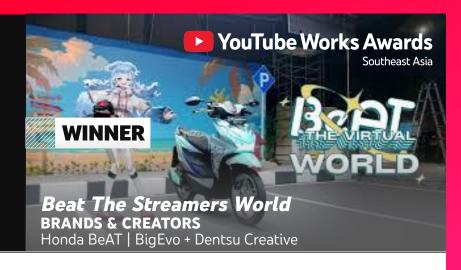


BREAKING THROUGH THE MULTIVERSE **WITH HONDA**



BACKGROUND

After 16 years as an icon on Indonesian streets, Honda BeAT faced a new challenge staying top of mind with Gen Z. a generation that saw it less as a must-have and more as iust another option, with only 30% considering it despite strong sales.

To spark a fresh connection, Honda immersed itself in Gen Z's world, embracing the vibrant wibu subculture and teaming up with beloved VTuber Kobo Kanaeru. The result was a one-of-a-kind motorbike collaboration that lived where Gen Z lives, in digital playgrounds like YouTube and livestreams, turning niche into new relevance.

APPROACH

The Honda BeAT x Kobo Kanaeru campaign tapped deep into digital culture to spark a genuine connection with Gen Z. Launching on YouTube, it raced to 10 million views and ignited global buzz, drawing creators from across Asia and beyond. In a first for Indonesia, they introduced BeAT Aeru, a virtual motor club that seamlessly blended entertainment with the thrill of riding. The campaign's boldest play came when they hijacked gamer livestreams with playful donation messages from Kobo, cleverly showcasing the bike's anti-theft feature. These moments turned into viral, meme-worthy content that fueled organic traction and propelled their reach far beyond expectation

RESULTS

36M+

Total reach

+170.27% Search volume of ReAT

Kobo

2.8M

Organic View

37,600+

Total Interactions



Stood out with clear, unique thinking , the VTuber ntegration was bold and inspiring, setting a new benchmark for the category Eka Sugiarto, Head of Media, Unilever

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