

GUINNESS

FOREIGN EXTRA STOUT



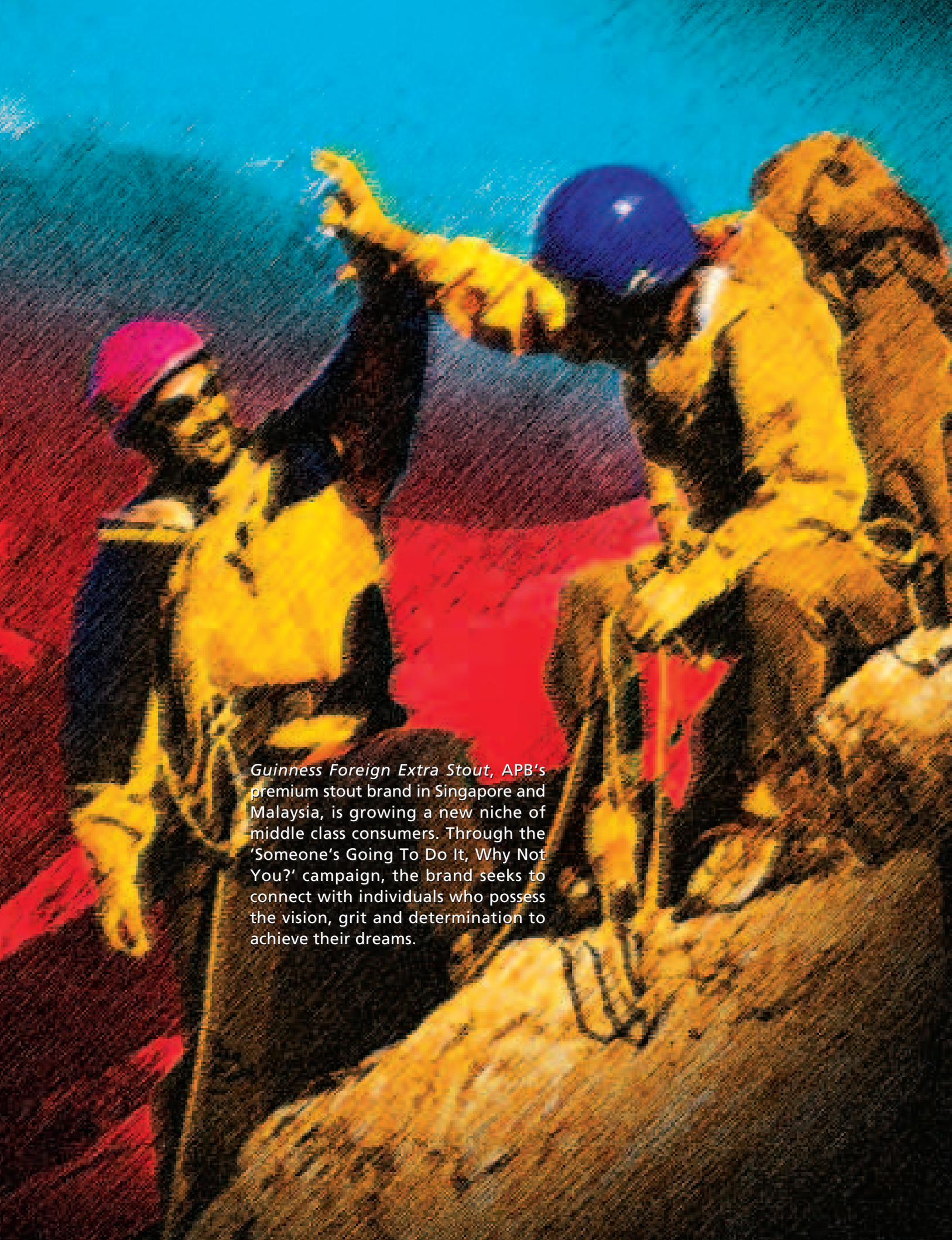
17 59

GUINNESS

FOREIGN EXTRA

Arthur Guinness

ST. JAMES'S GATE DUBLIN

A photograph of two mountain climbers on a steep, rocky cliff face. The climber on the left is wearing a pink helmet and a yellow jacket, while the climber on the right is wearing a blue helmet and a yellow jacket. They are both holding onto ropes and appear to be in the middle of a climb. The background is a clear blue sky. The image has a halftone or dithered texture.

Guinness Foreign Extra Stout, APB's premium stout brand in Singapore and Malaysia, is growing a new niche of middle class consumers. Through the 'Someone's Going To Do It, Why Not You?' campaign, the brand seeks to connect with individuals who possess the vision, grit and determination to achieve their dreams.

Guinness Foreign Extra Stout

saw its recent branding campaigns using the Adam King character help raise *Guinness'* brand profile in targeted markets in Asia. The Adam King concept was well-received in Singapore, enabling volume sales to grow significantly.

Brand Positioning and Performance

Following the introduction of 'Who is Adam King' in Singapore and Malaysia, the second installment extended the campaign to make *Guinness* more relevant to consumers and their aspirations. It draws on the notion of inner strength and self-belief with regards to work and personal achievement. This can be summarised by the tagline 'Someone's Going To Do It, Why Not You?'. The creative expression of self-belief was captured in an extensive media campaign and supported by relevant activities, sponsorships and promotions.

In Malaysia, volumes were under pressure due to the intense competitive environment. However with the introduction of the new livery and new bottle design, which was first launched in Malaysia in late 2003, the brand saw a positive response from the consumers as it has been exceptionally well-received. Likewise the new bottle has had encouraging feedback in Singapore as noted by the increased consumption and affinity towards the brand.

Malaysia continues to be an important market for *Guinness*, being the largest in Asia and the sixth largest globally.



Jacques Koong

Team Leader (Brewing Support)

Asia Pacific Breweries (Singapore) Pte Ltd



Future Outlook

The stout category in Malaysia and Singapore has been in structural decline as the core drinker base has aged and attitudes towards the stout category have evolved. However, with renewed determination from both operating companies and the support of the brand-owner, *Guinness* has shown encouraging growth on the back of key marketing and demand activation initiatives in both markets.

