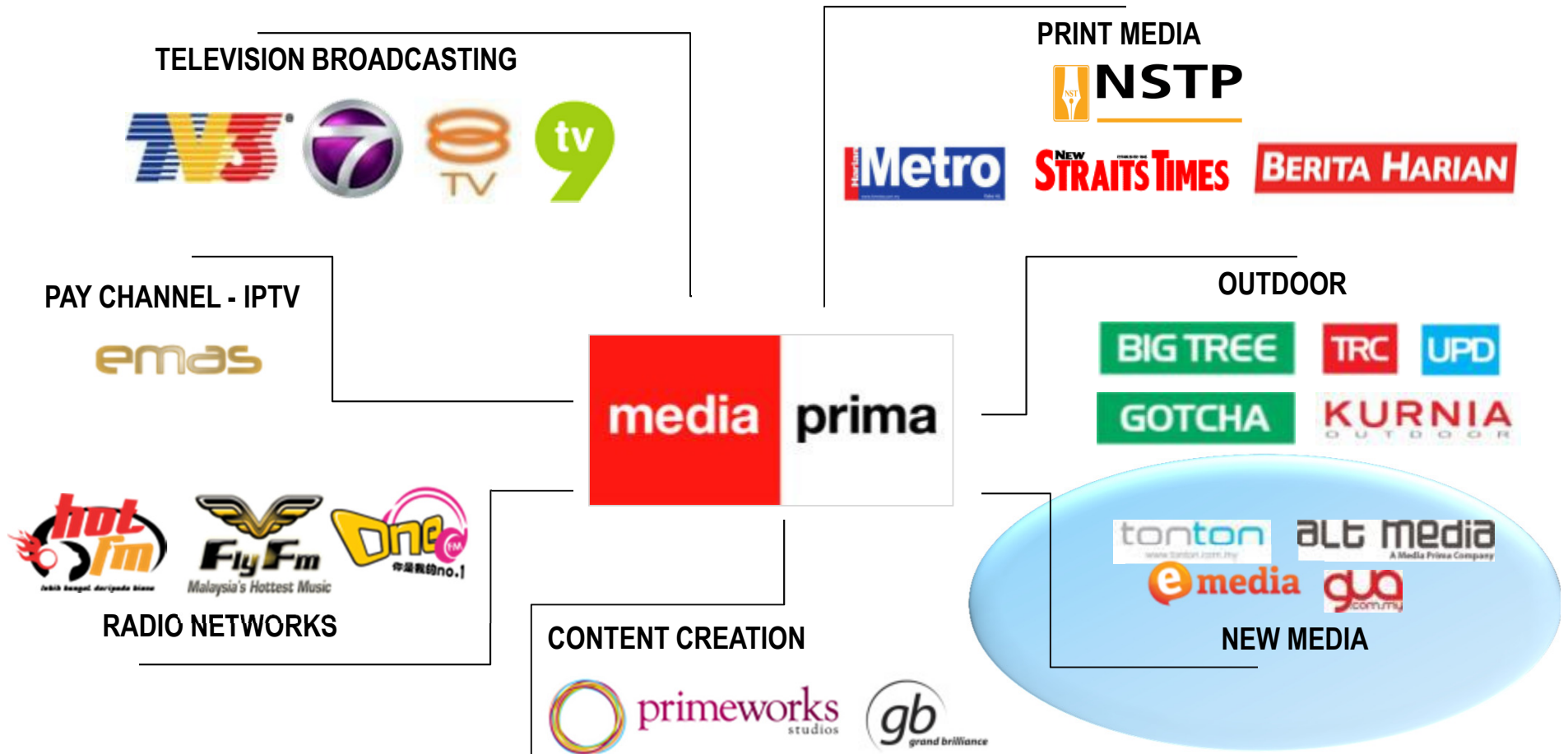


EMPOWERMENT THROUGH SOCIAL MEDIA

MEDIA PRIMA BERHAD TODAY



INTEGRATED MEDIA GROUP

How social media started at MPB?

- As a communication tool - part of corporate communications
- A big part of our promotional tool, teaser to key initiatives
 - To get consumers' feedback
 - First to consumers strategy
- Almost all media platforms have their respective social media pages
- Social Media executives
 - Editorial & brand guidance

Social Assets



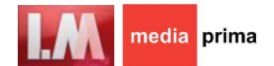
4,082,923 FB fans



1,375,451 Tweeter Followers

| | |
|---------------------------------|----------------------------------|
| NST Online FB 58,133 fans | Tonton Online FB 62,663 fans |
| Harian Metro FB 419,142 fans | Gua Online FB 10,184 fans |
| BH Online FB 557,923 fans | TV9 Online FB 85,000 fans |
| TV3 Online FB 821,400 fans | Hot FM Online FB 983,659 fans |
| 8TV Online FB 250,000 fans | Fly FM Online FB 116,757 fans |
| NTV7 Online FB 149,000 fans | One FM Online FB 300.651 fans |

| | |
|---------------------------------|----------------------------------|
| @NST_Online 27,966 followers | @TV9malaysia 27,576 followers |
| @hmetromy 23,576 followers | @tonton 17,773 followers |
| @bharianmy 213,604 followers | @Gua 22,281 followers |
| @TV3 97,036 followers | @hotfm976 395,587 followers |
| @8TV 13,113 followers | @flyfm958 53,559 followers |
| @NTV77 10,887 followers | @onefm881 3,914 followers |



23.10.12

*Last updated: 3/5/12

We use social media in everything we do now

IMPACT?

ANUGERAH BINTANG POPULAR

TWITTER



Used primarily to interact with fans and nominees, to provide live event coverage, and to share and retweet content generated by fans. Fun contest was run to reward twitter followers too.

Tweet Count: 4,811
Followers: 24,416 (as of 12 Apr 2012)
(increased by 207% from 2010)

<https://twitter.com/abpbh>

YOUTUBE



Videos posted were primarily interviews or event coverage. Channel Created on 29 Nov 2011.

Videos Uploaded: 44
Total View: 170,124 (as of 12 Apr 2012)
(increased 62% from 2010)

<http://www.youtube.com/user/ABPBHvids>

FACEBOOK



Facebook complemented the ABPBH microsite by linking to articles and videos generated and was used to run competitions.

Facebook Likes: 63,381 (as of 12 Apr 2011)
(increased by 104% from 2010)

<http://www.facebook.com/ABPBH>

SOCIAL MEDIA PARTY (PARTI LAMAN SOSIAL)

- A TV3 Facebook contest was held 2 weeks before the finale to get AJL26 fans to win exclusive access passes.
- 10 lucky AJL fans with strong Facebook or Twitter network gets access to the Red Carpet & Backstage to give a different insight to AJL and to further promote the hashtag #AJL26



**SOCIAL MEDIA INTEGRATION
Facebook & Twitter**



**SOCIAL MEDIA PARTY
ROOM**


**Hashtag #AJL26, trended at
NO. 1 during the event on 29
Jan 2012 from 94,000 tweets
by 21,700 Twitter users**



HASHTAG #ASK2011

Trended at #2
in Malaysia

1,000 tweets generated **933,372**
impressions, reaching an audience of
645,338 followers

*Statistics from hashttracking.com

Reach: **42,191** persons
Exposure: **45,073** impressions
*Statistics from tweetreach.com



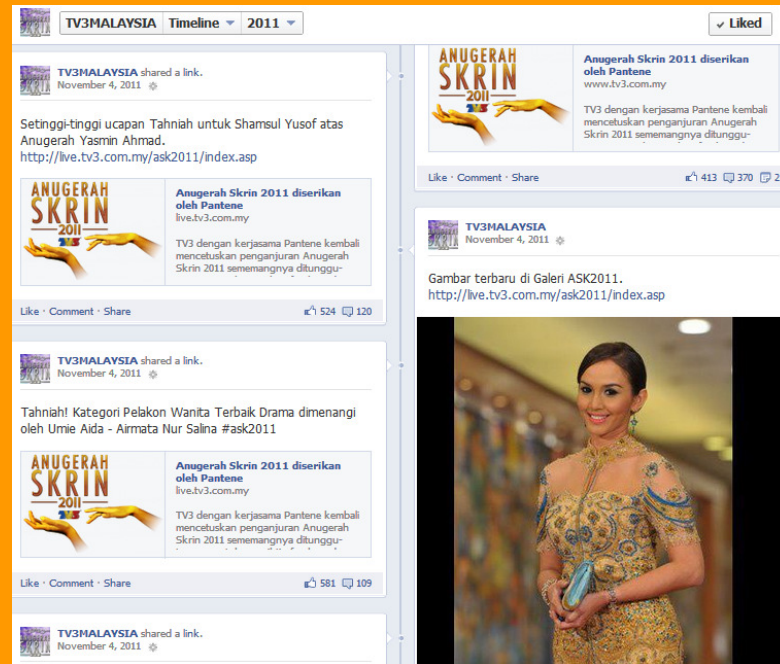


@TV3MALAYSIA



Over 9,400 comments on campaign related posts

1 million reach throughout the duration of the awards show



*Statistics from facebook.com



Share Your Best Moments in Malaysia



media prima

DRB-HICOM











































UNDILAH SEKARANG!

5 penyertaan terbaik bagi setiap kategori telah dipilih.
Sila undi penyertaan kegemaran anda mengikut kedudukan #1 – “Paling Kurang Disukai” sehingga #5 – “Paling Digemari”

| | | |
|--|---|---|
| <p>5 PENYERTAAN TERBAIK KATEGORI VIDEO</p>  <p>UNDI SEKARANG!</p> | <p>5 PENYERTAAN TERBAIK KATEGORI TEXT</p>  <p>UNDI SEKARANG!</p> | <p>5 PENYERTAAN TERBAIK KATEGORI GAMBAR</p>  <p>UNDI SEKARANG!</p> |
|--|---|---|

Seorang pengundi bertuah bagi setiap kategori penyertaan (teks, bergambar dan video) akan memenangi hadiah telefon pintar Galaxy SIII

| VIDEO PENYERTAAN | VIDEO SELEBRITI | PENYERTAAN TEKS | PENYERTAAN BERGAMBAR |
|---|---|---|---|
|  |  |  |  |
|  |  |  |  |
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|  |  |  |  |

#MYSyg trended at #2 on launch date 19 July 2012

Almost 100 video submissions

4,000 photo submissions

10,190 text

25,386 Mentions on social network

Experiences of effective, responsible and secured social media

HOW?

DO

- Be real & honest
- Empower the team
- Careful messaging but in layman terms
- Interact
- Allow your brand to fit into the digital space & work around it

DON'T

- Moderate
- Censor
- Sound too corporate
- Force your brand
- If you can't maintain it, don't do it

Empowerment Through Social Media

THANK YOU