



17 MARCH 2022

RHB BAGS 42 PRESTIGIOUS MARKETING AWARDS

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”) recently clinched a total of 42 international, regional and local marketing awards, despite 2021 being one of the most testing years for brands to undertake marketing campaigns due to the ongoing pandemic environment.

In Malaysia, RHB was crowned the Best Marketer of the Year at the A+M Marketing Excellence Awards 2021, making it a first for RHB to bring home amongst the most coveted marketing prizes in the country. This historical feat was made possible by securing 21 other awards at the same ceremony, including Excellence in Advertising, Excellence in Brand Strategy, Excellence in Content Marketing, and Excellence in Loyalty Marketing. Several RHB campaigns that had received local, regional and even global recognition includes the Ally Against Adversity festive campaign that showcased true Malaysian stories of progress, and the Ocean Harmony campaign that featured Asia Pacific’s first eco-friendly recycled plastic debit card. In total, RHB received a total of 22 awards – 7 Gold, 11 Silver and 3 Bronze, being the largest haul of any financial brand in the history of the award series.

On the global front, RHB was the only Malaysian brand that was recognised by 2021 Marketing Agencies Association (“MAA”) Worldwide Globes, winning two prestigious Gold Globe awards, including Best Campaign Developed & Executed to Address COVID-19 and Best Brand Loyalty Campaign. These awards honoured Project Open, RHB’s end-to-end online initiative that helped to keep Malaysian businesses open during the Movement Control Order, as well as Heart Baker: Love Triumphs Over Taboos, an inspiring Chinese New Year film narrating the true story of 9-year-old Chef Leah Choy and her sister, Adele, who was diagnosed with cerebral palsy. Heart Baker was also one of the four finalists for the Best Campaign in the World category.

Prior to that, RHB had made waves by winning acclaim at the A+M MARKIES, Malaysian Digital Awards, APPIES Malaysia, AdStars, Campaign Brief's The Work and Shots Awards' inaugural Asia-Pacific Film Awards, in addition to the PMAA Dragons of Asia where RHB secured two golds including Best Campaign in Malaysia for Heart Baker.

“RHB’s brand promise of ‘Together We Progress’ is ingrained in all of our marketing campaigns. By innovating the space surrounding our promise, we have been able to establish strong and lasting emotional connections with our target audience. In essence, this brings our brand promise to life while creating traction in driving public awareness and ultimately, greatly enhances the effectiveness of our marketing campaigns and brand recall. We are certainly honoured by the outstanding response we have received for our work, and these awards truly reflect our unwavering commitment in creating sustainable value for all our stakeholders through marketing innovation,” said Abdul Sani Abdul Murad, Group Chief Marketing Officer of RHB Banking Group.

The MAA Worldwide Globes covers countries such as United Kingdom, Canada, Australia, Brazil, Canada, Japan, Russia and 22 countries within Asia. This Marketing Communications Award Programme recognises exceptional effort in the marketing communications industry, whereas the A+M Marketing Excellence Awards is a leading awards programme that recognises outstanding marketing campaigns in Malaysia’s marketing industry.
