

FREQUENTLY ASKED QUESTIONS (FAQ) ON UNIFI RAMADAN RAYA CAMPAIGN 2020

NO	QUESTION	ANSWER
QUESTIONS ON UNIFI RAMADAN RAYA CAMPAIGN 2020		
1	What is unifi Ramadan Raya Campaign?	<p>unifi Ramadan raya campaign is an initiative by unifi to help connect experiences that resonates with Ramadhan-Raya with all Malaysians especially Muslims so that everyone can continue to enjoy the same feeling of Ramadhan-Raya that they remember. Ramadhan tetap Ramadhan, Raya tetap Raya.</p> <p>Ramadan Raya platform allows Malaysians to discover new ways to celebrate the season. Public can observe and conduct spiritual or ritual obligations by tuning in to religious programming on the site. Some of the features to highlight include: entertainment content like Hari Raya songs and melodies by your favourite celebrities and a directory to navigate Malaysians to local businesses in preparation for Hari Raya.</p> <p>Ramadan Raya platform will also connect SME businesses to their customer base. The curated platform will act as a host to match-make businesses in the category of food, fashion & accessories, home & living, e-bazaar and more to help people purchase the necessity for Hari Raya celebrations.</p> <ul style="list-style-type: none"> • Ramadan Raya Portal (https://unifi.com.my/ramadanraya)
2	What include in the unifi Ramadan Raya portal?	<p>The following experiences included in the unifi portal:</p> <ol style="list-style-type: none"> 1) unifi will bring influencers to their portal to host an interactive virtual session and related contents to bring the Ramadan Raya familiarity across 4 pillars i.e. Culture, Spirituality, Lifestyle and Commerce. Among the personalities involved is Hafiz Hamidun, Liyana Jasmay, Yaya Zahir and many more. 2) One stop e-shopping guide for Ramadhan & Raya essentials. From this portal, visitors are able to search for segregated by location and 3 product pillars i.e. Food, Home and Living, Fashion and Accessories. 3) e-Bazaar for those who are looking for food listing at the nearest Bazar Ramadan. The portal is able to filter the search by location.

3	How long is the duration of this campaign?	This campaign will be from 11 th until 31 st May 2020.
4	How to register for the SMEs that interested to be on board on this portal?	<p>SMEs who are interested can register to list their business in this portal for FREE by filling up this form https://forms.gle/UoT6rGuA1VjPtrLU9</p> <p>OR</p> <p>Directly go into this portal and click the “<i>List your business here</i>” button under the “<i>Barang baek barang lokal</i>” section to register their business.</p> <p>Once they have submitted the google form, their business will be listed in this portal within 48hrs. They can check their listing at this portal.</p>
5	Who are the celebrities that will be on live stream?	<p>There are various of celebrities that will be on the virtual session across the 4 pillars i.e. Culture, Spirituality, Lifestyle and Commerce including:</p> <ol style="list-style-type: none"> 1. Hafiz Hamidun 2. Imam Muda Asyraf 3. Radin 4. Elizad Sharifuddin 5. Yaya Zahir 6. Betty Rahmad 7. Yasmin Hani 8. Diana Danielle 9. PU Amin 10. Liyana Jasmay 11. Izzue Islam 12. Zulin Aziz 13. Mawi 14. Saharul Ridzwan 15. Issey 16. Umami Nazeera 17. Kamal Adli 18. Sam Bunkface 19. Hazeman 20. Ustaz Fakhrol UNIC
6	When is the virtual session slot for each of the celebrities?	Virtual session slot details can be viewed on the portal under each of the content category.
7	Who do I contact if I need further info on this unifi Ramadan Raya Campaign?	<p>For more details on the campaign please contact:</p> <p>Syamtriyanti Salleh yantis@tm.com.my Muhamad Fauzi Bin Saban fauzi.saban@tm.com.my Noor Syuhada Naziri syuhada.naziri@webe.com.my</p>

