

MALAYSIA



AWARDS 2008



9TH DECEMBER 2008



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The Public Relations Consultants' Association of Malaysia (PRCA Malaysia) is delighted to present the Malaysia Public Relations Awards (MPRA) 2008. Now in its second year, the Awards are aimed at recognising consultancies, campaigns and individuals that define the cutting edge of work in the public relations area.

A total of 16 entries were received from eight consultancies for MPRA 2008 compared to 17 entries from six consultancies last year. They were entered in 10 categories, compared to eight previously. I am heartened by the broader spread of participation by firms and categories which indicated greater overall interest, despite a slight decline in number of entries.

MPRA 2008 will see five category Award winners, five Certificates of Excellence and two Honourable Mentions. Comparatively, we had eight category Award winners (including two double-winner categories), one Certificate of Excellence and one Honourable Mention last year. Despite tighter judging criteria, there are still more winners this year.

I would like to mention that seven of the 16 entries received this year were also submitted for the Asia Pacific PR Awards 2008, a definite boost to our effort to encourage participation at the regional competitions. I am also pleased to note that one of the seven is an Award winner, a rare accolade for Malaysia at the regional Award shows.

I am glad to learn that the judges are pleased with the greater integration of channels used in the PR campaigns and with the higher adoption of digital, 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.

As in the previous year, there are many people and organisations that I would like to acknowledge for their support and contribution in making the MPRA 2008 a success. Our appreciation goes to *Media* publication for allowing us to model MPRA after its annual Asia Pacific PR Awards; the panel of judges consisting of distinguished communications professionals from both consultancies and corporations; sponsoring organisations; and consultancies for encouraging their teams to submit their entries to MPRA 2008.

My thanks also go to members of the PRCA Malaysia Executive Committee who have contributed their invaluable time and effort to the organising of MPRA 2008.

I would also like to thank those who have participated by sending in their entries to the Awards for without your participation, tonight would not have been possible. To the winners, warmest congratulations!

Julia Ahmad
President, PRCA Malaysia

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Organised by:



Supported by:





Back row left to right:
Abby Tan
Janitha Sukumaran

Front row left to right:
Zaiton Hj Idrus
Leong Ming Chong
Lyn Chai

Zaiton Hj Idrus **Country Manager Corporate Affairs** **Standard Chartered Bank Malaysia**

Zaiton is responsible for the communications function of the Bank, Scope International and IT-365 which form the Global Shared Service Centre-KL located at Technology Park Malaysia, and Price Solutions which markets the Bank's financial products. She is also a Trustee of the Standard Chartered Bank Trust Fund, which she helped establish in 2004.

Zaiton joined the bank in 1996 to set up its public affairs function. In 2004, she was made Regional Head Corporate Affairs Africa, overseeing 13 countries from the Bank's Head Office in London. Zaiton returned to Malaysia in 2004 to assume her current position. Before joining the Bank, she served as Head of Group Promotions, Group Public Affairs, Petronas for nearly 15 years.

Zaiton graduated from UiTM in 1977 with a degree in Communications and had attended several senior management programmes such as the Senior Management Programme at Insead, France and Templeton College, Oxford University, United Kingdom.

Leong Ming Chong (Ming) **Managing Director & Principal Consultant** **Ming, KH & Associates**

Ming, who co-founded Ming, KH & Associates in 2000, is an industry veteran of 30 years in communications management and training. She is a reputed counsellor in issues and crisis management having spearheaded assignments involving product bans, government lobby and others.

Ming built her brand experience through seven years in advertising at JWT and Ted Bates. She then served 10 years' as a key consultant with Ogilvy & Mather PR before moving to Burson-Marsteller where she worked for three years. Prior to founding her current firm, Ming headed Publicis PR for three years.

Ming was a founding member of PRCA Malaysia in 1999 and went on to serve the Executive Committee for three terms up to 2004.

Lyn Chai **Director, Group Communications & Investors Relations** **Eastern & Oriental Group**

Lyn leads a team that has successfully developed and leveraged the E&O brand across its business divisions in property development, property investment and hospitality.

Upon graduating from Cambridge University, Lyn joined Burson-Marsteller in Singapore before returning to Malaysia. During the Asian financial crisis, Lyn was the first to be engaged by the Prime Minister's Department to form the Communications Team under the National Economic Action Council (NEAC), receiving an AMN award in the 2000 Honours List.

Janitha Sukumaran **Managing Director** **Rantau PR**

Janitha Sukumaran has 20 years in the communications industry. Starting her career as a journalist, she ventured into the PR field before co-founding Rantau PR, a leading local consultancy that regards itself as a creative and result driven outfit that delivers real value for its clients.

Janitha joined PRCA Malaysia as a member at its inception and has served three terms on the Association's executive committee, last holding the position of Vice President earlier this year.

Abby Tan **Director, Corporate Affairs** **Merck, Sharp & Dohme (Malaysia)**

Abby Tan has 13 years' working experience in communications, serving in both in-house and external consultancy capacities. She joined MSD in 2002 to set up the corporate affairs function which now supports all communications and policy initiatives.

Prior to MSD, Abby worked at Leo Burnett's PR division for five years, providing strategic counsel, and developing and executing projects for clients in financial services, retail, telecommunications, FMCG, automobile, infrastructure development,

airports management and healthcare. Abby had also worked at the Corporate Communications Department of DiGi Telecommunications, ran business development for a boutique human resource consultancy training firm and dabbled in freelance copywriting.

She graduated with a Business Degree majoring in Marketing from Duquesne University, Pittsburgh, USA in 1992.

A word from the Judges

Two positive developments were apparent from the 16 entries received this year: Integration and Digital.

More campaigns demonstrated creative concept threads that were not only executed through media relations, but also integrated with advertising, cause-related marketing, digital, experiential marketing, point-of-sale and sponsorship, amongst others. We hope this will greatly diminish the unwarranted equation of public relations to just media relations. It also showcased the strong potential of PR to take centre stage in an integrated communications programme.

A significant number of entries have digital components, a clear sign that the communications landscape is changing rapidly. Communications channels are fragmenting yet converging at the same time, while new sources of information and influencers are emerging. Consumers have never been in greater control as communications become more direct, two-way and global 24/7. PR professionals must evolve or risk being left behind, and it is heartening to note that our practitioners are deeply immersed in this change.

Awards such as this serve many positive purposes. From an industry perspective, it furthers the understanding of PR as a strategic business function that belongs in the C-suites. With regards to business development, industry recognitions have been known to spur stronger recognition and respect from current and potential clients.

In respect of capital development, it is a great way to encourage result-oriented critical-thinking and to motivate the practitioners. As the fight for talents escalates across borders, credible recognition can go a long way in the hire, retention and growth of PR professionals.

We urge consultancies to develop campaigns with these Awards in mind. That the entries are judged on strategy, execution, creativity and originality, and outcome, brings even clearer focus to the task of achieving your clients' objectives, be it business, financial, organisational or societal.

In fact, clients' debriefs or reports can be structured along these lines for greater clarity and effectiveness.

Lastly, we pay tribute to the winners for their superb effort and hope to see greater participation in the coming years, both at this as well as other regional and international Award events.

GOLD CAMPAIGN OF THE YEAR

Sponsored by Standard Chartered Bank

BEST USE OF DIGITAL

Sponsored by Text 100

MALAYSIAPR AWARDS 2008

WINNER

Campaign
BMW Shorties:
Activating the
Indie Film Spirit

Client
BMW Malaysia

Consultancy
Fleishman-Hillard



Fleishman-Hillard's digital strategy for BMW Malaysia's BMW Shorties received the unanimous endorsement of the judges as this year's Campaign of the Year for its combined digital-PR outreach approach that effectively reached, engaged and influenced local budding filmmakers, critics and media, and ultimately, fulfilled the unmet needs of the local indie film community - material support and recognition for the starved community of indie filmmakers, and encouragement for discourse of social issues amongst society at large.

Research conducted to map the community and its key influencers, their needs and socialisation and communication methods showed that they communicate mostly via text messages, actively utilise the digital medium and are heavily influenced by word-of-mouth. This resulted in BMW Malaysia becoming the first corporate entity to engage the filmmaking community via an integrated campaign marrying traditional PR methods with digital communications, eschewing traditional methods such as advertising.

Campaign execution is anchored by a water-inspired website in line with the H2O theme, which enabled visitors to learn about the competition, its finalists and vote for their favourite films. Three viral videos that spoof low-budget films were created and spread via video sharing networks such as YouTube and Metacafe, while electronic direct mailers (EDMs) were mailed to existing members of BMW Shorties' database. Further outreach came in the form of bloggers engagement, a BMW Shorties Facebook group and winner's scrapbook posting on the website.

The use of digital meant results was highly measurable. www.bmwshorties.com.my became *the* site to watch the works of the brightest talents in Malaysian indie film industry. Alexa.com placed the website at No. 1,784,209 globally based on the combined measure of reach and page views, compared to the nearest local competitor at No. 2,553,031. Website visits increased by 44 per cent while viral video viewership rose by 13.5 times compared to the first edition. Average page view was a high 5.5 per visitor, peaking during the People's Choice Award voting when it hit 8.5 page views per visitor. International visitors from the US, UK, Australia, Europe and Asia accounted for 10 per cent of total website traffic.

More than 68 per cent of awareness about BMW Shorties campaign came from video sharing networks, which chalked up almost 8,000 views. Videos embedded on YouTube were re-embedded and uploaded onto other sites such as AOL Video at least 60 times. Meanwhile, EDMs to an over 3,000 database spiked visits to the website by 17 per cent.

The Facebook group became an effective channel of communication between the participants, fans and organisers throughout the campaign. When limited passes to the Gala Premiere were put up on Facebook, they were snapped up in no time.

While this programme has spawned other 'copycat' indie filmmaking competitions, BMW Shorties remains the only programme to directly engage the primary target audience via its digital strategy and continues to receive strong support, drawing 62 entries in its second year.

COMMUNICATOR OF THE YEAR

Sponsored by Ming, KH & Associates

The choice of Dato' Sri Zarinah Anwar as this year's Communicator of the Year was the unanimous decision of the judges, based on 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.



Winner

Dato' Sri Zarinah Anwar

Chairman, Securities Commission

Dato' Sri Zarinah Anwar is the Chairman of the Securities Commission Malaysia (SC), a post she assumed on 1 April 2006. Prior to her appointment as the Chairman, she had served as Deputy Chief Executive of the SC for over four years. In May this year, at the 33rd General Meeting of the International Organisation of Securities Commissions (IOSCO), Dato' Sri Zarinah was elected Vice Chairman of the Emerging Markets Committee of IOSCO. For two years, from August 2006 to August 2008, Dato' Sri Zarinah chaired 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.

Dato' Sri Zarinah chairs the Malaysian Venture Capital Development Council and the Capital Market Development Fund. She is also a member of the National Economic Consultative Council (NECC), the Labuan Offshore Financial Services Authority (LOFSA), Foreign Investment Committee (FIC), Malaysia International Islamic Financial Centre (MIFC), National Innovation Council (NIC) and Board of Directors of the Institut Integriti Malaysia (IIM).

Dato' Sri Zarinah started her career in the Government's Legal and Judicial service where she served as Magistrate, Senior Assistant Registrar of the Penang High Court, Solicitor in the Public Trustee's Department and Assistant Parliamentary Draftsman in the Attorney-General's Chambers. Before joining the SC, Dato' Sri Zarinah had spent 22 years with Shell in various capacities and was the Deputy Chairman of Shell Malaysia before leaving for the SC.

HEALTHCARE: ETHICAL CAMPAIGN OF THE YEAR

MALAYSIAPR AWARDS 2008

WINNER

Campaign
Jiwa Baru

Client
Schering-Plough

Consultancy
Weber Shandwick



Treatment in Malaysia for drug addiction is split between drug substitution therapy (DST) and rehabilitation centres. The concept of addiction and dependence as a clinical condition, though acknowledged by addiction specialists worldwide, is not widely accepted. Hence, the Malaysian perception of drug users is overwhelmingly negative. The image of moral failures lying in a gutter or hovering over a shared needle with haunted eyes and jittery limbs has been formed by long-standing television and print initiatives that emphasise misery and death as deterrents.

Against this backdrop, Schering-Plough introduced Suboxone for the treatment of opioid dependence. It partnered Weber Shandwick to help influence public opinion towards viewing opioid dependence as a chronic relapsing medical condition requiring long-term treatment and patient support while correcting the stigma of drug addiction and opioid dependence to enable opioid-dependent individuals to seek treatment without risking social rejection. The campaign theme 'Jiwa Baru' (meaning 'New Soul') was conceptualised to highlight the plight of opioid dependent individuals, encourage diagnosis and treatment, and slowly reduce the stigma associated with opioid dependence.

It is estimated that the country has about 900,000 drug users. The majority are Malay males who had their first drug experience in their 20s, making these individuals and their families, crucial in encouraging and supporting treatment, the target audience for this campaign. Hence, added emphasis was placed on using patient testimonials, as well as maximising broadcast opportunities for outreach to non-urban areas.

In rolling out the campaign, Schering-Plough partnered with four professional and social associations that share the common social and public health goals of ending opioid dependence through appropriate medical therapy. A website was established and further supported by a hotline to enable callers to anonymously request for locations of clinics where they can seek treatment, effectively addressing the stigma issue. Public service announcements (PSAs) were pitched to radio stations, including Sinar FM, a Malay station with high listenership. Leveraging key opinion leaders (KOLs), the media relations push was heavy on broadcast in order to reach the targeted audiences effectively, especially those in the non-urban areas. Car stickers and patient information leaflets were also produced.

Considering the social stigma, public response was commendable. The Jiwa Baru hotline has received 152 calls to date, increasing from 19 calls per week to 80 calls the following week after a concerted broadcast and radio push, while website visits doubled from 181 in May to 366 in June. Tone, accuracy and key messages in all Jiwa Baru-generated coverage remained consistent, with 14 out of 20 print stories scoring at least 60 per cent message pull-through.



TECHNOLOGY CAMPAIGN OF THE YEAR

Sponsored by Cradle Investment Programme



WINNER

The Malaysian blogosphere are among the most active in the region, and in the recent year, have emerged as an important space for communication. Nokia aims to create real conversations with bloggers, with a long-term view to inform and educate them of Nokia's point of view and vision for the internet thereby positioning itself as the leader in internet convergence – supporting the company's move towards becoming an internet services plus devices company.

To start, Text 100 evaluated over 100 blogs for relevance, activity, approachability and audience to be part of the programme. An analysis template using data from a combination of online tools (Technorati, Alexa), quantitative analysis (no. of comments etc.) and qualitative analysis (genres etc.) was developed. The result: a clear view of the Malaysian blogosphere's unique landscape that enable Text 100 to target only relevant blogs: niche technology and social blogs that were different from the better-known political blogs.

Leveraging Nokia's existing platform such as marketing events, the Nokia Insider programme was developed with social media strictly in mind. Nokia Insider's strategic focus was three-fold: create opportunities for bloggers to experience Nokia's vision of the mobile future - be it through services, devices or concepts; begin an authentic conversation with the blogosphere and build it into a relationship; get personal by engaging them on each of their preferred terms.

With this in mind, the agency planned consistent engagement with bloggers in varied formats. These were (1) "big hit" consumer events where bloggers could come as part of the crowd; (2) "Insider Nights" where Nokia could engage bloggers in more intimate conversations on technology; (3) giving bloggers access to select regional events and (4) "running conversations" where Text 100 proactively engaged bloggers on an ongoing basis using available tools such as a beta application release etc.

In just its first year of inception, Nokia Insider has not only helped generate interest and conversations in the social Malaysian blogosphere, but also changed the behaviour and views of some key bloggers. Nokia is also clearly positioned as the leader in internet convergence within the consciousness of the engaged bloggers who, in-turn, impact their readers.

Highlights include 184 blog hits generated from Nokia Insider-related activities, bloggers' testimonials on how their involvement in Nokia Insider has informed and change their views on mobility, and continued engagement with a core group of over 36 top bloggers.

CERTIFICATE OF EXCELLENCE

Understanding that online safety has become a relevant and critical topic for the general Internet users, Symantec leverage the opportunity to lead the awareness effort and extend the reach of its consumer online security software, Norton, to the online family. Using the consumer lifestyle media as the primary touch-point to penetrate this audience, a quarterly long-term outreach programme branded *Safety Bytes* was developed by Text 100. The term Safety Bytes was conceptualised to bring the online safety discussion to the forefront amongst the consumer lifestyle media and provide online safety tips to them in "byte"-sized pieces.

Held in informal settings, *Safety Bytes* brings together key Symantec experts, local personalities and media to discuss a particular topic of interest on online safety with the aim of generating awareness, fostering relationships with the media and creating story leads and coverage.

Safety Bytes had truly redefined online safety as a lifestyle issue and reinvigorated the brand, positioning Norton from Symantec as not just a brand for the techies, but for every household Internet user.

HONOURABLE MENTION

Through Windows Live and MSN, Microsoft delivers rich and powerful tools designed to place the user in control of their online experience and help people discover and share information from anywhere, anytime, on any device.

With the objectives of increasing visibility of Microsoft Online Services Group products and services among business professionals, marketers and consumers, reinforcing Microsoft's leadership as an innovator of business and internet software, and positioning Microsoft as a thought leader in the use of digital services and products, Edelman embarked on campaign to introduce Windows Live and MSN suite of services and products over a 12-month period.

Focusing primarily on lifestyle and consumer media channels, Edelman leveraged Microsoft OSG clients to showcase innovative web-based services that build closer and more targeted relationships with customers and consumers while engaging social media conversationalists and advocates to try Windows Live and MSN products and services.

WINNER

Campaign
Nokia Insider:
Engaging
Malaysian
Bloggers

Client
Nokia Malaysia

Consultancy
Text 100

CERTIFICATE OF EXCELLENCE

Campaign
Norton Starts the
Talk on Family
Online Safety

Client
Symantec

Consultancy
Text 100

HONOURABLE MENTION

Campaign
Windows Live &
MSN

Client
Microsoft Online
Service Group

Consultancy
Edelman

CORPORATE BRANDING CAMPAIGN OF THE YEAR

Sponsored by 'nama'



CERTIFICATE OF EXCELLENCE

As a public-funded government research institution, MIMOS had the reputation of not being transparent about its operations, especially how it was using the taxpayers' money. Following a change of CEO, Hill & Knowlton was tasked to differentiate the 'new' MIMOS from the 'old' and shift perception of MIMOS from one that previously competed with the industry into one that works hand-in-hand with the industry to identify and meet market needs. The strategic communications programme called *Winning Hearts & Minds*

set out to dispel misperceptions about MIMOS, reverse the constantly critical coverage of two influential technology titles, and shape positive media stories framed and delivered on MIMOS' terms.

Over 18 months, positive media visibility and buy-in were garnered, with no negative coverage. Nothing of the 'old' MIMOS was dug up and it has since received positive unseeded international media coverage. During this time, patent disclosures grew from two to more than 400, exceeding its target of 180. Its CEO was honoured at the Asia HRD Congress Awards 2008 under the 'Contribution to Organisation' category for human capital development.

CERTIFICATE OF EXCELLENCE

Campaign
Winning Hearts & Minds

Client
Mimos

Consultancy
Hill & Knowlton

CERTIFICATE OF EXCELLENCE

Campaign
Rebuilding the Chevrolet brand in Malaysia

Client
Hicom-Chevrolet

Consultancy
Arc Worldwide



CERTIFICATE OF EXCELLENCE

General Motor's Chevrolet brand fell off the radar of car buyers within three years of its debut in Malaysia. Sales dropped from 6000 to about 400 vehicles per year and product launches lagged behind competitors. Price slashing by dealers leading to poor resale values, high maintenance costs and insufficient spare parts resulted in loss of credibility. Tasked to turnaround Chevrolet's negative brand image, Arc Worldwide employed a three-prong strategy: win the support of the media to act as brand

advocates, glamorise Chevrolet to create high interest for its cars, and reiterate turnaround plans and celebrate milestones to re-establish a 'new' Chevrolet that is trustworthy. The GM factor was also profiled as an asset in order to go beyond the limited Chevrolet Malaysia stories.

281 clippings were generated over nine months averaging at 60 clippings for product launches and 30 clippings for other events. Coverage was attained in all targeted media, reaching out to more than one million readers after each media activity, with almost 100 per cent of the key messages captured. This resulted in increased showroom visits of over 2000 walk-ins upon product launches and sales to 696 units in a span of nine months.



Add a winning partner to your team

Asia Media Monitors is the leading media intelligence organisation in the Asia Pacific region. We have over 100 employees with multilingual capabilities based in Kuala Lumpur. Our innovative technology, comprehensive coverage and rigorous analysis services help clients to make sense of the media and create effective communications.

As Gold Sponsor of the Malaysia Public Relations Awards for 2008, we would like to congratulate all the nominees for their contribution to the industry.

These awards recognise excellence in public relations. So do we.

PUBLIC AFFAIRS CAMPAIGN OF THE YEAR

Sponsored by Hill & Knowlton

MALAYSIAPR AWARDS 2008

CERTIFICATE OF EXCELLENCE

Campaign
**Shieldtox: Healthy
Living, Dengue
Free**

Client
Reckitt Benckiser

Consultancy
Edelman



CERTIFICATE OF EXCELLENCE

Dengue continues to plague Malaysians and the number of dengue cases rises each year. The malaise is due to a combination of factors - lack of awareness of preventive measures, lackadaisical attitude towards prevention, inconsistent education campaigns by public health sector, and lack of enforcement on repeat offenders.

Much of dengue prevention education lies in the power of local communities outreach and personal engagement. Traditionally, brands mostly rely on ATL advertising and retail trade activities to raise awareness or build brand preference. However, brands that build a relationship with their stakeholders through sustainable campaigns across multiple touch points and communications channels stand a higher chance of building advocates within the sphere of cross-influence.

The circumstances surrounding the spread of dengue presented Shieldtox an opportunity to review its public relations and stakeholder outreach initiatives to add value to its brand marketing for the year.

Edelman planned and executed a campaign which focused on educating the public about preventing aedes mosquitoes from breeding, ensured a high level of community involvement and grassroots mobilisation to ensure people understand that simple steps can go a long way to prevent the spread of dengue. Initiatives include the launch of an education campaign with a local community leader and the cleaning-up of selected residential neighbourhoods and schools, all with the participation of public health agencies.



PROMOTIONAL ACTIVITY OF THE YEAR

Sponsored by Mediabond

MALAYSIA PR AWARDS 2008



WINNER

Veet has always been focused on making young women feel desirable by empowering them to have soft, smooth and silky legs. The challenge for Edelman was how to sustain brand momentum with consumers beyond traditional mainstream editorial exposure.

Understanding the psychographics and demographics of Veet users meant that direct engagement with these young women was critical to driving preference and advocacy for the brand. In addition, these young women were digital natives, which provided social media opportunities for building brand momentum.

The inaugural Miss Veet Standout Challenge was initiated in late 2006, as a new

component in the on-going brand marketing public relations campaign. Modest in approach and execution, it nevertheless attracted many young women to enter. Encouraged by the response, Veet elevated and scaled up the pageant in its second year, including significant online and social media opportunities, a larger finale and prizes of higher value.

The event received 137 entrants from 15 colleges, a 128 per cent increase over the inaugural year. In addition to wide mainstream media exposure, the digital component generated high online visibility through Miss Veet 2008's blog, public online voting for 10 finalists on myc.com.my, extensive coverage of finale on gua.com.my and finale video available for download on Maxis 3G mobile devices.

WINNER

Campaign
**Veet Gorgeous
Legs Revealed**

Client
Reckitt Benckiser

Consultancy
Edelman

CERTIFICATE OF EXCELLENCE

Campaign
**Spreading the
Goodness of Milk**

Client
**Dutch Lady Milk
Industries**

Consultancy
Arc Worldwide

CERTIFICATE OF EXCELLENCE

World Milk Day, falling on every first of June, was created for countries worldwide to raise awareness about the significance of milk. In Malaysia, an average Malaysian consumes only 30 litres of milk in a year, 70 per cent less compared to Western hemisphere citizens. While many Malaysians acknowledge that milk is good for them, it is still not seen as a vital, life-long, daily source of nutrition.

Tasked with spreading the goodness of milk to Malaysians, Arc Worldwide's approach centred on treating Malaysians to a very different milk experience. For the first time, 50,000 packets of milk were distributed for free on 1 June, resulting in the nation's first ever World Milk Day celebrations.



The event partnered with Malaysia's most popular radio stations and their road cruisers to form the Dutch Lady Milk Day convoys that led the distribution across the North, South, East and Central region of Peninsular Malaysia, and Kuching and Miri in East Malaysia. For 10 consecutive hours, the convoys traversed highways and byways to visit more than 30 towns, reaching out to 50,000 people. The entire day's experience was also captured on radio via live crossovers, allowing all Malaysians to tune in to the excitement of Dutch Lady's World Milk Day celebrations.

The initiative significantly boosts sales for Dutch Lady for the month year-on-year and extended its market share in the ready-to-drink category. Widespread coverage was achieved over three months, with strong message pull-throughs and almost 100 per cent of clippings featured branded photographs. The event was also profiled in United Nation's FAO Summary report of World Milk Day 2008.

HONOURABLE MENTION

Johnson and Johnson Vision Care (JJVC), an international sponsor of the 2008 Beijing Olympics, collaborated with the Olympic Council of Malaysia and Beijing-bound Malaysian athletes to communicate the importance of optimised vision for optimised sport performance.

Using the Visual Performance Enhancement proprietary software, eight athletes were trained to use the software, given intensive eye examination and provided with suitable vision correction monitored by JJVC, a local optometrist and the programme developers in the USA.

Promotional activities included the media launch, a five-day consumer event and the Moist "Moments That Matter" advertising campaign.



HONOURABLE MENTION

Campaign
**Seeing Victory
Towards Beijing
2008**

Client
**Johnson &
Johnson Vision
Care**

Consultancy
Rantau PR

PR INNOVATION OF THE YEAR

Sponsored by Merck Sharp & Dohme

WINNER

Healthcare communications is a highly specialised discipline faced with tight regulatory controls and stringent ethical standards. Ethical drugs, unlike over-the-counter products, are not allowed any brand mention save for its one-time launch, and are unable to be promoted as a cure or prevention therapy direct-to-consumer. As it involves the well-being of human lives, pharmaceutical companies are also required to hold themselves to the highest levels of transparency and validation.

The lack of the direct-to-consumer route means each stakeholder - key opinion leaders (KOLs), healthcare professionals (HCPs), medical associations, patient associations, other influencers and the media - has powerful influence over a patient at different points of the patient lifecycle. The most common PR tool, namely media relations, has never been more inadequate. The multitude of channels and tools required for effective healthcare communications, made worse by their use in isolation, means most initiatives lack focus, synergy and hence, results.

The unmet need for a truly integrated healthcare communications model was answered by the Fleishman-Hillard (FH) and Paprika associate partnership unveiled in January 2008. It fully addressed the market needs to effectively influence all stakeholders, who in turn, influence patients at different points of the patient lifecycle; acquire and retain patients to ensure treatment compliance essential for efficacy of pharmaceutical therapies; and integrate all relevant communications tools, technology infrastructure and channels that support a complete stakeholder influencer programme.

The FH-Paprika model infiltrates every step of the patient lifecycle to achieve influence, acquisition, retention and compliance essential for the success of ethical drug marketing and efficacy of pharmaceutical therapies. It then identify, deploy and integrate the most effective communications tools, technology infrastructure and channels at different points of the patient lifecycle.



The FH-Paprika partnership is the first end-to-end specialist healthcare communications counsel, programme development and execution offering in Malaysia, providing clients with a one-stop solution for all their healthcare communications needs. It redefines healthcare communications by aligning patients' actions and attitudes, with tools and channels in one integrated model. Creative concepts are created and implemented with a single underlying thread throughout the integrated model.

The partnership has resulted in a string of client wins and impactful campaigns for Merck Sharp & Dohme's Gardasil (cervical cancer) and Januvia (diabetes), Wyeth's Prevenar (pneumococcal), Abbott's Reductil (weight), and Pfizer's Champix (smoking cessation) and Viagra (erectile dysfunction), to name a few.

LIVING WELL
With Diabetes



Wyeth
AID
CHARITY FUND

TELL SOMEONE
about cervical cancer

HAPPY WEIGHT
with 10



WINNER

Campaign
Integrating for
Good Health:
Malaysia's
First Integrated
Healthcare
Communications

Consultancy
Fleishman-
Hillard & Paprika
Marketing
Services



Standard Chartered Bank

Established in 1875, Standard Chartered Bank has 37 branches across Peninsular and East Malaysia, with core businesses in consumer and wholesale banking. It hosts one of two global shared services centre in Kuala Lumpur and employs nearly 4,000 employees in Malaysia.



Ming, KH & Associates

Communications strategist Ming and press veteran KH Lim have a forceful eight-year partnership. Clients – MNCs, GLCs, SMEs, FMCGs and government agencies – benefit from their complementary skills harnessed to address issues or leverage opportunities to meet business goals.



Malaysia Airlines

The national carrier of Malaysia flies nearly 40,000 passengers daily to some 100 destinations worldwide across six continents. It was the first airline to win the "World's Best Cabin Crew" by Skytrax, UK consecutively from 2001 till 2004, and in 2007. It is also one of only six airlines worldwide to be accredited a "5-Star Airline" status by Skytrax.



Text 100

Text 100 is a global PR agency serving companies that use technology for competitive advantage, representing leading brands in 31 offices around the world. Named New Media Agency of the Year by The Holmes Report and winner of PRWeek's PR Innovation of the Year, Text 100 is at the cutting edge of emerging media technologies and public relations techniques.



Cradle Investment Programme (CIP)

Cradle Investment Programme is Malaysia's first development fund helping to convert ideas into commercial ventures, focusing on ICT and high-growth technology industries. Initiated under the auspices of the Ministry of Finance, it provides pre-seed conditional funding of up to RM150,000 for the development of prototypes up to proof-of-concepts and business plans.



Hill & Knowlton

Hill & Knowlton Malaysia is part of Hill & Knowlton's worldwide network of 73 offices in 41 countries. In each market, we are proud to work with some of the world's best known companies, with our consultants providing cutting-edge end-to-end communications services. For more information, please visit us at www.hillandknowlton.com



Mediabond

MediaBond Public Relations, a boutique PR consultancy with extensive brand communications experience, offers total integrated PR and brand marketing solutions to corporate, IT as well as retail luxury clients, including personal brand strategies for celebrities and individuals who are industry leaders.



Merck Sharp & Dohme

Merck Sharp & Dohme (MSD) Malaysia is the local subsidiary of Merck & Co., Inc., a leading research-driven pharmaceutical company that discovers, develops, manufactures and markets a broad range of innovative health care products. MSD Malaysia is committed to maintaining and improving the quality of human life above all else.



Kid Chan

Spearheaded by Kid Chan listed on the inaugural "100 People You Must Know In Asia" by the Malaysia Tatler, Team KIDCHAN travels extensively and is available for commission worldwide. Specialising in events and people photography, KIDCHANSTUDIO also provides event reporting services via Web 2.0 platform such as blogs, Facebook and their high traffic website www.kidchanstudio.com.



Mosaic Music

Founded by solo violinist/songwriter, Dennis Lau, Mosaic Music tune events to the perfect pitch. Driven by pure passion for music and melody, every Mosaic Music event is conceptualised to set the rhythm and beats throughout your event to perfect the finishing touches and ensure lasting memories for years to come.



CEO

Corporate Event Organizer (fondly known as CEO) has a successful 15-year track record in the business of event management services. Our goal has always been to provide clients with the finest and most complete event management services both locally and abroad.



GIVI Asia

GIVI Asia is the world's leading total motorcyclist solution provider. The brand is well-known for its iconic GIVI motorcycle boxes. Originating from Italy, the brand today manufactures world-class helmets, riding cases/bags, riding apparel as well as shoes for biking enthusiasts from all over the world.



THE PEAK

One of the region's leading corporate lifestyle publications, with editions in Malaysia, Singapore, Hong Kong and Indonesia, The Peak Malaysia is part of the Blu Inc Group, the country's biggest magazine publishing company. It has 20 well-known newsstand and contract titles in its portfolio, and will celebrate its twentieth year in publication in 2009.



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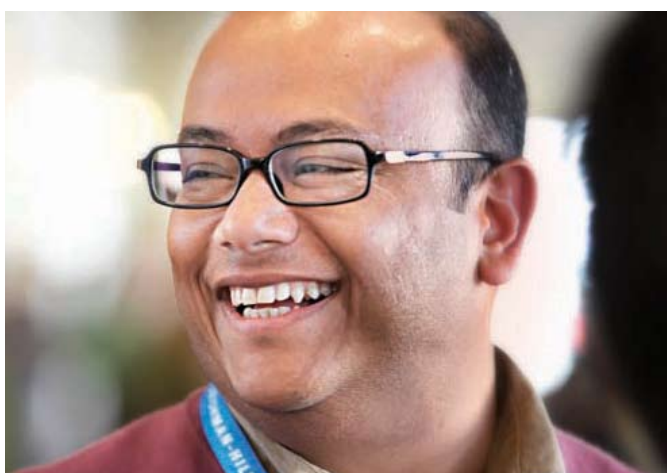



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