



CCI FRANCE MYANMAR

FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY

In partnership with

myanmar

TOURISM FEDERATION

MYANMAR TOURISM MARKETING



#COMETOMYANMAR

Video contest

COMMUNICATION

PACK

Sponsored by



SEAGRAM

FMIDecaux



## INTRODUCTION

The #COMETOMYANMAR Video Contest is a competition organized by the French Myanmar Chamber of Commerce and Industry (CCI France Myanmar), in partnership with the Myanmar Tourism Marketing Association (MTMA), with the support of Seagram Myanmar and FMIDecaux.

The first edition took place between September and November 2019 and the Award Ceremony on 11<sup>th</sup> December 2019.

The objective of this video contest is to promote Myanmar as a tourist destination, thanks to videos made by Myanmar professional and non-professional Myanmar film makers.

## WHY THIS COMPETITION?

This video contest aims at complementing official and institutional promotion campaigns launched by the Myanmar government and the professionals of the Myanmar tourist sector.

It is a way of bringing diversity, innovation and creativity, by having many different Myanmar people show what they love in their country and what they would like to share with the rest of the world about Myanmar.

The message is to show that Myanmar people are friendly, welcoming, hospitable, and that they wish to invite foreigners to visit their country, a country that they love.

The goal is to create an emotional connection between potential tourists and Myanmar, by humanizing the promotional message, by giving a human face to the promotion of Myanmar.



Which is why, interviews of the winners have been mixed with their awarded videos, so that they can explain, in their own words, who they were and why they decided to make their videos.

More than mere videos showing Myanmar, these videos are about Myanmar people, their stories, their lives, and the love of Myanmar that they want to express and share with visitors.

## THE JURY

CCI France Myanmar received a total of 18 videos for the first edition of the competition.

The Jury in charge of selecting the finalists and the winners of the #COMETOMYANMAR Video Contest 2019, brought together the following professionals of the media and tourist sectors in Myanmar:



### **KO ARKAR WIN**

He launched Arkar Production and participated in international film festivals.

His movie “The Mystery of Myanmar: Beyond the Dote-Tha-Waddy” has been praised by both critics and moviegoers.

He works closely with Canal+ Myanmar for the development of TV series and movies in Myanmar.

- President of Jury: Ko Arkar Win, Movie Director
- Daw Phyu Phyu Mar, Joint Secretary of the Myanmar Tourism Marketing Association
- Daw Yin Myo Su, President of Inle Heritage
- Daw Su Su Tin, Vice-President of CCI France Myanmar and Managing Director of Exo Travel
- Mr. Philippe Battlé, Director of the Board of CCI France Myanmar and Country Representative of Accor
- Mr. Erwan Luherne, General Manager of Canal+ Myanmar
- Mr. Jérémy Damloup, Vice-President of CCI France Myanmar and Director of Akhuka Production

## THE AWARDS & PRIZES

Winners of the competition were given many attractive prizes, generously offered by a large number of hotels and companies in Myanmar, who supported and sponsored the operation with vouchers, free stays and gifts.

The companies who provided in-kind sponsorship were the following:

Accor Group, Canal+, Canon, Excelsior Yangon, Hilton Ngapali, Hotel G, Hotel Thanakha, Inya Lake Hotel, Le Planteur, Lotte Yangon, Melia, Memories Group, Mercure Kaba Aye, Novotel Inle, Novotel Yangon Max, Pullman Mandalay, Pullman Yangon, Singapore Airlines, Sofitel Inle, The Strand Cruise, The Strand, and Yangoods.

The awards were given during the Awards Ceremony which took place on 11<sup>th</sup> December 2019, at Novotel Yangon Max, during the Makers Night 2019 organised by CCI France Myanmar.

## THE AWARDED VIDEOS



### GRAND PRIZE OF THE JURY

- Title: "Intha with a unique lifestyle"
- Author: Mr. Sai Hlaing Win Thant @ Nyi Nyi
- Email: saihlaingwinthant1997@gmail.com
- Mobile: 09 265 545 501
- Link: <https://www.facebook.com/watch/?v=675901806550561>



### PUBLIC'S CHOICE AWARD

- Title: "Hpa-an, my hometown"
- Author: Mr. Saw Ahkheechal
- Email: ahkheechal1996@gmail.com
- Mobile: 09 4250 39100
- Link: <https://www.facebook.com/watch/?v=181413636452955>



### YOU'RE WELCOME! AWARD

- Title: "Welcome to Myanmar"
- Author: Mr. Zaw Myo
- Email: mgzawmyoaung96@gmail.com
- Mobile: 09 791 668 301
- Link: <https://www.facebook.com/watch/?v=481347585880355>



### IT'S UNIQUE! AWARD

- Title: "Kalaw 2.0"
- Author: Mr. So Pyay
- Email: monkeywithmirrorless@gmail.com
- Mobile: 09 501 6457
- Link: <https://www.facebook.com/watch/?v=863520694095220>



### MY DAY IN MYANMAR AWARD

- Title: "Travel in Yangon"
- Author: Mr. Chris Aung Min Sein
- Email: chris.aungminsein@gmail.com
- Mobile: 09 976 358 853
- Link: <https://www.facebook.com/watch/?v=125750268820369>

## WHAT IS NEXT?

The winning videos have been uploaded on the Facebook page of the event:

<https://www.facebook.com/cometomyanmarvideocontest/>

Now that winners videos have been selected for the awards during the competition, they will be used to promote tourism in Myanmar. These videos are free of copyrights and can be shared by anyone.

First, the Members of the Tourism Committee of CCI France Myanmar will use the banners with links to the videos in their email signatures, in order to promote the operation and to share the videos with all their contacts. They will alternate banners every week/month according their own communication strategy.

All professionals of tourism in Myanmar are encouraged to do the same, to increase the visibility of the videos, since the more people see these videos, the more they will serve they purpose and help promote Myanmar.

Since these videos don't do the promotion of any specific hotel, travels agency or other tourist company in Myanmar, they can easily be used by everyone to boost the image and visibility of Myanmar worldwide. They are also particularly interesting and useful, since they show and advertise different regions, sites and destinations in Myanmar, thus showing the diversity of landscapes, cultures, ways of life in Myanmar.

In order to help all professionals of tourism share these videos, CCI France Myanmar has prepared banners of different formats that everyone can insert on their website, in their email signatures, in their newsletters, and so on (banners here below with the links to the videos).

In addition, to this these videos will be played, promoted and shown by the Myanmar Tourism Marketing Association (MTMA) during international tourist fairs and exhibitions in which they will participate worldwide. The MTMA will also share the videos and promote the #COMETOMYANMAR Video Contest with journalists, media, travels blogs and other contacts that they have worldwide.

Finally, CCI France Myanmar will send emails to promote the videos and the competition to a list of tour operators, travel blogs and websites worldwide, so that they can use them to illustrate their articles and to invite readers to visit Myanmar. CCI France Myanmar encourages everyone to use their professional and personal networks in the same way, to increase the global impact of the videos.

## **LEGAL CONSIDERATIONS**

The videos are free of copyrights and the rules and regulations of the competitions clearly explain that when submitting their videos, applicants agree that their video can be shared freely by anyone and that they will have no claim to any compensation.

Yet, while being free of copyrights, the authors still remain sole owners of these videos. This means that these videos can also only be used to promote Myanmar and shall not be used for commercial purpose, to promote a company, a product or a service in particular and/or with the intention of making any kind of profit out of it.

## **CONTACT FOR MORE INFORMATION**

CCI France Myanmar – Mrs. Su Eaindar Moe Myint – Communication Executive

[communication@ccifrance-myanmar.org](mailto:communication@ccifrance-myanmar.org) - +95 9 425 450 546

## BANNERS & LINKS

All the banners here below can be downloaded here:

<https://drive.google.com/open?id=1GQoHtgOf93MNuo8KTCXZ2BBTGjM6ziG8>

### 1- #WELCOMETOMYANMAR VIDEO CONTEST

- Link to Facebook page:  
<https://www.facebook.com/cometomyanmarvideocontest/>

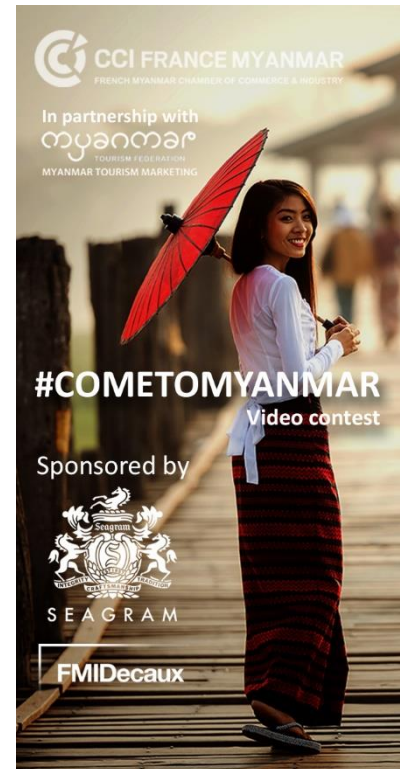
*Horizontal banner (email signature)*



*Horizontal banner (Facebook)*



*Vertical banner*





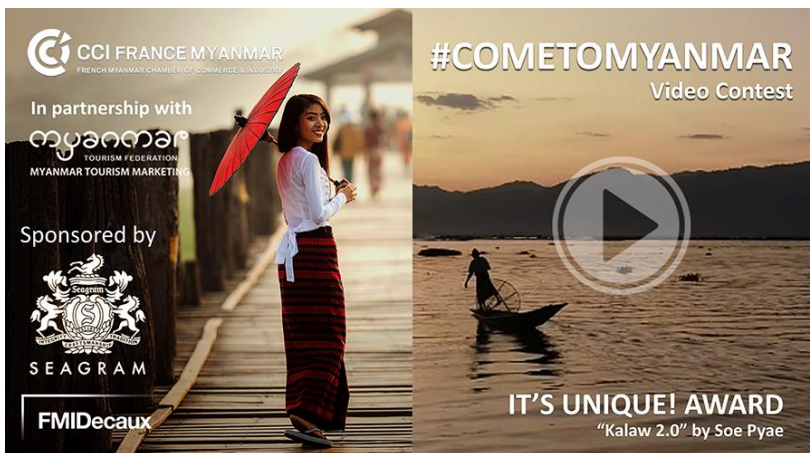
2- GRAND PRIZE OF THE JURY

- Link to video:  
<https://www.facebook.com/watch/?v=675901806550561>

*Horizontal banner (email signature)*



*Horizontal banner (Facebook)*



*Vertical banner*



3- PUBLIC'S CHOICE AWARD

- Link to video:  
<https://www.facebook.com/watch/?v=181413636452955>

*Horizontal banner (email signature)*



*Horizontal banner (Facebook)*



*Vertical banner*





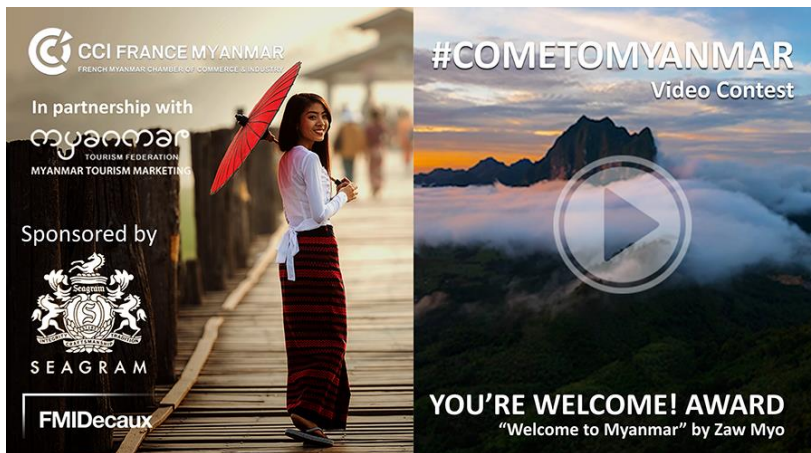
4- YOU'RE WELCOME! AWARD

- Link to video:  
<https://www.facebook.com/watch/?v=481347585880355>

*Horizontal banner (email signature)*



*Horizontal banner (Facebook)*



*Vertical banner*



5- IT'S UNIQUE! AWARD

- Link to video:  
<https://www.facebook.com/watch/?v=863520694095220>

*Horizontal banner (email signature)*



*Horizontal banner (Facebook)*



*Vertical banner*





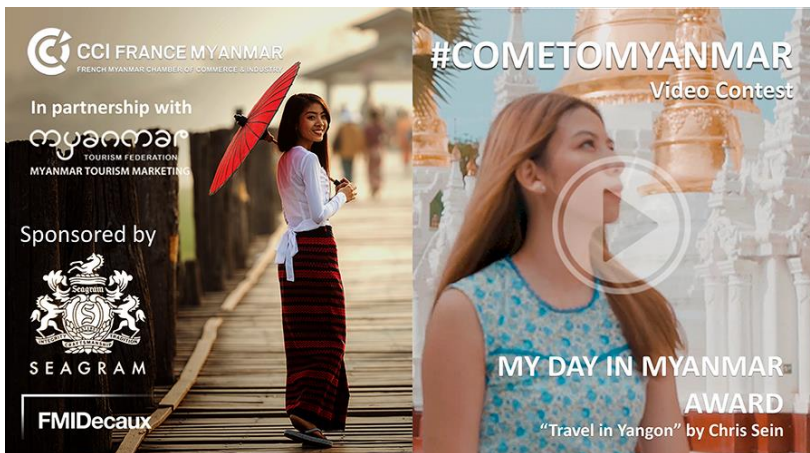
6- MY DAY IN MYANMAR AWARD

- Link to video:  
<https://www.facebook.com/watch/?v=125750268820369>

*Horizontal banner (email signature)*



*Horizontal banner (Facebook)*



*Vertical banner*

