MALAYSIA PR AWARDS 2017/18

9 NOVEMBER 2018

Organised by:

prca malaysia

MEDIA INSIGHTS SOLUTION

CommSights

Be in the know

See what PR works for you with measurable analysis.

Be on course

An objective base analysis steers you to achieving your PR goals.

Be ahead of the curve

Discover arising trends from the millions of media content.

WWW.COMMSIGHTS.COM

74-1, Jalan Puteri 5/1, Bandar Puteri,
47100 Puchong, Selangor, Malaysia

malaysia@commsights.com
+603 8061 8282

MALAYSIA PR AWARDS 2017/18

CONTENTS

PAGE 03
- ABOUT PRCA MALAYSIA
- PRCA MALAYSIA EXCO 2018 - 2020
- MPRA 2017/18 ORGANISING COMMITTEE

PAGE 04
- PRESIDENT'S FOREWORD

PAGE 05
- PRCA M'SIA LEADERSHIP AWARD

PAGE 06
- PRCA M'SIA COMMUNITY AWARD

PAGE 07 & 08
- PANEL OF JUDGES

PAGE 09
- CAMPAIGN OF THE YEAR

PAGE 10
- PRODUCT BRAND DEVELOPMENT AWARD

PAGE 11
- CORPORATE SOCIAL RESPONSIBILITY AWARD

PAGE 12
- ENVIRONMENTAL AWARD

PAGE 14 & 15
- CORPORATE BRANDING AWARD
- TECHNOLOGY AWARD

PAGE 16
- CONSUMER LAUNCH AWARD
- HEALTHCARE AWARD

PAGE 17
- PUBLIC AFFAIRS AWARD
- CRISIS OR ISSUES MANAGEMENT AWARD

PAGE 18
- INSTITUTIONS OF HIGHER LEARNING – STUDENTS AWARD
- PUBLIC SECTOR AWARD

PAGE 19
- BEST USE OF DIGITAL AWARD

PAGE 20
- FINALISTS

ABOUT PRCA MALAYSIA

Founded in 1999, the Public Relations Consultants' Association of Malaysia (PRCA Malaysia) is an independent, non-profit organisation representing public relations practitioners either working in-house or in consultancies.

PRCA Malaysia is dedicated to fostering public relations excellence. The association serves as a platform for the exchange of information and views, while striving to set the standards for the PR industry.

PRCA Malaysia makes a difference by continuing to undertake activities that would further promote the profession and the industry, including training and talent development initiatives whilst offering networking opportunities for its members. It is also committed to develop young consultants and provide a unified voice for practitioners.

PRCA Malaysia abides by a code of conduct including professional standards, ethics, qualification and the conduct of business.

prca malaysia

www.PRCMalaysia.org

PRCA MALAYSIA EXCO 2018 - 2020

From L-R: Syed Mohammed Idid (Committee Member), Anita Chandran (Committee Member), Felix Heinimann (Honorary Treasurer), Andy See (President), Adli Abdul Karim (Committee Member), Elaine Chuah (Vice-President), Niall Dologhan (Committee Member), Jacqueline Arnold (Honorary Secretary)

MPRA 2017/18 ORGANISING COMMITTEE

1. Jacqueline Arnold (Organising Chairman)
2. Annitha Anthony
3. Teri Wong
4. Adrian Koo

PRESIDENT'S FOREWORD

Once again, the Malaysian PR industry is coming together to celebrate the best of our work in 2017/18. This is the 11th instalment of the celebrated Malaysia PR Awards (MPRA).

Indeed, it gives me great pleasure to recognise the 17 winners from 37 entries across 14 categories. MPRA 2017/18 will see four gold, seven silver and six bronze winners. This year, we will also be recognising the **Campaign of the Year**, which was not given out in the previous year – an indication of the stringent criteria for quality imposed by our panel of independent judges when granting this prestigious special award.

At this point, I wish to put on record my sincere appreciation to the judges, Anita Chandran of Anita Chandran and Associates, Freda Liu of BFM Media, Saffura Chinniah of Axiata Group Berhad, Stephanie Caunter of Catcha Group and Prakash Mukherjee of Malayan Banking Berhad.

The judges have put in a lot of time to deliberate on the entries before deciding on the award winners. Entries needed to be well written to showcase their critical successes and achievements as this was essential to convince the judges that their efforts should receive due recognition. The choice was difficult to make sometimes, but judges relished the challenges in deciding on the deserving entries.

In conjunction with the MPRA 2017/18, the Executive Committee (Exco) of PRCA Malaysia has also decided to grant two special awards. The awards are the **PRCA Malaysia Leadership Award** and the **PRCA Malaysia Community Award**.

The **PRCA Malaysia Leadership Award** is the highest award given out by the Exco of PRCA Malaysia and for the first time, we will be giving it out to an organisation instead of an individual. In this regard, we are pleased to recognise BFM Media for its leadership in the media industry, particularly in changing the radio industry in Malaysia as well as the communications landscape for both large corporations and SMEs.

We are also proud to introduce the **PRCA Malaysia Community Award** which will be given for the very first time this year. This new award is to recognise Projek57 and its youth engagement work. We believe this award underscores the importance of celebrating the good work or positive impact created by organisations or individuals for our beloved country – Malaysia.

We thank BFM Media and Projek57 for their work and congratulate them on their acceptance of the awards. The PR industry looks forward to strengthening our working relationship with them.

As we celebrate the wins at the MPRA, it is important to note that MPRA has always been and will continue to be a flagship event for PRCA Malaysia.

After all, MPRA is a platform for the industry to benchmark, recognise and push for higher standards in the work that we produce and deliver. Our commitment to work hand-in-hand with our clients and stakeholders is ultimately aimed at improving the standards of the PR industry in Malaysia, which in turn will help PR professionals, consulting or in-house, to gain the respect and credibility from our clients, employers and stakeholders.

Here, I would like to take this opportunity to urge the Malaysian PR industry to step up efforts to innovate and set new standards. As the media and communications landscape changes, we have to spearhead new ways of communicating.

Content is what that shapes public opinion and consumer behaviour. The media channels that deliver the content is important but secondary. This is something we need to constantly remind ourselves of as PR professionals and brand owners. We work with media channels to get our messages out effectively, but it is the content that is key.

All of us have a role to play as collectively, we are agents for shaping public opinion. We have the responsibility not only to ourselves but also to society at large to ensure that news ought to be disseminated responsibly as well.

Lastly, I would like to take this opportunity to acknowledge and thank the PRCA Malaysia Exco and Organising Committee of the MPRA. Your tireless effort has once again made MPRA a success.

A special thank you to our sponsors particularly Telum Media, CommSights Malaysia, Puffprints by Photobook Worldwide, Axiata Group Berhad, Centriq PR Sdn Bhd, Anita Chandran & Associates and Carlsberg Marketing Sdn Bhd, as well as the consultancies and corporations that have joined us in sharing their best work with us.

To the winners of the MPRA 2017/18 awards: Congratulations! Syabas!

Thank you.

Andy See Teong Leng
President, PRCA Malaysia

BFM 89.9
The Business Station

BFM 89.9 is Malaysia's only independent English-language talk radio station that is focused on business news and current affairs. Their core programmes span markets, marketing, finance, technology, and business productivity with a focus on raising the management proficiency of the Malaysian business community. BFM89.9 also offer other programmes that are of interest to the working professional audience, including health, culture, arts, music, and movies.

BFM89.9's guiding ethos has always been to create a space for diverse voices, where a variety of differing opinions are welcome, and where discourse and debate can thrive. We have always sought to change the way Malaysians perceive the medium of radio and have attempted to do so by providing them unique and original content previously unheard on local airwaves. We are firm believers in the power of the human voice and its ability to transform hearts and minds.

BFM can be heard on FM frequency 89.9MHz in Wilayah Persekutuan, Selangor and parts of Negeri Sembilan and Melaka.

PROJEK57

Projek57 is a non-political and non-partisan social enterprise focused on helping build a better Malaysia by uniting Malaysians and everyone living in Malaysia – especially the youth, to live and work well together towards a better future.

It was founded in 2015 when Collin Swee and Syed Sadiq Albar, friends and business partners of over 15 years, were asking employees from their engineering business where do they see themselves in five years. The majority sounded desires to emigrate in search for better prospects.

From there, realising the urgency to engage Malaysians, the partners founded Projek57 with a simple aim of engaging Malaysians to believe in as well as build a better Malaysia together.

Today, Projek57 designs and markets a line of unity-themed merchandise ranging from the Unity Ribbon to T-shirts and notebooks. Partial profits from every item sold go towards education and empowerment programmes such as retail training programme, scholarships, and development initiatives for the Indigenous and underserved youths. Projek57 also collaborates with tertiary institutions and organisations to engage youth in projects.

PANEL OF JUDGES

STEPHANIE CAUNTER
Global Director, Marketing & Communications
CATCHA GROUP

Stephanie Caunter is a brand builder and natural communicator, with an affinity for tech, thanks to an Electrical Engineering degree. She has led cross-border teams to create brand-defining programmes and points of view such as PwC Malaysia's Building Trust Awards and Catcha Group's Wild Digital conference. She played pivotal roles in strategic transformational projects such as PwC's rebranding exercise, and pioneered PwC Malaysia's digital marketing efforts.

A Diversity and Inclusion advocate who used to write a monthly personal column, 'Changing Hats', she also enjoys speaking and moderating at events, mentoring young talent, and runs to de-stress. Stephanie is a 3 time McKinsey Youth Leadership Academy Mentor; 2 time Lean In Malaysia Career Programme Mentor; and winner of PwC's Global Diversity & Inclusion Challenge in 2015.

She graduated with a BSc in Engineering from Cornell University, NY, USA.

SAFFURA CHINNIAH
Vice President and Head, Group Corporate Communications & Sustainability
AXIATA GROUP BERHAD

With 20 years of professional experience in communications and public relations, Saffura Chinniah currently leads a team of five specialists at Axiata Group Berhad's Corporate Communication & Sustainability Department, which also collaborates with their peers in six markets in ASEAN and South Asia where Axiata operates.

She started her career in the telecommunications industry with Maxis Communications Berhad in 2003 and subsequently DiGi Telecommunications for 11 years. In 2012, Saffura was seconded from DiGi to join PEMANDU as Director of Communications for the Economic Transformation Programme (ETP), where she was involved with advocating on the ETP vision, initiatives and achievements on digital and social media platforms as well as creating effective spaces for discourse and engagement between the public, business and government.

Saffura graduated from Universiti Sains Malaysia with a degree in Communications and Masters in Professional Writing from Kennesaw State University, Georgia, USA in 1998.

FREDA LIU
Lead Producer / Presenter
BFM89.9

Freda Liu has conducted over 5,000 interviews with some prominent names which include author Stephen Covey, motivational speaker Nick Vijucic, former GE CEO Jack Welch, the Duke of York HRH Prince Andrew to Wikileaks founder Julian Assange working with BFM89.9. Covering the gamut of communications, she previously worked for Edelman PR and IBM Asia Pacific and also as a news presenter on national radio & TV. She is also highly sought after for moderating corporate events and training.

She has authored four books called "PR Yourself" and "Shake & Spear Your Business: The Romeo & Juliet Way," and "Everybody Loves Ray" (biography), and "Bursting Fixed Mindsets - How 15 Women Broke the Million Ringgit Mark". She also hosts a show called "Her Vantage" which talks about women of leadership and influence.

Freda has awarded the ASEAN Rice Bowl Awards for Malaysia Startup Journalist of the Year and The ASEAN IN Personality Award as an influencer by the Malaysian Global Chamber of Commerce.

ANITA CHANDRAN
Principal Consultant
ANITA CHANDRAN & ASSOCIATES SDN BHD

Anita has over 20 years of experience in marketing, communications in the retail- banking sector and in public relations consultancy. Prior to working with Ogilvy Public Relations Worldwide Kuala Lumpur (Ogilvy PR), she worked at several Multinationals.

In 2005, Anita held the post of Honorary Secretary of Public Relations Consultancy Malaysia (PRCA Malaysia), and continues to be an active member of PRCA Malaysia. She is a life member of PRCA Malaysia. As of 2018, she now sits on the Executive committee of PRCA Malaysia. She also leads the Learning and Development initiative in PRCA Malaysia and is currently in the midst of developing a curriculum for young PR professionals.

In January 2018, Anita became a certified WABC Registered Corporate Coach. She also has accreditation in conducting Harrison Assessments. She is now working towards fulfilling her International Coaching Federation (ICF) credentials and is looking to expand her portfolio by taking up a course in Work Place Psychology.

PRAKASH MUKHERJEE
Executive Vice President, Head, Group Corporate Affairs
MAYBANK

Prakash Mukherjee is currently the Head of Group Corporate Affairs of Maybank, Southeast Asia's fourth largest bank by assets.

He has over 30 years of experience in communications. He started his career in Eric White Associates, a public relations consultancy in Kuala Lumpur which was an associate of Hill & Knowlton. He served with Eric White Associates for over 4 years, including a short stint at its Penang office, during which he served a wide spectrum of clients ranging from consumer goods and shipping to tourism and trade fair promotion.

In 1990, he joined Maybank's Public Affairs Department and worked in various areas of public relations and communications including media & investor relations, employee communications, events and sponsorship management until his appointment as Head of Group Corporate Affairs, where he now oversees the planning and implementation of Maybank Group's communications strategy.

CAMPAIGN OF THE YEAR AWARD

MALAYSIA PR AWARDS 2017/18

GOLD AWARD

CAMPAIGN
THE NIPPON PAINT CHILD WELLNESS PROGRAMME

CLIENT
NIPPON PAINT MALAYSIA GROUP

CONSULTANCY
PERSPECTIVE STRATEGIES

Even though parents try their best to make the indoor environment safe and healthy for their children, one potentially harmful thing that children are exposed to all the time when indoors is often overlooked - the paint on the walls.

Children spend more time indoors and breathe up to three times more air than adults, making them more likely to fall victim to indoor contaminants. Children are also more likely to touch the walls than the floor while playing, yet most parents do not clean the walls regularly from contaminants or germs. Identifying this as opportunity for niche product positioning, Nippon Paint developed the Child Wellness Range which is Malaysia's first technology-driven, child-friendly paint series.

But the larger task is, how can Nippon Paint effectively reach out to discerning parents, caregivers and decision makers at educational institutions such as kindergartens and childcare centres? The answer: By putting children at the forefront of the campaign. Rather than jostling with competitors in an industry that is oversaturated with product messaging, Nippon Paint took on a leadership role by focusing in an area where discerning audiences today are unable to decipher the truths from the myths when it comes to keeping their little ones safe.

To effectively reach out to its target audiences, Nippon Paint conceptualised the Child Wellness Programme in collaboration with four national associations namely the Malaysian Paediatric Association (MPA), the Malaysian Society of Allergy and Immunology (MSAI), Persatuan Pengasuh Berdaftar Malaysia (PPBM) and the Malaysian Association of Kindergartens (PTM). Leveraging on their respective expertise and credibility, Nippon Paint activated a multi-platform, multi-stakeholder approach alongside key influencers such as medical practitioners and childcare providers to provide simple steps and expert advice in the areas of allergies, viruses and bacteria as well as usage of functional paint and colours to create a more uplifting environment for young children.

The campaign effectively reached out to young, discerning parents through various creative digital and print activations, as well as engaged decision makers of early education entities through delivery of informative and educational content. Sales-wise, a two-fold increase was achieved within four months of the campaign launch. Brand-wise, Nippon Paint successfully carved a niche positioning in an untapped space within the coatings industry through the Child Wellness Programme campaign messaging.

MALAYSIA PR AWARDS 2017/18

GOLD AWARD

CAMPAIGN
THE NIPPON PAINT CHILD WELLNESS PROGRAMME

CLIENT
NIPPON PAINT MALAYSIA GROUP

CONSULTANCY
PERSPECTIVE STRATEGIES

Identifying an opportunity for niche product positioning, Nippon Paint developed the Child Wellness Range which is Malaysia's first child-friendly paint series that features the key benefits of clean air, safe touch and creativity for children.

To further position this product, the Child Wellness Programme was conceptualised with the goal to create a niche for Nippon Paint as a champion of child wellness through its Child Wellness Range and to educate parents on children's health and wellness issues, and help them create an inspiring, children-friendly environment. This is the first for a coatings company to champion child wellness.

MALAYSIA PR AWARDS 2017/18

BRONZE AWARD

CAMPAIGN
HONG KONG LIVE IN KUALA LUMPUR

CLIENT
HONG KONG TOURISM BOARD

CONSULTANCY
ESSENCE BURSON-MARSTELLER

Hong Kong is a popular destination for short-haul holidays for Malaysians. With the growing advent of social media and competition in terms of regular tourism deals, it is important to reiterate what does Hong Kong have to offer to visitors, especially Muslim travellers. The Hong Kong Live in Kuala Lumpur campaign spotlighted Hong Kong's best attractions and travel deals for Malaysia – moulded in a format that provided interesting content in line with current day media trends. The event provided an easy CTA to participants that fed directly into the business objective of HKTB.

CORPORATE SOCIAL RESPONSIBILITY AWARD

MALAYSIA PR AWARDS 2017/18

GOLD AWARD

CAMPAIGN
#YOUCANDUIT CAMPAIGN

CLIENT
MALAYSIAN DIGITAL ECONOMY CORPORATION (MDEC)

CONSULTANCY
BZBEE CONSULT SDN BHD

Malaysian Digital Economy Corporation (MDEC) introduced #YOUCANDUIT campaign to develop digital economy for the B40 group to earn income in digital space through, e-Usahawan and e-Rezeki programmes. This business model was part of its social accountability for the B40 to reduce the burden of rising cost of living and be economically sustainable.

Extensive campaign on-ground - through State-tours, in the mainstream as well as online / social media, generated a total income of RM259.2 million, involving 124,680 participants.

#YOUCANDUIT was acknowledged a success, putting MDEC as an important catalyst to sustain an ecosystem of digital innovation in Malaysia.

MALAYSIA PR AWARDS 2017/18

BRONZE AWARD

CAMPAIGN
#AIRASIAMAKNA: REBEL WITH A CAUSE

COMPANY
AIRASIA MALAYSIA

The #AirAsiaMAKNA campaign has successfully raised RM300,300 in its third year initiative. This marks RM1 million funds raised to its beneficiary National Cancer Council Malaysia (MAKNA) since the launch of the campaign in 2015.

Driven by its own employees (Allstars) who have had experience as a cancer patient/survivor or a caregiver, the campaign aims to create further cancer awareness on early detection as prevention and to raise funds to help underprivileged patients.

AirAsia also takes pride as a non-discriminatory workplace to have regional Allstar cancer fighters from various levels from executives to cabin crew to even a Chairwoman.

MALAYSIA PR AWARDS 2017/18

SILVER AWARD

CAMPAIGN
CCM-53-YEAR-OLD CONCRETE STACK DEMOLITION

CLIENT
CHEMICAL COMPANY OF MALAYSIA BERHAD

CONSULTANCY
BZBEE CONSULT SDN BHD

Chemical Company of Malaysia Berhad sold its Shah Alam plant, comprising a 53-year old, 60-meter reinforced concrete stack. Plans to demolish the stack caused safety and environmental concerns among the community. CCMB undertook the controlled demolition, as this "landmark" stack is linked to the CCMB brand.

Through extensive engagement with experts and stakeholders, emphasis was on messages of environmental protection, safety and encouraging participation of stakeholders – to appease concerns, garner support and create excitement.

The successful demolition brought the community together, in the spirit of communal cooperation, concern for the environment and a meaningful "farewell" for CCMB.

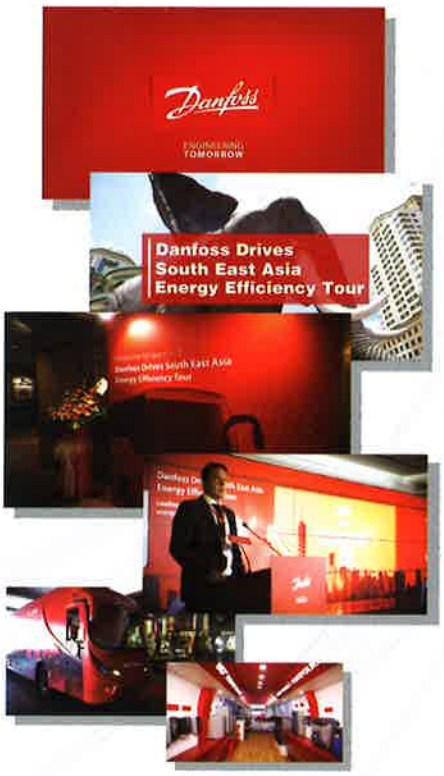
MALAYSIA PR AWARDS 2017/18

BRONZE AWARD

CAMPAIGN
DANFOSS DRIVES SE ASIA ENERGY EFFICIENCY TOUR (OCT-DEC 2017)

CLIENT
DANFOSS DRIVES

CONSULTANCY
ESSENCE BURSON-MARSTELLER



ASEAN is a major global hub of manufacturing and trade that is well on track to be the world's 4th-largest economy by 2050 and one of the fastest-growing consumer markets in the world.

The Danfoss Drives Southeast Asia Energy Efficiency Tour was created to help energy-intensive industries enhance process optimisation for sustainable, reliable and efficient operations – preventing SE Asia from an energy crisis derailing its economic ambitions.

We collaborated with Danfoss to evangelize energy efficiency directly to manufacturers in 20 cities across Malaysia, Singapore and Thailand on board a bus! What a high-impact, 6,000-kilometre road trip!

NIPPON PAINT®

CHILD WELLNESS RANGE

Keeping little ones safe

Nippon Paint brings you a range of products that is exclusively designed for the wellness of children.

Visit nipponpaint.com.my/childwellness

CLEAN AIR

Anti Formaldehyde with Active Carbon Technology

Active Carbon Technology[1] absorbs harmful formaldehyde and refreshes the air.

SAFE TOUCH

SILVERION TECHNOLOGY

Silver Ion Technology stops harmful germs[2] from spreading on walls.

CREATIVITY

ANTI-STAIN TECHNOLOGY

Anti-Stain Technology for easy stain removal and excellent scrub resistance.

1. This function is only available in Odour-less AirCare 2. Germs include Viruses - HFMD (Coxsackievirus A16), H1N1 (Swine Flu) & Bacteria - E.coli, MRSA, Staphylococcus Aureus Functions mentioned above are not applicable to Hydro (Matt Finish). For further details on the claims mentioned, please refer to website.

Nippon Paint (M) Sdn. Bhd. (7516-H)

GOLD AWARD

CAMPAIGN
PROUD SUPPORTER OF DREAMS CAMPAIGN

CLIENT
PRUDENTIAL ASSURANCE MALAYSIA BERHAD

CONSULTANCY
ESSENCE BURSON-MARSTELLER

As the official insurance sponsor of SEA Games 2017, Prudential leveraged on the Games as motivation platform for the public to keep striving towards their dreams. Prudential united Malaysians, getting them to cheer on Malaysian athletes and at the region's biggest sporting event of the year. Measurable impact was achieved across various parameters such as stakeholder relationship building, media coverage, social media, community and business impact. As a Proud Supporter of Dreams, the campaign not only achieved its objectives of encouraging and uniting Malaysians, but also put Prudential on the map of sporting events.

SILVER AWARD

CAMPAIGN
MERCEDES-BENZ MALAYSIA - PAR EXCELLENCE

CLIENT
MERCEDES-BENZ MALAYSIA

CONSULTANCY
CENTRIQ PR

To maintain its lead in the premium automotive segment, Mercedes-Benz Malaysia focused on showcasing its deep commitment to the Malaysian market, long term investments in its nationwide dealer network, and superiority in after-sales services. Using its global 'Best Customer Experience' credo to engage all stakeholders, Mercedes-Benz Malaysia consistently and passionately demonstrated unrivalled excellence to build customer confidence and loyalty.

Winning over both existing owners and new customers, the three-pointed star continues to retain the number one spot in a highly competitive market segment, recording 2.3% sales growth and the highest service throughput record in its history: 128,072 vehicles serviced.

CORPORATE BRANDING AWARD

MALAYSIA PR AWARDS 2017/18

SILVER AWARD

CAMPAIGN
HONG KONG LIVE IN KUALA LUMPUR

CLIENT
HONG KONG TOURISM BOARD

CONSULTANCY
ESSENCE BURSON-MARSTELLER

Hong Kong is a popular destination for short-haul holidays for Malaysians. With the growing advent of social media and competition in terms of regular tourism deals, it is important to reiterate what does Hong Kong have to offer to visitors, especially Muslim travellers. The Hong Kong Live in Kuala Lumpur campaign spotlighted Hong Kong's best attractions and travel deals for Malaysia – moulded in a format that provided interesting content in line with current day media trends. The event provided an easy CTA to participants that fed directly into the business objective of HKTB.

TECHNOLOGY AWARD

MALAYSIA PR AWARDS 2017/18

BRONZE AWARD

CAMPAIGN
AIRASIA FAST AIRPORT CLEARANCE EXPERIENCE SYSTEM (FACES)

COMPANY
AIRASIA MALAYSIA

Sponsored by: axiata advancing asia

AirAsia made history as the first airline in Malaysia recognised by the Malaysia Book of Records to introduce facial recognition technology - Fast Airport Clearance Experience System (FACES) at Senai International Airport, Johor Bahru.

FACES marks our latest effort to make the on-ground experience more seamless by using biometric technology to authenticate guests. With FACES, your face is your passport, making it easier to clear the gate and board your flight.

The initiative garnered over RM1.2 Million media coverage globally and we have increased the enrolment from an average of 8,000 guests per month to about 12,000 guests per month.

CONSUMER LAUNCH AWARD

MALAYSIA PR AWARDS 2017/18

SILVER AWARD

CAMPAIGN
THE NIPPON PAINT CHILD WELLNESS PROGRAMME

CLIENT
NIPPON PAINT MALAYSIA GROUP

CONSULTANCY
PERSPECTIVE STRATEGIES

Identifying an opportunity for niche product positioning, Nippon Paint developed the Child Wellness Range which is Malaysia's first child-friendly paint series that features the key benefits of clean air, safe touch and creativity for children.

To further position this product, the Child Wellness Programme was conceptualised with the goal to create a niche for Nippon Paint as a champion of child wellness through its Child Wellness Range and to educate parents on children's health and wellness issues, and help them create an inspiring, children-friendly environment. This is the first for a coatings company to champion child wellness.

HEALTHCARE AWARD

MALAYSIA PR AWARDS 2017/18

BRONZE AWARD

CAMPAIGN
SHIRE DEBUNKS MYTHS WITH HEMOPHILIA MYTHBUSTERS COMIC

CLIENT
SHIRE MALAYSIA

CONSULTANCY
ESSENCE BURSON-MARSTELLER

Do you know that a special concoction of wood, stones from the roadside and ant's egg can cure a rare blood disorder? It can't. But due to the rarity of Hemophilia, misconceptions abound leading to stigma surrounding the condition while public perception is filled with irrational, unscientific beliefs.

The campaign launched on World Hemophilia Day 2018 aims to debunk myths surrounding Hemophilia. The Hemophilia Mythbusters comic illustrated by Jian Goh of Miao & WafuPafu enables caregivers to equip children with Hemophilia to look beyond perceived challenges and to work towards achieving their dream.

PUBLIC AFFAIRS AWARD

MALAYSIA PR AWARDS 2017/18

GOLD AWARD

CAMPAIGN
THE UNSPOKEN TRUTH: DISCRIMINATION AGAINST WOMEN AT THE WORKPLACE

CLIENT
WOMEN'S AID ORGANISATION

CONSULTANCY
PERSPECTIVE STRATEGIES

Women get very little legal protection against gender discrimination in Malaysia, especially women in the private sector. By highlighting gender discrimination in the workplace, this campaign kickstarted the conversations around workplace discrimination, and Women's Aid Organisation (WAO) uncover the extent of pregnancy discrimination, educated women about their options, and lobbied policymakers to enact a Gender Equality Act for Malaysia.

The combination of media campaign, government engagement and advocacy at Malaysia's CEDAW review, influenced the Minister of Women, Family and Community Development to publicly support the proposed Gender Equality Act.

CRISIS OR ISSUES MANAGEMENT AWARD

MALAYSIA PR AWARDS 2017/18

BRONZE AWARD

CAMPAIGN
PILGRIMS VISA ISSUE 2017

CLIENT
LEMBAGA TABUNG HAJI

CONSULTANCY
BZBEE CONSULT SDN BHD

For 2017 Hajj season, the Saudi Government changed to a new online visa processing system.

Usually, pilgrims would spend a day at Kelana Centre (KJC) before departure. However, the change resulted in delays, "bottleneck", causing frustration. TH did not want blame to fall on Saudi, due to their good relations.

To appease sentiments, a 24x7 command-centre was set-up for continuous engagements and activities with pilgrims. Prompt media updates, managed to prevent speculative reporting.

By early August, most cases were resolved and the total number of 30,200 pilgrims were able to perform their pilgrimage, without untoward incident.

INSTITUTIONS OF HIGHER LEARNING – STUDENTS AWARD

MALAYSIA PR AWARDS 2017/18

SILVER AWARD

CAMPAIGN
RE:SOURCE - "DO RIGHT FOR WHAT'S LEFT" CAMPAIGN

UNIVERSITY
TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE (TAR UC)

Sponsored by: **CENTRIQ PR**

The increasing severity of sustainability issues led to the birth of Re:source - "Do right for what's left" campaign organised by final-year Bachelor of Public Relations (Honours) students from Tunku Abdul Rahman University College worked with industry partners to shed light on 10 sustainability issues. The two-day exhibition showcased the integration of information via an extensive audience journey in the Re:source City included a simulation of citizenship accompanied by an array of educational workshops and speeches, in hopes to point the public to the direction of the three pillars of Re:source - managing, discovering and protecting our resources.

PUBLIC SECTOR AWARD

MALAYSIA PR AWARDS 2017/18

SILVER AWARD

CAMPAIGN
HOW'S YOUR BLOOD?

CLIENT
HEPATITIS FREE MALAYSIA & ABBOTT LABORATORIES SDN BHD

CONSULTANCY
ZENO PUBLIC RELATIONS (MALAYSIA) SDN BHD

The success of Hepatitis B vaccination showed significant reduction in Hepatitis B virus infection and death rates. Unfortunately, there is no vaccination for Hepatitis C, making early detection the key to preventing the transmission of HCV. Globally, the number of deaths caused by viral hepatitis has surpassed chronic, infectious disease such as human immunodeficiency virus (HIV) and tuberculosis (TB). We developed an integrated campaign to educate the public about Hepatitis C and encourage them, especially high risk groups, to get tested for early detection and timely treatment.

BEST USE OF DIGITAL AWARD

MALAYSIA PR AWARDS 2017/18

SILVER AWARD

CAMPAIGN
SAMSUNG BRAND FILM - "JULIAN AND HIS MAGICAL SKATES"

CLIENT
SAMSUNG MALAYSIA ELECTRONICS

CONSULTANCY
PRIORITY COMMUNICATIONS PR

The advancements of technology have taken the world by storm. People are embracing the convenience of working remotely and are becoming ever-more "digital" in their approaches to life. People have also realised that technological revolution has allowed them to do things they never could before. To inspire Malaysians to reach their potentials by fully utilising the innovations of today's technology, Samsung Malaysia Electronics embarked on a digital campaign with Julian Yee, Malaysia's first Winter Olympian in figure ice-skating, to show consumers that with the right mind-set and tools, doing what they can't will be a thing of the past.

PRODUCT BRAND DEVELOPMENT AWARD

CAMPAIGN
MORE THAN JUST EDUCATION
CLIENT
TAYLOR'S UNIVERSITY
CONSULTANCY
CENTRIQ PR

CORPORATE BRANDING AWARD

CAMPAIGN
DANFOSS DRIVES SE ASIA ENERGY EFFICIENCY TOUR (OCT - DEC 2017)
CLIENT
DANFOSS DRIVES
CONSULTANCY
ESSENCE BURSON-MARSTELLER

CONSUMER LAUNCH AWARD

CAMPAIGN
SAMSUNG GALAXY S9 CAMPAIGN
CLIENT
SAMSUNG MALAYSIA ELECTRONICS
CONSULTANCY
PRIORITY COMMUNICATIONS PR

CRISIS OR ISSUES MANAGEMENT AWARD

CAMPAIGN
JOBSTREET.COM SWOOPS IN TO PROTECT SUBSCRIBERS FOLLOWING MASSIVE MALAYSIAN 2017 DATA BREACH
CLIENT
JOBSTREET.COM
CONSULTANCY
ESSENCE BURSON-MARSTELLER

INSTITUTIONS OF HIGHER LEARNING - STUDENTS AWARD

CAMPAIGN
PROJECT 46 - THE HOMECOMING FOR FACULTY OF MEDICINE, UNIVERSITY MALAYA MEDICAL CENTER (UMMC)
UNIVERSITY
KDU UNIVERSITY COLLEGE

CORPORATE SOCIAL RESPONSIBILITY AWARD

CAMPAIGN
HONEYWELL NOBEL LAUREATE LECTURE TOUR TO MALAYSIA
CLIENT
HONEYWELL INITIATIVE FOR SCIENCE AND ENGINEERING
CONSULTANCY
ESSENCE BURSON-MARSTELLER

TECHNOLOGY AWARD

CAMPAIGN
SAMSUNG GALAXY STUDIO
CLIENT
SAMSUNG MALAYSIA ELECTRONICS
CONSULTANCY
PRIORITY COMMUNICATIONS PR

PUBLIC AFFAIRS AWARD

CAMPAIGN
HONEYWELL NOBEL LAUREATE LECTURE TOUR TO MALAYSIA
CLIENT
HONEYWELL INITIATIVE FOR SCIENCE AND ENGINEERING
CONSULTANCY
ESSENCE BURSON-MARSTELLER

INSTITUTIONS OF HIGHER LEARNING - STUDENTS AWARD

CAMPAIGN
LET'S START: RETIREMENT & FINANCIAL PLANNING FOR YOUNG ADULTS
UNIVERSITY
BERJAYA UNIVERSITY COLLEGE

BEST USE OF DIGITAL AWARD

CAMPAIGN
PROUD SUPPORTER OF DREAMS CAMPAIGN
CLIENT
PRUDENTIAL ASSURANCE MALAYSIA BERHAD
CONSULTANCY
ESSENCE BURSON-MARSTELLER

CO-SPONSORS

CommSights

Telum Media

OFFICIAL GIFT PARTNER

puffprints by Photobook Worldwide

CATEGORY AWARD SPONSORS

axiata advancing asia

CENTRIQ PR

SPONSORS

Carlsberg

Telum Media

Asia Pacific's **most comprehensive** media relations platform

Boost Coverage

Enhance your media contacts and boost coverage results

Saves Time

Quickly & easily target and engage the right media

Get Results

Let Telum take care of the admin so your team can focus on the PR

Telum Media Database

Always-on access to detailed journalist and media organisation profiles including biographies, contact details, editorial directories and exclusive interviews

A range of powerful CRM tools to manage your relationships and contacts using our lists

Telum Alerts

Regular email alerts featuring the latest news and moves from the media industry across Asia Pacific

Enjoy exclusive daily interviews with senior journalists and PRs as well as In-house editorial and features from the Telum team

Telum Talks

We offer regular training and ongoing support. Plus, our customer service team are on hand to answer any queries you may have during the working day

Fast response times - we aim to respond to every enquiry within a few minutes!

Telum Events

Exclusive, subscriber-only events featuring intimate, fireside Q&As with the region's top journalistic talent

Contact us today

For more information, or to arrange a demo and a free trial of the Telum Media Alerts. Simply email sales@telummedia.com or call us on one of the numbers:

Singapore: (65) 6653 5344
Hong Kong: (852) 3975 1392
Sydney: (61) 2 8249 1855
Kuala Lumpur: (601) 2 923 2764

www.telummedia.com

MALAYSIA PR AWARDS 2017/18

Organised by:

pca malaysia