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MARKETING **20** years
FOUNDER QUBE PARTNER LAPUTA TO LAUNCH NEW ERA MOBILE ADVERTISING

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[L-R] Lim Ee Mae, General Manager, Founder Qube; Kenneth Hiew, Group Chief Commercial Officer, PUC; John Ong, Co-founder, Chief Operating and Marketing Officer, Laputa; Ivan Lau, Co-founder, Chief Technical and Information Officer, Laputa

ACE Market-listed company, PUC, has entered into a strategic and exclusive partnership, through its subsidiary, Founder Qube Sdn. Bhd., with Laputa to utilise Moola, the latter's advertising platform to form effective on-vehicle advertising.

Leveraging on Moola's propriety technology, the partnership will strengthen PUC's position in integrated media services especially in advertising through the introduction of a brand new approach in mobile advertising that combines the power of traditional advertising with the effectiveness of digital advertising, to reach wider audiences.

Signing on behalf of PUC was its Group Chief Commercial Officer, Kenneth Hiew. He said, "PUC is delighted to partner with Laputa to offer a fresh new approach to mobile outdoor advertising to Malaysian marketers via Moola. PUC will provide our expertise in integrated media services whilst Moola, a pioneer platform to connect brands and drivers, will offer a creative medium to connect with Malaysian audiences, through engaging advertising, which will see billboards making its way on cars."

Hiew continues, "This partnership reiterates PUC's commitment in the field of integrated media services as we continue to explore new collaborations with leading players that will bring about new forms of media and advertising opportunities, to contribute to industry advancements in the country."

John Ong, Laputa's Co-Founder, Chief Operating and Marketing Officer, commented, "Laputa is excited to partner with PUC's Founder Qube using Moola to elevate opportunities for marketers to enhance reach in a new creative way. As a new and disruptive advertising company in Malaysia, we are honoured to work with an established player in integrated media services to bring exciting innovations to the industry, by leveraging Founder Qube's network of clients and our network of drivers, to promote brands in a cost effective manner."

The unique proposition does not only create bigger opportunities for brands to market themselves through diverse options but also benefits Malaysians, empowering drivers on the road to do more than just drive – but also earn at the same time. Registration is simple as drivers only need to download the Moola app and register to be a Moola driver before advertisement stickers are placed onto cars.

More importantly, the technology and platform provides clients analytics to show the progress and outcome of a campaign. Data is critical in this industry as insights can inspire and generate strategic advertising initiatives equipped to address the evolving needs and demands of today's audiences.

PUC has built a solid foundation and remains committed to developing their businesses in four key segments - integrated media services, e-commerce, technology and renewable energy while Laputa's Moola encourages drivers to earn while they drive, at the same time, enables brands to smartly and effectively advertise outdoors.

PUC SUBSIDIARY, FOUNDER QUBE, PARTNERS WITH LAPUTA, INTRODUCING A NEW ERA OF MOBILE ADVERTISING THROUGH INNOVATIVE AND ECONOMICAL MEANS 3/3

About PUC Founder (MSC) Berhad

PUC Founder (MSC) Berhad ("PUC") was incorporated in Malaysia on 3 November, 1997 by China Founder Group. It is the first China government linked company to list on the ACE Market of Bursa Malaysia Securities Berhad (formerly known as MESDAQ Market of Kuala Lumpur Stock Exchange) on 8 April, 2002. It was also one of the first companies to be awarded the Multimedia Super Corridor ("MSC") status in Malaysia. Throughout the years, PUC has built a solid foundation in Malaysia especially in then four key segments – integrated media services, e-commerce, technology and renewable energy. For more information, please visit www.puc.my.

About Moola

Moola is an advertising platform that merges the power of traditional advertising with the effectiveness of digital advertising. It matches drivers with brands to form effective on-vehicle advertising, by allowing drivers to earn while they drive and brands to smartly advertise outdoors, Moola does that by slapping a billboard onto cars. Drivers earn a passive income while enabling brands to advertise at an amazing economic value. For more information, please visit www.moola.com.my.