

## Original Brief

To revamp Myanmar Information Ministry's Myanmar Radio and Television (MRTV) existing English Channel "MRTV3" that is beamed to various countries in Europe, Asia and the Americas.

## Challenges

The Western press has emphasised heavily on Daw Aung San Suu Kyi and the how military-junta government manipulates to stay in power.

For an international channel, some fundamental needs are lacking:

1. The existing level of spoken and written English of Myanmar team is low.
2. Lack of adequate equipment and trained manpower to operate the equipment.
3. Lack ability to project an international look and feel for channel.
4. Lack knowledge of what's required for an international channel.

## Turning problems into strengths

International viewers (business-professionals and leisure tourists) are interested in Myanmar's people and their culture- aspects other than Aung San Suu Kyi. This pent-up demand may be turned into a Unique Selling Point. Myanmar, being the largest country in Indo-China, with 60 million people and more than 100 ethnic races – is blessed with the best teak, rubies, gems and other natural resources such as oil and gas.

## Vision

To project the soft power of Myanmar to an international audience.

This soft power includes its cultural depth and physical diversity as shown by the variety and richness of its natural resources, and the pride and love of the people for their way of life and their country.

## Mission

1. Through sights, sounds and skilled story-telling, allow the outside world to see a Myanmar that surprises.
2. While most of the outside world sees Myanmar through reports of its politics, "Myanmar International" will show the everyday lives of a country of 60 million people, aspects that are routine and surprising, simple yet colourful, traditional alongside the contemporary and modern.
3. Most importantly, while "closed", Myanmar has, in its own way, developed uniquely, maintaining its own character, while catching up with the world, at its own pace, on its own terms.



THE GREEN ORANGE



## Branding / Unique Selling Point

We position the Channel as the world's only English-language internationally-broadcast channel that show-cases Myanmar's people, culture and current-affairs - "Bringing Myanmar to the World".

The Sustainable Competitive Advantage (SCA): Selling Myanmar's unity amidst its diversity – a country united by strong traditional values and modernizing at its own pace on its own terms.

## Brand recognition achieved

**Logo:** We replaced MRTV3 with "Myanmar International" and created a logo that has an international feel, yet has an immediate association to Myanmar. A logo must be simple, so we found a way to put the "M" and "I" together. The "M" is curved on the right top corner, representing the side view of an elephant (one of Myanmar's national symbols). The white circle of the "I" allows us to use many visuals to be included in it, to be used for different occasions.

**News:** Each story is shorter than one minute. The bulletin is not longer than five minutes. Fluent English-speaking Asians are engaged to present the daily news.

**Current Affairs:** Hosted by fluent English-speaking Asians, "Surprising Myanmar" showcases the interesting but little-known aspects of Myanmar's people and culture. "Working and Living in Myanmar" showcases the daily lives of the people.

**Documentaries:** Through good story telling documentaries show Myanmar's rich heritage and the pride of its 135 tribes. They embrace change while practicing their traditions boldly.