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**AWARDS 2009**



**2<sup>ND</sup> DECEMBER 2009**

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In this third year of the Malaysia Public Relations Awards (MPRA), I am delighted to report that the Awards have grown from strength to strength, a reflection of the support from the industry which comes from its position of credibility.

The MPRA is the only local public relations awards for consulting firms and was designed to recognise consultancies, campaigns and individuals that define the cutting edge of work in the public relations arena. The increase in the number of entries this year clearly reflects the enthusiasm and belief by the PR consulting firms that the Awards event is indeed a platform in which they can showcase and share their award-winning entries with the industry.

We received a total of 26 entries from 10 consultancies for MPRA 2009 compared to 16 entries from eight consultancies last year. They were entered in nine categories compared to 10 last year. Five of these entries were also submitted to the annual Asia Pacific Public Relations Awards 2009. It is gratifying to see an increase in the number of entries this year and I would like to encourage more firms to participate in the coming years.

This year's Awards will see five category Award winners, six Certificates of Excellence and three Honourable Mentions. Last year, we had five category Award winners, five Certificates of Excellence and two Honourable Mentions.

I am glad to note that the judges are pleased with the greater integration of digital elements in many campaigns. This bodes well for the industry as digital is fast becoming a central part of many communications campaigns here as well as around the world.

Once again, I would like to acknowledge many people and organisations for their support and contribution in making the MPRA 2009 a success. Our appreciation to *Media* publication for continuing to allow us to model MPRA after its annual Asia Pacific PR Awards; the panel of judges comprising distinguished communications professionals from both consultancies and corporations; sponsoring organisations and consultancies for encouraging their teams to submit their entries to MPRA 2009. Tonight would not have been possible without your participation.

I would also like to record my appreciation to members of the PRCA Malaysia Executive Committee who have worked tirelessly in making the MPRA 2009 a reality.

Finally, my warmest congratulations to the winners of MPRA 2009!

**Julia Ahmad**  
President, PRCA Malaysia

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**Abdul Jalil Hamid**  
**Senior General Manager & Head**  
**Corporate Affairs, Securities Commission**  
**Malaysia**

Jalil worked as a journalist for more than 26 years before venturing into corporate communications. He is currently leading the corporate affairs department at the Securities Commission Malaysia (SC) where he oversees the entire corporate communications functions of SC. Prior to SC, Jalil worked with Reuters as a senior correspondent for 18 years in Reuters' Kuala Lumpur, Singapore and London offices.

A journalism graduate from UiTM, Jalil has worked with Bernama and underwent journalism training in Japan and the Philippines. He also won a U.S. government fellowship to study journalism in Washington D.C.



**The late Guy Chaplin**  
**Former founding partner, TQPR Malaysia**  
**Former CEO, TQPR's Asia-Pacific network**

Guy had 30 years' experience in Asia-Pacific, of which 15 years was spent working with two world-leading PR firms in Australia and Asia. A graduate of the Royal Military Academy, Sandhurst, England, Guy joined Burson-Marsteller in Melbourne in 1980 and then later moved to the Kuala Lumpur office in 1985. In 1997, he joined Edelman as General Manager before assuming dual role as Regional Manager for Asia Pacific.

In mid-1995, Guy started TQPR to establish South-East Asia's first regional PR firm, which currently has offices in Malaysia, Indonesia, Thailand and Vietnam.



**Narinder Kaur**  
**Director, Public Affairs & Communications**  
**Pfizer Malaysia-Singapore**

Narinder joined Pfizer in 2002 to start the Public Affairs and Communications function in Malaysia and Singapore. She is responsible for government and media relations, corporate philanthropy and issues management. In 2008, she was seconded to Pfizer India to help build the public affairs team capabilities.

After graduating from University of Delhi and Queen Elizabeth College, University of London, Narinder worked with the Consumers' Association of Penang and was involved in health advocacy. Thereafter, she joined Grey Healthcare Group in Malaysia where her portfolio of clients included some of the major pharmaceutical companies in Malaysia.



**Ravi S**  
**Founder & Partner**  
**Quattro Communications**

A mass communications and English graduate, Ravi started his career with Bank Negara's Public Affairs Unit. He has since accumulated more than 20 years experience in the public relations industry which includes overseas stints in Singapore and Hong Kong with an international public relations consultancy.

Ravi founded Quattro Communications with three other partners in 1993 where he has developed and implemented a wide variety of public relations programmes for a broad range of clients in Malaysia. He has also conducted numerous media skills training sessions for corporate leaders and top management of public-listed companies and often speaks on flotation marketing communications at national conferences.



**Syed Anuar Syed Ali**  
**Director, Group Public Affairs**  
**AmBank Group**

Syed Anuar has been a communications practitioner for the last 25 years. He has a degree in Mass Communications majoring in Public Relations and a degree in Law, both from UiTM. He joined the AmBank Group as a Public Affairs Officer in 1983. In 1994, he took over as head of the Group's corporate communications division and is now the Director, Group Public Affairs.

He advises the Group on matters relating to Corporate Communications, CSR, strategic media relations, perception management and corporate branding.

## A word from the Judges

This year, the Awards received a record number of 26 entries, up from 16 in 2008 which made the judges' job of selecting winners a challenging but exciting one. Congratulations to the winners and also entrants, as it is just as important to participate as it is to win.

This brings us to a key message: it is important to enter. Awards such as these encourage the sharing of knowledge and experience that can only lead to improved standards and expertise amongst PR practitioners. This will create a virtuous circle of greater exposure and further recognition from current and prospective clients on the value of PR to their businesses or organisations.

Let us also be clear on another pivotal point. We must focus on achieving the right outcomes for our clients, and not merely be fixated in churning out ink. For corporate leaders to see PR as a C-suite function and for brand custodians to see the value of PR as an inalienable part of marketing, it is crucial to begin with the end in mind. The means – the strategies, execution, creativity and originality – must be guided by what is expected at the end. And the end is not merely measured by column inches or advertising value of coverage but by the impact and effect it creates on the target groups as well as clients' bottom lines.

Last but not least, the digital age has arrived in a big way. We are pleased to see the integration of digital elements in many campaigns. Given that PR is the master in managing uncontrolled communications in an uncontrolled environment, the rise of digital gives PR professionals a strong hand in reshaping the future of communications. And the future is now as digital has become mainstream, with the likes of web media, blogs and social networks taking centre stage.

The Exco of PRCA Malaysia and the panel of judges record their sincere and deepest condolences to the family of the late Guy Chaplin, who passed away days after the final judging of Malaysia PR Awards 2009. May he rest in peace.

# GOLD CAMPAIGN OF THE YEAR

## CONSUMER LAUNCH CAMPAIGN OF THE YEAR

## TECHNOLOGY CAMPAIGN OF THE YEAR

Sponsored by Hill & Knowlton



Text 100's success in positioning Broadband by DiGi as a thought leader and ensuring it is regarded as a significant player despite entering the mobile broadband services market behind three major and entrenched competitors gets the judges votes as this year's Gold Campaign of the Year, Consumer Launch Campaign of the Year and Technology Campaign of the Year.

From the onset, Text 100 identified the key audience was online. Internet service providers frequently received bad reputation from online chatter, even if media coverage was positive. Research and a listening programme also helped identify customers' main gripes as lower than promised speeds, unstable and frequently disconnected connections and throttling of internet access. In short, existing services did not meet customers' expectations and this presented an opportunity for DiGi to set expectations right and meet them.

Being the last player to market meant Broadband by DiGi could deploy the latest technology and newest infrastructure and provide a superior experience, and avoid mistakes other telcos had made in classifying products and dealing with consumers such as being up-front about caps and likely speeds. The strategy was encapsulated with the proposition 'Broadband Done Right'.

DiGi made popular the term "Likely Average Speed" which meant publishing a lower number, but one that consumers could trust was really the speeds they would enjoy. DiGi also began publishing bandwidth caps of its packages in advertising print rather than in the fine print as is industry norm. This drew good reaction from the online community who were disappointed that ISPs up till then had sought to throttle bandwidth and hide behind the fine print.

Text 100 engaged in several tactics to reach out to both online and traditional media including online issues listening and management,

media launch, blogger engagement, post-launch broadband tutorials and review programme.

The launch drew an attendance of 121 media guests from 81 media houses and resulted in wide next-day coverage including seven TV clips. More importantly, the message was carried through with headlines like: "DiGi focuses on Broadband Done Right" and "DiGi says telcos must be honest in promoting their real capacity and services." A blogger session held the same day to similarly communicate Broadband by DiGi's promise drew similar positive responses.

A series of post-launch broadband tutorials engaged media in the finer points of comparing broadband packages, preparing media for the subsequent review programme that saw Broadband by DiGi scoring high in terms of performance.

The overall result of the Broadband by DiGi campaign was a cut-through message that DiGi was championing consumers' cause by challenging industry norms that confused consumers – especially on the issues of bandwidth caps and promised speeds. These messages were carried by over 168 articles and broadcast clips in mainstream media, supported by a host of forum messages, tweets and blog posts in social media throughout the three-month campaign period.

### WINNER

**Campaign**  
**DiGi Broadband:**  
**Being last**  
**to market,**  
**can be best**

**Client**  
**DiGi**  
**Telecommunications**

**Consultancy**  
**Text 100**

# COMMUNICATOR OF THE YEAR

Sponsored by DiGi



**Winner**

**Dato' Sri Nazir Razak**

Group Chief Executive, CIMB Group

**Dato' Sri Nazir Razak, aged 42, is presently the Group Chief Executive/Managing Director of CIMB Group Holdings Berhad ("CIMB Group"). Nazir graduated from the University of Bristol with a BSc (Hons) and obtained an MPhil from the University of Cambridge. He joined CIMB's corporate advisory department in 1989 and was appointed Chief Executive on 1 June 1999. Nazir spearheaded the Group's transformation from a Malaysian investment bank to a regional universal bank via several acquisitions throughout the region.**

CIMB Group now has South East Asia's largest branch network with over 1,150 branches catering to the banking needs of over 10 million customers in Malaysia, Singapore, Indonesia and Thailand. It also has offices in New York, London, Bahrain, Hong Kong, Shanghai, Brunei and Vietnam.

Under Nazir's stewardship, CIMB Group has won many prestigious accolades. Most recent awards include Best Investment Bank (Malaysia) by FinanceAsia and Euromoney and Best Islamic Bank in Asia by Euromoney in 2008. CIMB was awarded first place in all three categories at the 2009 Asiamoney Best Bank awards, namely Best Domestic Bank, Best Domestic Equity House and Best Domestic Debt House.

FinanceAsia named Nazir as one of Asia's 50 most influential figures of the last decade (1996-2006) while Asiamoney listed him as one of the top 100 most powerful and influential people in business and finance in the Asia-Pacific region for 2006 and 2007. In 2008, Institutional Investor ranked Nazir second in its Asia's Best CEO (Bank) survey. Most recently, he became the youngest recipient of FinanceAsia's prestigious "Lifetime Achievement Award".

# PRODUCT BRAND DEVELOPMENT CAMPAIGN OF THE YEAR

MALAYSIAPR AWARDS 2009



## WINNER

Realising the potential of the Malaysian Muslim market, the Hong Kong Tourism Board (HKTB) wanted a campaign that addresses the Muslim travellers' concerns on availability of Halal restaurants and mosques in Hong Kong.

Based on this brief, Ming, KH & Associates utilised television as the main channel to position Hong Kong as a Muslim-friendly destination. Riding on Astro Oasis's popular travel programme, Rasa Halal Orient, the agency worked with the show producer to extend the programme to feature Hong Kong. Taking the travel documentary approach, the show also focused on the lifestyle of Muslims residing in Hong Kong.

The TV programme not only showcased Hong Kong's attractions but also highlighted the locations of certified Halal restaurants and mosques in Hong Kong as well as tips on how to get there. It garnered wide viewership and became the top three programmes on Astro Oasis. Due to the popularity of the programme, HKTB received proposals from other production houses to feature Hong Kong.

## CERTIFICATE OF EXCELLENCE

Younger drinkers have always viewed Guinness as "my father's drink" and found it to be "bitter" and "difficult to drink" which discourages them from trying the lighter Guinness Draught.

G2 PR was tasked to devise a campaign that aims to influence the target audience, encourage sampling of Guinness and position it as a premium brand. To achieve this, G2 PR leveraged on three main elements of St Patrick's Day – music, food and fun. The end result saw the sampling programme reaching more than 6,500 people and the database recruitment surpassing the target of 3,000 new members.



## CERTIFICATE OF EXCELLENCE

Dettol wants to reinforce its position as the leader in hygiene and germ-kill properties. The campaign seeks to reach out to mothers with children, health care professionals, government agencies and consumer health groups.

Edelman developed a multi-stakeholder, multi-channel campaign that focused on the theme 'Dettol Protects: Breaking the Chain of Infection'. Feature editorials, news conferences as well as activities targeting mothers, general consumers and schools were organised. The campaign was widely covered with 100 editorial stories.

## HONOURABLE MENTION

The Nippon Paint Young Designer Award was introduced to recognise young, talented interior design and architecture students in Malaysia. Working with the Malaysian Society of Interior Designers, the campaign succeeded in garnering almost 90 entries and received wide coverage in the media.

## WINNER

**Campaign**  
**Hong Kong for Muslim Travellers**

**Client**  
**Hong Kong Tourism Board**

**Consultancy**  
**Ming, KH & Associates**

## CERTIFICATE OF EXCELLENCE

**Campaign**  
**Guinness St Patrick's Day 2009**

**Client**  
**Guinness Anchor Marketing**

**Consultancy**  
**G2 PR**

## CERTIFICATE OF EXCELLENCE

**Campaign**  
**Dettol Protects: Breaking the Chain of Infection**

**Client**  
**Reckitt Benckiser**

**Consultancy**  
**Edelman**

## HONOURABLE MENTION

**Campaign**  
**Nippon Paint Young Designer Award**

**Client**  
**Nippon Paint Malaysia**

**Consultancy**  
**Kim Chew Communications**

# CONSUMER LAUNCH CAMPAIGN OF THE YEAR

## WINNER

**Campaign**  
**DiGi Broadband:**  
**Being last**  
**to market,**  
**can be best**

**Client**  
**DiGi**  
**Telecommunications**

**Consultancy**  
**Text 100**

## WINNER

*See entry write-up  
on Page 5*

## CERTIFICATE OF EXCELLENCE

**Campaign**  
**Standard**  
**Chartered KL**  
**Marathon 2009:**  
**Run Your Race**

**Client**  
**Octagon**

**Consultancy**  
**Weber Shandwick**

## HONOURABLE MENTION

**Campaign**  
**Launch Of A New**  
**Species**

**Client**  
**Samsung**  
**Electronics**  
**Malaysia**

**Consultancy**  
**Edelman**



## CERTIFICATE OF EXCELLENCE

Weber Shandwick was tasked to make the Standard Chartered KL Marathon 2009 the biggest marathon in Malaysia by achieving a target of 12,500 runners, 3,500 more runners than Malaysia's previous largest marathon.

It deployed a two-pronged strategy : utilising traditional media to build awareness and sustain momentum leading up to Race Day and engaging social media to connect with runners and maintain an open channel for communication.



The PR plan revolved around making running an attractive sport to a younger age group in an effort to create a new breed of running fans. Hence, the use of social media lent a youthful and exciting air to what had been perceived as staid events. It also trawled relevant blogs to compile a database of marathon bloggers in a bid to engage them to spread word-of-mouth publicity among their own networks. The plan also targets those who have never run before by focusing on the different running categories.

The event garnered 12,500 runners in just 10 weeks, forcing early registration closure and produced over 440 clippings across print, online and broadcast with 99% positive coverage. A new generation of runners were networked via Facebook, which hit 1,860 fans in 14 weeks and Twitter, which had 112 followers after 12 weeks. Over 177 blog posts that talked about the run were recorded during the six-month campaign.



## HONOURABLE MENTION

Samsung was introducing a new species of TVs that would demonstrate its leadership in technology, innovation and design, and re-define the viewing experience. Conventionally, the marketing of televisions strives on the war of superlatives : the thinnest, the best picture and the best design. Edelman's approach focused on a two-pronged strategy : position Samsung as a visionary technological leader and on a product platform to educate the public on how Samsung LED TVs will re-define their viewing experience.

The objective was to drive as much visibility as possible through traditional news media channels to get the brand and product in the face of consumers. The campaign result was a strong recall of LED TVs attributed to Samsung, as well as a keen interest and visibility in the product. To date, 83 stories were generated from the campaign.

# HEALTHCARE : ETHICAL CAMPAIGN OF THE YEAR

MALAYSIAPR AWARDS2009

## CERTIFICATE OF EXCELLENCE

**Campaign**  
**Championing**  
**Quitters**

**Client**  
**Pfizer Malaysia**

**Consultancies**  
**Fleishman-Hillard**  
**& Paprika**  
**Marketing**  
**Services**



## CERTIFICATE OF EXCELLENCE

Fleishman-Hillard and Paprika were tasked to develop a campaign to support the launch of Pfizer's new non-nicotine replacement smoking cessation medication, Champix. The challenge was three-fold: existing therapies are ineffective, motivation to quit is not well addressed and lack of support system hampers quitting attempts.

Leveraging research insights, the campaign avoided a full-frontal education-skew for an emotionally-driven approach with a quit smoking support programme to raise compliance as a critical component. The campaign was fully integrated – from PR, KOL advocacy and advertising to web, email, patient literature, in-clinic materials and patient support programme.

Creatively, the consultancies leveraged the product name to conceptualise the Quitting Championships campaign. It drew similarities between a boxer and a person trying to give up smoking, and the personal journey they take in their effort to win a title and emerge as a champion or a successful quitter. Patients were also provided with the Quitter's Guide, a step-by-step quitting manual as well as patient support events to motivate and celebrate successful quitters and their loved ones.

Earned editorial totalled 14 clips, reaching 14.75 million impressions with key message pull-throughs of 97%. Over 30 Media Prima Group employees successfully quit smoking within 12 weeks and were celebrated at the first Championship Party. The website received 4,761 visits and 33,073 page views, averaging six page views per visitor while 4,313 pledges to quit were received to date.

# CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN OF THE YEAR

MALAYSIAPR AWARDS 2009

## CERTIFICATE OF EXCELLENCE

**Campaign**  
Malaysians Unite for Road Safety: MUFORS 090909

**Client**  
PLUS Expressway

**Consultancy**  
Hill & Knowlton



## CERTIFICATE OF EXCELLENCE

The rise of road fatalities in Malaysia is making Malaysian roads unsafe for road users. Against this backdrop, PLUS took a fresh approach to road safety that complimented the Government's ongoing campaign. To gain support from Malaysians, the campaign had very minimum association with the Government or PLUS.

Hill & Knowlton addressed this problem by taking the personal approach to obtain personal commitment from Malaysians to re-look at their attitude/behaviour towards road safety. PLUS declared 09.09.09 as road safety day and chose the theme "Malaysians Unite for Road Safety (MUFORS) 090909" for the campaign. Leveraging on social media platform, PLUS encouraged Malaysians to think of what changes they could make to their driving habits by submitting their personal pledges to MUFORS's website.

As a result of the campaign, over 240,000 Malaysians have participated in MUFORS. The campaign also appeared in at 70 websites, blogs, forums and Twitter.

# BEST USE OF DIGITAL

Sponsored by Asia Media Monitors

MALAYSIAPR AWARDS 2009



## WINNER

Malaysia Airlines (MAS) first entered the digital sphere in 2007 to connect with the younger target audience who were inclined to travel on low-cost carriers. An audit revealed that while MAS had a presence in the digital sphere, the bulk of the coverage was corporate-generated content. Fleishman-Hillard helped to identify key influencers in the blogosphere and conceptualised an engagement programme to increase the frequency and quality of user-generated content which is integrated with other digital channels such as Facebook and Twitter. Using a combination of relationship building and conversational dialogue, MAS' digital presence has evolved into one of the most holistic and integrated campaigns adopted by an airline.

The exercise has three strategies : actively engage with consumers and influencers and maintain open dialogue; influence the conversation by encouraging consumers to consider the 'value' proposition, rather than purchase based solely on price; and synchronisation of offline events with the employee corporate blog, social network sites and forums and engagement of key bloggers to consistently engage key target audience.

Within six months, MAS Travel Facebook (MAT) gained close to 17,000 fans with more than 60,000 page views, driving more than 37,000 unique visitors to [www.malaysiaairlines.com](http://www.malaysiaairlines.com) or 16% of the website's total visitor count. MAT records an average of 1,130 interactions per month – a 42% fan to interaction ratio – achieving near 100% positive tonality. MAS' positive share of voice has grown by 325%. Close to 100 blog posts were direct products of the campaign generating 549 comments within the blogs. Currently, MAS engages 40 bloggers and continues to meet up to 10 new bloggers every two weeks. Since its revamp of design and content, monthly visitor count on LMH blog grew 243% from 3,500 to 9,500 in six months. It also has more than 4,000 Twitterers follow @MAS and @MAstravel.

## CERTIFICATE OF EXCELLENCE

Weber Shandwick deployed social media to connect with runners and maintain an open channel for communication as part of its two-prong communications strategy to help make the Standard Chartered KL Marathon 2009 the biggest marathon in Malaysia by achieving a target of 12,500 runners.

The use of social media lent a youthful and exciting air to what had been perceived as staid events, making running more attractive to a younger age group in an effort to create a new breed of running fans. It also engaged marathon bloggers to generate word-of-mouth publicity.

The event's Facebook page garnered 1,860 fans in 14 weeks while 112 persons followed its Twitter after 12 weeks. Its blogger engagement resulted in 177 posts that talked about the run during the six-month campaign.



## WINNER

**Campaign**  
Building bridges,  
changing  
conversations,  
driving dialogues

**Client**  
Malaysia Airlines

**Consultancy**  
Fleishman-Hillard

## CERTIFICATE OF EXCELLENCE

**Campaign**  
Standard  
Chartered KL  
Marathon 2009:  
Run Your Race

**Client**  
Octagon

**Consultancy**  
Weber Shandwick

# PROMOTIONAL ACTIVITY OF THE YEAR

## WINNER

The dearth of female professional race car drivers in Malaysia led Red Bull Malaysia to embark on the Red Bull Female Driver Search campaign to look for Malaysian female motorsports enthusiasts to become part of the Red Bull Rookies.

Reputation Mercatus' strategy started with the Red Bull Female Driver Search nationwide road shows. The regional media were invited to cover and interview the three senior Red Bull Rookies and chief trainer, Kevin Low, from Asia Advanced Driving Academy (AADA). Further publicity was generated through Red Bull's Malaysia's website and TV commercials on NTV7 and 8TV, online advertorials by nuffnang bloggers and Red Bull Malaysia Facebook page.

Six participants were chosen after the elimination round at the Smart Women Driving Course test. During this period, the consultancy gave motoring and lifestyle media updates via news releases.

Phase two saw the selected candidates undergoing teambuilding, media training and intensive professional racer training courses conducted by AADA to prepare them for the Sepang 1,000 km Race. Media and interview opportunities were created where different key messages were crafted for the senior and the new members of the Red Bull Rookies.

The Red Bull Rookies programme generated feature articles and news coverage in print and electronic media and the ladies became local celebrities who were seen as icons of the local motorsport scene.



## WINNER

**Campaign**  
**Red Bull Rookies**  
**2009**

**Client**  
**Allexcel Trading**

**Consultancy**  
**Reputation**  
**Mercatus**

## HONOURABLE MENTION

**Campaign**  
**Planta invites**  
**Malaysians to**  
**'Jom ke dapur**  
**Kak Sifu'**

**Client**  
**Unilever Malaysia**

**Consultancy**  
**Edelman**



## HONOURABLE MENTION

With more new oil-based products entering the market, Planta needed to defend its market leadership and strong brand awareness among Malay women who are its key market. To achieve this, Edelman conceptualised a campaign that reached out to Planta's core audience. The campaign must raise Planta's profile as the everyday margarine of choice, educate users on new uses in food preparation, and encourage trial and purchase.

Edelman worked with targeted Malay media to communicate Planta's value proposition and launched the Planta Mobile Kitchen to reach more local consumers. Sheila Mambo was chosen as the ambassador and culinary KOL of the campaign.

The campaign received wide media coverage by the mainstream Malay dailies which communicated all key messages and Planta's value proposition.





## Hill & Knowlton

Hill & Knowlton in Malaysia is part of Hill & Knowlton's worldwide network of 81 offices in 43 countries. In each market we are privileged to work with some of the world's best known companies, with our consultants providing cutting edge end to end communications services. That same high standards and quality of service apply to our clients in Malaysia comprising both local and multinational companies some of whom we've had the pleasure of working with for more than five years.

For more information, please visit us at [www.hillandknowlton.com](http://www.hillandknowlton.com)



## Asia Media Monitors

Asia Media Monitors was established in Kuala Lumpur in 2008 and is the South East Asia Headquarters of the Media Monitors Group, the leading media company in the Asia Pacific region. With over 150 employees in Kuala Lumpur with multilingual capabilities, this MSC status business operates as a digital new hub, providing the most comprehensive monitoring and analysis services on coverage across all media, namely print, broadcast and internet (blogs and news websites). Asia Media Monitors works with PR Agencies, Corporate and Government organisations to help them make sense of the media.



**Always the smarter choice**

## DiGi

Established in 1995, DiGi is Malaysia's newest 14.4 mbps HSPA mobile broadband provider and part of the Telenor Group. We focus on easy and relevant products with the best deals for excellent customer experience while being committed to financially and ecologically responsible sustainable business practices through our corporate initiative, Deep Green.



## Jaz Beer

Jaz Beer was introduced to the local market in 2007. It is brewed by Napex Corporation Sdn Bhd, the country's third brewery group, using the latest brewing technology and ingredients imported from Germany.

Hong Kong Celebrity, Gillian Chung is the brand ambassador.



## 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.

The logo for MediaBanc, featuring the word "MediaBanc" in a white, sans-serif font on a dark blue rectangular background. The letter 'i' in "Media" has a small orange dot above it.

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