

Manulife gets naming rights to Manulife Semantan MRT Station

Kuala Lumpur – Manulife Holdings Berhad was awarded naming rights to the Manulife Semantan MRT Station yesterday.

According to a statement by Manulife, the five-year contract awarded to the company will allow it to brand the interior of two mass rapid transit (MRT) trains that run along the line.

The contract also allows the company to name the station and its name on all route maps.

"This elevated brand presence in the MRT puts us quite literally in our customers' daily journey and is a visual reminder of how we can help to protect and improve their financial futures," Manulife CEO Mark O'Dell said.

He added that the company will launch initiatives with its co-partners to educate the public about the company and increase customers' accessibility to their products.

"We will also implement interactive elements within the station that would be able to gain public attention. The objective of this effort is to bring about awareness and educate them on the importance of having a financially secured future and to make it easier for people to access our products - while on the go," O'Dell said in his speech.

Manulife Semantan MRT Station is approximately five minutes' walk away from Menara Manulife.

Meanwhile, Mass Rapid Transit Corp Sdn Bhd commercial and land management director Dattik Haris Fadzilah Hassan said that the licensees from the Station Naming Rights Programme will benefit from the high volume of commuters and visibility of the MRT stations. The expected ridership will increase the exposure of brands participating in the programme.

— by NUR HAZIQAH A MALEK

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