

# OVERVIEW

GUINNESS

Events and Celebrations: Wherever people gather, we are there with our range of products to satisfy their needs.



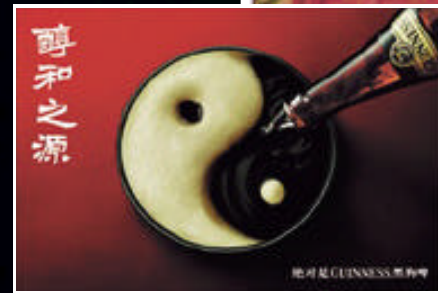
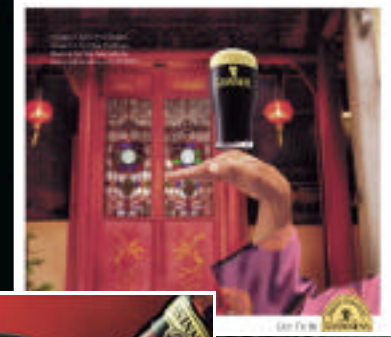


We have a single-minded marketing objective -- when people get together, we want our brands to be there too. The strategy is simple. We want to provide the right drink to suit the occasion, the mood and the people.

This means that we must understand our consumers thoroughly -- who they are, where they meet and why they get together.

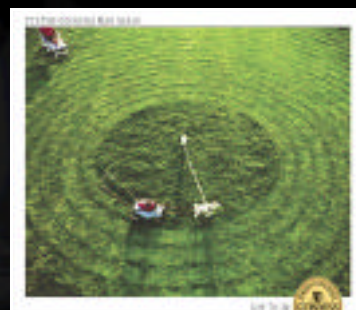
Since imagery plays on the mind, long after the taste disappears from the throat, everything; from event sponsorships and promotions to thematic ads, point-of-sale materials, collaterals and premiums are created for maximum impact. This is what keeps the consumers coming back for more.

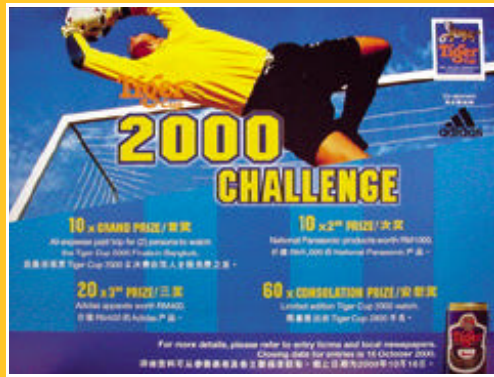
So, to ensure that millions of people around Malaysia continue to enjoy our marvelous brands every day, it is the challenge of marketing to continually refresh the impact of those brands, build new ones and develop new markets. Each event and each piece of communication has to work hard for us to appeal and create preference for our brands all the time, every time!



# BRANDS

**Guinness Stout** – Its rich, distinctive taste and goodness reflects the drinker who is discerning, strong, masculine and sociable. Here is a drinker who appreciates challenges and celebrates them heartily.





**Tiger** – "Asia's fastest growing brand", is a fine quality beer that appeals to a younger crowd. A drink for hotshots to whom financial freedom and freedom of choice drives them to reach for the best.





**Heineken** – the "World's Number 1 International Premium Beer" is the most widely available beer brand in the world. It targets the sociable drinker in search of quality time with friends.

Three great reasons to celebrate with Heineken.

Get together with the special Collaborative Pack from Heineken.

Available with Carrefour

FREE! 3 imported Heineken glasses with every 52 bottles purchased.

The World's No. 1 International Premium Beer



# BRANDS

A toast to the world's greatest landmarks from Heineken.

Get 2 FREE with every dozen bottles of Heineken.

Visit a range of other, well-known cities of the world's greatest landmarks such as London's Great Wall of China, New York's Statue of Liberty and get two glasses FREE of one of our popular landmarks today.

Heineken: The World's No. 1 International Premium Beer

The New York exhibition was a great success. He got excellent reviews. We look forward to our exhibition.

Everyone tasted the rising star.

It could only be Heineken.



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BEER - BOTTLES





**Anchor Beer** – has a more diverse portfolio. It ranges from the distinctive smooth flavour of Anchor Pilsener Beer, to Anchor Ice Beer; a leader in the ice segment, appealing to young adult drinkers and available in most trendy nightspots, all the way up to Anchor Special Beer, a premium quality high alcohol beer.



**Malta** – the all-natural malt drink, a perfect energy-sustaining drink for the indomitable spirit that prizes accomplishment and soul satisfaction above all else. Malta powers the body so that it can achieve more.

**Anglia Shandy** – a refreshing blend of lemonade and beer. It is a lighter proposition, ideal as a lubricant during a good social occasion.



Of course, advertising and promotions are only one side of the marketing coin. As well as building and promoting our brands, we have to ensure that the product delivers the promise by maintaining quality and excellence in product, positioning and presentation.

Ultimately, these will create a conducive climate for sales, a receptive frame of mind and satisfied, loyal drinkers all over Malaysia.

