

# Media: The Star Online

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## Local food businesses hit by Covid can boost business on air for free

LIVING

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Kuala Lumpur: Covid-19 has taken a huge toll on various industries in Malaysia. With no sector spared, local food businesses were among those that were greatly affected by the adverse impact of the pandemic.

Ajinomoto (Malaysia) Bhd (AMB) is fully aware of the current situation and has taken proactive actions to support the local food businesses by collaborating with local radio station, 988 FM.

This latest initiative is a continuity from the recently completed "988 Support You: Taste of Home" campaign in collaboration with AMB.

"988 Supports You: Taste of Home Ajinomoto Extension" (aka "I Want to Recommend") is an effort to help affected businesses to increase the publicity of their brands via promotions on both radio airwaves, and social media platforms.

Through this campaign, AMB hopes to attract more customers to patronise local food stalls in an effort to boost the morale among local business owners, and gain traction for these businesses.

AMB invites all local food businesses out there to join the cause and give your business a boost! Participation is simple and easy, and you will stand a chance to advertise your food business on air at absolutely zero cost.

To get started, all you have to do is create a Facebook post about your food stall. The content should indicate your stall's name and location, accompanied with mouth-watering photos and descriptions.

Then, post the content as Facebook profile with the hashtag #AjinomotoMalaysia and #988.

The campaign period runs from 1st to 30th November 2021. What are you waiting for? It's time to move forward, and grab this golden opportunity to boost your business!

Creating values together with local communities and the wider society is at the core of the Ajinomoto Group Creating Shared Value (ASV) initiatives. AMB hopes that this campaign is able to give local food businesses the support they need by connecting local food stalls with consumers through the publicity offered by 988 FM.

Throughout the month of August 2021, 988 announcers explored the vicinity of the Klang Valley in search of highly recommended local cuisine as part of our heart-warming initiative in supporting local F&B businesses. It is also in line with Star Media Group's direction to uplift and empower homegrown businesses via the "BeliLokal" initiative.

Judging from the positive and encouraging public responses received thus far, the campaign can be regarded as a success in helping the local F&B businesses to weather throughout the pandemic.

For more documented details or videos, please visit 988's Facebook (@988.my) or 988's IG (@988).

Together, let's "Eat Well, Live Well" with Ajinomoto Company.