

Management Review

# Brand Highlights

Each brand continued to grow in strength throughout the year, increasing in both market share and volume, contributing to the vigour of GAB's portfolio of iconic, international brands.





## TIGER BEER

### NEW STRIPES, SUPERB SIGNATURE TASTE

Tiger Beer stylishly progressed into a chic and sleek new look with a contemporary yet regal platinum and blue livery; befitting of its status as an award-winning beer and one of the leading brands in Southeast Asia.

With the makeover, the globally acclaimed lager is now complemented by a new livery, which exudes confidence, prestige and progression, with thousands of people queuing up to enjoy the signature smooth taste during the debut of the new look.

Tiger Beer remained in great shape throughout the year, driven by its brand equity and trade marketing initiatives.

### PREMIER EXPERIENCES FROM A PREMIER BEER

Tiger FC reasserted its position as a club that unites the football loving community, creates unforgettable experiences, and celebrates winning moments.

Now in its seventh year, Tiger FC has been playing a leading role in the region as the broadcast sponsor of ESPN Star Sports' coverage of Barclays Premier League.

Tiger FC's viewing parties have been providing football fans with exciting, unique, high energy augmented game experiences by giving them a great viewing experience, creating a stadium atmosphere, pouring out loads of fun and a celebration to remember each goal.



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During the year, Tiger FC created a priceless experience for four lucky winners who enjoyed a fully paid trip to Arsenal's Emirates Stadium where they watched the Gunners play against Birmingham City.

In addition to the Barclay's Premier League matches, the Tiger FC viewing parties also brought the battle of the most celebrated world football tournament from half way around the world to neighbourhoods throughout the country. Fans of the beautiful game cheered on to the drone of vuvuzelas and celebration dances as Spain went on to defeat the Netherlands in the final to lift the Cup.

### PREMIER PREDICTION POWERS

To further complement the fan experience, the Tiger FC PowerTable® - an online football statistics analytical tool - was introduced, adding another dimension by allowing football fans to more accurately predict match outcomes based on performance.

### TERRIFIC TUNES FROM TIGER

Live music events presented by Tiger Beer have always been a tremendous success and fans were delighted again when it presented the biggest Tiger Asian Music Festival™ to date, which was more than 10 hours long. It featured more than 25 artistes from 7 Asian countries.

### PUTTING A TIGER IN THE SAILS

Tiger Beer put some wind in the sails of the 21st Raja Muda Selangor International Regatta with the Tiger International Challenge Cup, as the title sponsor for the Non-IRC cruising category; in line with its philosophy of celebrating winning moments.



### HALLOWEEN WITH TIGER

Tiger celebrated Halloween with three Tiger Beer Halloween parties held concurrently in Bangsar, KL and Johore on 30 October. These outlets were dressed up for the occasion and consumers were treated to Tiger Beer promotions all night long. Tiger further engaged its Facebook fans through its Halloween e-greeting cards, which fans could send to their friends.



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## GUINNESS

The popularity of Guinness continues to soar, attracting a new, younger generation of drinkers while retaining its loyal base of adoring fans. GAB once again won the coveted Guinness League of Excellence Award for the best brewed Guinness in the world, outside of Ireland. This makes it the 5th consecutive year that GAB has won the award, empathically validating the quality of the brew.

The award is testimony to the stringent production standards and practices, as well as passion, craftsmanship and unyielding level of care and quality that goes into the production of Guinness by GAB, edging out over 50 other Guinness breweries around the world.

### GOING WITH THE FLO ON ARTHUR'S DAY

Following the phenomenal success of the Arthur's Day celebration in 2009, GAB was once again given the honour to host the party for the region this year. In what has become a much-anticipated fixture on the Malaysian party calendar, the 2010 tribute to the life and legacy of Arthur Guinness saw international artistes Flo Rida, Sean Kingston and Colby O'Donis headlining the party at Sunway Lagoon.

Over 8,000 party-goers turned up to the event. The night ended with a display of fireworks, and the crowd toasting, as always, "To Arthur".



### A MAGICAL MERRY GUINNESS

The end of the calendar year once again saw Guinness providing consumers with unforgettable experiences with its countdown to the Christmas celebrations. A mix of 54 small and large "Merry Guinness" events were held all over the country as consumers celebrated Christmas the Guinness way while enjoying special Guinness promotions.

Accompanied by hearty meals, including the traditional turkey, revellers in Guinness-themed party hats were entertained by Christmas carollers, live bands and magicians. Consumers also took home limited edition Guinness Heritage Collection glasses, among other gifts and prizes.

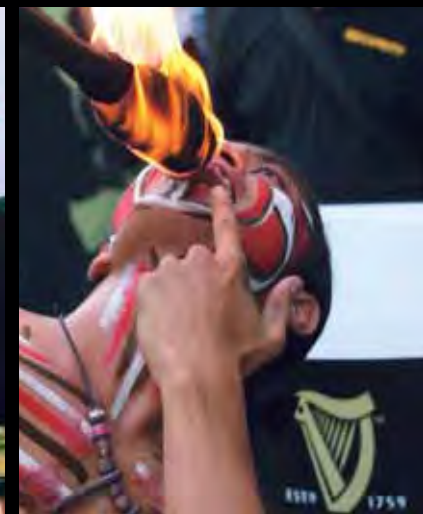


### AN ENTIRE MONTH OF ST. PATRICK'S FUN IN MARCH

Kuala Lumpur turned green as thousands of people, pubs and green balloons came together at a street party to celebrate St. Patrick's Day, which was the culmination of a month long "Merry Goes Round in March" party with Guinness.

The exciting street party saw participation from 20 outlets at Changkat Bukit Bintang, and was attended by more than 8,000 party-goers. Street entertainers and dancers gave beer lovers a taste of the global party experience that has been celebrated in other major cities worldwide.

In the lead up to the street party, pubs and entertainment outlets throughout the country were dressed up in black, white and green. They contributed to the festivities with promotions, exclusive giveaways and performances as they brought the traditional Irish celebration to life.



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ORIGINAL RECIPE

HEINEKEN LAGER BEER

DIPLOME D'HONNEUR AMSTERDAM 1893



TRADE

MARK

Heineken

MEDAILLE D'OR PARIS 1875  
GRAND PRIX PARIS 1889



HORS CONCOURS MEMBRE DU JURY

EST.

PREMIUM QUALITY

PASSION FOR QUALITY

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**HEINEKEN**

Already the world's No. 1 international premium beer, Heineken earned The Brand Laureate Heritage Award for "Best Brand in Beer" as well as another Silver at the Putra Brand Awards for "Best Beverage - Alcoholic". This reiterates the brand's efforts to constantly remain premium, relevant and contemporary to consumers.

**HEINEKEN & MUSIC - TASTING, EXPERIENCING, ENJOYING**

Heineken has become synonymous with the music scene in Malaysia, putting an international cutting edge to events and new music experiences for consumers. From the rainforests of Borneo to the trendiest clubs in Kuala Lumpur, Heineken has been behind some of the best funk, smoothest jazz and chilliest electronica to hit Malaysia.

**ROCKING IN THE RAINFOREST**

Heineken was once again a partner of the annual international music event, the Rainforest World Music Festival 2011, which was held at the Sarawak Cultural Village. This year, the brand introduced a new feature – the Heinekabana, a laidback longhouse oasis of cooling mist fans, ice cold beer and a chance to charge those ubiquitous portable electronic devices – and kept festival goers chilled, relaxed and refreshed throughout the three days of escapism and jungle vibes.



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### HEINEKEN GREEN ROOM PULSATES WITH EPIC BEATS

Bringing a spirit of adventure, surprise and discovery, the Heineken Green Room has been showcasing international and local cutting edge electronic music and has developed a reputation for providing stunning, new musical experiences as well as photography, sculpture and fashion projects.

It delivered The Rapture to over 2,000 underground music lovers, whose images during the event were captured by celebrity photographer, The Cobrasnake.

### HEINEKEN THIRST SLAKES MUSIC FANS

A music and lifestyle event, Heineken Thirst returned as a new flagship event from Heineken Music, fusing cutting edge electronic sounds and creative lifestyle content for a new and immersive way to experience music. Its re-entry into the party atmosphere was held at the Sepang International Circuit, heralded by Godskitchen Boombox, a unique architectural, multimedia, visual and music event concept by international super-club brand Godskitchen.



### COUNTDOWN TO CHRISTMAS

In the weeks before Christmas, Heineken held 25 countdown parties nationwide. There were "Angels", prizes, presents and photos, as well as bottled water as part of Heineken's "Enjoy Heineken Responsibly" campaign.

### UEFA CHAMPIONS LEAGUE TROPHY TOUR

Heineken's relationship with the UEFA Champions League has provided football fans with a world-class opportunity and Malaysia was the first stop of a four-nation tour of the most prestigious prize in club football. As the only partner allowed to showcase the trophy outside of Europe, Heineken was able to share something exclusive with fans in this part of the world. 25,000 turned up to our viewing events to see the trophy and have their pictures taken with it.







**NEW**  
Kilkenney  
in bottles

## KILKENNY

Traditionally a draught beer only available in bars, pubs and restaurants, the unique taste and texture of Kilkenney was made available in a bottle at restaurants, food courts as well as pubs and bars across Malaysia.

A rising star in the GAB portfolio of premium beers, demand for the Irish ale has been steadily increasing as Malaysians seek out premium brews.





## STRONGBOW

UK's no. 1 selling cider sponsored the crew of the Baby Tonga, which raced in the 21st Raja Muda Selangor International Regatta (RMSIR), Asia's oldest and most respected offshore yacht races, where it was also a beverage sponsor.

The Strongbow powered Baby Tonga emerged as champion once again in the premier cruising division in this year's race.







## MALTA

Malta grew by more than 10% in its second successive year of double digit growth. The tagline, "Malt Goodness for Active Lifestyles" is the current campaign message of the product, and this seems to be hitting the right chord with consumers. Some of the notable communication activity regarding the brand was the year-round press campaigns in both the Peninsular Malaysian, and East Malaysian dailies.