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In fact, the following image is so creative as well as very symbolical in so much as it conveys the destination of Malaysia as a melting pot. The multifarious aspects of cultural pattern, traditions, values, entertainment and the interesting aspects of life, a stark blend of many different customs introduced from the distant parts of Asia developed an image of the miscellaneous cultural patterns and norms as well as the adaptability and hospitality with kindness of the entire content that is exactly, “Truly Asia”, as this image represents.



To complement the precise timing of the launch, a sustained promotional movement that meant making inroads into semi-metros to boost the reach and infiltration of brand Malaysia to small areas, including cities and towns is made. Cultural performances and Food carnivals is arranged frequently and energetic joint consumer promotions is attempted with leading corporate to disseminate brand Malaysia. Promotions of movie, shopping, and competition and quizzes is also prearranged to reveal the different interesting destinations.

“Malaysia Truly Asia” is a beautiful image of the destination itself. The diversity of various backgrounds of people and nationalities, co-existing in harmony together, keeping their own cultural characteristics and patterns and still absorbing the common way of life here, is a feature that this image exactly presents. This strategic idea has worked well in the country as tourists, who are typically weary of new destinations due to a lack of awareness, felt ease due to the best hospitality and this promotional campaign permitted us to deliver that message.

Convincing the world to put its eyes on Malaysia, the long-term campaign shows an obvious and consistent approach to put this destination in the spot light, not just as a sightseeing destination, but also as a sophisticated economy, with an active economic environment and tremendous infrastructure. However, this image really attracts tourists and travellers around the world who want to see appealing places, and discover interesting areas, customs and traditions of Asia. It is strong message of familiarity and awareness that the image as a campaign sufficiently addressed. It is most reliable and consistent medium of Tourism Malaysia to expose attractions of the country as all surrounding of the destination it belonged to. At present, Asia is highly recognized for its best hospitality, liberal societies, flourishing industry and energetic urban centre. So, Malaysia is known for all these attracting features. We have preserved our beliefs and norms; we highly esteem our respected tourists and make them feel like family. In this regard, the message of Truly Asia is not just a promotional slogan but also an appropriate compliment. The text is actually in English but the image text is also displaying a look of Hindi, Chinese and Pilipino languages. However, this image presents signs of cultural unity of Asian countries. As shown in the advert, Malaysian, Indian Chinese, Philippine, and Napoleon girls reveal a strong bond which represents that Asian countries have welcoming traditions. The image also represents the different cultural patterns and ethnicities welcome tourists from around the globe in their colourful traditional dresses. They all smile gently, and they all look good-looking. This is the actual tourism campaign called 'Malaysia, Truly Asia'.

"Truly Asia" is also exhibited as a testament to the attractions of destination as a value-for money proposition. In Malaysia, room nights have remained comparatively affordable and charges of airline have really fallen significantly. There are large inventories of quality rooms of hotel and airline seats as well, all available at more affordable rates. Moreover, Malaysia has gained an image as a centre of shopping that vies with the likes of Bangkok and Dubai for bargain seekers.