

Hallmark of Success



World-Class Tiger

Tiger Beer won the Gold Medal in the European-style Pilsener category at the “World Beer Cup 2004”, the world’s largest beer competition. Tiger is the first Asian Brand to win this coveted award.

Tiger Beer’s cinema commercial won the Gold medal for Best Production Design at the eighth Malaysian Video Awards 2003; Silver for Best Cinematography; and Bronze for Best Costume Design and Best Editing.

Tiger together with Anchor also received the Gold Award in the Reader’s Digest Superbrands Survey 2003 conducted in six key Asian markets – Hong Kong, Malaysia, Philippines, Singapore, Taiwan and Thailand. The brands were measured based on quality, value, trustworthiness, strong image and their understanding of consumer needs.



Top-Ranking Heineken

Heineken has been ranked thirty-fifth in Asia's Top 1,000 Brands. The July 2004 issue of Media gave this top ranking and labelled it as the brand of choice of most Asian beer drinkers. It attributed its success to the winning formula of appealing to young adults via music and exclusive events.

At the Brand Equity Magazine Award, Heineken received the Bronze award under the Beer category in the RM751 million to RM1,000 million value segment. This inaugural performance-based award recognises firms that have managed and built brand share in their respective consumer markets.



Innovative and Excellent Guinness

Guinness won four out of the nine awards at Diageo Asia Venture’s Guinness Asia Venture Meeting – Consumer Immersion Excellence, Innovation Excellence, Passionate People Bursting with Belief and Grow Guinness F’04 Top Award.

Guinness won the Gold Award in the Direct Marketing category at the 2004 Cannes Lions International Advertising Festival in France, which is touted as the Oscars of advertising. The award was for its innovative birthday pack, which was hand-delivered to Members in the Guinness Loyalty programme together with their copy of the bi-monthly Guinness Insider Newspaper.