

IPG MEDIABRANDS' AZURE & RHB LIGHT UP DEEPAVALI IN A UNIQUE SOCIAL-DOOH ACTIVATION

KUALA LUMPUR, NOVEMBER 5, 2025: IPG Mediabrands' bespoke unit, Azure, partnered with RHB Banking Group to bring to life *Light It Together*, a heartwarming Deepavali campaign celebrating the power of Malaysians uniting as one.

The **#LightItTogether** social-OOH activation launched over the Deepavali period, inviting Malaysians to light a virtual diya (lamp) through RHB's Instagram page, resulting in the flame shining brightly at the Digital Out-of-Home (DOOH) screen at RHB Headquarters, Jalan Tun Razak. The more diya emojis and **#LightItTogether** hashtags shared, the brighter the flame.

Eddy Nazrullah, Creative Director at IPG Mediabrands' Azure, said, "Our goal was to create something simple yet meaningful — an experience that brought Malaysians together and showed how small individual acts can create something powerful. Deepavali marks the triumph of light over darkness, and this activation brings that to life, showing that unity is the brightest light we share."

Abdul Sani Abdul Murad, Group Chief Marketing Officer of RHB Banking Group added, "At RHB, we've always believed that progress isn't a solo pursuit. It happens when people come together, each adding a spark of their own. What made this activation truly special was seeing people of all walks of life contribute, with every greeting, every emoji, and every name helping the flame burn brighter. It reminded us that unity isn't just something we talk about; it's something we create together. When we share the light, we all shine a little brighter."

As each comment lit the virtual diya, the DOOH display glowed brighter, featuring each participants' names — a reflection of their shared contribution to the celebration. The flame shone its brightest at midnight on the eve of Deepavali, showcasing the sheer strength of togetherness while honouring the festival of lights. The progress was shared through Instagram Stories, allowing Malaysians across the country to witness their efforts to come together to light up the RHB building.

Running from 17 to 24 October 2025, the **Light It Together** activation drew strong public engagement, capturing the collective warmth and joy of the festival. The activation stands as a testament to how creativity and technology can come together to inspire participation, connection, and unity.

[View the social media post here.](#)

[Watch the Deepavali recap video here.](#)

Attached: User comments featuring diya emojis contributing to the collective light.

Follow RHB Banking Group on social media for updates: [YouTube](#), [Instagram](#), [TikTok](#) & [Facebook](#).

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