

Fleishman-Hillard And Paprika To Handle Malaysia Airlines.

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During the pitch exercise, the Fleishman-Hillard and Paprika team highlighted some interesting insights and showcased an idea that got our attention. We believe these will help us build on the various initiatives that we have already launched over the past 18 months.

"We have a full 360 communications team in-house, and the digital sphere is an important facet. It takes a while for any new agency to get up to speed with the client's business, and we are looking forward to having this happen quickly with this team as we have a challenging but definitely interesting year ahead," said Malaysia Airlines, Senior General Manager, Communications, Indira Nair.

"Integrated, digital communications has been the mantra of Fleishman-Hillard, especially in the last two years, as the entire network switches on to the power of PR 2.0," said Fleishman-Hillard Kuala Lumpur, Senior Vice President, Partner and General Manager, Ku Kok Peng.

Paprika Marketing Services, Regional Director, Jermyn Toh added, "The online space is fast becoming a new source of information and influence, creating tremendous opportunities for the air travel industry to engage with its audiences in a direct, two-way, and personal manner" clearly a great platform for Malaysia Airlines to reinforce its signature Malaysian Hospitality.