

Asahi

Who for: Asahi Super Dry

What for: Win a trip to Tokyo

Where: UK retailers

What we're doing right now:

We're delighted to be working with Asahi Super Dry on their on-pack promotion currently in multiple retailers until December.

To drive sales in the fast growing premium and world beer categories, Asahi Super Dry are offering consumers the chance to win one of three luxury trips to Tokyo for two. Shoppers simply scan the on-pack QR code which opens a microsite displaying a win or lose code.

The lucky winners will experience the culture of Tokyo and some of its best dining and drinking establishments whilst enjoying the flavours of Japan's No1 beer.



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