



Challenge

Associate Maxis, Malaysia's provider of mobile communication services, with mega Asia hit 'Heroes', to strengthen relationship with customers and reinforce brand values

The Maxis campaign incorporated the following elements:

On-Air:

Sponsorship of Heroes III which included integrated promotions with music from local band, TVCs, tagged promos on STAR World SEA, STAR Movies Int & Channel V Int



Online:

Heroes III customized micro-site with sponsor TVC, banners and links to sponsor site

Mobile:

WAP download of exclusive first 4 minutes of each future episode with sponsor pre-roll Exclusive Ringtones for Maxis customers from Nidji, the Malaysian group who performed on the Heroes promo

On-Ground:

Screening parties in HK, Singapore, KL, Jakarta and Bangkok. Maxis invited their VIPs to special parties in KL, the home of Maxis. All events had sponsor branding on-ground.

Publicity and Promotion:

Maxis branding on all advertising materials from STAR

