



2024



# KJH 2023 Achievements



**The Longest  
Running  
Outdoor  
Carnival**

Jom Heboh has been up and running for 21 years and was awarded as the Longest Running Outdoor Carnival by The Malaysia Book of Records.



**5.5  
Billion**

Over 5.5 billion social media reach have been recorded across the platforms.



**300  
Brands**

Over 300 Brands have participated in Karnival Jom Heboh 2023.



**35  
Million**

Over RM 35 million sales transacted in 4 locations.



**55  
Million**

55 million worth of media coverage.



**4  
Million**

RM 4 million worth of freebies have been given away to the public.



**1.3  
Million**

Over 1.3 million people attended Karnival Jom Heboh 2023, which was held in 4 different locations.

**Selangor**

360,000

**Pulau Pinang**

300,000

**Kelantan**

300,000

**Johor**

350,000

# KJH 2024 Proposed Locations



**COMPLETED**

300k  
Visitors

## 1. KJH Sarawak

26 - 28 January 2024

Dataran Perayaan Petra Jaya

## 2. KJH Putrajaya

3 - 5 May 2024

Putrajaya

## 3. KJH Melaka

28 - 30 June 2024

MITC Ayer Keroh

## 4. KJH Terengganu

1 - 3 August 2024

Terengganu Sport Complex

## 5. KJH Pulau Pinang

27 - 29 September 2024

Batu Kawan Stadium

## 6. KJH Johor

1 - 3 November 2024

Angsana Johor Bahru Mall

## 7. KJH Sabah

27 - 29 December 2024

Likas Stadium

# Content and Highlights



## JOM HEBOH CONCERT

*Performance by popular artists and bands*

## FAMILY AND KIDS

*Kids activities, education, mascots meet & greet*



## LIFESTYLE & ENTERTAINMENT

*Artists meet & greet, sketch & tutorials and merchandise giveaway*



# Content and Highlights



## FANTASTIC DEALS

*Sponsors booth, hot deals, crazy sales and freebies*

## FOOD FESTIVAL

*Local delicacies - SME Bazar  
Food Trucks - Lounge/Chill Area*



## JOM LOKAL JAM

*Jom Lokal Jam is a platform for upcoming talents to perform on our BIG Concert Stage. This aims to open up opportunities and support new talents to grow in the entertainment industry.*

# Content and Highlights



## Studio Tonton Drama Sangat

Concept



*Information and entertainment, drama TV3 & TV9*

Content



*Meet & greet session with artist, talk show, stage activities with sponsors and kids activities.*

# Content and Highlights



VOCKET



## Studio Jom Heboh

*Information and entertainment under platform Jom Heboh and*



*Concept*

*Media Prima Audio*

*Registration , Freebies, Lucky Draw, Performances, Quiz and*



*Content*

*Entertainment Show*

# Content and Highlights



NEW STRAITS TIMES



NSTP

a media prima company



Metro

BH  
Berita Harian



## NSTP Group

Concept



Infotainment

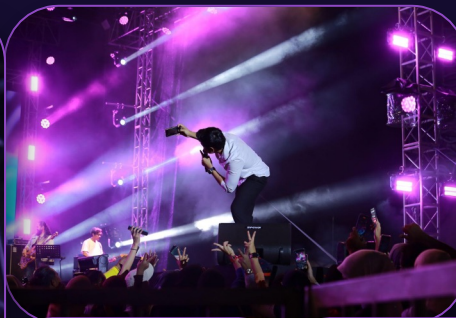
Content



Dinoland Adventurer and sponsors activities



# Jom Heboh Concert



SATURDAY & SUNDAY | 9.00PM – 11.00PM

MAIN STAGE

AVERAGE 20,000 CROWD

**POWER PACKED PERFORMANCES BY POPULAR ARTISTS**



# Appearances of Star Studded Celebrities

MEERQeen



PUTERI  
SARAH  
LIYANA



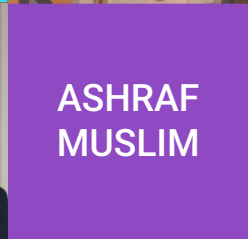
FIZI ALI



ZAHIRAH  
MACWILSON



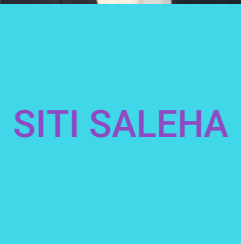
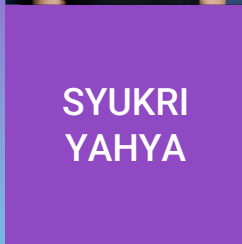
ASHRAF  
MUSLIM



MEK YUN



SYUKRI  
YAHYA



SITI SALEHA



MICHAEL  
ANG



*\*Celebrities appearances is subject to change base on availability.*

# **KJH Required Space**

## **CARNIVAL AREA**

*10,000 SQUARE METER (107639.1 square feet)*

## **CONCERT AREA**

*7,500 SQUARE METER (80729.33 square feet)*

## **PARKING AREA**

*7,500 SQUARE METER (80729.33 square feet)*

## **TOTAL SPACE REQUIRED**

*25,000 SQUARE METER (269097.76 square feet)*





THANK YOU







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**MARCPRO SDN. BHD.**  
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MEDIA AGENCY



DIGITAL MARKETING



BRANDING & ADVERTISING



WEB DEVELOPMENT



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SMS & EMAIL MARKETING