



GUINNESS®



GUINNESS Stout

In this New Millennium, a vastly different world from the one in which Arthur Guinness acquired everlasting fame as the man who gave the world its most famous and enduring drink, it is easy to forget that he was perhaps the most far-sighted man of all time.

When he signed the 9,000-year lease in 1759 for the St James's Gate brewery in Dublin, Ireland, he must have known that GUINNESS Stout



would stand the test of time because of its rich, distinctive taste and proprietary goodness.

It is a tribute to both the man and the drink, that the last great sporting event before the New Millennium - the 1999 Rugby World Cup - was played against the backdrop of a major sponsorship from GUINNESS, the original all-black stout.

In Malaysia, GUINNESS capitalised on this event with a series of promotions and followed up with its own tournaments, the GUINNESS CUP and the GUINNESS Jonah Jones Rugby 7s.



Away from the rugby field, the success of the GUINNESS Badminton Smash Fest tournaments proved research findings that this is the No. 1 sport among GUINNESS drinkers in our country.



In June 2000, 140 Irish men and women - including visually impaired cyclists - toured the country under GUINNESS sponsorship to raise awareness of the visually impaired in a unique project that attracted top flight media .



And in the field of entertainment, GUINNESS Mega Movie presented Crouching Tiger, Hidden Dragon - a Hollywood production in the action-packed martial arts genre that mirrors the brand's image of a blockbuster success.



In advertising, Phase 2 of the new GUINNESS campaign "It's The GUINNESS Man Again" continued to emphasize the brand's positioning as the drink that fuels the performance of real men with witty situations that sets a GUINNESS man apart from everyone else. A fitting tribute, perhaps, to Arthur Guinness.





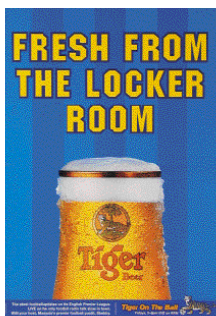
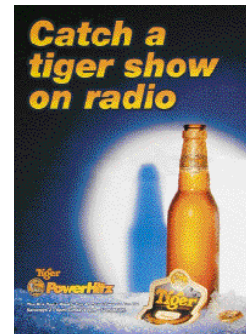
Tiger Beer

Tiger Marks New Territory

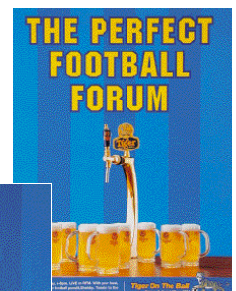
The “World’s Best Lager”, Tiger Beer continues to break new ground as the beer for the modern Asian tiger. Culminating from its win, upstaging over 190 beers from around the world at the 1998 Brewing Industry International Awards – dubbed the ‘Oscar of Beers’, the brand has grown from strength to strength. Its latest win continues its award-winning legacy dating back from 1939.

In Malaysia, the brand has made great strides as a leading, fine quality beer. Tiger Beer has successfully achieved strong brand awareness through aggressive expansion of its brand activities.

The brand’s strategy of associating with the latest trends led to the introduction of Tiger Powerhitz, the brand’s music platform. In doing its part for charity, the brand had also successfully hosted the Tiger Powerhitz Charity Show Concerts. Now in its 7th year, it can lay claim to being the leading Chinese concert featuring the cream of Malaysian entertainers. Tiger Beer has again struck the right chord.



Until recently, the brand’s forays into sports has been limited. There was a growing popularity of football, particularly the English Premier League. In seeing this untapped opportunity, Tiger Beer launched its football platform, Tiger On The Ball, where the brand presented Malaysia’s first and only football radio talk show. Coupled with a weekly football supplement in major newspapers, the brand was able to effectively ‘own’ the football-mad beer drinker segment. Tiger Beer has scored a new milestone.



Success Brews Success...

Tiger’s popularity is spreading rapidly across the Asia Pacific region, and in Malaysia, it is by far the fastest growing brand. Every year, more of today’s consumers are appreciating Tiger Beer.

