	1.3x
Singer/Songwriter	1.3x
'70s Music	1.3x

Music Attitudes

I mainly listen to music artists that are less well-known / popular

I'm usually one of the first people to discover new music artists

Streaming Platforms

amazon prime music

APPLE MUSIC

Why they follow their favourite artists

I share common interests with them

I value their opinions and views on social, political, or cultural matters, or life in general

Music related activities

	Reach	Index
Watched music video on YouTube	38%	1.2x
Stream Music	36%	1.3x
Attend Live Concert	12%	1.4x
Live Stream Concert or Festival	33%	1.6x
Songkick	5%	1.3x
Follow Band on Social Media	27%	1.5x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



In many cases, a brand is considering a partnership to reach and impact a new audience.

If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.

Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.

All we need is the brand's audience brief.



Thank you.

Reach out if you have any questions
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