20
1999
2019
YEARS
PRCA Malaysia
MALAYSIA
PR
AWARDS 2019
Presented by:
prca
malaysia

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ABOUT PRCA MALAYSIA

WWW.PRCMALAYSIA.ORG

Founded in 1999, 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 PRESIDENTS

INDIRA NAIR
(1999-2000)

GRACE LOW
(2000-2001)

KIM CHEW
(2001-2005)

JULIA AHMAD
(2006-2011)

ROZANI JAINUDEEN
(2012-2017)

ANDY SEE TEONG LENG
(2018-PRESENT)

PRCA MALAYSIA EXCO
2018 - 2020

From the left:
Anita Chandran, Jacqueline Arnold, Andy See Teong Leng, David Lian, Elaine Chuah, Felix Heinimann, Niall Dologhan and Syed Mohammed Idid B Dato' Syed Ahmad Idid (Advisor)

Executive Committee (2018 - 2020)
President: Andy See Teong Leng, Managing Director, Perspective Strategies
Vice President: Elaine Chuah, Executive Director, Priority Communications PR
Honorary Secretary: Jacqueline Arnold, Managing Director, Centriq PR
Honorary Treasurer: Felix Heinimann, CEO, essence bcw

Committee Members
Niall Dologhan, Principal Consultant and Director, TQPR
Anita Chandran, Managing Director and Principal Consultant, Anita Chandran and Associates
Syed Mohammed Idid B Dato' Syed Ahmad Idid, Head of Corporate, Community and Public Engagement, PLUS Malaysia

MPRA 2019 ORGANISING COMMITTEE

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

PRESIDENT'S FOREWORD

This installment of the Malaysia PR Awards (MPRA) is indeed a significant one. On top of celebrating PRCA Malaysia's 20th anniversary, this year's MPRA is the biggest ever since its inception, recording its highest number of entries across the 14 categories of awards. The strong participation by non-consulting entities including Malaysian Corporations and Institutions of Higher Learning has also made the 12th installment of the MPRA more competitive and inclusive.

Moreover, together with the recently concluded Malaysia PR Summit 2019, these flagship events have showcased the progress PRCA Malaysia has achieved over the years in promoting the growth and best practices of the PR and Communications industry in Malaysia. For this, I must record my appreciation to the founding and current PRCA Malaysia members and office bearers. It is the collective vision and efforts of these members that made this journey possible since the inception of PRCA Malaysia.

On the MPRA 2019, I am pleased to recognise the 28 winners from 69 entries this year. We will see nine (9) gold, twelve (12) silver and seven (7) bronze winners this MPRA. Importantly, we will be giving out the **Campaign of the Year** award this year. It is important to note that there were years in which this special award was not given out due to the stringent criteria imposed by our panel of independent judges. Kudos to the winning entries this year!

On behalf of PRCA Malaysia, I wish to also thank our judges namely:

- YM Dato' Tengku Marina Tunku Annuar Badlishah, the Regional Head of Regulatory and Scientific Affairs for Asia Oceania, Nestle
- Grace Low, Communications Consultant and a founding member of PRCA Malaysia
- Anita Devasahayam, the Country Communications Leader at IBM Malaysia
- Niall Dologhan, Principal Counsellor and Director of TQPR (Malaysia)
- Jahabar Sadiq, Chief Executive Officer and Editor of The Malaysian Insight

The judges have put in a tremendous amount of time and effort to review and deliberate on the entries before deciding on the award winners. They have had to make that choice by critically reviewing the entries, which must be well written to showcase the strategy and impact of their respective campaigns.

Similar to last year, the Executive Committee (Exco) of PRCA Malaysia has also decided to grant two special awards in conjunction with the MPRA. The Association's highest award, the **PRCA Malaysia Leadership Award** has been awarded to Astro AWANI this year. Astro AWANI has certainly demonstrated its leadership in transforming the broadcast industry in Malaysia. In fact, Astro AWANI, has injected new excitement in the TV newsroom and studios, promoting meaningful dialogue and discussions in key socio-economic and political issues faced by the country. Congratulations Astro AWANI!

Meanwhile, for the **PRCA Malaysia Community Award**, PRCA Malaysia is proud to recognise the Women's Aid Organisation (WAO), an organisation that does not need much introduction for its work for the community particularly women. Since its inception in 1982, WAO has certainly created a positive impact on the lives of many women. We thank WAO and we sincerely hope the PRCA Malaysia Community Award will inspire the team at WAO to do even more good work for women, their families and the community. Thank you WAO!

The MPRA has always been about bringing the best in Malaysia's PR and Communications industry to celebrate the good work of our peers and fellow PR professionals. We must continue to use this platform to help us benchmark, recognise and push for higher standards in the work that we develop and deliver. And when we speak about higher standards, it must not only encompass business or economic value. The well-being of the people and planet must also form a core part of the work we do.

The global trade war, civil unrest, fake news and crisis of confidence that is happening throughout the world present great opportunities for this industry to play a more critical role. The industry needs to help shape a purpose-driven agenda for organisations, whether in the government, civil society or corporations. After all, we are in the business of managing stakeholder relationships and the voice of the publics is indeed our business.

Lastly, let me thank the PRCA Malaysia Exco and the Organising Committee of the MPRA for their tireless effort in making MPRA a success. We must also acknowledge our sponsors particularly Telum Media, Axiata Group, Centriq PR, Isentia Malaysia, Gardenia Bakeries (KL) Sdn Bhd, LBS Bina Group Berhad, Perspective Strategies, as well as the members, consultancies and corporations that have joined us in showcasing their works.

Syabas to the winners and let's make MPRA 2019 a celebration of the good work of our fellow colleagues.

Thank you.

ANDY SEE TEONG LENG
President, PRCA Malaysia

CAMPAIGN
PTPTN PUBLIC CONSULTATION PROCESS

ORGANISATION
PERBADANAN TABUNG PENDIDIKAN TINGGI NASIONAL (PTPTN)

NEW STRAITS TIMES

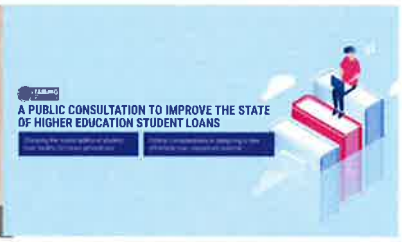
Bleak numbers of PTPTN defaulters reveal an escalating crisis

By Nuradzimmah Daim, Arfa Yunus – May 21, 2019 @ 8:49am

KUALA LUMPUR: About 356,000 people, or 16 per cent, of National Higher Education Fund Corporation (PTPTN) defaulters have never paid their loan instalments even once. And they owe RM2.8 billion to the corporation.

Amalan terdahulu punca PTPTN berhutang RM40 bilion

BH ONLINE



In its GE14 election manifesto, Pakatan Harapan pledged to lift the travel ban imposed on PTPTN loan defaulters and defer loan repayment for those earning below RM4,000 monthly.

The travel ban was lifted as promised. However, the deferment of loan repayment at the RM4,000 threshold was economically unfeasible as data showed that 68% of borrowers were within that threshold. Deferring loan repayment of this group would reduce annual collection significantly to RM950million, compared to around RM3billion annually. If implemented, PTPTN's debt (Government guaranteed) would exceed RM100billion by 2040.

Furthermore, existing low repayment rates (over 50% defaulters) combined with the annual rising number of borrowers, would exacerbate PTPTN and the Government's currently already dire financial state. Based on trends, PTPTN's RM55billion (greater than 1MDB) debt would balloon to RM76billion in 20 years.

Cognizant of the threats to the funds' sustainability, PTPTN then embarked on a month-long public consultation process, providing open communication channels, in search of possible solutions. The consistent key messages shared via a multi-platform, multi-stakeholder approach helped shape public consensus and sparked more informed conversations, generating over 70% positive sentiments and 2025% increase in opinion articles published, and ultimately averted a crisis situation.

PRCA MALAYSIA LEADERSHIP AWARD 2019

ORGANISATION

ASTRO AWANI

Astro AWANI is Malaysia's first 24/7 News Channel founded in year 2007. Known as 'the channel for breaking news', it caters local and international stories. In 2018, AWANI gained recognition as Malaysia's most trusted news source by Reuters' Digital News Report.

During the 14th Malaysian General Election coverage, a whopping 12 million viewers tuned in to the channel between 9-12th May. This is by far a record-breaking achievement on Malaysian TV. On the digital side, astroawani.com commands the number of unique visitors in the Astro Group with 6 million UVs monthly on average.

Other major events that AWANI extensively and boldly covered were the MH370, MH17, and Christchurch Tragedies. AWANI continues to empower its audiences in championing Malaysian news with the coverage of on-going high profiled cases and inquests post-election and all news of major importance such as the tabling of the national budget, report card on the performance of the new government of Malaysia and global stories that matter.

AWANI boasts a myriad of programmes produced, edited and hosted by its own anchors touching on various subjects including current affairs, entertainment, sports, health, fashion, women empowerment, big data and other special interests. Among its signature programmes include AWANI 7:45 (Prime Time News), Agenda AWANI (Current Affairs Talk Show), and Consider This (English Current Affairs Show).

AWANI can be consumed on channel 501 on TV, via its LIVE TV simulcasted on astroawani.com as well through its dedicated app. It continues to empower Malaysian talents, brands and its audience with thought leadership content as well as events.

PRCA MALAYSIA COMMUNITY AWARD 2019

ORGANISATION

WOMEN'S AID ORGANISATION (WAO)

Founded in 1982, Women's Aid Organisation (WAO) is Malaysia's leading women's rights advocacy organisation and service provider for women and children who face abuse. WAO provides free shelter, counselling and crisis support to survivors of abuse, reaching over 3,000 women and children each year.

Learning from women and children's experiences, WAO advocates to improve public policies and shift societal attitudes on violence against women and gender equality. WAO's notable achievements include successfully lobbying for the Domestic Violence Act in 1994 and its subsequent amendments in 2017, among many others.

In recent years, WAO has expanded its advocacy to tackle gender discrimination in the workplace. In 2016, WAO spearheaded a campaign on pregnancy discrimination, which prompted the government to commit to a Gender Equality Act and amendments to the Employment Act to prohibit gender discrimination. The campaign achieved the Gold Public Affairs Awards at the Malaysia Public Relations Awards in 2017 and 2018.

WAO's work is multifaceted and comprehensive, spanning the local level to the international level. At the local level, WAO trains communities across the country to recognise, respond to, and refer cases of gender-based violence, as part of its 'Safe Community' initiative. Meanwhile, at the international level, WAO leverages United Nations human rights mechanisms. In 2017, WAO coordinated over 37 civil society organisations to report to the United Nations about the status of women's rights in Malaysia.

Over the past 37 years, WAO has been at the forefront of efforts to advance women's rights in Malaysia. As it looks to the future, it continues to evolve and innovate, while staying true to its mission: ending violence against women and realising gender equality.

JUDGING PANEL

NIALL DOLOGHAN

Niall has accumulated 23 years of experience in the public relations industry. Inspired by his lifelong passion for communications, Niall entered the business in 1996 as a lowly Junior Account Executive. Over the next 16 years he worked in London for a variety of boutique and specialised B2B and consumer agencies, where he serviced both national and international brands across a wide variety of sectors. He eventually established and ran his own agency specialising primarily in PR for the waste management and utility industries.

His experience encompasses strategic PR counselling, media relations, crisis communications, community relations, internal communications and brand repositioning. He has a talent for communicating complex and technical information in an accessible way and ensuring his clients understand the best channels to effectively convey their messages to the right audiences.

Niall moved to Malaysia in 2012 as Principal Counsellor and Director of TQPR (Malaysia) Sdn Bhd, which is part of the TQPR Asia Pacific group with offices in Thailand and Vietnam. TQPR is, in turn, part of the Worldcom Group of independent PR agencies and Niall has served on Worldcom's International and Regional boards, including a term as Chair of the APAC region.

In his spare time Niall is an avid devourer of content, particularly political, historical and sporting. Since moving to Malaysia, Niall has added the title of husband and father to his list of accomplishments and while he is not (unfortunately) a citizen of Malaysia, he has a huge love for the country and its people. Niall is immensely proud to have served as a PRCA Malaysia Committee Member for the past year and honoured to have been asked to assist in the judging of this year's Malaysia PR Awards.

GRACE LOW

Currently a freelance communications consultant, Grace has more than 25 years of experience in integrated communications, public relations consulting and journalism with a deep passion for issues and crisis management, and media training.

As General Electric's (GE) Communications Director for Asia Pacific (APAC) region from 2013 till March 2019, Grace Low led the APAC communications team across 15 countries, working closely with business leaders and local stakeholders to execute strategic communications and customer engagement programmes aligned to the company's growth in the region.

Prior to joining GE she was Vice President, Brand Communications & CSR at Bumi Armada, a publicly listed Malaysia-based international offshore oil and gas service provider which operates in 18 countries.

Her previous roles include Managing Director of Ogilvy PR in Malaysia and Director of Integrated Communications with Grey Worldwide where her combined client list spanned several industries, from FMCG to banking, telco and pharmaceutical. In these roles, she spent time working with the C-suite to define brand strategies and messaging, as well as providing counsel on a variety of issues and crises for companies such as Nestle, Citibank, Apple, Maxis, Timedotcom, British Airways and Qantas, Bank Utama and RHB Bank, Pfizer, Bristol-Myers Squibb and Smithkline Beecham.

In 2007, she was appointed communications consultant by the Malaysian Government-Private Sector taskforce, PEMUDAH, that was established to facilitate business in the country.

Grace was also a founding member of the PR Consultants Association of Malaysia.

ANITA DEVASAHAYAM

Anita Devasahayam has 25 years of combined experience in journalism, strategic communications and education. Her stints at local and international organizations honed her instincts to connect the dots that make the big picture. Her ability to elicit information and articulate the obvious logically from a different perspective has proven to be a key differentiator that set her apart from her peers. The skill to see the line of sight enabled Anita to contribute and collaborate as an effective and efficient professional to achieve business goals. She has guided leaders and peers to grow their mindsets and coached team members and employees on how to think differently. Anita is married with two children and continues to take on personal and professional challenges in her stride. She is currently the country communications leader at IBM Malaysia.

DATO' TENGKU MARINA TUNKU ANNUAR BADLISHAH

Tengku Marina Badlishah is an accomplished professional with over 30 years of experience in a Multinational Corporation who rose through the ranks from a local to regional and global role, which required her to maintain the highest level of integrity, professionalism and communications skills for one of the world's top food companies – Nestle.

As a spokesperson for key regulatory, consumer, special interest groups, brand, industry issues over the years, Tengku Marina has helped navigate the needs of different stakeholders to deliver strong outcomes as specified by her role. This required the highest level of diplomacy at a global level where she had to interact with global bodies like the UN and WHO, ambassadors, statesmen, politicians and regulators.

She is currently the Nestle Regional Head of Regulatory and Scientific Affairs for Asia Oceania (covering markets from China to New Zealand). In this role, she works collaboratively with teams in the markets, driving the advocacy strategy for the region as well as mitigating regulatory risks, which could impact the business.

Prior to her current role, Marina was leading the communications and corporate affairs function in Nestle Malaysia until her transfer to Nestle's Headquarters in 2010, as part of the global public affairs team. After nearly 8 years of working in Switzerland, Tengku Marina returned to the region in January 2018 to continue her current role in regulatory and scientific affairs.

JAHABAR SADIQ

Jahabar Sadiq is the Chief Executive Officer and Editor of The Malaysian Insight, Malaysia's fastest growing news portal that began in March 2017. He used to edit The Malaysian Insider until it closed down on March 15, 2016, and has been a journalist in print, news wires, television, radio and internet since 1988.

He was a Senior Producer with Reuters Television, the international news and information broadcast agency, from 1998 to 2009, interviewing world leaders, captains of industry and others from Afghanistan to East Timor.

He also had an earlier stint in Reuters as a political and economic news correspondent and was briefly a television producer in AP Television.

He started his career in the New Straits Times where he underwent a six-month journalism course and spent a year with Business Times before joining Reuters.

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CATEGORY SPONSOR:

PRODUCT BRAND DEVELOPMENT AWARD

GOLD

CAMPAIGN

ESTABLISHING YOODO AS THE TELCO FOR GAMERS

CLIENT

YOODO

CONSULTANCY

TRUTH COMMUNICATIONS

Yoodo, a new telco start-up, was looking to carve out a niche for itself whilst tapping into new markets. Acting on strategic market insight, we set out on a year-long grassroots focused campaign to position Yoodo as the Telco for gamers.

Through strategic partnerships, two nationwide roadshows, several media events and a comprehensive social media and KOL campaign. We successfully cemented Yoodo's position with gamers driving sign-ups by 25% and add-on purchases by 66,000.

CATEGORY SPONSOR:

PRODUCT BRAND DEVELOPMENT AWARD

SILVER

CAMPAIGN

OVERALL BRAND BUILDING OF TOUCH 'N GO EWALLET

CLIENT

TNG DIGITAL SDN BHD

CONSULTANCY

ZENO MALAYSIA

The Touch 'n Go eWallet aims to encourage Malaysians to live, pay and transact seamlessly. However, through a Nielsen study it was revealed that Malaysians widely use cash, because it is easy. This gave us an opportunity to appeal to the everyday Malaysian to transact conveniently and confidently with the Touch 'n Go eWallet through targeted, intimate engagements, large-scale events and video marketing.

Through these activations, the Touch 'n Go eWallet was able to stand out in the crowd and this also resulted in an increased share of voice among the media outlets.

PRODUCT BRAND DEVELOPMENT AWARD
BRONZE

CATEGORY SPONSOR:

CAMPAIGN
STORY OF VISIONARY MOBILITY

CLIENT
BMW GROUP MALAYSIA

CONSULTANCY
VOXEUREKA

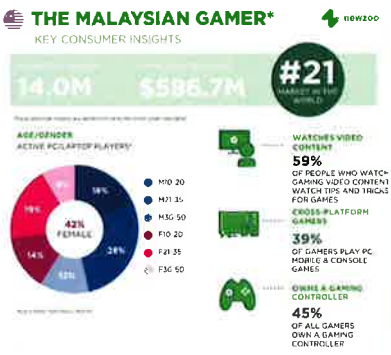
12 years is all we have before it's too late to address climate change. While the BMW Group has responded with a commitment to introduce a total of 25 electrified models by 2023, Malaysia's still far from facilitating necessary transformation and education to tackle the challenges of climate change. To shift the nation's mindset into adopting electromobility, BMW Group Malaysia told the 'Story of Visionary Mobility'. With a stakeholder motivated strategy alongside the advocacy of the automotive media industry, the premium automaker raised greater awareness on electromobility, and instilled confidence in consumers, partners and competitors.

CONSUMER LAUNCH AWARD
GOLD

CAMPAIGN
YOODO PUBG MOBILE DATA ADD-ON

CLIENT
YOODO

CONSULTANCY
TRUTH COMMUNICATIONS



Yoodo, a new telco start-up, was looking to launch a new and first of its kind game-specific mobile data add-on for PUBG MOBILE, one of the world's most popular mobile games.

To set themselves apart and truly push sales for the product, a comprehensive and long term campaign was conducted to cement Yoodo as the Telco for Gamers. With partnerships with Tencent Games and PUBG MOBILE for tournaments and on-ground roadshows, combined with the launch of their own eSports team, we successfully drove sales with 66,000 purchases of the add-on.

CONSUMER LAUNCH AWARD
SILVER

CAMPAIGN
LAUNCH OF RAYA SEMPOI

CLIENT
TNG DIGITAL SDN BHD

CONSULTANCY
ZENO MALAYSIA

Through the Raya Sempoi campaign, the Touch 'n Go eWallet gave the ENTIRE Kampong Bharu Ramadan Bazaar an innovative and modernised 'twist'. The bazaar gave visitors the opportunity to transact digitally as compared to cash.

A truly cashless Ramadan bazaar of this scale (400 stalls!) was unprecedented. It inspires the public to reimagine the way payment is made and make eWallet payment more commonplace. Through the widespread awareness and showcasing its usage of the eWallet at the bazaar, the eWallet was able to fully communicate its role as an enabler of life's moments through technology.

CONSUMER LAUNCH AWARD
SILVER

CAMPAIGN
ASTRO 2018 FIFA WORLD CUP CAMPAIGN

ORGANISATION
ASTRO MALAYSIA HOLDINGS BHD

As the 'Home of Sports' and the official broadcaster of the 2018 FIFA World Cup Russia, our objective is to invite every Malaysian to be part of the greatest football tournament in the world. This is against the backdrop of piracy and soft consumer sentiment threatening viewing of live sports on legitimate platforms in Malaysia. Astro believes Sports is for everyone. Hence, our communications and consumer events are targeted at both fanatic and casual football fans, TV viewers and digital natives; and sports and esports fans. In short, every Malaysian is 'Born to Love' the World Cup.

TECHNOLOGY AWARD GOLD

CATEGORY SPONSOR:

axiata

CAMPAIGN

OVERCOMING INTERNAL COMMUNICATIONS CHALLENGES IN PLUS

ORGANISATION

PLUS MALAYSIA BERHAD

The challenge is reaching the diverse group of PLUS employees with differing levels of access to and interest in the company's internal content.

The big idea behind our internal comms is to promote digital mindset, promote diversity, instill corporate values and pride in the brand as well as encourage two-way communication between employees and leaders.

Communication is done via various channels catering to the different ways employees consume their information.

Following this, we saw an improvement in Employee Engagement Survey results; and a high rate of signup for our Facebook and Whatsapp channels in such a short time frame.

TECHNOLOGY AWARD SILVER

CATEGORY SPONSOR:

axiata

CAMPAIGN

YOODO PUBG MOBILE DATA ADD-ON

CLIENT

YOODO

CONSULTANCY

TRUTH COMMUNICATIONS

Yoodo, a new telco start-up, was looking to launch a new and first of its kind game-specific mobile data add-on for PUBG MOBILE, one of the world's most popular mobile games.

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CATEGORY SPONSOR:

axiata

TECHNOLOGY AWARD
BRONZE

CAMPAIGN
AVA (AIRASIA VIRTUAL ALLSTAR)

ORGANISATION
AIRASIA BERHAD

Meet AVA (AirAsia Virtual Allstar), AirAsia's new Artificial Intelligence-powered chatbot available on new live chat feature to respond to guest inquiries instantly, anytime.

AVA marks our latest effort to leverage on digital technology and data to offer seamless experience for our guests in line with our transformation to digital airline.

The campaign to introduce AVA which started from January has garnered over USD1mil worth of media coverage up to August globally. In addition, a total of 7 million guests have interacted with AVA since her introduction and the monthly interaction grew to about 15% per month as the awareness increased.

EMPLOYEE COMMUNICATIONS AWARD
GOLD

CAMPAIGN
OVERCOMING INTERNAL COMMUNICATIONS CHALLENGES IN PLUS

ORGANISATION
PLUS MALAYSIA BERHAD

The challenge is reaching the diverse group of PLUS employees with differing levels of access to and interest in the company's internal content.

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CORPORATE BRANDING AWARD
GOLD

CATEGORY SPONSOR: isentia

CAMPAIGN
IKHLAS DARIPADA PLUS

ORGANISATION
PLUS MALAYSIA BERHAD

PLUS Malaysia Berhad (PLUS) faced challenges in terms of customer satisfaction, perception and reputation. Younger drivers who have never known life without PLUS may be unable to understand the value that PLUS offers them. Hence, the campaign "Ikhlas daripada PLUS" was developed to improve their familiarity and favourability as well as to positively shift public perception and reputation of PLUS. Implemented as an integrated engagement programme across multiple platforms and activities during the key travelling periods: CNY and Hari Raya, PLUS succeeded in positively shifting the trends with significant growth on all key metrics among younger drivers and also the overall customer base.

CORPORATE BRANDING AWARD
SILVER

CATEGORY SPONSOR: isentia

CAMPAIGN
EXCEPTIONAL JOURNEYS BY CYCLE & CARRIAGE

CLIENT
CYCLE & CARRIAGE BINTANG BERHAD

CONSULTANCY
CENTRIQ PR

Cycle & Carriage Bintang Berhad (C&C), one of two largest authorised Mercedes-Benz dealers, is listed on the Main Market of Bursa Malaysia. C&C has 13 outlets across Malaysia providing premium sales and after-sales services for Mercedes-Benz passenger cars and commercial vehicles.

Amidst an overall challenging market outlook and intense competition in the premium segment, C&C identified an opportunity to rejuvenate its brand position leading up to its 120th anniversary. With a PR strategy to communicate its 'Exceptional Journeys' brand promise, C&C utilised both traditional and social media to raise its profile, demonstrating investment in its people, sites and systems in a challenging market.

CATEGORY SPONSOR:

isentia

CORPORATE BRANDING AWARD
BRONZE

CAMPAIGN
AIRASIA ALLSTARS

ORGANISATION
AIRASIA BERHAD

AirAsia is a people-first brand, and we care as much for our employees, Allstars as we do for guests. In 2018, we introduced 'People First' as one of six internal values to highlight our commitment to caring for our people and empowering them to inspire others.

Recognising and valuing their contributions, we started the campaign to champion Allstars and provide a platform for them to share their stories to the public as part of our ongoing corporate reputation initiative.

Since February to August 2019, the campaign has garnered over MYR4.5mil PR value and garnered positive feedback from the public.

PUBLIC AFFAIRS AWARD
GOLD

CAMPAIGN
#RIGHTS4PARENTS CAMPAIGN: ESTABLISHING PARENTAL RIGHTS IN WORKPLACES

CLIENT
WOMEN'S AID ORGANISATION (WAO)

CONSULTANCY
PERSPECTIVE STRATEGIES

In Malaysia, working parents, both fathers and mothers, face a relentless uphill battle when it comes to paternity rights and unequal treatment in the workplaces. Understanding that there is a need to bridge the gap between parenting and career, Women's Aid Organisation (WAO) rolled out the #Rights4Parents campaign to tackle the issue of discrimination against parents in the workplace. Following the successful campaign which encompassed a 3-pronged and multi-channelled communications approach, conversations on discrimination against parents in the workplace have since taken place, with the online petition garnering a total of 34,145 signatures to date.

PUBLIC AFFAIRS AWARD
SILVER

CAMPAIGN
YELLOW HEART

CLIENT
DIGI TELECOMMUNICATIONS SDN BHD

CONSULTANCY
VOXEUREKA

The rise of internet penetration in Malaysia has led to more children accessing the internet at an early age, without being equipped to recognise cyber risks and the ability to act accordingly. The disparity of internet distribution between urban and rural communities has also inevitably brought on a digital divide. Digi's Yellow Heart campaign was conceptualised to address these rising concerns in order to educate and inform our youth through digital inclusion and digital resilience in order to secure a brighter digital future for all.

PUBLIC AFFAIRS AWARD
BRONZE

CAMPAIGN
CREATING A SAFETY-FIRST CULTURE IN CONSTRUCTION

CLIENT
CONSTRUCTION INDUSTRY DEVELOPMENT BOARD (CIDB) MALAYSIA

CONSULTANCY
NAGA DDB TRIBAL

Kawalan risiko elak nahas tapak binaan

14.7 kematian bagi setiap 100,000 pekerja dilapor

183 KES

15,000 LOKASI

While the local construction sector has enjoyed steady growth and prosperity in the past decade, it is also mired with various issues relating to safety. Major accidents and construction-related fatalities have been reported, contributing to the negative public perception of the Malaysian construction sector as a "3D – dirty, dangerous and difficult" industry.

Realising the urgent need to uplift industry safety, CIDB is championing the cause of "Creating a Safety-First Culture in Construction", working closely with stakeholders to halve worksite fatalities by 2020. Simultaneously, CIDB has launched a communications campaign to drive change among stakeholders to improve safety in the industry.

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CORPORATE SOCIAL RESPONSIBILITY AWARD
GOLD

CATEGORY SPONSOR:

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CAMPAIGN
ASTRO KEM BADMINTON

ORGANISATION
ASTRO MALAYSIA HOLDINGS BHD

astro

The Astro Kem Badminton (AKB) programme is Astro's commitment to local sports at a grassroots level to identify and nurture the next generation of badminton champions for Malaysia. As a leading sports content broadcaster, we appreciate our unique position to leverage on relationships with sports organizations and brands to create a comprehensive and impactful programme for young players aged 7 to 12 years old and pave their way towards a career in sports. To date, 16, 000 Malaysians have been touched by the project. In addition, 70% of the players recruited into the national sports school have been participants from AKB.

CORPORATE SOCIAL RESPONSIBILITY AWARD
SILVER

CATEGORY SPONSOR:

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CAMPAIGN
YELLOW HEART

CLIENT
DIGI TELECOMMUNICATIONS SDN BHD

CONSULTANCY
VOXEUREKA

VoxEureka
Shaping your brand's voice through inspiring ideas

The rise of internet penetration in Malaysia has led to more children accessing the internet at an early age, without being equipped to recognise cyber risks and the ability to act accordingly. The disparity of internet distribution between urban and rural communities has also inevitably brought on a digital divide. Digi's Yellow Heart campaign was conceptualised to address these rising concerns in order to educate and inform our youth through digital inclusion and digital resilience in order to secure a brighter digital future for all.

CATEGORY SPONSOR:

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CORPORATE SOCIAL RESPONSIBILITY AWARD BRONZE

CAMPAIGN
THE BMW SHORTIES

CLIENT
BMW GROUP MALAYSIA

CONSULTANCY
VOXEUREKA

Although Malaysians have grown to cherish local content as commercials and online-content, reception for local films remains tepid, which can be attributed to by lack of quality training and exposure to filmmaking, repeated film formulas that are neither inclusive nor relevant and lack of promotion. To address these, the BMW Shorties needed to move beyond being just a competition. So, we charted on a course to further elevate talents, changing audience perceptions, and supporting our alumni through a strong mix of on-ground activation, public relations, social media marketing and stakeholder management, with compelling results.

VoxEureka
Shaping your brand's voice through inspiring ideas

CATEGORY SPONSOR:

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INSTITUTIONS OF HIGHER LEARNING (STUDENTS) SILVER

CAMPAIGN
INTI & IDC WHITEPAPER: GRADUATE READINESS VS INDUSTRY'S ADVANCEMENT TOWARDS IR4.0

INSTITUTION
INTI INTERNATIONAL UNIVERSITY & COLLEGES

In reinventing education, the whitepaper and subsequent launch, media coverage and events leveraging the expertise of BFM 89.9 and LinkedIn, bring together INTI and IDC's expertise on talent in IR4.0 and asks the question of whether graduates can hack it in the digital future. Collaborating with media, industry and government agencies, this campaign colours the ongoing conversation on IR4.0 needs, competencies, and the current mindset of talent. It aims to set into motion a serious consideration of Malaysia's digital future and if our next generation of talent will lead us towards new economic and digital transformation.

INTI International University & Colleges

INSTITUTIONS OF HIGHER LEARNING (STUDENTS) BRONZE

CATEGORY SPONSOR: centriq pr

CAMPAIGN
AUDINARY CAMPAIGN

INSTITUTION
TAYLOR'S UNIVERSITY

TAYLOR'S UNIVERSITY | SCHOOL OF MEDIA AND COMMUNICATION

Audinary is a campaign conceptualised by ECHO, a group of final year students from Taylor's University. Audinary is a combination of the word "autism" and "ordinary", with the tagline: "The ordinary is possible for every child with Autism". Held in June 2019, the campaign aims to promote acceptance towards the autism community and raise funds for our beneficiary, A+ For Autism in order to sponsor children with autism for animal therapy treatment that can help them improve their communication skills and manage their behavior. ECHO managed to raise RM3,000 while the campaign gained media coverage in The Star.

INSTITUTIONS OF HIGHER LEARNING (STUDENTS) BRONZE

CATEGORY SPONSOR: centriq pr

CAMPAIGN
CARINGMOMS HEALTH CARNIVAL 2019

INSTITUTION
TAYLOR'S UNIVERSITY

TAYLOR'S UNIVERSITY
Wisdom · Integrity · Excellence

PR students and mothers unite for health

The CARINGMOMS Health Carnival 2019 was a 2-days event held at Sunway Nexis on the 22nd and 23rd June 2019. Some 150 mompreneurs and around 30,000 visitors participated in the event. The carvival was themed 'A mother's health is a family's wealth'. The motive of this event was to provide a platform for women to promote and create awareness on their products and service. The basic idea of this carnival was to empower women to step out of their comfort zone and be healthy not only physically but also mentally and financially.

CRISIS OR ISSUES MANAGEMENT AWARD
GOLD

CAMPAIGN
PTPTN PUBLIC CONSULTATION PROCESS

ORGANISATION
PERBADANAN TABUNG PENDIDIKAN TINGGI NASIONAL (PTPTN)

PTPTN was established to ensure none are denied their higher education aspirations due to lack of funds. However, existing low repayment rates and rising number of borrowers, and the proposed implementation of deferring loan repayment at the ambitious RM4,000 threshold placed PTPTN's sustainability under threat.

PTPTN then embarked on a month-long public consultation process, providing open communication channels, in search of possible solutions. The consistent key messages shared via a multi-platform, multi-stakeholder approach helped shape public consensus and sparked more informed conversations, generating over 70% positive sentiments and 2025% increase in opinion articles published, and ultimately averted a crisis situation.

CRISIS OR ISSUES MANAGEMENT AWARD
SILVER

CAMPAIGN
REFUTING ALLEGATIONS OF CORRUPTION AND EXPLOITATION OF MIGRANT WORKERS IN A POLITICALLY CHARGED CLIMATE

CLIENT
BESTINET SDN BHD

CONSULTANCY
STRATEGIC PUBLIC RELATIONS SDN BHD

Managing a crisis as digital innovator Bestinet faced reputational attacks for disrupting the lucrative billion-dollar migrant worker recruitment industry. The crisis took place in a challenging, politically charged post-election environment, with rumours and allegations implicating high-level politicians and Ministers.

Bestinet faced the challenges head on by acting as Transparency Champion, educating stakeholders and proactively engaging with media through statements, press conference, interviews, and deskside visits to refute allegations as well as correct misperceptions.

PUBLIC SECTOR AWARD
SILVER

CAMPAIGN
THE CONSTRUCTION INDUSTRY TRANSFORMATION PROGRAMME

CLIENT
CONSTRUCTION INDUSTRY DEVELOPMENT BOARD (CIDB) MALAYSIA

CONSULTANCY
NAGA DDB TRIBAL

Naga DDB Tribal

The Malaysian construction industry is a key driver of the economy, forming a significant component of Malaysia's GDP.

However, there are substantial challenges plaguing the sector. The Construction Industry Development Board's research also found that public perception of the industry remains low, with an overall perception index of only 65/100.

As such, the Construction Industry Transformation Programme was introduced to reinvent the sector as one that is world-class. A communication campaign is a core component of the CITP, as engaging stakeholders and the media is key to realising the CITP's goals and raise the reputation of the industry.

PUBLIC SECTOR AWARD
SILVER

CAMPAIGN
IKHLAS DARIPADA PLUS

ORGANISATION
PLUS MALAYSIA BERHAD

PLUS

PLUS Malaysia Berhad (PLUS) faced challenges in terms of customer satisfaction, perception and reputation. Younger drivers who have never known life without PLUS may be unable to understand the value that PLUS offers them. Hence, the campaign "Ikhlas daripada PLUS" was developed to improve their familiarity and favourability as well as to positively shift public perception and reputation of PLUS. Implemented as an integrated engagement programme across multiple platforms and activities during the key travelling periods: CNY and Hari Raya, PLUS succeeded in positively shifting the trends with significant growth on all key metrics among younger drivers and also the overall customer base.

BEST USE OF DIGITAL AWARD
GOLD

CAMPAIGN
OVERCOMING INTERNAL COMMUNICATIONS CHALLENGES IN PLUS

ORGANISATION
PLUS MALAYSIA BERHAD

The challenge is reaching the diverse group of PLUS employees with differing levels of access to and interest in the company's internal content.

The big idea behind our internal comms is to promote digital mindset, promote diversity, instill corporate values and pride in the brand as well as encourage two-way communication between employees and leaders.

Communication is done via various channels catering to the different ways employees consume their information.

Following this, we saw an improvement in Employee Engagement Survey results; and a high rate of signup for our Facebook and Whatsapp channels in such a short time frame.

BEST USE OF DIGITAL AWARD
SILVER

CAMPAIGN
IKHLAS DARIPADA PLUS

ORGANISATION
PLUS MALAYSIA BERHAD

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MPRA 2019 FINALISTS

PRODUCT BRAND DEVELOPMENT AWARD
HUAWEI NOVA 5 T GLOBAL DEBUT AT KL FASHION WEEK
CLIENT: HUAWEI CONSUMER BUSINESS GROUP MALAYSIA
CONSULTANCY: ESSENCE BCW

essence Burson·Marsteller

CONSUMER LAUNCH AWARD
THE LAUNCH OF HONG KONG'S MOST AUTHENTIC NEIGHBOURHOOD – SHAM SHUI PO
CLIENT: HONG KONG TOURISM BOARD (HKTB)
CONSULTANCY: ESSENCE BCW

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TECHNOLOGY AWARD
BBC PLAYER EXPANSION
CLIENT: BBC STUDIOS
CONSULTANCY: TRUTH COMMUNICATIONS

Truth

CORPORATE BRANDING AWARD
SARAWAK - MORE TO DISCOVER CAMPAIGN
CLIENT: SARAWAK TOURISM BOARD
CONSULTANCY: BZBEE CONSULT SDN BHD

bzBee consult Sdn Bhd

PUBLIC AFFAIRS AWARD
STATE OF HOUSEHOLDS 2018: DIFFERENT REALITIES
CLIENT: KHAZANAH RESEARCH INSTITUTE
CONSULTANCY: BZBEE CONSULT SDN BHD

bzBee consult Sdn Bhd

CORPORATE SOCIAL RESPONSIBILITY AWARD
WCT KIDSS 2019 #GROWLIKEACHAMP
ORGANISATION: WCT HOLDINGS BERHAD

WCT

INSTITUTIONS OF HIGHER LEARNING (STUDENTS)
BREAK THE SILENCE
INSTITUTION: TAYLOR'S UNIVERSITY

TAYLOR'S UNIVERSITY

BEST USE OF DIGITAL AWARD
THE LAUNCH OF HONG KONG'S MOST AUTHENTIC NEIGHBOURHOOD – SHAM SHUI PO
CLIENT: HONG KONG TOURISM BOARD (HKTB)
CONSULTANCY: ESSENCE BCW

essence Burson·Marsteller

BEST USE OF DIGITAL AWARD
GLOBAL LAUNCH OF AI-POWERED PULSE BY PRUDENTIAL - KEEPING MALAYSIA AND BEYOND, HEALTHY FOR LIFE
CLIENT: PRUDENTIAL ASSURANCE MALAYSIA BHD
CONSULTANCY: ESSENCE BCW

essence Burson·Marsteller

MALAYSIA PUBLIC RELATIONS AWARD 2019
ACKNOWLEDGEMENTS

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THANK YOU BEN IBRAHIM

for emceeing the Malaysia PR Awards 2019 Ceremony!

Ben Ibrahim is a Master Ceremonies and Moderator.
He has over 15 years of experience in the events business.

Ben started his career as a TV Presenter. During his time in front of the camera, he presented for Astro AWANI, NTV7, The History Channel, RTM, Astro Arena, and Foxsports Asia.

Ben was also a columnist with the NST and The Star newspapers respectively from 2008-2017.

Ben can be reached at benb.ibrahim@gmail.com

PRCA Malaysia