



Batik Sarong

Tie-Up Campaign 2011



ICCA BEST MARKETING
AWARD 2012

Entry Submission from

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The Inspiration



Drops of wax tracing the artistry of nature;
replicating the bounty of tropical Malaysia.
Layers of colours celebrating the soul of expression;
capturing the essence of Malaysian culture.

This is the beauty of Malaysian *batik*.

The spice of creativity expressing the richness of
individuality and the excitement of variety;
enhancing the Malaysian cultural experience.

This is the versatility of the Malaysian *sarong*.

Welcome to the Malaysian art of creating ties
where creativity, value and variety rule the day
to enrich you in many ways.

Kuala Lumpur Convention Centre
Where commerce, culture and colour converge

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1 The Opportunity

The Idea

As part of its business development plan, the Kuala Lumpur Convention Centre (the Centre) identified the North America region as a growing market and an opportunity to target and attract more international meetings to Malaysia.

Supporting this belief were:

- The launch of two new trade fair platforms in North America: Americas Meetings & Events Exhibition (AIBTM) and IMEX America, both of which provided the ideal opportunity to maximise our presence and reach our target audience;
- More international North American meetings were exploring offshore destinations for their meetings and events;
- International associations were increasingly looking to grow their membership in developing regions including South East Asia; and
- More and more North American buyers were being hosted at existing trade show platforms such as IMEX Europe and Global Meetings & Incentives Exhibition (EIBTM), signalling better access into the North American market.

In addition, both Professional Convention Management Association (PCMA) and American Society of Association Executives (ASAE) were engaging more actively through print media, educational forums and media requests.

The *Batik Sarong* Tie-Up Campaign was therefore conceptualised to capture the imagination of the North American market at AIBTM 2011 in Baltimore and as a means of building ties with the US meetings industry. Prior to AIBTM 2011, the then six-year old Centre had not targeted the American market as the focus was on growing the brand and its presence primarily in Europe, Asia-Pacific and the Middle East.

The idea was to embark on a creative and fun activity that was not ‘over the top’ yet stand out from the crowd and competition, was representative of Malaysia and could be used to ‘tease’ the target audience and in turn, facilitate engagement. At the same time, the activity should allude to the Centre’s capabilities, and flexible and versatile approach to meeting clients’ needs and requirements.

One of Malaysia’s signature apparels that is also an indigenous representation of Malaysian culture; the *Batik Sarong*, was chosen as the tool to pique interest in the Centre and the destination (Malaysia and Kuala Lumpur) and to engender a positive ‘tie-up’ with the US meetings industry. And so, the Centre’s *Batik Sarong* Tie-Up Campaign was born.

The Opportunity continued



Why the *Batik Sarong*?

The *Batik Sarong*, a wraparound formed by tying a strip of cloth around the lower part of the body and worn by the men and women of the Malay archipelago and certain islands of the Pacific Ocean, is a beautiful piece of fabric that is multi-functional like the Centre.

Its versatility also include being used as a baby carrier, as food packaging, and as a decorative item amongst other uses.

The Malaysian *Batik Sarong* is vibrant and flexible, and is usually decorated with a bright *Batik* print that is an indigenous representation of Malaysian culture.

The versatile *Batik Sarong* can be tied in over 20 styles and gives the wearer a stylish yet comfortable look.

Choosing the *Batik Sarong* also provided the Centre an avenue to promote and advance a local craft in the country whilst taking the *Batik Sarong* from rural wear to haute couture!

The campaign is an apt representation of the Centre's brand tagline of 'Where Commerce, Culture and Colour Converge'

The Plan

Leveraging on the opportunity, a three-phased approach to the North American market was developed.

Phase One Awareness and Education

- Drive endorsement of our venue and its offerings
- Brand entrenchment
- Leveraging and destination promotion

Phase Two Relationship Building and Lead Generation

- Influencers and decision makers
- Captains of industry
- Top PCOs and association management companies that are US-based and operating in the USA
- Corporate Planners
- Strategic Partners
- Media

Phase Three Client Appointments and Lead Conversion

- Consolidate lead database
- Client appointments
- Site inspections
- Lead conversion

2 Marketing Challenge & Innovation

From Paper to People

As Malaysia is not a well-known destination in North America, there was a need to be physically present to educate, engage and provide an experience of what visitors could expect from the destination.

In order to interactively engage with our target market, the team had to apply a concept that had a universal appeal and was neither gender nor generation specific.

The *Batik Sarong* would be used to symbolise the perfect 'tie-up' with the Centre and as a gift that had an immediate association with the destination and hence, leaving a lasting impression. In addition, appropriate opportunities to engage the trade media and clients in a "destination" experience with demonstrations on how to tie a *Batik Sarong* were identified.

Suitable trade channels were ascertained to build awareness, with engaging on-line and print materials to stimulate interest and a call to action were taken to market.

To realise the *Batik Sarong* campaign, the team also identified the primary industry associations and role players that were crucial to partner with as well as the marketing platforms, namely AIBTM, IMEX America, ASAE and PCMA.

The campaign kicked off at the AIBTM 2011 in Baltimore in June last year (2011) with the primary aim being to inject into the Centre's participation, a creative and fun element that would not only be representative of Malaysia but would 'tease' the target audience and facilitate engagement with them.

The Centre also briefed its Team Malaysia partners on the campaign and undertook a series of joint activities such as participatory "tie the *Batik Sarong*" demonstrations at cocktail events on the stand, client dinners, press conferences, road shows and relevant networking forums.

Marketing Innovation

The primary focus of the innovation was to use an indigenous symbol to build universal collaboration by:

- Applying a concept that had a universal appeal. A very visible appealing item that was neither gender nor generation specific, the *Batik Sarong* was the ideal tool to directly and interactively engage with the target market.
- Using the *Batik Sarong* to symbolise the perfect 'tie-up' with the Centre and as a gift that had an immediate association with the destination and hence, leave a lasting impression.
- Using appropriate platforms to maximise the vast opportunities to present engaging on-line and print materials to stimulate interest, with a call to action.
- Having the perfect vehicle to engage trade media and clients in a "destination" experience with demonstrations on how to tie a *Batik Sarong*.
- Creatively linking the material's versatility to the Centre's flexible and versatile approach to its business and, the tying of the *Batik Sarong*, to symbolise perfect 'tie-ups' and bonds with clients.
- Developing in-house props featuring *Batik* motifs such as hanging banners, table runners, etc. for themed events as well as e-greetings cards.
- Utilising motifs from the *Batik Sarong* in the development of the Centre's Ramadhan leaflets and posters.
- Producing *Batik* bags to be used as corporate gifts – further showcasing the versatility of the *Batik Sarong*.

3 The Creative Campaign

Campaign Innovation and Creativity

The Centre's *Batik Sarong* Tie-Up Campaign used an integrated marketing approach to directly and interactively engage with the target market, to engender positive 'tie-ups'. They comprised:

- Campaign development – the team researched and brainstormed for a creative and fun activity that would not only be representative of Malaysia, but would pique interest and facilitate engagement with the target audience.
- Production of a booklet of postcards featuring vibrant *Batik* designs – the Malaysian *Batik Sarong* is usually decorated with a bright *Batik* print, information on the Centre and step-by-step instructions on different ways to tie a *Batik Sarong*.
- An advertising campaign in selected trade publications inviting visitors for a *Batik Sarong* experience at the Centre's booth during the respective trade show.
- A 'call-to-action' e-card on various online trade publications where visitors could print or download on their mobile phones to receive a complimentary *Batik Sarong* at the trade shows.
- Gift of a *Batik Sarong* and the booklet of postcards to lucky visitors to the Centre's booth at the various trade shows.



The *Batik Sarong* give-away



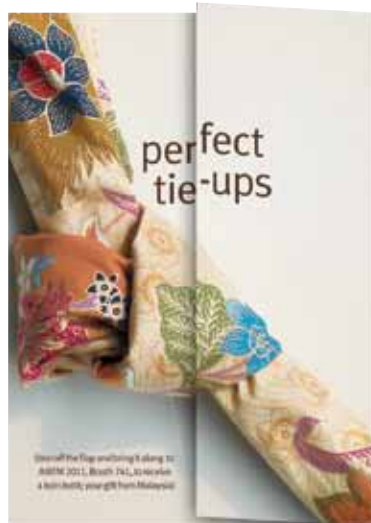
Packaging labels as part of the give-away



Postcards booklet relating the Centre's unique selling points with Malaysian *Batik* and instructions on how to wear a *batik sarong*.



The Creative Campaign continued



Creative print ad used for AIBTM 2011



Creative print ad used for IMEX America 2011



E-Invitation used for AIBTM 2011



E-Invitation used for IMEX America 2011



E-Invitation for media conference (IMEX America 2011)



Creative print ads used for AIME 2012



Creative print ads used for IMEX Frankfurt 2012 and IMEX America 2012



E-Invitation used for AIME 2012



E-Invitation used for IMEX Frankfurt 2012



E-Invitation for media conference (IMEX Frankfurt 2012)

The Creative Campaign continued



One-on-one demonstration on how to tie a *Batik Sarong* in order to bond with clients at trade shows



Demonstration performed by campaign model and Director of Sales & Marketing Angeline Lue



Batik painting at the Centre as part of the Conventions Value Add Programme



Cultural performance as part of the Centre's Conventions Value Add Programme

The Creative Campaign continued

Festive greeting cards as an extension of the *Batik Sarong* campaign to focus on the Centre's green efforts by reusing cards as a picture frame relevant to each festivity.



Festive greeting cards



Greeting card transforming into a picture frame



E-greeting cards

Environmental applications creating campaign touch points of the *Batik Sarong* campaign in the Centre.



Hanging banners



Table runners

Corporate gifts conceptualising the versatile *Sarong* are given to international clients at trade shows and media visits.



Sarong wrapped in organza



Sarong bag

4 The Outcome

Objectives

- To deliver an engaging campaign to build awareness of the Centre and Malaysia as an ideal meetings destination.
- To build ties with the US meetings industry using one of Malaysia's signature apparels and an indigenous representation of Malaysian culture; the batik sarong, to pique interest in the Centre and the destination (Malaysia and Kuala Lumpur) and promote engagement.
- To align the batik sarong's versatility with the multi-functional Centre and its flexible and versatile approach to meeting clients' needs and requirements.
- To generate more business opportunities from North America and encourage potential clients to consider the Centre as the venue for their next and/or future meetings.

Results

The campaign's success has seen it extended to other trade shows to target the Australian and European markets, to further ties with the international meetings industry. The campaign has since featured in IMEX America, Las Vegas, USA; The Global Meetings & Incentives Exhibition (EIBTM) in Barcelona, Spain; and Asia Pacific Incentives & Meetings Expo (AIME) in Melbourne, Australia.

The Centre delivered very positive results in the following areas:

- PR & Media value generated
- Leads Generated
- Events Secured
- Local job creation
- Business development opportunities
- Contribution to the preservation of local indigenous craft, culture and heritage

Measurable data from 1 July 2011 – 31 May 2012*

	Bids Won	Bids in Progress (as at 31 August 2012)
Revenue	RM13,940,000 (USD4,425,397)	RM23,613,000 (USD7,496,190)
Total Economic Impact	RM99,390,940 (USD31,552,679)	RM144,264,841 (USD45,798,362)
No of Events	14	20
No of Delegates	20,640	29,950
No of International/Regional Delegates	16,512 **	23,960 **
No of Local Delegates	4,128	5,990
No of Air Seats	16,512	23,960
No of Room Nights	96,822	173,262

NB: USD 1 = RM 3.15 (as at 4 September 2012)

* The table above highlights results for the *Batik Sarong* campaign from 1 July 2011 – 31 May 2012.

** The number of international and/or regional delegates is derived from assumption of a 80:20 ratio

PR value generated = RM323,200 (USD103,603)

Return-on-investment

- ROI = Returns/Investment
- ROI (1 July 2011 – 31 May 2012)
- = Revenue (Bids Won)/Total Marketing Cost
- = RM13,940,000/RM559,124.55
- = **RM24.93 (USD7.91) for every RM1 (USD 0.32) spent**

The Outcome continued

What do others say about our *Batik Sarong* Tie-Up Campaign?

David Kliman, CMP, CMM – President, The Kliman Group (USA)

“I especially like the Kuala Lumpur Convention Centre’s *Batik Sarong* Tie-Up Campaign because it appropriately embodies Malaysian culture and uses the *Batik Sarong*’s symbolism to attract global meetings and events. The *Batik Sarong* is an example of Malaysia’s proud and long history and provides a shining example of how visitors to Kuala Lumpur and Malaysia easily access and embrace the local culture while attending a meeting, convention or event in KL. Bravo to the Kuala Lumpur Convention Centre for developing the *Batik Sarong* Tie-Up Campaign! Job well done!”

Michelle Russell - Editor in Chief, PCMA Convene

“We all see a lot of marketing knickknacks (we call them tchotchkes in the U.S.) at meetings industry trade shows. The really clever ones actually serve a useful purpose as well as reminding the recipient of the venue or destination that produced them. But it’s really rare to find a giveaway at shows that gets that part right — while uniquely capturing the essence or culture of the place it comes from. Kuala Lumpur Convention Centre’s *Batik Sarongs* did exactly that. Not only were they lovely and available in a variety of prints (so that the recipient felt like they got a customized piece), the multi-pronged marketing approach engaged the target demographic — meeting professionals — in several ways: In print with an insert that encouraged readers to detach a tear-off portion and bring it with them to the Kuala Lumpur Convention Centre booth in the Malaysia stand at specific industry trade shows (both IMEX and IMEX America) for their own *Batik Sarong*, and with live demonstrations on a variety of ways to knot and wear the *Sarongs*. The fun demonstrations provided planners with a real taste of Malaysian culture and made a personal connection with the Kuala Lumpur Convention Centre. So planners got a real takeaway with the giveaway.”

Martin Lewis - Managing Director, CAT Publications

“I thought the *Batik Sarong* Tie-Up Campaign was simple and clever because it united the best of Malaysian culture with the personal connection, allowing Kuala Lumpur Convention Centre staff to engage with customers in a ‘feely-touchy’ way. The advertising campaign that



promoted it was particularly clever, using the beautiful Angeline Lue as the model for some of the ads which presumably save cash on the production! A good concept, well executed!”

Jill Varley, Editor, Business Events News

“Something that caught my eye at AIME last week was the little bit naughty and little bit nice Kuala Lumpur Convention Centre promotion. The AIME campaign had a number of risqué tie-up related taglines including ‘My AIME is to tie you down’ and ‘Let’s be knotty at AIME’ - a whole lot different to any ad campaign that might see the light of day back in Malaysia. Their talk of ‘bonding’ with clients and creating positive ‘tie ups’ was all cleverly ‘bound in’ with their ‘Perfect tie-ups with the art of Malaysia’ and aligned to the Malaysian *kain Batik Sarong*.”



Ideas to Share with ICCA Members

- Ideas generated internally, mobilised creativity and shared success.
- Capitalise on existing or new platforms to generate the right environment to communicate ideas and proposition to clients and target audience.
- Showcase what is unique to the destination and that delivers benefits to local suppliers.
- Foster job creation and enable environment for cottage industry to gain international exposure.
- Home grown ideas can have universal appeal.
- It is sometimes good to customise campaigns based on geographic region and not by target market alone.
- A single idea can evolve into a campaign that can be adapted to suit different markets.
- Partnership leads to a patrol of foot soldiers who take up the cause!

Lessons Learnt

Face-to-face interaction evolved into credible word-of-mouth testimonials.

A campaign can create a legacy.

Collaboration can create opportunities for cultural competency, tolerance, understanding and friendship.



Terima Kasih!

(Thank You!)