



SPORTS



Our commitment to nurture brand awareness is also demonstrated by our sponsorships of various sporting events.

These sports events not only carve niches and create preference for our brands but have also taken on lives of their own; spinning off into definite events where individuals with similar sporting interests can gather to celebrate, mingle and enjoy good times.



Guinness Stout targets fast-paced and challenging sports like the Guinness Jonah Jones Rugby 7s and the Malaysian Wushu Championships for example. The message is clear - the Guinness Man excels when the stakes are high.

Tiger represents everyman, focusing on the nation's passion: football and this year, ventured into Futsal, an indoor 5-a-side variation of the game and 7-a-side outdoor football.