

Media

The Marketing and Communications Newspaper for Asia

[CURRENT ISSUE](#)

[CAREERS](#)

[EVENTS](#)

[SUPPLEMENTS](#)

[SUBSCRIBE](#)

[ARCHIVE](#)

[ABOUT US](#)

09 November 2006

SEARCH

- [Logout of Media](#)
- [Change password](#)

THIS WEEK



The virtual world of Second Life



'Google must concentrate on making money on acquisitions'



Tan eyes first place for UPS as Olympics near



asia's top five financial draws

APB hands Tiger to Y&R

Arun Sudhaman, 21 September 2006



Tiger Beer...new brand architecture will aim to create a deeper philosophical connection with consumers across Asia

Young & Rubicam Brands to review regional brand positioning for flagship brew

ASIA-PACIFIC Asia Pacific Breweries (APB) has named Young & Rubicam Brands as its creative brand planning partner, as it hones its regional brand positioning for its flagship product, Tiger Beer.

The WPP agency's selection follows a pitch that included the beer's four global incumbents: Y&R (UK, Europe and US), Leo Burnett (regional), Saatchi & Saatchi (Malaysia), BBDO (Singapore), along with M&C Saatchi.

APB group commercial brand champion Ray Poletti said Y&R will be charged with developing a new brand architecture to encompass Tiger Beer's different positions in various Asia-Pacific markets. "We have been evolving the brand architecture and strategy for a couple of years," said Poletti. "This recent change completes the way we want to portray the brand."

In addition, Y&R has been tasked with devising the creative brief that will drive all of Tiger's communication. This is expected to form the basis of an upcoming creative pitch, which is likely to again involve Tiger's incumbent agencies.

"The intent is to execute regionally," said Poletti, noting that Tiger's 'premium' strategy in the West would remain markedly different.

"Ultimately, the challenge is to be a brand that engages consumers on a deeper level, where the reason for consumption is beyond just taste, but resonates on a deeper philosophical level, without going into complete and utter wank," said Y&R Brands regional creative planning director Rob Campbell, who led his agency's pitch.

The regional strategy pitch was called in June of this year, shortly before Tiger Singapore also announced a review of its local advertising brief, currently handled by BBDO.

That process, managed by R3, has reportedly reached the shortlist stage with four agencies -- BBH, TBWA, DDB and David -- believed to be in the fray along with the incumbent. Representatives from R3 and each of the agencies declined to comment while APB Singapore could not be reached at pre time.

[< Back](#)

PRINT EDITION

Subscribe today

BRAND REPUBLIC JO

All the latest industry jobs online

FIRSTVIEW

Media

DIRECTORIES

Contact
The Asia-Pacific Public Relations Directory 2006
Media

Brand Republic

[HOME](#) | [CURRENT ISSUE](#) | [CAREERS](#) | [EVENTS](#) | [SUPPLEMENTS](#)
[SUBSCRIBE](#) | [ARCHIVE](#) | [ABOUT US](#)

©Haymarket Business Publications Limited, 2003
[Terms & Conditions](#) | [Privacy Statement](#)