



6 December 2007 – Official Announcement

Essence Communications wins Consumer Launch of the Year for the Gain Eye-Q Learning through Discovery campaign

Essence Communications Malaysia achieved another key milestone, winning the Consumer Launch Campaign of the Year award at the inaugural Malaysia PR Awards 2007 (MPRA 2007). The award ceremony was organized by the Public Relations Consultants' Association of Malaysia (PRCAM).

The “Gain Eye-Q Learning through Discovery” campaign by Essence took a creatively unique approach as the programme’s foundation rested on developing children holistically with nature as its primary setting.

Essence developed a series of interactive nature workshops, experiential discovery trips and a public forum, collaborating closely with partner NGOs and key opinion leaders. The “Gain Eye-Q Learning through Discovery” campaign created awareness of the key role nature plays in developing eye-to-brain coordination which leads to better IQ and EQ in young children aged between 3 to 6 years old.

The team comprised of Felix Heinemann, Andora Fredericks, Elliza Abd. Rahim and Nadiah Syed Nahar.