

The Shift Asia

MINDSET SHIFT

POWERING POSITIVE CHANGE

COLLECTIVE EFFORT

STORIES TO INSPIRE YOUR SUSTAINABILITY JOURNEY

We are cracking the ESG code, showing you how to future-proof your business while doing good.

THE SHIFT isn't just a talkshow. It's a megaphone for real change. Real stories, real heroes, real impact.

A platform where professionals like you can shine a spotlight on your commitment to making the world a better place.



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We Cover VARIOUS INDUSTRIES



Green & Renewable Energy
ft. Volvo Trucks



Green Design
ft. Lendlease



Green Mobility & Transport
ft. PKT Logistics Group



Sustainable Fashion
ft. Batik Boutique



Green Investing & Financing
ft. Kenanga Group



Food Security & Tech-For-Good
ft. Phuture Foods



Responsible Tourism & Hospitality
ft. YTL Corporation Berhad



Zero Waste
ft. Coca-Cola



ESG Support, Consulting, & Education
ft. Sunway Centre for Planetary Health

Brands FEATURED





BE PART OF OUR COMMUNITY

We're all in this together!
Building a better future starts with collective action.
With us, you'll find the tools, the stories, and the people you need
to make a real difference.
Join our community where you'll learn, inspire, and be inspired by
changemakers just like you.

LET'S MAKE IT HAPPEN!



01

Environmentalists/ Ecologists

Embrace sustainability through environmental assessments, renewable energy, and conservation efforts.



02

Policy Makers

Forge public-private partnerships and champion sustainable regulations to tackle environmental and social challenges.



03

Government Leaders

Collaborate with public and private sectors to navigate regulations and advance environmental and social progress.



04

Health and Safety Officers

Prioritize employee well-being with a secure work environment, rigorous safety protocols, and ongoing risk assessments and training.



05

General Audience (Consumers)

Craft sustainable offerings, communicate with transparency, and empower consumers to choose responsibly.



06

Financial Institution and Investors

Invest with purpose. Integrate ESG into decisions, support sustainable initiatives, and advocate for responsible practices.



07

Entrepreneurs

Innovate for sustainability, and collaborate to solve social and environmental needs.



08

Individuals

Driving change through everyday choices, from conscious buying and responsible investing to vocal advocacy, local action, and personal behavior shifts.

AMPLIFY YOUR IMPACT

BE
FEATURED

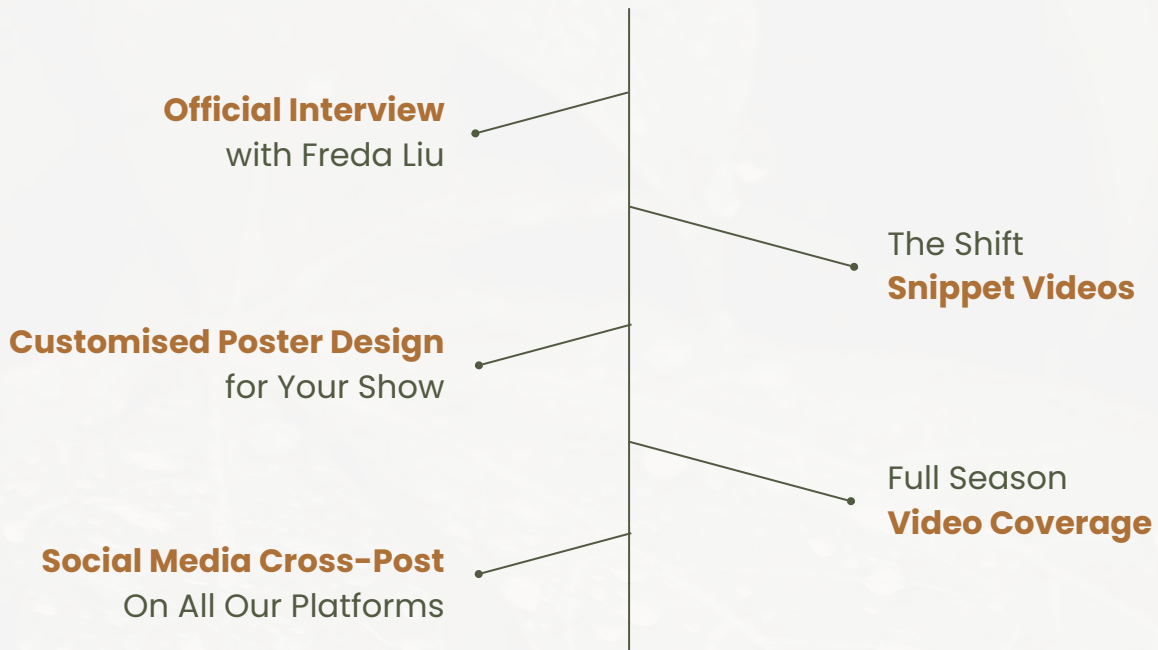
As Our Partner

WITH

THE SHIFT ASIA

Engage with our community of businesses and individuals who share a passion for sustainability. Let's work together on shaping a brighter future, while gaining exposure and recognition for your brand.

By partnering with us, you'll receive:



AUDIENCE PROFILE

Catering to a global audience, with a particular focus on Malaysia and the ASEAN region.

GENDER	Women 56.2% Men 43.8%
AGE GROUP	Aged 25 - 44
OCCUPATION	PMEBs, Director, Senior Management, Business Owners
INDUSTRY/ SECTOR	Business Consulting, Banking & Finance, Education, IT & Technology, PR & Communications, Prof Coaching
LOCATION	Urban Area 95% Malaysia 91%

Note: The presented data above reflects the average values collected from various The Shift Asia social media channels.

SOCIAL MEDIA ANALYTICS



326 Followers
6.6k Reach



357 Followers
4.5k Reach



2.0k Followers
47k Impression

The
ShiftAsia



34 Followers
900 Impression



1.1k Views
13.3k Impressions



Data
Unavailable

Note: All the above data ORGANIC ONLY
Data range from Jul'23 - Jan'24

SPONSORSHIP

Packages & Privileges

FLAGSHIP PACKAGE RM 98,000

12 EPISODES

Full Season for 3 Months

Teaser to be aired on Monday

Full video to be aired on Thursday

Average at RM 8,166/ episode

- Exclusive 'Show Title' Brought To You/ Powered By Sponsor
- Sponsor's logo is displayed in the opening and closing credits of all episodes
- Sponsor's TV commercial inserted in between shows during program breaks of all episodes
- 12x pre-announcement posters with logo featured
- 12x snippet videos with logo featured
- 12x full episodes with logo featured
- Seamless product placement placed within relevant scenes
- 1x In-Depth series talk show/ interview
- Cross-promotion across all 6 social media platforms: FB/ IG/ LinkedIn/ Spotify/ YouTube/ Audio+
- Guaranteed 'Reach' per episode from 50k across platforms

PLATFORMS



SPONSORSHIP

Packages & Privileges

THE SHIFT IN-DEPTH SERIES

6 EPISODES

RM 60,000/ package
Average at RM 10,000/ episode

3 EPISODES

RM 38,000/ package
Average at RM 12,600/ episode

IND. EPISODE

RM 15,000/ episode

SCHEDULE

Full Season - Follows a seasonal format, with each season spanning **3 months** and consisting of **12 episodes**

In-Depth Series - Depending on the number of episodes, duration within 2 months

FORMAT

Bringing conversations to life through a blend of **Virtual Production, Talk Show, and Event.**

FREQUENCY

New episodes will be released **weekly.**

DURATION

Delivering impactful conversations and insights **under 15 minutes.**

PLATFORMS



LET US MAKE YOUR EVENT **CUSTOMISED**

Imagine... an event that stands out, reflects your brand, engages your audience, and is held with purpose.

We let you customize every detail, to perfectly match your vision. Customize, curate, and create something extraordinary.

[CONTACT US FOR MORE INFORMATION](#)

Get In Touch

CONNECT WITH US



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Tune In To
THE SHIFT ASIA





JOINT FREDA LIU
CLOUD E VIRTUAL STUDIO
PARTNERSHIP

CONTENT
CREATION BY

VELOTÉ

STRATEGIC MARKETING
& CONTENT CREATION