



## MEDIA RELEASE

### TOURISM AD WINS PROFIMA AWARD

**KUALA LUMPUR, 5 JULY 2012:** Tourism Malaysia received the Best TV Commercial award for its “Best Time of Your Life” television commercial at the Profima Awards 2011/2012 on 1 July.

The event honours members of the Malaysian film fraternity such as directors, producers and screenwriters. This year’s edition saw about 500 entries vying for the awards in 62 categories.

Director of Marketing Support, Tourism Malaysia, Mr. Zainuddin Abdul Wahab, received the award on behalf of the Director General of Tourism Malaysia, Dato’ Mirza Mohammad Taiyab at the award ceremony held at Putra World Trade Centre.

Produced by FilmPOINT, the “Best Time of Your Life” television commercial promoted Malaysia as an attractive, safe and value-for-money destination for international tourists. It was created for Tourism Malaysia’s advertising campaign on the global satellite television channels.

The creative concept of the commercial was based on “Time” as a powerful device that creates urgency as in “Now’s the time;” creates desire as in “Once in my lifetime;” and creates memories as in “Best time of my life.”

Among the tourist attractions highlighted in the commercial were Malaysia’s diverse attractions such as culture, heritage, nature, parks and gardens, islands and beaches, shopping, cuisine, nightlife and homestay.

Profima Awards, formerly known as Oskar Awards, is organised by the Professional Film Workers Association of Malaysia. This year’s ceremony was attended by the Secretary General of Ministry of Information, Communications and Culture, YBhg. Dato’ Sri Kamaruddin Siaraf.

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