Article

A Comparative Study on Eid Advertisement Video through Corporate YouTube Channels and Audience Engagement in Malaysia

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Abstract: This study explores the trend of Eid-related video advertisements in Malaysia on online streaming platforms like YouTube, as focusing on major corporate channels such as Petronas, TNB, Malaysia Airlines, and Telekom Malaysia. Thus, the aim of the study is to explore the trend of Eid advertisements and Malaysian audience engagement through corporate video on YouTube Channel. Notable differences emerged in how each company portrayed these values, showcasing unique approaches to brand representation. Despite the commonality in values, the varied portrayal methods indicated distinct brand identities for each organisation. The analysis was conducted using content analysis through viewing the Eid advertising video which emphasised the importance of crafting a brand image within the Eid-themed video content to resonate and be memorable among viewers. Findings shows that while companies align on shared values for Eid advertisements, the way these values are communicated plays a crucial role in shaping the brand's image and audience engagement. Consistent and respectful representation of shared values building trust towards the audiences. Meanwhile, broadcasters must ensure that the advertisements they air are culturally sensitive and align with the values of the audience.

Keywords: YouTube; advertisement; Eid; audience engagement; Malaysia

Introduction

In the age of globalisation, technological advancements have significantly impacted various sectors, including modern telecommunication platforms. In the early 1990s, the internet brought about the rise of forums and instant messaging, which evolved further in the 2000s with the advent of social media and streaming services. These developments gave birth to a new digital landscape. In the realm of business, effective advertising is essential for engaging audiences, attracting new customers, creating sustained demand for products or services, and enhancing brand recognition. YouTube's ability to reach a vast and diverse audience has led advertisers to shift from traditional media to the online platform. Many organisations utilise YouTube to promote their products and services and increase their visibility.

A search on Google Scholar yields 507,000 research papers on advertising globally and 173,000 research papers on advertising in Malaysia. However, none of these papers closely align with the focus of our present study. It's worth noting that most Malaysian corporations began advertising on YouTube following the introduction of the YouTube advertisement partnership in 2007. The year 2015 marked a turning point when advertising campaigns became a prevalent trend in the realm of streaming media. During this period, Google Malaysia released the latest YouTube ads leaderboard for the first half of 2015, showcasing videos

predominantly launched by prominent Malaysian companies such as Malaysian Airlines, Hotlink, Maxis, and Tenaga National (CF, 2015).

The video conveyed a touching and lovely narrative, yet none of the pre-made promotional videos featured the company's products. Nevertheless, when viewers remember the posted video, it effectively conveys and represents the corporate brand. As such, this current research endeavor is directed at investigating the prevalent themes in Eid video advertisements used by Malaysian companies from 2017 to 2022 and how these themes mirror the corporate image based on the responses of the audience. The creation of video advertisements made by many of the corporate aims to gain audiences' trust and brand recall (Belanche, Flavián, & Pérez-Rueda, 2020). Brand recall can be obtained through an advertising approach. There are three sorts of approaches utilised in one video advertisement, according to Srivastava, Dorsch, and others (2020), to increase viewer retention. This considers the elements of surprise, humour, and emotion, as well as certain connections between them that will benefit Malaysian video advertising and aid in our understanding of how audiences in emerging economies are likely to react differently to various corporate strategies. Therefore, the present study aims to explore below objectives: -

RO1: To explore the trend of Eid advertisements video through corporate YouTube Channel.

RO2: To explore Malaysian audience engagement towards Eid advertisement video in YouTube Channel.

Literature Review

1. Festival and Advertising Campaigns

All races often celebrate festive occasions like Chinese New Year, Eid, and Deepavali, to name a few. These days are typically observed as public holidays for all people, regardless of race or background. But, unlike most other places in the globe, Malaysian community publicly celebrates these holidays as a multicultural society. There is no disputing that our nation is a melting pot of varied people. As a result, the focus of our holiday advertising and TV ads typically centers on nostalgic themes and family reunions, depending on the culture. Festivals and advertising campaigns can be closely related, as festivals often provide an opportunity for companies to promote their brand and products to a large audience. Advertising campaigns help companies stand out during festivals and reach potential customers through various mediums such as social media, billboards, and television commercials (Forefront International, 2019).

Festivals can be an excellent time for companies to create advertising campaigns that are tailored to the event. For example, a company that sells outdoor gear could create an advertising campaign around a music festival, highlighting the importance of having the right gear for camping and outdoor activities during the festival (Sama, 2019). Similarly, a company that sells food products could create an advertising campaign around a food festival, promoting their products as ideal for cooking or snacking during the event. Advertising campaigns can also be used to build excitement and anticipation for festivals. For example, a music festival could create a social media campaign that highlights the artists who will be performing and provides behind-the-scenes looks at the preparations for the event. This can help create buzz and generate interest among potential attendees.

Companies that take advantage of the marketing opportunities presented by festivals can increase their brand awareness and attract new customers, while also contributing to the overall atmosphere and enjoyment of the event (Castillo-Abdul et al., 2022; Deng & Mela, 2018). Advertisers have been working to meet this criterion for their holiday videos and campaigns ever since Yasmin Ahmad brought together a divided Malaysia with her renowned patriotic Petronas ads, Tan Hong Ming serving as one of the benchmark examples. The best advertisements in Malaysia typically have heartfelt content, humorous short films, and references to Malaysian hospitality from distinct cultures. Brands frequently use holiday occasions to build an emotional connection between social and cultural challenges in their campaigns and a solution their company may offer (Sim, 2018).

2. Online Video Advertisements and Audience Engagement

Online video advertisements can be an effective way to engage with audiences, as they provide a dynamic and interactive medium for brands to connect with their target customers. However, to engage audiences

effectively, it's important to create content that resonates with viewers and encourages them to act (Fung, 2019). One key aspect of effective online video advertisements is the ability to tell a compelling story. This can involve creating a narrative arc that takes viewers on a journey or highlighting the unique features and benefits of a product or service in a visually engaging way. By creating content that is emotionally resonant and visually appealing, brands can capture viewers' attention and keep them engaged throughout the advertisement (Katifori, Roussou, Perry, Drettakis, Vizcay & Philip, 2018).

Another important factor in engaging audiences with online video advertisements is the use of interactive elements. This can involve incorporating clickable buttons, calls to action, or other interactive features that encourage viewers to engage with the content and take action (Liu-Thompkins, 2019). For example, a clothing brand might create an online video advertisement that includes a "Shop Now" button, which allows viewers to purchase the featured product directly from the video. Interactive elements play a pivotal role in enhancing audience engagement with online video advertisements due to their ability to transform passive viewers into active participants, thereby creating a more immersive and memorable experience.

Interactivity cultivates a sense of involvement and empowerment among viewers. By incorporating elements like clickable links, quizzes, polls, or interactive hotspots within the video content, audiences are encouraged to engage actively with the advertisement. This hands-on participation triggers a psychological shift from mere observation to active interaction, fostering a deeper connection with the content. Meanwhile, interactive features offer a personalized experience, catering to individual preferences and behaviors. Through interactive decision points or customizable pathways within the video, viewers can navigate content based on their interests or needs. This tailored experience enhances relevance, keeping viewers engaged for longer periods as they feel their choices are acknowledged and valued.

Moreover, interactive elements foster a sense of entertainment and novelty. They break the monotony of traditional linear videos by introducing gamification, storytelling arcs based on viewer choices, or interactive simulations, making the experience more enjoyable and captivating. This novelty factor captures attention and encourages sharing, amplifying the advertisement's reach across social media platforms.

In addition to storytelling and interactivity, online video advertisements should also be designed with the target audience in mind. This can involve tailoring the content to specific demographic groups, using language and imagery that resonates with viewers, and selecting the appropriate platforms and channels to reach the intended audience. A population can be precisely targeted via digital and social media ads based on factors like region, age, gender, and hobbies. They can broaden the campaign's audience and are the most effective way to convey communications to the maximum proportion of the intended audience. Reach is the primary indicator of an advertisement's performance because advertising can be strategically positioned and impressions may be ensured (Guo, et al, 2020).

3. Malaysia Corporate and its Visibility Programs

Video advertisements can be an effective tool for Malaysian corporations to increase their visibility and engage with their target audience. To create successful video advertisement visibility programs, corporations should consider several key factors. Since the promotion is run by employing numbers as a factor in drawing users' attention, the visuals exhibited have the potential to catch the attention of Instagram users (Jasman, Razak & Harun, 2022). Marketing strategy can be divided into several areas. Mass media advertising, sales promotion (lotteries, coupons, and discounts), public relations (media introduction or PR event), personal selling, direct marketing, and digital marketing, which include social media platforms, are some of these areas.

Companies need information on their target markets or customers to learn more about their needs and preferences. Direct marketing is an advertising tactic that involves putting the quantity, price, and value of a product on the line to draw clients and a new target market. Profitable pricing requires looking beyond basic ideas like demand and demand elasticity to comprehend and control the perceptions of monetary and psychological worth that drive buying decisions. This is necessary to influence demand and willingness to pay. By understanding the value proposition, a company is better equipped to segment prices to reflect differences in value and cost; to explain the value of its offers to customers who are unfamiliar with the market; and to develop pricing policies to handle pricing concerns fairly and consistently (Nagle & Muller, 2018).

First, it's important to create video content that resonates with the target audience. This can involve understanding the audience's interests, needs, and preferences, and tailoring the video content to meet those needs. For example, if the target audience is interested in sustainability, a corporation could create a video advertisement highlighting their environmental initiatives and commitment to sustainability. By creating compelling content, incorporating interactive elements, and targeting the right audience, brands can create online video advertisements that resonate with viewers and drive results. The various plot aspects of an advertisement's storytelling quality could elicit strong emotional, mental, and behavioural responses (Dessart & Pitardi, 2019).

Second, corporations should focus on creating high-quality video content that is visually engaging and emotionally resonant. This can involve investing in professional video production services to ensure that the video content is of a high standard and meets the expectations of the target audience. The more involved audiences in an online brand, the better their functional and emotional values are. More specifically, users' functional and emotional values will increase, and eventually, their engagement with the provider's brand will rise, if providers can meet their needs by offering simple, affordable, and convenient features that make using them joyful (Mohammad, Quoquab, Thurasamy & Alolayyan, 2020).

Third, it's important to distribute the video advertisement on the right channels to ensure maximum visibility and engagement. This can involve utilizing social media platforms, video-sharing sites, and other online channels to reach the target audience and encourage them to share and engage with the video content. The term "digital transformation" does not only relate to digital technologies; it also refers to the incorporation of digital technologies into all facets of entrepreneurship, which has a substantial impact on how businesses operate and adds value for customers. The creation and use of digital marketing tools are impacted by digital transformation as well (Kotane, Znotina, & Hushko, 2019).

4. Ehrenberg Model 1997

The reaction of audiences is very important to ensure the survival of one organisation. The visibility of one corporation depends on the initiatives and efforts of awareness made by the corporation. This has been explained through the Ehrenberg Model (Figure 1) introduced in 1997. Ehrenburg (1997) introduction of the model was utilised for this study because it places a particular emphasis on long-term customer relationships with businesses. (Hoek & Gendall, 2010). This means that maintaining a positive corporate reputation and being concerned about the response of the audience will help to accomplish the goal of this study.

This study, rooted in the Ehrenberg Model, underscores the pivotal role of maintaining a positive corporate reputation. It emphasizes the need for organizations to be conscientious about audience reactions and perceptions. The resonance of this principle lies in its ability to guide businesses toward achieving their objectives. In practical terms, organizations that prioritize and safeguard their corporate reputation effectively cultivate a fertile ground for long-term success. By consistently delivering on promises, upholding ethical practices, and actively responding to customer feedback, companies can solidify their position in the market. Furthermore, the model emphasizes the importance of consistent visibility and engagement strategies to remain salient in the minds of consumers amidst the dynamic marketplace.
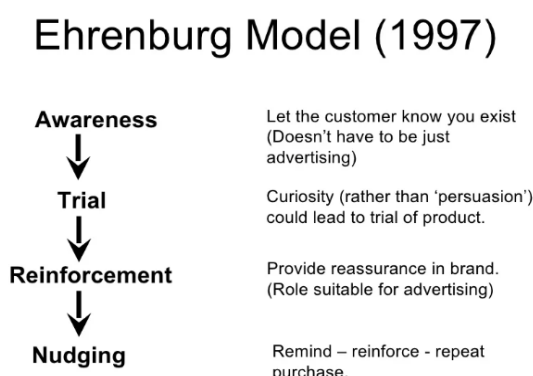

Figure 1. Original Ehrenburg Model 1997
Source: Corrigan (2019)

5. Video Theme and Effective Advertisement

Video themes are frequently used in effective advertising to engage viewers by providing visual narratives that clarify difficult subjects. Aside from written words, commercials engage people more effectively with storytelling and visuals that quickly conveys messages. Visual cues and demonstrations help viewers understand the intended message and establish an emotional connection. The audience is left with a lasting impression by this visual technique, which improves retention and memory. Through the effective use of images, marketers can create stories that captivate audiences, increasing brand recognition and developing a more meaningful relationship with customers in an engaging manner.
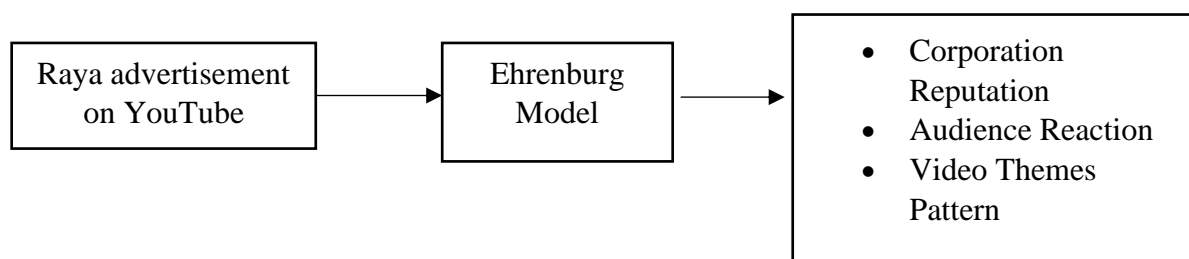
Figure 2. Conceptual Framework

Figure 2 above will be used as a guideline in analysing 25 videos from 5 different company that is the top in their field in Malaysia which are Petronas in Oil and Gas, Tenaga national in Power supply, Malaysia Airlines in transportation, TM Group in Communication service provider, and Astro Gempak in Broadcast Network System. Further data collection will be conducted through content analysis, which is explained in the methodology and analysis sections below.

Methodology

1. Research Design

This study used qualitative content analysis as a method, the choice fell on qualitative content analysis will allow the researcher to make replicable and valid inferences by interpreting and coding textual material by systematically evaluating documents, oral communication, or graphics (Georgia, 2012). It shows that the researchers are allowed to explore and analyse (1) dialogue, (2) visual, (3) audial, (4) themes, and (5) Creative contents of the video advertisement. The data that collecting from qualitative content analysis, would be more descriptive, and it would be drawn easily from the original data (Lindgren, Lundman & Graneheim, 2020).

To achieve the study objectives, an Inductive coding approach will be used for this study. This is because qualitative content analysis involves a process of raw data into categories or themes based on valid interpretation (Ma & Fan, 2022). Inductive coding theory will be used to determine the content of the raw data (Miller, 2013). The Ehrenburg model itself will be used to develop the coding themes inductively. The present study will be conducted on video Eid advertising campaigns produced by Malaysian organisation such as Petronas, Tenaga Nasional Berhad (TNB), Malaysia Airlines, and Telekom Malaysia (™) Group. The study intends to collect non-numerical data and look for the meaning from data obtained through the visual presentation in the video, these videos will be further analysed from the YouTube platform.

2. Research Sampling

The sampling method that will be used for this research is the Purposive sampling method or Judgmental sampling, the reason for choosing this sampling method is because it is a sampling method that researchers trust their own choice or judgment when choosing the material for the research (Reddy, 2016). The researcher believed that they can establish a research paper by using a judgment because there are chances that the results will be accurate with a small amount of error since it is based on the researcher's knowledge and judgment which will result in a lot of advantages (Reddy, 2016). Such as, just require a minimum of time to execute because there are no barriers involved, it allows the researcher to directly approach the target market, and it could save time and money (Reddy & Ramasamy, 2016).

On this research, the researcher has chosen to work based on three organisations from different fields in Malaysia. The companies are, Petronas in Oil and Gas, Tenaga National in electricity which is the only electric utility in Peninsular Malaysia, Malaysia Airlines (MAS) in the airline industries, Telekom Malaysia (™) group in telecommunications industries. The reason why the researcher chose these companies is that these companies are the top institutions in their fields in Malaysia, and besides that, these companies fulfill the research criteria which have the Eid Advertisement video campaign from 2015 until 2022.

3. Data Analysis

To get a better understanding and more descriptive data about a comparative study on the trend of Eid video advertisements through social media in Malaysia, a coding sheet has been developed. In this coding sheet, the researcher will be analysed twenty-five advertising campaign videos that have been uploaded by these companies which are Petronas, Tenaga National, Malaysia Airlines, and TM Group. The researcher chose these companies it is because they are top institutions in their fields, Petronas is in Oil and Gas, Tenaga National is in electricity which is the only electric utility in Peninsular Malaysia, Malaysia Airlines is in airlines industries, TM group is in telecommunications industries, and Astro Gempak is in television industries. The reason why the researcher chose the duration of the video that will be analysed from 2015 to 2019, is because YouTube advertisements became trending when Google Malaysia released its YouTube leaderboard for the months of January-June 2015 (Writter, 2015). This study will use the following coding sheet.

Table 1. Sample of coding sheet for eid advertisement

Themes	Advertisement	Description
Awareness	Donut atau Karipap? – Petronas 2017	To be aware means to know, to realize or be interested in knowing about something, to know that something is important (Gafoor, 2012).
Trial	Vroom Vroom – Petronas 2016	Is a pleasant motivational state involving the tendency to recognize and seek out novel and challenging information and experiences (Biber & Brandenburg, 2021).
Reinforcement	Rendang Soraya – Petronas 2018	To make someone think of something they have forgotten or might be forgotten (Leaver, 2020).
Nudging	Sampai Hati – Petronas 2015	The ability to influence and persuade others (Fisher, 2013).

Table 2 is the sample of coding sheet used in the present studies for TM Group Eid advertisement 2019 analysis. The themes were divided into four (4) groups which are include awareness, trial, reinforcement, and nudging. All the themes were used to advertisements included in the present study 2015 – 2019, followed by description of each theme. This coding sheet is crucial in qualitative research for organising and analysing data systematically. It serves as a roadmap, guiding researchers through the coding process by providing a structure for identifying, categorising, and interpreting themes or patterns within the data.

Since then, most companies in Malaysia started their advertising campaign on YouTube (Writter, 2015). The coding theme is developed by the researcher using the Ehrenburg model 1997 called, ATRN (Awareness, Trial, Reinforcement, Nudging). The researcher will be answering the research question through this coding sheet using this ATRN model, and then the researcher will be looking at which duration of the video advertising campaign has the awareness, trial, reinforcement, and nudging elements.

Table 2. Sample of coding sheet for TM Group Eid advertisement 2019

Themes	Advertisement	Description
Awareness	Dugaan Raya Aida - TNB 2017	Awareness of awareness means the ability to deal with, some awareness tests are conducted to find out the ability to deal with specific situations and task (Gafoor, 2012).
Trial	Konvoi Epik Fantastik - TNB Raya 2019	It's such a basic component of our nature that we are nearly oblivious to its pervasiveness in our lives. (Kidd, 2015).
Reinforcement	#lepastu - TNB 2016	Sounds, visual images, and faces remind the player of people or events of the past (Cambridge, 2018).
Nudging	Sinar Baru - TNB 2015	To be understood and to be believed (Braca & Dondio, 2023).

The method that will be used in this research is qualitative content analysis. In this study, there is one type of collecting data that will be conducted which is secondary data. The secondary that was collected from each YouTube channel of the representative organisations. As the researcher that conducts this research, the researcher will be analysed and understand the twenty-five videos and collect relevant information from those videos to fulfil the coding sheet that has been made. After collecting the data, the researcher will be analysed thoroughly and in-depth to understand the videos and gain any knowledge that can be used for this research. The researcher will collect the data by the observation of twenty-five videos of Eid advertisements and using the question as a guideline to analyse the pattern, trend, and audience reaction in each video advertisement.

After listing down all the answers to each question, there will be a result that, this comparative study on the trend of Eid Advertisement through social media platforms in Malaysia could help any organisation and business stakeholders to improve their way of engaging with their customers. to achieve the purpose, the researcher needs to make replicable and valid inferences by interpreting and coding textual material by systematically evaluating all documents, oral communications, and graphics (Georgia, 2012). The present study will be conducted on a video Eid advertising campaign produced by Malaysian organisation such as Petronas, Tenaga National, Malaysia Airlines, TM Group, and Astro Gempak.

Findings

The findings are related to the research question that guided the study. The data were analysed to investigate, compare, and analyse Eid advertisement videos from 2019 until 2022 among Petronas, Tenaga Official, Malaysia Airlines, TM Group, and Astro Gempak in Malaysia. The data were obtained from the observation of twenty-five videos of Eid advertisements through each company's YouTube channel using Qualitative content analysis research, the reason for using this method is to dive deeper into the problem and help to develop new ideas. To guide the studies, the Ehrenburg Model 1997 has been chosen, the reason why this model has been chosen is that the Ehrenburg model is specially focused on building a long-term relationship between the customer with the corporation. There are 4 elements included in the Ehrenburg Model which are, awareness, trial, reinforcement, and nudging. These 4 elements will be used to analyse 25 videos.

The research question is established to investigate Eid advertisement video content, to compare how Eid advertisement videos represent each organization, and to explore audience engagement towards the Eid advertisement. The question covers some different areas which involve, like, comment, share, content of the video, and theme. Using the Ehrenburg model to guide this study helps the researcher achieve the research objective more easily. To answer the research, a sample is collected from twenty-five video Eid advertisements from five different companies which are Petronas, Tenaga official, Malaysia Airlines, TM Group, and Astro Gempak. The reason for choosing these five companies is because these companies are the companies that monopolise the industry in their field.

Based on the analysis, the researcher found out that every company has a similar video advertisement trend that uses a meaningful story, the difference between those companies is the way their present it. For example, Petronas applies a touching story and meaningful video in their advertisement campaign. Started with the 2015 advertisement about a stern army man, who believes in toughness and discipline while the

brother is always about dreaming and hates his brother. The meaning of this video is about forgiveness and love between the family. In 2016, Petronas made a video about a family that only consisted of a father and a child who had just been kicked out of their apartment, even at a time when it seemed impossible, a father still succeeded in putting a smile on his son's face. The meaning of this video is about always appreciating someone in your life and always taking care of your family.

Tenaga Nasional Berhad (TNB) uses a different theme every year but still has the meaning behind it. In 2015 the video advertisement was a storytelling type that talked about the special of Ramadhan month, and from 2016 until 2022 TNB used meaningful drama comedy video advertisements. The related sub-theme in the 2016 video is about forgiveness, 2017 is about togetherness, and 2019 is about priority to family. Meanwhile, Malaysia Airlines' Eid advertisement video theme doesn't have significant differences each year. Consistently from 2015 - 2016, is a drama-touching story video, with the title "Adik" (the youngest child), the story is about one family that will have a trip to go back to their hometown, but Adik cannot join them, in the video, will show us how the child seduces the parents to bring adik to go back to the hometown with them. 2018 is when Malaysia Airlines tried on a drama-comedy video, followed by a heart-warming video from 2017- 2019 before Covid-19 hit the major airline company businesses. TM Group Eid advertisement has the same patterns which are touching stories with different themes each year. Astro Gempak is one of the television channels in Malaysia, their video Eid advertisement content is all about comedy and drama.

About Eid advertisement videos from five different companies and different fields, a researcher found out that each company has its way of representing its companies. Petronas shows its brand elements in the video, which are through the banner or Petronas truck. Tenaga Nasional Berhad (TNB) has an electric element in the video, either it would be a house that has a lot of lamps such as on the minute (03.24) in TNB Eid 2019 (Konvoi Epic Fantastic) or a story that has the same meaning like electricity which brightens also in Eid 2015 video advertisement (Sinar Baru). Malaysia Airlines used the elements of the airline's image in their video, in the 2015 Eid advertisement (Fitrah) at the minute (08.15) the actor is sitting in the middle of the departures and arrivals sign, in the 2019 Eid advertisement (Sama-sama Balik Kampung) the Malaysia airlines portrays its brand in this advertisement video since the beginning until the end. As a telecommunication company in Malaysia, Telekom Malaysia (™) Group has its way of creating its brand visibility, the Eid advertisement video indirectly shows telecommunication things. Looked through the advertisement 2019 (Atuk gamer) the Atuk (grandfather) always playing games and learning the current trends in technology and words, to stay in touch with his grandchild. TM Group Eid advertisement 2018 (Mak long Bawang) talks about the current generation that is attached to their phone and ignorant of its surroundings.

Based on the video that has been analysed by the researcher, the researcher found out that every video that has been posted by five companies gets positive responses from the audiences. For example, on Petronas Eid Advertisement 2019 (Rendang Soraya) the video gets more than eight million viewers, twelve thousand likes, and more than one thousand comments:

> *"I am not even celebrating Hari Eid but this advertisement hit me so hard. I understand her shoes. I tried my best to make my late mum's recipe as closest as I can so my dad can enjoy the food like how he used to when he was with my late mum. Sometimes I failed but when I succeed to make the dish as delicious as hers, I cried my heart out because I feel like she's patting my back. I am sorry for being this emotional. Kudos to the Petronas team for making this amazing advertisement. Selamat Hari Raya to all."*
>
> (Ninjayeol, 2019)

Tenaga Nasional Berhad (TNB) advertisement 2016 (Lepastu) has more than 5 million viewers, more than a thousand like, and seven hundred ninety-five comments on its advertisements that led to the comment below:

> *"One of the best advertisements I've ever seen. TNB we forgive your power shortage p"*
>
> (Hui, 2016)

Malaysia Airlines' Eid advertisement video in 2019, Sama Sama balik Kampung have gained more than seven million viewers, seven thousand like, and more than 6 hundred comments,

"Aww such a great advertisement, when she turns and sees the passengers embrace their loved ones, that smile on her face. So heart-warming and sends emotions that hit close to the heart. Amazing writing and directing. Simple advertisement but so humanly relatable. Keep it up MAS 👍"

(Muhammad, 2019)

Most of the advertisement campaigns are produced by a big advertising company in Malaysia. The cost to produce this campaign must be spent a lot of money. Because of this, small companies are unable to afford it. However, this study would help other organisations and business stakeholders, to analyse and study ways of putting an effective video advertisement during festive seasons specifically Eid, as the highest of Malaysian populations are celebrating. The present study involved in the reviews are Petronas, Tenaga Nasional Berhad (TNB), Malaysian Airlines (MAS), Telekom Malaysia, and Telekom Malaysia (™) Group) build their company image through video advertising campaigns. The use of ATRN (awareness, trial, reinforcement, nudging) model has proved that it would be affecting the audience's reaction toward the Eid advertisement videos. Based on the result of the study, there is an implication that is beneficial for organisations or businesses and stakeholders. This study also shows the opportunity taken by big companies during festive seasons through Eid advertisement videos placed on YouTube and affecting their audiences at large, it also proved the power of streamlined video advertisement in reaching its target audience.

Conclusion

The present studies take a long time to make comparative studies as the videos are produced only once a year. The possibilities to analyse other aspects of industries in Malaysia such as automotive industries, food and beverage industries, and many more. Meanwhile, the second limitation is the types of video that have been chosen, since the criteria of the video are from 2015 until 2019, as the shortage of video from 2021 - 2022 caused by the pandemic has also changed its ways of doing things as some of the industries are facing difficulties during the pandemic. Thus, 2021 - 2022 are times when the affected companies are not investing in producing any video advertisement productions due to a tight budget.

The study's focus on video reviews has offered valuable insights into the trends and strategies employed by major corporations in Malaysia during the Eid Festival. However, to achieve a more comprehensive understanding and delve deeper into various facets of the industries, complementing the research with interviews could significantly enrich the analysis. Interviews can provide nuanced perspectives, allowing researchers to explore diverse viewpoints, strategies, and challenges faced by these corporations. This qualitative approach can unveil intricate details that might not be captured solely through video analysis, thereby enhancing the depth and breadth of the study's findings.

Moreover, while the study's findings shed light on the prevailing trends and shared objectives among these companies in maximizing visibility through video advertisements, supplementing this with quantitative or statistical data would further reinforce the credibility and robustness of the current conclusions. Quantitative data can offer empirical evidence, supporting and validating the patterns observed in the video reviews (Devault, 2019). Metrics like viewer engagement, click-through rates, and demographic analysis could offer quantitative insights into the effectiveness of these video advertisements. This data-driven approach would not only bolster the reliability of the findings but also provide valuable benchmarks for new start-ups and smaller companies aiming to enhance their visibility and engagement strategies.

The study's key revelation regarding the consistent trend among companies to pursue maximum visibility aligns with broader marketing objectives. It emphasises the significance of leveraging impactful storytelling and creating memorable visual narratives, especially during significant events like the Eid Festival. These findings underline the power of meaningful content in capturing audience attention, fostering emotional connections, and enhancing brand recall. Companies, regardless of size or stature, can draw upon these insights to refine their marketing strategies and strengthen their visibility within their respective industries.

In conclusion, while the study has provided illuminating insights into the video advertisement strategies during the Eid Festival in Malaysia, future research endeavors could benefit from a multifaceted approach. Incorporating interviews for qualitative depth and integrating quantitative data to substantiate

findings would further fortify the study's conclusions. The overarching lesson from this study remains the pivotal role of compelling storytelling and visual narratives in maximising visibility and fostering lasting connections with audiences, an invaluable takeaway for businesses aiming to enhance their market presence and audience engagement strategies.

Conflict of Interest: We would like to declare that there are no conflicts of interest associated with this publication. This is our first work utilising the secondary data through YouTube videos available on public view, and all authors have been fully informed and actively participated in the study.

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