

2024 World “Health” Day

Content Partnership Proposal

(Interactive Content & Video Talkshow)

Content Proposed by:

malaysiakini
news and views that matter



Partnership Content Formats:

Part 1: HEALTH MATTERS Interactive Content

- **Interactive content** in 2 formats:
Visualised Content & Quiz
- Educating reader on a serious health topic in a **fun & engaging** ways
- Boost to **target audience group**
- Collect **Participants Contact Database** (Name, Email, Tel, Address etc)
- **Rewards** to quiz participants: Mkini & Sponsor's products

Part 2: HEALTH MATTERS Video Talkshow

- **3 Invited Speakers: Main Speaker** from Topic Sponsor, 2 Industry/topic experts (doctor; pharmacist; nutritionist; psychologist; psychiatric etc)
- **Moderate** by Media Rep./KOL
- **Livestream** across 4-5 SocMed Pages
- **A&Ps** for Pre-During-Post talkshow is included
- Boost to **target audience group**
- **Insert CTA** for topic sponsor

2024 World "Health" Day Schedule:

National Sleep Awareness Week	10 - 16 March 2024
World Oral Health Day	20 March 2024
World Sleep Day	15 March 2024
World Kidney Day	14 March 2024
National Immunisation Day	16 March 2024
World Doctors Day	30 March 2024
World Health Day	7 April 2024
World Immunization Week	24 - 30 April 2024
World Liver Day	19 April 2024
World Ovarian Cancer Day	8 May 2024
World Digestive Health Day	29 May 2024
International Men's Health Week	12 - 18 June 2024
World Brain Day/ International Brain Day	22 July 2024
World Hepatitis Day	28 July 2024

2024 World “Health” Day Schedule:

National Nutrition Week	1 - 7 September 2024
World Physiotherapy Day	8 September 2024
World First Aid Day	14 September 2024
National Rehabilitation Awareness Week	15 - 21 September 2024
World Sexual Health Day	4 September 2024
Get Ready for Flu Day	17 September 2024
World Alzheimer’s Day	21 September 2024
World Lung Day	25 September 2024
National Women’s Health and Fitness Day	25 September 2024
World Heart Day	29 September 2024
Bone and Joint Health Action Week	12 - 20 October 2024
International Infection Prevention Week	15 - 21 October 2024
National Healthcare Quality Week	13 - 19 October 2024

National Health Education Week	13 - 19 October 2024
Respiratory Care Week	20 - 26 October 2024
World Sight Day	10 October 2024
Global Handwashing Day	15 October 2024
World Pediatric Bone and Joint Day	19 October 2024
World Osteoporosis Day	20 October 2024
World Psoriasis Day	29 October 2024
National Diabetes Education Week	3 - 9 November 2024
Gastroesophageal Reflux Diseases (GERD) Awareness Week	24 - 30 November 2024
World Diabetes Day	14 November 2024
National Handwashing Awareness Week	1 - 7 December 2024
National Influenza Vaccination Week	1 - 7 December 2024

Part 1: HEALTH MATTERS Interactive Content

Example I: Visualised Content & Quiz

Language: BM (Length: Custom) Hosting: [Kini News Lab](#)

**All contents' copyright is mutually owned with the topic sponsor.*

Quiz: How Well Do You Know Your Movements (Partnership with Anlene)

How Well Do You Know Your Movements?

TAKE THE QUIZ

Test your knowledge about mobility today.

Brought To You By **malaysiakini** news and views that matter

In Collaboration With **Anlene**

Score: 0 / 17

Which of the food sources has got higher calcium content?

Tempeh, baked beans, broccoli.

Dairy products (milk, yogurt, cheese), anchovies, kal lan, almond etc.

Brought To You By **malaysiakini** news and views that matter

In Collaboration With **Anlene**

Score: 1 / 17

Correct

Dairy products (milk, yogurt, cheese), anchovies, kal lan, almond etc. is the right answer.

Next Question ->

Brought To You By **malaysiakini** news and views that matter

In Collaboration With **Anlene**

Visualised Content: These 5 outdoor activities are a great way to stay fit and healthy! (Partnership with Anlene)

These 5 outdoor activities are a great way to stay fit and healthy!

As Millennials see an increase in daily confirmed cases of Covid-19, we must take note that not all outdoor activities are colorless green light when it comes to safety. However, if you want to jog/run for a while and not focus on your fitness goals, there are some outdoor activities that you can do while maintaining your social distance.

To help you plan your fitness activity, we have put together 5 outdoor activities that you can do to stay in tip top shape.

1 Farm to Plate

It can burn up to 300 calories in an hour. Not only can you burn calories, but in the end, you'll have a beautiful landscape to take home!

In the video, Soon and Yuen explain why they enjoy gardening and share some helpful tips for starting your very own vegetable garden.

Farm to Plate is not a new concept, in fact it has been around for many, many years. Essentially, it means that the food on the table comes directly from your own garden, without going through a market, store or distributor along the way. This practice directly promotes healthy eating practices.

Gardening can also keep you fit, and as a happy bonus, you could come out with some antibiotic-and herb-rich vegetables to protect your trouble.

2 Yoga for flexibility

A matter of fact, it actually helps with our balance. This exercise can be carried out anywhere too, in your home or even outdoors, grab a mat and you're good to go!

Find out some of the benefits of yoga and whether you have to be flexible to do yoga from Derek.

3 Lace up for a jog

Performing active routines helps to improve your bone health, increase strength, strengthen muscles around joints and maintain flexibility as you age.

Find out from our jogging enthusiasts – Susan and Pheece on the best time to go for a jog, what to do before you begin your jogging routine and ways to release sore muscles and joints after a long jog.

As long as you're able to social distance, jogging is a good choice if you want to get out of the house and get in a cardio workout of the same time. To be even safer, carry your hand sanitizer for disease prevention.

Jogging regularly will allow you to maintain a healthy weight, especially if you also modify your diet.

4 Ride your bike

Whether you're cycling head or getting on an easy ride, remember that the same rules for jogging apply here – maintain proper social distance while you're riding.

Let's hear from cyclists – Munira, Ali and Sarahlyn – on the benefits of cycling and their remedies to release leg or knee pain after cycling.

Cycling is mostly an aerobic activity, which means that your heart, blood vessels and lungs get a workout, but it also becomes anaerobic as you pedal and experience increased body temperature, which will improve your overall fitness level.

5 Take a hike

Let's hear from seasoned hikers – Kelvin and Koala – about why they love hiking and some tips for new hikers.

Example II: Visualised Content & Quiz

Language: EN & CN (Length: Custom) Hosting: [Kini News Lab](https://www.kini.com.sg/news-lab)


*All contents' copyright is mutually owned with the topic sponsor.

Quiz (EN & CN): You deserve a Quality Sleep (Partnership with Slumberland)

EN

You deserve a Quality Sleep

Waking up to body aches can be frustrating, but how can you avoid that?




TAKE THE QUIZ

Revitalized by **Slumberland**

中文

您能享有优质睡眠

醒来身体处处疼痛真令人烦恼不堪，那您又如何避免呢？



接受测验挑战

身心充电 **Slumberland**

Score: 0 Q2 / 10

Which of the following statements is not true?

- A lack of sleep can have a severe impact on physical and mental health
- Sleep facilitates a wide range of bodily processes including muscle repair and concentration
- The comfort and support from your mattress, pillows and bedding does not contribute to poor sleep
- Sleep deprivation may lead to chronic health risks including depression, obesity, diabetes and heart disease



Revitalized by **Slumberland**

得分: 0 Q1 / 10

优质的睡眠对以下哪方面息息相关？

- 精神健康
- 身体健康
- 生活质量
- 以上所述



身心充电 **Slumberland**



Visualised Content: Are you putting your physical & mental health at risk? (Partnership with Slumberland)

Good, quality sleep is the basic building block for better physical and mental health

Are you putting your physical and mental health at risk?

62% of adults feel that they don't sleep well when they go to bed

Do you know your quality sleep for better physical and mental health? Try our sleep quiz!

Restful sleep starts with the basics



When you sleep in a cluttered bedroom or an unergonomic position, you're making your body work harder to get a good night's sleep. To get a good night's sleep, you need to create a restful environment for yourself. This is the key to a good night's sleep.



RECHARGE Vitalize AND REVITALIZE.

What NEW Slumberland Vitalize does for you:

- Improves Blood Circulation
- Promotes quality sleep
- Relieves joint stiffness and muscle pain
- Helps eliminate harmful pollutants
- Speeds up general metabolism
- Relieves fatigue and tiredness

优质睡眠是维持身心健康的 基本要素也包括身体修复

Are you putting your physical and mental health at risk?

62% 的成年人每天 睡眠质量不佳

Do you know your quality sleep for better physical and mental health? Try our sleep quiz!




好睡眠质量如何提升? 提升睡眠质量, 提升睡眠质量, 提升睡眠质量

When you sleep in a cluttered bedroom or an unergonomic position, you're making your body work harder to get a good night's sleep. To get a good night's sleep, you need to create a restful environment for yourself. This is the key to a good night's sleep.



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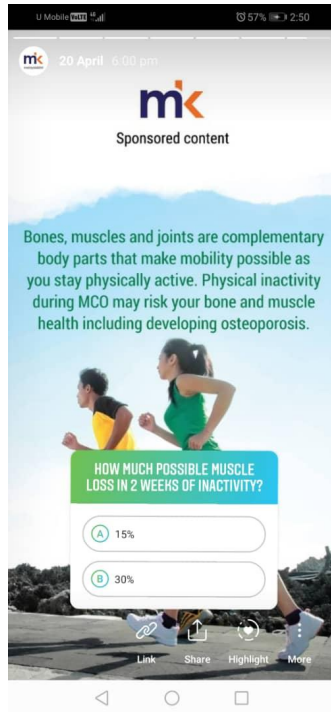

Example: **Socmed Poll**

SocMed Pages: **IG, X**

Language: EN/BM/CN (Length: Custom) Hosting: [Kini News Lab](#)

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IG Story Poll (Anlene)



X Poll (VSure, LAC Malaysia, Slumberland Malaysia, Nippon Paint)

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[AD] You and your friends decided to go for a hike and have created the hiking event on the VSure app. By doing this, does it insure your sport activity?

Yes 37.5%

No 62.5%

40 votes · Final results

12:49 PM · Feb 22, 2023

2 Reply Share

Read 1 reply

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[AD] What is the liver for?

Let us know your answer below!

Lipids filtering 16.8%

Detoxification 76.4%

Red blood cells transport 6.8%

864 votes · Final results

9:44 AM · Dec 2, 2022

3 Reply Share

Read 2 replies

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[AD] How often do you deep clean your home?

Let us know in the poll!

Find out more about the 5 places you probably forgot to clean in your house here: voiz.asia/en/40913

Once a week 41.7%

Once a month 15.5%

Once every 3 months 9.7%

Once a year 33%

103 votes · Final results

3:38 PM · Dec 14, 2021

4 Reply Share

Read more on X

mk malaysiakini.com @malaysiakini · Follow

[AD] What sleeping problem are you facing now?

Get the key to good, quality sleep for better physical and mental health here: voiz.asia/en/40654

Neck pain 21.8%

Back pain 29.1%

Shoulder pain 14.4%

Insomnia 34.8%

1,449 votes · Final results

3:59 PM · Feb 17, 2021

16 Reply Share

Read 1 reply

Part 1: Interactive Content : Partnership Package Cost

Ad Item	Description	Inventory	Topic Sponsor Entitlements	Package Cost
Interactive Content Production	<p>Content Formats: Visualise Content / Quiz / Poll Length: Custom Hosting Platform: Kini News Lab</p> <p><i>*All contents' copyright mutually owned with topic sponsor.</i></p>	<p>1 TOPIC (Any 2 Content Formats)</p>	<p>Logo Placement & Link (On Top / Bottom)</p> <p>- Visualised Content Page - Quiz Page</p>	<p>RM 45,000 6% SST applicable</p>
Interactive Content Circulation	<p>I. Desktop & Mobile</p> <ul style="list-style-type: none"> Kini News Lab (EN/BM/CN) Homepage Sponsored Content Malaysiakini (EN/BM/CN) Homepage Branded Content <p>II. Social Media (Normal Post / Poll)</p> <ul style="list-style-type: none"> Malaysiakini (EN/BM/CN) Facebook, X, Instagram, LinkedIn, Telegram 	<p>1 WEEK x 2 Websites (50% SOV)</p> <p>10 POSTS (Any Content Format)</p>	<p>Guaranteed Result:</p> <p>> 300,000 Reach (SocMed Pages)</p> <p>> 2,000 Participant Contact Database to be shared with topic sponsor.</p>	<p>(Total Worth: RM65,000)</p> <p><i>*Included boosting budget to target audience.</i></p>

Part 2: HEALTH MATTERS Video Talkshow

Shooting: **Pre-Shooting** (On-Ground / Virtual)

Publication: **Live-stream** across **FB, X, Youtube**

*Cross-live with topic sponsor's socmed pages

*Talkshow content is mutually owned with topic sponsor.

*KKLIU to be applied by client before schedule for live-stream.

Health Matters playlists:

<https://www.facebook.com/watch/47298465905/932017140520113>

Livestream (On-ground shooting) Sound Bones, Sound Health (Partnership with



World Sight Day Virtual Launch (Partnership with Focus Point)



Virtual (Livestream)

The Stroke Busters (Partnership with LAC)



New Hope For The "Leaky" Valve (Partnership with Institut Jantung Negara)



Part 2: Video Talkshow : Partnership Package Cost

Ad Item	Description	Inventory	Package Cost
Talkshow Production	<p>Format: Live-Talkshow / Pre-recording Length: 30 min Language: EN/BM/CN</p> <p><i>*Included 1 Host / Moderator</i> <i>*Total 2-3 Speakers (1 Rep from client)</i> <i>*Talkshow's copyright is mutually owned by Mkini & client.</i></p>	<p>1 TOPIC TALKSHOW (30 min)</p>	<p>RM 45,000 6% SST applicable (Total Worth: RM75,000)</p>
Talkshow Broadcast	<p>Platform: Streamyard / Zoom Broadcast Channel (Live-stream)</p> <ul style="list-style-type: none"> • Malaysiakini (EN/BM/CN) Facebook • KiniTV (EN/BM/CN) Facebook • Malaysiakini (EN/BM/CN) X • KiniTV Youtube <p><i>*Cross-live on Client's FB/X/YT is available.</i> <i>*A&P inventories for Pre-During-Post are included.</i></p> <p>Post Circulation:</p> <p>I. Desktop & Mobile</p> <ul style="list-style-type: none"> • Malaysiakini (EN/BM/CN) Balloon Rectangle or Medium Rectangle <p>II. Social Media Posting</p> <ul style="list-style-type: none"> • Malaysiakini (EN/BM/CN) Facebook, X, TikTok • KiniTV (EN/BM/CN) Facebook, Youtube 	<p>LIVE-STREAM (30 min) across 4 CHANNELS</p> <p>1 Snippet VIDEO (2min) (Speakers' Key-takeaways)</p> <p>2 WEEKS (500,000 Impressions)</p> <p>10 POSTS (Any Page)</p>	<p>> 10,000 Views (Full Talkshow Video)</p> <p>> 30,000 Views (Snippet Video)</p>

Media Services Included:

1. Content Idea, Script Development & Production

Visualised Article, Quiz, SocMed Poll, Video, Article, Creative Images etc

2. Talkshow Organising & FB Live-Stream Broadcast

Content Production, Media Host, Speakers Invitation etc

3. Content Publication & Circulation

Across Malaysiakini & KiniTV: **Desktop, Mobile, Facebook, X, Instagram, Youtube, TikTok**

Boost to Targeted Audience beyond Mkini Platforms: Interest Keywords, Age, Gender, Location etc

Package comes with **Guarantee of Ad Results**

Cross Live with Partner's SocMed pages)

4. All Contents & Creatives' copyrights are mutually owned with client

Lifetime ownership

CONTACT US

To create native content that is relevant, useful and appropriate for the targeted audience.

Reaching to a wider informed and affluent readers across **Malaysiakini** :

~5 mil Users monthly , ~50 mil Pageviews monthly, >12 mil SocMed Followers

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Address: No 9, Jalan 51/250a, Off Jalan Tandang,
46050 Petaling Jaya, Selangor

Website: www.fgmedia.my

National Condom Week

Period : 14 - 21 February 2024

Approach Durex, One, Condom Brands

Interactive article, poll, talkshow

Topic : Do you know condom can prevent STD other than pregnancy?

Mythbuster about condoms

International HPV Awareness Day

Period : 4 March 2024

Approach Durex, One, Condom Brands

Interactive article, poll, talkshow

Topic : Do you know condom can prevent STD other than pregnancy?

Mythbuster about condoms

Day: World Sight Day (10 October 2024)

Client : Focus Point, KPJ Eye Centre,

Format: Visualise Page (article,poll)

Topic:

- How to avoid cataract (visualise page)
- 5 Tips to take care your child's eye (visualise page)
- 7 Tips to maintaining eye health (visualise page)
- Do you think you take good care of your eyes? (quiz)
- How Healthy is your eyes? (quiz)
- 8 Tips for contact lenses user (visualise page)
- How well do you know about your eyes? (quiz)

Proposal Idea

Kidney Day



Day: National Kidney Month (March 2024)

Client : LAC, Blackmore, Vitahealth, Abbott Ural.

Format: Quiz & Visualise Page

Topic:

-How healthy is your kidney (quiz)

-How to avoid UTI (visualise page)

-Which supplements do you need? (personalize quiz)

-Why everyone is taking collagen? (visualise page)

Day: Diabetes Day (March 2024)

Client : Roczen, LAC, Blackmores, Vitahealth, Abbott Ural.

Format: Quiz & Visualise Page

Topic:

- How healthy is your kidney (quiz)
- How to avoid UTI (visualise page)
- Which supplements do you need? (personalize quiz)
- Why everyone is taking collagen? (visualise page)

Day: Digestive Day (May 2024)

Product : Prebiotics, Probiotics?

Client : LAC, Blackmore, Vitahealth, Abbott Ural, Gaviscon, Eno

Format: Quiz & Visualise Page

Topic:

- How healthy is your kidney (quiz)
- How to avoid UTI (visualise page)
- Which supplements do you need? (personalize quiz)
- Why everyone is taking collagen? (visualise page)

Proposal Idea

For hospitals (heart)

Day: World Heart Day (29 September 2024)

Client : CVSKL Hospital, IJN Hospital,

Format: Quiz & Visualise Page

Topic:

-Myth about heart attack (visualise page)

-Myth or Facts (quiz)

-How healthy is your heart (quiz)

-7 tips to save your heart (visualise page)

-10 Heart Healthy food from Cardiovascular Dietitian (visualise page)