



TQPR Malaysia/Launch of "Jumbo Junior"

Challenge

DHL Worldwide Express decided in early 1996 to introduce a brand extension in Asia called Jumbo Junior. Marketing objective was to gain awareness of the product, riding on the tried and test "Jumbo" (ie. Elephant) advertising and PR theme.

Strategy and Action

Using PR and Advertising tools to progressively build a personality for DHL Jumbo Junior to create maximum initial visibility and awareness of the product. Co-ordinated an innovative press conference involving DHL, the Deputy Minister and "Mahkota", the baby elephant, to attract maximum press attendance and editorial media coverage.

Results

The photo-opportunity engineered by TQPR proved attractive to the media, with 12 news stories in major dailies running full-colour photos of the Minister and DHL's Management with 'Mahkota', plus coverage on both the RTM and MetroVision evening news segments.

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