

MALAYSIA



AWARDS 2010



3RD NOVEMBER 2010

Organised by:



Supported by:

Media

nama

A 'one-stop-shop' for all media monitoring requirements

- Monitoring publications, TVs, radios, websites and blogs
- Tracking own presence or competitors presence in the media
- Tracking industry specific trends or legislation
- Measuring effectiveness of media relations
- Presenting results in easy-to-read reports

media

magazine ● ad tracking

monitoring

television
PR agencies

media analysis
newspaper
corporations radio
government agencies

internet / online media
news tracking
advertising agencies

service



News & Ads Monitoring Agency Sdn. Bhd. (729310-P)
(formerly known as News & Ads Monitoring Allied Sdn. Bhd.)

No. 39-2 Jalan Kuchai Maju 8, Kuchai Entrepreneurs' Park, Off Jalan Kuchai Lama, 58200 Kuala Lumpur, Malaysia.
Tel : +6 03-7987 7975 Fax : +6 03-7987 8715 Website: www.nama.com.my

FOREWORD

CONTENTS

- 04 **POWERFUL PANEL**
- 05 **GOLD CAMPAIGN OF THE YEAR**
CONSUMER LAUNCH CAMPAIGN OF THE YEAR
- 06 **CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN OF THE YEAR**
CERTIFICATE OF EXCELLENCE BEST USE OF DIGITAL
- PROMOTIONAL ACTIVITY OF THE YEAR**
- 07 **CERTIFICATE OF EXCELLENCE PRODUCT BRAND DEVELOPMENT OF THE YEAR**
CERTIFICATE OF EXCELLENCE BEST USE OF DIGITAL
CERTIFICATE OF EXCELLENCE CONSUMER LAUNCH CAMPAIGN OF THE YEAR
CERTIFICATE OF EXCELLENCE HEALTHCARE:ETHICAL CAMPAIGN OF THE YEAR
- 08 **CERTIFICATE OF EXCELLENCE HEALTHCARE:ETHICAL CAMPAIGN OF THE YEAR**
CERTIFICATE OF EXCELLENCE PUBLIC AFFAIRS CAMPAIGN OF THE YEAR
CERTIFICATE OF EXCELLENCE PROMOTIONAL ACTIVITY OF THE YEAR
- 09 **HONOURABLE MENTION PRODUCT BRAND DEVELOPMENT CAMPAIGN OF THE YEAR**
TECHNOLOGY CAMPAIGN OF THE YEAR
ENVIRONMENTAL CAMPAIGN OF THE YEAR
FINALIST PRODUCT BRAND DEVELOPMENT CAMPAIGN OF THE YEAR
CONSUMER LAUNCH CAMPAIGN OF THE YEAR
TECHNOLOGY CAMPAIGN OF THE YEAR
HEALTHCARE:ETHICAL CAMPAIGN OF THE YEAR
FINANCIAL COMMUNICATION CAMPAIGN OF THE YEAR
- 10 **THE SPONSORS**



Public Relations is at the core of multi-channel, multi-stakeholder engagement to build trust. As PR practitioners we increasingly need to think beyond the norm and offer creative communications solutions to organisations, across mainstream, online and offline channels.

The Malaysia Public Relations Awards (MPRA) remains as a premier platform for Public Relations professionals in this country to showcase their expertise and experience, whether they are part of an organisational team or provide services to clients as a professional in an external firm.

In this fourth year of the Awards, I am encouraged to see continuing interest in the Awards. There is an increase in the number of entries and for the first time, participation from non consulting firms. Nineteen finalists were chosen from the total of 30 entries received from 14 companies comprising consulting firms, in-house public relations departments and major Malaysian organisations for MPRA 2010.

MPRA 2010 will see three category Award winners, eight Certificates of Excellence and three Honourable Mentions.

While the judging panel is generally pleased with the overall entries, some of which reflected all rounded solid campaigns and use of digital elements, the judges feel that more is needed to raise the bar in terms of innovation and in leveraging digital platforms. They would also like to see a greater number of submissions entered in all of the Awards categories that could contribute towards enhancing the quality of submissions. In this regard, I would like to encourage all PR practitioners from consulting firms, in-house departments and Malaysian companies to continue to participate in the annual MPRA which ultimately, is your platform to showcase your creative and result driven campaigns.

MPRA 2010 is a reality and a success with the help of many people and organisations. I would like to record my appreciation to our sponsors, the panel of judges, participating companies, and Media for continuing to allow us to model MPRA after its annual Asia Pacific Awards.

I would also like to thank the members of the Executive Committee for their tireless efforts in the organising of MPRA 2010.

My heartiest congratulations to all winners of MPRA 2010!

Julia Ahmad
President, PRCA Malaysia

POWERFUL PANEL

This year's five judges come with diverse backgrounds and experience.



Fredrik Härén

Author and sought-after speaker on creativity and idea generation, Swedish native Fredrik Härén has delivered over 1,000 speeches, lectures and workshops about business creativity and idea generation to hundreds of organisations in over 25 countries. Based in Singapore, he is the founder of Sweden's leading creativity company, The Interesting Organization.

Andreas Vogiatzakis

Andreas Vogiatzakis brings a wealth of international experience in media and management, spanning six countries in three continents. Relocating to Kuala Lumpur in 2006, OMD Malaysia under his watch has grown from strength to strength, receiving the Silver Award in 2008 and 2009 for Best Office of the Year in South East Asia.



Ku Kok Peng

Ku Kok Peng is Associate Director at Pemandu, the government agency responsible for Economic Transformation Programme and Government Transformation Programme. Prior to joining Pemandu in August 2010, he was Partner and Managing Director, Market Development, at Fleishman-Hillard, where he oversaw the firm's Kuala Lumpur, Jakarta and Manila businesses. Ku currently serves as an Adviser to PRCA Malaysia.

Noor Yang Azwar Kamarudin

Noor Yang Azwar Kamarudin, currently the Designate Director, Public Affairs and Communication at Pfizer Malaysia, brings valuable experience in the fields of government relations and public policy.



Sharifah Rozita Syed Sulaiman

Sharifah Rozita Syed Sulaiman has close to 30 years' experience in communications and corporate affairs in diverse industries, among them tobacco, oil and gas, and heavy industry. Her professional credentials include counseling some of the world's leading firms. Sharifah established her own consulting firm, SR Associates, to provide consultancy in the areas of brand, issues and communication management.

GOLD CAMPAIGN OF THE YEAR

CONSUMER LAUNCH CAMPAIGN OF THE YEAR

CAMPAIGN DELTA STRIKE
CLIENT LIFEBOUY (UNILEVER) MALAYSIA
CONSULTANCY ESSENCE COMMUNICATIONS



SITUATION ANALYSIS

Since June 2009, the spread of the A(H1N1) pandemic had gotten many to take charge of their wellbeing especially in the context of personal hygiene. As this awareness grew exponentially, consumers were turning to personal hygiene care products as means of defence against such communicable diseases.

But for hygiene care brands, it was a race towards products that proved better efficacy against prevailing illnesses and emerging ones that caused more devastation.

To this effect, Lifebuoy was set to launch its new range of products with the introduction of its new and improved formula that was clinically tested to be more advanced than market competitors.

The challenge: Codenamed "Delta Strike" the Agency was tasked to develop a PR campaign that would not only provoke the public to question the efficacy of existing hygiene brands but to create an emotional brand compass towards empowerment of families towards the wellbeing of their families.

OBJECTIVES

To communicate to the public that Lifebuoy has set the gold standard in germ protection with greater efficacy than market competitors.

The campaign was also aimed at empowering families in self accessing the hygiene needs of the individual and their loved ones through awareness.

TARGET/AUDIENCES ANALYSIS

- Children – research proves that death amongst children under 5 is a worrying global health agenda
- Mothers – decision makers of household consumer products
- General consumers – mass awareness and brand appeal

EXECUTION/TACTICS

The execution of the campaign through its "Inspire and Amplify" phase kicked off with a media launch that introduced popular celebrity ambassadors and the receiving social welfare organisations. Three ambassadors were selected based on multiple ethnicities and their persona as "celebrity parents". This was instrumental in driving the cause for parents to start taking better care of their family's wellbeing as these celebrities showcased that they share the same concerns as most parents.

In addition, the selection of celebrity ambassadors from various ethnic backgrounds echoed the government led campaign for "1 Malaysia" – a nationwide agenda for unity and equal opportunities. The "Malaysia, Lets Get Healthier!" campaign also resonated the same sentiments by providing equal opportunities for the underprivileged in living healthier lives.

The campaign's lead social welfare organisation was the National Council of Welfare and Social Development Malaysia (NCWSDM) under the umbrella of the Ministry of Women, Family and Community Development. The Council through its alliances nationwide provide training for 'caregivers' in volunteer organisations apart from growing its knowledge base through global alliances i.e. International Council on Social Welfare (ICSW) based in Netherlands.

The Council was instrumental in the distribution of the soap bars to the targeted underprivileged communities through its nationwide alliances. The Council also educated these communities the recommended 7 step handwashing technique (as endorsed by the Ministry of Health) throughout their outreach programme.

CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN OF THE YEAR

CERTIFICATE OF EXCELLENCE BEST USE OF DIGITAL

**CAMPAIGN
CLIENT
CONSULTANCY**

**SPREAD THE SMILE MOVEMENT - THE JOURNEY FOR CLEFT
ING INSURANCE BERHAD
TEXT 100**

This campaign marked a significant cornerstone in ING Insurance's corporate citizenship and has unanimously made a considerable impact in raising our equity with the media, our policyholders, employees, corporate partners and stakeholders. The results generated by this campaign have truly exceeded our expectations.

Geraldine Wong
Head of Branding
& Corporate
Communications,
ING Insurance Berhad



SITUATION ANALYSIS

Cleft lip and palate, an oft-misunderstood condition affecting an underprivileged community, presents a different set of challenges in Malaysia, primarily due to the multicultural nuances and the urban-rural divide. Approximately 1 in 700 children are born with cleft lip and palate in Malaysia. The cost for treatment can be substantial for families affected, not to mention the amount of physical and emotional stress involved.

In 2003, ING Insurance started working with the Cleft Lip & Palate Association of Malaysia (CLAPAM), committing to help the organisation and its cause in the best possible way. In 2009, ING Insurance secured the rights to screen Smile Pinki, an award-winning documentary about cleft, and this presented an opportunity to step up efforts to spread awareness on the cleft condition.

OBJECTIVES

From the get go, the objectives were clear to both ING Insurance and the Agency - to raise knowledge and acceptance of the cleft condition, empower the public to support CLAPAM and connect cleft-affected families and individuals with the resources and support available. The initiative also aimed to cement cleft lip & palate as one of ING Insurance's multi-pronged corporate responsibility initiatives and boost its local corporate citizenship profile and brand equity.

TARGET / AUDIENCE ANALYSIS

ING Insurance aimed to reach primarily urban Malaysians, and educate and correct misperceptions about cleft. Malaysia's burgeoning population of web-savvy and connected audience also meant the campaign needed to take the form of a concerted outreach via both traditional and online media.

PROMOTIONAL ACTIVITY OF THE YEAR

Sponsored by Red Bull

**CAMPAIGN
CLIENT
CONSULTANCY**

**YOUTH '10 MALAYSIA LARGEST YOUTH FESTIVAL
YOUTH ASIA
WEBER SHANDWICK**

SITUATION ANALYSIS

YOUTH'10 was a large scale, three-day festival held in Kuala Lumpur from 28-30 May 2010. The youth festivals are organised each year in Malaysia to provide youth a platform to express themselves through various activities such as dance, sports and music. Our agency was appointed as the official communications partner and tasked with the pivotal role to position YOUTH'10 as a platform for youth to make a positive and significant change in their lives.



Previous festivals, YOUTH'08 and YOUTH'09, received extensive response from the media and garnered 20,000 and 30,000 youths respectively. The previous years' communications efforts had focused on setting the foundations, showcasing the organisers and enticing participation by highlighting the festival's activities. Our client, Youth Asia had a huge task ahead of them - to create an event that would attract more youths than ever before. We understood that going the same route as previous years would likely stagnate coverage and ultimately attendance. We therefore needed a new approach.

Together with Youth Asia, we identified the following core objectives for the campaign:

- To drive participation and ideally hit the 70,000 attendance mark for YOUTH'10 festival
- To drive awareness and traffic to YOUTH'10 website and all its digital components
- To maintain top of mind awareness about the YOUTH'10 festival to the target audience
- To showcase the power of the youth festival as a platform for youth to unleash their hidden potential through performance and participation

TARGET / AUDIENCE ANALYSIS

The primary audience included Malaysian individuals aged 18 to 35, with a personal goal to pursue. Specifically, we wanted to target individuals who lack ambition, hoping to inspire and assist them to find areas at the festival in which they can express their inner passion. The other audience considered was the youth stakeholders - major corporations and brands from all industries as well as government agencies and education institutions. These stakeholders were called upon to collaborate and pull their collective resources (financial and time) to help Malaysian youth shape their future.

EXECUTION / TACTICS

The agency evolved the narrative, from highlighting significant elements about the festival to sharing success stories generated from previous festivals. Success stories mined from past festivals were consistent throughout the six weeks; reinforcing the initiatives of YOUTH'10. It capitalised on all aspects of communication, both offline and online, to spread the message about YOUTH'10 and challenged Malaysian youths to step up and own the youth movement. The growing population of youths in Malaysia is proof of the significant power and impact that youths can make in this country.

CERTIFICATE OF EXCELLENCE PRODUCT BRAND DEVELOPMENT OF THE YEAR

CERTIFICATE OF EXCELLENCE BEST USE OF DIGITAL

**CAMPAIGN
CLIENT
CONSULTANCY**

**DETIK-DETIK MH:REDISCOVERING THE ESSENCE OF MALAYSIAN HOSPITALITY
MALAYSIAN AIRLINES SYSTEM BHD
FLEISHMAN-HILLARD**

SITUATION ANALYSIS

In 2007, a month-long lab concluded that MAS' customer value proposition to be 'Malaysian Hospitality, Hassle Free, All the Way'. The research also revealed that what differentiated Malaysian Hospitality (MH) from other ASEAN countries was anchored on Malaysians intrinsically understanding different cultures as we grew up in an environment which respected and celebrated diversity.

Reconnecting Malaysians to their cultural roots and building an affinity toward MH became a key objective. On-ground campaigns and contests were launched but while they generated awareness, several ambiguous submissions for a MH photography contest raised questions if this generation of Malaysians had lost track of what MH encompassed – and ultimately, what the airline represented.



CERTIFICATE OF EXCELLENCE

CONSUMER LAUNCH CAMPAIGN OF THE YEAR

**CAMPAIGN
CLIENT
CONSULTANCY**

**NIPPON ODOUR-LESS AIRCARE
NIPPON PAINT (MALAYSIA) SDN BHD
KIM CHEW COMMUNICATIONS**

Driven by the philosophy of enhancing life through innovation, Nippon Paint Malaysia consistently delivers high quality paint solutions that not only serve consumer needs, but also protects the world.

Since setting the industry standard in 2005 with the almost zero VOC (Volatile Organic Compound) architectural coating, Nippon Paint continues to develop environmentally-friendly or 'green' products.

In 2010, Nippon Paint raised the benchmark even further by introducing the new NIPPON ODOUR-Less AIRCARE. One of the most technologically advanced paint innovations to-date, NIPPON ODOUR-Less AIRCARE helps to improve indoor air quality by absorbing harmful formaldehyde while simultaneously refreshing the air.

While its competitors have since jumped onto the 'green' band-wagon, Nippon Paint has yet again taken its game to a higher level with a consolidated educational programme on Indoor Air Quality and Sick Building Syndrome.

CERTIFICATE OF EXCELLENCE

HEALTHCARE:ETHICAL CAMPAIGN OF THE YEAR

**CAMPAIGN
CLIENT
CONSULTANCY**

**POWER OVER CERVICAL CANCER (POCC)
GLAXOSMITHKLINE PHARMACEUTICALS MALAYSIA
FLEISHMAN-HILLARD**

Cervical cancer is the second most common cancer affecting today's women worldwide. Out of 500,000 reported cervical cancer cases each year, more than 80 per cent occur in developing countries. The Malaysian National Cancer Registry reported that in 2006, 12.2 per 100,000 of the female population are diagnosed with cervical cancer, making it the third most common cancer among women in Malaysia. The World Health Organization (WHO) has also stated in 2007 that more than 700 Malaysian women die from cervical cancer every year. These deaths occur despite the fact that cervical cancer can be prevented through regular screening via Pap Smears and through cervical cancer vaccination, which helps protect against infection from the two strains of HPV that account for approximately 70% of cervical cancer cases.

CERTIFICATE OF EXCELLENCE

HEALTHCARE:ETHICAL CAMPAIGN OF THE YEAR

**CAMPAIGN
CLIENT
CONSULTANCY**

**BREATHE:WORLD ASTHMA DAY CAMPAIGN (BREATHE CAMPAIGN)
GLAXOSMITHKLINE PHARMACEUTICALS MALAYSIA
GOLINHARRIS**

At present, asthma affects approximately 300 million people worldwide. The prevalence of asthma is increasing globally, with an estimated additional 100 million sufferers come 2025. In Malaysia, asthma affects 10 -13% of the population, with a large majority of those who are undertreated and living poor quality lives. In conjunction with World Asthma Day 2010, the agency together with GlaxoSmithKline Pharmaceutical Sdn Bhd (GSK) developed a campaign to raise awareness on asthma and effective management strategies. Supported via strategic engagements with the Asthma Council Malaysia (ACM), Malaysian Thoracic Society (MTS) and Lung Foundation of Malaysia (LFM), the initiative strived to heed the Global Initiative for Asthma's (GINA) call to improve asthma control and reduce asthma hospitalisation by 50% in five years. The BREATHE: World Asthma Day Campaign faced a tall order – not only was a holistic approach targeting various audiences required, the campaign also set out to address asthma misconceptions resulting from a lack of understanding which ultimately impacts patients' inability to lead normal and active lives.

CERTIFICATE OF EXCELLENCE

PUBLIC AFFAIRS CAMPAIGN OF THE YEAR

**CAMPAIGN
CLIENT
CONSULTANCY**

**CORPORATE POSITIONING FRAMEWORK FOR EKUITI NASIONAL BERHAD (EKUINAS)
EKUITI NASIONAL BERHAD (EKUINAS)
WEBER SHANDWICK**

In July 2009, the Malaysian Government announced the formation of Ekuiti Nasional Berhad or Ekuinas, a private equity fund management company entrusted with an initial capital of RM500 million to promote equitable and sustainable Bumiputera economic participation. It was introduced following the deregulation of Foreign Investment Committee (FIC) guidelines, the most significant of which being the abolishment of a 30% Bumiputera equity requirement for listed companies.

On 1 September 2009, Ekuinas was established as a Government linked private equity fund Management Company to promote equitable and sustainable Bumiputera economic participation via the creation of Malaysia's next generation of leading companies. Ekuinas, which benchmarks itself against global private equity firms, is a commercially-driven organisation that provides the institutional capital and management capabilities to help existing medium-sized companies to grow their businesses and become market leaders within the next five years.

CERTIFICATE OF EXCELLENCE

PROMOTIONAL ACTIVITY OF THE YEAR

Sponsored by Red Bull

**CAMPAIGN
CLIENT
CONSULTANCY**

**SHELL FUELSAVE 1 LITRE CHALLENGE
SHELL MALAYSIA TRADING SDN BHD
OGILVY PR**



Shell has a long and proud heritage of more than 100 years of experience of innovation in fuel economy and last year, their latest investment in fuel technology yielded the introduction of Shell FuelSave Unleaded petrol in Malaysia – designed to save up to 1 litre per full tank. This launch also coincided with the Government's initiative to introduce RON 95 as a replacement to the rejected fuel grade of RON 92. Given recessionary times, the government introduced the new superior fuel at a subsidised price of RM1.80 per litre. However, despite the discount, consumers raised concerns on the lower quality of RON 95 as compared to the main grade fuel RON 97 and also its suitability for all kinds of cars.

HONOURABLE MENTION**PRODUCT BRAND DEVELOPMENT
CAMPAIGN OF THE YEAR****TECHNOLOGY CAMPAIGN OF THE YEAR**CAMPAIGN
CLIENT
CONSULTANCYAVOID BEING A CYBERCRIME STATISTIC WITH NORTON 360
NORTON FROM SYMANTEC (MALAYSIA)
TEXT 100

The introduction of the latest version of Norton 360, Symantec's all-in-one consumer security software in March 2010 was fraught with numerous challenges in the Malaysian marketplace, namely:

- A crowded playing field where Norton 360 v4.0 might be seen as just another iteration of a security solution
- According to the Symantec's 2009 Cyber Safety Index, 60 percent of Malaysian consumers are still not adequately protected against malware and other Internet threats
- The freeware debate was especially rife in the local market with many consumers opting for freeware vs paid software

HONOURABLE MENTION**ENVIRONMENTAL CAMPAIGN OF THE YEAR**CAMPAIGN
CLIENT
CONSULTANCYGREEN FINGERS ECO-PROJECT
STANDARD CHARTERED BANK MALAYSIA BERHAD
WEBER SHANDWICK**SITUATION ANALYSIS**

The United Nations Environment Programme (UNEP) declared 2010 as the International Year for Biodiversity and one of its ongoing programmes is The Billion Tree Campaign. As part of this global campaign, the Ministry of Natural Resources and Environment (MNRE) launched the 26 Million Trees Campaign locally. In March 2010, Standard Chartered Bank Malaysia Berhad, which has been in the country for 135 years, launched its new brand promise, "Here for Good". The Bank engaged the agency to develop a programme that would reinforce its new brand promise locally while aligning it with its existing global charter "Protecting the Environment".

**FINALISTS****PRODUCT BRAND DEVELOPMENT CAMPAIGN OF THE YEAR**

CAMPAIGN LENOVO BREAKTHROUGH CAMPAIGN CLIENT LENOVO CONSULTANCY TEXT 100

**CONSUMER LAUNCH CAMPAIGN OF THE YEAR
TECHNOLOGY CAMPAIGN OF THE YEAR**

CAMPAIGN ASTRO B.YOND CLIENT ASTRO CONSULTANCY ASTRO

HEALTHCARE:ETHICAL CAMPAIGN OF THE YEARCAMPAIGN SAY GOODBYE TO PREMATURE EJACULATION CLIENT JANSSEN-CILAG
CONSULTANCY EDELMAN**FINANCIAL COMMUNICATION CAMPAIGN OF THE YEAR**CAMPAIGN MALAYSIA'S INTERNATIONAL HEADLINING ACT OF 2009 CLIENT MAXIS BERHAD
CONSULTANCY OGILVY PR

THE SPONSORS



RED BULL

Red Bull was introduced to the Malaysian market in 1993 and since then, it has played an active leadership role in expanding the energy beverage market till what it is today.

Red Bull has proven to its consumers its product performance; maintaining alertness, endurance and performance, stimulating both mind and body.

www.redbull.com.my



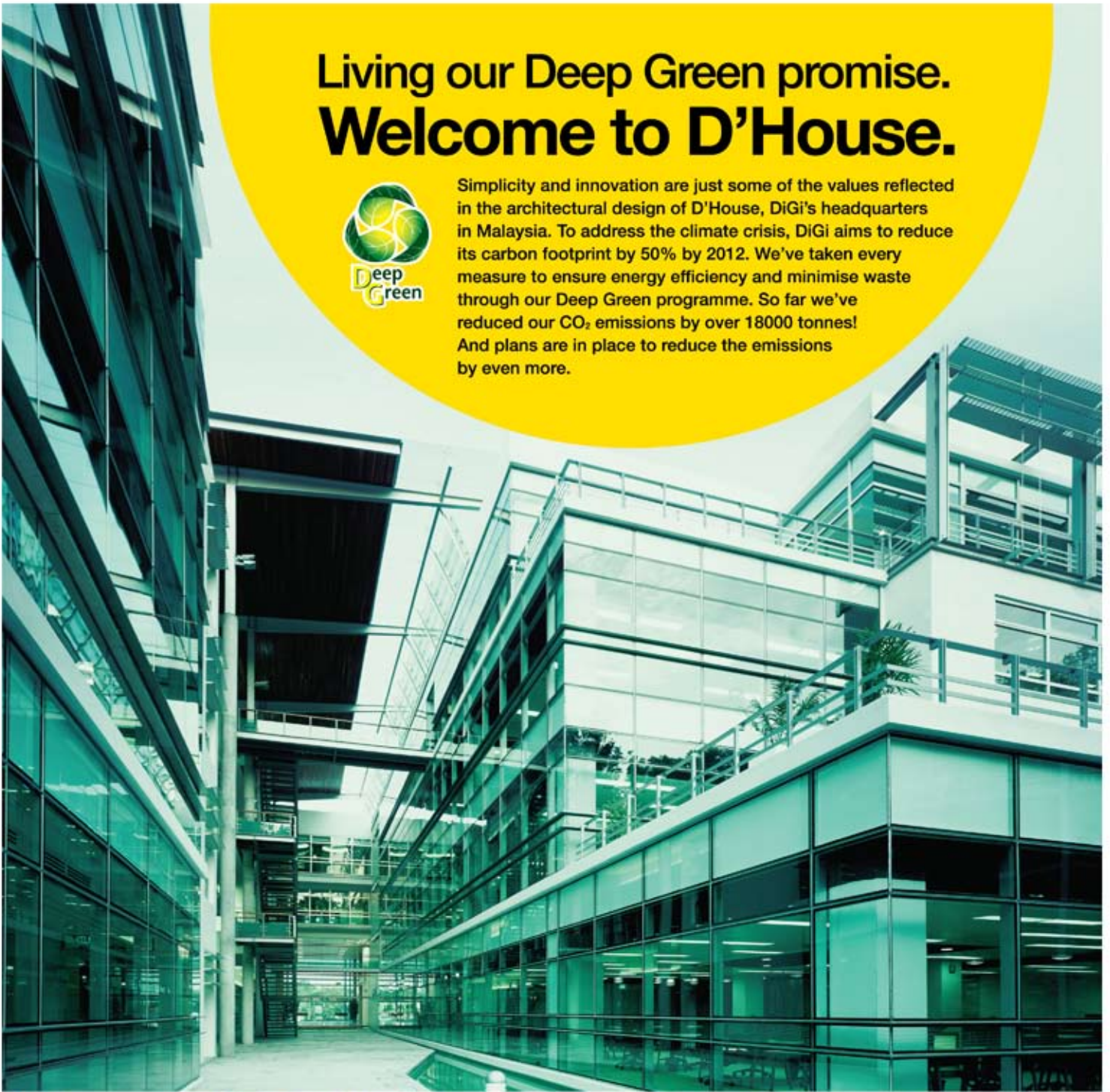
CEO

Corporate Events Organizer Sdn Bhd (fondly known as CEO) is an event management company established since 1993 with only one goal in mind. That is providing our clients with the finest and most complete services available, regardless the event is local or international.

Living our Deep Green promise. Welcome to D'House.



Simplicity and innovation are just some of the values reflected in the architectural design of D'House, DiGi's headquarters in Malaysia. To address the climate crisis, DiGi aims to reduce its carbon footprint by 50% by 2012. We've taken every measure to ensure energy efficiency and minimise waste through our Deep Green programme. So far we've reduced our CO₂ emissions by over 18000 tonnes! And plans are in place to reduce the emissions by even more.



OPEN OFFICE CONCEPT

No cubicles, no assigned places, no walls. A place that people love to work in helps us develop services people love to use.

ENERGY-EFFICIENT BUILDING

Glass walls and roof allow natural light in. Air-conditioning system automatically shuts down during off-peak periods.

REDUCE, REUSE & RECYCLE

This year alone, our recycling efforts have reduced non-biodegradable waste by 70%.

GREENING OUR NETWORK

We constantly explore ways to improve the efficiency of our network and IT operations through innovative design solutions, including the replacement of network equipment with energy-efficient alternatives.

PAPERLESS OFFICE

E-forms and double-sided printing help reduce paper consumption by 50%.



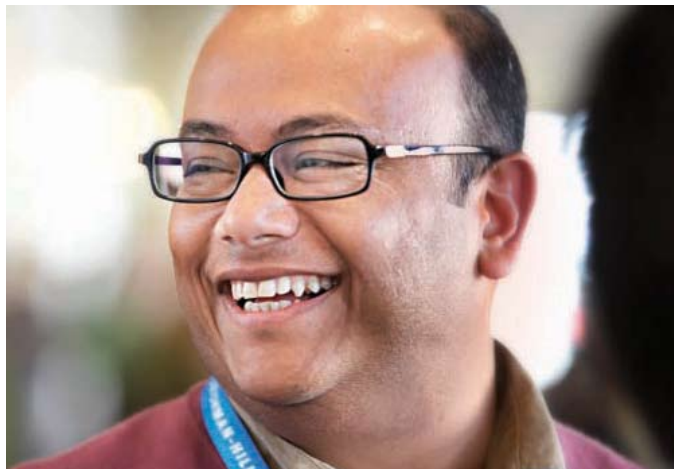


We work to make a difference for our clients.



We'd love to make a difference in your career.

Learn more at www.fleishman.com



➤ The best career experience of your life.

Beijing · Guangzhou
Hong Kong · Kuala Lumpur
Manila · Melbourne · Mumbai
Seoul · Shanghai
Singapore · Sydney · Tokyo

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD
AN OMNICOM COMPANY

To inquire about career opportunities at Fleishman-Hillard, contact Regional President Lynne Anne Davis at FHAPAC@fleishman.com or call +852-2530-0228.