

CANALSIDE

SPINDY

Foster's



STRATEGIC BRANDING • COMMUNICATION



was founded in 1997 by Preeti Vyas, to deliver integrated Design solutions to a burgeoning Indian market. With the vision to transform the marketplace using Strategic Design and cutting-edge communication solutions, VGC has worked with some of India's biggest brands while creating value through Design.

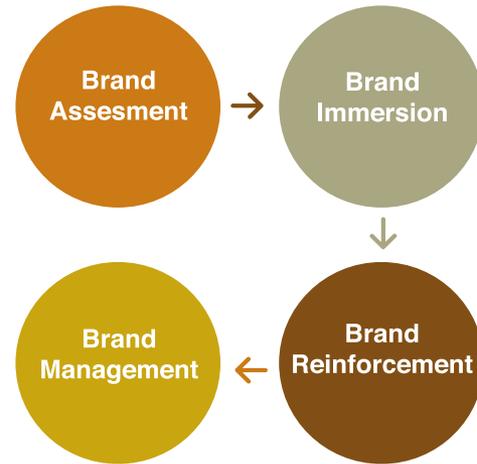
Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent and innovative solutions. We believe, only that Design which is good for your business is good Design.

VGC has grown to become one of India's most recognized and sought after consultancies. We are ranked among the top four Indian Design agencies by The Economics Times, featured in the Brand Trust Report and our work for Nitesh Fisher Island won an award at the International Property Awards, 2012.

# ABOUT **vgc**



DESIGN ECOLOGY



DESIGN PROCESS

# Foster's Takes a Chill Pill Desi Style

AUSTRALIAN BRAND REINVENTED TO SUIT INDIAN AUDIENCES

# The Brief

TO DESIGN FOSTER'S THEME BARS WITH BRAND EQUITY OF  
RELAXATION WITH AN INTERNATIONAL FEEL

# Brand Positioning

- FOSTER'S – AUSTRALIAN BEER BRAND
- CULTURE OF RELAXATION
- COOL AND DYNAMIC ATTITUDE
- NO-WORRIES APPROACH TO THINGS
- IDYLLIC RELAXATION

THIS IS COMMUNICATED THROUGH THE CREATIVE PLATFORM –  
'THE ART OF CHILLING'

# Art of Chilling – Aussie Style





**FOSTER'S<sup>®</sup>**



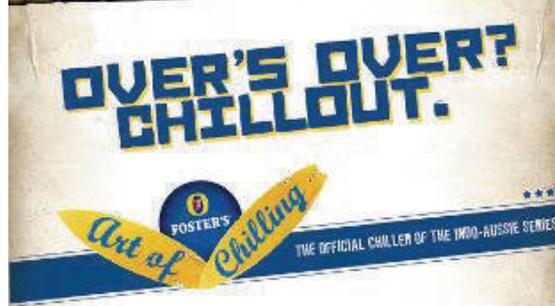
Out of

Chilling



FOSTER'S







Fresh Thinking



Genuine Sociability



Relaxed/Laid back

Mate ship / Bonding



Australian way of life



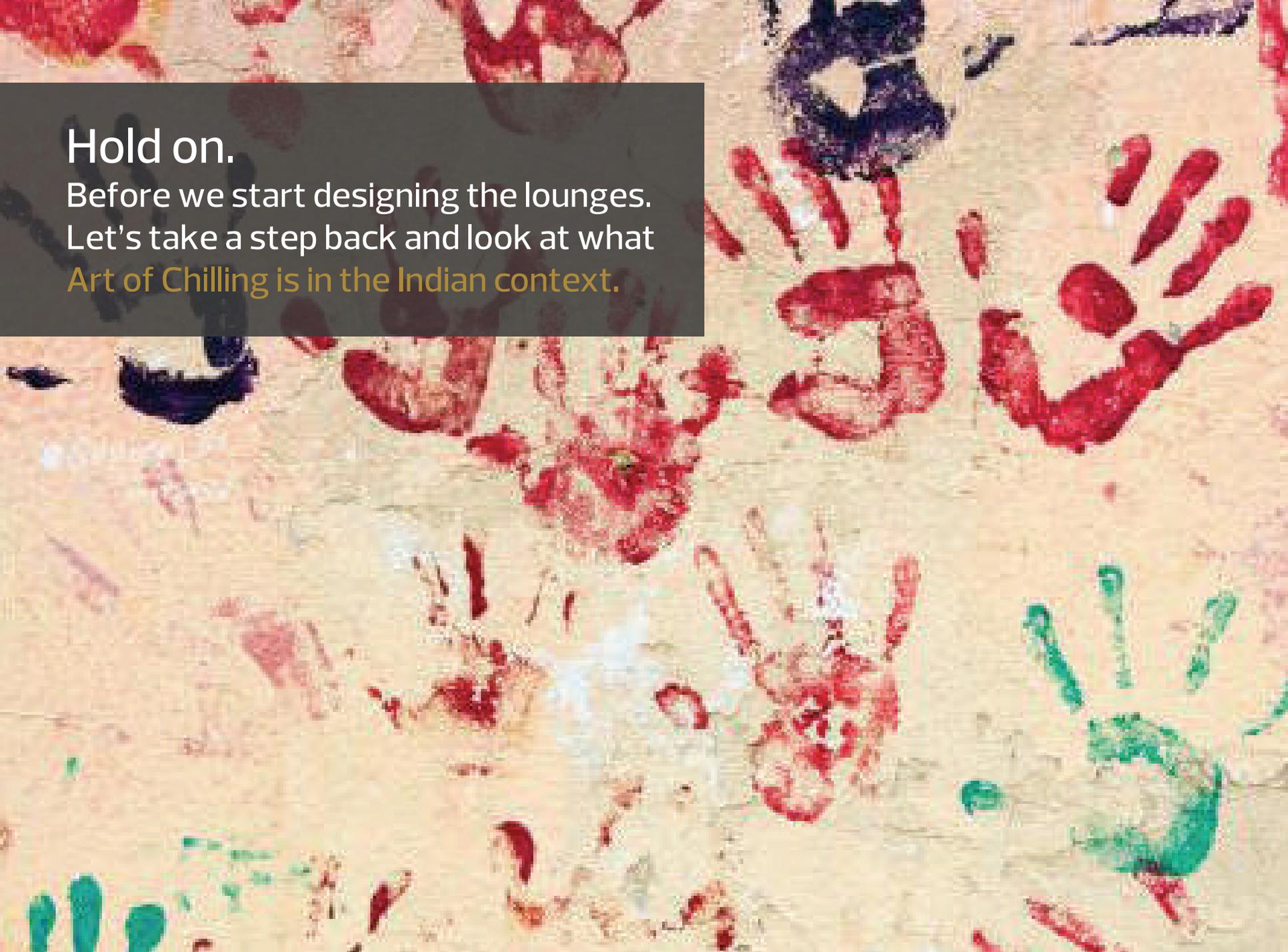
Beach & Surf



F-Roundel



Glamorous



Hold on.

Before we start designing the lounges.  
Let's take a step back and look at what  
*Art of Chilling* is in the Indian context.

**What is Art of Chilling?**



**Chilling** / Relax, unwind, take it easy, be cool, hang out, calm down, take a chill pill, chi-lax, chilaxing, rest, coool!,

A cool way of telling someone  
you sat around doing nothing



Just relaxing with friends



# Chilling is

- Good Friends · Good Music · Good Food
- Nice Location · Lots of Alcohol · Watching Tele



Chilling is an attitude,  
a style statement!





What is your AOC?



## Ayesha Adil Survey: What is your Art of Chilling?

05 July at 12:46 · Comment · Like



**Saurabh Kaura** The rooftop of TLR Cafe, Delhi with the gang! :D  
05 July at 13:00 · Like · Delete



**Md Fuzail** The beach and some loud thumping music :)  
05 July at 13:04 · Like · Delete



**Arjun Nichani** Music, beer, a nice fat spliff & some good company :)  
05 July at 13:12 · Like · Delete



**Dipti Khera** lots of fatty food and beer, watching a live sport on big screen (no switching sides if the team you support is losing) :P  
05 July at 13:32 · Like · 1 person · Delete



**Sahar Adil** few people... laughter... off the wall conversations... just kicking back..stretching out.. outdoors...smiling serenely...intermittently :P  
05 July at 13:35 · Like · 1 person · Delete



**Farah Jifri** Good friends, good food, good music, good wine (or beer) – any location  
05 July at 14:13 · Like · 1 person · Delete



**Mohak Mehra** its not an art...for me its natural only chilling!!!  
05 July at 15:56 · Like · Delete



**Satyavrat Bondre** football, music  
05 July at 16:24 · Like · Delete



**Ranjini Murali** beer, good food, a guitar (someone else playing, not me!) around a bonfire and a clear sky with a zillion stars... since that is not available everyday... lots of chocolate and a really good book!



**Sama Adil** good friends, good food, good conversation and much laughter!  
05 July at 17:58 · Like · Delete



**Manya Dev** Sitting with you and Dipti on a roof listening to music and looking up at the clouds/stars. Alcohol may or may not be present :)  
05 July at 18:04 · Like · 2 people · Delete



## Neha Harlalka Tulsian

### How do you like to chill ?

06 July at 10:37 · Comment · Like



**Sri Vardhan Arya** by listenign to de le le..de le le ....heheheheheheheh  
06 July at 12:03 · Like · Delete



**Rubina Here** coffee – in india / here – movie at home with friends and loads of popcorn, chips and juice....  
06 July at 16:27 · Like · Delete



**Joydeep Dutta** In the freezer – with frozen fish and sausages and green peas ;-)  
06 July at 17:13 · Like · Delete



**Vikivix Vikrant** Cycling in pristine countryside ... totally away from the maddening crowd – no mobile phones, no internet, no TV!!  
07 July at 00:09 · Like · Delete



**Meghla Arya** a rejuvenating spa! ;) )  
07 July at 07:01 · Like · Delete



**Amrita Haralalka Knight** at home ... by the pool side...sipping wine  
07 July at 10:03 · Like · Delete



**Vikram Harlalka** playing poker on phone!  
08 July at 22:18 · Like · Delete



**Payal Bubna** well spending time with myself ... w/o kids n family all of me only  
09 July at 20:33 · Like · Delete



**Sonia Bahl** Good food, good weather, good friends  
06 July at 00:11 · Comment · Like · See Wall-to-Wall



**Ankita Jain** good friends, good wine, starry nights and live music..  
05 July at 22:54 · Like · Delete



**Shaizia Jifri** Sitting in an onsen(hot spring) with the Japanese Alps as a backdrop...followed by amazing food and the yummiest wasabi ice-cream...topped off by a two hour siesta. That's the fine art of chilling ;-)  
06 July at 08:33 · Like · Delete

Music



Karaoke



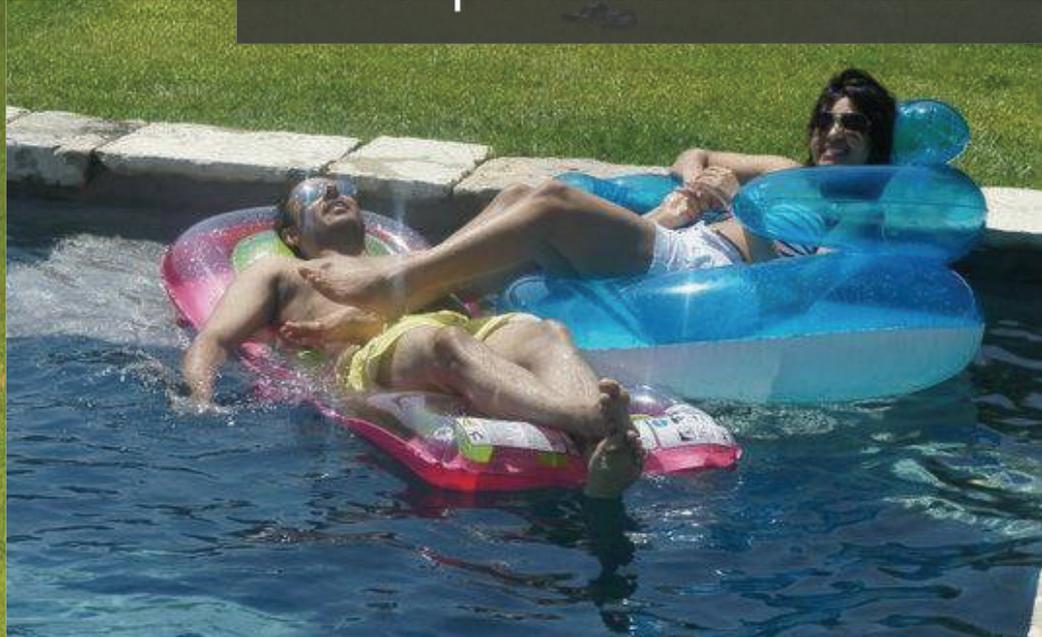
Live Bands

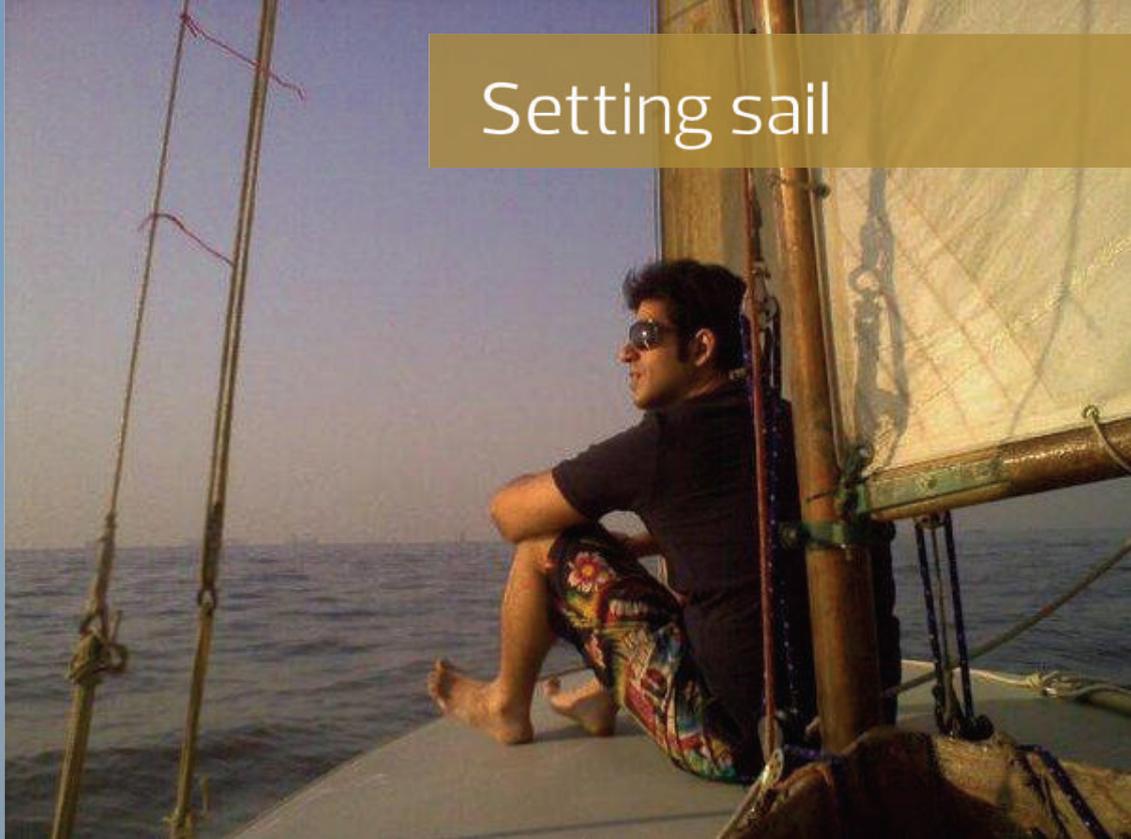


# Amusement / water parks



# Pool parties





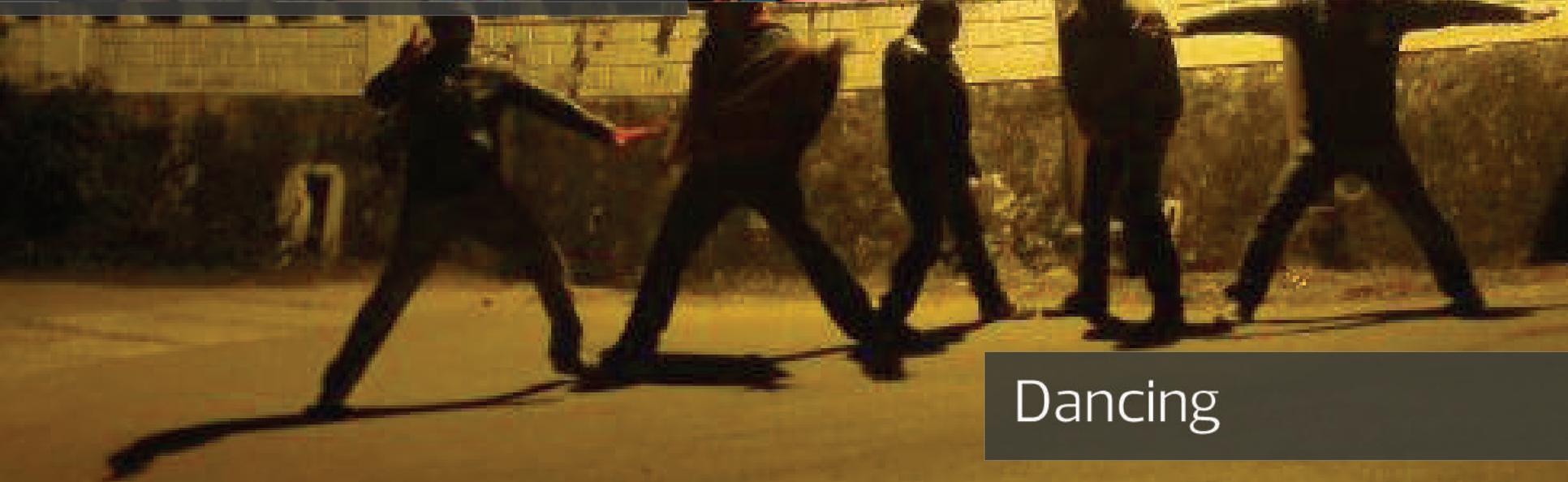
Setting sail

Adventure sports

Water sports



Friends



Dancing

A vibrant, high-energy crowd of people at what appears to be a music festival or concert. The scene is filled with diverse individuals of various ages and ethnicities. Many people have their arms raised, some making hand gestures like the 'rock on' sign. The lighting is warm and focused on the crowd, creating a sense of excitement and community. The background is slightly blurred, emphasizing the people in the foreground.

Our audience is diverse.

They have different likes,  
and dislikes,

They are individualistic,  
and widespread.

They make up the world  
of Chillers!

How do you communicate  
one brand proposition to an  
audience that is so diverse?

# Australian brand reinvented for Indian audiences

VGC's first initiative was to localise the expression of Chilling for India. Doing away with surf and sea scenarios, Chilling was redefined as a highly individual activity, meaning different things to different people.

# VGC as Brand Custodian



# 1

## Rebrand Art of Chilling

- Relevant to Indian market
- Beyond beach, surf & BBQs
- Encompass wider universe of chilling

# 2

## Extend Art of Chilling into lounges

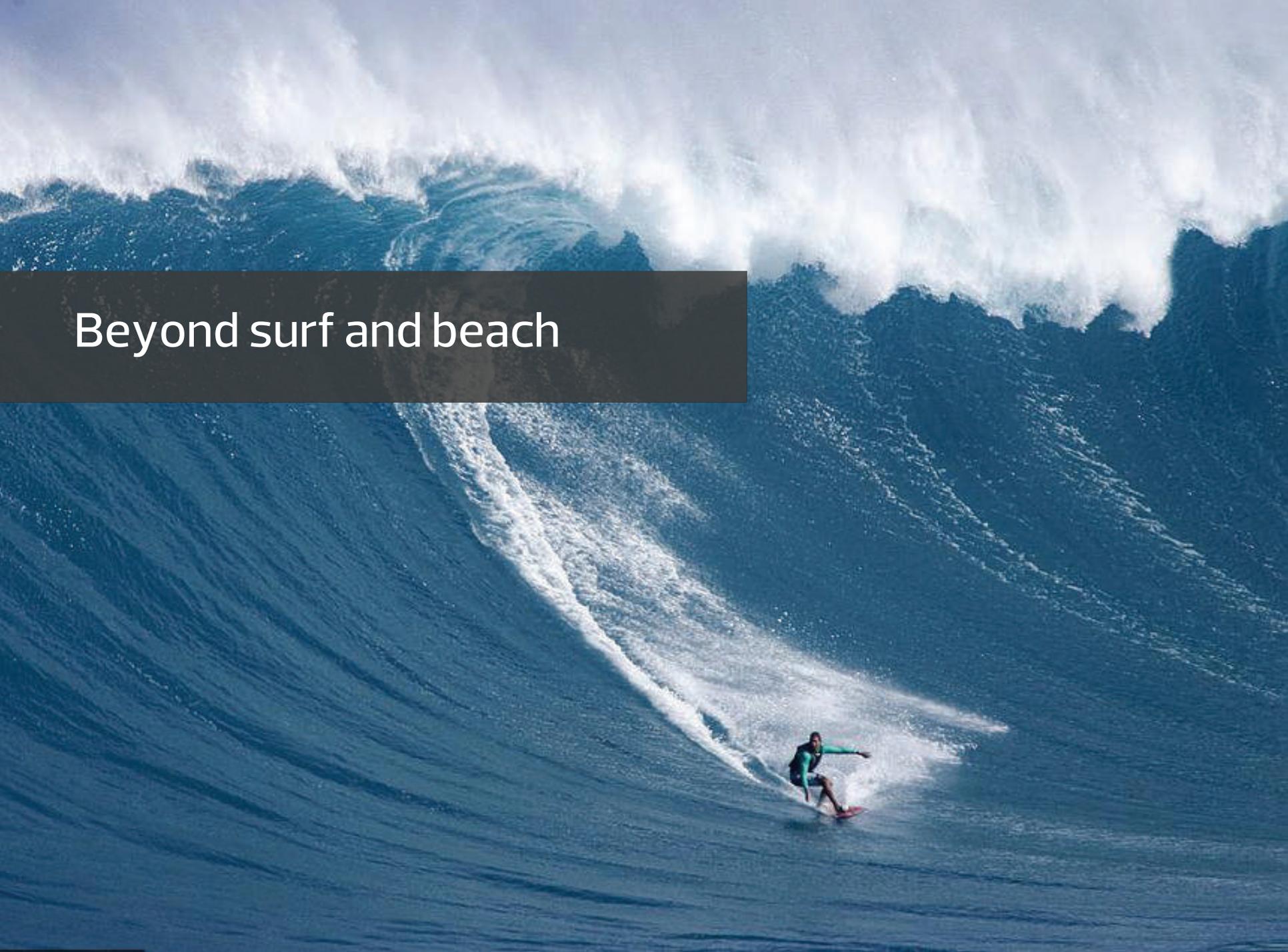
- A three dimensional experience aligned to the brand positioning
- Appeal to the five senses
- A Space design for Foster's to relax, interact and wind down

# 3

## 360° Dialogue

- Social Media Engagement
- Extending the AOC platform to marketing communications & collaterals
- Activation of the brand
- Leverage the brand using Web 2.0

Beyond surf and beach



We propose

A wider universe  
of chilling

Beach, surf & BBQ

We propose

A wider universe  
of chilling



New Identity



**FOSTER'S<sup>®</sup>**  
**ART OF**  
**CHILLING**



# Meet the Chill Tribe!

Each stand for a unique way of chilling.



**SHADY**

loves taking off on a holiday



**HOWZZAT**

enjoys a game of cricket



**HATS OFF**

is 24/7 awesome!



**ZEN**

is the master Chilling



**CLICKER HAPPY**

clicks the perfect moment



**UMBRELLA**

stays chilled out anytime, anywhere



**AMPLIFIER**  
likes all things loud



**SURFER**  
likes going with the flow



**TELEMAN**  
surfs the channels



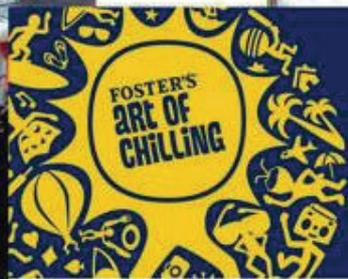
**IDEAHEAD**  
has the coolest ideas!



**DRAMARAMA**  
stays chilled out no matter what



**WHAT UP**  
always knows whats going on



**FOSTER'S®**

RAJESH BAR & RESTAURANT







**STRONG**



**FOSTER'S**  
**ART OF**  
**CHILLING**



**RAJESH BAR & RESTAURANT**

**FOSTER'S**  
ART OF CHILLING

**FOSTER'S**  
ART OF CHILLING

**FOSTER'S NOW IN**  
**1 LTR PET BOTTLE**  
With a twist.

**FOSTER'S**  
ART OF CHILLING

**FOSTER'S NOW IN**  
**1 LTR PET BOTTLE**  
With a twist.

**FOSTER'S**  
ART OF CHILLING

**FOSTER'S NOW IN**  
**1 LTR PET BOTTLE**  
With a twist.

**LIC's**  
**MARKET PLU**  
(Table Plan)  
UNIT LINKED P  
UIN: 51

**LIC**

भारतीय आयुर्विमा महामंडळ  
भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

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Single plan,  
double benefit.

बिकानेर अँड जयपूर  
बिकानेर एण्ड जयपूर  
**OF BIKANER & JAIPUR**  
ZONAL OFFICE,  
1<sup>st</sup> Floor,  
Mumbai



Neon Branding In Pubs



FOSTER'S<sup>®</sup>  
TAP DRAUGHT



# Neon Branding In Pubs

**BAR  
HARBOR**

**< 3 STEPS**  
TO DRAUGHT BLISS!



Bottle Glorifiers



Wall Graphics





Posters



# Packaging















# Brand Merchandise







# Bottle Caps



Foster's games



**F FOSTER'S®**



**F FOSTER'S®**



**F FOSTER'S®**







Ambient Advertising





**TOILET ▶**









DOOR  
TO DOOR  
CHILLING!  
1800 567 89

DOOR  
TO DOOR  
CHILLING!  
1800 567 89

DOOR  
TO DOOR  
CHILLING!  
1800 567 89



FOSTER'S





# Ambient Advertising



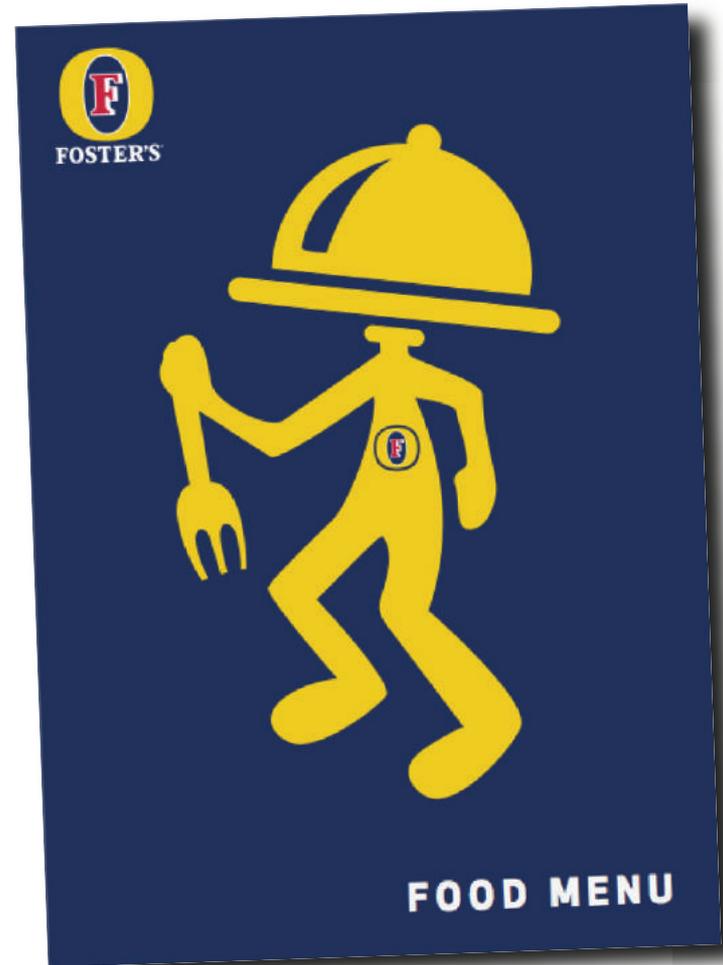
Car Phone  
Holders



Ambient Advertising



Restaurant Menus



Restaurant Menus



# Display Units





# Coolers

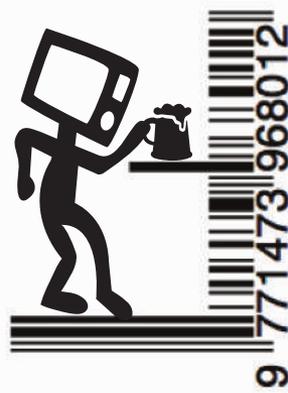




Push back ads



# Innovative Barcodes



# 1

## Rebrand Art of Chilling

- Relevant to Indian Market
- Beyond Beach ,Surf & BBQs
- Encompass wider universe of chilling.

# 2

## Extend Art of Chilling into Lounges

- A three dimensional experience aligned to the brand positioning
- Appeal to the five senses
- A Space design for Foster' s to relax, interact and wind down

# 3

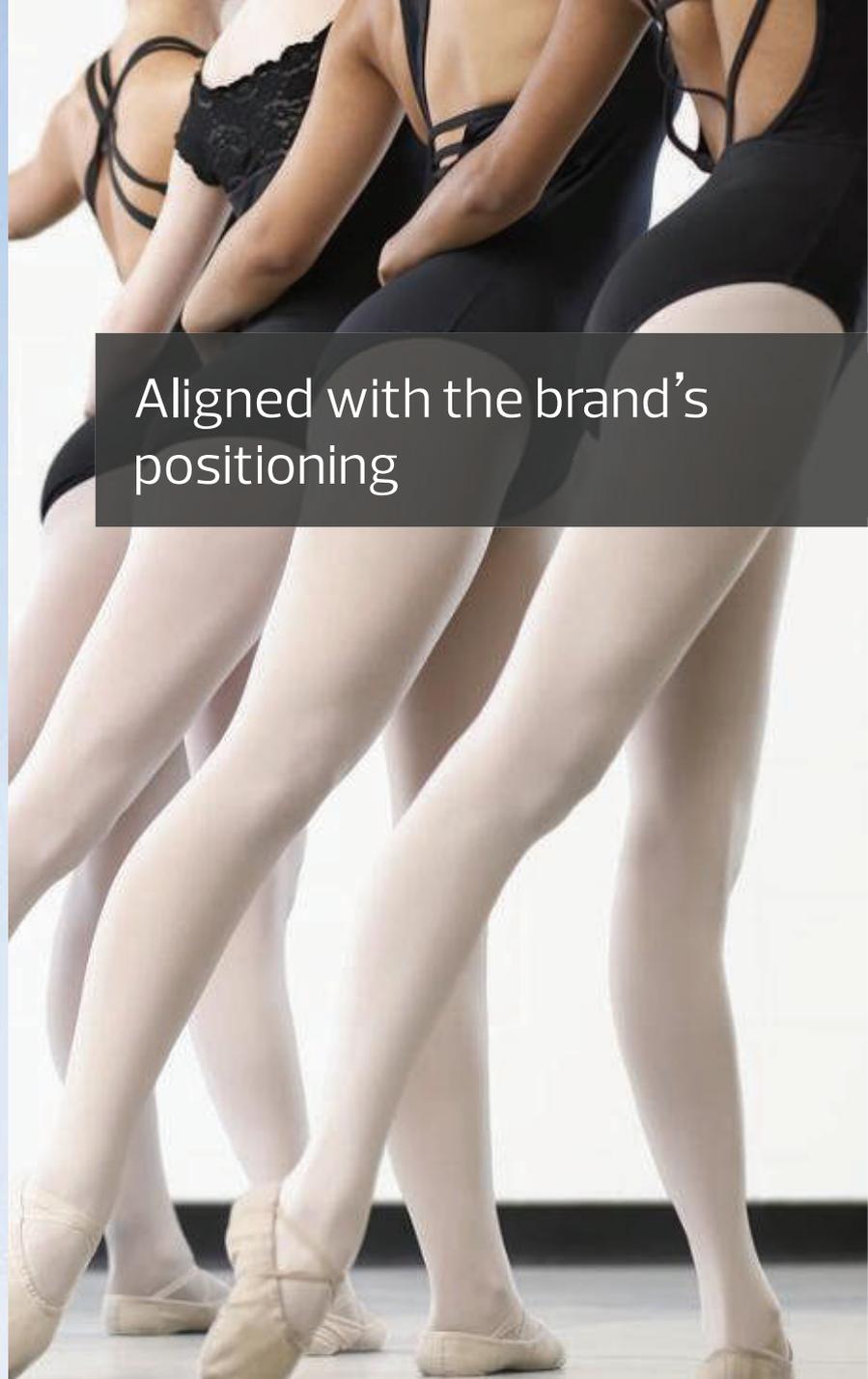
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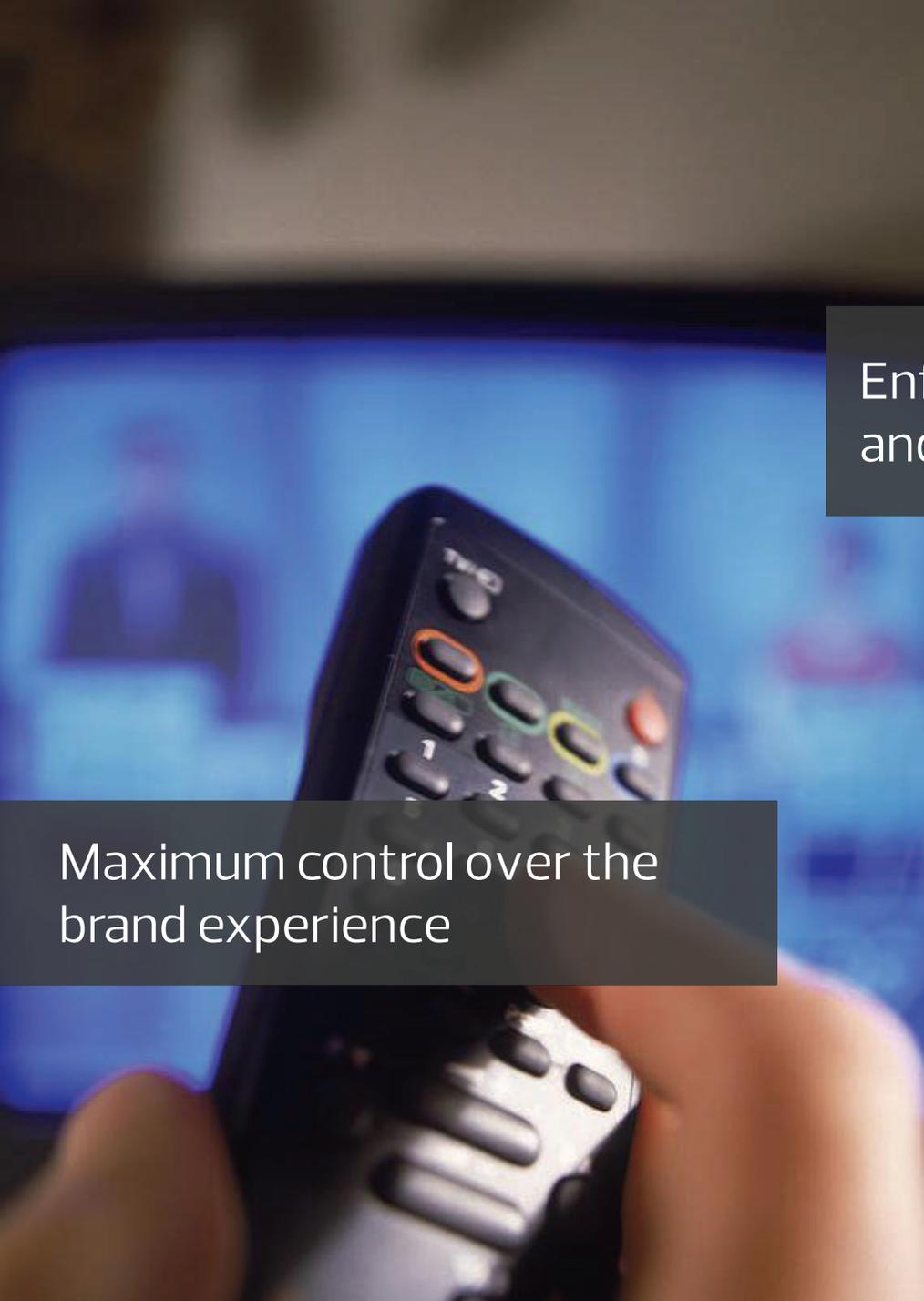
# Foster's Lounges



A three-dimensional  
experience



Aligned with the brand's  
positioning

A hand holding a black remote control with a TV screen in the background. The remote has several buttons, including a red power button and a green call button. The TV screen shows a blurred image of a person.

Enforces better brand awareness  
and differentiation

Maximum control over the  
brand experience

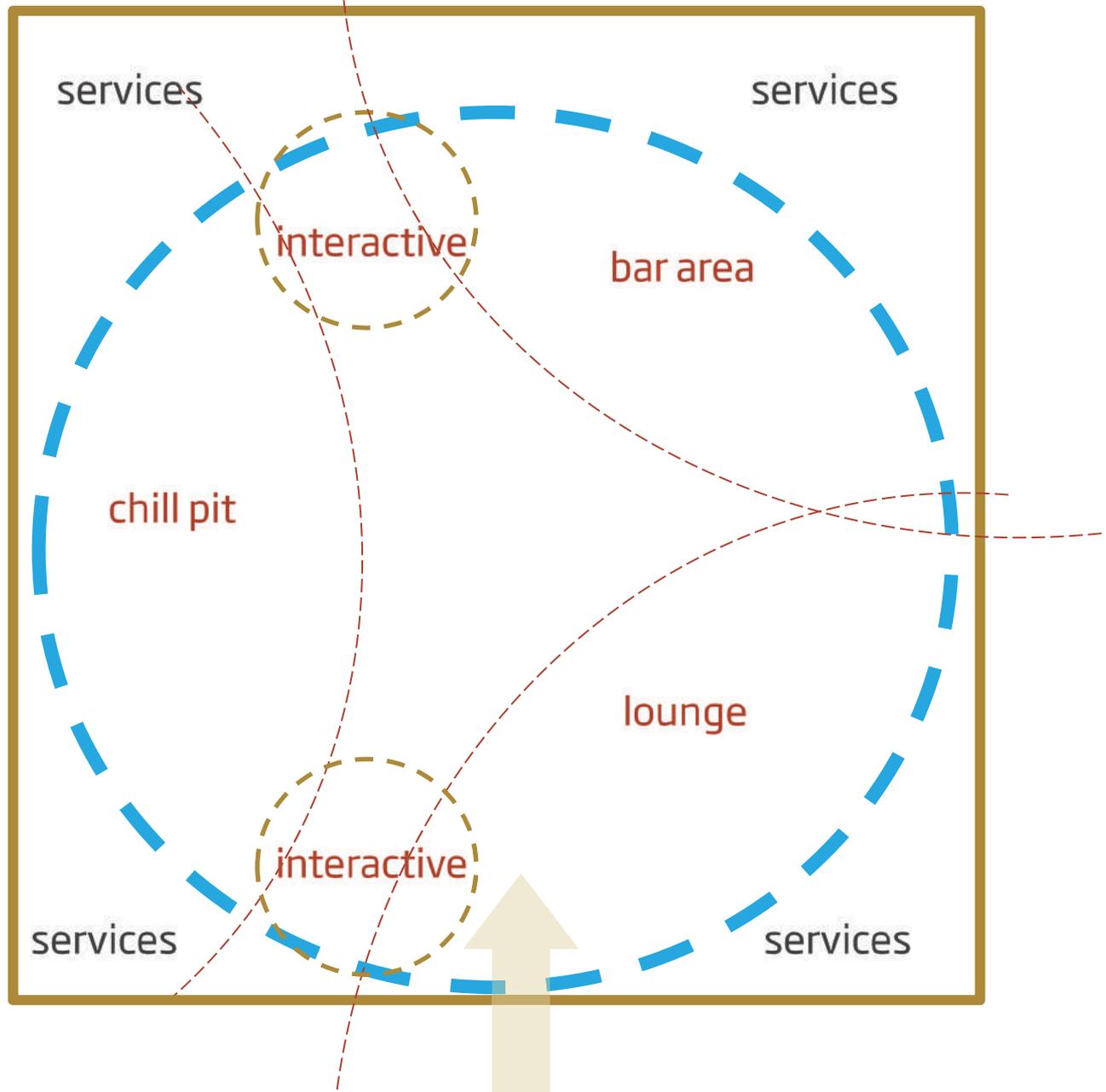


Encourages traffic : both walk-ins and repeat



Strives to delight the five senses

# Foster's Lounge Zones









THIS LIVES  
IN THE  
HEART

Cafe  
COFFEE DAY

Cafe  
COFFEE DAY



NATIONAL



Foodie's Bar

Foodie's Bar





↑ DEPARTMENT ST

ASAWI ANULOG

THIS WAY FOR THE NEW AVATAR

# Customized lounges – Jimmi's, Bangalore



NO PARKING









FOSTER'S  
ART OF  
CHILLING















FOSTER'S  
ART OF  
CHILDLING

# Customized lounges – Pecos, Bangalore

POSTER'S THE CHILL PIT



ಕರ್ನಾಟಕ ಸರ್ಕಾರದ  
ಸಂಸ್ಕೃತಿ ಮತ್ತು ಸಾಹಿತ್ಯ  
ಇಲಾಖೆ



Wrangler

Specs

Sub  
VIA  
ORIGINALS

Proflo

MINI SAGAR

THIRSTY

FEELING BEERLICIOUS!

COMING RIGHT UP!

RELAX... REFUEL... REFRESH...

GET FOSTERED

WHAT IS YOUR ART OF CHILLING?

FOSTERS WAY OF LIFE !!

PAINT A PRETTY 'PITCHER'

DRINK UP

SO GET ON BOARD  
TO MASTER THE  
ART OF CHALLENGE

I'M HEARS OF I  
JOIN ME & THE FOSTER'S  
BRIGADE FOR NON STOP  
CHALLENGE



... with FOSTER'S DRAUGHT !!



CON...  
... UP!  
Get...  
...  
... OF LIFE !!



I'M BOOMBOX!  
CHILL WITH ME FOR  
THE COOLEST MUSIC



PULL OUT YOUR  
CAMERA & GET  
CLICKER HAPPY  
WITH ME AND YOUR PALS



NO SHORTAGE OF  
FOSTER'S DRAUGHT  
AT THE CHILL PIT!



THERE'S NEVER A DULL  
MOMENT WITH ME  
DRAMARAMA...

YOU SEE ON BUSES  
TO RESIST THE  
FEEL OF CHALLENGE

THE BEST  
OF THE BEST  
FOR THE BEST



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# Social Media Engagement

# Gift a Chillhead

facebook

Search

**Foster's Art of Chilling** ▶ **Foster's Chill Heads**  
Food/Beverages · Bangalore, India



www.fostersaoc.com

Wall  
Info  
Welcome  
Art of Chilling Gear  
Foster's Chill Heads  
Photos  
Signup  
Twitter  
More ▾

About  
Helps you to chill out and relax with the people of your life. Chill out wh...  
More

**34,809**  
people like this

## Meet the Chill Heads

The Art of Chilling is a lifestyle. Each one of us has a friend who personifies different elements of this way of life.

Roll over a Chill Head to find your friend's personality and reward your friend with this unique gift.



Meet Eye Spy, the Chill Head that has an eagle vision in scoping out the hotties. Click to gift to your friend this Chill Head.

**Neha Harlalka Tulsian**  
cricket buff



**Howzat**  
www.fostersartofchilling.com

Your friend has gifted you a Howzat Chill Head for being the most chilled out cricket fan – enjoy Foster's Art of Chilling.

07 May at 14:46 via Foster's Chillheads · Like · Comment

**Neha Harlalka Tulsian**  
testing



**Certified Chiller Badge**

Your friend has gifted you a Foster's Triple because we all know 1 just doesn't cut it.

07 May at 14:58 via Foster's Gifts · Like · Comment

**Chittaranjan Gnanadason**  
Check out at 3:00pm :)



**Eye Spy**  
www.facebook.com

Your friend has gifted you an Eye Spy Chill Head because of your eagle vision in finding the hotties – enjoy Foster's Art of Chilling.

20 May at 13:15 via Foster's Chillheads · Like · Comment

# Gift Foster's merchandise

facebook

Search



www.fostersaoc.com

- Wall
- Info
- Welcome
- Art of Chilling Gear**
- Foster's Chill Heads
- Photos
- Signup
- Twitter
- More >

About  
Helps you to chill out and relax with the people of your life. Chill out wh...  
More

**34,809**  
people like this

## Foster's Art of Chilling ▸ Art of Chilling Gear

Food/Beverages · Bangalore, India

### art of CHILLING gear

All of us have friends who work too hard, play too little and just don't know how to chill. Well lucky for you, Foster's is now here to help those poor souls. Click 'Share Now' to send your friends a gift and help them experience the the Art Of Chilling.

The Art of Chilling Cushion. For the friend who does not chill enough



Share Now >

A 'can I help you chill' T-shirt. It's always nice to be helpful!



Share Now >

The F Badge: Welcome to the Art of Chilling.



Share Now >

A Pint! Well we all know 1 is never enough. How about 3 then?



Share Now >

An ice cold Foster's Can. Bring on the Indian Summer!



Share Now >

A Foster's bottle crown. For chilled out times past or yet to come, always thoughtful.



Share Now >



www.fostersaoc.com



[Neha Harlalka Tulsian](#)

AOC



#### Art of Chilling Crown

Your friend has gifted you a Foster's crown to remind you of good times in the past and those yet to come.

16 May at 10:37 via Foster's Gifts · Like · Comment

# Beer Rally contest



**Kirti Patil**



Kirti just finished sharing 20 Foster' s beers with her friends.

**JOIN THE BEER RALLY.**

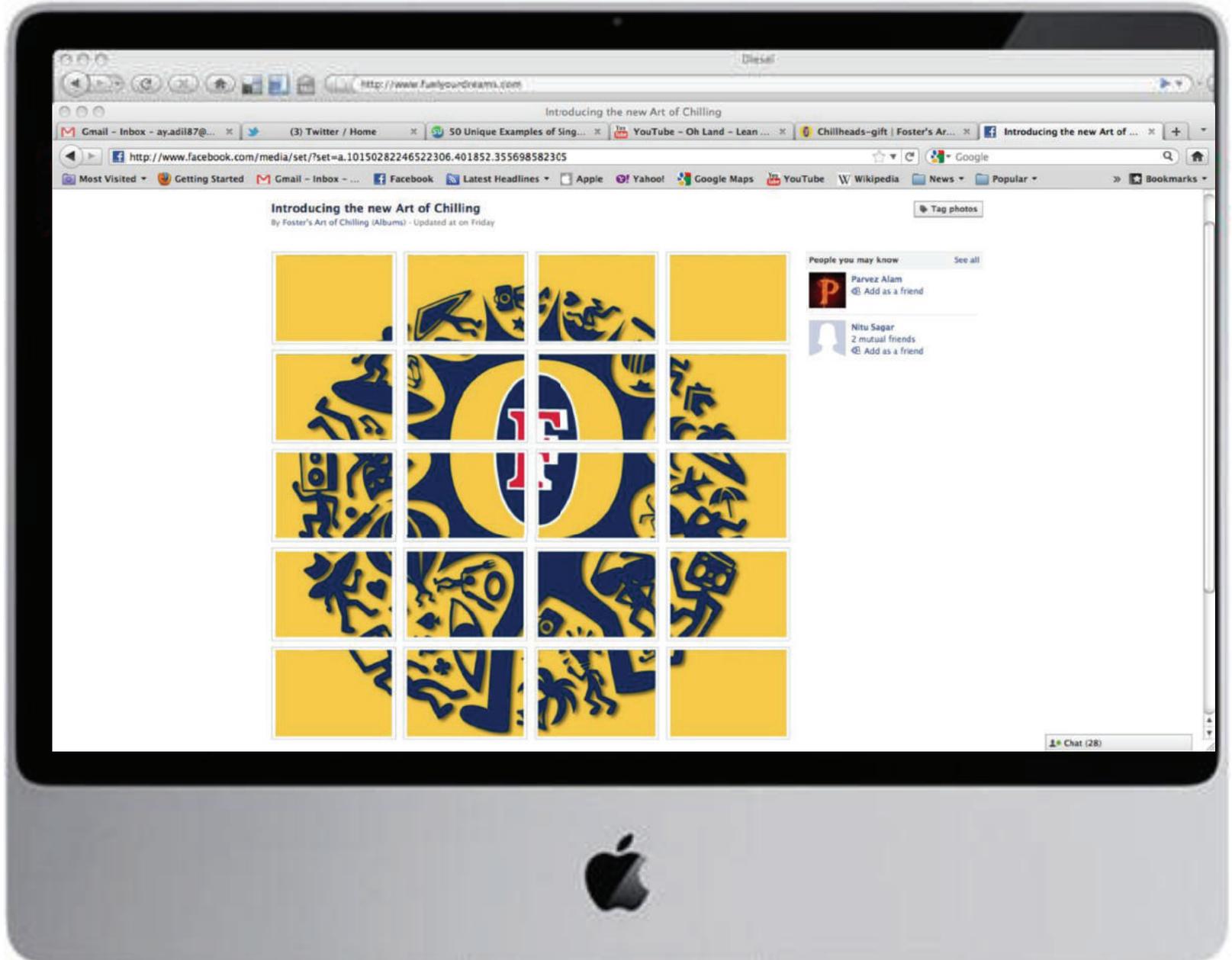
Sharing is caring. Pass 20 Foster' s Beer to your Friends and redeem this status message in your local shop for a free Fosters Beer. Save Water , Drink Fosters,

Hurry there are only 20,000 beers left

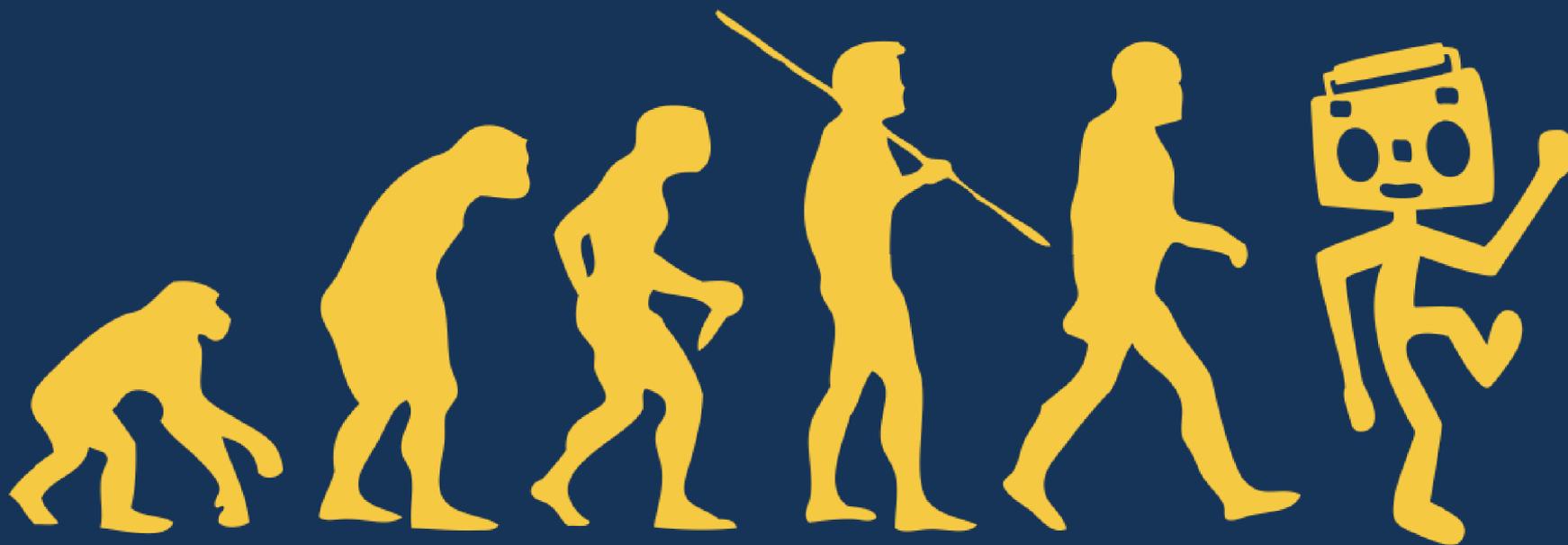


16 May at 10:37 via Foster's Gifts · Like · Comment

# Meet the Chillheads on Facebook



**FOSTER'S<sup>®</sup>**  
**ART OF**  
**CHILLING**



It's in our DNA

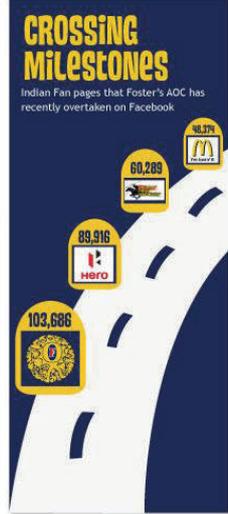






### Social CHillAge

Be a part of the ever growing online chilling community! With our intensive efforts on the social media forums, the Foster's Facebook fan page has now crossed over 1,00,000 supporters! Foster's fans all over the country converge at the Foster's AOC Fan page on Facebook to chill online.



### Chilled-out Stats

- 41,020 average new fans per month
- 1,368 average new fans per day
- 120 average "LIKES" per update
- 20 average comments per update

### CHEERS!

Foster's can now enjoy a moment of pride to have reached the attention and appreciation of lakhs of supporters in a constantly growing online population! In our company, these efforts by the digital and brand marketing teams, mark a successful foray into the online marketing space for SABMiller brands. The brand recognizes the efforts put in by everyone involved. Congratulations and Thank you to all. We hope to delight you with many more achievements in the coming future. Watch this space!

We want to hear what you have to say, so send in your feedback and suggestions to [fosters@in.sabmiller.com](mailto:fosters@in.sabmiller.com) and we will get back to you!



Around 42,500 people on average per month talk about Foster's Art of Chilling

- 1,00,000 new chilled-out fans since September 2011
- 900 fans are added daily on average since September 2010
- 3,750,000 users on average monthly are reached
- 22 Mio friends are connected through Foster's fan base



### CHEERS

Foster's is getting the attention of more and more supporters in a constantly growing online population! In our company, these efforts by the digital and brand marketing teams, has established a successful presence in the online marketing space, which only promises to grow. The brand recognizes the efforts put in by everyone involved. Congratulations and thank you to all. We hope to delight you with many more achievements in the coming future. Watch this space!

We want to hear what you have to say, so send in your feedback and suggestions and we will get back to you! Write to us at [fosters@in.sabmiller.com](mailto:fosters@in.sabmiller.com)





## SUPERSTARS at SOCIAL CHILLING!



### Tweets served CHILLED: #NeedaFosters

Last week we told you that Foster's is one of the top 30 most influential Indian brands on Twitter. This week Foster's is one of the top 3 trending topics in India, engaging in live conversations with #NeedaFosters flashing in over 200 tweets.



#### attention OF THE TWITTERATTI

"@FostersAoC for these guys are trendsetters on & off TWITTER :) #FostersLOL #NeedaFosters"

#### INDIA POPULAR TWEETS

- Trends India - change
- Paranormal Activity 3
- #Modi4years
- #NeedaFosters
- #SendMeToTerraNova
- MIG-21
- Liberia

### Escalated SOCIAL CHILLAGE



80000 NEW FANS ON FACEBOOK



90% of users are active

- Liking
- Polling
- Consuming
- Commenting
- Talking about Art of Chilling

### Buzz word: Foster's!

A whopping 30,000 people were found to be talking about FOSTER'S on Facebook - on a single day!



### GLOBAL CHILLING is just a CLICK AWAY!

The Foster's website, [www.fostersaoc.com](http://www.fostersaoc.com) clocked in 100,000 visits in the past 60 days.



### License to CHILL!

Bloggers all over the web, over 100 external blogs to be precise, have posts covering Foster's products. GQ, Men'sXP, Yahoo, One India have jumped onto the Foster's Chill-wagon!



We want to hear what you have to say, so send in your feedback and suggestions and we will get back to you! Write to us at [fosters@in.sabmiller.com](mailto:fosters@in.sabmiller.com)



## Twitter is CHILLING OUT!

Art of Chilling became the most talked about topic on Twitter India and Twitter globally in over 195 countries on 2 days in the last week of January.

How did Foster's reach there?

- we identified the right social influencers, who could spread the message of Art of Chilling for us
- Social influencers started to talk about how they chill out in their domain
- other influencers and followers picked up the trend and created a movement about what Art of Chilling means for them



### Most Talked About...

Foster's Home Party = #1 on Twitter India  
Art of Chilling = #1 on Twitter globally



14 lakhs views of Foster's on Twitter

5 lakhs reach of unique twitter users

1,000 tweets per day compared to 5 per day on average

### WHAT USERS SAID ABOUT ART OF CHILLING ON TWITTER:

@MrShri  
also sometimes just watch a nice show on TV + Foster's Beers #ArtofChilling

@ZOD50  
I chill with my best buddies, in a good hangout place, get some drinks and keep chatting #ArtofChilling

@Riccu  
I want John Lennon and Heath Ledger for my #Fostershomeparty. Pretty please

### CHEERS



'Most talked about' is also called a trending topic on Twitter. It is twitter-speak for popular keywords contributed by users over a short period of time.

Foster's Art of Chilling @ Home Party, 23rd Jan 2012  
Generated 425 tweets, 3.3 lakhs impressions and reached 52,000 twitter users = No. 1 Trend on Twitter India

Foster's Art of Chilling, 24th Jan 2012  
Generated 1,500 tweets, 14 lakhs impressions and reached 4.8 lakhs twitter users = No. 1 trend on Twitter Global

We want to hear what you have to say, so send in your feedback and suggestions and we will get back to you! Write to us at [fosters@in.sabmiller.com](mailto:fosters@in.sabmiller.com)



# Activation – LOL Evenings

 FOSTER'S®



**EVENINGS**

FEATURING

 weirdass

Coasters

**F FOSTER'S**

GIVE IT TO SOMEONE WITH A



**CHEEKY SMILE!**

CHILL ONLINE AT [FOSTERSAOC.COM](http://FOSTERSAOC.COM) FOR DETAILS.    
Be good to yourself, drink responsibly. To make an informed choice about alcohol, log onto [www.talkingalcohol.com](http://www.talkingalcohol.com)

**F FOSTER'S**

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**HEARTY SMILE!**

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**F FOSTER'S**

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**DEVILSIH SMILE!**

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**INFECTIOUS SMILE!**

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**IMPISH SMILE!**

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**GOOFY SMILE!**

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# Standees

**F FOSTER'S**  
**ALL YOU NEED IS LAUGHS!**  
Weirdass' Comedy Rock Band Alien Chutney will show you how to chill with tunes that make the world tear-up with laughter!

Rock your funny bone - 16th September  
It's a night of rock-sapping, hip-shaking, head-pumping and side-splitting laughter. It's a night of great acoustic and laugh-out-loud humour. It's a night of chilling with Weirdass and the band of comic rockstars.

**F FOSTER'S**  
**LOL**  
**EVENINGS**  
FEATURING  
WEIRDASS

\*CHECKING AVAILABILITY  
CALL 0116 274 0000 OR VISIT [FOSTERSEVENINGS.COM](http://FOSTERSEVENINGS.COM) FOR DETAILS

**F FOSTER'S**  
**THE GRAND FINALE**  
A chilled out one-night stand with Vir Das!

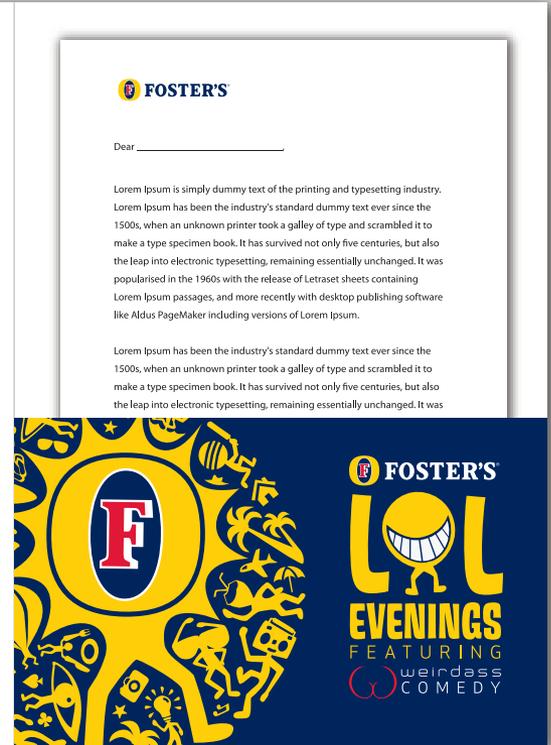
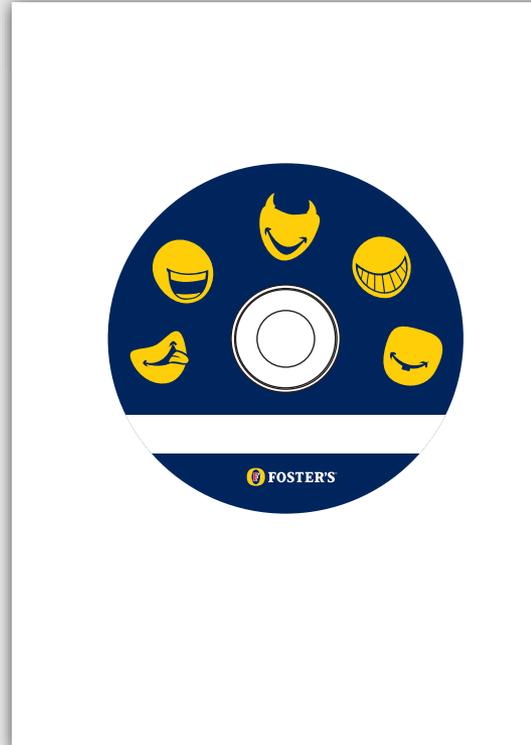
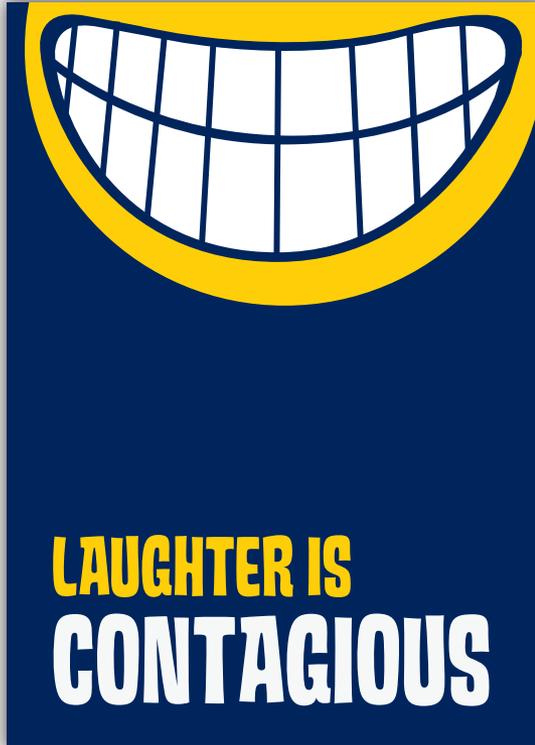
30th September  
The Foster's LOL Evenings will culminate in the Championship whose winners of 'Funny Side Up' battle it out for maximum laughs. Making the perfect appetizer for the audience to get up-close and personal with the funny man himself - Vir Das, who takes over the stage for a 45 minutes worth of pure un-adulterated dose of 'who let the Day out!'

**F FOSTER'S**  
**LOL**  
**EVENINGS**

FEATURING  
**WEIRDASS**  
COMEDY

CALL ONLINE AT [FOSTERSEVENINGS.COM](http://FOSTERSEVENINGS.COM) FOR DETAILS

# Press Kit





# Ready to LOL?

**24th August - 24th September**

Inviting you to master the Art of Chilling during a month long of Laugh-out-loud humour, Foster's brings to you The LOL Evenings featuring Weirdass Comedy.

**Be there!**

CHILL ONLINE AT [FOSTERSAOC.COM](http://FOSTERSAOC.COM) FOR DETAILS.





**SCAN HERE**

TO GET AN LOL BREAK  
ON YOUR PHONE.

FOSTER'S



中国东方海外有限公司



Client Speak!

"I think that in terms of the new and refreshed identity being memorable and the associations it has created around it, in terms of the fact that it binds people together even within the organization, it has worked wonders for us in more ways than one."

**Kumar Mangalam Birla, Chairman**  
ADITYA BIRLA GROUP

"VGC have been the catalyst and the drivers of the Editorial Design Change at Impact magazine. We approached them for a design change but they went beyond the brief, pushed and backed for suggested changes, got involved in all aspects and got us to believe in it and implement it. Since then, we have received humungous positive feedback for the product."

**Anurag Batra, CEO**  
EXCHANGE4MEDIA

"With their first strategy presentation, VGC has kept their promise of fresh, out of the box creative thinking, firmly rooted in sound strategy. We were impressed with the process, research and ideation to deliver quality solutions at this stage, which otherwise might have taken three stages to achieve."

**Deepak Nath, Category Head**  
SABMILLER INDIA

"I have received accolades for the quality and content of the communication and newly crafted brand name, for which the real credit goes to team VGC"

**Neha Hiranandani, Director**  
HOUSE OF HIRANANDANI

"We commenced a project for Foster's with VGC recently. In the eighteen months I have spent in the country I have not come across as many good ideas and fresh thinking as I saw in 30 minutes of their presentation. I wish VGC's Bangalore operations well in its new journey."

**Derek Hugh Jones, Director Marketing**  
SABMILLER INDIA

"VGC's reputation for Branding Services is very strong. VGC has done an impressive job of creating a Brand Design Portfolio for the transition of Madura Garments to Madura Fashion and Lifestyle."

**Pranab Barua, CEO**  
MADURA FASHION & LIFESTYLE

SOME OF THE CLIENTS POWERED BY VGC SINCE 1997



GRAZIA

HELLO!



VRAHEJA



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