

MEDIA RELEASE

***MALAYSIA TRULY ASIA* CLINCHES THE 2ND BEST LONG TERM MARKETING BRANDING**



(Second from left) Madam Zaliha Zainuddin (Tourism Malaysia Director for Hong Kong) received the award on behalf of Tourism Malaysia at the MGM Grand in Macau.

Malaysia Truly Asia campaign has won the second Best Long Term Marketing and Branding Campaign Award at the Asian Marketing Effectiveness Awards 2008 held on 17 September 2008 at MGM Grand, Macau.

Since its inception in 1999, the *Malaysia Truly Asia* campaign has won more than 25 awards worldwide, including the region's Media Magazine's Marketing Effectiveness Award in 2006. The campaign's success has resulted in more than a tripling of annual visitors to Malaysia with a record 20.7 million arrivals in 2007.

In the past nine years, the multi-awarded tourism campaign has been promoting Malaysia as a land of many cultures, wonders and attractions, highlighting the country's natural beauty and exciting destinations along with the different events, festivals and celebrations held every year.

BACKGROUNDER

The Asian Marketing Effectiveness Awards are the region's most coveted awards that celebrate resourceful Asian marketing. Now in its 6th year, the Awards honour effective marketing campaigns that delivered ROI and transform businesses. They are designed to set the standard for effective marketing within the region, and aim to showcase the campaigns that garner results through innovative spirit, and combining creativity with effectiveness to build world-class brands.

The Awards cover 21 categories across all marketing disciplines, including advertising, direct marketing, product design, sales promotion, event marketing, interactive marketing, eco and green marketing, to name but a few. From the 628 entries from the region, a total of 10 Gold, 18 Silvers and 20 Bronzes were selected by the discerning panel of judges.

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Tourism Infoline: 1300-88-5050

For more information, please contact tel: +603 26158448; Fax: +603 26158299

Or email: sharonwong@tourism.gov.my

Website: www.tourismmalaysia.gov.my
