

## DDB PR and Bata brings music to life

It was a musical festival galore at the Midvalley Megamall recently as patrons were treated to a fashion show with a twist. Organised by Bata (Malaysia) Sdn Bhd, the event was themed "Bata brings music to your life" and showcased more than eight categories of its existing line of footwear.

DDB PR was appointed by Bata as its project consultant and was tasked with handling media relations and publicity for the event.



Instead of the traditional concept of models strutting down the catwalk one-by-one, this fashion show had percussionists, cheerleaders, break-dancers and even local R&B artiste, Syed Azmir accompanying the models as they paraded up on stage to the sounds of hip-hop, R&B, beatbox, and raggae tunes.

Bata's Senior Marketing Manager, Dato' James Selvaraj applauded DDB PR's efforts. He said: "Much like this fashion show, the spirit and dedication of the team at DDB PR is certainly one of a kind. We are happy that we have successfully engaged a consultancy that not only produced results but most importantly, understood us".

As a step towards rejuvenating the brand, Bata is repositioning itself as a market driven, fashion conscious lifestyle brand with an emphasis on service and production. The "Bata brings music to your life" fashion show can be seen as the company's commitment in providing its brand with a trendy and contemporary image.

Dato' James added that music was chosen as its theme as the footwear giants wanted something that could reflect the brand's identity – exciting, vibrant, suitable for all ages, and fresh.

"Music has been around for a long time and appeals to people of all ages. Through this channel, we want our customers to know that while we've been around for almost 80 years, we are in fact very young and vibrant at heart", he quipped.



Among the collections showcased at the fashion show were Bata's range of sports, kids, school, beach, casuals, comfort, men, and women footwear from its Marie Claire, Power, Bubblegummers, B-First, Island, Weinbrenner, Comfit, Bata Menswear and Bata Womenswear brands.

Recognised as the leading footwear manufacturer and marketer in Malaysia, Bata operates a retail chain of more than 220 stores nationwide with two different concepts, namely, the Bata City Stores and Bata Family Stores.

DDB PR engaged 8TV Quickie to display the collection of shoes on its daily show that was aired last week (12–17 May 2008). Viewers stood a chance to win Bata vouchers simply by calling in during the show's cue to call.