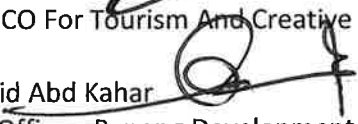


To : YB Yeoh Soon Hin 
Penang State EXCO For Tourism And Creative Economy (PETACE)

Cc : Dato' Mohd Bazid Abd Kahar 
Chief Executive Officer, Penang Development Corporation (PDC)

Cc : Mr Ooi Chok Yan 
Chief Executive Officer, Penang Global Tourism

From : D'Yani Ramoo
Communications Manager, Penang Global Tourism

Subject : **SOCIAL MEDIA ADVERTISING – ONGOING BOOSTING OF POSTS ON FACEBOOK AND INSTAGRAM**

Date : 8 January 2021

Dear YB Yeoh,

For 2021, we have allocated a budget of RM150,000 to be utilised for advertising and promotions via social media, i.e. **Facebook** and **Instagram** on the pages of **Penang Global Tourism** and **@penang.experience** respectively. A social media plan will be drafted out for the year based on the respective events and programmes which will be taking place throughout the year. The content would include videos (promotional and non-promotional), Penang stories, Penang travel deals and upcoming events. **We will also be boosting PETACE's events as well as other state supported events** such as George Town Festival, George Town Heritage Celebrations, George Town Literary Festival, etc., via our social media platforms. Note that we're promoting even virtual events (due to the present pandemic situation) that are being held to maintain Penang's presence in people's minds as a destination with ongoing festivals and events.

Due to the pandemic of Covid-19, in 2020 international borders were shut from March 2020 up till today and this has resulted to no inbound international travellers to Malaysia and Penang. Eventually only allowing the domestic market to travel interstate. Moreover, in the current times, a large number of people are spending most of their time engaging in social media platforms. It is now the fastest reaching platform as information shared gets to the consumers in a matter of minutes.

During this period, the users for social media increased compared to previous years. According to a report by MCMC, the internet user in Malaysia increased to 88.7% in 2020. In the report, it is stated that social media users on Facebook was at 91.7% and Instagram at 63.1%. Also reported by FMT on 3rd November 2020, Facebook remains by far the most popular network with over 2.7 billion active user each month globally and Instagram counts at 1.158 billion users, making it the sixth social platform, after YouTube and WhatsApp.

Therefore, it is without a doubt the most efficient and cost-effective medium that can reach out to a wide network of targeted groups are via social media advertising.

The budget of **RM150,000** has been allocated in line with ongoing campaigns starting with Jom! Experience Penang in the first half of the year as we're focusing on domestic market and to open up to cater for international markets in the remaining year where more budget will be utilised. Each post boosting is estimated between RM500-RM3,000, taking into consideration the high exchange rate of other countries such as Singapore, Australia and UK when boosting to international markets. As there are varied content and it will be undertaken regularly, reaching out to a wide network, the budgeted amount of **RM150,000** is required till year end.

We hereby seek your kind approval and thank you in advance.

Regards,

A handwritten signature in black ink, appearing to be 'D'Yani Ramoo', with a long horizontal stroke extending to the left.

D'Yani Ramoo