



Malaysia Airlines Cements Marketing Prowess with Four New Award Wins

National carrier bags a flurry of wins at the Marketing Excellence Awards and Putra Brand Awards



Malaysia Airlines flexed its marketing- and branding-prowess once again as the airline took home three awards this month at the Putra Brand Awards and the Marketing Excellence Awards.

The wins awarded were: Gold for the 'Transport, Travel & Tourism' category (Putra Brand Awards), as well as Silver for 'Excellence In Performance Marketing' and Bronze for the 'Excellence In Loyalty Marketing' and 'Excellence In Media Strategy' categories respectively (Marketing Excellence Awards).

The winners for the Putra Brand Awards were selected based on consumer preferences, and Malaysia Airlines' second consecutive win here further showcased the airline's dedication in providing a product preferred by the masses.



For the Marketing Excellence Awards, Malaysia Airlines worked alongside media agencies m/Six and M&C Saatchi Malaysia to secure the wins.

The metrics that netted Silver for the 'Excellence In Performance Marketing' category was the growth of Malaysia Airlines' websites visitors by 140%, as well as 70% increased sales, both attained by upgrading MAGIc. MAGIc 1.0 was m/Six's first data and analytics engine, and its improvement to MAGIc 2.0 helped rake in the figures listed, which was much higher compared to the engine's performance in the previous year.

For the Bronze in the 'Excellence in Media Strategy' category, Malaysia Airlines and m/Six utilised a content-led approach, mixing native-, social-, and radio-advertising to boost sales for the airline's newly-reopened Brisbane route. An 80% load factor was the initial target, but the final result was a record-breaking 92%, which directly influenced sales figures as well.



Finally, the Bronze for 'Excellence In Loyalty Marketing' was a result of hard work between Malaysia Airlines and M&C Saatchi Malaysia to promote Enrich, the airline's loyalty programme, completing the trio of trophies for the Marketing Excellence Awards.

First launched in 2010, the Putra Brand Awards boasts the largest brand research sample in the country, comprising of over 7,000 interviews. This positions the Putra Brand Awards as an essential measure of consumer preference.

Separately, the Marketing Excellence Awards has been recognising Malaysia's top performers in the marketing communications services industry since 2013. Winners were selected by a judging panel that consisted of industry leaders.

With three new awards under its belt despite facing tough competition, Malaysia Airlines showed that it not only belongs amongst the best marketing performers in the country, but also amongst the biggest names in the world.