

**Trade KLCI & CPO Futures Online Anywhere****Media Monday:** Farewell Yasmin, a viral wedding dance, and the British gov't's Twitter guide Tags: [Chris Brown](#) | [Media Monday](#) | [Twitter](#) | [Yasmin Ahmad](#)

Written by Kathleen Tan

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This week, *Media Monday* bids farewell to the late Yasmin Ahmad by paying tribute to her work over the years. Elsewhere, a fun wedding entrance dance video that goes viral propels Chris Brown's 'Forever' up the music download charts while the UK government gets serious about Twitter with the launch of its 20-page guide.

A tribute to Yasmin Ahmad

Among Yasmin's latest works were two advertisements for Singapore's Ministry of Community Development, Youth and Sports: *Funeral*, which was released in April this year and *Family*, which was released last year. The latter advertisement, which focuses on a father-daughter relationship, won MediaCorp TV's Viewers' Choice Award last year.



Mention Tan Hong Ming, and Yasmin Ahmad comes to mind. The National Day advertisement for Petronas is the fifth most-awarded film advertisement in the world, with a total of 26 local and international awards. However, for Yasmin, it was the public's response that mattered. "Tan Hong Ming was well-loved and that is enough a reward for me," she said last year.



Besides *Tan Hong Ming*, Yasmin also directed numerous Petronas festive season television commercials that promoted racial unity and family values.





Known for promoting homegrown brands, Yasmin also did work for SilkyGirl and more recently, AirAsia, in May this year.



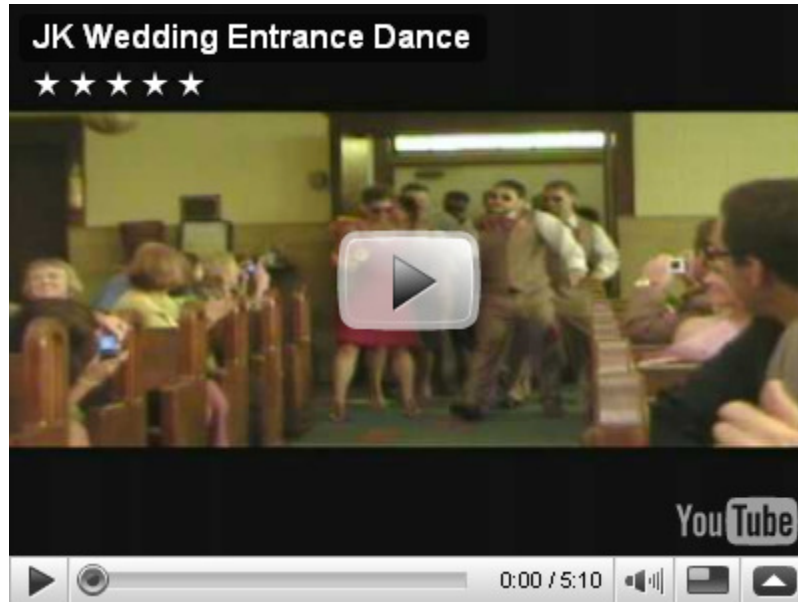
In a tribute to Yasmin, Datuk Vincent Lee, president of the Association of Accredited Advertising Agents Malaysia

(4As), said that she "showed us that brand builders can be educators, and that thinkers can be dreamers too."

"She taught us to see beyond race and creed. Her unassailable insights into humanity and mastery of her craft made her a force of nature. She showed us how to be romantic comedians, and how film directors could unite the nation as one; how to be extraordinary and raise the industry's gold standards," he said in a July 31 press statement.

Lee also expressed 4As' hope that young talents would be inspired by her "spirit of inclusiveness in making a better, justly engaged and educated nation."

Viral wedding entrance dance boosts props up Chris Brown's 'Forever' up the charts



[YouTube took credit for Chris Brown's dance track, 'Forever', skyrocketing up the music charts](#) a week after the wedding entrance dance video was uploaded on June 19. 'JK Wedding Entrance', which features an entire bridal party dancing down the aisle to 'Forever', has generated more than 12 million views to date. The week following the upload, ['Forever' ranked fourth on iTunes singles chart and was Amazon's third best-selling song of the week](#), which Google attributed to its click-through links. The links allowed viewers to purchase the song at Amazon and iTunes upon viewing the video.

Tweet properly, the UK government tells its employees

The UK government has [launched a 20-page Twitter guide for its departments](#) to learn how to leverage on the microblogging service and avoid dry, irrelevant tweets.

The guide's author is Neil Williams, the head of corporate digital channels at the Department for Business, Innovation and Skills, who said that tweets such as "@DowningStreet has reached one million followers. Thank you to everyone who has signed up to follow our updates" showed that the government still had a lot to learn about Twitter engagement.

Tweets should be varied, human, frequent, re-tweetable, timely, credible and inclusive, he said. Other advice to ministers included, "Avoid pointless content" and "provide an informal, 'human' voice of the organisation by tweeting no less than twice a day and no more than 10."

Containing 36,215 characters and spaces, it would take 259 separate tweets to disseminate [the document](#) via Twitter, which allows a maximum of 140 characters per tweet. Williams said that [while a 20-page strategy may seem over the top for a simple service like Twitter](#), "I was surprised by just how much there is to say -- and quite how worth saying it is."

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