



## MEDIA RELEASE

# TOURISM MALAYSIA AD GRABS A SILVER AT CREATIVITY INTERNATIONAL AWARDS



Enjoy the mesmerizing and graceful sounds of nature, courtesy of thousands of Malaysian birds performing a ballet-like routine that paints one of the most bewitching spectacles in the world. Enjoy an adventure worth remembering the largest in the world, or large even smaller jets can fit and so on. Ain't the best, why wait?  
[www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)



**PUTRAJAYA, 10 DEC 2012:** A Tourism Malaysia print advertisement recently won a silver award under the Print & Packaging category at this year's 42<sup>nd</sup> annual Creativity International Awards.

Created by FilmPOINT for Tourism Malaysia, the advertisement is part of the "Best Time of Your Life" advertising campaign to promote Malaysia as an attractive, safe and value-for-money destination for international tourists. The advertisement appeared in several international publications.

Established in 1970, the Creativity International Awards is one of the most prestigious and longest running independent international advertising and graphic design competitions. Top creative professionals from 35 countries, three Canadian provinces and 28 US states had submitted their most innovative and creative entries of the past year. Creativity International has a panel of judges that represent some of the most renowned professionals in the industry to assist in evaluating the entries.

The creative concept of the “Best Time of Your Life” campaign was based on “Time” as a powerful device to create urgency to experience Malaysia’s diverse tourism offerings. By using a mnemonic technique, the print ad was visualised by the split screen ad treatment to show the various activities that can be experienced in Malaysia.

The treatment gives a sense of two diverse worlds for the time of one in Malaysia! Therefore, the ‘Time’ idea draws the reader into a realm of “What I can do...” through a surprising contrast of two worlds or a seamless continuation of the same world.

Among the tourist attractions highlighted in the advertisement were Malaysia’s culture, heritage, nature and adventure, islands and beaches, homestay, underwater, spa and golf.

In July, the “Best Time of Your Life” television commercial, also produced by FilmPOINT for Tourism Malaysia, received the Best TV Commercial award at the Profima Awards, held at Putra World Trade Centre in Kuala Lumpur.

---

Issued by: Communications & Publicity Division, Tourism Malaysia  
Tel: 03-8891 8000; Email: [sitirahmah@tourism.gov.my](mailto:sitirahmah@tourism.gov.my)  
Website: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)

 <https://www.facebook.com/friendofmalaysia>  
 <http://twitter.com/TourismMalaysia/> Blog: <http://blog.tourism.gov.my>