

## Management Review - Brand Highlights



GAB has a winning portfolio of brands designed to fit every drinking moment. We have worked hard over the years to further enhance their strengths in a competitive environment.

Our experienced and skilled sales and marketing teams have conceptualised and implemented many programmes to refresh and update our brands; enhancing their appeal to an ever-growing number of their loyal consumers.

## TIGER

### Tiger FC's Roaring Success

Tiger FC, an award winning programme widely acknowledged as "Best in Class", turned three this year. More than 60 Tiger FC viewing parties nationwide joined the celebration when the English Premier League (EPL) returned in August 2006 as fans watched two gripping games featuring Sheffield United against Liverpool and Arsenal taking on Aston Villa.

Between August 2006 and May 2007, a total of 500 viewing parties were organised throughout the country, presenting fans with a wonderful and exciting experience.

Tiger FC originated in Malaysia and its success has spurred other neighbouring countries beyond Malaysian shores to adopt it in their markets.

### FC Barcelona Welcomes Tiger FC

Tiger has grown from being the official beer of the Arsenal Club to also being the official beer of FC Barcelona. Several key members of the media were treated to a familiarisation trip to FC Barcelona's home stadium. The trip to Nou Camp took place in early November 2006 as part of Tiger FC's on-going media relations effort.

The media, together with football fans, had the rare opportunity to experience first-hand Tiger FC's international ties with world-renowned football clubs. Tiger FC has been the official Southeast Asia sponsor of FC Barcelona since July 2006 as part of Tiger's initiatives to bring the best football experiences to the region.

### Tiger FC Presents the Barca Tour

Tiger went further when it leveraged on its sponsorship of FC Barcelona to bring the Tiger FC Barca Tour to our shores for one night only; the event showcased a selection of historic memorabilia from Barcelona's glorious past, as well as merchandise from their current crop of superstars.

Meanwhile, 500 football fans got to watch a clash of titans encounter between Liverpool and Manchester United at the "My Home Bistro" in Sri Hartamas on 3 March 2007, courtesy of the Tiger FC Away Game.



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### A Gripping Season Final

The popularity of Tiger FC was cemented at what can only be described as the biggest football-viewing party of the year when over 1,500 football fans gathered at the Tiger FC Season Final Away Game held at the Bangsar Village outdoor car park on 19 May 2007. The right mood was set for the exhilarating clash between Manchester United and Chelsea at the EPL final.

Tiger FC raised the standards of football viewing when the Tiger FC Season Final saw the Bangsar Village outdoor car park transformed into a lively 14,000 sq ft arena dedicated to football-viewing, with a custom-made Tiger FC pitch, grandstand seating and huge screens.

### Tiger Rocks with 'Muse'

Tiger continued its association with live music with its *Tiger presents Muse World Tour 2007*. British rock trio Muse literally 'rocked' the house at the Stadium Negara on 25 February 2007, performing to a 6,000-strong Malaysian audience.

Tiger has set the standards for live rock concerts in Malaysia by sponsoring one of the biggest British rock bands. With that, one can only prepare for the next big event to rock our shores as Tiger continues to leverage on its international presence in big cities in the UK, Europe and the United States to introduce more progressive live bands to all Malaysians in the near future.

### Charitable Tiger

The first phase of the Tiger Sin Chew Chinese Education Charity Concert (CECC) was held successfully from 2 to 6 November 2006 all over Malaysia. Tiger Sin Chew CECC received overwhelming encouragement from community members who enthusiastically attended these concerts to lend their support to schools that would benefit from these events.

The first phase of the concerts raised a massive RM4 million. Ten other Chinese schools that needed funds to improve infrastructure and the overall learning environment of their students benefited from the second phase of the Tiger Sin Chew CECC that kicked off on 12 April 2007 and raised RM3.5 million.

Tiger has been dedicated to the development of Chinese education in Malaysia since 1994. The Tiger-Sin Chew CECC programme has so far raised RM160 million for the improvement of facilities and infrastructure in more than 350 Chinese independent schools.



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## GUINNESS

### Double Bonanza

The GUINNESS Double Bonanza promotion was one of the many ways loyal GUINNESS consumers were rewarded as it shows how much GUINNESS appreciates and values their support.

This time, the Double Bonanza, which was held from April to June 2006, saw 30 lucky winners take home lucrative prizes, including a RM10,000 grand prize, 42" plasma television sets, home theatre systems, mobile phones, digital cameras and mini hi-fi systems.

### Hall of Fame

GUINNESS leveraged on the rise in consumption by increasing the distribution of GUINNESS Draught to more urban bars, bistros and pubs across the country.

A tributary showcase of the GUINNESS Draught Hall of Fame was held at Avenue K in October 2006 for the media and selected guests in conjunction with the announcement of GUINNESS Draught's market penetration plans.

### Carrying the "Torch"

The GUINNESS Torch Fund is an annual programme started in 1996 with the aim of providing underprivileged, but academically proficient individuals with the opportunity to accomplish their dreams by means of an interest-free student loan. For the year, the fund raised RM180,000 for promising young scholars and to-date it has raised more than RM6 million to benefit more than 1,300 students within the local Chinese community.

In line with this, GUINNESS introduced a limited edition eight-can promotional gift pack this Chinese New Year as part of its on-going effort to give something back to the community. With an attractive packaging and an exclusive Imperial Gold Seal, signifying prosperity, RM2 from the purchase of each gift pack was channeled to the GUINNESS Torch Fund.

### Irish Fun

In March this year, GUINNESS had the distinction of bringing the first ever St Patrick's Day celebration to Malaysia. The GUINNESS St Patrick's Carnival witnessed a marching band, parades, stilt walkers, clowns and everything Irish that greeted consumers at Souled Out in Desa Sri Hartamas.

The event turned out to be one big party with green and black being the colours dominating the scene. Malaysia joined many other countries around the world in celebrating this Irish festival with great style.

### 9-Ball Tour

The GUINNESS 9-Ball Tour, which was formerly known as the Asian 9-Ball Tour, marked the brand's grand entrance into pool sponsorship. Pool and GUINNESS make a perfect combination as pool is meant to be shared with friends on a relaxed night out with a perfect pint of GUINNESS.

Taking the cue from this, Malaysia played host to the third leg of Asia's most prestigious pool championship, which was held at Genting Highlands Resort from 15-17 June 2007, and telecasted live on ESPN Star Sports. The tournament was played to packed crowds who witnessed the neck-to-neck battle leading up to the championship.



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## Black Challenge

The GUINNESS Black Challenge culminated in the finals at the Genting International Convention Centre on 18 June 2007. Eight of the country's best pool players battled it out for the crown of being the speediest pool player. Mr Tony Chung Jhun Heung from Kota Kinabalu, Sabah with an average time of 50 seconds per rack emerged the winner and walked away with RM2,000 and a trip to Bali, Indonesia to watch the GUINNESS 9 Ball Tour Grand Finale.

Prior to the finals, in line with the Black Challenge promotions, a Virtual Speed Pool Quest was made available online to further enhance the Black Challenge experience. Continuing GUINNESS' firsts in Malaysia, for the first time, an Animated Interactive Screen on Pool was specially installed at TGV Curve.

## Partying in Black

Without a doubt, the GUINNESS Black Party Series has established itself as THE party to be when it comes to class, style, fun and excitement. This year, the exclusive by-invitation party literally took to the skies as it was staged at the Arena of Stars in Genting Highlands. Featuring DJ Nesh, DJ Gabriel and Camelia, the party was one non-stop entertainment fiesta as the three celebrities did their part in chasing the mountain chill.

## HEINEKEN

### Musical Rainforest

The Sarawak Rainforest World Music Festival grows bigger and better year after year, and with Heineken's continued sponsorship of this internationally renowned event, it gives Malaysians an annual experience they can look forward to.

A showcase of ethnic music from Malaysia as well as the rest of the world, music aficionados congregate in the lush rainforest every year for an out-of-this-world musical experience.

This year which marked its 10th anniversary, the festival drew the participation of 19 bands from more than ten countries all over the world with 25,000 people cheering the bands on as they immersed themselves in this exotic musical experience. As the official beer, Heineken's annual presence complements its excellent taste in music with its excellent taste of premium beer.



## Champions Planet

Heineken is one of the main sponsors of the UEFA Champions League for three years running beginning from the 2006/2007 season. To support Heineken's sponsorship of the UEFA Champions League, an integrated marketing communication campaign titled "Heineken Champions Planet" was developed and implemented.

The highlight of the "Heineken Champions Planet" was the UEFA Trophy Tour that brought the trophy to Japan, Hong Kong, Indonesia, Malaysia and Thailand. Malaysia hosted the trophy from 22 to 25 March this year touring the three major cities of Kuala Lumpur, Ipoh and Johor Bahru. This enabled local football fans to see the trophy up close and personal.

## The Manager

"The Manager" is a game presented by Heineken as part of the Heineken Champions Planet experience. It is a game of strategy where consumers and participants were invited to think like a championship football manager. The winner of this game was sent on an all-expense paid trip to watch the UEFA Champions League final live in Athens, Greece on 23 May 2007. Consumers were invited to participate in the game by Heineken brand ambassadors via PDA in the outlets.

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### Thirst for Music

Heineken Thirst Studio is a groundbreaking collaboration of rising music talent and the planet's hottest producers across urban music genres, culminating in powerful new music and unique live performances across the globe. The Thirst Studio competition offers aspiring producers the opportunity to work with an international producer to create music that meets international standards.

The group CosmicSpaceMunkys beat stiff competition to emerge as the Heineken Thirst Studio 2006 Winner. The group, consisting of Joey G and Bobo, won the opportunity of working with international producer Paul Epworth in his studio in London.

The CosmicSpaceMunkys also joined some of the most talented bands in the region at the Heineken Thirst Studio held at the KL Tower on 16 September 2006. With over 5,000 attendees, this event was one of the biggest THIRST events ever.

### Heineken Stars

Heineken, partnering the Kuala Lumpur Fashion Week for the third year running, hosted a cocktail party and fashion show at Berjaya Times Square, Kuala Lumpur on 14 November 2006. Aptly themed "An Evening with the Stars", the glitzy event was attended by foreign dignitaries, celebrities and the "Who's who" of High Society.

### Heineken Moments

Where there's fun and festivity, there's surely Heineken. Heineken made it a memorable festive season for its consumers when it presented five stylish designer photo frames that served as collectibles.

Reflective of Heineken's international presence, the photo frame collection comprises depictions of five of the world's most famous landmarks from five well-known cities, namely; London's Tower Bridge, New York's Statue of Liberty, Sydney Opera House, Shanghai's Oriental Tower and Paris' Arc de Triomphe. Each frame was made available with the purchase of a bucket of Heineken beer.



### ANCHOR

#### A Smooth, Strong Impact

Anchor Smooth continued its smooth growth in the market and, in order to complement this, Anchor Strong entered the fray to give a further boost to our brand portfolio. With 8.8 per cent alcohol, Anchor Strong carved a niche in the high alcohol market, steadily and surely building a loyal consumer base for the brand.

Anchor Strong goes through a brewing process called "cold filtration", which removes all the excess yeast, making it an easy to drink, quality beer that is fuller and stronger in taste. An attractive price positioning also helped elevate Anchor Strong's appeal in providing consumers good value for money.



## KILKENNY

### An Exceptional Creamy Beer

Crowned as the "Cream of Beers" this Irish ale hails from Kilkenny in Ireland from where it gets its proud heritage. This exceptional beer is winning the hearts of drinkers the nation over and is fast growing in popularity among beer lovers. As a result, this strong premium draught is now more sought after by consumers and is clearly making its presence felt in more and more outlets. Kilkenny is fast becoming a rising star in our stable of premium brands with a steady increase in demand and sales.

## ANGLIA

### The Real Shandy

Malaysia's pioneer shandy, took on a new and refreshing image, giving it a more exciting, cooler and fun outlook while continuing to provide its drinkers a unique and refreshing drinking experience.

Anglia maintained its position as the leading premium choice of shandy in the country.

### Fantastic 4 Anglia

300 movie-goers were treated to the premiere of The Fantastic 4: Rise of the Silver Surfer combined with VIP treatment, delectable finger food and free flowing ice cool Anglia. They also had the chance to pose with the 'Silver Surfer' for a photo opportunity and win fantastic prizes such as iPod Nanos, Fantastic 4 t-shirts and Anglia six-packs.

## MALTA

### Wholesome Malta

Malta, the premium quality, non-alcoholic malt drink has transformed its packaging to reflect a more vibrant and contemporary appearance whilst maintaining its wholesome content.

It complements the overall brand portfolio and caters to consumers who lead an active and healthy lifestyle.

The natural goodness of malt and the high content of Vitamins B1, B3 and B6 needed for release of energy makes Malta the perfect choice for those seeking energy to maintain a fast-paced lifestyle.

The brand's positioning in the market was enhanced with the launch of a new look, in line with a new thematic campaign, *Do More*. The refreshed look, coupled with consumer promotions to publicise the campaign, placed Malta as an energising beverage to be consumed at any time of the day.

