



HOW TO FORGE CONNECTIONS WITH FORGIVENESS

YouTube Works
AWARDS SOUTHEAST ASIA

WINNER

FORGIVENESS
BEST OF FESTIVE
RHB Bank

Ahmad Zaharil Muhaiyar
Peguam

BACKGROUND

In a multiracial country where **recent events have highlighted deep societal divisions**, RHB chose to address these challenges during Ramadan.

Rather than following the typical festive advertising approach, RHB emphasized **"Together We Progress"** to **promote unity, understanding, and empathy**. This strategy aimed to make a powerful statement of solidarity amidst the country's racial and religious tensions.

APPROACH

RHB's Ramadan campaign centered on forgiveness and empathy, telling the true story of Ahmad Zaharil, who helped a poor Indian woman in 1998. Two decades later, the woman's son, inspired by Zaharil, became a lawyer himself. The ad, which **highlighted forgiveness** and Raya's spirit, took a bold approach by featuring **a story about racial harmony amidst local sensitivities**.

With the help of **Video View Campaigns, Skippable In-Stream Ads and In-feed Video Ads**, RHB's video campaign effectively reached a broad audience, significantly boosting brand awareness and engagement.

RESULTS

9.7M
views

33K
likes

12K
shares

"Coming from a bank this storyline is unexpected but it worked for [a] Raya festive ad. Very sensitive topic but they executed it well." -
Mochammad Iqbal, Head of Digital & Ecommerce,
Mindshare (GroupM)



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