



**Paralympic Council
MALAYSIA**



Media Plan Heading Towards LA2028

Joshua Edgar

Vice President &

Chairperson, Marketing & Communication Comm

**[Contributor : Geoffrey Kronenberg,
Marketing & Communication Comm]**



Executive Summary

Vision & Goals



Increase Awareness

Raise MPM brand visibility
Staying relevant



Boost Media Coverage

Increase coverage across
all platforms.



Secure Sponsorships

Sign-up 5 new corporate
sponsorships annually.



Enhance Engagement

Increase in public
engagement

**Our vision is to foster greater support for Para-athletes.
These goals will guide our efforts to achieve significant growth.**

Target Audience

Reaching Key Demographics

Primary Audience

General public (18–60), sports enthusiasts, and families. They are urban/suburban, tech-savvy, and socially conscious.

They are interested in sports, human interest stories, and social impact causes.



Secondary Audience

Corporate sponsors, government agencies, and media outlets. Our objective is to build partnerships, secure funding, and generate positive public relations.

Targeting these groups ensures comprehensive outreach and support for MPM.

Strategic Pillars

Multi-Platform Approach

Digital Media

Revamp MPM website for interactive content.

Goal: 100,000 unique visitors monthly by 2026.

Launch social media blitz on Facebook, Instagram, TikTok, X.

Aim for 25% follower growth annually via targeted ads.

Create athlete documentaries and behind-the-scenes footage.

Metric: average view duration of 3 minutes per video.

Traditional Media

Issue press releases for milestones and achievements.

Target: 50% pickup rate in major Malaysian news.

Collaborate with TV, radio, and newspapers.

Objective: secure regular segments featuring Para-athletes.

Experiential Marketing

Organize public appearances for athletes, including school visits.

Goal: 20 events per year, reaching 5,000+ individuals.

Host fundraising events like fun/charity runs, golf or pickleball tournament & etc

Target: Raise RM 500,000 annually.

This multi-faceted approach maximizes our reach and engagement across various platforms.

Digital Platform-Specific Content Strategy



You Tube

Long form engaging, story telling content, community building, and event and competition promotion



Facebook

Longer content, news, community building, and event activations and Calls to action



Instagram

High-quality photos, reels, stories, and live Q&As engage followers.



TikTok

Short videos, trending sounds, and challenges highlight athletes.

Deliver 3 content posts weekly per platform to maintain active engagement.



X formerly known as Twitter

Quick highlights and updates, especially on achievements and performances



Quick-Win Opportunities (Next 6–12 Months)



Launch nationwide awareness campaign with athlete ambassadors.

These are yours/our/my Malaysian Heroes – people engage and create emotional attachment to real stories of achievements.

Track social engagement, website traffic, media mentions



Partner with local brands to sponsor individual athletes (adopt-an-athlete).

Making brands relatable through humanised narratives, beyond a product/service

Track sentiment, acquisition cost, and sales lift



Expand media coverage on social platforms with real athlete stories.

Humanise the athletes they are luar biasa, due to their discipline, tenacity and determination, importantly, they are also you, me and live amongst us

Monitor reach, engagement, views, shares, comments

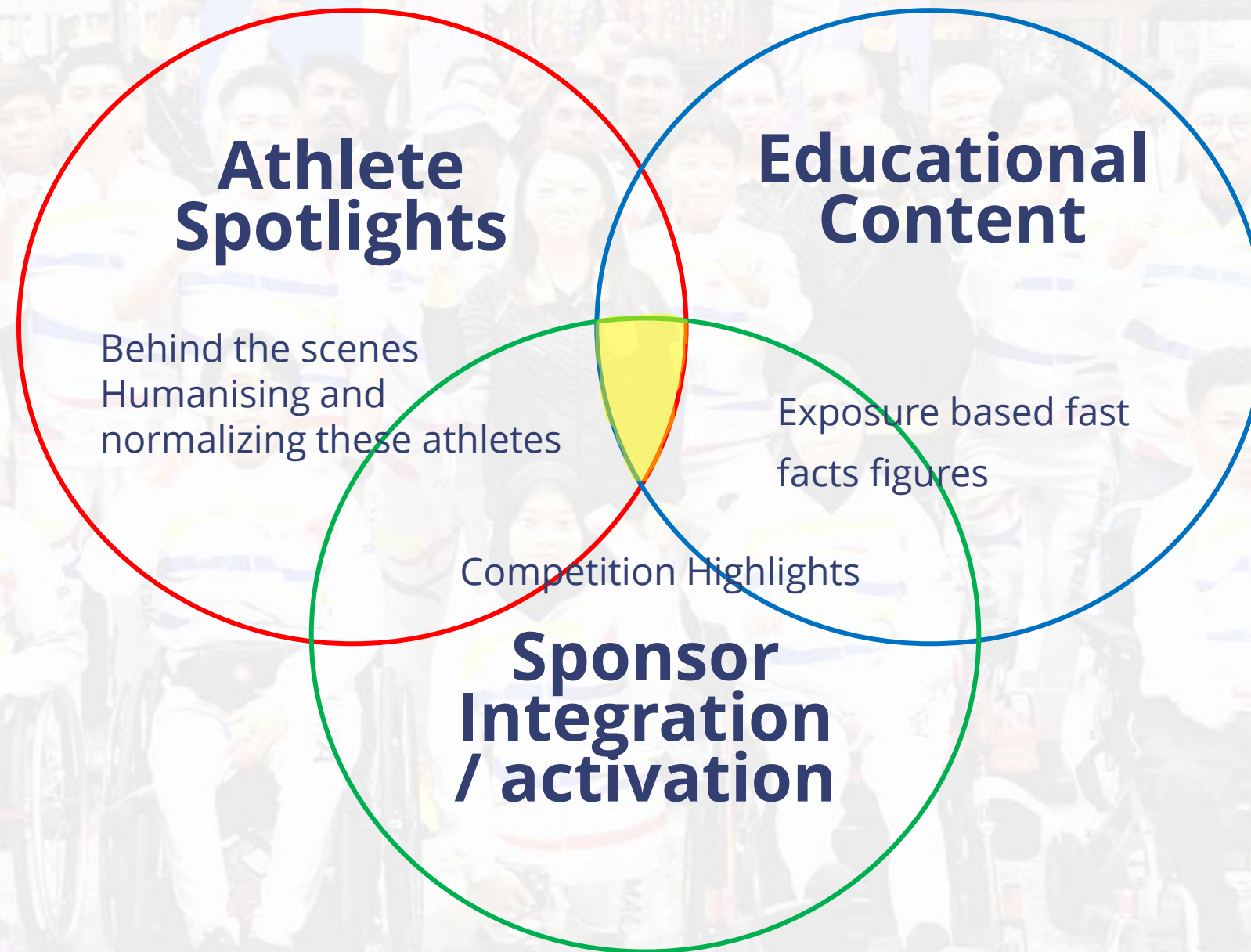


Host inclusive sports days in schools to build grassroots visibility.

Normalise para athletes as normal athletes as you and me – focus on their achievements beyond

Monitor metrics and celebrate achievements

Content Pillars



Measurement & Evaluation Tracking Success

Digital
Performance

Website traffic,
social media
engagement.

Google Analytics,
social media
dashboards.

Media Reach

Media mentions,
pickup rates.

Media monitoring
services.

Financial Impact

Sponsorships,
donations.

Internal financial
reports.

**Regular reporting and data-driven adjustments are
crucial for continuous improvement**

Budget Allocation Strategic Investment

Digital Media (30%)

Website development, content creation, social media advertising.

Traditional Media (25%)

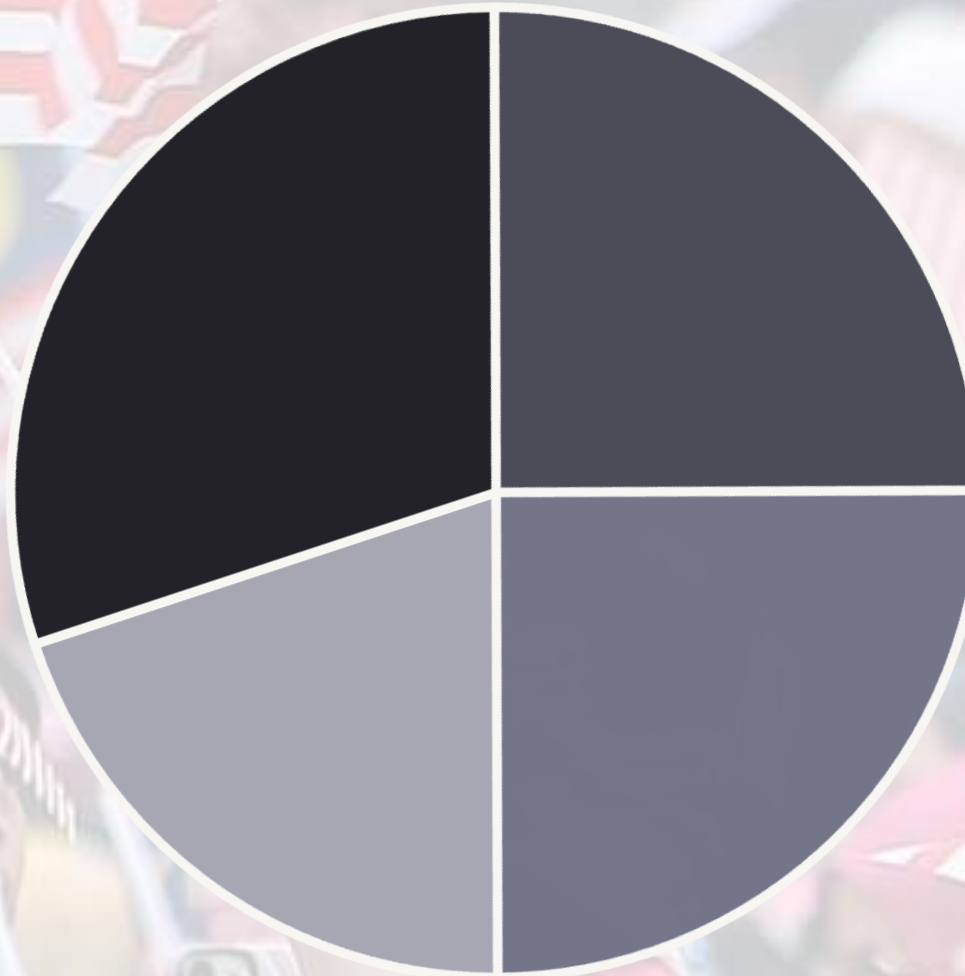
Press releases, media partnerships, advertising.

Experiential Marketing (25%)

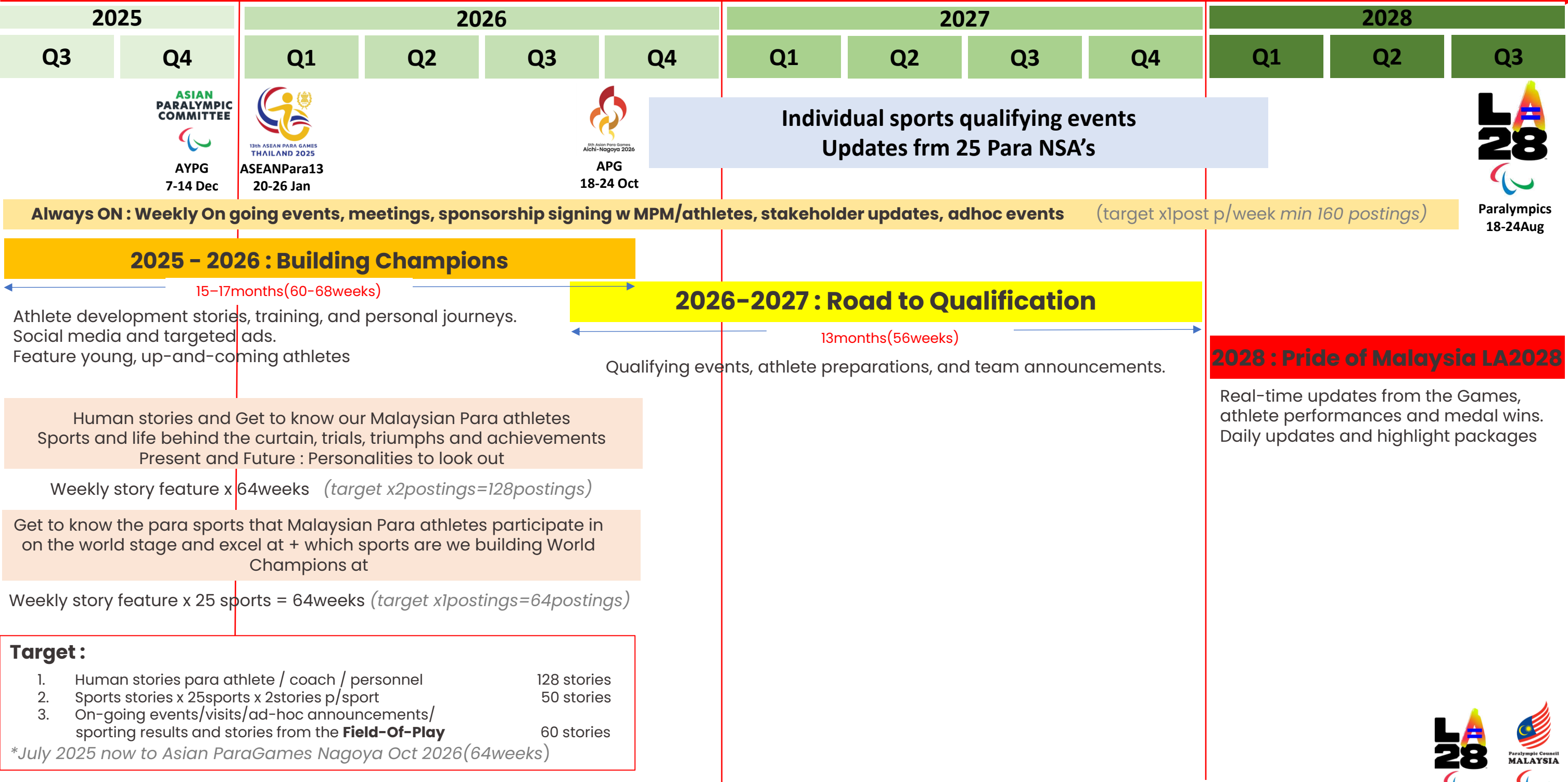
Events, appearances, fundraising.

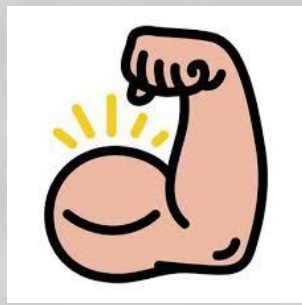
Contingency (20%)

For unforeseen expenses and campaign adjustments.



Media Plan : Road to LA2028





STRENGTHS (SWOT ANALYSIS)

1. **Strong National Recognition ;**

PCM is the official umbrella body for para-sports in Malaysia, giving it the authority and visibility.

2. **Track Record of Success ;**

Malaysia has achieved strong notable performances at the Rio 2016 to most recently Paris 2024 and other International para-sport events.

3. **Government Support ;**

Receives funding, training facilities, and policy backing from the Ministry of Youth and Sports.

4. **Inclusive Mission ;**

Promotes inclusivity, equality, and empowerment through sports.

5. **Collaboration with International Bodies ;**

Works with the International Paralympic Committee (IPC) and ASEAN Para Sports Federation & etc

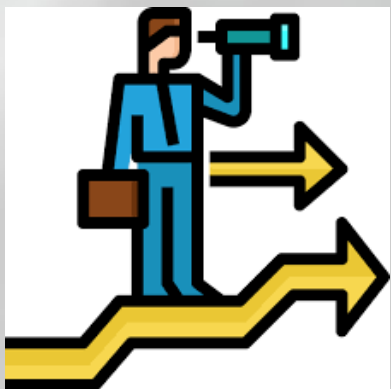
6. **Corporate Sponsorship**

Zero™, 99 Speedmart, Lazada, Julie's, Sporteqa, Milo, LEKAS Highway



WEAKNESSES (SWOT ANALYSIS)

- 1. Funding Constraints ;**
Budget allocation can be limited or inconsistent, especially compared to mainstream sports bodies.
- 2. Insufficient Grassroots Development ;**
Lack of widespread local programs for identifying and nurturing para-athletes.
- 3. Limited Public Awareness ;**
Paralympic achievements often receive less media coverage compared to able-bodied sports.
- 4. Accessibility Challenges ;**
Not all training centers or facilities are adequately equipped for para-athletes.
- 5. Dependence on Government Funding ;**
Heavy reliance on public sector support without diversified revenue streams
- 6. No dedicated staff for “Social Media-Public Relation/Marketing Sponsorship”**
We need special allocation to hire 1 dedicated staff just to focus on this areas
- 7. Limited Resources ;**
Shortage of staff, time constrain, work space, expertise, equipment's, red tape & etc



OPPORTUNITIES (SWOT ANALYSIS)

1. **Corporate Sponsorships ;**

Potential to increase sponsorship from MNCs, GLCs and SME companies looking to support segment based marketing and activation opportunities.

2. **Digital Advertising and Social Media Outreach ;**

Growing platforms for raising awareness, engaging fans, and promoting para-athletes. Continuous growing socmed Advertising & Promotion strategies

3. **Regional and International Events ;**

Opportunities to harness untapped opportunities through participation in targeted events to increase visibility, awareness, learning development and experience.

4. **Public Education Campaigns ;**

Can drive social change and reduce stigma about disability through education and outreach.

5. **Partnerships with NGOs and Educational Institutions ;**

Collaborations to build support structures for para-athletes



THREATS (SWOT ANALYSIS)

- 1. Economic Slowdown/Downturn ;**
Financial instability can impact funding, sponsorship, and public interest.
- 2. Injury and Health Risks ;**
Higher vulnerability of para-athletes to injuries can affect athlete availability and performance.
- 3. Competition from Other Sports Bodies ;**
Limited media attention and funding as more popular sports dominate headlines and budgets.
- 4. Policy Shifts ;**
Changes in government or sports policy can reduce emphasis on para-sports.
- 5. Global Disruptions ;**
 - i) Global socio economic activities/events can halt training, competitions, and fundraising activities. e.g : Educational outreach & disability inclusion campaigns.
 - ii) Not interested to expand accessible sports infrastructure.
 - lii) Private sector more interested in their survival rather than Social Responsibility (SR)



Thank you for your
time.

Any questions?

