

## **MBCS & SAFI LEAD THE WAY BY IGNITING YOUNG WOMEN'S DREAMS**

*'AI'-ding girls with the power to reinvent their future*

KUALA LUMPUR, APRIL 2, 2025 – MBCS, the media-fuelled creative content practice within the IPG Mediabrands network, and leading Halal personal care brand SAFI, have launched a brand film in the spirit of the Raya season to empower young women with a life-changing scholarship.

Following the transformative launch of Biasiswa Siswi SAFI last year, SAFI is once again bringing hope and inspiration by supporting young women in their pursuit of higher education, ensuring they have the financial support to achieve their academic aspirations. Now in its second year, the Biasiswa Siswi programme has adopted an AI twist to connect with applicants and adapt to the contemporary, highly technology-dependent world.

Bringing this vision to life, the brand film [‘Serlah Seri Diri’](#) (Shine Your True Self) was launched. The film follows Seri, a young woman balancing her own dreams with the expectations of those around her. Everyone has hopes for Seri – but what about what her heart calls for? The film delivers a strong message: every path is a blessing, and by embracing that, your true essence will radiate.

Jennifer Wee, Creative Director at MBCS, said, “This story is about embracing your unique path and going after your dreams. We’ve all faced struggles in balancing expectations and figuring out what we truly want, making this message deeply personal. Through this campaign, we wanted to inspire young women to embrace their potential, reminding them that the power to achieve their dreams lies within them, with SAFI as their steadfast companion, supporting them every step of the way.”

Kazlina Mohd Kassim, SAFI Brand & Insights Specialist of Wipro Unza said, “At SAFI, we are deeply committed to empowering the next generation to dream big and achieve their goals – it’s about inspiring confidence, igniting ambition, and standing alongside these incredible individuals as they turn their dreams into reality. Our first cohort of Biasiswa Siswi SAFI applicants last year was a big success, and we are excited to relaunch this aspirational opportunity and welcome new management trainees into the SAFI fold. It’s a privilege for us to play this role in nurturing their hopes and dreams.”

The campaign leverages AI technology to personalise engagement. Users can access the [SAFI Serlah Seri Diri AI microsite](#) to input their aspirations ahead of the scholarship application, creating custom videos that reflect their dreams, and adding a meaningful touch to their interaction with the brand.

Through the microsite, 10 lucky winners stand a chance to win a ‘Rumah Seri’ pink dollhouse (as seen in the SAFI Raya brand film), a PR kit that contains SAFI products, each representing something for everyone in the household. [The dollhouse as shown by SAFI brand ambassador Qasrina Karim](#), who also played the part of Seri, serves as a symbol of hope and possibilities, anchoring the initiative’s message, with each door representing special hidden gifts for young women to stand out and be the best version of themselves.

Explaining the approach, Jennifer said, “We utilised powerful storytelling with an AI twist to replicate the vast dreams and choices that young women have today. This is the key to reaching Gen Z, a generation that lives and breathes technology.”

“The dollhouse is a universal representation of play, dreams and imagination around the world. We used this to demonstrate the doors of opportunities available for young women through the SAFI scholarship. Each dream they have is unique, and this is their chance to reach for the opportunity.”

The scholarship is open to students enrolled in top local public universities. Further details, including application guidelines, are available on SAFI's social media pages and at <https://biasiswasiswisafi.com.my/>, with results announced between September/October 2025.

Visit the [Biasiswa Siswi SAFI microsite](#) to learn more about the scholarship, interact with the AI-powered video feature, and watch the inspiring campaign videos.

Follow SAFI on social media for updates and inspiring content:

Youtube: <https://www.youtube.com/@SAFImalaysia/videos>

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

Facebook: <https://www.facebook.com/SAFI.MY>

TikTok: <https://www.tiktok.com/@safimalaysia>

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