



FACT SHEET

1. What is the purpose of the campaign?

- The Malaysia Loves You #mylovesyou campaign (MLY) introduces ShareMyLove #sharemylove (SML).
- ShareMyLove is the 2017 theme for Malaysia Loves You.
- It features a collaboration with Malaysia Healthcare and 7 up-and-coming local artists.
- ShareMyLove is an expression of love, carrying the essence of Malaysian Hospitality, using art as a medium
- The objective of ShareMyLove ties back to the over-arching objective of the Malaysia Loves You campaign, which is:
 - to effectively communicate the essential attributes of Malaysia Healthcare, i.e.: Quality, Accessibility, Affordability + Ease of Communication, as well as increase global awareness on Malaysia's potential as a leading healthcare travel destination
 - Specifically, ShareMyLove aims to engage the masses in creating a buzz for the MLY campaign, making them ambassadors of Malaysia Healthcare.
- Additionally, the campaign aims to:
 - Instill pride and nurture awareness among Malaysians on the country's distinctive edge, and become our brand advocates.
 - A marketing tool that effectively communicates the essential attributes of Malaysia's healthcare travel industry.
 - Establish a distinct identity for the country's healthcare travel industry that distinguishes MHTC's endeavours in conveying our competitive edge.
 - Create global awareness on the healthcare travel potential of Malaysia, with a particular focus on the famed hospitality of Malaysians.
 - Become a representation of the image, identity and promise of Malaysia Healthcare and the country's entire healthcare travel industry as the "face" of the campaign, offering a visual identity that the public can relate to and identify with to facilitate recognition and create loyalty.

- Create a unique brand personality that gives assurance of Malaysia Healthcare Travel Council's position in the industry, simultaneously safeguarding against falsehoods that might be disseminated by non-authoritative voices.

2. When did the MLY campaign begin?

The Malaysia Loves You campaign was launched on 29 Feb 2016 by the Minister of Health, YB Datuk Seri Dr. S. Subramaniam. It is an ongoing campaign under the Malaysia Healthcare brand.

3. Why focus on art and local artists for a health campaign?

Art inspires and art is also a form of therapy. Art touches us in an unexplainable way. It has the capacity to solve our problems and our most pressing dilemmas. The local artists are the creators of artwork with a steady following on social media and a reputable image in the art scene. The artists are from all walks of life.

Each colour of a rainbow has different properties to it which have its own standpoint healthcare, Malaysia Loves You and Malaysia itself.

- i. Caryn Koh - RED - Safety
- ii. Pacha (mother) & Bali (daughter) - ORANGE - Growth
- iii. Haris Rashid - YELLOW - Freshness
- iv. Thineswari G - GREEN - Well-being
- v. Andi Miranti (son) & Intan Miranti (mother) - BLUE - Wisdom
- vi. Abdul Rashade - INDIGO - Compassion
- vii. Nini Marini - VIOLET - Youthfulness

4. What is the purpose of getting the 7 young artists to do this?

To explore a more creative approach to spreading awareness about MLY. Especially seeing how art has helped increase some cities such as Ipoh, Melaka, Johor and Penang profile as a tourist destination and we hope we can do the same to Malaysia Healthcare

5. Does having a visual campaign have more impact?

Yes, definitely. And having social media as the platform, we are very positive that it will reach Malaysians of all age and make them into the ambassador of Malaysia for Malaysia's healthcare

6. What is the contest period?

The contest runs from 1st March 2017 – 16 September 2017

7. How to join this contest?

Express Your Love with your very own Fun and Creative Heart doodle

SNAP a picture of your Heart & Share Your Love on your Instagram/Facebook!

- i. Follow us on @malaysiahealthcare
- ii. Share your heart doodle on Instagram/Facebook. Don't forget to tag us too!
- iii. Add a winning caption and tag it with #sharemylove #mylovesyou

8. Who can join this contest?

Malaysians of all age

9. Can each participant send in more than one entry?

Yes.

10. Which social media platforms will the entries be shared on?

Facebook, Instagram, YouTube

11. Will the entries be shortlisted? By whom?

Five (5) entries will be shortlisted monthly by Malaysia Healthcare Tourism Council (MHTC).

12. How will the final winners be chosen? How many winners will there be? Criteria for selection:

- i. Must have a heart shape
- ii. Using colours of a rainbow
- iii. Number of shares

Five (5) contestants will be shortlisted monthly and judged by 7 artists
One (1) winner will be chosen per month

13. What are the prizes? What are the prizes worth?

Among the prizes are polaroid cameras, health and wellness retreats.

14. What does MHTC intend to do with these artworks after the contest? Will the works be turned into stamps and postcards?

Not limited to postcard production but spreading love by way of showcasing the artwork created & the messaging behind each art through digital media where the reach is by far greater

15. Additional information.

2016 Health Traveller Revenue : We have exceeded our target of RM1 billion and counting.

Information on The 7 Artworks & Artists

1. Caryn Koh (Red)

ALIVE

ALIVE was inspired by an old photograph of Caryn and her friends. It is an interpretation of part of herself as a child. The drawing features three children holding on to golden hearts, with Caryn being in the middle. She believes that the colour gold represents the "will to live through hope"

Caryn, first caught the public eye through her work #sekolahseries. Images of school children remain the focal point throughout this former doctor turned mural artist's work.

2. Pacha dan Bali (Orange)

BEAT BY BEAT

Pacha and Bali is a collaboration between a mother and her nine-year-old daughter, who began to draw since the age of four. The tiny uncountable figures in the painting represent the feeling, "when you love somebody with every heartbeat". For Pacha, #SHAREMYLOVE means love in abundance. While for Bali, #SHAREMYLOVE means love shared between family members.

3. Haris Rashid (Yellow)

FREEDOM

Love is supposed to be freedom. You should have the choice to love whomever your heart desires. A bird is an animal that is not supposed to be caged and a hornbill is an animal found in the wild. Flowers, meanwhile, is a big aesthetic in every artwork by Haris Rashid, a 25-year-old painter who operates from his own studio in Bandar Sri Damansara. He often searches for human qualities in animals that resemble humans. It is not all about the animals but reflected back to mankind.

4. Thineswari G (Green)

BALANCE

Thineswari likes to incorporate feminine attribution and feminine qualities such as images or a woman's figure, representing the grace of a woman. The colour green is also synonymous with nature, creating and nurturing life. Upon closer examination, we will see an image of a woman surrounded by lotus leaves. It is actually a water flow 'blessing' the cluster of lotus leaves.

5. Andi Miranti (Blue)

XOXO, Mighty Ned

The colour blue is calming and filled with hope, a personal trademark of Andi Miranti. He is an 18-year-old teenager who in the past struggled with language skills, motor skills and social relationships. The artwork by this painter with autism, coloured with assistance from his mother Intan Miranti, is the persona of a superhero from his own comic strip - Ned Dickens.

Intan believes that fans of the comic will be able to identify Ned Dicken's character in this piece.

6. Acit (Indigo)

[lo.ve]Rhap.so.dy

Indigo represents love viewed as a mysterious sensation that goes beyond thoughts and imagination. The mystery, however, is not a barrier that prevents the celebration of love, transcending the colour of one's skin, race, religion or state.

Acit or his real name Abdul Rashade, incorporates the batik pattern into almost all of his graffiti artworks. This is done to inject a "Malaysian" element, while at the same time balancing the public's sentiment towards graffiti as an art form steeped in Western values.

7. Nini Marini (Violet)

HEARTS WITHIN HEARTS

Her initial thought was to explore and draw a "growing, moving" heart. She began the journey by translating the idea of "hearts within hearts". Her

work is best described as linear and abstract. She likes to explore movements through lines and colour. Violet to her is a colour of harmony, it brings comfort and peace yet at the same time it is also strong. She intends to bring out violet's personality through the many hearts growing within and the movement outwards.

For media inquiries:

Shobena Singam
Head – Communications & PR
shobena@mhtc.org.my

Information about MHTC:

Please visit:
www.medicaltourism.com.my
+603 2726 8688 (hotline)

