

Najib says "Endless Possibilities" to complement, not replace 1Malaysia
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Putrajaya's new "Endless Possibilities" campaign will complement and not replace the 1Malaysia slogan introduced in 2009, Prime Minister Datuk Seri Najib Razak (pic) said today.

Calling it the new "complementary campaign", Najib said the latest campaign is part of a national branding plan.

"This is going to be promoted by Malaysia," Najib replied to questions asked at his department's Hari Raya open house in Putrajaya today.

Najib was seen donning a new badge of the new campaign in addition to one with the 1Malaysia logo.

The Malaysian Insider reported the new campaign today, which is to be officially launched on September 17, a day after Malaysia celebrates its 50th anniversary.

The 1Malaysia slogan with the tagline "People First. Performance Now" has been derided by its critics, including former prime minister Tun Dr Mahathir Mohamad, for being vague and not bringing Malaysians together.

"I didn't define the concept very clearly, but that was by design," the prime minister had said in an interview last December.

Najib said he had decided it needed to have an "element of strategic ambiguity" when he introduced it three years ago so that the concept could be broadened to include other views from the public.

Sources told The Malaysian Insider that the "Endless Possibilities" slogan was to be launched before the polls but the government postponed it to prevent possible confusion.

Pos Malaysia had even planned to launch a new stamp titled "Malaysia: Endless Possibilities" on May 30, 2013 but there has been no sign of the stamp set.

A source said the new campaign actually began earlier this year at the prestigious World Economic Forum (WEF) in Davos, Switzerland, and in several Tourism Malaysia drives.

A 60-second video clip featuring Najib was also launched and aired by global news broadcaster CNN.

There have been several print advertisements with the new slogan in international magazines for both business and tourism purposes in the past eight months. But sources said the main push will be after the September 17 launch. - August 21, 2013

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