

**PRESS
RELEASE**

PROBABLY THE BEST BEER CAMPAIGN IN THE WORLD

“If Carlsberg Did...” advertising campaign kicks off in Malaysia

Kuala Lumpur, 5 June 2015 – Carlsberg unveiled a new thematic campaign in Malaysia, putting a modern twist on probably the most iconic beer advertising campaign of all time – ‘If Carlsberg did...’. The campaign demonstrates what the ‘world’ would be like if it was as superior as Carlsberg beer. This campaign has been running in the UK, Ireland, Sweden, Denmark and a range of other markets around the world, and Malaysia is now ready to take this a step forward based on strong local insights that ring true to our consumers within the region.

“This campaign that we are embarking on is unique, as it plays with Carlsberg’s trademark humour and imagination,” said Juliet Yap, Marketing Director of Carlsberg Malaysia. “It reflects well on the brand’s commitment which strives to deliver the finest quality in everything it does since 1847, especially its beer,” she added.

Engaging consumers from a digital front, Carlsberg’s thematic campaign was launched with a 30-second web video which offers an amusing and refreshing take on a common experience of an everyday beer drinker. The video captures a man’s weariness as he accompanies his girlfriend while she shops. The story takes a twist when he discovers, to his sheer delight, a men’s oasis behind the walls of the fitting room. This video was produced locally and will be released in other Carlsberg markets around the world.



“It is definitely a cheeky take on a couple’s shopping experience. In coming up with this video, the thought was that, if Carlsberg did fitting rooms and got into the shopping experience, what would it be like? I am sure we would work to make it the best fitting room in the world for men! But we don’t, we make probably the best beer in the world,” Juliet explained.

Taking the campaign beyond the screen and bringing it to life in a way that engages consumers, shoppers around Pavilion and Mid Valley Mega Mall in KL, Gurney Plaza in Penang and The Shore in Malacca, were taken by surprise on Friday and Saturday, with those carrying shopping bags being treated to a complimentary pint of Carlsberg at participating Carlsberg outlets.

“Taking cue from the tagline ‘If Carlsberg Did...’, we thought it would be a good idea to put a smile on shoppers, particularly those accompanying their partners shopping. We hope to give shoppers probably the best shopping experience, with probably the best beer,” Juliet smiled.

Commenting about further plans for the campaign, Juliet revealed that it will run through the year, with another five web films being set for release. Similar to the debut video, the forthcoming videos are in similar vein, highlighting everyday experiences and how Carlsberg turns them into something superior in a witty manner, which is set to bring more consumer smiles and cheers.

Complementing this thematic campaign and bringing to life the essence of Carlsberg’s brand promise, where it always strives to enhance consumers’ experience in everything it does, 150 participating food courts and Chinese restaurants throughout the country will be running the Carlsberg “Get-Together” Night. At these events, consumers stand a chance to win a barrel of Carlsberg at the outlet. This provides a unique experience for consumers in these outlets as they do not normally enjoy Carlsberg fresh from tap.

Discover the world of “If Carlsberg Did...” at www.probablythebest.com.my. Stay tuned to this site for more upcoming Carlsberg consumer promotions and activations.

About Carlsberg Malaysia



Carlsberg Brewery Malaysia Berhad Group (Carlsberg Malaysia) was incorporated in December 1969. Today, it manufactures beer, stout and other malt related beverages. Sales and distribution of beer, stout, cider, and other beverages are carried out by its subsidiaries Carlsberg Marketing Sdn Bhd, Carlsberg Singapore Pte Ltd and associate company Lion Brewery (Ceylon) PLC in Sri Lanka.

Carlsberg remains the flagship brand and is committed to growing its place in the hearts and minds of Malaysian beer drinkers by staying in tune with the needs and demands of our strong consumer base.

Carlsberg Malaysia has a wide portfolio of leading international brands that include Kronenbourg 1664 and Kronenbourg 1664 Blanc, Corona, Asahi Super Dry, Somersby Apple and Pear Cider, Royal Stout, Connor's Stout Porter, SKOL and Jolly Shandy.

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This media release has been prepared by Carlsberg Malaysia and is for immediate release. For further enquiries, please contact:

Eric Siew
Marketing Manager
D/L: 03-5522 6352
eric.hl.siew@carlsberg.asia

Yeow Pooi Ling
Corporate Communications Manager
D/L: 03-5522 6431
pooiling.yeow@carlsberg.asia

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吉隆坡，2015 年 6 月 5 日- Carlsberg 在马来西亚推出一系列堪称历来最具代表性的啤酒宣传活动 - “若由 Carlsberg 打造...” (“ If Carlsberg Did...”)。该宣传活动展现出‘世界’若像 Carlsberg 啤酒般出色，会是何等相貌。此活动已在英国、爱尔兰、瑞典、丹麦及全球其他众多市场推出，而马来西亚 Carlsberg 集团如今已准备好将此广告活动更进一步推展，融入本土风情，为消费者带来优质体验。

“此宣传活动别具一格，以 Carlsberg 标志性的幽默感和想象力，充份展现出 Carlsberg 品牌自 1847 年来不断精益求精，为消费者提供最佳素质的啤酒，” 马来西亚 Carlsberg 集团市场总监叶霁籓表示。

Carlsberg 透过数码世界接触消费者，推出了长达 30 秒的网络影片，将日常啤酒饮客常见的经验给予有趣和令人耳目一新的诠释。该影片讲述着一位男士陪伴女友购物时的沉闷经历。故事在之后出现大转折，该男士惊喜地发现，试衣间后是一个让他在等待女友的同时，亦能开怀畅饮的好地方。这支网络影片由本地领导制作，并将陆续发布于其它国家。

叶霁籓解释说，“这是以趣味方式演绎一对男女的购物体验。在制作此影片当时的想法是，若由 Carlsberg 打造试衣间，这将会是一个怎样的试衣间呢？我相信以我们精益求精的精神，我们会为所有男士打造出全世界最好的试衣间！然而，我们只专注于酿造堪称全球最佳的啤酒。”

除了屏幕上的宣传活动，Carlsberg 也进一步把这宣传活动在现实生活中以特别方式呈现出来。



上个周五和周六，Carlsberg 为前往吉隆坡 Pavilion(栢威年购物中心)、Mid Valley Mega Mall(谷中城美佳购物商场)、檳城 Gurney Plaza(葛尼广场)和马六甲 The Shore(购物廊) 商场购物的消费者带来惊喜。凡手上携有购物袋的消费者，皆可到参与此活动的销售处，享用一杯免费的 Carlsberg 啤酒，并歇一歇脚。

叶驛籓笑言，“根据‘若由 Carlsberg 打造...’标语所给予的提示，我们认为能让消费者们发出会心一笑是一个很棒的主意，尤其是他们陪着伴侣购物的时刻。我们希望献上堪称全球最佳的啤酒，为购物者带来堪称全球最佳的购物体验。”

有关宣传活动的进一步计划，叶驛籓透露，该活动将持续一整年，另五支网络影片将陆续发布。如同第一支影片般，Carlsberg 也将在接下来的影片中，透过其诙谐方式，将日常生活提升成更为出众的情景，让消费者在观看过程中发出会心一笑。

配合此宣传活动，Carlsberg 也实现品牌的承诺，致力提升消费者的体验，于全国 150 间参与此活动的美食中心和茶餐室，举办“Carlsberg 欢聚之夜”。在此活动中，消费者将有机会赢取一桶 Carlsberg 生啤，让他们有机会享有这独特的体验，在与朋友观赏现场表演的同时，一起品尝新鲜的生啤。

请浏览 www.probablythebest.com.my 探索“若由 Carlsberg 打造...”的世界。继续关注此网站以获取更多即将登场的 Carlsberg 消费者促销和活动。

关于马来西亚 Carlsberg 集团

Carlsberg 大马酿酒有限公司集团（马来西亚 Carlsberg 集团）在 1969 年 12 月成立。时至今日，它生产啤酒、黑啤和其它麦芽相关饮料。其子公司 Carlsberg 行销私人有限公司、Carlsberg 新加坡和斯里兰卡联号公司 Lion 酿酒(锡兰)公司负责销售和分销啤酒、黑啤、苹果酒和其他饮料。

Carlsberg 为旗舰品牌，并致力于通过贴近强大的客户群的需求，以提升在大马啤酒爱好者心目中的地位。

马来西亚 Carlsberg 集团拥有广泛的国际领导品牌组合，包括 Kronenbourg 1664 和 Kronenbourg 1664 Blanc, Corona, Asahi Super Dry, Somersby Apple and Pear Cider, Royal Stout, Connor's Stout Porter, SKOL 和 Jolly Shandy。

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此新闻稿由马来西亚 Carlsberg 集团准备，供即时发布。如需进一步查询，请联络：



Eric Siew
Marketing Manager
D/L: 03-5522 6352
eric.hl.siew@carlsberg.asia

Yeow Pooi Ling
Corporate Communications Manager
D/L: 03-5522 6431
pooiling.yeow@carlsberg.asia