

## MBCS & PIZZA HUT CELEBRATE MALAYSIA'S INDEPENDENCE AND BELONGING IN ICONIC SKETCHES OF MALAYSIAN HOMES

*68 artists reimagine the idea of 'home' under the iconic Pizza Hut red roof*

KUALA LUMPUR, SEPTEMBER 10, 2025 – MBCS, the media-fueled creative content practice within the IPG Mediabrands network, has partnered with Pizza Hut Malaysia to launch '*Ini Rumah Kita*', a nationwide art movement that spotlights the unity of being Malaysian, celebrating Malaysia's 68th Independence Day.

[Ini Rumah Kita](#) unites 68 artists from across Malaysia – from established names to emerging students – to illustrate their own interpretation of '*rumah*' (home) under the iconic Pizza Hut red roof. Each artwork tells a different story: shades of childhood, colours of culture, and fragments of memory. Yet under the one red roof, these differences are connected by a common thread – shared homes, shared flavours, and shared identity as **Malaysians**.

Mun Tuck Wai Executive Creative Director at MBCS said, "In conjunction with Malaysia's 68 years of Merdeka, we wanted to celebrate what it truly means to live under one roof, a roof that holds our differences, our colours, our stories and weaves them into one. *Ini Rumah Kita*. Malaysia, this is home."

Aileen See, Chief Marketing Officer of Pizza Hut Malaysia said, "Pizza Hut has long been part of Malaysia, woven into everyday moments and celebrations. This Merdeka, we're proud to turn our iconic red roof into a canvas where Malaysians can showcase their unique stories. *Ini Rumah Kita* is a reminder that while our journeys may differ, we are united by one home – Malaysia."

The campaign invites customers to take part in [Doodle & Dine](#), where diners at any Pizza Hut Malaysia outlet can doodle their idea of Malaysia's favourite flavours on papers. By sharing their artwork on social media with #pizzahutmalaysia, participants will receive a complimentary Mushroom Soup.

Adding flavour to the patriotic season, Pizza Hut has also introduced a limited-time [Cheesy Curry Pizza](#) – blending the nation's beloved curry taste with its signature crusts.

Lastly, Pizza Hut has released a series of [limited-edition plushies](#) inspired by its OG favourites – garlic bread, pan pizza, spaghetti, and mushroom soup – available in stores starting 16 September, adding a playful twist for the Malaysia Day celebrations.

Running from mid-August to mid-September 2025, the '*Ini Rumah Kita*' campaign spans across social media, in-store activations, and digital out-of-home billboards on LDP, Sprint, and Federal Highway.

*Follow Pizza Hut Malaysia for more updates:*

Instagram: <https://www.instagram.com/pizzahutmalaysia/>

YouTube: <https://www.youtube.com/@pizzahutmalaysia>

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