

PRESS RELEASE

FOR IMMEDIATE RELEASE

TOURISM MALAYSIA APPOINTS ADVERTISING AGENCIES FOR 2015-2017

PUTRAJAYA, 27 November 2014: Tourism Malaysia has completed the tender exercise for the appointment of advertising agencies to undertake its three-year global and domestic advertising campaigns. The successful advertising agencies will begin their service from 1 January 2015 until 31 December 2017.

A total of ten accounts were open for the bid, i.e. seven accounts for the different geographical market segments and one each for domestic, digital marketing, and global niche products and events. The tender exercise was announced in major newspapers on 4 and 5 May 2014. A briefing was held on 7 May and the closing date of submissions was on 28 May. By the closing date, a total of 120 tender applications had been received.

After a careful scrutiny of all documents received, the status of the companies, their credentials and detailed submissions, the tender board has decided on the following agencies:

No.	Accounts	Agency
1.	ASEAN market	DNA COMM Sdn Bhd
2.	East Asia market (China, Hong Kong, Macau & Taiwan)	Smascom & Design Sdn Bhd
3.	North Asia market (Japan, South Korea & Eastern Russia)	HBR Media Asia Sdn Bhd
4.	South Asia market (India, Pakistan, Bangladesh, Nepal & Sri Lanka)	Sen Media Sdn Bhd
5.	West Asia market (Gulf Countries, Yemen, Iran Levant Countries, Egypt, Northern Africa & South Africa)	Penumbra Communications (M) Sdn Bhd
6.	Europe and Americas market (USA, Canada, Brazil, Argentina, Chile, Venezuela & other potential markets)	M & C Saatchi (M) Sdn Bhd

7.	Oceania market (Australia & New Zealand)	Publicis Communications (Malaysia) Sdn Bhd
8.	Domestic (Malaysia)	Sumur Mutiara Sdn Bhd
9.	Creative Agency for Global Niche Products & Events	Filmpoint Sdn Bhd

The account for digital marketing will be awarded soon as it is in the final stages of evaluation.

Tourism Malaysia undertakes a major role in the promotion of tourism to Malaysia. The total operating and promotion budget allocated for 2015 is RM454 million; a significant portion of this budget is for international advertising and promotion programmes which will be undertaken by the appointed agencies.

ENDS

For more media releases, media info and media features on Malaysia’s tourism industry, kindly visit the Media Centre of Tourism Malaysia’s website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme “Celebrating 1Malaysia Truly Asia”. The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme “Endless Celebrations” emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country’s target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia’s position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

Press contact:

Media & Publicity Unit:

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752



MALAYSIA TOURISM PROMOTION BOARD
 (MINISTRY OF TOURISM & CULTURE, MALAYSIA)
 No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
 Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





Email: azizahaziz@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>

www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

