

malaysiakini DNA

DNA
DIGITAL NEWS ASIA

ESG & Sustainability

Interactive Content & Media Interview

Proposal by : **FG MEDIA**





INTERACTIVE CONTENT

Engaging Storytelling & Multimedia Format

(Data Driven, Visualised, Quiz, Survey)



Interactive Content (Visualising Content)

Special Report: [The Baling Flood Disaster](#)

EN BM malaysiakini news and views that matter Donate

HIKING UP GUNUNG INAS WITH SURVIVORS OF THE BALING FLOODS

Yap Si Err and Mukhriz Hazim | Jan 9, 2023



Special Report: [When the water rises](#)

EN BM 中文 malaysiakini news and views that matter

When the water rises:

A Malaysian climate change story

Aidila Razak and Aruldas Sinnappan | Aug 29, 2022



Interactive Content (Website) (Regional - MY, Indo, SG)

Topic: [STOP THE HAZE](#) (Sponsored by Sime Darby Plantation)

[Homepage](#)

- Visualised Content **FACTS, QUIZ, AQI, CONTACT & FEEDBACKS**

STOP THE HAZE!

Haze has been an ongoing phenomenon but what is actually causing it? Let's find out!

QUIZ
HOW MUCH DO YOU KNOW ABOUT HAZE?
Try the QUIZ now to clear your misconceptions on haze!

FACTS
IMPACTS OF HAZE AND MITIGATION MEASURES!
Understanding facts & Initiatives on mitigating haze

AQI
CHECK THE AIR QUALITY INDEX IN YOUR AREA!

REACH OUT TO US
Directories of agencies that you may find useful

KNOW YOUR WEATHER

SHARE WITH US YOUR INITIATIVES

WHAT CAN YOU DO TO STOP HAZE?

[QUIZ](#)

- Score 10 to receive prizes from Sime Darby Plantation

Stop The Haze

How much do you know about Haze?

Do you really know what is causing the haze phenomenon?

Try the QUIZ now to clear your misconceptions on haze and stand a chance to win some exciting prizes.

Start Quiz

Contest ends on 31st July 2021 and is open to those residing in Malaysia only.

Prizes are from Sime Darby Plantation Berhad.

Score **0** Mythbuster **1/11**

What is Haze?

The perfect condition to take a stroll outside

Air pollution which can be caused by natural occurrences as well as human activities

Some sort of particle in the air that enhances our vision

Low concentration of fine particles present in the air

Score **1** Mythbuster **2/11**

Transboundary haze can be understood as?

Air pollution that migrates to adjacent countries

The usual air pollution that affects a particular country

It is an unpredictable phenomenon

It is a minor environmental issue



MEDIA INTERVIEW

by **Malaysiakini & Digital News Asia**

Article & Video

Media Interview ARTICLE

- Publish on **Malaysiakini & Digital News Asia** : “Sustainability” section

Mydin



MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

MYDIN Prihatin #ForFuture fosters ESG practices within its organisation, customers, and across the industry

Public Mutual

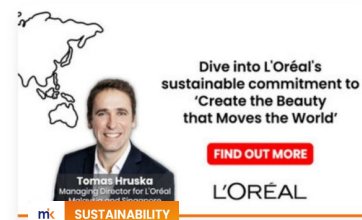


mk SUSTAINABILITY

ESG Investing for Sustainable Prosperity

Public Mutual empowers investors with funds that align financial goals with sustainable and responsible practices

L'ORÉAL



mk SUSTAINABILITY

Dive into L'Oréal's sustainable commitment to 'Create the Beauty that Moves the World'

Explore the leading beauty player that continues to make bold sustainability initiatives

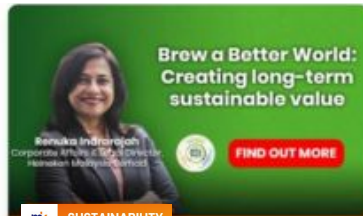
Knight Frank



Beyond Real Estate: Uncover Knight Frank's Path to Environmental and Social Responsibility

Dive into how Keith's vision is spearheading a revolution in Malaysian real estate, with ESG at the forefront

Heineken



mk SUSTAINABILITY

Sustainability in action: How a brewer is making a difference

Brew a Better World: Creating long-term sustainable value.

Lotus's Malaysia



mk SUSTAINABILITY

NaSIC'23 Empowers Students to Reduce, Recycle and Replace Single-Use Plastic Bags

Mah Sing Group



mk SUSTAINABILITY

Sustainable Serenity Unveiled

Presenting M Minor where sustainability, professionalism, and Japanese craftsmanship converge

SEDA



mk WRANGLD CONTENT

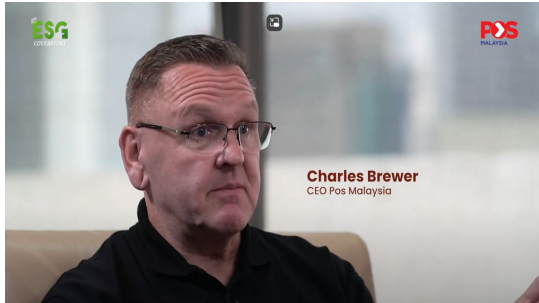
Deep Dive SEDA's remarkable efforts to promote the nation's Sustainable Energy

Published: Jan 3, 2024 2:46 PM - Updated: 2:46 PM

Media Interview VIDEO

- Live-Broadcast & circulate across **Malysiakini & Digital News Asia** (Social Media) **FB, X, IG, LI Youtube, TikTok**
- Format: Pre-Recording / Live-Interview

POS Malaysia



MDEC



Doctor on Call



Digital Healthcare: The Future is HERE

redONE



Celebrating a Decade of Success: redONE is Far More Than a Service Pr...

Hoolah



Buy Now Pay Later: The Gamechanger of Fintech Innovation

The slide features a light green background with decorative elements in the corners: a cluster of leaves in the top-left, a branch with leaves in the top-right, and a few leaves in the bottom-left.

CONTENT PARTNERSHIP COSTING

INTERACTIVE CONTENT Package Cost (Production, Circulation, Guarantee Result)

Ad Item	Description	Inventory	Package Cost
Interactive Content Production	<p>Content Format: Interactive Content, Visualised Report Length: Custom Languages: EN/BM/CN Hosting Platform: Kini News Lab</p> <p><i>*Content's copyright is mutually owned by Kini & client.</i></p>	<p>1 TOPIC (1 Content Format) (1 Language)</p>	
Interactive Content Circulation	<p>I. Website (Desktop & Mobile):</p> <ul style="list-style-type: none"> ● Malaysiakini Sustainability section ● Digital News Asia Sustainability section ● Kini News Lab Sponsored Content section <p>II. Social Media:</p> <ul style="list-style-type: none"> ● Malaysiakini FB, X, IG, LI ● Digital News Asia FB, LI <p>Posting Format: Interactive Content header image, caption message, URL link, #hashtag & handshake with client's socmed pages.</p> <p><i>*Boost to targeted audience group is available.</i></p>	<p>2 WEEKS 2 WEEKS 2 WEEKS</p> <p>8 POSTS 2 POSTS</p>	<p>RM 50,000 8% SST applicable</p> <p><i>(Total Worth: RM100,000)</i></p> <p>Guaranteed Result: > 2,000 Participants/Engagements/Reads</p>

MEDIA INTERVIEW Package Cost (Production, Circulation, Guarantee Result)

Ad Item	Description	Package A	Package B
Media Interview Content Production	<p>Content: Media Interview Format (Video): Pre-Record / Live-Interview Length: < 1,000 words (Article), < 2min (Video) Languages: EN/BM/CN</p> <p><i>*Content's copyright is mutually owned by Kini & client.</i></p>	<p>1 ARTICLE (1 language)</p>	<p>1 ARTICLE + 1 VIDEO (1 language each)</p>
Media Interview Content Circulation	<p>I. Website (Desktop & Mobile):</p> <ul style="list-style-type: none"> • Malaysiakini Sustainability section • Digital News Asia Sustainability section <p>II. Social Media:</p> <ul style="list-style-type: none"> • Malaysiakini FB, X, IG, LI, Youtube, TikTok • Digital News Asia FB, LI <p>Posting Format: Article/Video with caption message, URL link, #hashtag & handshake with client's socmed pages.</p> <p><i>*Boost to targeted audience group is available.</i></p>	<p>1 WEEK 1 WEEK</p> <p>4 POSTS 2 POSTS</p> <p>Guaranteed Result: > 5,000 Reads</p>	<p>2 WEEKS 2 WEEKS</p> <p>8 POSTS 4 POSTS</p> <p>Guaranteed Results: > 5,000 Reads > 20,000 Views</p>
<p>Package Cost (8% SST is applicable): (Total Worth) (Discounted)</p>		<p>RM 15,000 (RM30,000) (-50%)</p>	<p>RM 30,000 (RM70,000) (-57%)</p>

The slide features a light green background with stylized green leaf and branch illustrations in the corners. The top-left corner shows a cluster of leaves, the top-right corner shows a branch with several small leaves and a larger heart-shaped leaf, and the bottom-left corner shows a large leaf with several smaller lobes and a single leaf below it.

PUBLICATION PLATFORMS

Malaysiakini Sustainability Section

<https://www.malaysiakini.com/en/latest/sustainability>

The screenshot shows the Malaysiakini website interface. On the left, there is a navigation menu with categories: NEWS, VIEWS, FEATURED, and More. The 'Sustainability' link is highlighted with a green box. The main content area features a grid of news articles. A 'Sustainability' section is also highlighted with a green box, containing articles such as 'Essential Supplements to Stay Strong and Healthy Throughout Ramadan & Raya', 'Dive Into BENU's Waste-to-Resource efforts in Malaysia', and 'MIND Green Up to Grow as a Sustainable Business in 2024'. Other visible articles include 'Socks Issue: Police propose criminal charges against KK Mart, supplier', 'Kini Morning Brief', and 'Malaysia CM defends Akmal over 'Aish' socks issue'.

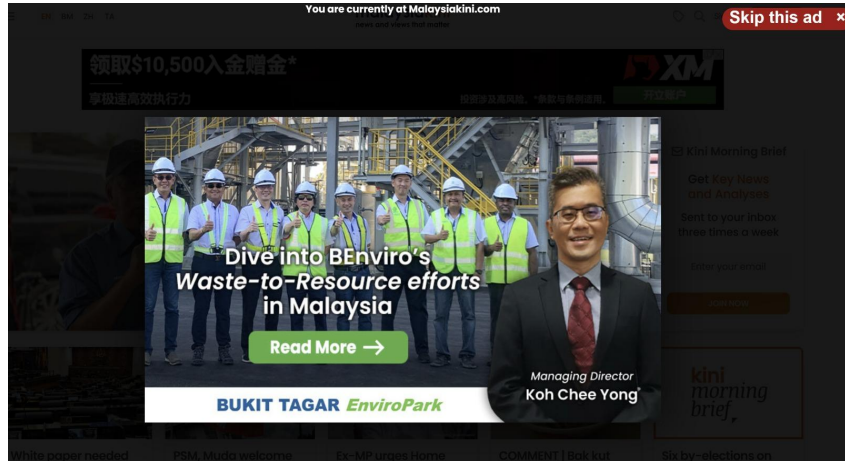
Digital News Asia Sustainability Section

<https://www.digitalnewsasia.com/sustainability-matters>

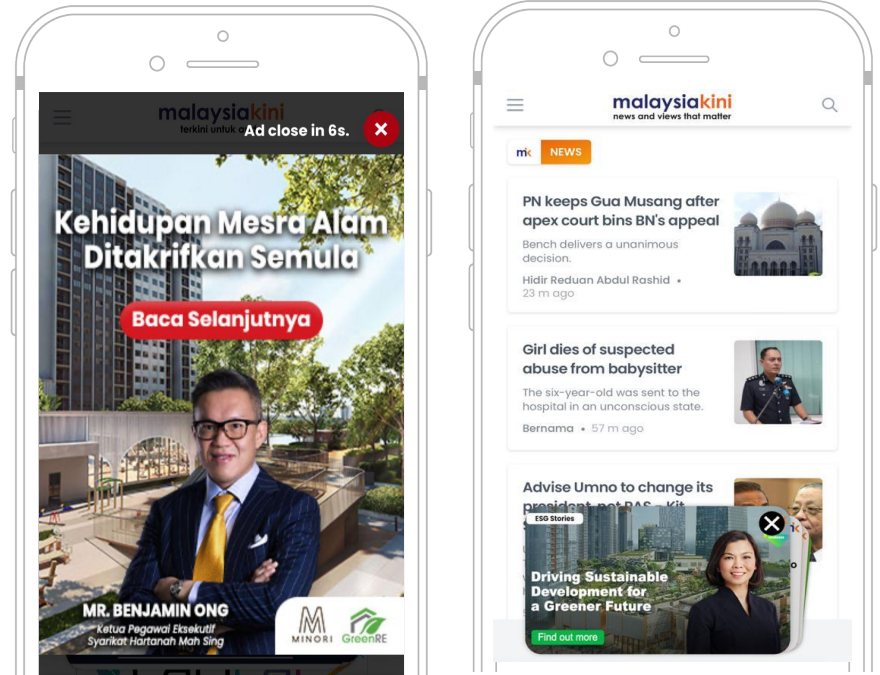
The screenshot shows the Digital News Asia website interface. The top navigation bar includes 'DNA', 'Digital Economy powered by 'MDEC'', 'Insights', 'Personal Tech', 'Spotlight', 'Sustainability Matters' (highlighted with a green box), 'Startups', and 'Business - Protected by LGMCS'. The main content area features a 'SUSTAINABILITY MATTERS' section with a large article titled 'SOLS Energy Drives Malaysia's Home Solar Adoption With Innovative Subscription Model'. Below this is an 'EDITOR'S PICK' section featuring 'Malaysia Is Among The Top 5 Volvo Markets For EV Adoption'. To the right, there is a 'DIGERATI 50 2020-2021' section with a grid of portraits and a 'DOWNLOAD' button. Other articles include 'Ficus Capital Invests US\$422,000 in Malaysian Tech Startup Simplify', 'Telcos are positioned to benefit financially from decarbonization - study', and 'Attitudes and Ethics: Cornerstone of tech industry success'. A 'RECENT NEWS' section is also visible at the bottom.

COVER STORY Publication

Mkini, DNA (Desktop)
Homepage **Site Take Over**



Mkini, DNA (Mobile)
Homepage **Mobile First View / Mobile Card**



SOCIAL MEDIA Circulation

Facebook Posting



Malysiakini · 3d · 6

[Sustainability] From green mobility all the way to eco-consumerism, join Group CEO of Pos Malaysia Berhad, Charles Brewer as he discusses the company's sustainability achievements and their ongoing endeavours to achieve net zero carbon emissions by 2050.

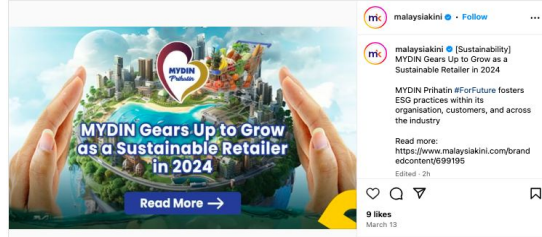
For more information on Pos Malaysia's Sustainability and Goals, visit <https://www.pos.com.my/sustainability>.

#ESGcoverstory #PosMalaysia

ESG

- ✓ Capacity
- ✓ Capability
- ✓ Cost

Instagram Posting



malysiakini · Follow

malysiakini @ [Sustainability] MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

MYDIN Prihatin #ForFuture fosters ESG practices within its organisation, customers, and across the industry.

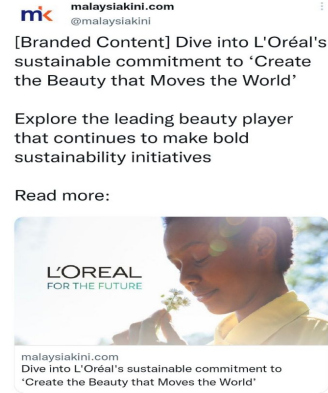
Read more: <https://www.malysiakini.com/brand-edcontent/99195>

Edited · 2h

9 likes · March 13

Read More →

X Posting




malysiakini.com @malysiakini

[Branded Content] Dive into L'Oréal's sustainable commitment to 'Create the Beauty that Moves the World'

Explore the leading beauty player that continues to make bold sustainability initiatives

Read more:



malysiakini.com Dive into L'Oréal's sustainable commitment to 'Create the Beauty that Moves the World'

LinkedIn Posting




Malysiakini 5,372 followers · Edited · 6

[Sustainability] MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

MYDIN Prihatin #ForFuture fosters ESG practices within its organisation, customers, and across the industry

Read more: <https://lnkd.in/gDyNHX>



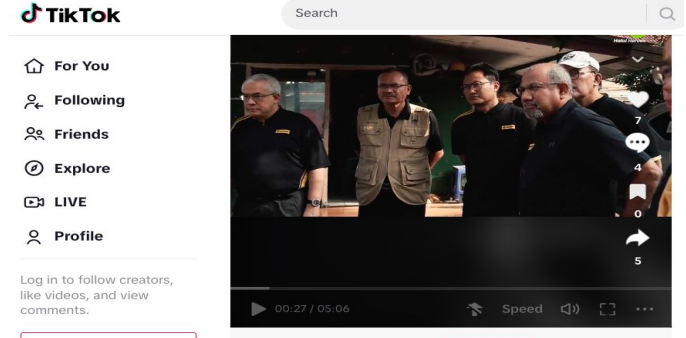
MYDIN Gears Up to Grow as a Sustainable Retailer in 2024

malysiakini.com · 4 min read

Youtube Posting



TikTok Posting

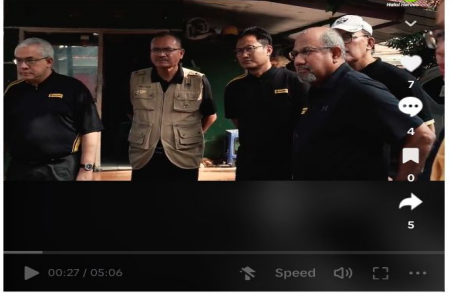


TikTok

Search

- For You
- Following
- Friends
- Explore
- LIVE
- Profile

Log in to follow creators, like videos, and view comments.



00:27 / 05:06 Speed

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 & Digital News Asia**
>5 mil Users monthly , **>50 mil Pageviews monthly** , **>12 mil SocMed Followers**

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