

Nation's favourites as voted by M'sians

TM Group, Watsons and Matrix Concepts productions are the people's choice of Raya videos



'We hope we can bring a fresh take to our culture and make it relevant again. Together, let's Mengukir Malaysia,' said Shanti Jusnita



'We would like to remind everyone to believe in themselves, and that they are extraordinary no matter who and where they are,' said Loh



'We must respect and understand each other's traditions and cultures. Only then can we have peace and harmony,' said Lim.



'Nasihat Dari Hati | #MengukirMalaysia' by TM Group: When we do something, is it for praise, or because we're following our hearts without expecting any returns?

FOR Hari Raya this year, Star Media Group (SMG) invited Malaysians to vote their favourite from among 48 festive commercials by recognised brands.

With close to a whopping 23,000 votes garnered throughout the one-month campaign, the results are now in. The nation's top three favourites – in no particular order – are by Matrix Concepts, TM Group and Watsons.

Matrix Concepts' *Metaraya Matrix* was inspired by a personal experience during the movement control order.

"For the past two years, my family and I were away from our elderly parents and it was quite upsetting and even frustrating to say the least. If I could feel it, what more so many other Malaysians out there. Phone and video calls are just not enough," said Matrix Concept chief marketing officer Lim Kok Yee.

"So, my team and I thought, why don't we translate this yearning for a family gathering through virtual reality?"

"When the announcement on inter-state travelling came about and with the borders opening, we decided to put this into reality. Hence, the *Metaraya Matrix* video – a 14-hour overnight shoot at our Clover Resort Residence in Bandar Sri Sendaya, in Negeri Sembilan."

TM Group's *Dari Hati* looked to highlight and celebrate Malaysia's many cultures and heritage during a festive season, when people are more attuned to the idea of how culture connects our humanity and brings families closer together.

"We also want to demonstrate TM's role as the enabler of technol-

ogy, by empowering Malaysians to use technology to create art pieces," said TM Group chief marketing officer Shanti Jusnita Johari.

"Many brands just produce a TVC for Raya, but we wanted to build on that in an innovative way. We wanted to celebrate the culture of sharing words of wisdom from our elders by converting them into another form of Malay heritage – turning Jawi into beautiful Kufi art.

"This is told through our film *Dari Hati* that features the story of Iqbal and how he modernises these words of wisdom via modern kufi art.

"This is, to our knowledge, one of the first online platforms in the world to be able to transfer Bahasa Melayu into Kufi art. One of the many highlights was the team working together to learn and understand the nuances of Jawi and Kufi art."

Watsons' *Gaya Raya Luar Biasa* revolves around Malaysians' renewed optimism as the country moves into the recovery period.

"With that in mind, Watsons created a star-studded, special effects-laden depicting a literal out-of-this-world Hari Raya celebration on the moon with an out-of-this-world experience for Malaysians," said Watsons Malaysia managing director Caryn Loh.

"Viewers get to watch an extraordinary futuristic style filled with excitement while shining a light on individual styles to encourage everyone to celebrate their uniqueness.

"We would like to remind everyone to believe in themselves, and that they are extraordinary no matter who and where they are.

We need to stay true to ourselves no matter how far we've come."

Other brands that joined this festive Nation's Choice Awards campaign are KHB, Super, Shopee, Coway Malaysia, Saji, Touch 'n Go eWallet, Hong Leong Bank, Pemas, Petronas, KPJ Healthcare Berhad, OPPO, Sunway Property, Sime Darby Property, Yodoo, Good Day, Maxis, Axiata, Gamuda Land, Lim Tayar, Digi, Celcom, Suria FM, Julie's, TNB, Standard Chartered, Agrobank, Guardian, Pos Malaysia, SP Setia, MR DIY, Siti Khadijah, MyDebit, Herbalife, Daikin Malaysia, UMW Toyota, MBSB Bank, Aeon Retail Malaysia, Boost, MSM Malaysia Holdings Berhad, Affin Bank, JJM Land, UEM Sunrise, SK Magic, Sunway Group Berhad and foodpanda.

The top 10 voters walked away with either a brand new smart-watch, RM200 e-voucher, power bank or AirPods based on their submission on "What makes Raya special for you this year?"

The winners were selected based on the most creative and heartfelt answers.

SMG thanks Malaysians for making this video voting campaign a success and promises more in the works to drive goodwill and spread beloved brands' good vibes and cheer.

Stay tuned for SMG's upcoming hunt for the most engaging National Day commercial of 2022.

Scan QR code to catch the full show reel of Raya commercials.



'Gaya Raya Luar Biasa' by Watsons: Watsons takes the Raya celebrations to a whole new level – the moon! Join Ayda Jebat, Fauziah Ahmad Daud, Datuk Jafaluddin Hassan, Dolla, Jinnyboy and Nithyaa RV as they take you on an out-of-this-world Raya experience.



'Metaraya Matrix' by Matrix Concepts: The world changes but traditions remain. Matrix Concepts takes the Hari Raya celebration into the metaverse – a futuristic musical featuring grandma (Janna Nick) with lyrics that remind us of culture and traditions.