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**ONE OF MALAYSIA'S LARGEST DIGITAL MEDIA GROUPS RUNS FIRST INTEGRATED CAMPAIGN AS REV ASIA WITH HEINEKEN**

**RM1 million integrated campaign set to reach over 4 million urban partygoers**

**KUALA LUMPUR – 8 November 2013** Following the recent announcement of the formation of Rev Asia, the digital media group has announced details of its first integrated content marketing and advertising campaign with Heineken (a brand under Guinness Anchor Marketing Sdn Bhd).

Held in support of the annual Heineken Thirst event, which takes place on Saturday, 14 December at Sepang International Circuit this year, the Heineken Thirst x JUICE Pre Party Series will see Heineken and Rev Asia's regional street culture brand JUICE pair up to produce a three-city music event, with the aim of bringing the Heineken Thirst experience to the brand's key market centres outside of the Klang Valley.

In support of the event series, which will take place in November, Rev Asia has begun to roll out a four month integrated media campaign, which will peak at the end of October and end in January 2014.

The media blitz will leverage media properties belonging to and serviced by Rev Asia and will include widespread content marketing and advertising across the company's relevant print and digital mediums including JUICE Malaysia and Singapore, Clive, M!nt, Hanger, MSN Malaysia and Lowyat.net, social media seeding via Says.com's 8share and the magazine's and online portal's Facebook and Twitter accounts, as well as various promotional contests and on-ground activities.

In addition, a special print and iPad 13<sup>th</sup> edition of JUICE has been produced in conjunction with the event series and copies will also be made available on [www.thirst.com.my](http://www.thirst.com.my) at the end of October.

The integrated campaign is expected to reach out to over 4 million urban, 18 to 30 year olds across Malaysia and will have a total media value of over RM1 million.

"The campaign that has been built in support of Heineken Thirst and JUICE's Pre Party event series is a perfect showcase of Rev Asia's strengths and the kind of targeted content marketing and integrated media solution that we can provide to our clients," said Mr Voon Tze Khay, Rev Asia Managing Director.

"Rev Asia's ability to create and curate engaging content specific to our audience and deliver it in a targeted fashion, digitally and through print and social media is exciting



for a brand such as ours,” said Ms. Jessie Chuah, Marketing Manager of Heineken Malaysia. “Our customers are young and savvy, and they want to be part of the conversation not just spoken to. Rev Asia’s expertise and media platforms are able to do precisely that.”

The Heineken Thirst x JUICE Pre Party Series will take place in Ipoh, Penang and Johor Bahru on the 16th, 23rd and 30th November respectively. In 2012, Catcha Media tied up with Heineken for the Progressive Tour, which was organized by JUICE and held in conjunction with Heineken’s new bottle launch. Rev Asia was officially formed on 8 October this year following a merger between certain subsidiaries of Catcha Media Berhad and Youth Asia’s Says.com.

For more information on the Heineken x JUICE Pre Party Series, go to [www.juiceonline.com](http://www.juiceonline.com) or [www.thirst.com.my](http://www.thirst.com.my). These events are strictly for those aged 18 years and above only.

## **About Rev Asia**

Headquartered in Kuala Lumpur, and formed in October 2013, Rev Asia is Malaysia’s leading digital media group, owning and operating top authority brands with an extensive distribution platform that is able to reach a total reach of approximately 14 million people each month.

By combining the power of social media marketing and exceptional content with an established portfolio of authority brands, Rev Asia is able to put its clients and their brands at the centre of social attention, providing influential digital marketing solutions to enable over 500 clients to engage and connect with their intended audience.

Among Rev Media brands are JUICE, Hanger, The Guide, Stuff, Electronic Lifestyle, Clive, Total Film, Fairways, Mint, Prestige, Prestige Top 40 Under 40, Adore, IDEAS, Idaman, HomePride, Kitchen+Bathroom and Starlight Cinema. Rev Asia also exclusively operates, develops content and delivers advertising solutions for MSN Malaysia’s portal, Msn.com.my, Outlook.com (MY) and Skype (MY) and is the exclusive operator of advertising inventory for Malaysia’s largest technology forum, Lowyat.net.

Rev Asia is also owner of crowd-sourced content broadcasting platform, Says.com, Klips and 8Share.

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