



## **SIARAN AKHBAR**

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## **PRESS STATEMENT**

**S.A 2017/06/40 (HQ)**

### **ONE-OF-A-KIND RAYA CAMPAIGN BY TNB**

Starkly different from its previous Aidilfitri communications, Tenaga Nasional Berhad (TNB) is moving beyond just TV commercial (TVC) and print advertisement for its Syawal campaign this year. The national utility corporation has developed a Hari Raya-themed music video and a series of digital baking videos, both inspired by the TVC to liven up the festive season in a three-week campaign beginning June 14th.

The whole campaign hinges on the life of Aida, a kampung girl working in the bustling city of Kuala Lumpur. Her story is narrated in a drama-filled TVC titled 'Dugaan Raya'. The film embarked on the most common & relatable dilemma faced by many Malaysians -- when all else fails, what is left is family.

By venturing into the contemplative and emotional narrative, the national utility corporation aims at institutionalising 'family togetherness' as the value behind Syawal instead of material enjoyment.

TNB Chief Corporate Officer, Datuk Wira Roslan Ab Rahman said, "Aidilfitri is about strengthening relationships between family and friends. For this year's Hari Raya, we seek to convey the message that relationship with family members is sacred and we should always value our time spent with them".

The TVC narrates how Aida lives her life, juggling work and making preparation for Hari Raya. She tries her best to make it all happen to fulfill her family's requests for the upcoming Syawal.

The story highlights her difficulties through engaging scenes to portray the real-life similarities face by many Malaysians, especially during festivities. These include Aida's struggles from sewing the baju raya, to baking festive cookies as well managing her additional workload during the fasting month.

On the music video titled 'Ceria di Hari Raya', Roslan explained that the specially composed lyric gives a different touch to the late Datuk Sharifah Aini's 'Suasana Hari Raya' song. "On

digital platforms, TNB is also releasing a karaoke version of the music video for the public to immerse themselves in a sing-along session with their friends.”

As for the digital baking videos, it comes in series of ‘Kuih Raya Aida’ videos to share Aida’s version of baking the best kuih raya. The public is encouraged to take part & showcase their own baking methods or simply use Aida’s recipe this Syawal. Submissions can be made by hashtagging #DugaanRaya and #TNBRAYA2017.

TNB’s web film for this year’s Aidilfitri will be available on its official YouTube channel at <http://www.youtube.com/tenagaofficial>

**Released in Kuala Lumpur on June 14, 2017 at 11.00 am**

*Kindly forward all press enquiries to Nor Hanim Idris (019-2617617) /  
Datuk Omar Sidek (013-3418988) or email to [media@tnb.com.my](mailto:media@tnb.com.my)*