

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

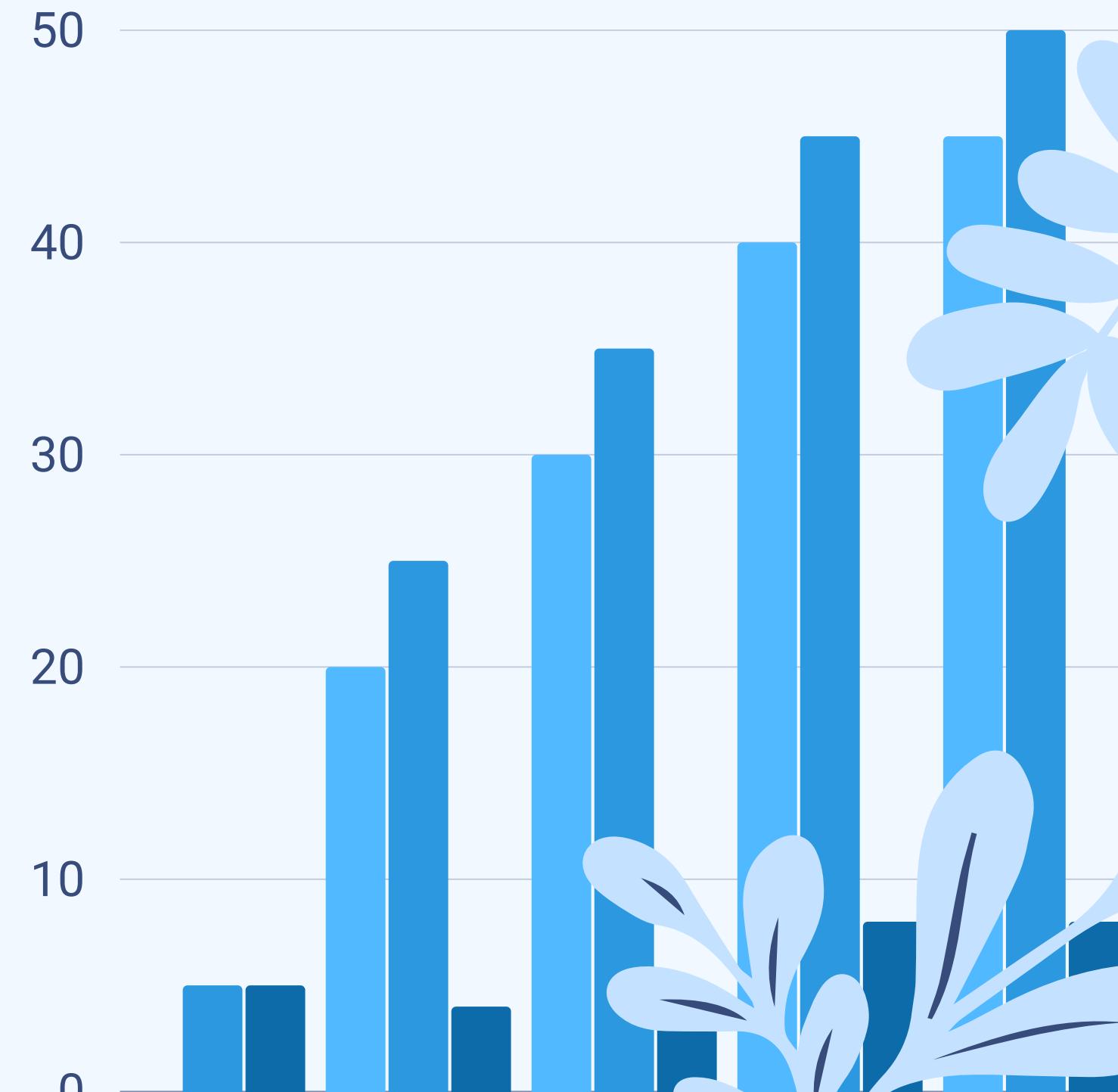
- Originates from Kampung Jelutong, Kedah — Malaysia's “rice bowl.”
- A 100% Bumiputera-owned enterprise.
- Supported by agencies like MARA, FAMA, and MARDI.
- Reflects rural authenticity and national pride.

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

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- [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**

