

DATE	3.2.2014	PAGE	14
DAY	MONDAY	SECTION	MEDIA & MARKETING

Festive commercial message from TNB

WITH a string of emotionally-themed festive television commercials (TVCs) appearing on our screens over the years, Malaysians now look forward to these televised “mini films” with almost the same anticipation as the festival itself.

Keeping up with the trend, this Chinese New Year, Tenaga Nasional Berhad (TNB) collaborated with Leo Burnett to produce a heart-warming and relatable TVC to instil the importance of family bonding.

“The allure of this TVC is the positive message in promoting the importance of togetherness with our family, yet retaining the humorous element so that it is able to provide a good laugh. We want to stand out from other brands and create something that actually

leaves a lasting impression on the public’s minds. Hence, the central element of the TVC this time is humour, providing a good laugh for the public while simultaneously addressing the issue. We hope our TVC will make an impact in getting people closer to their family members this festive season,” said TNB senior general manager Datuk Mohd Aminuddin Mohd Amin.

Briefly, the TVC storyline begins with a modern Malaysian home scene. An elderly woman (matriarch) is sitting alone looking depressed. Her visiting family members are shown in various parts of the house, too immersed in their gadgets to socialise or communicate with one another.

In a mission to bring everyone together, she unplugs the electrical

cables that connect to these gadgets and laughs as everyone rushes out from their rooms and into the living room. With the plugs now in the hands of the matriarch, she cheerfully directs the family into the dining room, where everyone enjoys a distraction-free reunion dinner, finally spending quality time together.

“It is a common scene we see these days, where individuals seem to be too caught up with their gadgets and ignore their family members during dinner. Through this TVC, we hope to highlight this issue and urge the public to appreciate the time spent with their family, especially during this festive season, when families reunite to celebrate together,” said Leo Burnett’s creative director Iska Hashim.



A scene from the heart-warming TNB Chinese New Year television commercial, created and directed by Leo Burnett.