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COVID-19 has taken a huge toll on various industries in Malaysia. With no sector spared, local food businesses were among those who were greatly affected by the adverse impact of the pandemic. Ajinomoto (Malaysia) Berhad (AMB) is fully aware of the current situation and has taken proactive actions to support local food businesses by collaborating with local radio station, 988 FM.

This initiative helps the affected businesses in increasing the publicity of their brands via radio and social media promotion. Through this campaign, AMB hopes to attract more customers to local food stalls in an effort to boost the morale of 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

AJINOMOTO COMPANY SUPPORTS LOCAL FOOD BUSINESSES

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, as well as include photos of the stall accompanied by some mouth-watering descriptions. Then, post the content on your personal

Facebook profile with the hashtag #AjinomotoMalaysia and #988.

The campaign period is from Nov 1 to Nov 30, 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 will be able to give local food businesses the support they need by connecting local food stalls with consumers through the publicity offered by 988 FM.

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