

Sabah Tourism Board
Explore Sabah High Visibility Campaign in Klang Valley (DOOH Advertising)
Scope of Services

Reference No: STB/Q/2025/14

Explore Sabah High Visibility Campaign in Klang Valley (DOOH Advertising Tender)

1. Background

Sabah Tourism Board (STB) is seeking proposals from qualified suppliers to execute a high-visibility Digital Out-of-Home (DOOH) advertising campaign in Klang Valley. The campaign, titled *Explore Sabah Hi-Vis Campaign*, aims to raise awareness and promote Sabah as a preferred travel destination, particularly in the lead-up to *Visit Malaysia Year 2026*.

2. Campaign Period

- Duration: 3 weeks in **December 2025**

3. Objectives

- Increase brand visibility for Sabah Tourism in high-traffic areas of Klang Valley.
- Inspire travel to Sabah through impactful and creative DOOH displays.
- Target commuters, shoppers, and urban dwellers in prime locations.

4. Scope of Work

The appointed vendor will be required to:

a) Media Planning & Placement

- Identify, secure, and book premium DOOH billboard and screen locations in **Kuala Lumpur and Selangor** based on the provided target location list (Annex A).

b) Creative Adaptation & Display Management

- Adapt and format supplied creative materials to meet the technical requirements of various DOOH platforms.
- Schedule and manage content display to ensure maximum exposure during peak traffic hours.

c) Execution & Monitoring

- Coordinate with media owners for seamless campaign execution.
- Provide proof-of-display documentation, including photos, videos, and screen reports showing campaign run times and impressions (if available).

d) Reporting

- Submit a post-campaign report summarising campaign reach, duration, locations, and performance metrics.

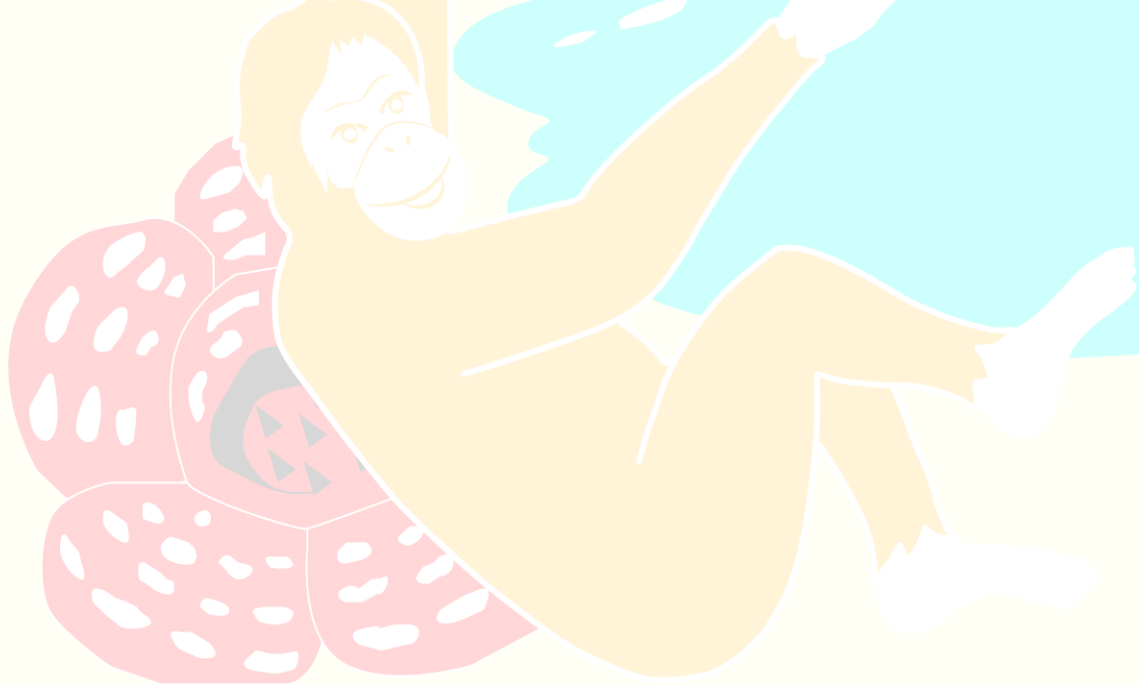
5. Deliverables

- Detailed media plan with proposed DOOH locations, sizes, formats, and durations.
- Proof-of-display materials (date/time-stamped photos or videos).
- Final campaign performance report.

6. Annex A – Target Locations

District	Location
Kuala Lumpur	KL South, Jalan Puchong, near Old Klang Road
Kuala Lumpur	Federal Highway, heading to Mid Valley and Cheras
Kuala Lumpur	Jalan Damansara, Bukit Damansara
Kuala Lumpur	Jalan Damansara, KL Sentral
Kuala Lumpur	ESWL Highway (Taman Connaught)
Kuala Lumpur	Jln Syed Putra heading to Mid Valley/Kuala Lumpur
Kuala Lumpur	Jalan Bukit Bintang near Pavilion KL
Kuala Lumpur	Jalan Kuching (Near to Bank Negara, SOGO)
Kuala Lumpur	Jalan Syed Putra to Mid Valley/ PJ(Kuen Cheng High School)
Kuala Lumpur	Jalan Bukit Bintang Pavilion
Kuala Lumpur	Jalan Cheras
Kuala Lumpur	Jalan Kepong
Kuala Lumpur	Jalan Damansara (TTDI)
Kuala Lumpur	Jalan Kuchai Maju
Kuala Lumpur	Jalan Cochrane, opp MyTown (Off Site)
Kuala Lumpur	Sprint Highway [Kgpa]
Kuala Lumpur	Sri Hartamas & Mont Kiara
Kuala Lumpur	Jalan Tun Razak to Jalan Raja Chulan
Kuala Lumpur	Jalan Kuching (OHB)
Kuala Lumpur	Jalan Tun Razak (OHB)
Kuala Lumpur	Jalan Maharajalela (OHB) - Towards City Centre
Kuala Lumpur	KL-Seremban Highway [Near Giant Desa Petaling]

Kuala Lumpur	Bukit Bintang Golden Triangle, KL above McDonalds
Kuala Lumpur	Jalan Sungai Besi (To KL Direction)
Kuala Lumpur	Jalan Sungai Besi (To JB Direction)
Kuala Lumpur	Jalan Telawi 2, 3, 4, 5, Bangsar
Selangor	Grand Saga Highway, Cheras
Selangor	North South Expressway, KM306.90
Selangor	LDP Highway, near SS2
Selangor	Jalan Cheras Perdana (C180)
Selangor	Sprint Highway, Selangor
Selangor	LDP Kelana Jaya
Selangor	Federal Highway Opposite Range Rover showroom, PJ (Towards Kuala Lumpur)
Selangor	Federal Highway



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