



Your Bank. Malaysia's Bank. AmBank.™

## Press Release

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7 October 2014

### **AmBank Wins Silver at 2014 PMAA Dragons of Malaysia Awards for *Best Social Media or Word of Mouth Campaign***

AmBank's social media campaign, "What's Your Social Mileage" has been honoured with a Silver Dragon Award for "Best Social Media or Word of Mouth Campaign" at the 2014 PMAA Dragons of Malaysia Awards. The all-new Retail Banking website, AmBank.com.my, also received the Order of Excellence for Best Innovative Idea or Concept. The Promotion Marketing Awards of Asia was recently held for the third time in Malaysia, out of the 15 times it has been organised in Asia.

#### ***What's Your Social Mileage***

The "What's Your Social Mileage" campaign organised by AmBank ran from 15 July to 21 September 2013, and was a runaway success – the campaign garnered 63,000 "likes" for the AmBank facebook page to 81,000 in the space of just 10 weeks. This was equivalent to an increase of more than 350% in facebook "likes".

"We are encouraged by this recognition and appreciate the support from our valued customers, business partners and fellow AmBankers. This is aligned to our digital journey and aspiration to be more relevant, leveraging on social media and digital platforms to engage our community," said Mr Anthony Chin, Executive Vice President of Strategy and Transformation, AmBank (M) Berhad.

The concept behind AmBank's "What's Your Social Mileage Campaign was to reward AmBank Customers who have been active on the social media platform. Participants were required to use the "What's Your Social Mileage" Contest





Facebook application and complete activity by inviting friends in order to gain more social mileage. By inviting friends to “like” the AmBank Facebook page and this was converted into their social fuel. The more friends the participants invited, the more mileage they received. AmBank customers received additional rewards in the form of booster points with the “Bonus Fuel-Up” and “Super Bonus Fuel-Up” stages, through signing up for Deposits (Current Account/Savings Accounts), Credit Cards and/or Hire Purchase products.

***All-new retail banking website, AmBank.com.my***

Receiving the Order of Excellence for Best Innovative Idea or Concept was the new AmBank retail banking website, AmBank.com.my. This website was unveiled on Wednesday, 15 January 2014. Designed with a fresh new look, and user friendly navigation, its new look can be viewed perfectly via various mobile devices and tablets, as it is now mobile responsive.

AmBank.com.my was also created as part of the Group’s repositioning activities based on the brand promise of “Your Bank. Malaysia’s Bank. AmBank.” Customers can find their way through the posted content easily through better navigation, and may easily enquire or submit their details to indicate their interest in a product.

Meanwhile, all corporate and other information will still be made available via AmBank Group’s existing website – [ambankgroup.com](http://ambankgroup.com). Orion Social Media was AmBank’s digital creative agency for the “What’s Your Social Mileage” campaign while Edge Asia was AmBank’s agency for the new AmBank.com.my website.

***About AmBank (M) Berhad***

AmBank (M) Berhad (“AmBank”), part of the AmBank Group, is a one-stop financial hub driven by innovation and a commitment to outstanding customer service. AmBank’s customer solutions include deposits, wealth management, auto finance, mortgage, cards, personal financing, small business solutions, corporate banking and transaction banking. Supported by a strong network of 177 branches, over 163 electronic banking centres nationwide, 881 ATMs, internet and mobile banking as well as a 24-hour contact centre, access to AmBank’s products, services and solutions is made simple and user-friendly.

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