

CASE STUDY



CLIENT	Tiger Beer
AGENCY	Dentsu Red Star
METHOD	Digital out-of-home, display retargeting, FairPrice retail audience-and-measurement solution

# Tiger Beer pours success into innovative campaign using retail data with DOOH

RESULTS

**1.32x**  
increase in sales

**35%**  
of Singapore's population reached using DOOH ads

**31%**  
higher average basket value, 3.7x shorter conversion cycle for FairPrice customers who saw DOOH and display ads, compared to those who only saw display ads

**1,873%**  
return on ad spend for display ads,  
15.7x higher than previous social benchmark



THE CHALLENGE

## Unleashing an innovative new drink to target new audiences

Tiger Beer sought to blaze a trail with the introduction of Tiger Soju Infused Lager in Singapore. The city-state would be the first market in the world where Tiger Beer's unique beverage was available – and the launch would usher in a new era for the brand by engaging with a new generation.

That's because Tiger Soju Infused Lager is not your run-of-the-mill beer. It offers a range of natural flavours and soju infusions that many consumers are not yet acquainted with. Being the first beverage of its kind in the market, Tiger Beer wanted to ensure that its campaign launch was impactful.

The campaign objective was clear: Create a buzz around Tiger Soju Infused Lager, build awareness of the drink among young adults (especially females and occasional drinkers), and generate sales.

But the path to establishing this unique drink in the market had its obstacles. The campaign was set to launch after Lunar New Year, when beer sales traditionally slump, as most people make their purchases during this festive period.

Tiger Beer, together with its agency, Dentsu Red Star, decided that a multichannel campaign using our programmatic demand-side platform (DSP) would be the best way to drive awareness and sales.

## THE SOLUTION

## Achieving a first for OOH campaign measurement

Because its beverages are largely sold in physical stores, out-of-home (OOH) advertising is an important channel for the brand. However, Tiger Beer and Dentsu Red Star opted for digital out-of-home (DOOH) because of its abilities to integrate multichannel campaigns as well as measure conversions and sales performance – a task that's not possible with traditional OOH.

Tiger Beer took advantage of our unique retail data partnership with Singapore's largest supermarket chain, FairPrice Group. FairPrice's first audience-and-measurement partnership with DSP-enabled Tiger Beer to track in-store and online sales generated by its DOOH and display ads – known as closed-loop measurement. It marked the first time globally that this a brand tracked its DOOH campaign with a retail measurement solution. This partnership also allowed the brand to reach high-value FairPrice customers on the open internet, beyond traditional OOH or FairPrice-owned media platforms.

Tiger Beer and Dentsu Red Star activated the campaign, which included an endorsement by K-pop superstar G-Dragon, near major retailers in central and suburban areas of Singapore. These strategic programmatic DOOH placements helped Tiger Beer reach its target audiences.

The brand also used behavioural and contextual audience-targeting strategies, as well as FairPrice audience segments, to reach the right consumers with display ads. These segments included people who had purchased beer products in the previous 12 months and those who have a high affinity for Tiger Beer products (based on their past purchases).

Using our retargeting capabilities and data gathered from mobile IDs, Tiger Beer showed display ads to people who were initially exposed to a DOOH ad to drive them to FairPrice's website for purchases.

Conversion data flowed into our DSP daily. This allowed Tiger Beer and Dentsu Red Star to easily measure the effectiveness of DOOH and display channels, as well as different audience-targeting strategies, in boosting sales.

## THE RESULTS

## Lifting awareness and sales more cost-effectively than social

The results of Tiger Beer's innovative campaign were nothing short of spectacular. Its strategically placed DOOH ads reached approximately 35% of Singapore's population and had a significant positive impact on sales of Tiger Soju Infused Lager, delivering a 1.32 times increase in sales.

Additionally, several insights on channel effectiveness were uncovered:

1. On average, people who purchased the new beverage via FairPrice after seeing DOOH and display ads had a *31% higher basket value* and a *3.7 times shorter conversion cycle*, compared to those who only saw display ads.
2. Retargeting people who were exposed to DOOH ads with display ads also increased their likelihood of purchasing the product – and optimised ad spend. This audience had a *42% higher click-through rate* than the display aggregate, as well as a *29% lower cost per click*.
3. Display ads delivered a massive *1,873% return on ad spend*, outperforming the benchmark from past social media campaigns by *15.7 times*.

This campaign is a groundbreaking example of how more precise retail data, combined with DOOH and display media, can be used to help boost both awareness and sales.

The taste of Tiger Soju Infused Lager is now a familiar one for many young adults in Singapore. It has further established Tiger Beer's credentials as a progressive brand that is always looking to unlock new experiences for consumers across generations.

Reach out to [The Trade Desk](#) today to learn how to expand your reach with multi-channel campaigns including programmatic digital-out-of-home, and better target and measure your ad impact with first-to-market retail partnerships