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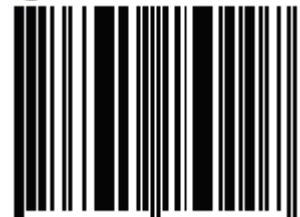
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SOOKA SUPER SERIES VOLLEYBALL MALAYSIA

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Sooka was launched the opening Sooka Super Series Volleyball (SSSVB 2022) season on Friday at Dewan Besar Tanjung in Seksyen 19, Shah Alam, in collaboration with Astro Arena and the Malaysian Volleyball Association (MAVA). The first event, which will take place from October 14th to November 6th, and will feature seven local teams, including SAC Selangor Lion, Melaka Mousedeer, Kuala Lumpur Shark, Sarawak Hornbill, ATM Gladiator, Sabah Rhino, and Johor Tiger, as well as an overseas team, Amelia Indonesia.



Picture 1: The advertisement of the event

SSSVB 2022's main objective is, according to MAVA president Hean Boon Yeow, to promote the local team worldwide. There are teams featuring foreign players from the USA, Thailand, India, and Sri Lanka, which will excite the action, and the addition of Amelia Indonesia will undoubtedly present to expose competition to the local teams.

In addition, this tournament is advertised on social media sites and the official Astro Arena website. Thus, the audience can know about the organized tournament and at the same time, the audience can see how the game is demonstrated by both local and imported players, as well as how the rules are placed for the players during the tournament. There are many indicators that can be used to measure the success of the Sooka Super Series, including ticket sales, social media interactions, websites, and media attention. A strong marketing plan and successful progress should be seen in these measures, which have shown significant growth from previous years.



Picture 2: Lists of the competing teams

"This partnership with Sooka is just the start of having a decent league that has already been successful in luring participation from abroad. The promotion of SSSVB to the worldwide level would undoubtedly be made from time to time, states Hean. He further adds, "The marketing strategy was heavily support on social media, with users actively engaging on sites like Facebook, Twitter, Instagram, and YouTube. The tournament and interest were kept up with regular updates on profile player, match times, and behind-the-scenes information. Collaborations and influencer partnerships with well-known volleyball players and teams expanded the marketing campaign's audience and impact. Additionally, this competition featured Malaysia's top radio station, Era, as the Official Radio channel, Tik Tok as the Official Media Partner, Flash Sukan as the Official Digital Media Partner, and a local apparel company, Elite, as the Official apparel Sponsor".

In conclusions, the Sooka Super Series volleyball marketing campaign has been a success, drawing a sizable amount of interest and engagement from target groups. The Sooka Super Series has successfully positioned itself as a leading volleyball event through a wide marketing approach, building a strong brand identity and a devoted fan following.



Picture 3: The media representatives