



## **MEDIA RELEASE**

### **LAUNCHING OF ZOOM! MALAYSIA ADVERTISING CAMPAIGN (LRT & BUS)**

YB Dato' Sri Azalina Dato' Othman Said, the Minister of Tourism, today launched another advertising campaign to intensify the promotion of the domestic tourism campaign – Zoom! Malaysia. This Tourism Malaysia outdoor advertising campaign will be carried out for six months (October 2008 to March 2009).

The launching gimmick of Zoom! Malaysia advertising campaign was carried out at the PWTC Ampang Line LRT station and Rapid KL bus station (near Bandaraya Ampang Line LRT station).

Using the body wrapping advertising technique, the campaign utilises public transport, such as airport limo, Rapid KL and Transnasional buses, LRT (Ampang Line and Kelana Jaya Line) and KL Monorail. As public transport is popular among Malaysians and foreign tourists, the campaign is expected to give an extensive exposure to the products, activities and tourism destinations in Malaysia.

The advertising campaign involves 50 airport limos in Kota Kinabalu, Sabah; 50 airport limos in Kuching, Sarawak; 100 intra-city buses in Kuala Lumpur and Petaling Jaya; and 100 inter-city buses in 10 states in

Peninsular Malaysia. Besides that, the Zoom! Malaysia advertisements can also be seen on LRT trains (Kelana Jaya Line and Ampang Line), as well as the KL Monorail.

The Zoom! Malaysia campaign is one of the Government's efforts to promote and develop domestic tourism. Besides promoting national integration, it also encourages Malaysians to plan their holidays and explore the various places of interest in their own country. Such campaign will also strengthen the relationships among members of the public and private sectors in promoting products and tourist attractions, as well as special events in the country.

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ISSUED BY: Advertising & Publicity Division, Tourism Malaysia

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