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MARKETING™

WEEKENDER

ISSUE #436 MAY 2025

WHEN MARKETING'S BEST COME OUT TO PLAY!

popculture
MARKETING WEEKENDER

EDITOR'S STORY

04

31

Influence Sinfluence: Boon or bane to marketing industry?

COVER STORY

06

Marketing Mettle to Metrics to Meaning…

36

No road closures for Copywriting workshop on May 29

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Say What

“For those who are still wondering why Amazon’s rocket tip looks like a “forehead”, it is just a celestial manifestation of the arrow in their logo.”

“I have gone for only two real job interviews in my life.”

Etika’s CEO Santharuban T Sundaram on a journey of blessings, bruises, and the believers behind them all.

“You tell us what your objective is, you connect to your bank account, you don’t need any creative, you don’t need any targeting demographic, you don’t need any measurement, except to be able to read the results that we spit out.”

Mark Zuckerberg on Meta’s vision of an AI-driven advertising future, but ad one industry voice said, “No clients will trust what they spit out as they are just checking their own homework.”

EDITOR'S NOTE

THE ADVERTISING INDUSTRY JUST GOT FACEPALMED

If you're in digital advertising and haven't watched Mark Zuckerberg's recent interview, do yourself a favour: have a seat.

Zuck didn't just tease a roadmap - he basically held up a sign that said: "Dear agencies, thanks for the memories."

Meta's vision is this: businesses tell Facebook what they want, connect a bank account, and AI takes over.

It'll write the copy, make the visuals, pick the audience, optimise in real-time - all from your phone.

No creative director.

No strategist.

No agency Zoom call.

Just volume, speed, and ad dollars.

Meta (formerly Facebook, but the rebrand doesn't fool anyone) seems intent on having the cake and eating it too - owning the platform, the targeting, the optimisation, and now, the creative.

And guess who's being

EDITOR'S NOTE

asked to leave the party early? Agencies.

Especially the ones who live off digital ad placement and templated campaigns.

And when Meta becomes the creator, the distributor, the optimizer and the scorekeeper - let's just say, clients should double-check the receipts.

It's like turning in your exam and grading it yourself.

The real danger? Many small businesses aren't building real brands — and many agencies have forgotten how.

Meta's AI may give you "performance" but it won't give you meaning.

Not the kind that builds loyalty, lands insight, or connects with humans solving real human problems.

The agencies that survive? They won't be the ones who bought media.

They'll be the ones who built brands.

Who think beyond reach. Who solve for relevance. And who know that while AI may help, it's the first-party insight and real human understanding that delivers real action.

Facebook (sorry, Meta) may have Facepalmed the industry.

But it hasn't replaced it — yet.

Anyway, Google is not be left behind: https://shorturl.at/GTbK6

Marketing Mettle to Metrics to Meaning...

BY THE HAMMER

This year's Malaysian Marketing conference had me on the edge of my seat. We had been on a blistering run for a while.

Only two weeks prior, we hosted the Malaysian CMO Awards Discovery Edition and celebrated an amazing new set of winners for the year.

We then carried this Discovery theme into the Marketing Conference on May 9.

Marketing is not just about impressions anymore - it's about impact. At the intersection of

Event Site

Pictures Gallery

culture, courage, and creativity, the most successful brands aren't the loudest - they're the most human.

We are shifting from brief-driven executions to belief-driven storytelling. From being seen to being understood.

Our handsome emcee, Group Managing Director of ShareInvestor Malaysia Edward Stanislaus (pictured with me here), steered the proceedings with poise and precision.

Drawing insights from standout presentations through the day, the Malaysian Marketing Conference at the Sime Darby Convention Centre was all about discovery for 230 delegates and featured more than 23 speakers on stage. More than half the speakers were CMO Awards winners and this added leadership glitz to the show, amongst an already colourful field of industry trailblazers.

Event Site Pictures Gallery

SUPER SPEAKERS:

Alex Goh - Vice President, Marketing MR.DIY.

Andrew Tai - Director, Synapze Sdn Bhd.

Casey Loh - Creative Chief, The Clan.

Catherine Chai - Marketing Director, Sony Pictures Malaysia.

Chayenne Tan - GM, Product Development & Digital Marketing, MRT Corporation.

Diana Boo - Chief Marketing Officer, Boost.

Elaine J Chew - Chief Marketing Officer, Lemmy.

Farha Manan - Associate Planning Director, VML Malaysia.

Filipe Lampreia - Chief Strategy Officer, VML Malaysia.

Fiona Liao - Group Chief Marketing, Communications & Sustainability Officer, POS Malaysia.

Gitanjali Sriram - Group CSO, Trapper Group.

Izan Satrina Mohd Sallehuddin - Senior Director, Think City.

Izra Izzuddin - Chief Marketing Officer, SETEL

Jeff Cheah - CEO, Seni Jaya Corporation.

Joel Lim Min Sheu - Partner/Director, MantaYaY.

Nina Sharil Khan - CMO, Infinite Headway Training & Wellness.

Ravi Shankar - Chief Marketing Officer, AirAsia MOVE.

Sai Phaik Cheng - Director Solution & Implementation, OMNIA.

Salawati Yusoff - Chief Branding Officer, Proton New Technology Sdn Bhd.

Santharuban T. Sundaram - CEO (Malaysia, Singapore, Brunei & Exports), Etika Group of Companies.

Schrene Goh - Chief of Commercial, MRT Corporation.

Stanley Clement - CEO, Mediabrands Content Studio (MBCS).

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COVER STORY

Keynote Speaker Santharuban with Yellow Paper Plane's Fan Chen Yip and the amazing Chanchal Chakrabarty

Opening Keynote speaker, Etika Group's CEO Santharuban T Sundaram, hit the ground running with his inspiring journey of discovery along his career path.

Ruban brought a quiet thunder to the stage with his talk, *"Connecting the Dots (Backwards)."* His reflection was not on campaigns, but on people — the marketers themselves.

His compelling narrative unpacked four workplace personas that shape the workplace:

• The Comparers (always measuring against others)
• The Life-Path

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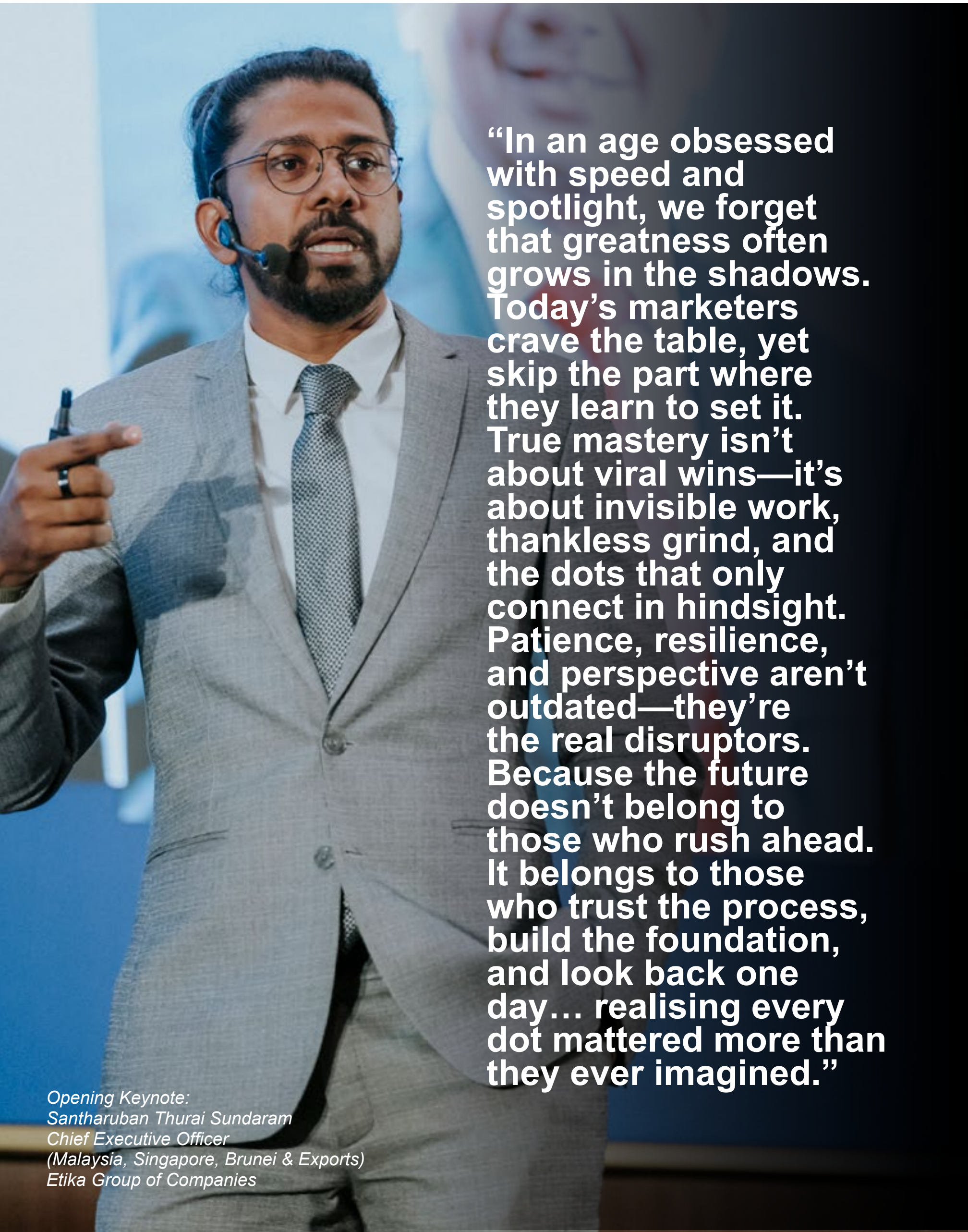

“In an age obsessed with speed and spotlight, we forget that greatness often grows in the shadows. Today’s marketers crave the table, yet skip the part where they learn to set it. True mastery isn’t about viral wins—it’s about invisible work, thankless grind, and the dots that only connect in hindsight. Patience, resilience, and perspective aren’t outdated—they’re the real disruptors. Because the future doesn’t belong to those who rush ahead. It belongs to those who trust the process, build the foundation, and look back one day… realising every dot mattered more than they ever imagined.”

Opening Keynote:
Santharuban Thurai Sundaram
Chief Executive Officer
(Malaysia, Singapore, Brunei & Exports)
Etika Group of Companies

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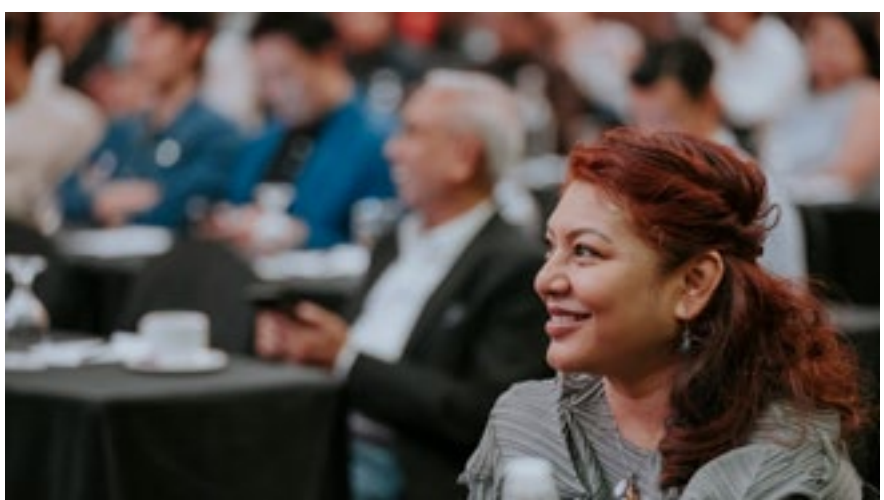
COVER STORY

Planners (addicted to timelines)

• The Calm But Costly (those who seem wise but cost momentum)

• The Fast & The Frustrated (those chasing titles before maturity)

Ruban, himself an inaugural CMO of the Year award winner in 2018, shared, “Patience, grit, and emotional intelligence are the underrated superpowers in marketing. You don’t know which dots will matter. But your future self will.”



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Diana Boo, Chief Marketing Officer of Boost, looking good in shades.

Nina Sharil Khan, Chief Marketing Officer of Infinite Headway Training & Wellness, gave the audience much reason to pause.

IN THE SPOTLIGHT

At this year's Conference, I had the honour of hosting the Spotlight Sessions—a fast-paced, high-energy segment designed to shine a light on individuals who are shaking up the marketing world.

Across these short, sharp interviews, we zoomed in on rising talents, disruptive thinkers, and the unsung heroes behind bold brand moves. From digital trailblazers to brand rebels, each guest brought their own flavour

A radiant Ravi Shankar, Chief Marketing Officer of AirAsia MOVE, after I asked him what was his A&P budget for the year.

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Peppy Izra Izzuddin, Chief Marketing Officer SETEL Ventures, always gives answers that make you rethink, and rethink...

of insight—raw, unfiltered, and refreshingly real.

What made the Spotlight Sessions unique was their format: one mic, one conversation that got straight to the point. No slides. No fluff. Just stories of grit, failure, reinvention, and marketing with meaning.

For delegates, it was a behind-the-scenes look at the people who don't just ride the wave—but create the current. For me, it was a privilege to guide

Hammering away from the shadows

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THE UNTAPPED POWER OF MALAY MUSLIM CONSUMERS
Filipe Lampreia
Chief Strategy Officer
VML Malaysia

(below)
Farha Manan
Associate Planning Director
VML Malaysia

those conversations, ask the hard questions, and hold space for perspectives that often go unheard.

In a room full of CMOs, the Spotlights reminded us of the human spark behind every strategy. And that sometimes, the shortest stories leave the deepest impact.

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Pictures Gallery

“Malay Muslim consumers aren’t just a demographic—they’re a dynamic cultural force. Brands that dismiss them as traditional miss the bigger truth: they are modern, intentional, and redefining belonging on their own terms. From Gen X to Gen Z, this community blends heritage with progress, culture with commerce. If you want relevance, stop chasing trends—start respecting culture. Because culture isn’t a roadblock to marketing success. It’s the map.”

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UNTAPPED POWER OF MALAY MUSLIM CONSUMERS

VML Malaysia's Chief Strategy Officer Filipe Lampreia and Associate Planning Director Farha Manan deep dived into Malaysia's Malay Muslim community.

Revealing how underrepresentation presents both a risk and an opportunity. Their Muslim Intelligence research uncovered powerful insights across three generations:

- Gen Z is redefining tradition with intentionality
- Gen X is repurposing religious spaces into community and tech hubs
- Malay-nials are reconstructing family and belonging on their own terms

These insights reframed culture not as a checklist, but as a living system that demands respect. Cultural marketing isn't about targeting — it's about connecting. It's not about stereotypes — it's about stories.

Brands that succeed in this space will be those that treat culture as a lens, not a label.

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“We don’t need more marketing scientists—we need pirates. Because the next big breakthrough won’t be backed by spreadsheets—it’ll be born from discomfort, fear, and the guts to ignore logic. The best ideas? They never came from safe rooms. They came from people who dared to be stupid—stupid enough to reject focus groups, defy conventions, and trust instinct over data. Be reckless with your curiosity. Because the only thing riskier than being brave in marketing… is being boring. That’s how you stop optimising, and start discovering.”

Stanley Clement
CEO, MBCS

Event Site Pictures Gallery

"BE STUPID" AND BRAVE

After lunch, Stanley Clement, CEO of Mediabrands Content Studios (MBCS), urged marketers to *"Be Stupid."* Not because ignorance is bliss, but because safe marketing is obsolete.

His catchy presentation called out the industry's obsession with measurement, highlighting campaigns like Diesel's "Be Stupid," Pedigree's "Child Replacement Programme," and Burger King's "Mouldy Whopper" as proof that emotional risk creates powerful results.

The boldest work wasn't always measurable upfront—but it sparked culture, shifted perception, and won hearts. His rallying cry? We don't need more marketing scientists. We need marketing pirates who aren't afraid to be messy, irrational, and real.

Stanley Clement prefers sitting, everywhere he goes.

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OMNiA: MEDIA AS A MULTI-SENSORY EXPERIENCE

Media Prima OMNiA proved that great media isn't a placement — it's a playground.

Sai Phaik Cheng, Director, Solution & Implementation at Media Prima OMNiA, kept the action going with her session on Integration for Transformation.

Her take was that consumers no longer exist in single-channel silos; instead, they seamlessly traverse multiple platforms throughout their day.

Individuals might be watching videos during their commute, perhaps watching live streams or participating in online discussions and engaging with the same station on social media later.

This interconnectedness necessitates an advertising approach that is not focused on just putting all eggs into 1 basket.

She shared some stunning examples…

In the Softlan "Scent-Sational" Train Campaign, they turned the Kelana Jaya LRT line into a full-sensory experience — scent diffusers, wrapped visuals, live TV coverage, and on-ground sampling. Result? 3X market share growth.

Sai Phaik Cheng - Director, Solution & Implementation, OMNiA

SUPER Coffee took things even higher—literally. With Hot FM DJs broadcasting for 24 hours while climbing Mount Kinabalu, the campaign connected with everyday Malaysians around values of perseverance and pride. Over 6 million Malaysians tuned in.

These campaigns weren't ads. They were adventures.

She also unveiled OMNiA's AI Brand Pulse — a system that

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Pictures Gallery

uses machine learning and large language models to track cultural sentiment, generate predictive story ideas, and synthesise trends for over 20 brands across Malaysia.

But what sets it apart is not the tech. It's the human editorial layer that reviews and refines the output, ensuring brand voice and cultural relevance are never compromised. The lesson? AI isn't replacing creativity — it's supercharging with insight.

More here: https://www.mediaprimaomnia.my

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MARKETING IS A LANDMINE
Moderated by Prof. Harmandar Singh

REAL TALK, HARD TRUTHS.

I took the stage again to moderate the Panel Discussion, where we unpacked the theme *"Marketing is a Landmine."*

With a stellar lineup of CMO voices, we dove into the hidden risks marketers face today—brand safety, AI disruption, weaponised outrage, fractured supply chains—and how brave brands navigate them.

Both segments revealed a simple truth: modern marketing is no longer about playing it safe. It's about sensing the ground, reading the signs, and sometimes, making the bold move anyway.

Starring in rhe Panel were:

- Salawati Yusoff - Chief Branding Officer, Proton New Technology Sdn Bhd (Pro-Net)
- Alex Goh - Vice President, Marketing MR.DIY
- Fiona Liao - Group Chief Marketing, Communications & Sustainability, Officer POS Malaysia
- Elaine J Chew - Chief Marketing Officer, Lemmy

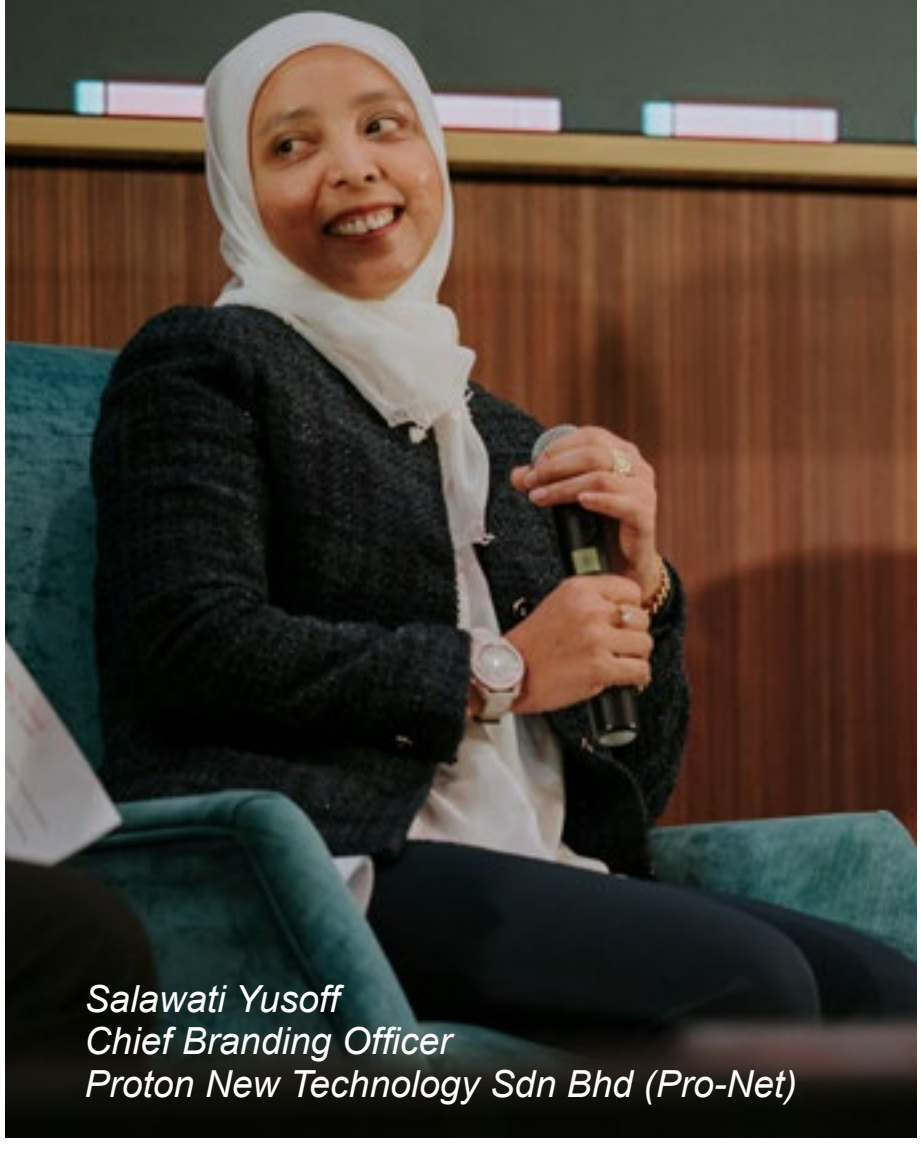
Event Site Pictures Gallery

COVER STORY

Elaine J Chew
Chief Marketing Officer
Lemmy

Fiona Liao
Group Chief Marketing
Communications & Sustainability Officer
POS Malaysia

Alex Goh
Vice President, Marketing
MR.DIY



Salawati Yusoff
Chief Branding Officer
Proton New Technology Sdn Bhd (Pro-Net)

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OOH-SOME OPPORTUNITIES:
MOBILISING BRANDS AND COMMUNITIES
THROUGH TRANSIT MARKETING
Chayenne Tan
GM, Product Development & Digital Marketing
Mass Rapid Transit Corporation

WHEN TRANSIT BECOMES THEATRE!

Chayenne Tan , GM, of Product Development & Digital Marketing at MRT Corporation did a brilliant job hosting the extra-large panel on “Mobilising Brands and Communities Through Transit Marketing.”

The discussion featured leading players in OOH revolution:

- Catherine Chai - Marketing Director, Sony Pictures Malaysia.
- Jeff Cheah – CEO, Seni Jaya Corporation

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Pictures Gallery

Casey Loh
Creative Chief
The Clan

Izan Satrina Mohd Sallehuddin
Senior Director
Think City

Jeff Cheah
CEO
Seni Jaya Corporation

Andrew Tai
Director
Synapze Sdn Bhd

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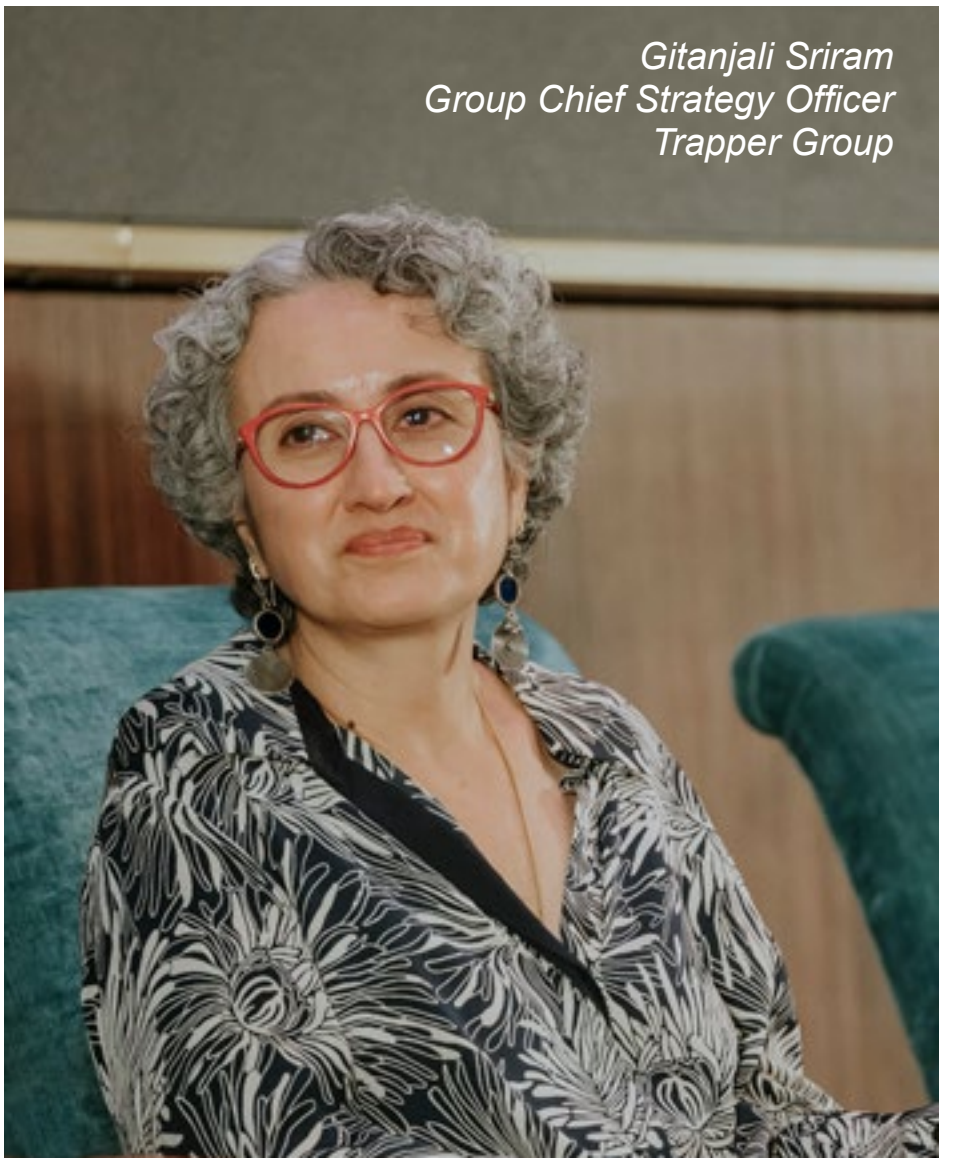
COVER STORY

Schrene Goh
Chief of Commercial
MRT Corporation



Gitanjali Sriram
Group Chief Strategy Officer
Trapper Group

Catherine Chai
Marketing Director
Sony Pictures Malaysia

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Pictures Gallery

- Schrene Goh - Chief of Commercial, MRT Corporation
- Gitanjali Sriram - Group CSO, Trapper Group
- Andrew Tai – Director, Synapze Sdn Bhd
- Izan Satrina Mohd Sallehuddin - Senior Director, Think City
- Casey Loh - Creative Chief, The Clan

Some key MRT campaigns were screened in a cinematic video, offered a visionary glimpse into what branded content can look like in public infrastructure.

Rather than force-fit advertising into transit spaces, it imagines the MRT as a canvas for national storytelling — where light, motion, and narrative merge.

Think City's public art initiatives across Kuala Lumpur, from Kwai Chai Hong's drama-lit alleys to interactive installations at MRT Pasar Seni Station, are redefining what city branding looks like.

These aren't just beautification projects; they're cultural interventions.

Initiatives like *"Oculus" by Bono Stellar*, *"Fusion Wayang Kulit"*, and *"Dreamweaver"* turn public spaces into immersive storytelling canvases.

They elevate everyday commutes into moments of reflection and pride. In a fragmented media world, these physical experiences offer something digital can't: tactile, emotional, collective memory.

Marketers take note: real-world experiences still carry unmatched power - especially when tied to cultural identity and community relevance.

What's powerful here is the ambition: to make the mundane magical. To turn the ride to work into a multisensory experience. It's not just brand visibility — it's brand belonging.

This Panel Discussion took the narrative on OOH to a whole new level and the sharing opened up new conversations on how we all look at OOH.

More at: www.mymrt.com.my

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CLOSING SURPRISE: JOEL LIM OF MANTAYAY

From Creator to Catalyst, Joel was a befitting close to an energetic Conference.

Founded in 2023 as a TikTok agency, MantaYaY has rapidly expanded into influencer marketing, content creation, live streaming, and e-commerce services. Today, it manages over 3,000 content creators, with a strong foothold in gaming and digital entertainment.

A 2-year-old TikTok agency & media company on track for RM40 million in revenue this year? There's just no stopping…

Joel Lim's evolution from influencer to impact-driven change-maker showed how the power of *voice* can shape *values*.

In a world overwhelmed by content, Joel reminded marketers that authenticity isn't a buzzword—it's a bridge.

By leveraging his influence to tackle societal issues and drive civic engagement, he proved that reach without resonance is empty. His transformation offers a blueprint for creators looking to move from momentary virality to meaningful legacy.

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“Today’s creators must evolve - into catalysts. The power isn’t in content; it’s in conviction. The creator who moves people, challenges norms, and drives purpose becomes unforgettable. Influence isn’t about being seen—it’s about being felt. So stop performing. Start provoking. Be the reason someone thinks, acts, or dares. Because when creators don’t just grow followers—they lead movements.”

Joel Lim Min Sheu
Partner / Director
MantaYaY

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Listening to Joel Lim's journey from engineer to #1 gaming creator and co-founder of agency left everyone inspired and excited to learn and do more.

MARKETING REDISCOVERED.

The conference revisited the rules of marketing in today's context and technology.

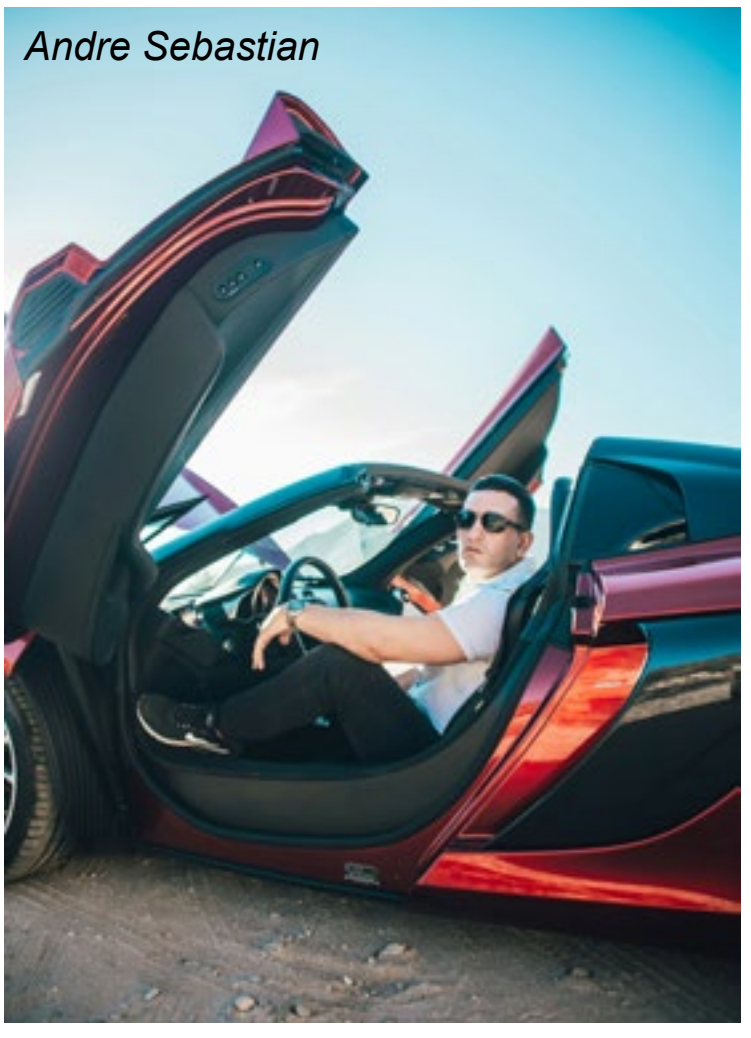
Whether it's a CEO telling marketers to slow down, or a brand climbing a mountain to prove its values — all roads led to one insight….

Marketing must matter more. In the age of AI, virality, and hyper-targeting, let's not forget that people still buy with their hearts.

And if your campaign doesn't make someone feel something — it probably won't make them do anything either.

A big Thank You goes out to our sponsors, partners, friends, supporters and fans.

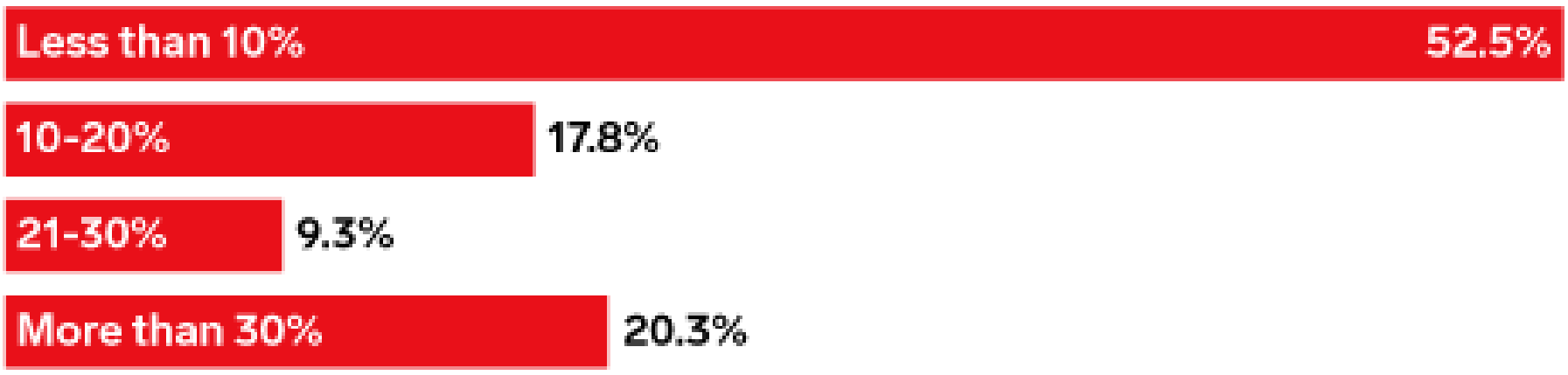
Influence Sinfluence: Boon or bane to marketing industry?


Andre Sebastian

After the buzzword AI, influencers are the biggest marketing flavour of the past few years. During Covid-19 pandemic, influencers became critical for advertisers, because they could film their own content and release it online, in an environment when shooting ads and films was banned because of fears of proximity leading to transference of the cruel virus.

Allocation of Marketing Budget to Influencer Marketing Among Marketers Worldwide, Oct 2024

% of respondents



Note: numbers may not add up to 100% due to rounding
Source: Influencer Marketing Hub, "Monthly Influencer Marketing Report," Oct 15, 2024

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EMARKETER

This March, the incoming new Unilever global CEO Fernando Fernandez stated that he intended to spend 50% of its media budget on social channels and he planned to increase influencer marketing investment twentyfold.

That is a bold statement. EMarketer reports that worldwide, budgets allocated to influencers are below 10% for 52.5% of all advertisers, though 20.3% are spending more than 30% on influencers.

Even in Malaysia, according to Statista research, influencer marketing is slated to be the fastest growing part of ad spends.

Take a look at some of the data from Statista that pertains to Malaysia:

- The Ad spending in the Influencer Advertising market in Malaysia is forecasted to reach US$77.03m in 2025.
- The market is expected to demonstrate an annual growth rate (CAGR 2025-2029) of 9.50%, leading to a projected market volume of US$110.77m by 2029.
- The average ad spending per internet user in the Influencer Advertising market is projected to be US$2.24 in 2025.
- When compared globally, China is anticipated to generate the highest ad spend on influencers (US$21.55bn in 2025).

So is influencer marketing really the bees knees?

On the positive side, there are some benefits to influencer marketing:

Increased Brand Awareness and potential Reach:
Influencers can connect with and influence large, engaged audiences, potentially leading to a significant boost in brand visibility and reach.

If one can trick the algorithms or create engaging content, of course.

Building Trust at speed:
Influencers often have strong relationships with their followers, and their endorsements can build trust and credibility with a brand's target audience. Malaysians will queue up to meet their influencer idols, and many are more famous than movie stars.

For instance, one can safely hazard that Khairul Aming, a leading food influencer and entrepreneur, can draw a larger crowd than most A list actors, with over 4 million Instagram followers. He has sold over RM 42 million worth of products in 2024, growing 110% from RM 20 million in 2023.

Targeted Marketing:
Influencers can reach specific demographics and interests, allowing brands to focus on the most relevant audiences.Unilever has put its CEO's strategy into action, and early results from its hair are product TRESemmé's debut campaign, fronted by Bravo personality Paige DeSorbo, show a 42% increase in positive sentiment towards the advertiser and a 60% Instagram engagement boost, underscoring the ROI potential of Unilever's influencer-first revamp.

Fast-tracked Growth:
Influencer marketing can provide a faster path to growth, particularly when paired with already established, engaged audiences. Calpis Chewy Grape, a drink from the Etika Group of Companies, used AINA, an AI Radio DJ, as its brand influencer, and featured her in ads across TV, DOOH and online. Net result? 16% growth.

What are the cons of using influencers?

High Costs:
Collaborating with influencers can be expensive, especially for

Ella Don

Dylan Sauerwein

high-profile individuals. Some won't get out of bed for less than RM 100,000-200,000, and then with usage rights and so on, you would be looking at a significant creative campaign cost.

Challenges in Measuring ROI:
Tracking the return on investment (ROI) of influencer marketing can be difficult, as it's hard to attribute sales directly to specific influencer campaigns. Some brands use affiliate codes and so on.

Lack of Authenticity and Transparency:
Some influencers may not be genuine or transparent, which can erode consumer trust and negatively impact brand perception.

Potential for Misalignment with Brand Values:
Influencers may not always align with a brand's values or messaging, leading to potential negative consequences. Furthermore, many of this breed

... if an influencer has 1 million followers, only 30,000 may be exposed to their content for a brand, organically...

have a varied feed, with limited brand loyalty.

Difficulty in Managing Campaigns:
Influencer marketing campaigns can be time-consuming and require a dedicated team to manage communications, contracts, and performance tracking. Not all will be responsible to respond fast to requests, and their managers can be bigger divas then they themselves are.

Questionable reach, dependent on platforms' algorithms:
The algorithm of platforms like FB/IG/TT is designed to get brands to advertise, and organic reach can range from 0.5% to 3%. Organic reach is thus usually limited unless the content is truly engaging or has potential to go viral. That means even if an influencer has 1 million followers, only 30,000 may be exposed to their content for a brand, organically. Hence brands have to pump in money to get the "Influencer's content" to a wider audience.

Therefore, with all these caveats and cautions, should you, as a client, engage with influencers? The answer, as always, is "It Depends!" If you have a great creative idea, and the influencer matches your brand's values, and is affordable and easy to work with, and you have budgets to enable you to get reach, then by all means proceed. If not, be wise and prudent and work your way through the pitfalls and perils of pursuing these personalities.

Sandeep Joseph is the CEO and co-founder of Ampersand Advisory, which offers services in Media, Creative, PR and data analytics. The agency has won over 300 awards and has been recognised as one of the Financial Times 500 High Growth Companies Asia Pacific 2023-2025. He can be reached at sandeep@ampersand-advisory.com

No road closures for Copywriting workshop on May 29

ASEAN MALAYSIA 2025

SIDANG KEMUNCAK ASEAN: PENUTUPAN JALAN DI LEMBAH KLANG BERMULA 23-28 MEI 2025

BERNAMA

23-26 MEI

7 pagi hingga selesai ketibaan delegasi secara berperingkat

1. Lebuh KLIA
2. Lebuhraya ELITE (KLIA-Putrajaya)
3. Lebuhraya NKVE (Subang–Jalan Duta)
4. Lebuhraya Guthrie
5. Lebuhraya Utara-Selatan (Sungai Buloh–Jalan Duta)
6. Lebuhraya Maju (MEX)
7. Lebuhraya KL–Seremban (Sungai Besi–pusat bandar)
8. Lingkaran Putrajaya
9. Jalan Istana
10. Jalan Damansara
11. Jalan Tun Razak
12. Jalan Ampang
13. Jalan Sultan Ismail
14. Jalan Bukit Bintang
15. Jalan Imbi
16. Jalan Parlimen
17. Jalan Kuching

26 MEI

8 pagi & 7 malam hingga selesai ketibaan delegasi

5.30 petang hingga selesai

1. Persimpangan Jalan Ampang / Jalan P. Ramlee
2. Persimpangan Jalan Sultan Ismail / Jalan P. Ramlee
3. Persimpangan Jalan Perak / Jalan P. Ramlee
4. Persimpangan Jalan Perak / Jalan Pinang
5. Persimpangan Jalan Stonor / Jalan Kia Peng
6. Persimpangan Jalan Stonor / Persiaran KLCC

27 MEI

8 pagi - 10.30 pagi

1. Persimpangan Jalan Ampang / Jalan P. Ramlee
2. Persimpangan Jalan Sultan Ismail / Jalan P. Ramlee
3. Persimpangan Jalan Perak / Jalan P. Ramlee
4. Persimpangan Jalan Perak / Jalan Pinang
5. Persimpangan Jalan Stonor / Jalan Kia Peng
6. Persimpangan Jalan Stonor / Persiaran KLCC

11.45 pagi - 1 tengah hari

1. Sepanjang Jalan Tun Razak
2. Sepanjang Jalan Mahameru
3. Sepanjang Jalan Sultan Abdul Halim

1.45 tengah hari - 3 petang

1. Sepanjang Jalan Parlimen / Jalan Kuching
2. Sepanjang Jalan Sultan Ismail
3. Persimpangan Jalan Sultan Ismail / Jalan P. Ramlee
4. Persimpangan Jalan Perak / Jalan P. Ramlee
5. Persimpangan Jalan Perak / Jalan Pinang
6. Persimpangan Jalan Stonor / Jalan Kia Peng
7. Persimpangan Jalan Stonor / Persiaran KLCC

28 MEI

Bermula 8 pagi

1. Lebuh KLIA
2. Lebuhraya ELITE (KLIA-Putrajaya)
3. Lebuhraya NKVE (Subang–Jalan Duta)
4. Lebuhraya Guthrie
5. Lebuhraya Utara-Selatan (Sungai Buloh–Jalan Duta)
6. Lebuhraya Maju (MEX)
7. Lebuhraya KL–Seremban (Sungai Besi–pusat bandar)
8. Lingkaran Putrajaya
9. Jalan Istana
10. Jalan Damansara
11. Jalan Tun Razak
12. Jalan Ampang
13. Jalan Sultan Ismail
14. Jalan Bukit Bintang
15. Jalan Imbi
16. Jalan Parlimen
17. Jalan Kuching

Sumber: Pengarah Jabatan Siasatan dan Penguatkuasaan Trafik (JSPT) Bukit Aman Datuk Seri Mohd Yusri Hassan Basri

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MASTERCLASS FOR WRITERS

W O R K S H O P

With Professor Harmandar Singh aka Ham

29th May 2025

Call Ruby +03 7726 2588

AMARI KUALA LUMPUR

3, Jalan Bangsar, KL Eco City