



**Media Guidelines & Strategies  
exclusively for  
Winners of**

**The 15<sup>th</sup> Asia Pacific International  
Honesty Enterprise  
Keris Award 2017**

## **1. Introduction**

Congratulations once again on your achievement. How you decide to publicize your achievement in The Asia Pacific International Honesty Enterprise-Keris Award could pave the way for further opportunities.

Therefore, the Secretariat of The Asia Pacific International Honesty Enterprise-Keris Award has developed this Media Guideline and Public Relations Kit to aide you in your PR and media initiatives. We hope you will find this information useful.

## **2. The Publicity Trail**

One of the many benefits of being an The Asia Pacific International Honesty Enterprise-Keris Award winner is the wider publicity coverage; from articles published in newspaper, business magazines, Book Of Records and other printed media, to being featured on the The Asia Pacific International Honesty Enterprise-Keris Award website. Furthermore this may lead to prospective customers and sales generating leads.

### **2.1 Why publicize your win?**

- Indicates your status as one of Asia Pacific's most reputable companies
- Creates credibility for your company and its products/services
- Attract prospective customers and business partners
- Set the stage for venture funding and/or IPO

### **2.2 What type of audiences can you target?**

- Existing customers
- Prospective customers
- Prospective employees
- The business and financial community
- Print, web and broadcast media

### **2.3 What media avenues can you target ?**

The winners of The Asia Pacific International Honesty Enterprise-Keris Award will be published on newspaper, business magazines and Book Of Records. We further encourage you to contact the business editors of relevant media outlets.

These outlets can include:

**(A) Print** - Newspapers, local/ foreign business journals, magazines, trade publications and research papers (specific to your industry segment)

**(B) Broadcast** - Local radio/television stations business programs

**(C) Web** - Online publications, targeted customers' websites and e-communities

Don't forget to publicize your win to your own employees through your internal communications channels. You may consider displaying your certificate, bunting and trophy at company premises or home page / intranet, together with specific congratulatory comments to those employees who played a significant role in the success of the company.

## **2.4 Is there an approval process for publicity materials ?**

For your convenience, approvals from the The Asia Pacific International Honesty Enterprise-Keris Award Secretariat are not required when you publicly release press / advertising material on your "The Asia Pacific International Honesty Enterprise-Keris Award" win. However, if you cite a phrase from the authorized The Asia Pacific International Honesty Enterprise-Keris Award secretariat / spokesperson, please obtain approvals from the The Asia Pacific International Honesty Enterprise-Keris Award Secretariat.

If you are using the The Asia Pacific International Honesty Enterprise-Keris Award logo, ensure correct sizing and colour.

## **2.5 Sample Media Pitch Letter**

To generate interest in local media highlighting your company's story, you may use the following letter (please customize accordingly)

### **Sample Letter :**

*We are pleased to announce that [insert Company name] was one of the outstanding winner in this year's The 15th Asia Pacific International Honesty Enterprise-Keris Award 2017 which recognises Asia Pacific's most reputable company.*

*A joint-collaborative effort between the Asia Pacific Top Excellence Brand committee, Entrepreneur Development Association, Vietnam Foudation Supporting of Literary and Artistic Creations, business associations and media corporation. The Asia Pacific International Honesty Enterprise-Keris Award winners are determined based on the companies' financial figures over the last 2 years as well as their non-financial performance.*

*YAB Dato' Seri Haji Mohd Najib Bin Tun Haji Abdul Razak (Prime Minister of Malaysia) made the comment that " I sincerely hope that more business enterprises will participate in this Award and continue to strive to become excellence with great reputation of honesty and integrity in their business operation and dealings. Honesty and integrity will then be the hallmark of all great business enterprises in this region."*

*The criterion used in the evaluation process included Innovation and Strategies, Research and development, Strategic planning and implementation, Honesty track records, Corporate social responsibility, Accreditation, Profit/ sales growth and Market presence etc.,*

*"We attribute our company's success to [insert your company's strategy for success. You should highlight milestones, achievements, past experiences.] says [insert company's spokesperson]. In light of our recent win, we hope that your publication would feature our [insert what areas you would like the publication to feature.] We would be happy to arrange a suitable time and date with yourself and our [insert spokesperson's name].*

*We look forward to your favourable reply. Thank you in advance for your consideration.*

*Yours sincerely,*

*[Insert your PR contact's name/ title]*

### 3. Award & Logo Usage

Winners are conferred The Asia Pacific International Honesty Enterprise-Keris Award during the awards dinner and presentation. Upon acceptance of the award, winners will be able to use the logo for the period of 2 years (1<sup>st</sup> time winner), 5 years (2<sup>nd</sup> time winner) and an indefinite period (3<sup>rd</sup> time winner). Please indicate the year the award was presented in.

#### 3.1 Specifications of The Keris Award logo

The Asia Pacific International Honesty Enterprise-Keris Award logo is trademarked. By using this logo, you agree to use it in accordance to the guidelines set by The Asia Pacific International Honesty Enterprise-Keris Award Secretariat. No modifications to the logo are allowed.

The Asia Pacific International Honesty Enterprise-Keris Award logo can be applied to the following media :

- Corporate materials (e.g. company brochures, name cards, proposals, presentations)
- Publicity materials (e.g. press releases, advertisements)
- Actual premises of the company (i.e. certificate can be hung, award can be displayed)

Publication of the The Asia Pacific International Honesty Enterprise-Keris Award logo must adhere to the following guidelines:

- Logo must be used/applied as a single element i.e. never in parts.
- No alterations or variations are permitted to any part of the logo.

### 4. Frequently Asked Questions

- **Q1 : Besides the logo, are there any other of related publicity materials of The Asia Pacific International Honesty Enterprise-Keris Award I can use?**

You may use the DVD sent to you which consists of all the photos taken throughout the awards dinner and presentation. The video clips on the official website [www.HonestyAward.asia](http://www.HonestyAward.asia) can be downloaded and use.

- **Q2. Is there a limit to the number of times I can publish the The Asia Pacific International Honesty Enterprise-Keris Award logo?**

There is no limit to the usage of The Asia Pacific International Honesty Enterprise-Keris Award logo once you are the award winner.

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#### **International Secretariat Office :-**

If you need further clarifications on the above, please contact International Secretariat Office :-

e-Dynasty Building  
No. 15-2 & 15-3, Jalan OP 1/2,  
Pusat Perdagangan One Puchong,  
Off Jalan Puchong, 47160 Puchong, Selangor, Malaysia  
Tel : +6 03-8071 5952      Fax : +6 03-8071 5991  
email : [info@HonestyAward.asia](mailto:info@HonestyAward.asia)

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