

# Football and other events in the markets in Northern & Western Europe, Eastern Europe and Asia in 2008

## EURO 2008



Among the biggest hits were the 350,000-plus Carlsberg wigs in team colours distributed to fans in the fan zones. They all carried a Carlsberg logo, and pictures of wig-wearing fans went around the world during the tournament. The idea for the wigs came from EURO 2004, when it was also a big hit.



Melvin Au from Singapore was the lucky winner chosen to present Holland's Wesley Sneijder with the *Man of the Match* award.

## EURO 2008 IN EUROPE

Carlsberg's partnership with UEFA is a way of increasing consumer awareness of the Carlsberg brand around the world. UEFA EURO 2008 turned out to be the best EURO for Carlsberg since the start of the football sponsorship back in 1988.

## "Probably the best fan zones"

The highlight for the many fans was the 32 fan zones in the two host countries, Austria and Switzerland, where they could enjoy draught Carlsberg, eat and be entertained. The matches were shown on large screens, and the atmosphere was amazing. The fan zones had a total of 5 million visitors. In addition to this, 1 million fans visited the Swiss UBS fan parks, which were also established in collaboration with Carlsberg. Beer sales in the fan zones in Austria and Switzerland reached more than 1,500,000 litres.

Carlsberg also participated in popular fan parks in many other countries, most notably the Berlin Fanmeile, which received around half a million visitors for Germany's semi-final and 650,000 for the final.

## TV and press coverage

Prior to the championships UEFA had estimated that more than 1 billion people would watch the matches on TV, and to a large extent the TV exposure also lived up to Carlsberg's expectations. Carlsberg's perimeter boards were visible on TV for more than 20 minutes of every match.

Also, many TV stations broadcast from the official fan zones before and after the matches and during half-time, which further increased Carlsberg's TV exposure. One of Carlsberg's and UEFA's unique collaborative activities was Carlsberg's *Man of the Match* award, which was presented to the best player after each match by a Carlsberg consumer. The consumers were the lucky winners of Carlsberg competitions in the local markets. This became a hugely successful event with extensive press coverage, especially in the countries from which the winners came.

## EURO 2008 IN ASIA

In several Asian countries, European football is drawing TV viewers in a steeply upward-moving curve. In particular, the decisive matches in large international tournaments attract millions of viewers. Even though many of the matches were broadcast during the day or in the middle of the night, viewers in Asia went crazy for UEFA EURO 2008 because they were able to see the greatest stars in one very prestigious tournament.

Carlsberg in Asia offered unique EURO 2008 football experiences through the *Carlsberg Golden Football Moment* campaign, rewarding consumers with various prizes, including above all the opportunity to present the Carlsberg *Man of the Match* award at the stadium. Five Asian markets each picked a winner to go to Austria or Switzerland to present a trophy.

# Despite 2008 being the year of transformation, business continued as usual in Carlsberg's many markets

## TUBORG



Tuborg Green Fests are immensely popular and have presented big rock bands like Metallica, The Raveonettes and Kaiser Chiefs.

### TUBORG GREEN FESTS

Tuborg Green Fests have gradually established themselves as a tradition in the South East Europe region as well as in the Eastern Europe region.

They are one-day music festivals where Tuborg and partners provide *probably* the hottest live music in this part of the world. In 2008, successful Tuborg Green Fests were held in Belgrade, Sofia and – for the first time – Zagreb.

The three Tuborg Green Fests in the Balkans incorporated a “Don't drink and drive” initiative, providing visitors with free public transport to and from the festival sites.

In 2009, the Tuborg Green Fests will proudly present Depeche Mode in Sofia, Belgrade and Zagreb.

## SOMERSBY



Somersby comes in an eye-catching Carlsberg BEAT bottle. The unique label for Somersby gives the brand a distinctive and refreshing feel.

### THE NEW INTERNATIONAL CIDER

Prior to the spring season in 2008, Carlsberg launched its first international cider brand, Somersby – a refreshing and fruity cider made from real apples and with an alcohol content of 4.7%. Cider is a good opportunity to increase bottom line contribution due to its premium price point, and consumer research in existing and new cider markets confirmed an attractive market opportunity.

Somersby was launched in Norway on 1 February, and the cider has performed very well in the market. Somersby is now the market leader within the apple cider segment and has contributed to increasing the apple cider segment by 96%. In Denmark, Somersby was launched in late March, also with great success. Alcoholic cider was previously a very small niche category in the Danish market, but with the introduction of Somersby the category has increased 20 times and Somersby has about three quarters of the market.

In early 2009, a pear variant of Somersby was launched in Norway and Denmark, and Somersby launches in more countries are planned for the coming year.

## SUPER-PREMIUM



Grimbergen and Jacobsen are Carlsberg's own super-premium beer brands.

### CARLSBERG EXPANDS COOPERATION WITH MAHOU SAN MIGUEL

In 2008 Carlsberg expanded its cooperation with its long-standing partner in Spain, Mahou San Miguel, in four important markets: the United Kingdom, Spain, France and Switzerland. The cooperation is part of Carlsberg's strategy to develop the premium and super-premium segments with both its own and other beer brands.

San Miguel fits naturally into Carlsberg's local portfolio in both France and Switzerland, being price-positioned in the super-premium segment. San Miguel is a European-style lager representing a strong Spanish heritage, and it occupies a unique position in the market and in relation to the rest of Carlsberg's current super-premium portfolio.

Mahou San Miguel has brewed and distributed Carlsberg beer under licence in Spain since 2000, and the cooperation between Carlsberg and Mahou San Miguel has now been expanded to include French 1664 and the Belgian abbey beer Grimbergen.

**EVE**



EVE was launched in Germany in 2008, following the initial successful launch in Switzerland.

**BEER FESTIVAL**



The 2008 Beer Festival in St. Petersburg – Baltika’s home town – marked the 10th anniversary of the festival.

**LITE**



Lite was developed in response to strong consumer trends demanding fewer calories.

**EVE LAUNCHED IN GERMANY**

In the summer of 2008, Carlsberg Deutschland launched EVE, a Swiss malt-based aperitif with a low alcohol content aimed specifically at female consumers. EVE is available in two sparkling variants of lychee and grapefruit.

The brand was launched by Feldschlösschen in Switzerland in 2007 and is now one of the top-selling drinks among women. EVE’s huge success has now led to its introduction in Germany. German women represent a consumer segment of approximately 25 million, and EVE is viewed as having significant growth potential.

**BEER FESTIVAL IN ST. PETERSBURG**

The aim of the festival is to develop a culture of beer consumption in Russia and organise a large-scale city festival, accessible to broad groups of the population.

To mark the anniversary Baltika had developed a new “Festival of Festivals” concept. The 15 areas, each dedicated to one of Baltika’s beer brands, were turned into separate mini festivals. There was jazz at Nevskoye, DJ duels in the Tuborg “club”, and the opportunity to relax to Yarpivo’s wonderful bards. While the sporty could play squash with Tuborg Twist, the less energetic could enjoy a new game of beer draughts with Baltika 9 or marvel at Baltika Cooler’s stunt cyclists. The Carlsberg area followed tradition and became a centre for football. Here you could join a team to play kicker (table football on a larger scale) or aqua-football, noisily supported by watching fans and cheerleaders. Baltika Brewery’s main stage also focused on football, highlighting the brewery’s sponsorship of the Championship of Russia with the chance to meet stars from 2008 UEFA Cup winners Zenit St. Petersburg.

During the course of the festival weekend, a record 100,000 litres of beer were served to more than 300,000 visitors.

**LOW IN CALORIES – HIGH IN TASTE**

All across Europe, supermarket shelves are packed with vitamin drinks, dieting books and organic food. Consumers who want to watch their weight can choose from any number of low-fat or calorie-free alternatives. And the market is growing.

In response to this consumer trend, in 2007 Carlsberg launched two low-calorie beers – lite beers – in Norway: Tuborg LITE and Ringnes LITE. The two brands enjoyed rapid success. The lite segment now accounts for around 8% of the total beer market in Norway, and Ringnes LITE and Tuborg LITE have a combined market share in the lite segment of just under 90%.

Following the success in Norway, Carlsberg embarked on its biggest ever international launch. On 1 April 2008, lite beers were introduced in Sweden, Denmark, Finland and Canada. And just like Norway, each country offers at least two lite options: Carlsberg LITE and a lite version of a local power brand.