

Celebrate 150 years of Good Times with Heineken® — One Way or Another

From the new and improved Starclub experience @ Good Vibes Festival to exclusive Heineken® merchandise made in collaboration with local tastemakers; Malaysians are about to get a fresh taste of good times with Heineken®

Heineken® is celebrating its 150th anniversary, but forget the candles—Heineken® wants to honour how *you* celebrate good times. Heineken® is collaborating with local pop culture icons Good Vibes Festival, fashion label Motherchuckers and film lab Darkroom8 to blend global

inspirations into local experiences to bring you extraordinary activations and limited-edition merchandise this year.

Freddy Heineken once said, “I don't sell beer. I sell ‘gezelligheid’ or 'Good Times’,” and that's what Heineken® is still all about. With a global reach spanning over 190 countries, Heineken® has become a legend—transcending borders and connecting people through good times and their own unique ways of enjoying the brand, one way or another.

"In celebration of 150 years of good times with Heineken®, we are embracing all the different ways people around the globe enjoy our brand. Whether it's drinking Heineken® over ice or unintentionally misspelling our brand’s name in the most creative of ways—Heineken® has become a global icon, bringing us all together one way or another," said Willemijn Sneep, Marketing Director at HEINEKEN Malaysia.



Kicking off its series of good times collaborations, Heineken® is partnering with Good Vibes Festival for an exciting on-ground experience that promises to dial up the fun.

For the past 10 years, Heineken® has had a constant presence at Good Vibes Festival, a music festival synonymous with good times. Heineken® is excited to commemorate Good Vibes Festival's 10th anniversary while celebrating its own 150th milestone.

Get ready for an unforgettable experience at Starclub @ Good Vibes Festival, featuring diverse music themes from around the world. Heineken® brings you a truly global lineup curated by renowned Malaysian Blink, known for his international success. On Friday, Nakadia will transport you to the energetic 'Berlin Techno' scene, while DJ Irwan brings scorching 'NYC Hip Hop' vibes on Saturday. Don't miss Jay Hardway on Sunday who will deliver that explosive

'Amsterdam Big Room' sound. Joining them throughout the festival are Malaysian DJs; the legendary duo LAPSAP, DJ and fashion influencer extraordinaire Ashley Lau who will spin alongside TikTok DJ sensation Jovynn and many more acts. Check out the full Greenroom DJ lineup for Starclub @ Good Vibes Fest below.



Starclub @ Good Vibes Festival will also house many other engaging attractions created in collaborations with Malaysia's favourite homegrown brands. Content creator Jane Chuck with her fashion label Motherchuckers will unveil an ultra-exclusive Heineken® 150 x Motherchuckers limited edition collection to elevate your style. Darkroom8 will introduce the limited edition Heineken® 150 x Darkroom8 reusable film camera accompanied by a special beer filter, so that you can capture good times like never before.

Since good times, good music and the World's No. 1 international premium beer go hand-in-hand, Heineken® is giving out 10 pairs of tickets to an international music festival in 2024 and 100 pairs of 3-day passes to this year's Good Vibes Festival—so raise a glass and join the Heineken® nationwide contest that will be held from 1 June to 15-July. All you have to do is purchase Heineken® from participating outlets or buy it online from Drinkies.com and submit your contest entry. This contest is subject to terms and conditions and is only valid during the promotion period.

For more information, stay tuned to constant updates on the campaign's page as they unveil more exciting details about the campaign in the coming weeks, and follow Heineken® on https://www.instagram.com/Heinekenmy/, https://www.facebook.com/HeinekenMYS and the hashtag #He150ken.