



UDA HOLDINGS BERHAD



## ‘LEE CHONG WEI MOVIE PREMIERE’

UDA Holdings Bhd Facebook Contest

- Date** : 15<sup>th</sup> March 2018
- Time** : 8.00 pm
- Venue** : Golden Screen Cinemas, Pavilion, Kuala Lumpur
- VIP** : YBhg Datuk Ahmad Abu Bakar,  
Group Managing Director, UDA Holdings Berhad

## **Objective**

- 1) To increase engagement with our social media followers on Facebook and Instagram
- 2) To increase number of likes and followers
- 3) As part of UDA brand awareness initiatives

## **Why did UDA choose this movie?**

- Lee Chong Wei is a national icon that boost the spirit of nationalism among Malaysian.

## **Contest**

*'Spot the Shuttlecock'*



- The contest started on 5<sup>th</sup> February 2018 and ended on 9<sup>th</sup> March 2018
- Almost 700 participants participated and 107 winners selected
- Each winner entitled to a pair of ticket

## **Entry requirements**

-  UDA Holdings Bhd Facebook page or follow UDA Holdings Instagram account
- Spot the shuttlecock that Lee Chong Wei smashed
- Comment your answer in the comments section
- Share the contest post and tag 3 friends

## **Number of reach**

- 58,807 increases on Facebook
- 6,914 increases on Instagram

## **MENGENAI UDA HOLDINGS BERHAD**

UDA Holdings Berhad (UDA) merupakan salah satu organisasi pembangunan hartanah dan pengurusan aset yang mampan dan terkemuka di negara ini. Aktiviti utama syarikat termasuk pembangunan tanah, pengurusan harta dan fasiliti, kompleks beli-belah serta industri hospitaliti. UDA telah bertapak kukuh dalam membentuk dan memodenkan Kuala Lumpur, Lembah Klang dan bandar-bandar utama lain di Malaysia sejak tahun 1971.

Untuk maklumat lanjut mengenai UDA, sila layari laman sesawang kami di [www.uda.com.my](http://www.uda.com.my).

Sebarang pertanyaan media, sila hubungi:

- Latifah Osman (Lat)** | [lat@udanet.com](mailto:lat@udanet.com) | **+6012 291 5427**
- Nor Hanisah Kamaruzaman (Nisa)** | [n.hanisah@udanet.com](mailto:n.hanisah@udanet.com) | **+6013 597 4264**

Bahagian Komunikasi Korporat Kumpulan  
UDA Holdings Berhad  
Tingkat 6, Blok Menara, Kompleks Pertama,  
Jalan Tuanku Abdul Rahman, 50100 Kuala Lumpur.  
Tel : +603 2730 8500 | Fax : +603 2731 2855