



BREAKING THROUGH THE MULTIVERSE WITH HONDA



YouTube Works Awards
Southeast Asia

WINNER

Beat The Streamers World
BRANDS & CREATORS
Honda BeAT | BigEvo + Dentsu Creative

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 just 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

2.8M

Organic View

+170.27%

Search volume of BeAT
Kobo

37,600+

Total Interactions

Stood out with clear, unique thinking, the VTuber integration was bold and inspiring, setting a new benchmark for the category.

- Eka Sugiarto, Head of Media, Unilever



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