



TQPR Malaysia/Commencement of Urban Tolling on 1 August 2005

Challenge

Commencement of urban tolling on three Kuala Lumpur roads on August 1, 1995. First time urban tolling started in 1990, riots erupted. Government stepped in. A year later, toll road concession passed to Metramac who reduced toll from RM1-00 to 50sen each way.

Strategy and Action

To take a proactive stance by using PR and Advertising to defuse the anticipated outcry by 'humanising' Metramac, and opening up channels of communication with the public and media via PR and advertising.

Results

August 1 came and went with no demonstration at the toll plazas and no major outcry against Metramac. Where stories were negative, reports were based on the public's feedback and comments on the tolling issue. Many (people) also let Metramac 'off the hook' because the company was championing the case against road-bullies.

TQPR
M a l a y s i a



METRAMAC CORPORATION SDN BHD