

MEDIA & BRANDING

UiTM wins big at LIAM Youth Video Awards

CAMPAIGN MISSION: Contest aims to create awareness among Gen-Y on importance of good planning, protection

AMIR HISYAM RASID

KUALA LUMPUR

bt@mediaprima.com.my

THE Life Insurance Association of Malaysia (LIAM) unveiled the winners of its first Malaysian Youth Video Awards 2015 at its grand finale, here, yesterday.

Its president **Toi See Jong** said the Youth Video Awards is one of the initiatives undertaken by its community service platform, the Insurans Hayat Cares, as part of the insurance industry's effort to engage with more youths.

"We believe that the young, which will be the next generation of leaders, need to be exposed and made aware of the importance of good planning in life and the importance of life protection," he said at the awards presentation ceremony yesterday.

"This platform also aims to communicate the message of the campaign — 'Value Life, Capture Life and Share Life' — to young social media producers, who can relate it to their life experiences and share them with other youths out there."

The Youth Video Awards, themed



LIAM president **Toi See Jong** (fourth from right) presenting the Youth Video Awards 2015 to *The Really Big Picture* team from UiTM Puncak Perdana yesterday. Also present are LIAM industry promotion committee chairman **Ramzi Toubassy** (left), LIAM immediate past-president **Vincent Kwo** (third from right), Omnicom Media Group CEO **Andreas Vogiatzakis** (second from right) and MYC! CEO **Jason Ko** (right). **Bernama pic**

"You Only Live Once (YOLO)", is aimed at creating awareness among the Generation-Y on the importance of appreciating life.

"The YOLO message consistently comes to mind when meeting the younger generation of Malaysians, whether they cross your vehicle with recklessly driving on busy roads or when interviewing them for employment. The youths seem to think they can live forever," **Toi** said.

He added that LIAM is hoping more youths will be able to appreciate and value life and make the best out of it through this campaign mission.

The video production challenge, seen as Malaysia's largest ever social media video contest of its kind, had attracted 541 entries from 20 universities. Eleven finalists from six universities and colleges were short-listed to compete in the grand finale.

The 11 finalists were given seed money of RM500 each to assist them in the video production.

A total of RM21,000 cash prizes were up for grabs at the Grand Finale, on top of the Best University and Top Lecturer Awards.

The video titled "Dream Jar" by *The Really Big Picture* team from Universiti Teknologi Mara (UiTM) bagged the grand prize of RM8,000.

The team also bagged the Best University and Top Lecturer awards.

The finalists were judged based on story content (40 per cent), technical excellence (40 per cent) and best usage of theme YOLO (20 per cent).

The event was attended by LIAM senior management and representatives from member companies, producers and film makers, officials from the Education Ministry, Perbadanan Kemajuan Filem Nasional Malaysia and lecturers from the winning universities.

LIAM is a trade association consisting of 16 members, of which 14 are life insurance companies and two life reinsurance companies.