

ASSIGNMENT I

MUDIM ADVERTISEMENT

OUR TEAM



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INTRODUCTION

- **MUDIM is built on the “core trilogy” of basic condiments: Soy Sauce, Chili Sauce, and Vinegar.**
- **These are essential household items in everyday Malaysian cooking.**
- **Chosen for economic stability and consistent consumption.**
- **Forms the foundation of MUDIM’s business model.**

COMPANY BACKGROUND

- **Manufactured by MUDIM FOOD INDUSTRIES SDN. BHD.**
- **Founded by Tuan Haji Zakaria bin Arshad (Tok Mudim).**
- **Transitioned from traditional medicine to food production in 1987.**
- **Now led by his son Hj Shaarani bin Hj Zakaria, continuing the founder's vision.**

MALAYSIAN IDENTITY & ORIGIN

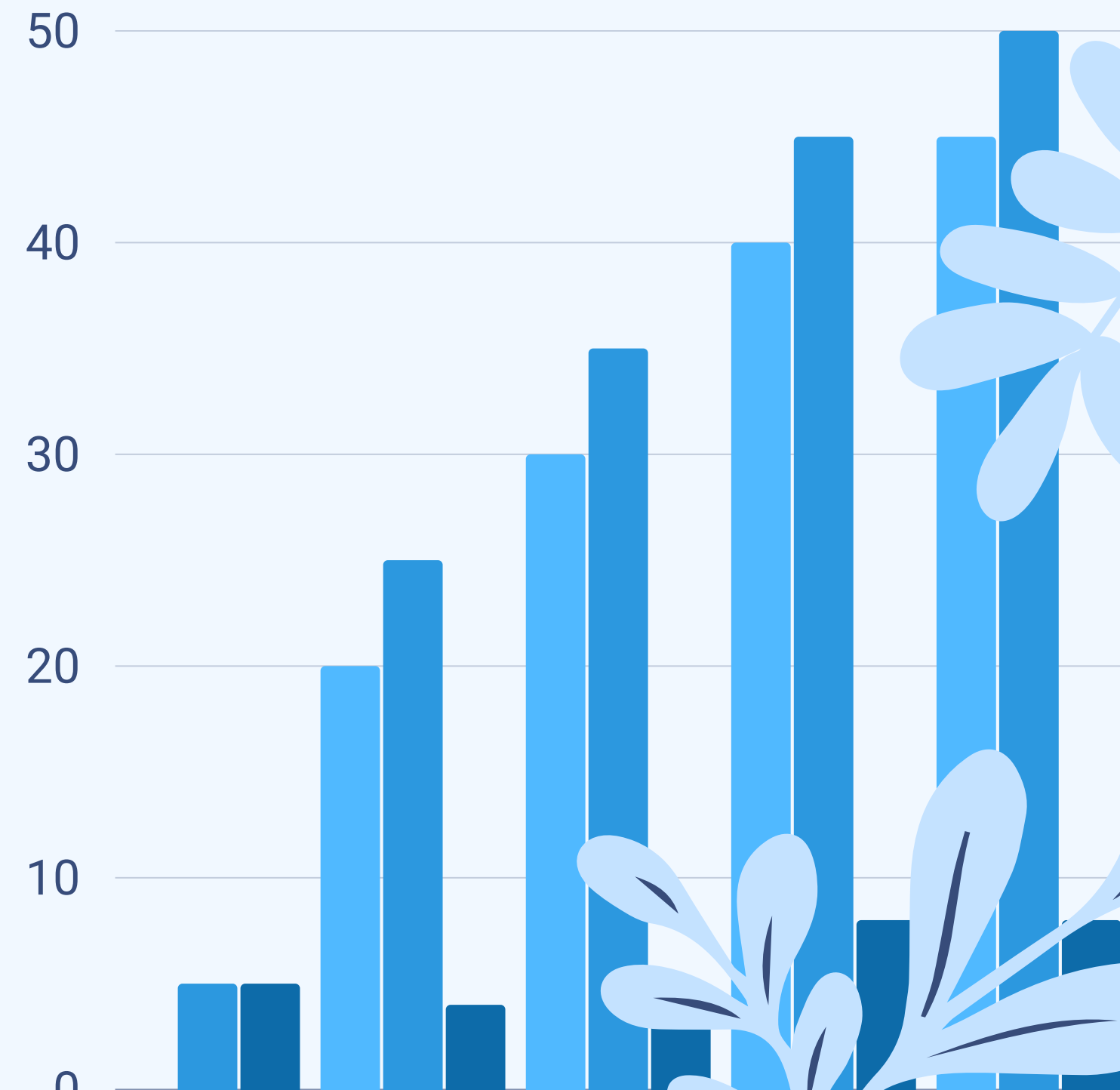
- **Originates from Kampung Jelutong, Kedah — Malaysia's "rice bowl."**
- **A 100% Bumiputera-owned enterprise.**
- **Supported by agencies like MARA, FAMA, and MARDI.**
- **Reflects rural authenticity and national pride.**

PURPOSE OF MUDIM PRODUCTS

- **Serve as high-quality, reliable daily staples.**
- **Manufacture and distribute condiments for domestic and international markets.**
- **All products are HALAL certified by JAKIM — a “global passport” for trust.**
- **Targets Halal-centric markets such as Saudi Arabia and Egypt.**

ADVERTISEMENT STRENGTHS

- **Highlights local brand identity and cultural pride.**
- **Uses familiar village settings and family themes.**
- **Creates emotional connection and sense of belonging.**
- **Blends heritage with modern digital presentation.**



STORYTELLING AND EMOTION

- Goes beyond simple product display — tells a meaningful story.
- Evokes emotion, nostalgia, and warmth.
- Keeps the audience engaged through family-centered storytelling.

Creative value: Strong narrative and emotional appeal.

Innovative value: Delivering product message through emotion.

TECHNICAL AND VISUAL QUALITY

- **High-definition (HD 4K) video with professional execution.**
- **Attractive visuals enhance the appearance of food and sauce.**
- **Effective lighting, colors, and camera angles.**
- **Creative value: Eye-catching visuals.**
- **Innovative value: Modern production tech for traditional products.**

PRODUCT & MARKETING STRATEGY

- **Products available in various sizes and types.**
- **Sold widely in supermarkets and grocery stores.**
- **Advertisement broadcasted on YouTube for wide reach.**
- **Creative value: Digital adaptation to modern lifestyles.**
- **Innovative value: Flexible digital marketing strategy.**

CONCLUSION

- **MUDIM successfully combines heritage, emotion, and modernity.**
- **The advertisement reinforces national pride and brand trust.**
- **Through creative storytelling and technical excellence.**
- **MUDIM connects local values with a global audience.**

REFERENCES

- [1] MUDIM FOOD INDUSTRIES SDN. BHD. "MUDIM FOOD INDUSTRIES SDN. BHD." [Online]. Available: <https://mymudim.my/>. Accessed: Nov. 12, 2025.
- [2] MUDIM ZAKARIA FOOD INDUSTRIES SDN BHD. "Iklan Kicap MUDIM (HD 4k)." YouTube, Mar. 6, 2017. [Video]. Available: <http://www.youtube.com/watch?v=lerdDsJyDZc>

THANK YOU
FOR YOUR
COOPERATION

