

**Media Release**

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## ***Tiger Pioneers A New Genre Of Short Film***

***Oscar-winning expert collaborated on project that marks 75 years of excellence***

**SINGAPORE, 20 October 2006** – World-acclaimed *Tiger* once again breaks new ground in brand communication as it collaborates with gurus in the film-making and brand communication industry to release what the brand embraces as the beer industry's first Hollywood-styled short film, ***"Tiger: Unravel The Secret"***. This will be the first of Tiger's year-long celebratory activities planned for its 75<sup>th</sup> anniversary in Singapore.

The first-of-its-kind short film dramatises the lager's award-winning legacy in international markets over the last 75 years, making it the perfect launch pad to kick-start the brand's 75<sup>th</sup> anniversary celebrations. Created for the home and regional markets of *Tiger*, the short film adds depth to the brew's premium status in Asia, especially in home-ground Singapore and in the stronghold markets of Vietnam and Cambodia, amongst others. The milestone effort epitomises *Tiger's* tradition of excellence and world-acclaimed status, adopting a totally unique approach to deliver distinctive facets of *Tiger* that have not been emphasised in previous brand communication campaigns.

***"Tiger: Unravel The Secret"*** is the result of a collaboration amongst three world-class creative experts namely award-winning Director Derin Seale and Director of Photography John Seale (who won an Oscar for cinematography for "The English Patient") as well as Gold Cannes Lion winner and Regional Executive Creative Director of Leo Burnett Asia Pacific, Linda Locke.

Shot on location in Prague and accompanied by an original score, ***"Tiger: Unravel The Secret"*** is a five-part short film (each 60 to 90 seconds long) that weaves a story around

*Tiger's* history and extraordinary number of awards that it has won since its humble beginnings in 1932. The story revolves around a mysterious group of 10 men who goes to great lengths to protect the secret of *Tiger's* success from an envious cartel which pursues it relentlessly across different eras and countries. While the 10 men may be a dramatisation, the awards and *Tiger's* provenance showcased in the five-part short film along with its worldwide recognition, popularity and success are facts.

Leveraging the brand's origins and award-winning legacy as the backdrop to the film, "***Tiger: Unravel The Secret***" is set to catapult *Tiger* to the pinnacle of branding as it entertains viewers with an air of mystery, suspense and adventure while the plot to discover the highly-coveted "secret" to *Tiger's* success unfolds.

To Dr Les Buckley, Director of Group Commercial, Asia Pacific Breweries Limited, "***Tiger: Unravel The Secret***" veers away from the traditional approach to beer brand communication. It offers a creative answer to consumers' growing interest in *Tiger's* history and heritage while the short film format is effective in showcasing four of *Tiger's* most significant milestones. The series begins with a "***Prelude***" – a trailer that captures the characters and the flavours of the story - that whets the audience's appetite for the subsequent four parts that follow.

"Our worldwide research indicated that consumers are increasingly finding the *Tiger* story a compelling one. It is unheard of for an Asian beer to have won so many awards in Europe which is at the heart of beer-making. As such, we are inspired to tell *Tiger's* story in the most interesting and engaging way. Since a good story deserves a great telling, we believe the short film will be a differentiating format welcomed by consumers. In an increasingly competitive global market, the short film will be more than just a piece of distinctive *Tiger* communication. It is also set to continue the brand's tradition of successful blockbuster campaigns," said Dr Buckley.

Ms Linda Locke, Regional Executive Creative Director of Leo Burnett Asia Pacific, added: "When we embarked on the project, we were acutely aware that we were tasked to tell the story of a Singapore icon. The history of *Tiger* and its remarkable collection of awards over the years offered us the opportunity to make a non-traditional brand communication series. "***Tiger: Unravel The Secret***" conveys the emotion, drama, action and narrative of a full-scale movie in five unfolding parts. These films take us on a journey from the 1930's to 2004, using Asia, London, Paris and New York as our backdrops. To be able to build characters, action, fantasy and drama around actual 'brand truths' like *Tiger's* International Medal Award

collection, is a rare opportunity. We think we have delivered a truly cinematic experience – unlike most movies however, we delivered it on time and within budget!”

More significantly, **“Tiger: Unravel The Secret”** is leading a new and niche genre of brand-led initiatives that is set to generate a buzz in the brand communication industry. Spanning decades, cities and cinematic styles, the short film takes audiences on an epic adventure as Director Derin Seale created intrigue and brought the film to a level of what he calls, “classic believability” via tonally-excellent production design and state-of-the-art camera techniques.

Director Derin Seale said: “The desire for this project is to steer away from traditional brand communication and to give it more of the classic look and feel of a film. That is why we involved John (Seale) in the project. As it is more about storytelling, character development and performance, the project was perfect for John’s cinematic style – not too slick or overly considered but still with a certain amount of elegance visually.”

“I personally enjoy and feel comfortable with the tone of the short film, its many different styles and atmospheres. It was a rare chance to do all these different things in one project and I think the audience will enjoy it. Hopefully, they will be intrigued by the five-part short film, without knowing what came before or after, so that they will feel a need to get involved in it,” Director Derin added.

Commenting on *Tiger’s* inaugural partnership with the Seales, Dr Buckley said: “We are glad that the Seales are with us on the project. We needed polished cinematographic treatment to produce a sophisticated film and the combined award-winning expertise of Derin and John Seale is a rare bonus for *Tiger* as it is the first time that they are working on a commercial project. John’s signature and lyrical style of cinematography best-known in Oscar-winning epics like “The English Patient”, “Dead Poets Society” and more recently, “Cold Mountain”, transcends the film, adding beautiful nuances to the *Tiger* story as it develops. Derin, in particular, was captivated by the project and has worked tirelessly to direct and achieve the right look and feel for the film for the past four months.”

Adding to the comments on the world-class team, Ms Locke said: “To conceptualise, script and bring to fruition a series of films of this calibre always need a world-class creative team. At Leo Burnett, we did something considered radical in our industry – we asked nine creative teams from around our global network to come back with their ideas. We wanted to have a global perspective from award-winning art directors and copywriters. Among the ideas that came back to me, we found the one we were looking for from our Sydney office and

developed it as a cross-market team with Mark Collis, National Executive Creative Director of Leo Burnett Australia. We then worked with *Tiger* to ensure that we collaborated with a crew eminent in the movie world. Once the crew was in place, we knew we were set to deliver a truly cinematic experience – on TV, in cinema and on the internet”.

“We are truly happy to be the first to introduce such a strong brand communication initiative to herald *Tiger’s* 75<sup>th</sup> anniversary celebrations in Singapore. There are many exciting developments for *Tiger* in the pipeline, and we hope that “***Tiger: Unravel the Secret***” will give our fans a good preview of what to expect from the brand in 2007,” said Mr Alan Gourdie, General Manager, Asia Pacific Breweries Singapore.

In total, “***Tiger: Unravel The Secret***” took nine months to complete not including the many man-hours spent trawling through countless old *Tiger* documents and newspaper reports which contributed to the storyboard. Time was also spent talking to veterans of *Tiger* whose unrecorded tales of the lager’s early history further inspired the plot development of the short film.

The “***Prelude***” to “***Tiger: Unravel The Secret***” will be aired in Singapore on MediaCorp TV 5 and 8 and StarHub Cable Channels 12, 13, 14, 16, 18, 19, 23, 52 and 56 on 20 October 2006, followed by the next four sequential films – “***Asia-1939***”, “***London-1954***”, “***Paris-1979***” and “***New York-2004***” – on 27 October, 10 November, 24 November and 8 December respectively. “***Tiger: Unravel The Secret***” will also be screened on TVMobile and Focus Media TV and uploaded ‘live’ on [www.unravelthesecret.com](http://www.unravelthesecret.com) in stages. So go on, bring out the popcorn and ice-cold *Tiger* and enjoy the film!

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### **About Tiger**

European-style lager with a golden colour and medium body, *Tiger* is brewed using only the finest natural ingredients like malted barley from Australia and Europe, hops from Germany and a unique strain of yeast specially cultured in Holland. Containing 5% alcohol, the smooth, medium bitter taste of the globally-acclaimed *Tiger*, coupled with a well-balanced sweetness of malt, has been increasingly regarded by beer drinkers as one of the finest in the world.

Brewed in seven countries, *Tiger* has evolved from a Singapore beer to become a leading icon in the Asian markets. It is also regarded as a “cool” social lubricant from the Far East in the western markets. Today, the brand is available in more than 60 countries including Australia, Europe, Russian Federation, United Kingdom and United States of America.

Recognised for its premium quality and distinctive taste, *Tiger* has won over 40 international awards including 22 gold medals in its illustrious 75-year history. As a fledgling amongst established European beers, *Tiger* beat the best brews in the world to win its first international award in London in 1939. *Tiger’s* prestigious list of accolades includes a Gold

medal at the Brewing Industry International Awards 1998, the Gold Monde International Quality Trophy for winning the Gold Monde Award for five consecutive years and more recently, a Gold medal in the highly-contested European-Style Pilsner category at the World Beer Cup 2004. The latter is widely considered as the “Beer Olympics” by the industry. Since 2004, *Tiger* has become such a sought-after imported premium beer in the UK that it has been named a CoolBrand for three consecutive years.

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