

FACTSHEET

Carlsberg

Carlsberg has been on an impressive journey for the past 170 years. Having started out as a small regional brewery on top of Valby Hill outside Copenhagen, Carlsberg A/S is now an international player with activities all over the world. The Carlsberg Group holds leading positions in Western Europe, Eastern Europe and Asia, while the rest of the world is serviced through export and licence agreements. A proportion of the Carlsberg Group's business comes from new, innovative products such as cider, energy drinks and brewed beverages, where the Group is way out in front. However, beer is still the natural and historical focus of the Carlsberg Group. Beer is the very heart of the company – a heart made of malted barley, yeast, hops and water. Brewed with passion, inspiration and care. That's how it's been since 1847, when Brewer J.C. Jacobsen opened the first cask of Carlsberg beer at his brand-new brewery on Valby Hill outside Copenhagen, and Carlsberg continues to brew for a better today and a better tomorrow.

Happiness

Happiness, an FCB alliance, is a creative connectivity agency based in Brussels, Belgium and Saigon, Vietnam. The agency is well-known to design connected brands that trigger emotions that trigger business. The very multi-cultural crew of Happiness won numerous awards, including Grand Prix at the Cannes Lions and Eurobest. Some of their work is even featured in the V&A Museum London. The agency believes in the power of creativity, the power of humanity and in happiness, that fuels both. Happiness Brussels currently works for Toyota, Tuborg, Etam Lingerie, Quick (Belgian fast food chain), Parents of Road Victims, 2dehands.be (Belgium's biggest classified ads platform), DVV Insurances, Playtika, Nivea, Labello, Hansaplast, Eucerin, Somersby and of course, Carlsberg.