

For immediate release

TNB and Entropia Cement Partnership with Charming Merdeka Campaign

Kuala Lumpur, 11 September 2020 – Following a highly competitive pitch process, Tenaga Nasional Berhad (TNB), one of the largest corporations in Malaysia, awarded its integrated marketing services business to new age consulting-meets-agency, Entropia. As the first order of business, the pair joined forces in a hopeful and charming campaign titled “Deklarasi Anak Malaysia” – a declaration by the future generation – in celebration of National Day on 31 August and Malaysia Day on 16 September.

Reflecting the diversity and inclusivity of the nation, the empowering and charming film’s ensemble cast comprises children from both East and West Malaysia. And bearing in mind this year’s theme of “Malaysia Prihatin” (Malaysia Cares), it shines the spotlight on Malaysians from all walks of life overcoming challenges together, fulfilling the promise of Tunku Abdul Rahman’s Declaration in 1957. To date, the campaign has seen deep engagements and all-around positive sentiments on various social media platforms.

TNB’s chief corporate officer, Y. Bhg. Datuk Wira Roslan Ab. Rahman, noted, “Our strategy is to become a globally-recognised energy company that is socially and environmentally responsible, while creating consistently better value for our stakeholders. We believe Entropia is the right partner to bring this to fruition. And with our first campaign we hope to bring back the message of hope and care, inherent in Tunku’s speech, to Malaysians at this critical time. Together, we power a better, brighter Malaysia with the energy to move ahead”.

Prashant Kumar, Entropia founder and senior partner, added, “TNB is an unsung icon of Malaysia. It’s been a bedrock of Malaysia’s progress. And this is our first step towards telling that story better, at the cusp of content, data and technology, in a manner that resonates with the people at large.”

Using the voices of children, the film reflects how frontliners and other everyday heroes stepped up during this unprecedented and turbulent time. It intricately injects the essence of patriotism and gratitude into the hearts and minds of viewers, energised by the well-known chant of “Merdeka! Merdeka! Merdeka!”.

TNB’s head of corporate communication, Datuk Haji Baderul Sham bin Saad, further added, “The energy sector around the world is undergoing a deep shift and TNB is determined to stay at the forefront of this change. In the next few years, we will reflect that transition, and towards that it’s good to have a partner that understands the language of change and strategic leadership. This campaign is testament to that.”

Zaheer Kaiser, creative director at Entropia, commented, “When we started exploring the creative concept, we were surprised to learn the original speech was written in English and Jawi. After doing more research, we realised Tunku’s message is still very relevant and powerful in these challenging times. Now, even more so, as we’re fighting a deadly and invisible enemy. And why kids? Because they’ve suffered the most, and yet they’re the ones who constantly remind us to stay strong, inspiring us to hope for a better future.”

The campaign is ongoing until Malaysia Day on 16 September. Watch the full film on <https://www.youtube.com/TENAGAOofficial> #DeklarasiAnakMalaysia

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