

THE WAIT WAS THE POINT. AND IT DELIVERED.



Grab Malaysia: Sabar's On The Way

Grab
M+C Saatchi Performance | Layar Lucida

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BACKGROUND

Ramadan is built on patience, but rising demand and tighter delivery supply meant unavoidable waits, putting customer patience and brand trust to the test. At the same time, Grab's delivery partners were navigating the same hunger, fatigue, and long days.

The campaign aimed to turn Ramadan's value of patience into **greater brand trust and relevance**, while **maximizing reach and completion**, **strengthening brand recall and sentiment**, and **protecting consideration and demand during the peak period**.

CREATIVE STRATEGY

Inspired by a real customer's viral order status showing a driver named "Sabar" (patience) being on the way, Grab turned an everyday delivery frustration into a reminder about patience. A musical reimaging of P. Ramlee's "Tunggu Sekejap" used humour, nostalgia, and relatability to shift the wait from frustration into empathy.

YOUTUBE APPROACH

- Launched a long-form musical brand film to earn attention through familiarity and entertainment.
- Deployed always-on placements to sustain the message throughout Ramadan, reinforcing it when patience was most tested.
- Used Google Display Network to drive efficient app opens during peak demand periods.

RESULT

+200% VTR

vs previous Raya baseline

+200% lift

in "Grab Raya" search interest

-25% reduction

in negative brand sentiment

SEA GRAND JUROR 2026

Josh Gallagher
Chief Strategy Officer, WPP Media



"During a festive period where everyone does the same thing and everything feels the same, to turn things around and have brand uplift like this is amazing. To totally flip negative sentiment should be rewarded."