

UNCAGING THE TIGER ON SOCIAL MEDIA

A REFERENCE GUIDE TO EXPRESSING
TIGER BEER THROUGH SOCIAL COMMUNICATIONS

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OUR SOCIAL CREDO

In pursuit of a socially native presence, the credo for the brand will be to own the conversation and stories that Men in Beta have while drinking tiger.

Tiger in one hand, conversation in the other.

In this document, you will find all the components that constitute Tiger Beer's new social standards.

THE TIGER'S ROAR

WHAT TIGER STANDS FOR,
ITS PERSONALITY TRAITS,
AND ITS TONE OF VOICE.



WHAT TIGER STANDS FOR

THE COURAGE TO EXPERIMENT

THE COURAGE TO SAY
WHAT OTHERS WON'T

THE COURAGE TO BE YOURSELF

TIGER'S PERSONALITY TRAITS

Tiger Beer is all about having unpretentious, **authentic**, and unadulterated fun with everything our Men In Beta are interested in – from lifestyle topics to current affairs to pop culture.

We'll mostly do it with our **tongue firmly in cheek**, but always in **style**. Every time consumers engage with us socially, they'll feel like they are in for an unexpected experience, something **worth sharing** and memorable.

IT'S LIKE MATTHEW
MCCONAUGHEY AND BRAD
PITT CHATTING IN A BAR.
THAT'S OUR MEN IN BETA,
FUN BUT ALWAYS SUAVE.

TIGER'S TONE OF VOICE

PERSONAL & AUTHENTIC

BUT NOT UNCOMFORTABLE

ENTERTAINING & ENGAGING

BUT NOT SEEKING ATTENTION

FRIENDLY & CONFIDENT

BUT NOT ANNOYING

FUN & ENERGETIC

BUT NOT CRAZY

STONE OF VOICE FOR CAMPAIGN POSTS

WRITE LIKE THIS

Chinese new year is next week!
Curious about your 2015
predictions? Check them out at:
www.tigerbeer.com/uncagecny

NOT LIKE THIS

Chinese new year is coming.
Learn more about your horoscope here:
www.tigerbeer.com/uncagecny

WHY?

Not friendly enough.

TONE OF VOICE FOR EVENT UPDATES

WRITE LIKE THIS

Hey guys! How do you feel about Mandarin Orange as a new flavour of Tiger Beer? We really need your feedback so come try at our tastings!

NOT LIKE THIS

Hi! The new Radler flavour is now available. Please vote at your supermarket.

WHY?

Not engaging enough.

tone of voice for trending posts

WRITE LIKE THIS

Man, today's another day of haze!
If we can't enjoy the weather outside,
at least we can enjoy some Tiger Beer!

NOT LIKE THIS

Avoid the Haze with some Tiger Beer!

WHY?

Not fun and energetic enough.

TONE OF VOICE FOR BRAND RESPONSES

WRITE LIKE THIS

Hey Sam! Thanks for the good suggestions. We love hearing feedback and will get back to you ASAP.

NOT LIKE THIS

Thank you. We will get back to you soon.

WHY?

Not authentic enough.

IMAGERY



IMAGERY

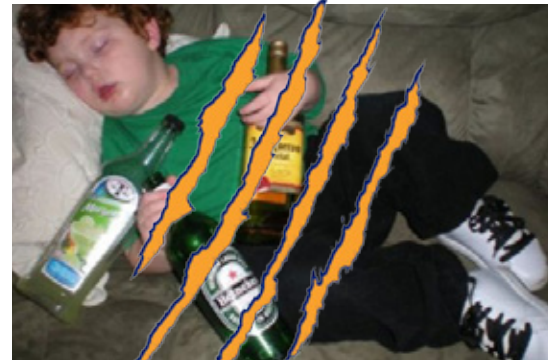
Tiger Beer's imagery captures an essence of a moment in contemporary society. A scroll down our social feed leaves you feeling both a freedom to explore, and part of a community. Its visual content is not a stretch, but an extension of what you are currently talking about. Both the good, the bad, and the downright ugly. We capture the awkward angles of the night, the raw truth of our context. We have the courage not to filter, the courage to laugh at ourselves, and the courage to stick to a point of view.

FACEBOOK: DO'S



RAW AND INTERESTING
IN THE MOMENT

FACEBOOK: DON'TS



DON'T BE PRETENTIOUS
DON'T FORGET THE TIGER BEER CODE

BRAND COMPONENTS



FACEBOOK: PROFILE PICTURE

As the face of the Tiger Beer brand online, consistency is paramount. We recommend all markets to use this profile picture. The profile picture can be updated during a campaign period, but should revert back to the general profile picture 1 week upon completion of the campaign.



Tiger Beer logo to be used without the "Tiger" wordmark as not to repeat the brand name on the profile page.



180px

180px

Profile picture should be 180px X 180px and should not be pixelated

FACEBOOK: COVER PHOTO



FACEBOOK: ABOUT PAGE

The About section represents the brand in a snapshot. We recommend all markets to minimally provide, and align on the information below.

About Tiger Beer	
Page Info	PAGE INFO
	Short Description Boldly inspiring people to ignite the passions inside them and to boldly pursue their dreams since 1932. Uncage your Tiger.
	Company Overview Tiger Beer is the definitive Asian lager, born and brewed in the heart of the world's most electrifying continent. From our visionary beginnings as the original tropical lager to topping world tastings globally, Tiger Beer has always used the finest ingredients during its strict 500 hour brewing process.
Website	www.tigerbeer.com.sg www.facebook.com/TigerBeer.SG www.instagram.com/tigerbeer/

A person is holding a bottle of Tiger beer. The bottle is dark brown with a blue and white label. The label features a tiger logo at the top, the word "Tiger" in a large, stylized font, and "EST. 1932" below it. Further down, it says "World's Acclaimed" and "LAGER BEER". The person holding the bottle has red nail polish and is wearing a silver bracelet. The background is blurred, showing other people in a social setting.

DO'S AND DON'TS

FACEBOOK: DO'S

- Your audience wants to be heard. Show them they are talking to more than a brand by engaging them on a personal level.
- Facebook's algorithm likes regularity. If you can't post every day, it's best to post three times per week, consistently, rather than five times one week, then only two times the next week.
- People mainly access Facebook through newsfeed – not the timeline. So make sure every piece of content works as a stand-alone idea.

FACEBOOK: DO'S

- People see an image first, THEN read the copy. Make sure they work together. And that you lead with the image.
- On average, people give 2-seconds per post, as they scroll through newsfeed. So think “is my post going to catch their eye?”
- Use Facebook insights to determine the best time of day to post your content - when your audience is online and active.

FACEBOOK: DON'TS

- DON'T undermine brand iconicity with cheap images just because they're popular on the internet.
 - Random cartoons; Baby-memes; Cat-memes or any memes that aren't part of our DNA;
 - Off-brand images; Cheap images; Sloppy composition in design.
- DON'T post content that has nothing to do with the brand DNA.
 - Puzzles; Random pictures; Cheesy content.
- DON'T like your own posts.
- DON'T change and/or decorate brand assets or infringe on the intellectual property rights of others.
- DON'T disrespect cultural differences/sensitivities.

FACEBOOK: DON'TS

- DON'T show or encourage consumption of alcohol while driving motor vehicles of any kind.
- DON'T feature drunk people or imply in any way that drunkenness is acceptable.
- DON'T suggest, feature, or imply any association with violent, aggressive, illegal, dangerous or anti-social behaviour.
- DON'T feature anyone that appears under the age of 25.
- DON'T create the impression that alcohol consumption contributes towards or is a prerequisite for social, business, academic, sporting or sexual success.

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The usage of the TIGER brand elements are governed by the requirements as stated in the TIGER manual and the user shall comply therewith and adhere strictly thereto.

In addition, complying with all applicable intellectual property laws is the responsibility of the user.

PLEASE KEEP IN MIND THE 8 KEY PRINCIPLES OF THE TIGER BEER CODE:

1. We do not primarily appeal to minors
 - Ensure any characters featured in our marketing or communications is and appears to be over 25 years of age.
2. We actively restrict exposure of our branding to minors
 - Therefore offering free beers can ONLY be done in space/venue that limits access to consumers above LDA.
3. We're always legal, ethical and truthful
 - This includes our attitude towards privacy and security, transparency about our product and content.

PLEASE KEEP IN MIND THE 8 KEY PRINCIPLES OF THE TIGER BEER CODE:

4. We advocate drinking responsibly, driving responsibly and general safety
 - i.e. Always including a responsible consumption message in all relevant brand promotions.
5. We do not associate our brands with anti-social behaviour or overconsumption
 - ie. Violence or binge drinking.
6. We never claim that consuming our brands leads to social or sexual success or enhanced performance
 - For example, “#morebottlesmoremodels”.
7. We are committed to our brands being part of a healthy lifestyle.
8. We are progressive about cultural context and its evolution
 - This includes our attitude towards gender diversity, lgbt, the environment, etc.