

In collaboration with:



TAN CHUI MUI BRONT PALARAE PETE TEO JAMES LEE ZHINY OOI

Partnership Invitation

Film title: Barbarian Invasion

Preview: 22 Nov 2022

Nationwide Theatrical Release: 24 Nov 2022



The Making Of Barbarian Invasion



BARBARIAN INVASION

SEBUAH FILEM TAN CHUI MUI

DI PAWAGAM 24 NOVEMBER 2022

HONG KONG PICTURES HEAVEN CULTURE & MEDIA COMPANY LIMITED PRESENTS BARBARIAN INVASION PLANNED BY HEAVEN PICTURES (BEIJING) THE MOVIE COMPANY LIMITED SUPPORTED BY MINISTRY OF COMMUNICATIONS & MULTIMEDIA AND NATIONAL FILM DEVELOPMENT CORPORATION MALAYSIA & DA HUANG PICTURES FILM IN CO-PRODUCTION WITH THE HONG KONG INTERNATIONAL FILM FESTIVAL SOCIETY, GREENLIGHT PICTURES AND EPICMEDIA STARRING TAN CHUI MUI, PETE TEO, BRONT PALARAE, JAMES LEE, ZHINY OOI, CHENHAI TONG/SHEN CHAI LOU PRODUCTION DESIGNER FISH LIM, JING YI (COWLSOME ART) EDITOR WONG KAI YUN SOUND DESIGNER AKRITCHALEM KALAYANAMITR MUSIC KAMAL SABRAN PRESENTER LIU FANG PROJECT DIRECTOR JACOB WONG PROJECT PRODUCER YANG JIN PROJECT EXECUTIVE PRODUCER LI JING PRODUCER WOO MING JIN AND BIANCA BALBUENA WRITTEN & DIRECTED BY TAN CHUI MUI WORLD SALES HKIFF COLLECTION DISTRIBUTED BY MM2



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Thank you!

The Management, Go International Group Dotcom Sdn Bhd



Introduction



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Executive Summary

Dedicated to the discovery and promotion of creativity in the culture of film, the Hong Kong International Film Festival Society and Heaven Pictures Hong Kong teamed up with 6 Asian filmmakers; TSAI Ming-Liang, ISHII Yuya, ZHANG Lu, YANG Jin, TAN Chui Mui and Philip YUNG to go “Back to Basics” and makes a high quality film with a budget of RMB 1 million (US\$80,000).

Barbarian Invasion went on to receive funding and support from the National Film Development Corporation Malaysia FINAS and was critically acclaimed at the Shanghai International Film Festival, FIRST International Film Festival, Beijing International Film Festival and other festivals. Director/Lead Actor Tan Chui Mui is a filmmaker from Sg. Ular, Pahang on the East Coast of Malaysia who has undergone training to do all stunts in the film, even attempting for tryouts for the national team in Jiu Jitsu!

Barbarian Invasion is in Mandarin/Malay and the storyline surrounds female lead character Moon (played by Tan Chui Mui herself, including all fighting scenes) who is fighting for her life to maintain her mental health and restore her identity after mid-life changes in relationships, having a child and the struggles of a single mother. The film also stars Bront Palarae, Pete Teo, James Lee, newcomer Zhiny Ooi and World JiuJitsu Champion Cassandra J Poyong, and is produced by Woo Ming Jin.

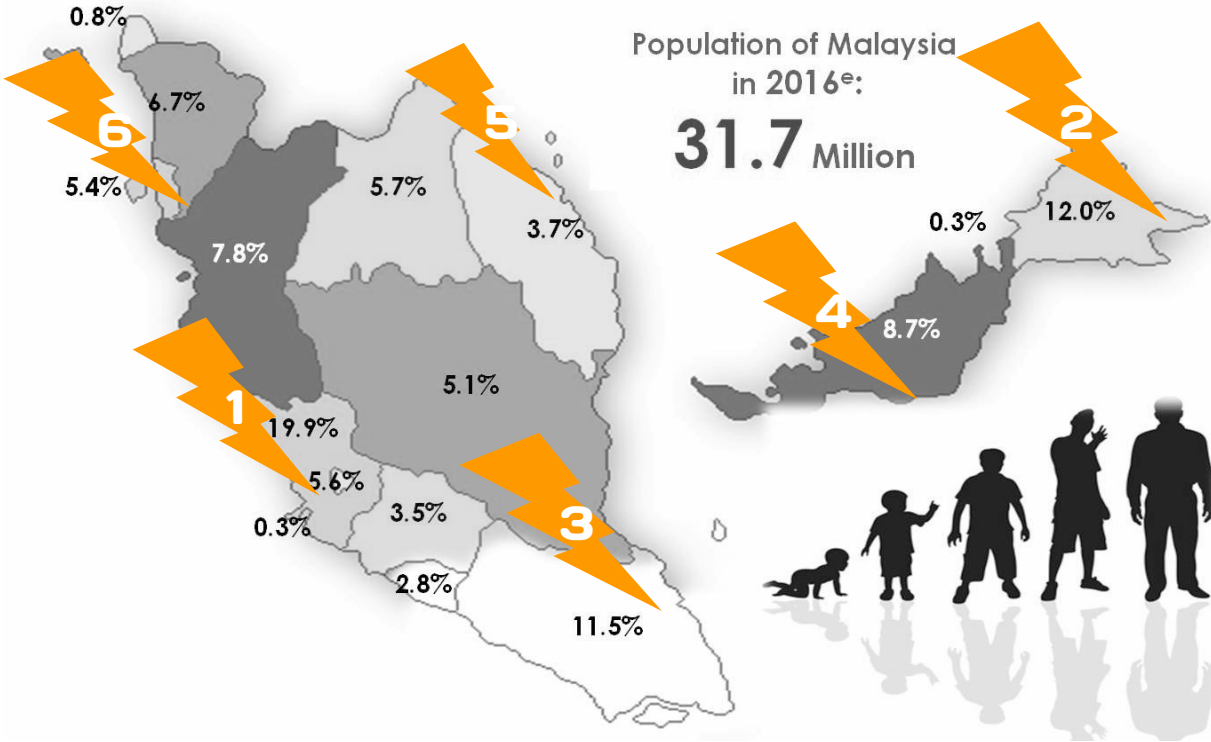
The Media Preview (AM) and Gala Opening (PM) will be held at **MBO Atria in Petaling Jaya on November 15th**, following which the film will screen across cinemas in Malaysia from **November 24th**.



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Screening nationwide across Malaysia



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Road Show

GSC SURIA
KOTA
KINABALU

SABAH



GSC EAST
COAST MALL
KUANTAN

PAHANG



GSC
MIDVALLEY
SOUTH QUAY

JOHOR



GSC
QUEENSBAY
MALL

PENANG



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Charity Partners / Beneficiaries

Belenggu / Barbarian Invasion aims to work with corporate partners to host charity fundraisers which can benefit non-profit partners. These could be civil society organisations or non-profit organisations like, but not limited to the list below:

- **MERCY Malaysia**, a non-profit organisation that provided psychosocial counselling services to Malaysians during the Covid-19 pandemic.
- **Association of Bumiputra Women Entrepreneur Network of Malaysia (WENA)** was established in September 2003, WENA is a not-for-profit organization with the mission to help more Bumiputra women invest in the skills and knowledge essential to grow their potential in business or professionally.

Would you have a foundation or association you'd like to help fundraise?
Speak to us for a collaborative fundraising opportunity.



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Publicity Plan



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Key messaging

The publicity plan will be centred around these key messages:

- Film is when art mimics life, or is it when life mimics art?
- Physical Health is as important as Mental health, and during the Covid-19 pandemic, many of us lost touch with our physical selves. The lead character gets into shape while getting in touch with her physicality as a means to healing.
- All stunts in the film are done by Mui herself without a body double, self defense as a form of *reconnaissance* with the physical self. Martial Arts is often overlooked as a national sport. What if more women were exposed to this sport? What if more women could go PRO? Mui is aiming for the national Malaysian Jiu Jitsu National Team tryouts.
- Malaysia is a multicultural melting pot with over 130+ languages spoken by its peoples. In the film, actors converse seamlessly in Mandarin, Malay, Thai and Burmese, covering an interesting phenomenon about the country's innate Diversity and Inclusion.
- Director/Lead Actress **Tan Chui Mui** grew up in Sungai Ular in the East Coast of Malaysia. the film is shot in a fishing village nearby and showcases the beautiful scenic coastal town that overlooks the South China Sea.
- The film also stars popular Malaysian actor **Bront Palarae**, Director/Actor/Singer Songwriter **Pete Teo**, Director/Actor **James Lee** and newcomer, food blogger **Zhiny Ooi**.



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Key Messages for the Malaysian audience

Message 1:
Life mimics art, art
mimics life

Martial Arts: A
Southeast Asian
cultural appreciation

Visit Malaysia's
Beautiful East Coast
through the lens

Message 2:
Physical & Mental
Health are equally as
important
post-pandemic

Martial Arts: A
Professional Sport

Malaysian linguists in
this multicultural
melting pot



Target audience

Brief: A target audience of Malaysians that comprise of 50% Malay, 40% Chinese, 10% Indians and other races.

Our recommendation:

PRIMARY TARGET (Gen-Y born 1980-1995)

Urban Female

27-42 years

Malay-skewed

Professionals, Managers, Executives, Business Women (PMEBs)

SECONDARY TARGET (Gen-Xers born 1965-1980)

Urban Males & Female

40++ years

Chinese-skewed

Malaysian couples with children, entrepreneurs, creative industry



Publicity & Promotion Plan

**STRATEGIC PUBLIC
RELATIONS
(GIG)**

**GROUND ACTIVATION &
GUERILLA MARKETING
(MARTIAL ARTS
PARTNERS)**

**ADVERTISING
(SPONSORS)**

**SOCIAL MEDIA
(DHP)**

**DIRECT MARKETING
(SPONSORS)**

**GOVT RELATIONS
(GIG)**

**WORD OF MOUTH
MARKETING
(DHP)**

**CORPORATE
ENGAGEMENT &
SPONSORSHIP
(GIG)**

**FITNESS & MARTIAL
ARTS COMMUNITY
(GIG & AFT)**



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Theatrical Film Release

14 Nov	21 Nov	28 Nov	5 Dec
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15 Nov

Media Preview & Gala Opening
MBO Atria, Petaling Jaya

22 Nov

Preview Screening for Partners

24 Nov

Nationwide theatrical release



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Gala Opening, 15 Nov



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Partnership opportunities



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For your consideration

We invite your esteemed organisation for a joint collaboration in making this theatrical release a success.

Partner rewards

	Platinum	Gold	Silver
Gala Opening Night	✓	✓	✓
Exclusive Seat Branding	✓	✓	✓
Branding in marketing materials	✓	✓	✓
Press Release	✓	✓	✓
Broadcast TV Ads	✓	✓	✓
Radio Ads	✓	✓	✓
Digital Ads	✓	✓	✓
Packages	MYR80,000	MYR50,000	MYR30,000



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Platinum Sponsor

Investment
MYR80,000

SPONSOR REWARDS:

- Host a press conference valued at RM15,000.
- 20x VIP seats with branding at the Gala Opening with refreshments MYR1,000.
- 80x Movie Ticket Giveaways valued at MYR1,600.
- 80x Limited Edition T-shirts with logo valued at MYR2,500.
- Broadcast TV Ads package valued at MYR30,000.
- Radio Ads package valued at MYR20,000.
- Print Ads package valued at MYR10,000.
- Press release writing, translation and distribution services to Malaysian media valued at MYR10,000.
- Leaderboard Ad (1-month) in AsiaFitnessToday.com valued at MYR5,000.
- Logo on all marketing materials.
- Post-event Analytics Report.
- **Expected Return on Investment RM150,000**



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Gold Sponsor

Investment
MYR50,000

SPONSOR REWARDS:

- 10x VIP seats with branding at the Gala Opening with refreshments MYR500.
- 50x Movie Ticket Giveaways valued at MYR1,000.
- 50x Limited Edition T-shirts with logo valued at MYR1,750.
- Broadcast TV Ads package valued at MYR20,000.
- Digital Marketing & Ads package valued at MYR15,000.
- Poster distribution to colleagues & universities valued at MYR10,000.
- MedRec Ad (1-month) in AsiaFitnessToday.com valued at MYR3,000.
- Logo on all marketing materials.
- Post-event Analytics Report.
- **Expected Return on Investment RM100,000**



Silver Sponsor

Investment
MYR30,000

SPONSOR REWARDS:

- 5x VIP seats with branding at the Gala Opening with refreshments MYR500.
- 30x Movie Ticket Giveaways at the Gala Opening valued at MYR600.
- 30x Limited Edition T-shirts with logo valued at MYR1,050.
- Broadcast TV Ads package valued at MYR20,000.
- Digital Marketing & Ads package valued at MYR10,000.
- MedRec Ad (1-month) in AsiaFitnessToday.com valued at MYR3,000.
- Logo on all marketing materials.
- Post-event Analytics Report.
- **Expected Return on Investment RM70,000**



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Private Hall Gala Screening

+ Group Fitness Sessions

Investment
MYR7,000

WHAT'S INCLUDED:

- 100x Movie Tickets with drink/popcorn valued at MYR3,000.
- 100x Limited Edition T-shirts with your company logo valued at MYR3,000.
- 1x Virtual Group Exercise Sessions for up to 100 pax with Move8.org valued at MYR1,000.
- Location: MBO Atria, Petaling Jaya
- Date: 15 Nov 2022 (Gala) / 25-30 Nov 2022.
- Click [here](#) to confirm your interest.



Group Screening

+ Group Fitness Sessions

Investment
MYR4,000

WHAT'S INCLUDED:

- 50x Movie Tickets with drink/popcorn valued at MYR1,500.
- 50x Limited Edition T-shirts with your company logo valued at MYR2,000.
- 1x Virtual Group Exercise Sessions for up to 50 pax with Move8.org valued at MYR500.
- Location: MBO Atria, Petaling Jaya
- Choose a Date: 25-30 Nov 2022.
- Click [here](#) to confirm your interest.





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Kuala Lumpur | Penang | Sydney

Estb 2005

Who we are

- ★ Co-founders are passionate executives with a collective of 60 years of experience from PR, advertising, media, sports & fitness industries.
- ★ Editorial advisory board comprising of athletes, physicians, educators, health professionals.
- ★ Established since 2005 in Kuala Lumpur and in Sydney since 2015.
- ★ Actively engaged in promoting sports, fitness and wellness through entertainment media.



As an independent media group,
we work hard to bring
equity and ***social inclusiveness***
in sports, fitness and wellness,
making it accessible to all persons
regardless of age, gender or social status.
Health and fitness are basic human rights and
must be made available across all layers of society.



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Nicol David

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ATHLETE OF
ALL TIME

THE KURANG MANIS
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Thank you for the opportunity.

Contact us

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c/o GO INTERNATIONAL GROUP DOTCOM SDN BHD

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