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Music powers Digi youth



DiGi Telecommunications (DiGi) has launched a Grey-created advertising campaign to highlight its new DiGi Music Unlimited web and mobile music service offering.

The campaign features in print, TV, and radio with Starcom handling the media buy.

DiGi said it will also be collaborating with Universal Music and Sony Music to organise a series of music events for DiGi customers in the coming months.

DiGi's head of products and segment marketing, Albern Murty said that it's new offering provides a compelling platform to make greater

inroads into the youth market.

"With over 50 per cent of the Malaysian population made up of youth, this segment is an important and growing market for DiGi. We are planning to grow our current market share, with an ambition to capture a third of the youth segment," he said.

"We have built strong affinity with this segment over the years and we look to create even more relevance by leveraging off the appeal of music which is a big part of their lives."

Courtesy of Advertising + Marketing magazine (<http://ammalaysia.com>)