MARKET
In line with the recent global trends, Malaysia has seen an increase in awareness and the pursuit of healthier lifestyles through sports and active living. Traditional football teams and basketball courts are no longer sufficient to satisfy the growing demand for sports venues. Fitness centres, recreational parks, driving ranges, and sports facilities for futsal and badminton are proliferating across the country as new alternatives.

Against this backdrop, 100PLUS has become an icon in the sports and active lifestyle beverage market, and is ubiquitous in sport facilities all over the country.

The growing awareness and benefit of isotonc hydration continues to keep 100PLUS relevant to those trying to achieve daily peak performance, beyond the world of sports.

The brand’s ability to empower consumers across a wide cross-section has propelled 100PLUS to become Malaysia’s number one isotonic drink, as well as the top-selling brand within the ready-to-drink beverage market.

ACHIEVEMENTS
Over the years, 100PLUS has received numerous accolades as testimony to its success in Malaysia. Most recently it was presented with another - the Putra Brand Awards 2014 - Gold Award in the Non-Alcoholic Beverage category.

100PLUS has received these awards before, back in 2013 and 2010.

In 2013, 100PLUS also won the Women’s Weekly Domestic Diva Award 2013 - Best Isotonic Drink.

In 2009, 100PLUS was conferred the Number One Malaysian Brand ranking by Superbrands, and the Gold Award in the Brand Equity Awards for Fast Moving Consumer Goods with the revenue in excess of 500 million ringgit.

It has also won the Reader’s Digest Trusted Brand Award for six consecutive years - the Platinum Award in 2003 and Gold Awards from 2004 to 2008.

100PLUS won the trust and confidence of all major sports agencies including the prestigious National Sports Council of Malaysia (NSC), Badminton Association of Malaysia (BAM), Football Association of Malaysia (FAM) and Malaysia Golf Association (MGA). At events organised by these associations 100PLUS has either been the official isotonc drink or endorsed as the recommended isotonc beverage.

100PLUS’ efforts in promoting sports and active lifestyles has earned the brand a special invitation by the Ministry of Education to be a strategic partner in its long-term objective of elevating football standards in schools.

Competitions that have arisen from this collaboration include the Education Minister’s Cup and the 100PLUS Super Cup for the under-17 and under-14 categories respectively.

100PLUS has also been actively involved in the 100PLUS Badminton National Junior Circuit, 100PLUS Malaysian Junior Golf Open, 100PLUS SAM Awards and 100PLUS FAM Football Awards, thus helping to raise the bar for sports for Malaysians across all ages.

HISTORY
100PLUS was launched in Malaysia in 1983. Ahead of its time with its sports and active lifestyle positioning then, success did not come easily for the new brand. However the management of the company behind the brand believed in the potential of the product and persevered. The company worked tirelessly and continued to invest resources, time and effort to build the brand and to promote 100PLUS to the sporting community, who were then unfamiliar with the merits of isotonic beverages.

The company’s foresight, vision and tenacity eventually paid off. As people started becoming more health-conscious, a distinct accompanying shift in consumer preference towards healthier alternatives took place. This, and the increasing adoption of a more active lifestyle, made consumers start choosing 100PLUS over others.

Being the pioneer with first-mover advantage in its market, 100PLUS grew steadily and rose to become the nation’s most recognised isotonc beverage brand. As of 2015 it commands a dominant 88% of the isotonc beverage market in Malaysia.

RECENT DEVELOPMENTS
100PLUS hosted its very first running event with the 100PLUS Outrunner campaign which saw a total of 10,000 participants signing up in a short span of two weeks. The event was also the first-ever running event in the world to feature drones as an active part of the race.

Distance running always challenges the physical limits of a runner and 100PLUS took it to a new level by pitting man against machine in the a unique running event.

The six kilometre long 100PLUS Race Against the Machines (RATM), which was held in Putrajaya, featured the drones as an active part of the race, which resembled a real life video game and was the first of its kind – its participants had to dodge, avoid and outrun aerial drones which were set loose to “hunt” them down in the dark of the night.

The RATM fun run, along with 9km and 13km events in the competitive segment was flagged-off from the Palace of Justice in Precinct 3, which had a carnival atmosphere for the day.

Runners who signed up for this exhilarating 9km run were each given a barcode instead of race numbers for their race bibs, and three “Lives”. The objective to cross the finish line with at least one life remaining – not an easy task with four drones chasing after them.

Each drone was armed with powerful searchlights and high definition video cameras, with six electrical-powered propellers to help it accelerate up to 57km/h when airborne. Runners who got their barcodes scanned or “captured” ended up losing a life each time while those who carried the 100PLUS Navy Grip Bottle throughout the race were given a bonus life.

Drone Masters were given the chance to operate the on-board cameras of the drones in Putrajaya from the comfort of their homes. The Drone Masters had 25 shots each to “fire” the bot cameras or scanners at the runners and take as many clear snapshots of the barcodes printed on the runners’ shirts as they could.

PROMOTION
2014 was the year of the FIFA World Cup and, through the 100PLUS Dana On campaign, consumers had to collect tabs or stickers on the bottle labels and redeem them for exclusive 100PLUS merchandise. They could redeem either special 100PLUS football jerseys or football mugs.

The consumer that submitted the most tabs stood a chance to win the grand prize - a trip to Brazil for two. The Promotion ran from 1 May till 10 July 2014.

BRAND VALUES
100PLUS continues to build optimism and consumer confidence by inspiring the market with its creativity and determination. This goes beyond the realm of sports. It touches and energises all those who aspire to push their limits, and to achieve greatness, on or off the playing field.

THINGS YOU DIDN’T KNOW ABOUT 100PLUS
• In 2014 100PLUS remained the most dominant read-to-drink beverage brand in Malaysia.
• Over 1.5 million people rehydrate, refresh and re-energise with 100PLUS every 24 hours in Malaysia; a number that continues to grow steadily.
• 100PLUS has the highest in-home penetration rate among the top five ready-to-drink beverages, and now can be found in one out of every two Malay household in Malaysia.
• The amount of sodium in a single can of 100PLUS is equivalent to a boiled egg.
• 100PLUS was launched in the year its parent company, FRASER & NEAVE (F&N), celebrated its 100th anniversary. The beverage was named to commemorate the milestone.
• 100PLUS has more than 466,000 Facebook fans. Follow 100PLUS at www.facebook.com/100plus.

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