

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**SUSHIVID LAUNCHES INFLUENCER WORKSHOP TO HELP NEW CONTENT CREATORS**



**KUALA LUMPUR – 29 April 2017:** Aspiring local content creators were treated to a workshop full of sponsorship opportunities with brands such as Hermo, b.liv, Havaianas, Lazada, MILO® NUTRI UP™, BLU, JBL, and ZICO® Coconut Water, Monster Energy, and TagBooth.

The social media influencer workshop was organised by SushiVid, a platform connecting brands to social media influencers.

Supported by the Malaysian Digital Economy Corporation (MDEC), the workshop was organised to encourage branded content creation in less conventional media channels such as YouTube, Instagram, Facebook, and blogs.

At the workshop, seasoned content creators including comedian YouTubers Vikneswaran Veerasundar (Vikarworld), Adam Shamil, and Taneshh shared on their experience working with brands, and creative process in creating fun and interesting content while maintaining authenticity.

Present at the workshop, MDEC's VP of Creative Content and Technologies Hasnul Hadi Samsudin said that its focus has always been about growing Malaysia's digital economy and the new media space. "We would like to support and create a complete New Media community that will learn and leverage on each other, and hope they will utilise platforms like SushiVid to fuel their growth together," said Hasnul

SushiVid chief executive office Foong Yuh Wen said SushiVid's vision is to enable those who want to become a content creator, become a successful one. Foong said SushiVid successfully paid out RM293,000 to long-tail influencers in the span of 10 months. She also announced SushiVid's future plans that includes new blogger integration and the introduction of a monthly pricing plan for brands wanting to engage in influencer marketing.

Foetus International group executive chairman Tan Sri Vincent Lee together with Hasnul officiated the workshop followed by a sharing session by Roberto Mata, Head of Online Marketing, Lazada on how they have been collaborating with social media influencers in their marketing campaigns.

## Personalities

**Tan Sri Vincent Lee** – Prominent figure in the advertisement and media industry, he is also Group Executive Chairman of Foetus International Sdn Bhd and IdeaRiverRun Sdn Bhd which houses several creative, and advertising agencies and digital media companies. He is also the Honorary Life President of 4As Malaysia.

**Roberto Mata** – Mata is the Head of Online Marketing at Lazada since 2015 and has been leading Lazada's effective online marketing efforts in making sure they remain the #1 E-commerce in Malaysia.

**Vikneswaran Veerasundar (Vikarworld)** – Comedian YouTuber who has done many contents that went viral. One of his sponsored content for MYCYBERSALE 2016 went viral and gained five times the average views. He won the Best MYCYBERSALE YouTube video award.

**Adam Shamil** – 22-year-old Comedian YouTuber from Sabah who started his YouTube channel back in March 2016. His YouTube channel is growing at an exponential rate. He now has over 23,000 subscribers as is one of the fastest growing YouTuber in Malaysia.

**Taneshh** - Local comedic YouTuber who is a part of a popular online series, Meeting with Machas. Although he has the least amount of subscribers in the bunch, Taneshh is the best representative of all young and hungry content creators who are doing what they love for people who love their videos. Numbers don't matter but we believe Taneshh is one to look out for in the near future.

## ABOUT 'Crunch' Workshop

Crunch Workshop is a gathering of social media content creators of all sizes in helping young content creators create more quality content and grow their channel through sponsorships. It was hosted on the 29<sup>th</sup> April 2017 at The Bee, Publika.

## ABOUT SushiVid

SushiVid is an influencer marketplace that connects brands to social media influencers. With over 500 content creators, SushiVid helps brands scale and simplify the process of launching and managing an influencer campaign by providing YouTube analytics to gauge the effectiveness of a campaign

The platform also provides social media content creators with a platform where they can easily find suitable brands that they would like to create content.

SushiVid has created over 100 campaigns in one year and has collaborated with brands such as Digi, Lazada, Shopee, 11Street, Bonia, Lelong, Watsons, TP-LINK, Panasonic, DBS Bank, Uniqlo, Hermo, b.liv, Havaianas, Shopback, Prosocial, and much more.

SushiVid is also a graduate of the MaGIC Accelerator programme and DBS Hotspot Pre-Accelerator in Singapore in 2016 and also the Official Initiative Partner for MDEC's #MYCYBERSALE 2016. SushiVid is also a recipient of the Cradle Grant CIP500.

SushiVid past Campaigns:

- Lazada 5th Birthday - [Akwa Ariffin](#) || [Aisha Liyana](#) || [Mayho10](#)
- Capture App (Digi) - [Vikarworld](#) || [Ling BigYong](#) || [Ezzat Eddy](#)
- NIDA Rooms - [Charis Ow](#) || [AA UTAP \(Indonesia\)](#)
- Hermo - [Indira Kalistha \(Indonesia\)](#) || [thenatstory](#)

For more information, check out [www.sushivid.com](http://www.sushivid.com)

## **ABOUT Sponsors**

### **TAGBOOTH**

Tagbooth is a boutique photo booth provider based out of USJ with multiple different attractive packages to choose from.

The type of booth provided at CRUNCH by SushiVid are known as PhotoBox. You can also print instagram photos on the spot.

Find out more at: <http://tagbooth.com.my/>

### **Havaianas**

For this event, SushiVid worked with Havaianas to give to our influencers discount vouchers for a pair of Havaianas, keychains, 10 pairs of havaianas flip flops and floats to be won.

You can purchase Havaianas at the One Thread store Telawi Bangsar, Pavilion KL, and KLCC

### **BLU - DIAMOND M Mobile phone**

The DIAMOND M combines the use of special metallic paint along with electrolyzed technology to achieve a high end looking smartphone.

DIAMOND M based on the MediaTek 6580 platform that offers 1.3GHz Quad Core processing speed and 512MB of RAM.

The DIAMOND M utilizes state of the art technology with its high resolution display which showcases its 5" visual clarity

For more information you can go to <http://bluproducts.com/devices/diamond-m/>

### **JBL Grip 100**

Twistlock™ Patented Design - Ergonomically designed ear tips comfortably twist and lock into your ear creating a fit that has been tested and proven by action sport athletes to never fall out.

Sweatproof and designed with strain reliefs and durable materials, JBL Grip is an earphone that holds up in the action sport lifestyle.

JBL Grip ear tips are made with Flexsoft™, an ultra soft material that will never hurt even during long sessions.

This item is sold at Lazada for RM89.00 - <http://www.lazada.com.my/jbl-grip-100-action-sport-in-ear-headphones-blue-15018175.html?ff=1>

### **HERMO**

#### **Turnin' Beauty in a Click**

Hermo is Malaysia's leading beauty online beauty retailer since 2012. Thousands of people around Malaysia use Hermo to discover beauty products at great prices, trying out the most trendy ways to be gorgeous, and to share their beauty tips in the journey.

Hermo partners with the brand owners and distributors to carry out brand flagship store in Hermo. By providing 100% original assurance,

<https://www.hermo.my/>

## **b.liv**

### **healthy pores, healthy skin**

b.liv is the leading brand in pores management solution. Originated from a cosmeceutical (cosmetics + pharmaceuticals) brand, b.liv products are formulated in line with salon-based solutions. b.liv is the only skin care brand in the over-the-counter market to have undergone trials and testing in more than 200 professional skin care centers prior to placement in the retail market.

## **MILO® NUTRI UP™**

Enriched with high calcium and source of protein, it brings out the great MILO® taste loved by Malaysians.

Best consumed chilled where you can enjoy it anytime, anywhere. Grab a bottle today!

WHERE CAN YOU FIND IT?

MILO® NUTRI UP™ is now available at your nearest petrol marts and convenience stores such as Petronas.

## **ZICO® Coconut Water**

ZICO® is pure, Premium Coconut Water™ hand harvested from coconuts in Thailand, Indonesia, and the Philippines. With a balanced blend of electrolytes from Mother Nature, including potassium, ZICO Premium Coconut water is a refreshing way to stay hydrated and treat your body well.

You keep bragging about potassium. What's so great about potassium? So many things! It's an electrolyte (one of five that naturally occur in coconut water, including magnesium, sodium, calcium, and phosphorus) that helps promote hydration and is needed for muscle contraction and function. One bottle of ZICO contains as much potassium as a banana.

## **Monster Energy**

**Monster Energy** is an energy drink distributed by Coca-Cola Malaysia. The regular flavor comes in a black can with a green, torn M shaped logo. The company is also known for

supporting many extreme sports events such as UFC, BMX, Motocross, Speedway, skateboarding and snowboarding, as well as eSports.

<https://www.monsterenergy.com/my/en/about-us>