

F&N Appoints Lion & Lion for Selected Brands Social Media Management



Kuala Lumpur, Sep 9, 2020 ([IssueWire.com](https://www.issuewire.com)) - Lion & Lion, a leading integrated digital marketing agency today announced that F&N Beverages Marketing (F&N) has appointed the agency to manage their social media marketing for selected brands in Malaysia. The win is a testament to the agency's expertise to design solutions with a unified approach to create a big impact on client's businesses.

The agency has recently bagged a slew of Fast-Moving Consumer Goods (FMCG) names in South East Asia (SEA) for its integrated services, and with this win, it continues to strengthen its clientele base. Lion & Lion will be responsible for navigating the selected brands under F&N for their social media communication including strategy, creative, social, and digital services to further reinforce their position as the leading total beverage company in Malaysia and the region. Lion & Lion has extensive experience with steering marketing efforts for major FMCG brands and will aim to create buzz for F&N's popular products. The brands under F&N Portfolio that will be managed by Lion & Lion include OYOSHI, Sunkist, F&N Magnolia, FARMHOUSE, CARNATION, TEAPOT and the F&N Condensed and Evaporate Milk range.

On this occasion, **Ben Chew, Managing Director of Malaysia, Lion & Lion**, says "We are elated about our new partnership with a leading FMCG brand, and with this win, we further build on our FMCG portfolio. Our strategic, analytical approach bound by creativity will help us articulate F&N's business vision and build engaged communities online. We are excited to use our extensive experience and understanding of the FMCG sector to deliver impact".

He further adds, "I love the idea that we already share so much in common fundamentally. But beyond the obvious that we both have the Lion in our brand-marks, the '&' symbol is also an indelible feature in our brand-names that for me represents the infinite possibilities in our newly minted relationship. Here's to an infinitely successful partnership & More!"

Adding to this, **Graham Lim, Director of Marketing for F&N** says "The process of appointing agencies is not an easy one, and it is especially important to have the right chemistry as well as a good understanding of our brands' identities. Lion & Lion has shown that they can be a compatible partner with their strategic and down-to-earth approach, and we look forward to growing our social media marketing to the next level with this partnership.

About Lion & Lion

Lion & Lion is an award-winning, digital agency operating in Asia focusing on delivering impact to their clients' businesses with an integrated, data-driven and strategically led approach to digital marketing.

With offices in Kuala Lumpur, Singapore, Hong Kong, Jakarta and Taipei, and more than 120 digital experts, Lion & Lion has a prestigious and growing portfolio of clients including Google, Virgin Active, L'oreal, Bayer, Petronas, Monash University, Emborg and more.

About F&N Beverages Marketing

F&N Beverages Marketing Sdn Bhd, a subsidiary of Fraser & Neave Holdings Bhd (F&NHB), is Malaysia's largest beverage distributor with a portfolio of 20 well-loved brands which are leaders in many segments namely 100PLUS, F&N Fun Flavours, F&N SEASONS, F&N Condensed and Evaporated Milk, F&N Magnolia, OYOSHI, Farmhouse, CARNATION and F&N Fruit Tree.

F&NHB is a Syariah compliant food & beverage company listed on Bursa Malaysia's Main Board and employs 2,600 people across its operations in Malaysia, Brunei, Thailand and Indochina. F&NHB operates a total of eight manufacturing plants in the region, which includes five beverage manufacturing

plants in Selangor, Pahang, Sarawak and Sabah.

With its rich 138 years heritage, the iconic F&N brand is today synonymous with high quality and halal product that is trusted by generations.



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