

## **Tiger Beer Singapore Account Up For Review**

**SINGAPORE – 16 June 2006**

Asia Pacific Breweries Singapore (APBS) has appointed consultants R3 Asia Pacific to manage the creative review for the Tiger Beer brand in Singapore. The review is independent of the ongoing regional review for Tiger Beer.

Incumbent agency BBDO Singapore, the agency behind the high profile Tiger Beer repositioning branding campaign (well known as the Jessica Alba spot), has been invited to re-pitch.

Seshadri Sampath, CEO BBDO Singapore, said: "We consider a review as very healthy for the brand. We have always deployed the best team on Tiger and have committed to the best creative teams from our network to take the brand to the next level. We are confident that our great relationship with Tiger team will continue for many more years."

"BBDO has been a tremendous partner in bringing the brand to where it is today. As we enter into another phase of our progress, with new challenges, we need to be assured of having the best partners," said Edmund Ng, Marketing Manager of Tiger Beer. "Working with an independent party like R3 will ensure that the review is conducted with due diligence to process, as well as offer us access to world class creative. As such, we request that all interested agencies contact R3 directly."

In their search for world class creative, APBS is not restricting its search to Singapore. The review is in its early phase, with R3 issuing the initial brief for agency submissions in the next two weeks. The aim is to have 8-10 agencies for credentials meetings with R3 before a further shortlist of 4-5 agencies to meet with APBS. Ultimately, the team is aiming for only 2 agencies in the final round.

"R3 has worked with many global companies like Coca-cola and Visa, and are confident of meeting Tiger Beer's brief. It's a clear sign that progressive companies are now seeking and demanding the same high standards," said principal of R3, Goh Shu Fen. "With the growth and complexity of the Asian market, heightened client demands in terms of both output and process can be expected."

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