

Press Release

Carlsberg Part of The Game

26 May 2010



“Officially part of Team England.”

“Nice One.”



Carlsberg kick-offs Football Tour to bring the beautiful game closer to fans

Carlsberg is putting its muscle behind its partnership as the official beer of Team England and is gearing up to excite fans of football with a nationwide Football Tour extravaganza. The launch is set to reinforce Carlsberg's image as an international premium beer, and its association with Team England for World Cup 2010 will demonstrate that Carlsberg understands the enjoyment, the mindset, the exhilaration, and the passion that is football from a fan's perspective.

"Football represents one of the most effective platforms for reaching out to our consumers and Team England is a big deal in Malaysia, enjoying a massive fan base," says Soren Ravn, Managing Director of Carlsberg Malaysia. "It will be such a strong attraction because many star players in Team England are already fan favourites in Malaysia. We expect our Football Tour to build huge excitement in every state of Malaysia that will result in higher consumption and exposure for the brand."

World Cup is an event that unites people and suits a brand that operates on a global scale. He added, "Wherever you are in the world, the passion for football is all about connection, camaraderie and celebration – and that's what our brand stands for."

The Carlsberg Tour Bus

To help build up the Football Tour and excitement over Team England to a feverish pitch, Carlsberg will be taking its football 'celebration' on the road with trade partners in their soon-to-be ubiquitous Carlsberg Tour Buses. The extravaganza will host football fans at Carlsberg venues around Malaysia.

These special buses, adorned with players of Team England will ferry a bus full of cheerleaders, percussionists and football evangelists. As a tribute to Team England, Carlsberg is planning for special appearances by famous English icons such as the British Royal Guards and the British Police "Bobbies" during the Tour.

Wherever they stop they will leap out of the bus and pump up the volume and create a party atmosphere fuelling the football fever with trivia contests and consumer promotions. Once a venue is sufficiently infused with Carlsberg's unique blend of football celebration, the Carlsberg Tour Bus will pack up and head on to their next destination.


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Exclusive Team England Merchandise

Fans of Team England will enjoy a real treat, as Carlsberg will be giving away exclusive licensed collectibles of Team England. These collectibles are emblazoned with the team crest and colours so fans can show their team spirit. Team England merchandise can be obtained when you purchase Carlsberg beer at participating retail outlets and venues.

List of Merchandise:

- Caps
- T-shirts
- Towels
- Lighters & Lighter Casings
- Mini balls
- Schedule Pens

Consumer Promotion & Contest

Carlsberg will also launch Team England commemorative retail packs, which comes in packs of 6 and 24 cans. With every purchase of a 6-pack you will get a free Team England towel, with every 24-pack you will get a free Team England T-shirt and with every 3 big bottles purchased at trade outlets you will get a free Team England lighter. Everyone is a winner.

You also stand a chance to win fabulous prizes including all-expenses paid trip to England, with every purchase of Carlsberg Team England commemorative 6-pack and 24-pack. Winners of the Carlsberg consumer promotion will be walking away with these exciting prizes:

1st Prize: All expenses paid trip to England for two

2nd Prize: Sony 40" LCD TV (x10)

3rd Prize: Sony Laptop (x10)

Consolation Prizes: Carlsberg Team England Jersey


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The Football Parties

Football will not be complete without viewing events with fans at your favourite venue. Carlsberg will support over 100 trade partners around the country as they host more than 180 football parties over the 31-day event. Each outlet will run unique activities and promotions that cater for the enjoyment of their patrons.

"It's only natural to have Carlsberg at any football celebration. Carlsberg and football goes way back and we are proud to be the fuel of celebration for every cheer, every goal and every win. We hope football fans will come in droves to support their favourite team, especially if that team is Team England," says Soren.

Carlsberg anticipates a high number of turnouts at each outlet, significantly more than a typical British Premier League match, and the number and scale of each event will grow as the date move closer to the Finals. With a large number of viewing events supported, Carlsberg fans will not have to travel far to meet like-minded individuals to enjoy a football match with. So brace yourself, football fan or not, no one would be able to escape the Football fever coming to a street near you.

Football Tour to result in increased lead over competitors

Carlsberg will be maintaining high level of activities all the way, right through to the last blow of the whistle of the final game. The strategy serves Carlsberg well in a competitive market. It gives the brand the upper hand against its rivals, as official association with football, particularly with Team England puts Carlsberg in the top spot. "It's a wow factor that will gain us more Carlsberg fans," says Soren.

"We have studied sales patterns over previous World Cup and it's like having two Chinese New Year celebrations and Christmases in the same year," says Soren. "When the roar of the crowd erupts in Soccer Cup Stadium in Johannesburg on 11th June, we hope our brand Carlsberg will score some gain of our own from that magical moment."

"For us at Carlsberg, the beautiful game will begin with a 'Nice One,'" quips Soren.

Team England Merchandise



Team England Cap



Team England T-Shirts



Mini Ball



Carlsberg Team England Jersey



Official Team England Jersey



Towels



Lighters & Premium Casings

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Appendix

Above The Line



Print Ads - Newspapers & Magazines

Below The Line



Buntings

Packaging



6-can pack

24-can pack



Posters

Livery Design



Back View

Side View

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Appendix

National Promo: Spot the Difference Contest



Contest Form

Tentcards

MOFT Promo



Tentcard

Mailer Ad

Tentcards

Bunting

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Appendix

TONT Promo



Banner



Bunting



Poster

MONT Promo



Tentcards

7-11 Car Sticker Contest



Car Sticker



Poster



Fridge Stickers



Appendix

Trade Promo



Contest Form

Carlsberg Tour Bus



Side View (Left)



Side View (Right)



Back View





www.carlsberg.com.my