

# Brand Highlights

## 36 Putra Brand Awards since 2010



### Cheers To Yet Another Triple Win At Putra Brand Awards 2021



HEINEKEN Malaysia's world-class brands continued its winning streak, seizing three outstanding accolades at the Putra Brand Awards 2021. It was yet another triple win as Heineken® and Tiger Beer won Gold, while Guinness achieved Silver. These new wins bring the total awards tally to 36 since the inception of the Putra Brand Awards.

Despite the challenges in the external environment, we continued to invest behind our brands and stay connected with our customers and consumers whilst adapting to the new normal. This achievement was made possible by the team at HEINEKEN Malaysia and our business partners who demonstrated resilience, courage, commitment, and passion to ensure we delivered the best to our consumers.

By putting our consumers at the centre, we enabled the creation of innovative, meaningful, and exciting campaigns. The pandemic challenged existing norms and pushed us to be more creative as we strived to connect with consumers whilst delivering premium, world-class experiences just as we have been known to do.



For non-Muslims aged 21 & above only. ENJOY RESPONSIBLY

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



### Heineken® - Enjoy the rivalry of UEFA Euro 2020™

Heineken®, the proud official beer partner of UEFA Euro 2020™, encouraged fans to join in the fun with its new campaign 'Enjoy the Rivalry'. After more than a year of waiting, UEFA Euro 2020™ finally took place from 12 June to 12 July 2021. Accompanying the campaign is a range of Limited-Edition Heineken® UEFA Euro 2020™ bottles and cans, featuring the flags of participating teams. Available in special combo packs at participating supermarkets, hypermarkets, convenience stores and on Drinkies, HEINEKEN Malaysia's e-Commerce platform, where exciting promotions and special bundles included Limited-Edition jerseys, football scarves and official Heineken® glassware.

### Heineken® 0.0 Dry March – Enjoy Guilt Free March

After the exciting holiday and festive season when many indulged in food and drinks after overindulging in food and drinks, Heineken® 0.0 helped consumers take a step back and refresh with the Heineken® 0.0 Dry March campaign. Taking inspiration from the popular global trend of Dry January where consumers give up alcohol for a month, Heineken® 0.0 encouraged Malaysian consumers to adopt a balanced lifestyle by having their own Dry March. To keep consumers motivated, Heineken® 0.0 partnered with local fitness instructors and a celebrity chef to curate a series of virtual activities to enjoy with a can of ice cold Heineken® 0.0.



### #PerfectWithHeineken Festive Campaign

In conjunction with the year-end festive period, Heineken® launched the #PerfectWithHeineken campaign to elevate festivities and make celebrations perfect. Consumers were asked to share their #PerfectWithHeineken Wishlist and winners got to experience unique celebrations with friends and family, accompanied by the Artificial Intelligence (AI) beer companion - Heineken® Beer Outdoor Transporter (B.O.T.), an autonomous robot cooler that utilises AI and motion sensor technology to transport Heineken® beer and follow its user wherever they go.

# Brand Highlights

## Tiger Beer World-acclaimed iconic Asian beer



### 'Bring on the ONG' Chinese New Year Festive Campaign

Tiger's 'Bring on the ONG' campaign welcomed the year of the Ox with an exciting and rewarding nationwide promotion, giving loyal consumers RM1,000,000 worth of prizes up for grabs, including RM18,888 'ONGsome' cash Ang Pows, among others. Tiger also launched limited edition festive cans. The collectible cans in auspicious colours of red and gold were designed with the Chinese greeting 'Wang Shi Ru Yi' symbolising prosperity. Throughout the campaign period from January to mid-February, various promotions and contests were activated across channels in participating restaurants, coffeeshops, supermarkets, convenience stores, as well as through HEINEKEN Malaysia's e-Commerce platform Drinkies.



### 'Xperience The Xtraordinary' With Tiger Street Food

Due to ongoing social restrictions, the Tiger Street Food Virtual Festival was held again, this time bringing together streetwear, street food and many new exciting features for the virtual festivalgoers. As part of Tiger's consistent efforts to support the local street food scene, over 100 street food vendors took part in the festival. Fans could enjoy their favourite street food dishes paired with Tiger Beer and Tiger Crystal, all delivered to their doorsteps. Breaking the boundaries of street food, the brand also partnered with Malaysian streetwear brands to curate limited-edition streetwear apparels specially for this virtual festival. The six-week-long campaign featured many other attractive promotions available for fans outside of the virtual festival too, including rewarding Tiger Beer consumers with exclusive vouchers of food delivery platforms to drive support towards street food vendors.



### Uncage Your Inner Fire with Tiger Crystal

Tiger Crystal – crystal cold refreshment, brewed for your fire, is all about inspiring fans to uncage their inner fire. Tiger Crystal launched the #FireStarter platform to encourage fans to explore and discover new skills and passions with confidence. Featuring local mentors, surfskate pro Aaron Chan, Don Michael of Happyfingers Jumps, Meng from All Is Amazing and Mavic from Craft at No.7, the #FireStarterSquad welcomed fans to learn tricks of the trade and master the basics from them. To keep the fire burning and to put the skills learnt to the test, each mentor ran a contest on their respective Instagram pages to give away an exclusive Tiger Crystal Fire Starter Kit, for fans to kick start their new passion.

## Brand Highlights

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



### Add joy to Mid-Autumn Festival with Guinness Mooncakes

Just in time for the Mid-Autumn Festival, local bar chain The Beer Factory (TBF) and Malaysia's favourite stout, Guinness, partnered once again to create the limited-edition Guinness Snowskin Mooncakes. Wrapped up in a velvety black snowskin, Guinness Mooncakes set themselves apart with deep roasted flavours of Guinness and chocolate-infused lotus paste with an alcohol-infused golden bean paste centre, creating a rich and indulgent treat. Exclusively available at selected TBF outlets across Peninsular Malaysia, the Guinness Snowskin Mooncakes were housed in a premium presentation box of black and gold layering, making it an ideal gift for Guinness-lovers.

### 31 Days of St. Patrick's Celebration with Guinness

Guinness gave consumers a chance to celebrate all last year's missed occasions this St. Patrick's month. For 31 days in a row in March, Guinness spread joyful St. Patrick's spirit to its fans in Klang Valley and Penang with the Guinness St. Patrick's Celebration Kits, which were curated exclusively for fans to catch up on their missed celebrations. Each kit is carefully curated with a dash of Guinness and St. Patrick's elements to it. Guinness partnered with various vendors across the Klang Valley and Penang to create these masterpieces, namely myBurgerLab with Topsy Boar, Coley, Makhan By Kitchen Mafia, The Ice Cream Bar and Anniekins Cakehouse in the Klang Valley as well as Mish Mash, Cake By X and Three Tiers Ice Cream in Penang. Besides that, also available at participating outlets nationwide was a free limited-edition Guinness tumbler with any purchase of Guinness Draught or Guinness Foreign Extra Stout all through March.



### Guinness is Ready When You Are

When the lockdown was lifted, restaurants were finally able to welcome guests back for dine-in. Guinness gave family and loved ones an opportunity to reconnect post lockdown through its 'Ready When You Are' campaign. Whenever they are ready, fans will finally be able to reunite with friends, family and loved ones at their favourite outlets, while catching up with long-overdue conversations. Doing all that with a glass of fresh, cold, smooth and creamy Guinness in hand is the perfect commemoration to all those months of waiting. Guinness brought back the renowned STOUTie machines to selected partner restaurants and bars where consumers can print their selfies on top of a cold and creamy glass of Guinness.

## Brand Highlights

# Edelweiss

## The premium wheat beer born in the Alps



### New Brand Launch: Edelweiss, the premium wheat beer

In June 2021, HEINEKEN Malaysia launched the latest addition to its portfolio of award-winning beers and ciders – the premium wheat beer Edelweiss. Born in the Alps, Edelweiss offers a fresh, contemporary twist to a centuries-old wheat beer.

Edelweiss is brewed with all-natural ingredients and a unique blend of mountain herbs, it is easy to drink with a refreshing finish and a subtle, fruity aftertaste. It is a smooth wheat beer with a distinctive golden cloudiness.

Edelweiss is available across Peninsular Malaysia in bottles, cans and on draught. Stylish and beautifully designed, the new Edelweiss Blade machine is a countertop draught dispenser, which serves Edelweiss at a crisp Alpine temperature of 2°C. With its “Brewlock” technology, BLADE delivers pints of Edelweiss through a keg of eight litres and keeps beer fresh for 30 days without the need to finish the keg in a single seating.



### #FeelTheAlps in your City with Edelweiss

Edelweiss, the premium wheat beer born in the Alps, inspired fans to hit the refresh button and awaken their senses to enjoy life in a fun way whilst rediscovering their cities in a new light. Edelweiss kicked off the #FeelTheAlps journey by rallying various influencers share their inspirations on how they rediscovered their cities. Fans were invited to share their #FeelTheAlps experience in the comments section of Edelweiss’ social media post, or take part in contests run by influencers and stand to get rewarded with exclusive prizes and Edelweiss experiences.

In conjunction with the campaign, Edelweiss took the Alpine experience to a whole new altitude by launching the first Edelweiss Flagship outlet – The Alps Bar in Genting. The modern and sophisticated bar was majestically decked out to depict the essence of the Alps, and a highlight was the breath-taking view experienced from the first floor of the bar that truly brought the #FeelTheAlps experience to new heights.