

FOR IMMEDIATE RELEASE

Press Statement 29/2018

10 October 2018

Page 1 of 4



Connor's Continues to Deliver Promise of a Taste "Just Made Right"

**Connor's received 96% satisfaction rate by stout lovers,
recruited more than 12,000 Brand Ambassadors and bagged
Gold for Best Engagement Strategy**

Shah Alam, 10 October 2018 – Connor's Stout Porter's 'Stout Challenge' received an impressive 96% satisfaction rating from Malaysian drinkers who took part in the blind-taste 'Stout Challenge' validating the brand promise of delivering a taste "Just Made Right".

Held nationwide in September for the second time this year, the 'Stout Challenge' successfully recruited 12,000 Brand Ambassadors nationwide where live on-ground engagements took place at 80 hot spots in KL, Selangor, Ipoh, Penang, Malacca and Johor.

Curious consumers and passers-by were introduced to the natural quality ingredients used to brew Connor's, learned the right way to pour a perfect pint and rated the unbranded brew. Further elevating the experience, stout lovers who took up the challenge were rewarded with a voucher for a FREE pint of Connor's redeemable at participating outlets.

The ratings from the challenge is an affirmation that consumers love Connor's Stout Porter's carefully concocted brew, infused with a blend of unique flavours, roasty undertones with a gentle caramel note that delivers a crisp texture that balances the bitterness and robustness.

"We strongly believe in our premium draught stout hence the promise of a taste "Just Made Right". Proven by the success of Connor's blind-taste 'Stout Challenge' having received a 93% satisfaction rate, followed by recruiting an additional 12,000 Brand Ambassadors with an engaging marketing experience, we are glad to see that the unbranded challenge made a positive impact to discerning draught stout drinkers," said Charles Wong, Marketing Director of Carlsberg Malaysia.

As a testament to the success of the Stout Challenge, the unbranded activation by Connor's clinched itself a GOLD award for Best Engagement Strategy for a Male Audience, SILVER award for Best Customer Experience and a SILVER award for Best Use of Experiential/Live Marketing at the Loyalty & Engagement Awards 2018 by Marketing magazine in Singapore.

Yet to taste the widely acclaimed draught stout by Connor's? You've got to taste it to believe it! Head to participating bars, pubs and restaurants and join thousands of others who have tasted it and affirm that the Connor's Stout Porter is "Just Made Right".

For more on Connor's Stout Porter, visit www.facebook.com/ConnorsMY.

About Connor's Stout Porter

Introduced to the Carlsberg portfolio back in 2009, Connor's Stout Porter is a recipe recreated by our Master Brewer that was inspired by the original Stout Porter, in draught, delivering the same perfect balance of bitterness and robustness that made it a popular choice among the British in the 1700's. Locally brewed to preserve its freshness, Connor's Stout Porter delivers a crisp texture, creamy head and gentle roasted undertones – a brew just made right for the everyday drinker.

For further enquiries, please contact:

Fang Qing Yao
Senior Brand Manager

DL: 03 - 5522 6289
HP: 017-339 7963

QingYao.Fang@carlsberg.asia

May Ng
Senior Executive, Corporate Communications & CSR

DL: 03 - 5522 6404
HP: 016-913 3235

may.yk.ng@carlsberg.asia

Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor's Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my

供即时发布

新闻稿 29/2018
2018 年 10 月 9 日



Connor's “完美均衡，恰到好处” 的独特好滋味

Connor's 获黑啤爱好者高度评价，满意度高达 96%，同时招徕超过 12,000 名品牌大使，并一举夺得最佳消费者互动策略金奖的殊荣。

莎阿南 9 日讯 – 参与黑啤挑战（‘Stout Challenge’）盲品测试的马来西亚黑啤爱好者，都高度评价 Connor's Stout Porter，满意度高达 96%，再度印证品牌对‘完美均衡，恰到好处’独特滋味的初心和承诺！

九月份举行的今年度第二次全国性‘黑啤挑战’，成功在吉隆坡、雪兰莪、怡保、槟城、马六甲及柔佛 80 个热点的现场互动中，招得了超过 12,000 名品牌大使。

好奇的消费者和路人都可以近距离了解以天然原料酿制而成的 Connor's，学习如何正确倒酒及为匿名黑啤评价。接受挑战的黑啤爱好者也都获得礼券，即可在参与的销售处兑换免费一杯 Connor's，这更让他们乐上加乐。

挑战中所得的正面评价，再度印证消费者喜爱精心酿制的 Connor's Stout Porter 及其所蕴含的畅爽口感、淡淡的香烤滋味，以及不太浓烈、不太苦涩的独一无二口感。

马来西亚 Carlsberg 集团，市场总监黄冠中说：“我们对于精酿黑啤‘完美均衡，恰到好处’的口味信心十足。而事实也证明如此，Connor's 的匿名盲品‘黑啤挑战’取得 93% 的满意度，并从这场现场活动中招募了 12,000 顾客。我们很高兴能够在匿名盲品挑战中取得积极的评价，赢得口味独到黑啤爱好者的青睐。”

Connor's 盲品测试黑啤挑战的成功，也让它在新加坡《Marketing》杂志的 2018 年度忠诚及互动颁奖礼上，一举拿下一金两银的佳绩，赢得了最佳男性目标互动策略金奖、最佳顾客体验银奖及最佳测试/现场行销银奖。

是否还没尝过获得高度评价的 Connor's? 请你务必要一试！现在就动身前往参与的酒吧、酒廊和餐厅，与数以千计的爱好者一起先尝为快，你才能体会 Connor's Stout Porter 的‘完美均衡，恰到好处’独特滋味。

关于更多 Connor's Stout Porter 的详情, 请浏览 www.facebook.com/ConnorsMY.

更多查询请联络:

Fang Qing Yao

DL: 03 – 5522 6289

QingYao.Fang@carlsberg.asia

Senior Brand Manager

May Ng 黄奕勤

DL: 03 – 5522 6404

may.yk.ng@carlsberg.asia

企业传讯及企业社会责任高级执行员

成立于 1969 年并在大马交易所上市，大马 Carlsberg 为 Carlsberg 集团区域投资的部分，旗下包括新加坡及斯里兰卡。我们的主打品牌 Carlsberg 是最为人知的啤酒品牌之一，Kronenbourg 1664 Blanc、Somersby、Asahi Super Dry, Connor's Stout Porter 则是本地其他优质品牌。公司员工约 600 人，以负责任态度销售产品并维持业务永续发展。

更多详情，请浏览 www.carlsbergmalaysia.com.my。