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Chia (left) and marketing general manager Rigel Oye launching the Julie's 'Love Invites' under its 'What's Your Love Letter?' campaign at Pavilion Kuala Lumpur.

Biscuit-maker sending 'love invites'

Campaign aimed at getting people to write down their feelings the traditional way

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IN THIS day and age, technology has taken over many modes of communication and the tradition of penning down one's thoughts is fast dying out.

To revive the expression of affection through writing, biscuit brand Julie's is running its "What's Your Love Letter?" campaign for the third consecutive year.

Perfect Food Manufacturing (M) Sdn Bhd marketing manager Benny Chia said the campaign aimed at encouraging people to appreciate their loved ones by writing down their feelings boldly, especially for the festive season.

"While technology is advancing, expressions of love is somehow decreasing.

"Through writing, Julie's hopes to return the traditional way of putting down one's thoughts on paper, with a pen and a simple heart," said Chia during the campaign launch held at Pavilion Kuala Lumpur.

He said that when a message was written, it tended to be more worthy and significant, adding that the receiver would also be more inclined to keep the letter.

With the campaign receiving overwhelming support from the public since it started three years ago, Chia said the biscuit-maker was not slowing down.

"In fact we've included the new 'Love Invite' concept for 2017 where one can invite friends and families to spend time together."

Chia said Julie's teamed up with 10 food and beverage as well as service providers to create a set of "Love Invite" coupons

that allowed people to invite their loved ones to an outing.

The coupons offer special discounts and promotions for food and drinks, tour and leisure offers where one can treat another to something special.

Each coupon also comes with a writing space where one can extend their invitation and pen down their thoughts.

"While people can express their love in writing, these invitations allow them to take the initiative to bring friends and families out," Chia shared.

Julie's is giving the "Love Invites" coupon booklet throughout January through its "Love Express" vehicles that will roam the Klang Valley.

At the same time, the coupons can be downloaded from the campaign's website at whatyourloveletter.com.

In addition, Julie's is also running the "Moments Together Contest" where participants stand a chance to win prizes worth over RM35,000, including a grand-prize trip for two to South Korea.

To enter, participants need to take a photo with their loved ones using the "Love Invite" and post on social media with the hashtag #juliesLoveInvite.

Contest details can be found on the campaign website or facebook.com/juliesBiscuits. It ends Feb 28, 2017.

As part of the campaign, Julie's also filmed a special video with three families on how they communicate with each other and how they reacted as they received their own love letters.

The heartwarming video is uploaded on the campaign website and through its social media channels.