

# CARLSBERG GUESTS

Group A

## Date

12.06.00	Germany, Romania
12.06.00	Taiwan, UK
17.06.00	Canada, Northern Ireland
17.06.00	Abu Dhabi, Bahrain, Croatia, Germany, Ireland, Malta, Poland, UK, Shanghai
20.06.00	Abu Dhabi, Canada, Romania, UK
20.06.00	Germany, Ireland, Portugal

Group B

10.06.00	China, Hong Kong, Belgium, Sweden
11.06.00	France
14.06.00	Belgium, Italy
15.06.00	Sweden
19.06.00	Belgium, Finland
19.06.00	Canada, Malta, Sweden

Group C

13.06.00	Norway, Spain
13.06.00	
18.06.00	Canada, Northern Ireland, Spain
18.06.00	
21.06.00	UK, Spain
21.06.00	UK, Slovenia

Group D

11.06.00	Denmark, France, Ireland
11.06.00	Holland, Croatia, UK, Malaysia
16.06.00	Canada, France, Ireland
16.06.00	Holland, Denmark, Iceland, Shanghai, UK, Northern Ireland
21.06.00	Croatia, Denmark
21.06.00	Holland, France, Ireland, Korea

## Quarter Finals

24.06.00	Malaysia, Croatia, UK
24.06.00	Malaysia, Belgium, Croatia, Poland, UK
25.06.00	Malaysia, Pub Cup, UK
25.06.00	Malaysia, Belgium, Denmark, France, Spain, UK

## Semi Finals

28.06.00	Brazil, Canada, China, Hong Kong, Belgium, Croatia, CFK, Denmark, France, Germany, Ireland, Israel, Sweden, Japan, Spain, Hungary, UK, Vietnam
29.06.00	Brazil, Canada, USA, Malaysia, Croatia, Germany, Ireland, Norway, Portugal, Russia, UK

## Final

02.07.00	Bermuda, Canaria Island, China, Hong Kong, Malaysia, Belgium, Croatia, Cyprus, Denmark, Dubai, France, Germany, Iceland, Indonesia, Ireland, Israel, Italy, Kenya, Korea, Lithuania, Malawi, Malta, Morocco, Northern Ireland, Oman, Poland, Portugal, Romania, Russia, Singapore, Slovenia, Slovenia, Spain, Sweden, Taiwan, Thailand, Uganda, UK, Vietnam
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# YOUR CARLSBERG GUIDE TO EURO 2000



The moment is near and the excitement is building. It's time to kick-off EURO 2000 and everybody at Carlsberg has been busy preparing for this moment for the past 2 years. Carlsberg's commitment to sponsoring football dates back to the mid 1970's. The European Football Championships is Europe's biggest and most prestigious sporting event. We believe it is one of the most effective ways to energise the overall communications mix and connect with consumers and key business partners in a unique and commercially vigorous environment.

Nothing shows that Carlsberg is Part of the Game better than our dedication to bringing people to the games. EURO 2000 has proven to be the largest single event of its kind in our corporate history. In total, 48 markets have implemented the Carlsberg EURO 2000 campaign and participates in our hospitality program. Carlsberg provides tickets for 8,000 spectators during EURO 2000 and hospitality for all 31 matches.

In order to give you a last minute update on the ongoing activities at EURO 2000, we have prepared this folder. And remember, Carlsberg supports fair play on and off the pitch. May the best team win. Cheers!

## YOUR TEAM DURING EURO 2000

### The Netherlands:

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Guy Opheide	+32 49 62 77 157
Philippe Cravillon	+32 75 38 83 43
Christer Anderson	+32 47 82 91 591



# CITY EVENTS AND PROMOTIONS



Throughout EURO 2000, Carlsberg is carrying out numerous events around the eight stadia and cities where the matches are being played. Special EURO 2000 outlets are decorated, selected hotels have installed our Carlsberg kit, complete with posters, match schedules etc. and both busses, trams and billboards are displaying our EURO 2000 campaign.

The promotions are concentrated on football related activities like the **Human Table Football**, **Table Football Tournaments**, plus our new introduction - the **Giant Penalty Shoot**, where you shoot the ball towards a virtual goalkeeper, while an electric filter determines your shot. In order to help install all of this, both Task Force teams are working in Belgium and Holland during the event.

**Brussels:** In Brussels you will find the Carlsberg Fan Village next to the King Baudouin Stadium. Food and beverage, as well as various entertainment, are available every day from noon to midnight.

**Bruges:** In front of the Jan Breydel Stadium interactive activities are available for the fans. Food and beverages are also provided on the fairgrounds.

**Charleroi:** You will meet the Carlsberg Task Force outside the Stade Communal.

**Liege:** Events and activities are available around the Sclessin Stadium, and on June 21st Carlsberg entertain in Parc d'Avroy.

**Rotterdam:** Infotainment centers can be found both north and south of the Feyenoord Stadium with entertainment, food and beverages on matchdays.

**Arnhem:** Giant Penalty Shoot, entertainment, food and beverages are available in Keirkplein from the 10th to the 20th of June.

**Eindhoven:** Exciting and interactive events, a Giant Penalty Shoot, entertainment, food and beverages will all be available in Svenska Huset (the Swedish House) from the 10th to the 20th of June.

**Amsterdam:** Every day throughout the finals there will be entertainment, Giant Penalty Shoot, interactive events and activities, food and beverages in Vundeltuinn Park.

# HOSPITALITY

## Carlsberg Hospitality in Rotterdam

As in 1996, we have created a special hospitality area called Hal 4, ten minutes away from Feyenoord Stadium in Rotterdam, where the Final is being played. During the five matches in Rotterdam, Carlsberg provides excellent hospitality for all our guests. There is a chance of trying your own soccer skills - and who knows you might meet some football celebrities!

## The Football Gala Dinner

Saturday July 1st, a special football Gala Dinner will be hosted at De Bourse (The Old Stock exchange) in Amsterdam, where 400 corporate guests will participate in what we hope will be an unforgettable evening.

# CREATIVE STRATEGY

The strategy communicates that Carlsberg understands the love, enjoyment, mind-set, and excitement of football through the eyes of the football fans and establishes a natural link between Carlsberg, football, and the fans. It proves that Carlsberg is Part of the Game.

## CARLSBERG.COM

It's a parallel fact of life that those who love football and Carlsberg (and vice versa) also have great enthusiasm for the Internet. So as part of the game, Carlsberg have made sure there's plenty of class entertainment on tap at Carlsberg.com.

As EURO 2000 kicks off for 3 weeks of fabulous football, Carlsberg opens the turnstiles to a great new football section on [www.carlsberg.com](http://www.carlsberg.com). It's the ultimate Internet refreshment for thirsty fans, and it absolutely proves our claim - Carlsberg is Part of the Game. Come on in and join the fun!

In order to maximise the impression on the Internet during the event we are cooperating with the largest sport Internet portals in Europe such as Eurosport.com, Sportal.com and Eurofootball.com.



## Sponsorships

Just like Carlsberg, football is known and enjoyed all around the world. So it's natural that Carlsberg should be among soccer's top supporters. Through our sponsorship of clubs and major tournaments like EURO 2000, we aim to show that Carlsberg is truly Part of the Game.



## Fan To Fan

It's a part of the game for fans to wave their banners, and throughout EURO 2000 Carlsberg is giving you the chance to write your own website banners for display all over Europe. With an awesome 7 MILLION banner exposures lined up, Carlsberg guarantees getting those messages across!



## Table Football

To coincide with EURO 2000 Carlsberg brings you the ultimate table football tournament. Here's a chance to test your reflexes against some tough opposition as you battle for a place among the world's top scorers.



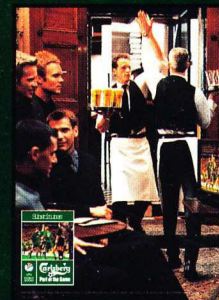
## The Parallel Game

Science has now revealed amazing parallels linking the action on the park, the fans in the stands, and the bubbling talent of Carlsberg. You'll astonish your friends once you master the challenge of Parallel Game Theory - brought to you exclusively by Carlsberg!



# ADS/OUTDOOR

## Substitutes

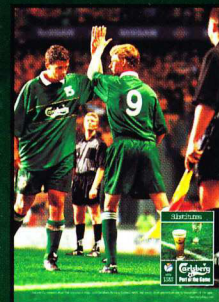
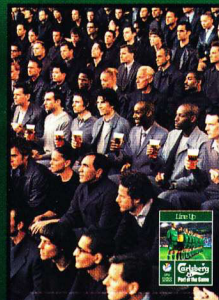


Football fans are portrayed enacting the same moves as the players while watching the game – the parallel game theory.

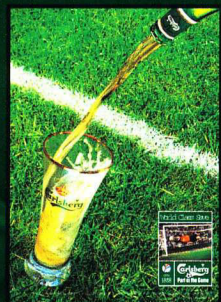
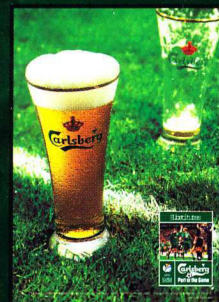
## World Class Save



## Line Up



The football images match perfectly to the pack shot series of images.



The pack shots match the football and fan images and creates a strong association to the product.



Packshots with both glasses and bottles are available, thus creating flexibility to the markets.

# TVCs

The idea behind the TVC's is simple. Based on the parallel game theory, we see a story unfold on the screen where fans, involved in watching a game, end up doing the same things as the football players are doing on the field. At the same time the voice over of a football sportscaster calls the play-by-play of the football match which synchronises perfectly to what is transpiring on the screen. Each market customizes the TVC by using their favourite national football speaker. Four familiar football situations create the framework for our TV commercials:

## Teamwork



## Substitutes



## World Class Save



## Line Up



# SPONSOR ID

## Crown Cork Toss



The sponsorship ID is a short 5 second spot that illustrates a coin toss at the beginning of a football match. As the coin gets closer to the camera, we see that it is in fact a Carlsberg crown cork. The crown cork comes up close to the camera and freezes revealing: Carlsberg – Part of the Game.

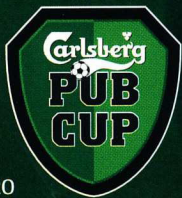


Are you or one of your friends the best football fans in the world? Carlsberg wants to hear from you! Enter our Best Football Fan competition, and you could win a dream trip for you and a companion to the EURO 2000 final in Rotterdam on July 2nd.



PUB CUP

The 5th European Pub Cup tournament will be held during EURO 2000 in the weekend of June 24th and 25th. Pub Cup teams from Ireland, England, Sweden and Denmark participates, bringing many of their local supporters to the "Final Match". The tournament will be held in the Arnhem Stadium (one of the official EURO 2000 stadia) and hospitality will take place in Hal 4, the Carlsberg homebase in Rotterdam.



MATCH SCHEDULE

	Date	Time	Match	Stadium
Group A	12.06.00	18:00	Germany VS Romania	Sclessin, Liège
	12.06.00	20:45	Portugal VS England	Phillips, Eindhoven
	17.06.00	18:00	Romania VS Portugal	Gelredome, Arnhem
	17.06.00	20:45	England VS Germany	Stade Communal, Charleroi
	20.06.00	20:45	England VS Romania	Stade Communal, Charleroi
	20.06.00	20:45	Portugal VS Germany	Feyenoord Rotterdam

Group B	10.06.00	20:45	Belgium VS Sweden	King Baudouin, Brussels
	11.06.00	14:30	Turkey VS Italy	Gelredome, Arnhem
	14.06.00	20:45	Italy VS Belgium	King Baudouin, Brussels
	15.06.00	20:45	Sweden VS Turkey	Phillips, Eindhoven
	19.06.00	20:45	Turkey VS Belgium	King Baudouin, Brussels
	19.06.00	20:45	Italy VS Sweden	Phillips, Eindhoven

Group C	13.06.00	18:00	Spain VS Norway	Feyenoord Rotterdam
	13.06.00	20:45	Yugoslavia VS Slovenia	Stade Communal, Charleroi
	18.06.00	18:00	Slovenia VS Spain	Arena, Amsterdam
	18.06.00	20:45	Norway VS Yugoslavia	Sclessin, Liège
	21.06.00	18:00	Yugoslavia VS Spain	Jan Breydel, Bruges
	21.06.00	18:00	Slovenia VS Norway	Gelredome, Arnhem

Group D	11.06.00	18:00	France VS Denmark	Jan Breydel, Bruges
	11.06.00	20:45	Netherlands VS Czech Rep	Arena, Amsterdam
	16.06.00	18:00	Czech Rep VS France	Jan Breydel, Bruges
	16.06.00	20:45	Denmark VS Netherlands	Feyenoord Rotterdam
	21.06.00	20:45	Denmark VS Czech Rep	Sclessin, Liège
	21.06.00	20:45	France VS Netherlands	Arena, Amsterdam

Quarter Finals

24.06.00	18:00	Winners A VS Runners-up B	Arena, Amsterdam
24.06.00	20:45	Winners B VS Runners-up A	King Baudouin, Brussels
25.06.00	18:00	Winners D VS Runners-up C	Feyenoord Rotterdam
25.06.00	20:45	Winners C VS Runners-up D	Jan Breydel, Bruges

Semi Finals

28.06.00	20:45	Winners 1 VS Winners 4	King Baudouin, Brussels
29.06.00	18:00	Winners 2 VS Winners 3	Arena, Amsterdam

Final

02.07.00	20:00	Winners 1 VS Winners 2	Feyenoord Rotterdam
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