

Ismail's Keluarga M'sia branding cost RM62m over 14 months

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Over RM62 million was spent on branding the Ismail Sabri Yaakob government with the 'Keluarga Malaysia' slogan over the 14 months he was prime minister.

Minister in the Prime Minister's Department (Sabah, Sarawak Affairs, and Special Functions) Armizan Ali said RM62,093,139 was spent on promoting the 'Keluarga Malaysia' slogan.

Meanwhile, RM181,752 was spent on the 'Kerajaan Prihatin' slogan under Muhyiddin Yassin's administration.

For Prime Minister Anwar Ibrahim's 'Malaysia Madani' slogan, RM489,216 has been spent as of Jan 30, 2023.

All this comes up to a total of RM62,764,107 spent on rebranding the three administrations, Armizan said.

"The total expenses are based on the roadshow and tour programmes

implemented starting from the administration of the eighth prime minister (Muhyiddin) up till now.

“Only one Kerajaan Prihatin programme was implemented during the eighth prime minister’s tenure seeing as the country was under the movement control order at the time,” Armizan said in a written parliamentary reply yesterday.

He was responding to a question from Sri Gading MP Aminolhuda Hasan, who asked for the total sum spent on the rebranding of the last two governments as well as the current one.

Muhyiddin was prime minister between March 2020 and August 2021, with Ismail Sabri picked up the mantle from August 2021 up to November 2022.

Anwar was sworn in as prime minister on Nov 24, 2022 and launched the ‘Malaysia Madani’ slogan on Jan 19 this year.

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