

# Heineken Malaysia Berhad



**Heineken®**  
The World's No. 1 international premium beer



**Heineken® 0.0**  
Dealcoholised Beer, same great taste as Heineken®



**Tiger Beer**  
World-acclaimed iconic Asian beer



**Tiger Crystal**  
Made crystal-cold for ultimate refreshment



**Strongbow Apple Ciders**  
The World's No. 1 cider



**Kilkenny**  
The premium Irish ale





**Guinness**  
The World's No. 1 stout



**Anchor Smooth**  
A Malaysian favourite since 1933



**Apple Fox Cider**  
The New Zealand inspired cider



**Paulaner**  
No. 1 German wheat beer



**Kirin Ichiban**  
Japan's No. 1 100% malt beer



**Anglia**  
The real shandy



**Malta**  
Premium quality non-alcoholic malt beverage

# Brand Management

**HEINEKEN Malaysia celebrated yet another year of success led by an iconic portfolio of international and local brands. We continued to connect and engage with consumers, growing our premium portfolio with a focus on delivering world-class experiences to our consumers.**



## Putra Brand Awards 2020

HEINEKEN Malaysia recorded another outstanding achievement at the Putra Brand Awards by bringing home three more accolades in 2020. Tiger Beer clinched the most prestigious Platinum Award, while Heineken® achieved Gold, and Guinness won Silver. The latest wins bring HEINEKEN Malaysia's total awards tally at Putra Brand Awards to 33 since 2010. This prestigious award recognises brand-building excellence across various platforms, measured by consumer preference.

Tiger Beer won its first Platinum Award in recognition of the brand's impressive efforts in connecting with consumers during a challenging year. It is also an honour for Tiger Beer to be the second beer brand to achieve Platinum status after Heineken® won it in 2019. Tiger Beer rallied consumers to support Malaysian street food by donating RM 1.5 million to street food vendors, coffee shops and food courts during Movement Control Order (MCO) through its Save Our Street Food campaign; before launching the Tiger Street Food Virtual Festival – the world's first fully-immersive, 3D, online street food festival experience. The brand delivered street food experience onto screens to ensure that consumers could enjoy delicious street food and ice-cold beers in the safety and comfort of their own homes.

Beyond engaging consumers during these difficult times, HEINEKEN Malaysia's flagship brands – Heineken®, Tiger Beer, Guinness, and Apple Fox Cider – committed RM1 million and launched the 'Raise Our Bars' platform to support bars and pubs too. This initiative enabled consumers to purchase vouchers for beer, stout or cider from their favourite bars, and receive a second, free of charge, from HEINEKEN Malaysia in return for their support. The campaign helped bars and pubs to recover from financial difficulties once MCO was lifted.

**33**  **PUTRA**  
BRAND AWARDS  
**Putra Brand Awards**  
since 2010

# Heineken®

## World's No.1 International Premium Beer Brand



### Heineken® Socialise Responsibly

Heineken launched the “Back To The Bars” campaign when the MCO was lifted to celebrate the reopening of bars whilst reminding consumers to #SocialiseResponsibly. The campaign gave a fresh perspective to social distancing in bars, and that although new bar experiences can be awkward, it is important for consumers to respect the rules of social distancing because “there’s one thing better than the first night out, another night out.” On top of that, Heineken® also gave away 20,000 free pints to consumers to celebrate the reopening of bars.

*“there’s one thing better than the first night out, another night out.”*

#SocialiseResponsibly

### Heineken® 0.0 Launched in New Cans

Heineken® 0.0 launched a new can packaging for consumers to enjoy, anytime, anywhere! Boasting a slimmer, more stylish and premium look, Heineken® 0.0 was launched following the rise in in-home consumption occasions amidst the new normal. The pandemic forced a shift in the workforce as more businesses are adopting the work from home approach. However, it’s rather easy for the 9-5 grind to become dull and repetitive, ultimately resulting in a rather mundane work from home experience, but with Heineken® 0.0, work hours are now happy hours! From 23-31 December 2020, consumers who invited Heineken® 0.0 to their virtual meetings received 4 cans of Heineken® 0.0 delivered right to their doorstep.



### Heineken® Epic Virtual New Year’s Eve Countdown

Heineken® encouraged Malaysians to usher in the New Year in the comfort and safety of their homes, by bringing an electrifying countdown party experience to all living rooms. After a year filled with unexpected circumstances, Heineken® connected more than 200,000 Malaysians to end the year on a memorable note, while enjoying social experiences responsibly. This culminated in the epic Heineken® Starclub NYE Live countdown, headlined by W&W, the Dutch DJ duo are known for their commercial, big-room house and trance beats.



## Brand Management

# Tiger Beer

## World-acclaimed iconic Asian beer



### Tiger Beer 2020 Chinese New Year – Double The Huat!

For Tiger Beer, the Year of the Rat – 2020 coincided with the iconic brand's auspicious 88th anniversary. In honour of this double celebration, Tiger Beer shared the prosperity with consumers with its campaign 'Double the Huat'. Tiger Beer collaborated with Namewee, to create a brand-new music video just in time for the festivities. The campaign kicked off with a grand launch event held at Pavilion Kuala Lumpur, where the legendary Malaysian singer-songwriter, Namewee, took to stage as part of the big reveal, performing a selection of his popular songs – including his new Chinese New Year track, "Year of Rat" – created in collaboration with Tiger Beer. The 'Double The Huat' campaign went all out to give consumers an exciting festive season, with a series of promotions, contests and activations on a grander scale than ever before across all channels, including restaurants, coffee shops, supermarkets, convenience stores and e-Commerce.



### Tiger Save Our Street Food

Tiger Beer donated RM1.5 million to support Malaysian street food during the Movement Control Order (MCO). The funding helped to cover rent for street food vendors, coffee shops and food courts across the country as they face reduced income due to the various restrictions. During the campaign, supporters could purchase a voucher for a big bottle of Tiger or Tiger Crystal (RSP RM17) at only RM10. The outlet then receives the initial RM10 voucher price, plus the full RM17 RSP value from Tiger Beer for each voucher redeemed. Tiger Save Our Street Food is part of a wider regional initiative from Tiger Beer, #SupportOurStreets. In addition to supporting street food vendors across Asia, #SupportOurStreets encouraged consumers to stay off the streets as part of continued safe distancing measures across the region.



### Tiger Virtual Street Food Festival



Tiger is famous for regularly hosting large-scale street food festivals, with a great selection of street food to savour alongside ice-cold Tiger Beer. In 2020, holding an event like this was not possible. Instead, Tiger took the street food festival experience to the next level: from the streets, and onto consumers' screens. The Tiger Street Food Virtual Festival is much more than simply a home delivery service – it recreated the full experience of a food festival in a completely digital world and the first of its kind anywhere in the world. Visitors walked the 3D streets as their own customized avatar, interacting with others, playing games and visiting vendors, before ordering street food directly to their door. Visitors also played games to win rewards and enjoyed exclusive Happy Hour promotions from Drinkies, HEINEKEN Malaysia's at-home beer delivery service.



# Guinness

## No.1 Stout in Malaysia and the world over



### Guinness Flavour by Fire Home Edition

As Malaysia's favourite and the World's No. 1 Stout, Guinness stayed true to its consumer-inspired approach in its activities last year. The brand created a home edition for its Flavour by Fire campaign by engaging celebrity chefs Sherson Liam, Johnny Fua and Sapna Anand to create new recipes using leftover ingredients suggested by consumers. This inspired consumers to get creative with existing ingredients from their kitchen and to create memorable cooking experiences with their loved ones during those lockdown moments when they stayed at home.



### Guinness Exclusive Christmas Gift Sets

In conjunction with the year-end festive season, Guinness launched three exclusive limited edition Christmas gift sets. Available via Drinkies, The three sets - The Christmas Spirit (DIY Guinness cocktail kit), A Sweet Christmas (Guinness Christmas cupcake mix), and Spice & Nice (Guinness-infused sauces) - each came packed with Guinness Foreign Extra Stout, along with a selection of items to help bring a touch of Guinness magic to anyone's festive celebrations.



# Apple Fox

## the New Zealand inspired cider



### 'Fox It!' to Quench your Curiosity with Apple Fox Cider

In a strange year defined by cancelled plans, postponed holidays, video calls instead of hanging out with friends, Apple Fox, the cider made with wayyy more apples, encouraged consumers to say "Fox It!" and celebrate the annual apple harvest season, with special promotions, activities and contests for cider lovers nationwide. Apple Fox launched a platform where fans can use their phones scan the fox to reveal a full-fledged cider factory, complete with a number of cheeky foxes running the show. In addition to learning about how cider is made, exclusive prizes were up for grabs. From the month of September, consumers could purchase a limited edition 4-bottle pack of Apple Fox Cider that comes with an exclusive Apple Fox aluminium mug at participating hypermarkets and supermarkets, as well as on Drinkies.my. The celebration peaked during the Apple Day Weekend from 23rd to 25th October, where consumers got to enjoy a free Apple Fox Cider throughout the weekend at selected outlets nationwide.