

TOURISM MALAYSIA GLOBAL TV COMMERCIAL WINS PROFIMA AWARD



PUTRAJAYA, 7 December 2017 – A Tourism Malaysia television commercial entitled “Your Favourite Memories” was awarded the “Best Television Commercial” award at the PROFIMA International Film Fest & Awards (PIFFA), held on 6 November 2017 at Putra World Trade Centre.

Created by Filmpoint Sdn Bhd for Tourism Malaysia, the television commercial is part of the “Your Favorite Memories” advertising campaign to promote Malaysia as a destination that offers a host of attractions and indulgences, be it for the first-time traveler or the seasoned traveler/. This win is a follow-up to Filmpoint’s award-winning Tourism Malaysia global television campaign “Best Time of Your Life” in 2012.

MALAYSIA TOURISM PROMOTION BOARD
 (MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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The theme “Your Favourite Memories” delivers a subtle message that Malaysia offers a fulfilling holiday with personal memories that last a lifetime.

In the television commercial, each scene is juxtaposed with the next, coupled with mirror messages that provide elements of surprise, delight and wonder, among others, in inviting the audience into the experiences that shape lifelong treasured memories of a vacation in Malaysia.

Yet again, Tourism Malaysia has excelled in promoting Malaysia to the world via another award-winning television commercial.

Background of PROFIMA International Film Fest & Awards (PIFFA)

PROFIMA (Persatuan Pekerja Profesional Filem Malaysia) is an established, recognised, and respected body that represents the Malaysian film and television industry, with members from all fields in the industry who have sharp and in-depth knowledge on creative and technical aspects.

The judging panel comprised industry stalwarts who evaluated various aspects including script, jingle, production design, art direction, cinematography, film editing, and, of course, film direction.

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For more media releases, media info and media features on Malaysia’s tourism industry, kindly visit the Media Centre of Tourism Malaysia’s website at <http://www.tourism.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene in 2016, Malaysia registered 26.8 million tourist arrivals, placing it among the major tourism destinations of the world.

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