



#JomSapot BeliLokal to empower SMEs

RHB and SMG's AI-powered ads support local businesses with hyper-personalisation

KUALA LUMPUR: RHB Bank Bhd has entered into a partnership with Star Media Group once again to drive #JomSapot BeliLokal 2.0 – an online platform that helps small-and medium-sized enterprises (SMEs) spread awareness of their brand as well as boost sales and revenue.

This time around, the enhanced #JomSapot BeliLokal 2.0 campaign employs AI technology to feature local celebrity actress, TV host and entrepreneur Sazzy Falak as the participating SMEs' brand ambassador.

"When we started #JomSapot BeliLokal last year, it was about giving SMEs a leg up after the pandemic and helping the economy recover and thrive," said Star Media Group chief business officer Lydia Wang.

"SMEs are the backbone of the economy and we are continuing these efforts, working together with partners such as RHB in helping these businesses get back on their feet.

"One of the biggest challenges for SMEs is marketing, primarily from the aspect of cost and effectiveness.

"#JomSapot BeliLokal not only offers the invaluable opportunity for these businesses to market their products and services, but also leverages on celebrity power to grab customer attention.

"By partnering with Sazzy Falak, this campaign enhances their brand's reputation with 'star power' – giving charm to the brands and helping them gain a competitive edge in the market," said Wang.

All the SMEs need to do is register their details on the RHB #JomSapot microsite (rhbjomsapot.my) for a free video advertisement curated for their brand, products and services.

Voice and facial recognition software recreates Sazzy Falak's face and voice patterns to match the details provided by the SMEs.

#JomSapot BeliLokal 2.0 is a collaborative effort of RHB's own



(From left) RHB head of consumer finance Sien Vee Loc, RHB SME banking head Yip How Nang, celebrity Sazzy Falak, RHB Group chief marketing officer Abdul Sani Abdul Murad and Star Media Group chief business officer Lydia Wang at the launch of #JomSapot BeliLokal 2.0 at Menara Star.

#JomSapot and Star Media Group's BeliLokal initiatives.

With SMEs facing multiple macro-economic headwinds, RHB's SME banking head Yip How Nang notes that SMEs need help to stay on a growth trajectory.

"Our goal is to rally the nation to support local businesses by buying from SMEs. We have already helped over 8,000 business outlets that signed up with us since our campaign's launch," he said.

Participating SMEs need not have to pay fees for the bank's assistance in the #JomSapot BeliLokal 2.0 campaign.

"Under #JomSapot BeliLokal 2.0, SMEs get to list their businesses on both RHB #JomSapot and Star Media Group's BeliLokal platforms at no additional charge," said Yip.

Besides having Sazzy Falak as the face of their brand, RHB will be empowering SMEs with AI-driven promotional materials.

RHB will leverage on its huge customer base and Star Media Group's extensive user database and media channels to enhance visibility and awareness of participating SMEs' products and services.

"We have the tools to help SMEs manage cash flow besides provid-

ing them financial support. We can optimise the efficiency of their operations as well as assist in business digitalisation," said Yip.

Wang added that #JomSapot BeliLokal 2.0 would feature the Awesome Lokal Guide that increases customer engagement and traffic for the participating SMEs.

"The Awesome Lokal Guide will be using location-based contextual targeting. This means that when a reader sees a #JomSapot BeliLokal advertisement and scans the accompanying QR code, he will be shown a list of local businesses on the platform that are within the vicinity," she said.

Customers who use RHB credit cards to buy from #JomSapot BeliLokal 2.0 merchants will earn rewards or cashbacks, and discounts when they spend on partner deals.



Scan QR code for more information and to sign up for a free customised promotional video.