



MEDIA RELEASE

TOURISM MALAYSIA AWARDS ADVERTISING CONTRACTS TO SUCCESSFUL AGENCIES

Five Malaysian advertising agencies were awarded advertising contracts by Tourism Malaysia for the 2011-2013 period.

The five agencies were among the 34 advertising agencies that submitted their applications for the advertising tender bid which closed on 16 August 2010.

The five successful agencies are:

- 1) Naga DDB Sdn Bhd (ASEAN)
- 2) Smascom & Designs Sdn Bhd (North & East Asia)
- 3) Sen Media Sdn Bhd (South Asia, West Asia & Africa)
- 4) M & C Saatchi Sdn Bhd (Europe, America, Oceania)
- 5) Impact Creations (M) Sdn Bhd (Domestic & Events)

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These agencies were appointed based on their creative ideas, concepts and strategies which were based on the development in the markets and their trends within the three years. Tourism Malaysia wishes to reiterate its stand that the selection was made through an Open Tender in strict compliance with procurement guidelines and regulations prescribed by the Government.

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