



# RIGHT PERSON, **RIGHT PLACE** FOR A BUZZ-WORTHY LAUNCH



## BACKGROUND

NESCAFÉ Canned Liquid Coffee (CLC) is **introducing a new formula** with added Arabica beans, tailored to the Thai palate. This enhancement aimed to deliver an exceptional taste that resonated with all Thais, especially those aged 25-45.

The brand aims to cut through the key messages via smart creators and smart media

The campaign sought to **drive sales**, expand market share, and **establish NESCAFÉ CLC as the leading choice for the best-tasting canned coffee.**

## APPROACH

NESCAFÉ teamed up with "HoneKraSae" the popular news program and host Noom Kanchai, **using humor and a playful connection to the host's friend to ensure constant visibility.** It featured a funny kickoff with the show's hosts and a series of engaging blind taste tests by Thai celebrities and influencers from various backgrounds. The campaign culminated in a lively YouTube Live showdown, boosting profile and generating social media buzz.

**YouTube's strategic ad formats (Masthead, CPV, VVC, VRC)** and partnerships, alongside local influencers, played a crucial role in maximizing reach, optimizing content, and driving campaign success.

## RESULTS

**77M**

views

**1M**

engagements

**7%**

sales growth

*"This is a perfect blend between the brand and creator. The identity of the creator is still there and it matches well with the brand image."* – Wilailuk Potrakoon, Chief Marketing Officer, THE STANDARD



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