



INTEGRATED MARKETING

Integrated Marketing at Media Prima specialises in providing strategic marketing consultation for your business. We understand that not every business is the same and requires customised solutions. We are able to provide both long term and short term plans to cater to your business needs.



Integrated Marketing (IM) develops total integrated business and strategic marketing plans – content development, campaign management and execution. We support every aspect of your marketing strategy using the best of all Media Prima's platforms plus working with external media platforms to support the client's campaign.

We have helped companies to achieve growth through ideas, strategies and solutions that have effectively brought results.

We understand customer segments and build solutions to effectively reach these markets.

IM brings all of Media Prima's many media platforms together for an integrated and focused project for the client. This makes it easier for the customer to manage and liaise with Media Prima as a single central party.

RECOGNITION – MEDIA PRIMA BERHAD

- + Asiamoney Awards 2013-2014
- + Human Resources Excellence Award 2014-2015
- + Malaysia-ASEAN Corporate Governance Index 2013
- + Top 10 Best Disclosure by MSWG
- + National Annual Corporate Report Awards 2013 (NACRA)
- + ACCA Malaysia Sustainability Reporting Awards 2013
- + ARC Awards International 2015 (Bronze) for Media Prima Annual Report 2014
- + Best Corporate Governance, Media Company, Asia, 2015 by Ethical Boardroom UK
- + IP Management 2015 award by Ministry of Domestic Trade, Cooperative and Consumerism Malaysia



LARGEST REACH OF TV VIEWERSHIP IN MALAYSIA

LARGEST REACH OF NEWSPAPER CIRCULATION AND READERSHIP IN MALAYSIA

SECOND LARGEST REACH IN LISTENERSHIP OF COMBINED RADIO STATIONS IN MALAYSIA

SECOND LARGEST SHARE OF ADVERTISING REVENUE & NUMBER OF PANELS IN THE OUT-OF-HOME MEDIA INDUSTRY

LARGEST CONTENT DEVELOPMENT, PRODUCTION & DISTRIBUTION COMPANY IN MALAYSIA

LARGEST DIGITAL MEDIA GROUP IN MALAYSIA