



## **SIARAN AKHBAR**

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## **PRESS STATEMENT**

**S.A. 2016/02/13 (HQ)**

### **TENAGA NASIONAL KEEPS THE LION DANCING FOR CHINESE NEW YEAR CAMPAIGN**

- Also sets to kickstart interactive #LionOnDemand digital initiative

In its latest campaign for Chinese New Year, Tenaga Nasional Berhad (TNB), introduces a unique twist to the Lion Dance. Taking the Chinese New Year staple online, TNB has produced a non-stop virtual Lion Dance experience that doubles as a festive wish of everlasting prosperity and good luck.

Titled “Non-Stop Energy, Non-Stop Prosperity”, the idea for the campaign first came about when TNB wanted to transform the Lion Dance, a traditional festive icon, into a more fun and engaging activity.

“We wanted to do something that was never done before, an experience that never ended, content that people would view and share repeatedly. Every time they went online to view, they would see something different, something new to discover. For example, the firefly sequence is in reference to TNB’s conservational program in Kuala Selangor and the hockey sequence is the shout out to TNB’s involvement and sponsorship of the national hockey team” said TNB Senior General Manager (Corporate Affairs & Communications), Datuk Ir. Mohd Aminuddin Mohd Amin.

He added, “We want to elevate the Lion Dance experience to a whole new level. We want to create a platform that allows TNB users to enjoy an all-rounded experience of the Cai Qing Lion Dance. More than just appealing to our client’s majority tech-savvy consumers, we have also produced a 360° video which also promises full-on consumer engagement”.

The campaign marks the first in Malaysia where a brand has developed a non-stop Lion Dance video to connect directly with its target audience, and to create ripples online. The video and digital engagement signifies a new approach of digitalizing cultural traditions and sharing one’s thoughts and expressions through social platforms.

In addition to the video, the campaign will also include a one-day-only LionOnDemand digital engagement set to take place on February 17. The interactive engagement will allow online community members to submit requests of

personalized actions that they would like to see the Lion perform. Requests can be made through Facebook and Twitter by hash tagging **#LionOnDemand** and **#TNBCNY2016**.

The non-stop Lion Dance video is currently available for viewing on TNB's official brand channel at <https://betterbrighter.my/>. Plus, the LionOnDemand videos can be found on TNB's official Facebook page after the 17th February at <https://www.facebook.com/TNBCareline/> while those keen to check out the campaign's promotional video can visit TNB's official YouTube channel at [https://www.youtube.com/watch?v=xHxjWv4\\_H4E](https://www.youtube.com/watch?v=xHxjWv4_H4E)

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