

Carlsberg launches football tour in Malaysia

By [Marketing Magazine Group](#)

27 May 2010

Carlsberg has launched a major marketing initiative to capitalise on the brand's position as the official beer of the England national football team ahead of the World Cup which starts in just over two weeks in South Africa.

Central to the campaign, which has been dubbed as the "Carlsberg Football Tour", will be branded tour buses. The Carlsberg buses, decked out in English football imagery, will ferry cheerleaders, percussionists, and football evangelists to Carlsberg venues around Malaysia.

The idea is to create a party atmosphere at Carlsberg venues before the bus moves on to the next location.

Icons to make special appearances

As a tribute to its association with the England football team, Carlsberg said there will be "special appearances by famous English icons such as the British Royal Guards and the British Police Bobbies during the Tour."

"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," Carlsberg Malaysia managing director, Soren Ravn said.

"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," he says.

As part of its World Cup-related efforts, Carlsberg will host over 180 football viewing parties during the 31-day long event. It will also sell Team England merchandise to consumers who buy the beer.

Hoping to also score during the World Cup

Imagery for the campaign runs across print advertising, below-the-line buntings and posters, and on Carlsberg packaging and trucks.

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

More on Marketing Magazine Group

Originally launched in June 2002, *Marketing* magazine is Asia's leading source of advertising, marketing and media intelligence with editions in Singapore, Hong Kong and Malaysia (*Advertising+Marketing Malaysia*). Credible, fiercely independent and always first with the big stories, more advertising and marketing professionals in Singapore rely on *Marketing* each month to keep them informed than any other magazine. *Marketing* is read by more advertising and marketing professionals in Singapore and Hong Kong than any other magazine. Go to www.marketing-interactive.com.

For more, visit: <https://www.bizcommunity.com>