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MOCK MARKETING BRIEF 3 (NOVA MALAYSIA)

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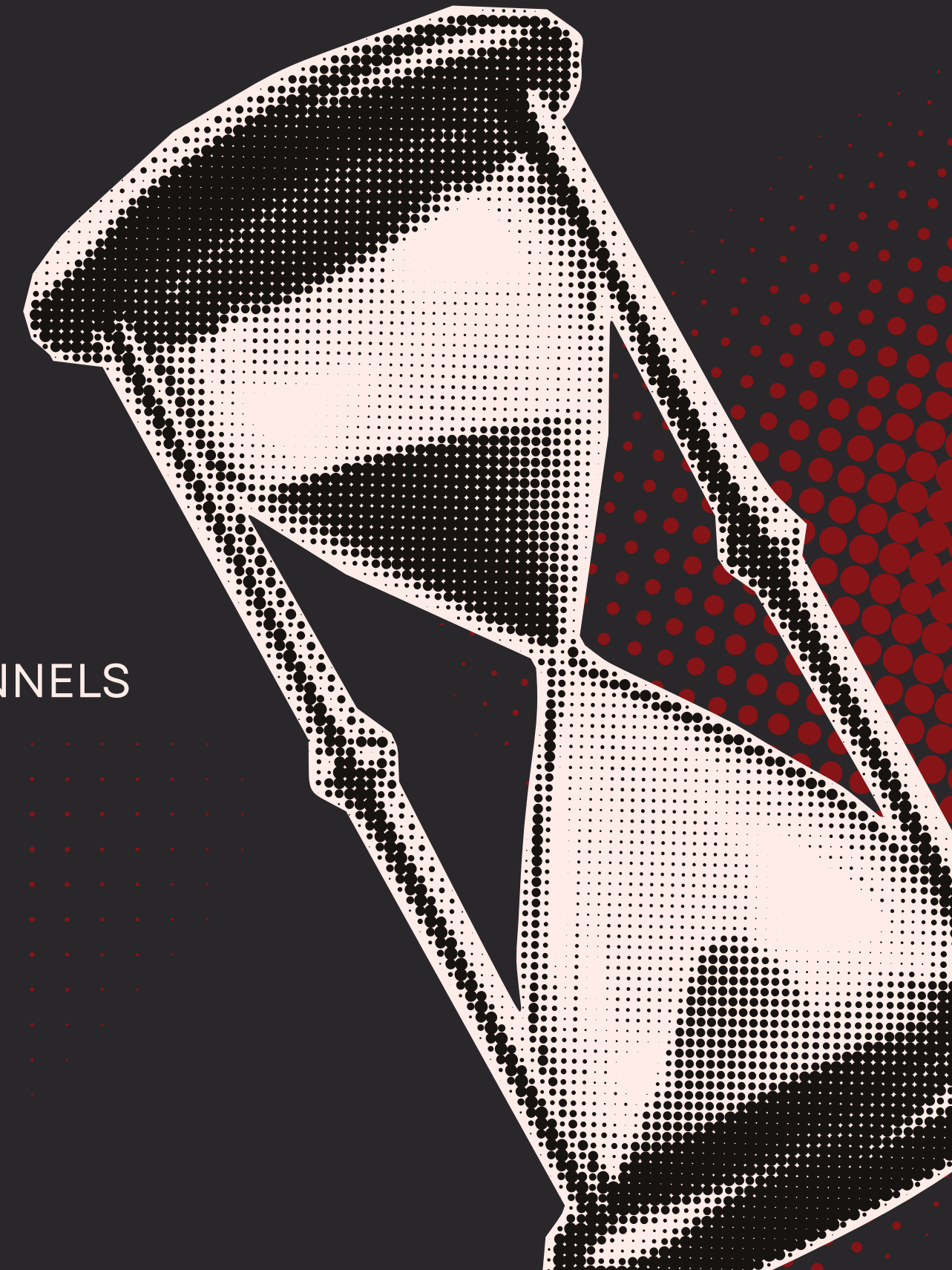
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Industry Context

MALAYSIA'S TELCOM MARKET

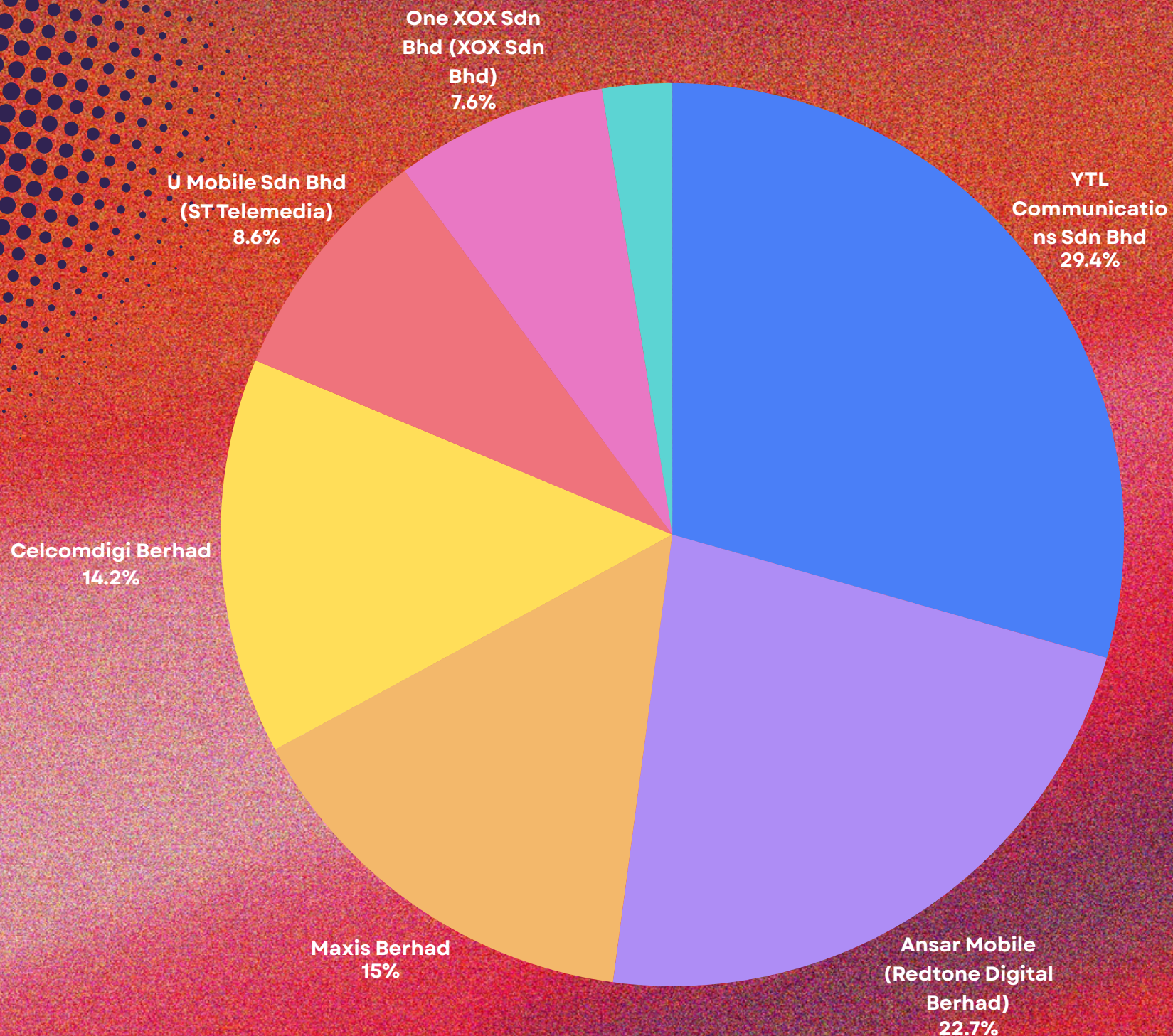
- Mature, highly competitive, and dominated by large providers.
- Marketing is based on promotions and claims like “More data, Faster speed or Wider coverage”.
- Consumers struggle to differentiate between providers & often choose based on price or convenience.
- Advertisements can be confusing or exaggerated, leading to consumer scepticism.
- Heavy reliance on short-term promotions & discounts increases short-term sign-ups, but rarely build long-term customer trust or loyalty.



Industry Context

COMPANY MARKET SHARE IN MALAYSIA TELCOM MARKET (%)

MAJOR SEGMENTATION



1

Service Type

Mobile, Fixed Line, Broadband, VoIP

2

Technology

4G, 5G, Fiber Optic, DSL

3

End User

Residential, Business, Government, Educational

4

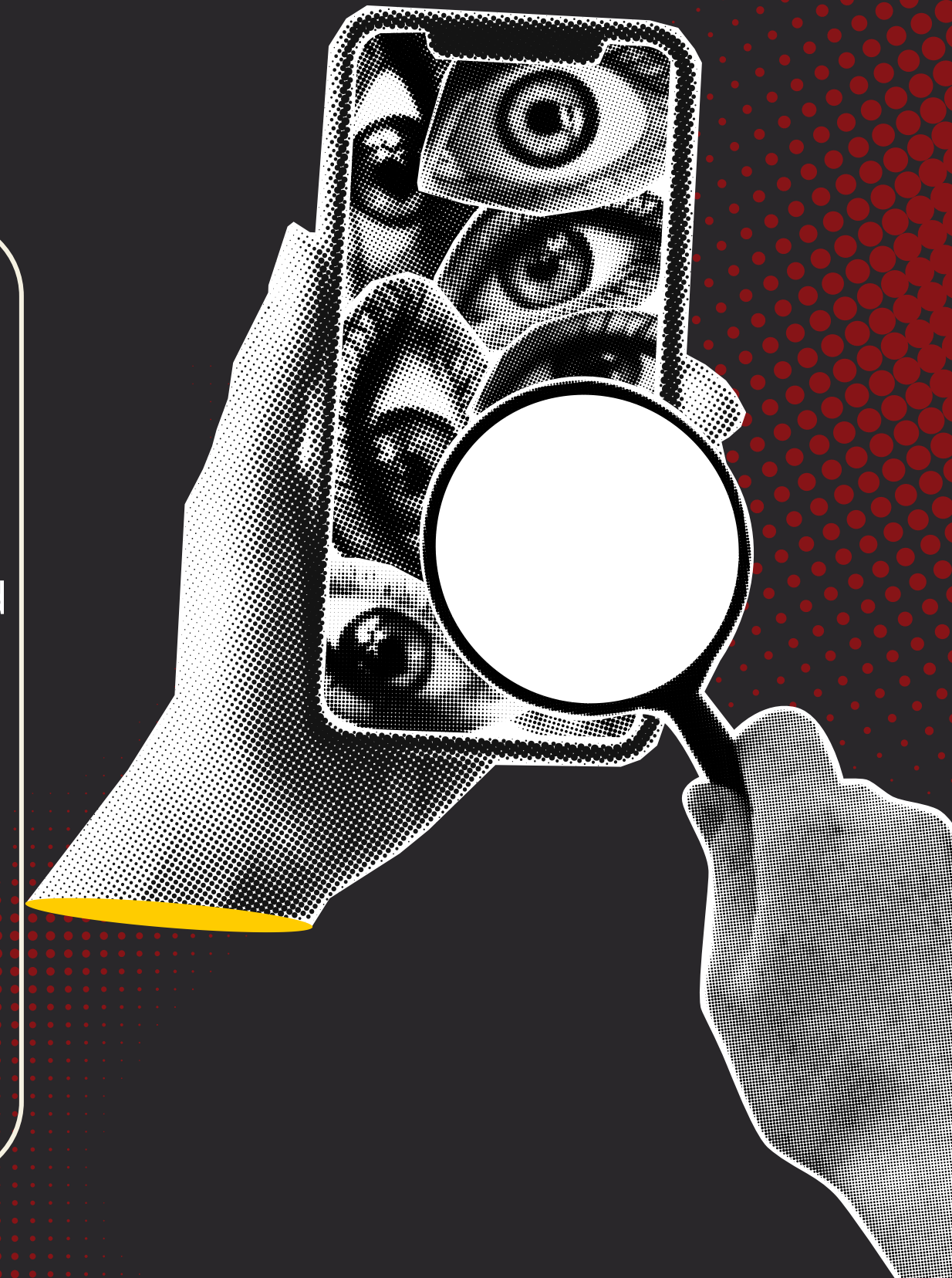
Pricing Model

Subscription, Pay-As-You-Go, Bundled, Premium



TARGET MARKET

- **Demographic** : 23 to 35 year-old Malaysians. Ranging from university students to workers who frequently use their phones & the Internet.
- **Psychographic** : Heavy Internet users who value simplicity, transparency, and reliability, preferring clear plans & direct communication.
- **Behavioural** : Heavily uses Internet in their everyday lifestyle (e.g. work, studies, navigation, online transactions, entertainment). Active on social media & likely to switch provides when experiencing service frustration.





BUYER PERSONA

- Age : 24 year-old
- Mass communication student at Taylor's University, and part-time graphic designer.
- Digital-native user who spends around 8 hours online daily.
- Uses the Internet for study, work, and social media.
- Struggles with hidden charges, confusing plans, and complex technical terminology.



**DAVID
JONATHON**



ESTABLISHED BRAND REPOSITIONING



CORE PROBLEM

- **Low trust** & **high confusion** due to similar promotional messages & **complex plan structures**.
- Consumers treat telco providers as **interchangeable utilities**, switching mainly based on price or temporary frustration.
- Difficult to stand out beyond promotions due to **marketing scepticism**.



OPPORTUNITY

- **Rebuild** customer **trust** & **maintain integrity**.
- **Clearer communication** to avoid overclaims & confusing promotions, making NOVA stands out from competitors.
- Focus on **daily utilisation** & a **stress-free connectivity**.



NOVA : ALWAYS ON

STAY CONNECTED. STAY CHILL.

“A silent supporter, making life easier”

Goal : Position NOVA as a trustworthy, stress-free telco brand that supports everyday life.



Campaign Ideas

LOGO DESIGN



- **Font Used : Airstrike**
 - **Simple and bold weighted font** in order to portray NOVA as a trustable & reliable brand while ensuring easy readability.
 - **Slanted forward** to depict speediness in their connectivity to support everyday life.
- **Colour Palette :**
 - **Trendy & Distinctive** in order to align with brand image and connect with target audience.



Campaign Ideas

SPECIFIC

- Rebuild trust of existing customers and target audience.
- Improve perception of NOVA's reliability & transparency.

MEASURABLE

- Increase positive sentiment on social media by 15%.
- Achieve 6-8% engagement rate on educational content.
- Drive 5,000 visits to plan pages.
- Generate 300 user-generated posts.
- Improve Net Promoter Score (NPS) by 10%.

ACHIEVABLE

- Targets are based on past social media metrics & campaign capabilities.

RELEVANT

- Focus on trust, clarity, transparency, credibility & community engagement.
- Address key issues of confusion, overclaims & low brand differentiation.

TIME-BOUND

- By the end of the 3-month campaign.



THE “HUMAN” PILLAR BRAND-OWNED STORYTELLING

Everyday Connection Stories (#AlwaysOnMoments)

- Post short-form video (TikTok, IG, YouTube Shorts).
- Upload rapid-fire “Life-in-Motion” clips.
- “Save” : Uploading an assignment 1 minute before the deadline.
- “Flow” : Paying via QR seamlessly in a crowded line without the loading circle of death.
- “Life-Line” : Navigating heavy traffic with maps.



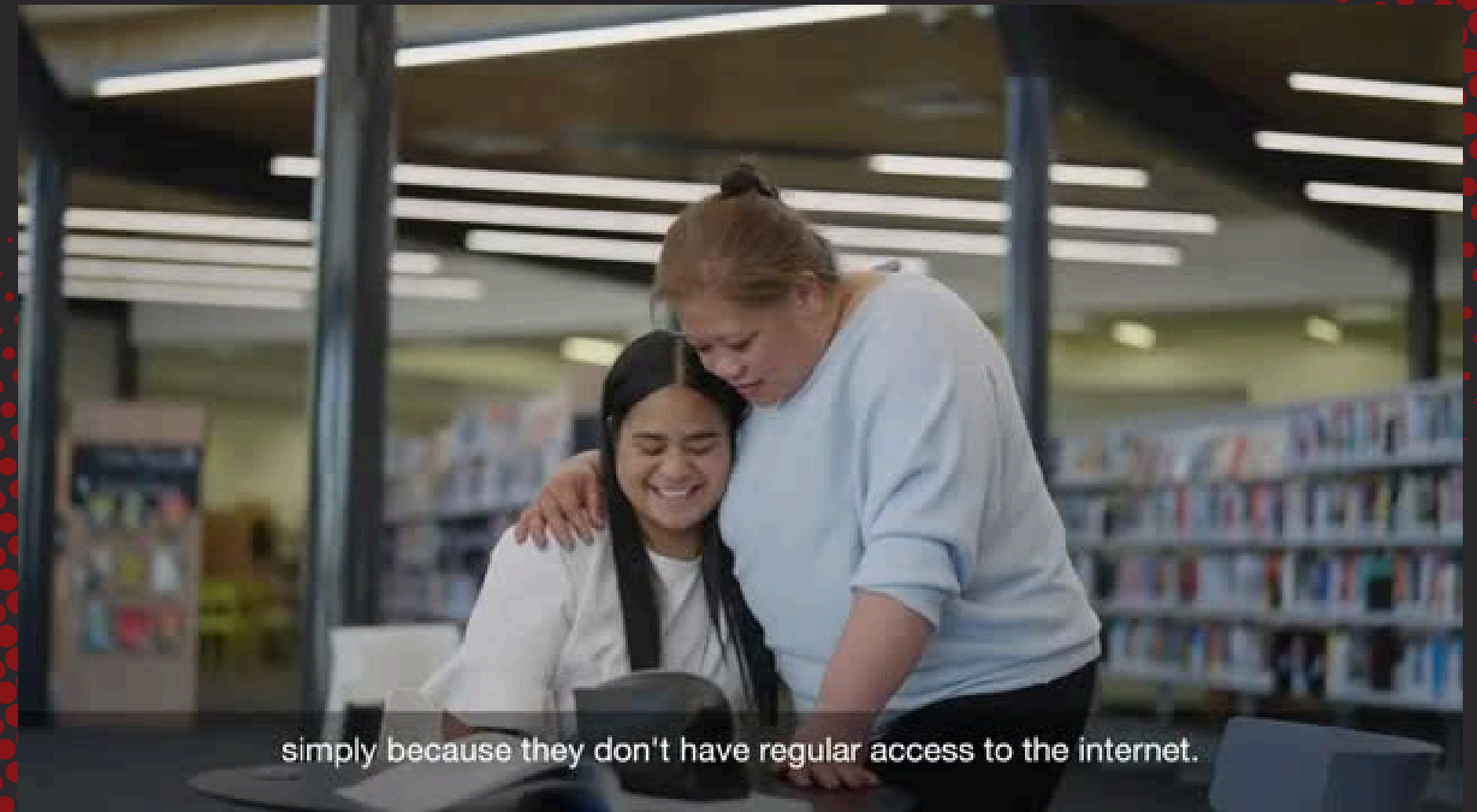
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THE “HUMAN” PILLAR BRAND-OWNED STORYTELLING

Community & CSR Narratives

- Focus on the impact (children gaining access to online learning)
- Use documentary-style & high-empathy storytelling.
- Highlight charity aspect & partnerships with low-income families, providing free data (e.g. 5GB/month) for school-aged children.



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The “Telco Translator” Series

- Upload POV- videos & “Simple Plan Explanations”.
- Invite an expert or relatable “Tech Friend” to debunk industry jargon.
- *The Truth About “Unlimited”* : What actually happens when you hit a cap?
- *The Data Budget* : How much data do you actually need for an hour of Netflix?
- *The Slow Down* : Why does my signal drop in elevators or crowded malls?

THE “CLARITY” PILLAR EDUCATIONAL CONTENT



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Content Strategy

THE “VOICE” PILLAR COMMUNITY & UGC

Everyday Moments with NOVA

- Encourage users to share their small “wins” via data
- Feature the best authentic real-life clips on the main brand page to show reliability
- E.g. : Finding a meeting location in an unfamiliar city, Video-calling family while traveling in a foreign country

Share your best iPhone macro photos for Apple's Shot on iPhone Challenge



The new lens design and autofocus capability on the Ultra Wide camera, along with software integration, bring macro photography to iPhone.





Digital Channels

The Feedback Loop (Platform-Specific)

- **IG Stories** : Use polls and Q&A to ask questions (e.g. “What’s your biggest connectivity frustration?”), and actually answer it.
- **IG Reels, TikTok, Youtube Shorts** : Use for discovery & behind-the-scenes of CSR
- **Reddit, Rednote, Threads, X** : Active community management (e.g., posting ads, joining the conversation in the comment sections).
- **FaceBook, X** : Use for “Service-Lead” updates (maintenance schedules, new offers & direct customer support)

THE “VOICE” PILLAR COMMUNITY & UGC



reddit





CAMPAIGN TIMELINE

MONTH 1 AWARENESS

Introduce NOVA as a reliable everyday connectivity provider through relatable storytelling.

Purpose : Capture attention & introduce NOVA's "Always On" reliability message.

Content : Short-form storytelling of relatable Malaysian moments

- Using navigation apps to avoid KL/Penang traffic.
- Ordering GrabFood during late-night study sessions.
- Making DuitNow or e-wallet payments.
- Gaming or watching livestreams.

KPIs

- Reach : 500-700k users
- Impressions : 1.5-2M
- Video Views : 300K+
- Completion Rate : $\geq 20\%$



CAMPAIGN TIMELINE

Simplify telco communication through educational and transparent content.

Purpose : Build trust through transparency and clarity.

Content : Educational and Interactive posts

- “Telco Terms Explained” (unlimited data, fair usage policy, throttling, ...)
- “What makes a simple mobile plan?”
- Short Q&As videos answering common user questions.
- IG polls & community discussions.

KPIs

- Video Completion Rate : $\geq 45\%$
- Engagement Rate : 5-7%
- CTR : $\geq 2\%$
- Website Visits : 8K-10K
- Lead-to-Sale Rate : 3-5%

MONTH 2
ENGAGEMENT &
TRUST BUILDING



CAMPAIGN TIMELINE

Encourage community participation & user-generated stories through **#AlwaysOnMoments**.

Purpose : Demonstrate growing trust & brand advocacy.

Content : Community Storytelling (Encourage Malaysians to share real moments where connectivity mattered)

- Finding cafes while exploring Georgetown or KL
- Joining meetings during commutes
- Ordering food during heavy rain or power outage
- Navigating unfamiliar locations

Campaign Hashtag : #AlwaysOnMoments

- Stories will be reposted on NOVA's official channels.

KPIs

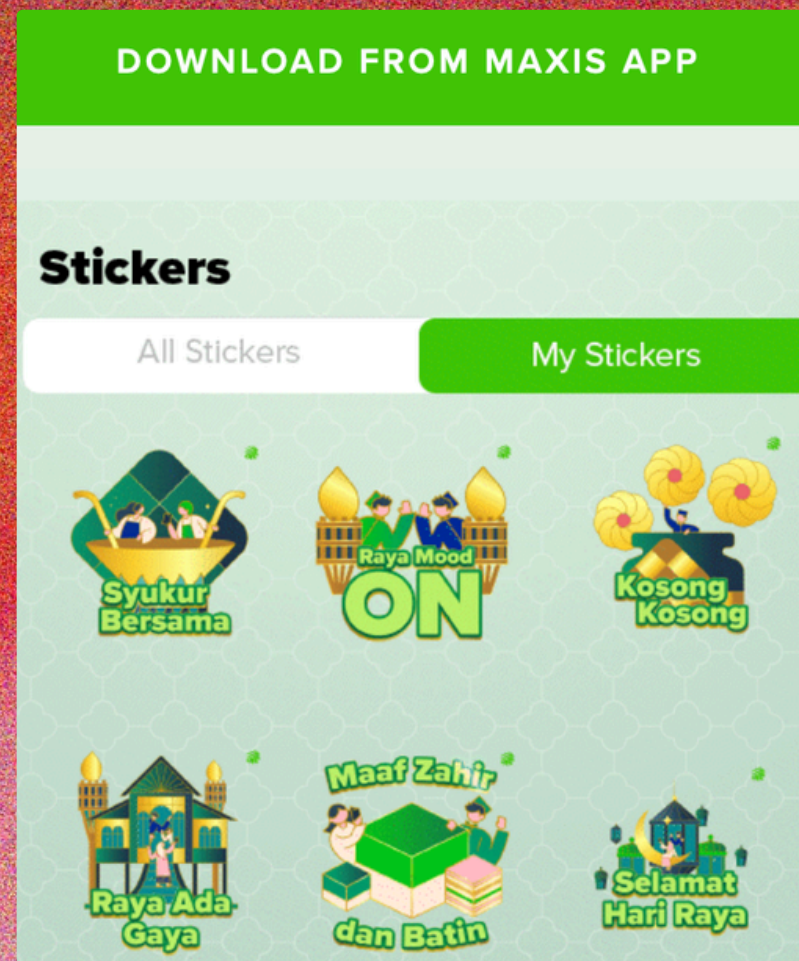
- Net Promoter Score (NPS) : +10 improvement
- Positive Sentiment : $\geq 70\%$
- Brand Perception : Reliable, transparent, easy to understand
- UGC Participation : 300+ hashtag posts

MONTH 3
CONSIDERATION &
LOYALTY



Execution Plans

CULTURAL CONNECTION : FESTIVE CELEBRATION



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DIGITAL STICKERS

Boost brand visibility in private conversations

KPIs

- Downloads : 10,000+
- Share-Velocity : >5.0x shares per download

RELATABLE SHORT FILM

Deepen brand affinity & storytelling impact with target audience.

KPIs

- Video Completion Rate : ≥60%
- Share-to-View Ratio : ≥15%

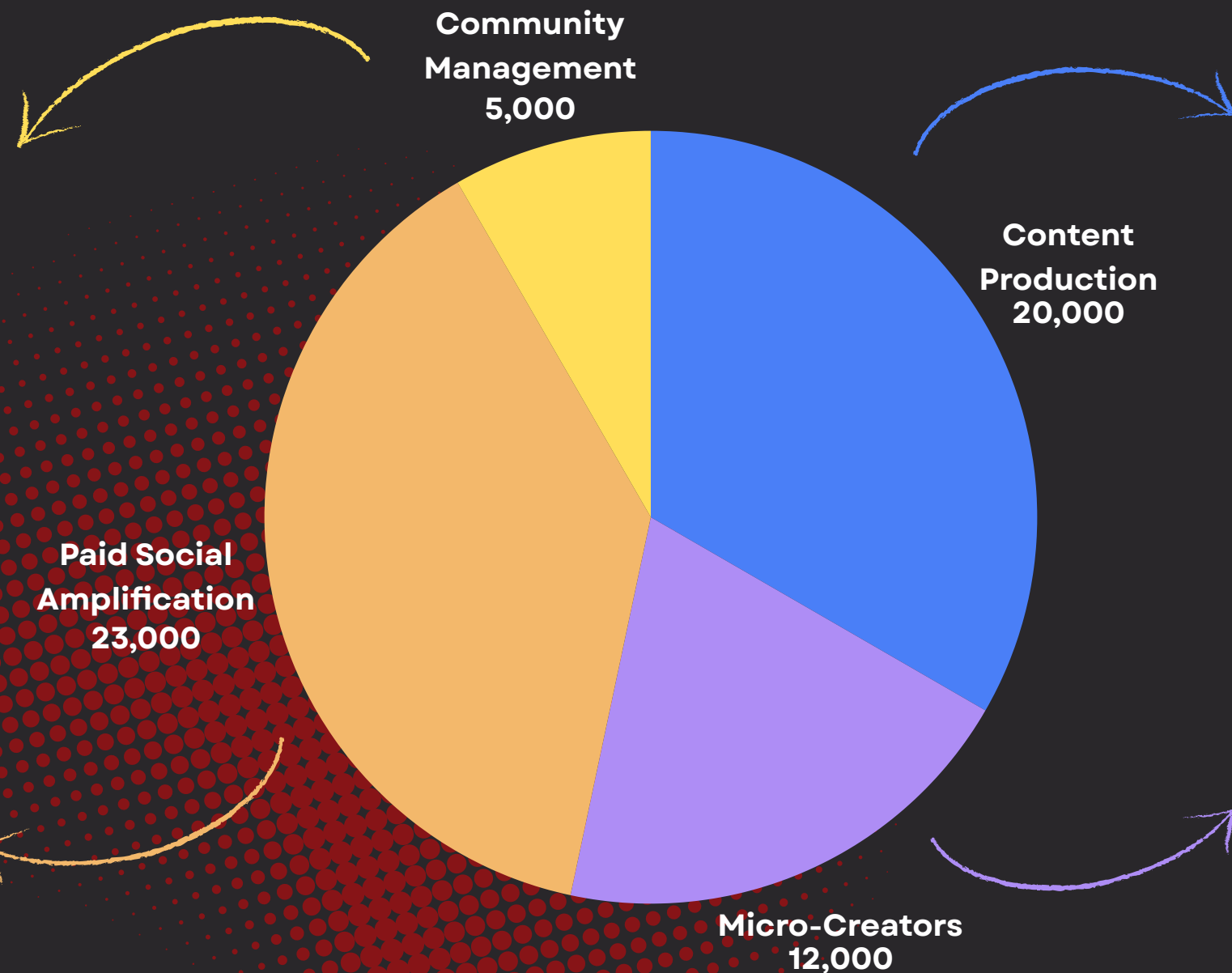


Budget Allocation

TOTAL : RM 60,000 (FOR 3 MONTHS)

- Manage comments, respond to questions.
- Moderate discussions & repost user-generated content.

- Target urban Malaysians 23-35.
- Boost campaign reach through TikTok Ads, IG/Facebook Ads, YouTube Shorts



- Produce campaign storytelling videos.
- Include a culturally relevant festive celebration video and short-form content for TikTok, Reels & Shorts.

- Collaborate with ~8 relatable Malaysian creators (students, young professionals, lifestyle creators).
- Increase authenticity & reach.