

Paralympic champs further sweeten deal

Gold medallists join David Arumugam and Dr Vida as creamer brand's campaign ambassadors

HUMBLED by the unprecedented success of their "Mesti-lah campaign" with icons Datuk David Arumugam and Datuk Seri Dr Hasniza Othman (Dr Vida), Dairy Champ is back with a bang with another dazzling surprise for fellow Malaysians.

The condensed and evaporated creamer brand is the first in the nation to appoint two national treasures as the new faces of Dairy Champ.

Dairy Champ appointed two gold medallists – Ridzuan Puzi (100m sprint) and Muhammad Ziyad Zolkefli (shot put) as brand ambassadors in addition to David and Dr Vida.

Diagnosed with cerebral palsy at the age of one, Ridzuan did not let that stop him from achieving his dreams. With perseverance, he

trained tirelessly for the Paralympics and won a gold medal.

He also made history as the first Malaysian athlete to win a gold medal at the Paralympics in Rio, Brazil last year.

Similarly, Muhammad Ziyad bagged a gold medal in the Men's F20 shot put event, creating a new world record en route to his victory.

He set a great example for many as he embodied the spirit of determination and belief that anything is possible.

Despite his disability, he pushed through his boundaries and limits to achieve his dreams like a true champion.

The new Dairy Champ Mesti-lah ambassadors will be immortalised in Dairy Champ's campaign visuals, similar to the trend-setting visuals



Ridzuan (left) and Muhammad Ziyad have been picked to be Dairy Champ's brand ambassadors as they embody the champion element of the campaign.

done earlier for David and Dr Vida. The selection of Ridzuan and Muhammad Ziyad as the two new ambassadors was a clear choice for Dairy Champ.

Not only were the Paralympians true sporting champions, they also embody the champion element of the campaign, which coincides seamlessly with the brand's motto.

Ridzuan is shown in a creative visual making a cup of *teh tarik* with the frothy Dairy Champ Tarik Lebih Buih Sweetened Creamer, which is expressed by David.

Meanwhile, Muhammad Ziyad is seen making a bowl of *ais kacang* with the Dairy Champ Evaporated Creamer, which is expressed by Dr Vida.

"Just like all Malaysians, we were truly energised by the achieve-

ments of Ridzuan and Muhammad Ziyad.

"They are inspiring and resilient people who have gone on to successfully redefine the art of winning, seamlessly blending with the brand ethos and synergies that Dairy Champ stands for," said Erika Sdn Bhd vice-president of marketing Santharuban T. Sundaram.

Santharuban said they believed these two champions could have an even greater impact on Malaysians.

"We believe in pushing boundaries and are proud to be the first condensed and evaporated creamer brand to appoint the Paralympians as ambassadors.

"Despite being put through a lot of challenges, their perseverance and hard work have brought them to where they are today – true

champions – and that is really inspiring.

"We hope to encourage more Malaysians to push their limits and step out of their comfort zones," he added.

From now, Malaysians will see more of the campaign which includes in-store branding, out-of-home advertising, print, digital and TV.

The campaign will see Ridzuan and Muhammad Ziyad along with David and Dr Vida as the faces of Dairy Champ.

Dairy Champ Tarik Lebih Buih Sweetened Creamer and Dairy Champ Evaporated Creamer are now available at all major retail outlets alongside other variants.

For details, visit <http://www.etrkholdings.com/our-brands#Dairy-Champ>.