

# OPTIMEDIA SIGNS ON GRADUATES AT THE APPRENTICE-INSPIRED MEDIA CAMP

19 May 2016, Kuala Lumpur

In recognition of the disconnect between academic qualifications and needs of the workforce, Malaysia Publicis One's media agency brands organised an, "Awesome Media Camp" inspired by the reality talent game show, "The Apprentice" for recent university graduates. The one-day Camp created a platform for potential employees to experience what working in media planning is like and created excitement about careers in this highly potent field.

"Youths today can be a driving force in many companies, but in order to achieve that, you need proper guidance and training," said Tan Kien Eng, CEO of Malaysia Publicis One during his opening session to the eager participants.

He added that the agencies within Publicis One act as an incubator for these young talents by harnessing their passion and creativity to help them flourish as professionals with long term career growth.

Ali Imran Memon, General Manager of Optimedia Malaysia said, "Our biggest challenge as we undergo rapid growth has been to hire the right millennials with the right aptitude and analytical skills to work in, and excel at media planning. This camp allows these graduates to understand how to apply their knowledge and skills in work settings."

Approximately 500 potential candidates submitted their resumes to join the Awesome Media Camp, and after one month's review, only 22 candidates were shortlisted to join the Camp. Enthusiastic participants were thrilled to receive inspirational advice and unconventional training from top leaders of the Malaysian media and communications landscape including Aditya Aima (VP, Astro Awani), Andrew Gnanantham (CMO, Lazada), and Jenny Lim (Client Solutions, Google).

Lim Syau, a final year student at Tunku Abdul Rahman University College, was the shining star of the day by winning the competitive training program. Lim said " I am more than blessed and lucky to be selected. Coming from an accounting background, for me to be handpicked by such a panel of judges is a great motivation for me to stay true to myself, to never limit myself."



According to Ali, the top candidates of the day may receive job offers soon from the participating companies subject to availability of vacancies. He goes on to say, " The success of this inaugural camp has inspired us to conduct similar camps in the future. It is necessary for us to continue these efforts to build the talent pipeline in the media industry."

The Awesome Media Camp was organised by Malaysia Publicis One media brands: Starcom, MediaVest and Optimedia and Working on Bean Bags (WOBB) and hosted by Google at their Malaysian headquarters.

-----END-----

Contact: Eswari Kalugasalam Lawson | M: +016 2325871 | E: [eswari.kalugasalam@my.arcww.com](mailto:eswari.kalugasalam@my.arcww.com)

#### **About Optimedia**

Optimedia is a full-service media agency that offers communications planning, digital, broadcast, print, out of home and content solutions to our clients. It is one of the three media agency brands (Starcom, Mediavest and Optimedia) under Publicis One in Malaysia. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, Optimedia's pioneering expertise in this area has driven their success, and underpinned their growth.

#### **About Publicis One**

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Optimedia | Blue 449), Publicis.Sapient (SapientNitro, DigitasLBi, Razorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with around 8,000 employees in 50 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. Follow Publicis One's latest news on [Facebook](#) and [Twitter](#).