



PRESS STATEMENT

S.A. 2020/02/13 (HQ)

“REALITY NOT VIRTUAL” IS TNB’S HIGHEST VIEWED FESTIVE COMMERCIAL

- 25 million views & over 612,000 engagements

Tenaga Nasional Berhad’s (TNB) festive web film production reaches new heights after their 2020 Chinese New Year Video titled ‘Reality not Virtual’ garnered 25 million views as of 3rd February, 2020.

With over 612,000 engagements on social media, the web film, which combines elements of tradition with futuristic technology, is also TNB’s highest organically shared web film at 7 million views.

The video ranked first among Malaysia’s Chinese New Year commercial across YouTube, Facebook, Twitter and Shared Media (video shared organically by netizens).

“We are pleased to share that “Reality not Virtual” has been well received by the public. Thank you to our customers and followers of TNB’s festive commercials,” said TNB Chief Corporate Officer, Datuk Wira Roslan Ab. Rahman.

He also said that the huge number of views has raised the bar and pose a new challenge for TNB in producing festive films in future that are both entertaining and relatable.

“There will be high expectations of our festive commercials going forward. We hope to continue the momentum with films that mix humour with subtle messages.”

It has been featured with other global Chinese New Year web films from Apple, Coca Cola and Samsung by Ads of the World, an advertising archive and community that showcases creative adverts from around the world.

The 4-minute film is filled with humour, sending a deeper message that celebrations are best experienced in real life, with people who matter the most – family.

It was posted on TNB’s official YouTube channel (youtube.com/TENAGAofficial) since Jan 17. A 60 second cut of the film was aired on TV from Jan 23.

Release in Kuala Lumpur on 5 February 2020 at 10:30 am

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