

PRCA Malaysia NEWS

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SC Chairman named Communicator of the Year 2008

Securities Commission chairman Dato' Sri Zarinah Anwar has been named Communicator of the Year in a unanimous decision of the judges at the second Malaysia PR Awards (MPRA 2008).

Organised by PRCA Malaysia, the MPRA is an annual series that recognises excellence in public relations and rewards PR consultants and PR consultancies for their cutting edge work.

In presenting her the Gold Award, PRCA Malaysia president Julia Ahmad said Zarinah was selected for her prowess in delivering the key messages of the SC and for her effectiveness as a communicator in furthering the cause of capital market growth and development – including the Islamic capital market – transparency, enforcement and corporate responsibility.

"Our panel of judges, comprising leading PR practitioners in consultancy and corporations, selected her based on her outstanding PR ability to reach stakeholder audiences," Julia said.

"This Gold Award is bestowed based on information available in the public domain. One does not apply to take part as this category cannot be entered."

The MPRA 2008 judges are:

- Zaiton Haji Idrus, Country Head Corporate Affairs, Standard Chartered Bank Malaysia Berhad
- Lyn Chai, Director, Group Communications & Investor Relations, Eastern & Oriental Berhad
- Abby Tan, Director, Corporate Affairs, Merck Sharp & Dohme
- Leong Ming Chong, Managing Director & Principal Consultant, Ming, KH & Associates
- Janitha Sukumaran, Managing Director, Rantau PR

Zarinah took over as Chairman of the SC on 1 April 2006 after having served as its Deputy Chief Executive for more than four years. She is also currently the vice-chairman of the Emerging Markets Committee of IOSCO – the International Organisation of Securities Commissions.

On the international scene, Zarinah had also served a two-year term ended August 2008 as chairman of the ASEAN Capital Markets Forum, a grouping of chairmen and senior members of ASEAN securities regulators which advises on capital market-related initiatives in the region.

Julia said the judging process, criteria, rules on conflicts of interest and confidentiality are based on the technical guidelines used for the Asia Pacific PR Awards. To ensure impartiality, judges have to abstain from scoring entries or nominees with which they have a conflict.

“The MPRA judges are pleased that the greater integration of channels used in the PR campaigns and the higher adoption of digital indicated positive trends in keeping with evolution of communications and moving PR further away from being perceived as merely media relations. This augurs well for practitioners who continue to challenge themselves to scale greater heights with effective campaigns”, added Julia.

MPRA 2008 saw five category Award winners, five Certificates of Excellence and two Honourable Mentions. Open to all consultancies, this year’s awards noted a broader spread of participation by firms and categories that indicated greater overall interest.

MPRA 2008 honoured PR consultancies in the following categories:

1. Healthcare: Ethical Campaign of the Year
 - Winner: *Jiwa Baru* by Weber Shandwick
2. Technology Campaign of the Year
 - Winner: *Nokia Insider: Engaging Malaysian Bloggers* by Text 100
 - Certificate of Excellence: *Norton Starts the Talk on Family Online Safety* by Text 100
 - Honourable Mention: *Windows Live & MSN* by Edelman
3. Corporate Branding Campaign of the Year
 - Certificate of Excellence:
 - *Winning Hearts & Minds* by Hill and Knowlton
 - *Rebuilding the Chevrolet Brand in Malaysia* by Arc Worldwide
4. Public Affairs Campaign of the Year
 - Certificate of Excellence: *Shieldtox: Healthy Living, Dengue Free* by Edelman
5. Best Use of Digital
 - Winner: *BMW Shorties: Activating the Indie Film Spirit* by Fleishman-Hillard
6. Promotional Activity Campaign of the Year
 - Winner: *Veet Gorgeous Legs Revealed* by Edelman
 - Certificate of Excellence: *Spreading the Goodness of Milk* by Arc Worldwide

- Honourable Mention: *Seeing Victory towards Beijing 2008* by Rantau PR
7. PR Innovation of the Year
- Winner: *Integrating for Good Health: Malaysia's First Integrated Healthcare Communications* by Fleishman-Hillard and Paprika Marketing Services
8. Campaign of the Year (Gold Award)
- Winner: *BMW Shorties: Activating the Indie Film Spirit* by Fleishman-Hillard

The Campaign of the Year was chosen from the entry considered the best of the individual campaign winners from all categories.

Julia expressed appreciation to *Media*, the fortnightly marketing and communications newspaper for Asia Pacific, which enabled PRCA Malaysia to model MPRA after its annual Asia Pacific PR Awards.



Group photo of winners
(Photo courtesy of Kid Chan Studio)

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