

# Management Review

## *Brand Highlights*



• Tiger presents TENSION



• The power of Powerhitz

## Delivering Memorable Consumer Experiences Through Our Customers

With the privilege of good market insights, Guinness Anchor Berhad has worked hard to meet the growing sophistication in the needs of our customers and consumers in terms of brand marketing and promotional activities.

The dedicated sales and marketing team with the strong support of dealers and retailers have been pivotal in creating a successful blend of promotions and brand events, as highlighted below.

### Roaring Tiger PowerHitz

The popular Tiger PowerHitz Concert series continued into its ninth year with a revitalised look and an exciting line up of stars. The new and modern Tiger PowerHitz logo was unveiled, presenting a contemporary and progressive

personality. Reflective of Tiger's youthful and trendy image, Tiger PowerHitz provided mega tour concerts by big names in Chinese music such as TENSION, David Tao, A-Mei and pop-diva Faye Wong.

The original Tiger PowerHitz Chinese Education Concerts, which have year after year been making major contributions to the development of Chinese schools through funds raised, also took on a new identity. In recognition of the role and contribution of Sin Chew Daily to the success of these fund-raising efforts, the concert was renamed Tiger-Sin Chew Chinese Education Charity Concerts. This reflected a renewed strategic alliance and the long-term commitment of both Tiger and Sin Chew Daily in supporting Chinese education in Malaysia. The new Tiger-Sin Chew Chinese Education



*Guinness supports Chinese education*

# Management Review

## Brand Highlights



• Tiger and Sin Chew Daily with local sensations



• Just testing whether you're on the ball with Tiger



• Men with the black - the new sleek bottle

Charity Concert was launched at the Tavern and it was officiated by then Deputy Minister of Information, Datuk Donald Lim.

### Tiger on the ball

Tiger was again the official broadcast sponsor of the ESPN and Star Sports coverage of the English Premier League. Tiger, through its "Tiger on the Ball" Football Parties, provided high quality viewing experiences. To add to the fun of watching live telecast of their favourite football teams in action at a host of popular nightspots in the Klang Valley, football fans had a chance to win attractive prizes by participating in some exciting games that were lined-up.



The Guinness MIL1,000,000 Contest rewarded many

### Modern and sleek black

Malaysia, the largest Guinness market in Asia, had the distinguished honour to be the first country in the world to launch the new sleek and contemporary Guinness Foreign Extra Stout bottles.

In a move to evolve together with the ever-changing lifestyle of Guinness consumers, the new bottle exudes confidence, modernity and boldness. It is a new look that appeals to today's generation of drinkers but the flavour and taste of the stout remain the same.

The new look heralded the series of Guinness Black Party that exclusively introduced the new Guinness experience and attitude to the young, exuberant and contemporary urban and semi-

# Management Review

## *Brand Highlights*



• A big, big Ang Pow from Guinness



• The glamorous meet in Heineken's Night of Glamour



• Why not you? A Guinness challenge to BELIEVE

urban group of consumers. Specially tailored local and international performances with lively visuals, cool music and exhilarating dances and bold fashion shows have attracted more and more to be “blacklisted” for the Black Parties.

### **Bonding and Cheers with Guinness**

Communion and goodness are very much part of Guinness. Leveraging and building on these two core values, Guinness organised bonding sessions comprising more than 1,000 “Together & Cheers” events at refreshment outlets in rural and sub-urban locations for consumers to bond with their friends. These sessions engaged the consumers with interactive games and rewarded them with

attractive prizes. Bonding sessions are aimed at encouraging togetherness, sociability and to provide the opportunity to learn a bit more about Guinness in a light-hearted social occasion.

### **Guinness The Insider Newspaper**

Building on key learnings from and consumer feedback of the previous Guinness club quarterly direct mail pack, Guinness kicked off its new one-to-one relationship marketing programme: The Insider, in June 2003. The permission-based and personalised bi-monthly Chinese newspaper, Hao Jia Tian Xia serves the latest updates on current, local and global news on Guinness and its activities.

# Management Review

## *Brand Highlights*

### **Guinness “MIL1,000,000NAIRE”**

In conjunction with the introduction of the new sleek bottle, Guinness launched the Guinness “MIL1,000,000NAIRE” Contest: a first of its kind nationwide promotion which ran from October to December 2003. Just like the flowing goodness of Guinness, rewards for the Guinness drinkers also flowed freely. It offered consumers a chance to win RM1,000,000 in addition to RM500,000 worth of sure-win instant prizes every time they purchased Guinness. This together with the easy mechanics of the competition resulted in an overwhelming 290,000 entries submitted.

Loyal Guinness drinkers as well as new converts won exclusive Guinness merchandise comprising watches, caps and t-shirts, mini hi-fi sets, televisions, home theatre systems and cash prizes.

### **RM2,000,000 Guinness Big Ang Pow**

Guinness brought more to cheer for the festivities by giving away free Magnum 4D tickets to eligible consumers from January to March 2004 and a chance to win up to RM2,000,000. The contest attracted a record-breaking number of entries of 865,753 redemptions and a loyal drinker from Perak was handsomely rewarded with the RM2,000,000 cash prize, the first and largest single cash award to an individual for a promotion in Malaysia.

### **Guinness Brings Alive “BELIEVE” in You**

With the launch of the new thematic campaign of “Someone’s Going to Do It, Why Not You? BELIEVE”, Guinness set out to evoke the individuals’ inner desires by getting them to be conscious of their passion and living out the values of resilience and determination. It fired up the passion and reinforced the values of self belief and inner strength which are embodied in the Guinness brand through the “Why Not You? BELIEVE” competition.

It inspired hope, optimism, confidence and determination. At the same time, the competition challenged the individual to go out, achieve and to be successful in whatever they have set their mind to in life.

From this competition, five outstanding individuals were chosen for their understanding of the values of inner strength and self belief.

Their rewards for being the chosen ones were RM1,000 worth of gifts and a chance to spend four weeks to gain real-life experiences with five outstanding personalities in their own chosen field of expertise.

### **The torch lights on**

The Guinness Torch Fund, set up in 1996 to provide financial assistance to needy students from Chinese Independent Schools, presented interest-free study loans worth RM448,000 to enable fourteen students to pursue their tertiary education.

# Management Review

## *Brand Highlights*



• Heineken Thirst uncovers DJ talents



• 70 and still a strong following



• HeinekenMusic, a new note that many love

This torch fund has up to this date contributed more than RM6 million to help more than 1,000 bright and deserving students.

### **Reloaded with Heineken**

Heineken threw 'Get Connected' parties in conjunction with the worldwide tie-up with the Matrix Reloaded movie to provide fans with a truly unique and never-to-be-forgotten Heineken experience. The fans were treated to a night of fun, fashion and music at various outlets – Matrix Pool Club in Philio Damansara, The Disco in Central Market, KL and SOULed OUT in Sri Hartamas.

Adding on the fun were Heineken and Matrix pop quiz where contestants had a chance to win the limited edition Heineken 3-litre bottles, the Matrix Reloaded soundtracks and cool Heineken sunglasses.

### **Green Room Sessions**

Green Room Sessions, presented under the HeinekenMusic brand is now synonymous with fresh and cutting-edge music. It has continued to attract the young and trendy music lovers in the Klang Valley which is now in its third year.

Heineken was also the main sponsor of the Philips International Jazz Festival 2003, which is one of the premier jazz events in Malaysia.

### **Cinema under the stars**

Heineken was once again the official beer sponsor of The Starlight Cinema for the second year. For six weeks in June and July 2004, some of the latest blockbuster movies were screened including Matrix and Lord of the Rings.

# Management Review

## *Brand Highlights*

### **Simply Glamorous**

Glamour and sophistication is what a brand like Heineken exudes. Therefore, it is only natural for it to be associated with an event on glamour and sophistication like the KL Fashion Week. Heineken was the official sponsor of the KL Fashion Week Gala Dinner and the event was appropriately themed Heineken's Night of Glamour.

The highlight of the evening was a fashion parade of the works of top designers, among whom were Zang Toi, Andrew Gan, Khoon Ooi and Sayfol as well as Indonesia's Sebastian Gunawan and Pakistan's Maheen Kardar Ali and Kamiar Rokni. Our business partners and media were treated to a night of glamour indeed!

### **DJ Action**

Heineken Thirst hit Kuala Lumpur once again, providing an opportunity for local DJ talents to be uncovered.

After rounds of heart thumping events, the finals held at Velvet Underground, Zouk KL saw DJ Blink and DJ Ray working their magic with 30 minutes set each in the presence of renowned DJs like Italian

House legend Daniele Davoi, and World No 1 DJ Tiesto. DJ Blink emerged as the winner and won himself a place at the Heineken Thirst event in Taiwan and RM5,000 cash.

### **70 and still going strong**

Anchor Smooth turned 70 in 2004. The seventieth anniversary party held at The Tavern was a celebration of its heritage, evolution and perseverance throughout the decades.

Through its rich history, Anchor has made many, many friends and for its seventieth birthday, the honour was given to three very special friends who had shown extraordinary ties with the brand. The three outstanding loyalists were an Anchor consumer for more than twenty years; an employee of Guinness Anchor Berhad for more than twenty years who had contributed to the development of the brand as its brand manager in the early days; and an avid Anchor memorabilia collector for the past twenty years.

Anchor was first introduced in Malaysia in 1933 and it was relaunched as Anchor Smooth in November 2002.

# Management Review

## *Technical Highlights*



• State-of-the-art systems in place



• Quality in production



• Ability to handle increasing output

## Commitment to Improvement

The brewery has undergone a multi-phase upgrading which involves the automation of the brewhouse and, the upgrade and automation of the beer cellars.

The brewhouse automation, which involved the installation of a state-of-the-art automation system, has been completed, heralding a host of benefits to boost production and cost efficiency at the Sungei Way Brewery.

Reduction in production cost per hectolitre achieved by lower utilities consumption, less extract losses and fewer human resources deployed were some of the benefits derived. Also apparent were consistency in quality leading to overall improved quality as well as increased efficiency.

The upgrade and automation of the beer cellars are on-going. The first phase of the cellar

automation exercise involved the automation of the lager cellar and it was commissioned before Chinese New Year. It contributed to the smooth running of our production and we could meet the increased outputs required for the festive periods. This was followed by the commissioning of the automated bright beer cellar in April 2004. The stout cellar and Heineken cellar were commissioned just after the financial year under review.

With this, the brewing section can be considered to be almost fully automated. The only manual handling is the bright beer filter which will be incorporated in the automated system in the new fiscal year.

In light of the volume increase over the last few years, we have also embarked on some large capacity expansions in the fermentation cellars.

# Management Review

## *Technical Highlights*



• A sign of quality and safety



• Attention to details in safety



• Leveraging on technology for security enhancements

### Security enhancement

Reflective of the commitment to continually improve and upgrade the brewery is the introduction of the Smart Card Security System which will leverage on technology to enhance security.

When fully operational, this Smart Card system will fully secure the brewery, including its various offices. The Smart Card will define the areas accessible to each individual. Besides confining movements of individuals for brewery security and also individual safety, the system will allow the security office to know the location of the individual at the click of the mouse in the eventuality of an evacuation.

### Food safety and quality emphasis

While security and safety in the brewery are the focus of attention, food safety and integrity as well as quality remain an important priority for the

Management. For the second successive year, Guinness Anchor Berhad successfully received the renewal of the Ministry of Health's Hazard Analysis Critical Control Point (HACCP) and ISO 9001:2000 certification. This strongly endorsed the efforts to continually improve the manufacturing process and the safety and integrity of our production output.

In July 2002, Guinness Anchor Berhad became the first brewery in the country to get the HACCP and ISO 9001-2000 certification. The two internationally recognised standards were renewed a year later and again last year.

Guinness Anchor Berhad now looks forward to adding another feather to its cap next year when it has to go through the process of fresh application for both the HACCP and ISO 9001:2000. Under this fresh application, it will have to undergo a full external audit unlike the annual renewal process where it is subjected to surprise audits during the course of the year.

# Management Review

## *Technical Highlights*



## Environmental responsibility

Guinness Anchor Berhad takes its environmental responsibility seriously and where necessary, measures are always instituted to underscore this concern. One of the measures that have been introduced in the operations is better segregation of waste and disposal in dedicated bins. This is a small step but a big contribution to ensure that waste is disposed off in a better and more environmentally-friendly as well as cost-effective way.