

EXAMPLE OF **ACTIVITIES**

1. Cost of dubbing to other languages;
2. Production of marketing materials -printing brochures, sales kit, flyer, bunting, mascot, game trailer etc;
3. IP extensions developed as marketing and promotion tools such as Animation, apps games, comic, artbook, related media (soundtrack, songs). The grant shall not be used for the production, continuation, or enhancement of the main IP product (e.g. producing additional episodes, levels, or content of the core IP).
4. IP registration in Malaysia and outside Malaysia – trademark and copyright;
5. Media buy cost. e.g. airtime, print/digital advertisements etc;
6. Promotion campaign via social media, streamers, influencers etc.;
7. PR and communications -branding and product placement strategy;
8. Festivals and awards related cost;
9. Events - launching, press conference, roadshows, showcases;
10. Licensing and merchandising development including IP style guide, prototypes;
11. Market access and business development activities – participation in international trade markets, pitching sessions, business matching. Claims under this category are only applicable provided that the Applicants/Recipients declare that the same expenses have not been claimed under the Market Development Grant (MDG) by Malaysia External Trade Development Corporation (MATRADE); and/or
12. Other activities related to the approved Project identified by the Approval Committee.