

(TRADITIONAL MARKETS)

Malaysia

OVERVIEW Guinness Anchor Berhad (GAB) had an impressive year in 2001-2002. The period was marked by slower economic growth – the duty paid retail malt liquor market shrank following the incidents of September 11 – aggravated by continued smuggling activities and growing availability of cheaper ASEAN beers.

Despite this declining market, brand activities leveraging the festive period at the beginning of this year as well as the month-long 2002 FIFA World Cup activities provided some respite. Against these competitive market conditions, the company employed a strategy of portfolio marketing and enhanced its organisational effectiveness.

As a result, GAB managed to gain 1.2% in market share despite a declining market. This translated into an improvement in profits by 20%. Tiger, one of Asia's fastest growing beers, and Heineken, the world's No. 1 international premium beer, spearheaded the growth with both recording double-digit growth in sales volume.



BRAND ACTIVITIES *Tiger On The Ball*, a radio talk show that fielded football pundit and talk show host Segerbeth Singh (Shebby) was primarily responsible for Tiger's success. Sponsored by Tiger, the show aired during last year's English Premier League (EPL) season, featuring EPL matches, team and player reviews and insights into the league. In tandem with the show, the *Tiger Pub Quiz Challenge* made its rounds on the pub circuit, where Shebby tested patrons on knowledge of the league. Tiger also sponsored the *Tiger Football Sevens*, a 7-a-side outdoor football tournament.

The event attracted 21 teams from Australia, Japan and Vietnam among others, and was held at Penang Polo Grounds.

Tiger's strong visibility was maintained through its sponsorship of Rock Records' *10th Anniversary Mega Concert*. The first marathon concert of its kind featured 16 of Rock Records' popular foreign and local artistes where Tiger beer won its way into music fans' hearts while the artistes enthralled with the unending rock extravaganza at the well branded concert venue.

Behind Heineken's success was a series of events that enhanced the brand's profile. The *Heineken Jazz Sessions* have made the



The regional Adam King campaign escalated Guinness' brand profile.

brand synonymous with jazz music with the crowds gravitating to the trendiest spots in Kuala Lumpur for the *Heineken Green Room sessions*.

Heineken further underscored its efforts in promoting jazz in Malaysia when it helped showcase The *Dutch Swing College Band*, one of the world's most famous jazz ensembles. Held at the JW Marriott Hotel, Kuala Lumpur, this special performance



was organised in conjunction with the Malaysian Dutch Business Council.

Heineken also extended its support to *The 1st Kuala Lumpur Gourmet Festival* which showcased Malaysia's 13 top restaurants. Among the highlights, diners at the festival had a chance of winning a trip for two to the famous Heineken Museum in Amsterdam.

Heineken was the official partner of *The 10th Men's World Cup Hockey 2002* which drew participation from 16 of the world's best teams. The event was watched by millions the world over. A vibrant *Heineken Hospitality House* was set up at the tournament venue which proved popular with the crowd.



AWARDS Last year was a significant year for Guinness Anchor Berhad as it became the first brewery in Malaysia to be awarded the ISO 9001:2000 certification. This was an upgrade of its ISO 9002 certification received in 1995. The Company was also the

first in the industry to earn the Ministry of Health's Hazard Analysis Critical Control Points (HACCP) certification that identifies, evaluates and controls hazards that are crucial for food safety.

In a recent international survey on global brands conducted by AC Nielsen, Heineken was named as one of the billion dollar global brands. As over 200 global brands were reviewed across 30 countries with only 43 brands meeting the qualifying criteria, Heineken had proven itself to be one of the world's top brands. Guinness Anchor Berhad was one of the 23 packaged manufacturers to receive recognition for "reaching the Billion Dollar Mark". In AC Nielsen's inaugural list of Malaysia's top 100 brands by sales, Tiger took the 4th position in the list of high selling brands.



"We made great strides in strengthening brand equity, creating exposure for our key brands which resulted in increased market share despite the declining market. Tiger and Heineken were named among the leading brands. These were topped off with our ISO 9001:2000 and HACCP certification. I'm really proud of the team."

Mr Jac van Herpen, Manager Director, Guinness Anchor Berhad, Malaysia