

MARKETING

ISSUE #381 AUG 2023

WEEKENDER

Best in Malaysia Best in Asia Pacific



MARKETING WEEKENDER

COVER STORY



07

True fame is hard to beat

EDITOR'S NOTE



05

**IS MUDA
A VICTIM OF ITS
OWN BRAND?**

16

**CAMPAIGN FOR
LET'S MAKE
MALAYSIA
GREAT**

20

**AI'S
TRANSFORMATIVE
INFLUENCE
ON ASIAN AND
MALAYSIAN MEDIA
LANDSCAPE**

MARKETING WEEKENDER is published by Sledgehammer Communications (M) Sdn Bhd 22B, Jalan Tun Mohd Fuad 1, Taman Tun Dr. Ismail 60000 Kuala Lumpur, Malaysia. Tel: 603-7726 2588 ham@adoimagazine.com. www.marketingmagazine.com.my © All Rights Reserved By: Sledgehammer Communications (M) Sdn Bhd (289967-W) No part of this magazine may be reproduced in any form without prior permission in writing from the publisher. While every effort has been made to ensure the accuracy of the information in this publication, the publisher assumes no responsibility for errors, omissions and/ or for any consequences of reliance upon information in this publication. The opinions expressed in this publication do not necessarily represent the views of the publisher or editor. Advertisements are the sole responsibility of the advertisers. Cover photo by Raihan Hadi.



365天

最多人收听的中文电台*

#1 MOST POPULAR CHINESE RADIO IN MALAYSIA*

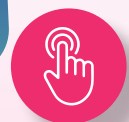


UNLOCK YOUR BRAND'S POTENTIAL:

Advertise with Us & Watch Your Business Soar!

☎ 03-7964 6628

✉ ask@988.com.my



**ON AVERAGE, 1.564 MILLION LISTENERS IN PENINSULAR MALAYSIA TUNED IN TO 988 IN A MONTH*

**SOURCE : NIELSEN CMV JAN-DEC 2022*

FOLLOW US:



@988



988.COM.MY



“We need to stop interrupting what people are interested in and be what people are interested in.”

Craig Davis

“If I run those small ads people will think we are a small airline. We will run a full page three times over the year”.

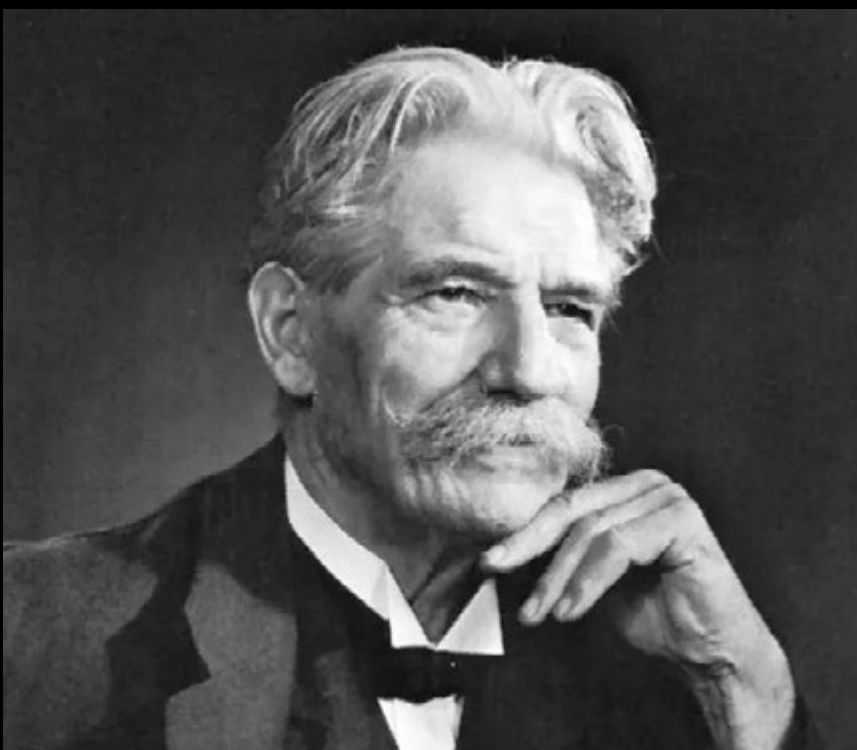
Said Air India's Marketing Director, a long time ago.

“Happiness is nothing more than good health and a bad memory.”

Albert Schweitzer



“HATE NEVER SPREADS THROUGH KNOWLEDGE. IT ALWAYS SPREADS THROUGH IGNORANCE.”



EDITOR'S NOTE



IS MUDA A VICTIM OF ITS OWN BRAND?

One thing I noticed from the recent state elections is that MUDA, short for Malaysian United Democratic Alliance, seems to be a misfit in our political branding ecosystem. Despite its overtures to tie-up with mainstream parties, it appears they have no role to play in the bigger game.

The larger parties see MUDA as a Youth movement, and they already have their own youth wings for that demographic.

They see brand MUDA, not its definition “Malaysian United Democratic Alliance”.

Of course there are other reasons why MUDA is kept at arm’s length, but I won’t go into that.

The point here is MUDA is the very definition of “youth” that you can find in our language.

Here’s a reverse case, where the abbreviation does more good: KFC rebranded from Kentucky Fried Chicken because of the

EDITOR'S NOTE

... we all know Airbnb stands for “Air Bed & Breakfast”, but it originally referred to renting out an air mattress in someone’s home for a short stay. Classic case of brand perception shaped by product trial...

health-related connotations associated with fried products.

Here’s a case where the abbreviation is a mystery: we all know Airbnb stands for “Air Bed & Breakfast”, but it originally referred to renting out an air mattress in someone’s home for a short stay. Classic case of brand perception shaped by product trial.

Back home, a recent social media furore brought MUDA’s age dilemma into focus...

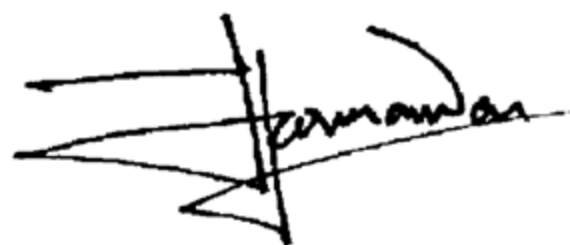
MUDA’s Bukit Gasing state election candidate VKK Raja was criticised for what netizens claimed as fat shaming. He was provoked by his opponent DAP’s Rajiv Rishyakaran who’d posted a photo of himself on Instagram

talking about his journey in politics and jibed, “I’m still younger than the ‘young party’ candidate (he’s 44, I’m 41).”

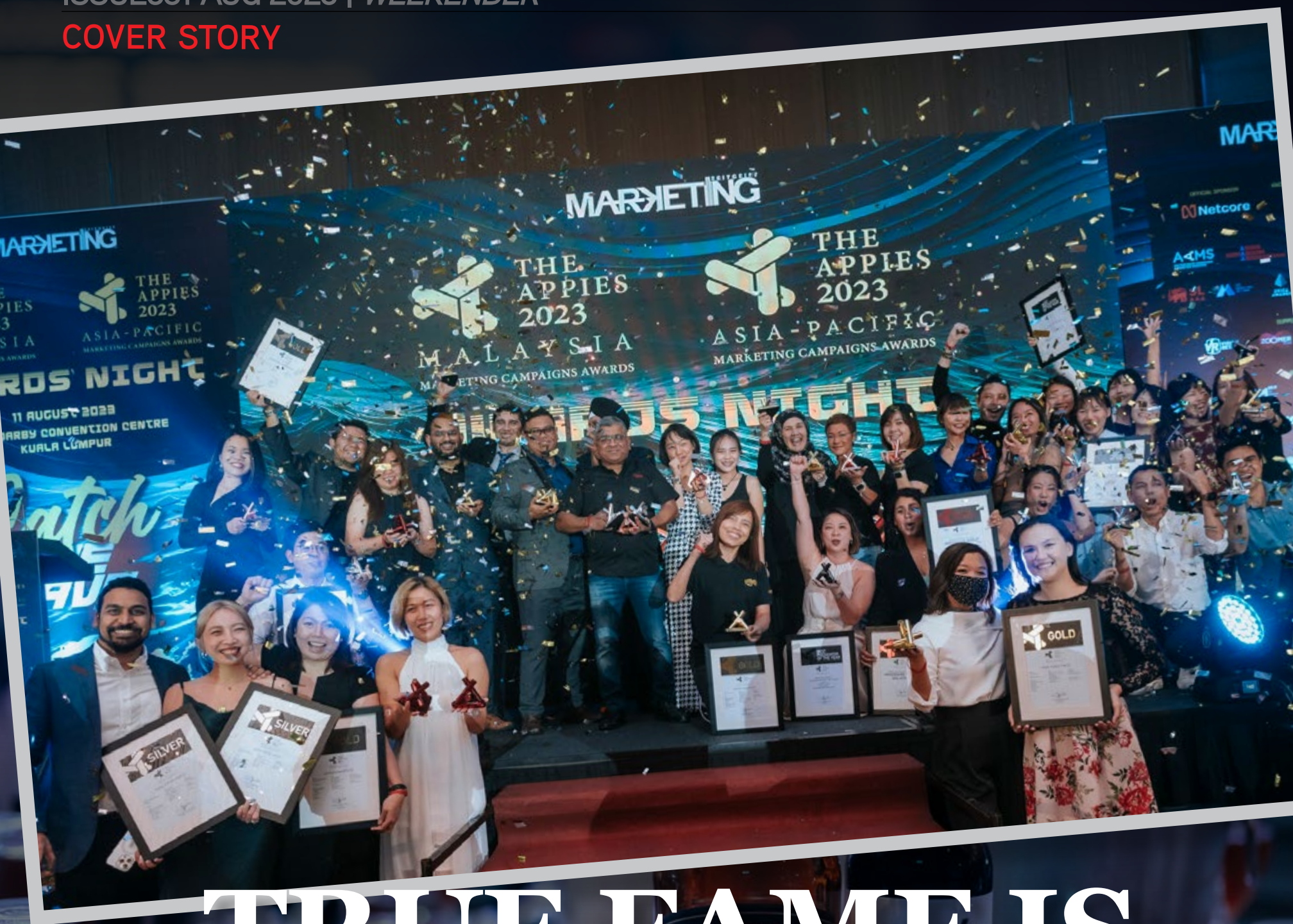
While MUDA’s focus on youth empowerment and progressive policies resonates with many young Malaysians, it struggles to expand its support base beyond this demographic. However, this task is not insurmountable. In the meantime, MUDA’s branding can be seen as a double-edged sword.

The common perception is that MUDA has an age limit for membership (some say it used to be 35). MUDA Founder Syed Saddiq (who is 31) has clarified that its constitution had been amended to set the minimum age at 18, and that there was no maximum age limit for members.

Is this a problem for a branding agency to solve?



PS: At last Saturday’s PRN, VKK and PN’s Nallan Dhanabalan lost to third-term ADUN Rajiv who won by a majority of 24,972.



TRUE FAME IS HARD TO BEAT

*APPIES winners show grit,
grind and genius.*

BY THE HAMMER

It is not easy to win an APPIES award.

A recent survey done by this magazine asked 25 marketers to rank six local shows in order of prestige and business value. The APPIES scored high, second only to the 55-year old Effie.

COVER STORY

While the Effie is a closed judging event, The APPIES has become popular as an open stage event seeing competing teams elaborating on their campaigns where the audience learns from the sharing.

All done in real time. This mode reflects actual life in the marketplace where agencies have to “market” their ideas to win business.



COVER STORY



The Jury Panel for The APPIES is strictly a marketers-only group.

No other show allows you to witness a rainbow of emotions, campaigns and talent in action.

It is the only event where Live Presentations meet Live Judging

across 10 categories.

At the recent APPIES Awards Night, deserving winners stole the limelight in an evening that rained inspiration. Personally, I feel everyone who entered The APPIES is a winner, simply because the journey to fame is as

COVER STORY

challenging as the award itself.

This year saw more entries - 107 submissions for APPIES Asia-Pacific and 130 for APPIES Malaysia. The APPIES Festival is a 4-day unique Live experience, where top national and regional

marketing campaigns are brought to life by their creators and clients.

Amidst the gruelling competition, Malaysian agencies fared well on the regional stage against entries from India,



COVER STORY

THE APPIES MALAYSIA – GOLD WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY
Digital & Social	KJ Jadi DJ	Hot FM	Media Prima Audio
Customer Experience	A Cash Can't Buy Experience	DuitNow	Mindshare Group
Consumer & Business Services	All New Raya With Mr. DIY	MR. DIY	FCB SHOUT
Non-Food FMCG	POCKETS OF BIG GROWTH	Dashing & Enchanteur Chic	Mutiara Harrison (part of McCann Worldgroup)
Food & Beverage	Save The Drama With Pepsi	Pepsi	FCB SHOUT
AdTech/MarTech	CNY 2023: From Point of Interest to Point of Sales	Sime Darby Property	Mindshare Group
Marketing Innovation	Malaysia's First NFT Vending Machine	Atlas Vending	Ampersand Advisory
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Save The Drama With Pepsi	Pepsi	FCB SHOUT
Customer Experience	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Aiken Prebiotic CNY 水润润	Aiken Prebiotic	MediaBrands Content Studio
AdTech/MarTech	Serasi: Gone in 60minutes	Sime Darby Property	Mindshare Group Malaysia
Digital & Social	ROMANO – Premium for the Masses	Romano	Mutiara Harrison (part of McCann Worldgroup)
Customer Experience	Wonda At Every Corner – #WondaBolaCorner	Wonda	Fishermen Integrated

THE APPIES MALAYSIA – SILVER WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY
Customer Experience	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Aiken Prebiotic CNY 水润润	Aiken Prebiotic	MediaBrands Content Studio
AdTech/MarTech	Serasi: Gone in 60minutes	Sime Darby Property	Mindshare Group Malaysia
Digital & Social	ROMANO – Premium for the Masses	Romano	Mutiara Harrison (part of McCann Worldgroup)
Customer Experience	Wonda At Every Corner – #WondaBolaCorner	Wonda	Fishermen Integrated
Consumer & Business Services	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song
Digital & Social	Bank Your Way. Ride Your Style.	RHB Bank	FCB SHOUT
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	People, Purpose and Progress	RHB Bank	FCB SHOUT
Digital & Social	Time Kabel Besar Disrupts A Sea of Sameness	Time Internet	Fishermen Integrated
Non-Food FMCG	Lifebuoy: Turning Hygiene Education into an Inclusive Social Movement	LIFEBUOY	MINDSHARE GROUP
Customer Experience	Goodday KidSTART: Malaysia's Biggest Kidpreneur Challenge	Goodday Milk	Ampersand Advisory

THE APPIES MALAYSIA – BRONZE WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	Ampersand Advisory
E-Commerce	Hilang – Ada Apa Dengan Kg Seri Daik	Viu	Fishermen Integrated
Food & Beverage	It Doesn't Get Cheesier Than Mega Cheese	Domino's	FCB SHOUT
Consumer & Business Services	Nando's – Decemberfest	Nando's	Fishermen Integrated
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Watsons Happy Beautiful Year!	Watsons Malaysia	Leo Burnett
Consumer & Business Services	PRUMy Child Plus	Prudential	Naga DDB Tribal
Food & Beverage	Sunquick FoodPanda Mixologists – Peeling Abang Food Pandas' hidden talent	Sunquick	Mindshare Group
Non-Food FMCG	Small but Powerful	Breeze	Unilever Malaysia
Food & Beverage	PediaSure Grow to Great	PediaSure	Media Prima Omnia Sdn Bhd
Consumer & Business Services	PRUFirst	Prudential	NAGA DDB SDN BHD
Consumer & Business Services	Watsons Happy Beautiful Year!	Watsons Malaysia	Leo Burnett
Consumer & Business Services	When KFC hijacked the biggest sporting event in 2022	KFC	Universal McCann

COVER STORY

THE APPIES ASIA PACIFIC – GOLD WINNERS

CATEGORY	CAMPAIGN	BRAND	ADVERTISER	AGENCY
Marketing Innovation	Cadbury Celebrations #ShopsForShopless	Cadbury Celebrations	Mondelez	Ogilvy India
AdTech/MarTech	Serasi: Gone in 60minutes	Serasi	Sime Darby Property	Mindshare Group Malaysia
Food & Beverage	Wonda At Every Corner – #WondaBolaCorner	Wonda	Etika Beverages Sdn Bhd	Fishermen Integrated
Food & Beverage	Save The Drama With Pepsi	Pepsi	Etika	FCB SHOUT

THE APPIES ASIA PACIFIC – SILVER WINNERS

CATEGORY	CAMPAIGN	BRAND	ADVERTISER	AGENCY
AdTech/MarTech	Cadbury Celebrations #ShopsForShopless	Cadbury Celebrations	Mondelez	Ogilvy India
Food & Beverage	New Look. New Purpose.	Spritzer	Spritzer	FCB SHOUT
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	#ProudSponsorsOfTheGroundStaff	Cadbury Dairy Milk	Mondelez India	Ogilvy India
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Wonda At Every Corner – #WondaBolaCorner	Wonda	Etika Beverages Sdn Bhd	Fishermen Integrated
Non-Food FMCG	Lifebuoy: Turning Hygiene Education into an Inclusive Social Movement		LIFEBUOY	UNILEVER MALAYISA
Mindshare Group Malaysia				
Food & Beverage	First Spring	Hoegaarden	Budweiser Brewing Company APAC Limited	McCann Worldgroup China

THE APPIES ASIA PACIFIC – BRONZE WINNERS

CATEGORY	CAMPAIGN	BRAND	ADVERTISER	AGENCY
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Build Real Connections With Pepsi	Pepsi	PepsiCo Malaysia	FCB SHOUT
Non-Food FMCG	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	TENA	Ampersand Advisory
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	TENA	Ampersand Advisory
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Watson's Rahsia Gaya Raya	Watsons Malaysia	Watson's Personal Care Stores Sdn Bhd	Leo Burnett
Food & Beverage	#ProudSponsorsOfTheGroundStaff	Cadbury Dairy Milk	Mondelez India	Ogilvy India

THE APPIES MALAYSIA – SPECIAL WINNERS

CAMPAIGN	BRAND	ADVERTISER	AGENCY	PRESENTER
A Cash Can't Buy Experience	DuitNow	Payments Network Malaysia (PayNet)	Mindshare Group	Sai Phaik Cheng
Save The Drama With Pepsi	Pepsi	Etika	FCB SHOUT	Michelle Ng

MEDIA AGENCY OF THE YEAR

MINDSHARE GROUP MALAYSIA

ADVERTISING AGENCY OF THE YEAR

FCB SHOUT

MARKETER OF THE YEAR

ETIKA

THE APPIES ASIA PACIFIC – SPECIAL WINNERS

CAMPAIGN	BRAND	ADVERTISER	AGENCY	PRESENTER
Wonda Extra Presso x Lipton Tea #CHAMingTogether make a liquid romance!	Wonda Extra Presso, Lipton Tea	Etika	Ampersand Advisory	Bellace Lim
Wonda Extra Presso x Lipton Tea #CHAMingTogether make a liquid romance!	Wonda Extra Presso, Lipton Tea	Etika	Ampersand Advisory	
Great Deals for Huatever	Grab	Grab (MY)	Fishermen Integrated	Sherene Tan

MEDIA AGENCY OF THE YEAR

MINDSHARE GROUP MALAYSIA

ADVERTISING AGENCY OF THE YEAR

OGILVY INDIA

MARKETER OF THE YEAR

ETIKA

COVER STORY



Thailand, Taiwan, Japan, China, and more. This shows that Malaysian campaigns and teams are APPIES-seasoned and battle ready, befitting the 8th year for APPIES Malaysia.

A special Terima Kasih goes out to all the judges from Malaysia, India, Sri Lanka, The Philippines, Singapore, China and Japan who made The APPIES an enriching experience.

Year in and year out, judges say that they gained much learning from their experiences,



and we have never had any shortage of marketers who were only too APPIE to be a judge.

This year saw 13 Gold, 6 Silver and 12 Bronze winners for APPIES Malaysia.

And there were 4 Gold, 6 Silver and 5 Bronze winners for APPIES APAC.

The APPIES Marketing Campaigns Awards is a partnership between **MARKETING** magazine Malaysia and the Association of Advertising and Marketing



COVER STORY



Singapore (AAMS) with the Asian Admarcom Associations Network (AAAN).

APPIES 2023 official sponsor is global marketing technology company Netcore, and official venue the Sime Darby Convention Centre. Supporting partners include Visual Retale, Zoomer Media, MalaysiaKini, RUP, Agency.Asia and R3.

A big shout out goes to the

amazing Chris Jaques who delivered the Keynote Address in sizzling style.

The silent but stellar stewards of The APPIES are Ms Goh Shu Fen (Principal & Co-Founder of R3 and President of AAMS) and Mohamed Adam Wee, former Group CMO of CIMB and Maybank Group. Event gallery pix (uncut) available [here](#)

COVER STORY



THE
MALKETEER
STRIKES!



**CAMPAIGN FOR
LET'S MAKE
MALAYSIA GREAT**

In the heart of Malaysia's current political landscape lies an opportunity that demands relentless courage, clear vision, and dogged determination.

The poor voter turnout on August 12 during the state elections serves as an unequivocal testament to the disillusionment and disappointment that have taken root in the hearts of ordinary Malaysians.

The clarion call for change, progress, and unity beckons, and it's time to answer with a commitment to a brighter future and in a Let's Make Malaysia Great campaign.

**LET'S MAKE MALAYSIA
GREAT - EMBRACING
DIVERSITY, CREATING
PROSPERITY**

The Let's Make Malaysia Great campaign seeks to usher in

THE MALKETEER STRIKES!



a new era of unity, progress, and inclusivity for the nation.

KEY MESSAGE

Let's Make Malaysia Great champions the values of solidarity, transparency, and political integrity. It embodies the spirit of a nation where every Malaysian, regardless of their background, plays a pivotal role in shaping a brighter future.

CAMPAIGN OBJECTIVES

Unity in Diversity: Foster a sense of belonging and shared identity among all Malaysians, celebrating the rich cultural tapestry that defines the nation.

Prosperity for All: Present tangible socio-economic programmes and policies that generate employment, reduce income disparities, and improve overall quality of life.

Empowering Youth: Inspire and engage young Malaysians to become active participants in shaping the nation's destiny, regardless of ethnic backgrounds.

Education Transformation: Promote an inclusive education system that emphasises unity, diversity, and a shared Malaysian identity.

Transcending Fear-Based Politics: Counter divisive narratives with a message of unity, transparency, and collaborative governance.

Madani Economic Framework: Highlight the specifics of the Madani economic framework, illustrating its potential to bolster the nation's economy and uplift its citizens.

CAMPAIGN ELEMENTS

Media Launch: Organise a high-profile event featuring Prime Minister Anwar Ibrahim, where

THE MALKETEER STRIKES!

... Let's Make Malaysia Great campaign encapsulates the aspirations of a nation longing...

he articulates the campaign's vision and objectives.

Digital Platform: Establish a dedicated website and social media channels to disseminate campaign content, share success stories, and encourage public engagement.

Unity Festivals: Host nationwide cultural festivals that showcase Malaysia's diversity through art, music, food, and traditions.

Youth Empowerment

Workshops: Conduct workshops that empower young Malaysians to become leaders, emphasising the importance of unity and collaboration.

Educational Reform Dialogues: Organise town hall meetings and webinars to engage stakeholders in discussions about reshaping

the education system for inclusivity.

Economic Roadshows: Travel across the country to present the Madani economic framework's specifics, highlighting how it will positively impact citizens' lives.

Community Service Initiatives: Launch community-based projects focused on job creation, housing, and education to demonstrate tangible improvements in people's lives.

Public Service Announcements: Develop impactful PSAs that highlight success stories, debunk myths, and promote unity over divisive narratives.

The Let's Make Malaysia Great campaign encapsulates the aspirations of a nation longing for reconciliation. By embracing diversity, fostering unity, and championing tangible socio-economic progress, this campaign led by Prime Minister Anwar Ibrahim has the potential to shape a new narrative for Malaysia – one that rejects fear-based politics and renews the promise of a united and prosperous future for all its citizens.

CREATIVE SHOWCASE



52%

**OF MALAYSIAN FAMILIES IN
LOW COST FLATS CAN'T AFFORD A DAILY MEAL**

Source: unicef.org

SHARE A SLICE. SO WE CAN ENJOY MORE, SAMA-SAMA.

**FEED THE HUNGRY AT
PIZZAHUT.COM.MY**



Product shown is for illustration purposes only. T&C apply.
Pizza Hut Restaurants Sdn. Bhd. (Company no. 113925-U)

AI's Transformative Influence on Media Landscape

Navigating Opportunities and Challenges in the Age of AI-Driven Communication

By SYED MOHAMMED IDID, General Manager, Strategic Communications & Stakeholder Engagement, West Coast Expressway (WCE) and AI ChatGPT advocate.



The media and communication landscape in Asia, including Malaysia, stands witness to the multifaceted impact of AI. This article delves into the intricacies of AI's role in content creation, audience engagement, and the reshaping of journalistic practices within the context of Asian and Malaysian media.

Content Creation and Personalization:

AI's ability to generate content at an unprecedented pace has

AGE OF ARTIFICIAL INTELLIGENCE

revolutionized newsrooms and content producers across Asia. Malaysian media giant, Astro, employed AI-powered language models to craft personalized news summaries for its viewers, tailoring content to individual preferences. This innovation led to enhanced user engagement and a more immersive news consumption experience. However, the challenge lies in maintaining the authenticity and credibility of AI-generated content amidst concerns of quality and bias.

Automated Journalism and Verification:

Asian news agencies are harnessing AI's potential to expedite news reporting and fact-checking. Chinese tech conglomerate Tencent introduced 'Jiyan,' an AI-powered tool that monitors social media trends, detects misinformation, and alerts journalists in real-time. In Malaysia, during the recent general elections, The Star newspaper employed AI algorithms to swiftly verify election-related information circulating on social media platforms. This amalgamation of AI and journalism promotes



efficient news dissemination while safeguarding against fake news proliferation.

Audience Insights and Engagement:

The diverse demographics of Asia pose unique challenges in audience engagement. AI-driven analytics platforms, like South Korea's Vpon, analyze user behaviour and preferences to enable targeted advertising campaigns. In Malaysia, iFlix, a streaming platform, employs AI algorithms to understand viewer preferences and curates a personalized content library.

Challenges and Ethical Considerations:

The integration of AI in Asian and Malaysian media has not

AGE OF ARTIFICIAL INTELLIGENCE

... AI-driven technologies offer unprecedented opportunities for growth and innovation...

been without its challenges. In 2022, India's Press Information Bureau faced backlash when an AI-generated news article contained factual errors.

Similarly, Malaysia's New Straits Times faced criticism when an AI system inadvertently promoted content with a gender bias. Ensuring AI-generated content meets rigorous standards and adheres to ethical guidelines is imperative to maintain public trust.

Local Innovations and Global Collaboration:

Asian nations, including Malaysia, are investing in homegrown AI solutions for media and communication. Japan's NHK leveraged AI to enhance Olympic coverage through real-time translations and personalized highlight reels.

In Malaysia, AI startup 'Vocket' developed an AI-

powered chatbot that engages with local audiences, answering queries and disseminating news in vernacular languages.

These innovations reflect a concerted effort to harness AI's potential while preserving cultural nuances.

As the Asian and Malaysian media and communication landscape undergoes a paradigm shift, the transformative influence of AI is undeniable.

From content creation to audience engagement, AI-driven technologies offer unprecedented opportunities for growth and innovation. However, vigilance is essential to address challenges such as bias, authenticity, and privacy concerns.

By embracing local innovations and fostering global collaboration, the media industry in Asia, can navigate the complex terrain of AI and ensure a future where technology and journalism coexists harmoniously.



TRENDING

MOST READ ON MARKETINGMAGAZINE.COM.MY

(11th August – 18th August 2023)

The APPIES Awards Night 2023

The APPIES Malaysia & Asia Pacific 2023 Awards Night took place on the 11th of August 2023 at Sime Darby Convention Centre Kuala Lumpur. Here are the winners for the awards.

Pageviews: 2,502



Meltwater makes key strategic hires to augment AI-driven growth in APAC

Meltwater, a global leader in media intelligence and data analytics, today announced two new senior hires to spearhead its customer journey and business...

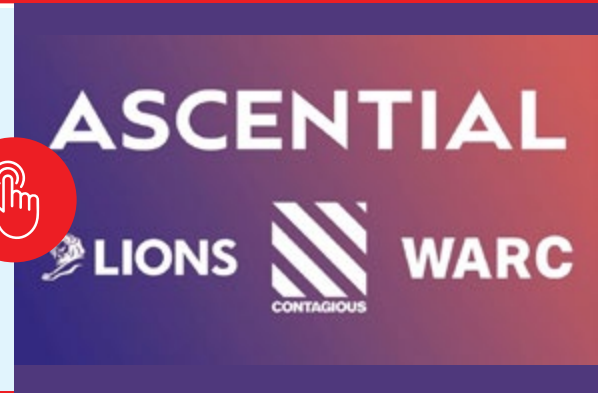
Pageviews: 2,404



Ascential plc acquires creative and strategic intelligence service Contagious

Ascential plc, the specialist information, analytics, events and ecommerce optimisation...

Pageviews: 2,211



Decoding AI's Impact on the Effectiveness of Digital Advertising

Artificial Intelligence (AI) has been a part of our ecosystem for many years, generally speaking...

Pageviews: 2,175



4As formalises engagement programme for Media & Communications students at tertiary institutions to promote talent development

Pageviews: 2,087



MASTERING

MARKETING 4.0 MINDSET for the Customers of Tomorrow

BY ANIRBAN GANGULY



24th August 2023

8.30am - 6.00pm

Eastin Hotel

FOR ENQUIRIES:

CONTACT

Ruby

+603-7726 2588

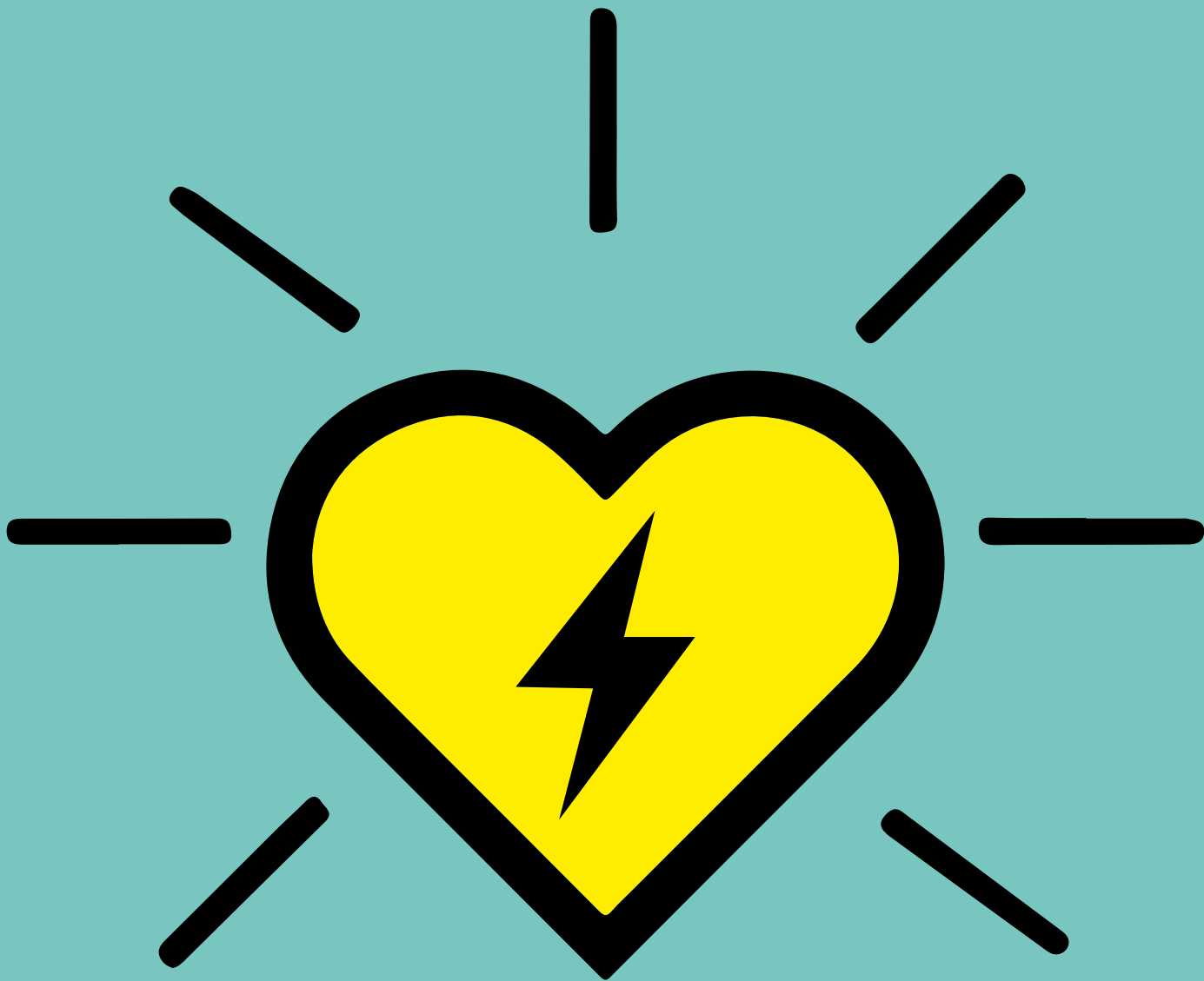
ruby@adoimagazine.com



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001316902



MarTech's Love-Hate with Media and Marketing



MALAYSIAN MEDIA CONFERENCE 2023

September 13

TIME

8.30 - 6.00 PM

VENUE

SIME DARBY CONVENTION
CENTRE (SDCC)
1A, JALAN BUKIT KIARA 1,
60000 KUALA LUMPUR,
MALAYSIA

FOR ENQUIRIES:

CONTACT

Ruby

+603-7726 2588

ruby@adoimagazine.com



HRDF TRAINING GRANT
APPROVAL
10001327593