



Screenshot of Aesos Lai ...including his colourful durian-themed shirt

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Sunshine Kingdom CEO gives colourful interview in a meaningfully bright shirt

Wearing a bright shirt on camera is not usually a good idea - unless you're CEO of Sunshine Kingdom, and it's done with purpose and not by coincidence.

Which is why we think Aesos Lai's interview about his nomination as a Superbrand was... well... super enough to nominate him for the **Hong Bao Media Savvy Awards 2020**.

Lai looked the part in a T-shirt with the image of a durian, as he talks about his Malaysian brand of durian products in a media interview.

Even more importantly, he uses good interview techniques, including when he's asked prickly questions.

Watch and read below for my assessment.

We launched the **Hong Bao Media Savvy Awards** in 2018 to recognise local business leaders for their communications skills, and to showcase authentic and credible home-grown communicators.

Supported by the Asia Pacific Association of Communications Directors, we highlight shining examples for other local business leaders to follow, and to build a culture of excellence in communication, to maximise the potential of Asian companies in the Asian Century.

- **Colour**

Lai is good at describing ideas. He brings colour to his story, such as by talking to customers and taking suggestions from them, in particular one customer who suggested durian cookies to him. He says “ting” like a lightbulb lighting up, to show that businesses can get good ideas from listening to their customers. Soon after Lai talks about watching his competitors and he starts whispering, as if letting the viewer in on a secret.

- **Flagging**

Lai flags his company's six core values at the 0:46 minute mark in the video, and they are quite unusual for a business. Although we would like to know more about them, Lai unfortunately does not elaborate. But they stay with you. Watch the clip to see why.

- **Figures**

Lai mentions his company has 85 products, of which 60 are durian-related, which is not usually enough in terms of data points to whet the reporter's appetite. But all too often guests don't have any stats at all, which makes them sound too fluffy. Just like Durian cake, come to think of it. It's okay to talk about Durian cake. Just don't sound like it.

If you know Aesos Lai, share this article with him and congratulate him on being nominated for the **Hong Bao Media Savvy Awards 2020**.

Hong Bao Media provides media solutions for corporate and government clients in the Asia Pacific and Middle East.

Our three core businesses are:

1. Media skills and executive presence training and coaching for senior business leaders
2. Live webcast production from our green screen studios, or on-location
3. Active investments in a portfolio of blockchain and fintech start-ups

We operate two Integrated Communications facilities, one in Singapore's Central Business District and another in Kuala Lumpur's Central Business District. These consist of green screen television studios for on-camera recordings and webcasts, adjoining training facilities for small groups of senior executives.

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