



## **PRESS RELEASE**

For Immediate Release

### **BERJAYA BERSAMA GREAT EASTERN TAKAFUL**

*Kuala Lumpur, 05 September 2016* – Great Eastern Takaful Berhad (GETB) today celebrates the winners and participants of the Berjaya Bersama campaign that has kick started since 18 July 2016. The event today witnesses the presentation of a collaboration of winning stories submitted by people from all walks of life. It is about Berjaya Bersama.

Encik Zafri Ab Halim, GETB's Chief Executive Officer, said "Berjaya Bersama is about us wanting to be with our customers as well as our stakeholders. We want to be constantly with our customers, every step of the way. We want to be there for them from infancy, to adulthood and right to retirement. We wanted a theme that reflects standing strong together, helping one another – one that captures the foundation of GETB, and that is how 'Berjaya Bersama' came upon. We had worked upon different ideas for this campaign and finally settled for a digital based initiative. We feel that promoting this campaign via facebook and a microsite helps to spread our good news to the public and to our fans much faster. The 2 main areas of focus are

1. Launching GETB's new logo with a refreshed look and feel
2. Increase the awareness and understanding of takaful amongst the public, especially the Malay Muslim community

With this, we launched the campaign on 18 July 2016 for both facebook and microsite. The campaign via facebook ended on 17 August while the microsite will end on 08 September, exactly 8 weeks from the start of the campaign."

"There were various initiatives designed to kick start this campaign and these are digital, print and media driven. The first campaign was via our facebook at [www.facebook.com/greateasterntakaful](http://www.facebook.com/greateasterntakaful) which started on 18 July till 17 August. This is

where we encourage our fans and the public to submit their Berjaya Bersama stories. Our own video is posted on facebook as a guide as well as a source of inspiration for those submitting their own version.

I am very pleased that we got 12mil reach since we started this facebook campaign, and I was informed that our video was viewed 1.9million times. Let me just add that we have received over 200 submissions via facebook and each submission has a very heartwarming story attached to it, which makes the theme Berjaya Bersama all the more profound. This goes to show that the public relates to the theme very well and I am confident that this theme carries the right sentiment for Great Eastern Takaful.”

He also added “Apart from the facebook campaign, which requires fans to submit stories, BerjayaBersama.com posted challenges that depict the Berjaya Bersama theme. While our facebook campaign needs the participant to be a bit more creatively inclined, the BerjayaBersama.com provides an avenue for those that prefer a more modest approach. The submission for this is based on four challenge categories which are Mercy Charity Run, Learn Something New, Volunteer/Charity and Activities with Friends and Family. To submit, you must participate in any event related to these 4 themes, take a picture and provide a caption to it. There were 3 weekly winners which will receive a RM100 voucher each. For this campaign, we have collaborated with Mercy Malaysia and for each proposal sent; we will donate RM10 towards Mercy Malaysia. A perfect example of Berjaya Bersama.”

“Berjaya Bersama resonates well with Great Eastern Takaful. It is aligned not only to our business but also our community work, for the children and how it has become the blueprint of our Corporate Social Responsibility activities such as our Bijak Amwal, Sen Of Life and Bazaar Beramal Bersama. These are all centred towards community reach, with 100% participation from our own staff which benefits both giver and receiver in one way or another.

Today, we celebrate the winners of our Berjaya Bersama campaign. We have Cik Siti Norashikin Mat Takir from Kuala Lumpur, Cik Nurul Adha Abu Samah from Melaka and Encik Azzad Azmy from Kuala Lumpur as well. They have inspired change in themselves, improved

their livelihood and motivated others surrounding them. Just as how Berjaya Bersama has motivated me in doing my bit to help others, I hope that you too will feel the same. Let's be inspired by these Berjaya Bersama stories. Let's go toward success together. This is what Berjaya Bersama is all about." Encik Zafri explained.

For more information, visit our website at [www.greateasterntakaful.com](http://www.greateasterntakaful.com) or facebook page at [www.facebook.com/greateasterntakaful](https://www.facebook.com/greateasterntakaful) to learn more about Berjaya Bersama.

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#### About Great Eastern Takaful Berhad

Great Eastern Takaful Berhad is a joint venture company between I Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi AngkatanTentera (M) Berhad. Since its inception in 2010, the Company has made great strides where it was named the 'Best New Islamic Institution' in 2011; 'Best New Takaful Institution' in 2012; and 'Best Takaful Operator (Asia)' in 2013 at the Islamic Business & Finance Awards in Dubai.

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For media enquiries, please contact:

Zuwita Zaini, Brand & Marketing Communications

Tel: 03 4259 8344 or e-mail: [zuwitezaini@greateasterntakaful.com](mailto:zuwitezaini@greateasterntakaful.com)

Aida Yuhaniza Ahmad, Brand & Marketing Communications

Tel: 03 4259 8352 or e-mail: [aidayuhanizaahmad@greateasterntakaful.com](mailto:aidayuhanizaahmad@greateasterntakaful.com)