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**PRESS RELEASE**

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## **Resorts World Genting and Taylor's University Celebrate Student-Led Campaign Bringing Flavours of Genting to Life**

**Kuala Lumpur, 10 February 2026** – Resorts World Genting (RWG) and Taylor's University today celebrated the success of a student-led advertising and branding collaboration, marking a meaningful industry–academia partnership that brought student ideas to life across Resorts World Genting's Flavours of Genting brand.

The collaboration was conducted under Taylor's University's School of Media and Communication through the [Bachelor of Mass Communication \(Honours\) in Advertising and Brand Management](#) programme. Final-year students participated in the Advertising and Brand Management Collaborative Project, a programme supported by the Malaysian Advertisers Association (MAA), working on live industry briefs with participating organisations. Among eight industry clients, one student group was selected to collaborate directly with RWG.

As part of the project, six students, Saffiya binti Sheriza, Adeline Yeo Wei Xuan, Ahmad Iliya bin Ahmad Zaharul Annuar, Jin Kehui, Yin Yuwen, and Zoey Yap Cyn Chi, developed an integrated advertising campaign and packaging concepts for RWG's Flavours of Genting brand, a curated range of giftable treats exclusive to Resorts World Genting. Their scope of work covered brand and consumer research, campaign strategy, creative development and execution, with a focus on practicality, brand consistency and real-world activation within an integrated resort environment.

Selected student-developed ideas were adopted by Flavours of Genting, including the creation of the Cloudy Companions mascots, Flavo and Flava, and limited-edition packaging designs for signature pineapple tarts and durian tarts. The campaign introduced collectible packaging inspired by Resorts World Genting landmarks, paired with playful storytelling elements aimed at enhancing brand recall and positioning Flavours of Genting as a distinctive souvenir from the highlands. These concepts progressed from classroom ideas to live implementation, with visuals and packaging elements activated across the resort.

Throughout the collaboration, RWG supported the students through structured brand briefings, campaign direction and biweekly mentorship sessions. An on-ground familiarisation visit also provided students first-hand exposure to the resort's operations, guest touchpoints and brand ecosystem, enabling them to better contextualise their ideas within a real commercial environment.

To commemorate the collaboration and its outcomes, a mock cheque was presented to the participating students at the press conference held at Taylor's University today, recognising their contributions and RWG's commitment to supporting young creative talent through industry-linked projects.

As part of the event, Spencer Lee, Executive Vice President of Sales, Marketing and Public Relations at Resorts World Genting, joined Professor Dr Neethiahnanthan Ari Ragavan, Executive Dean of the Faculty of Social Sciences & Leisure Management at Taylor's University, for a dialogue session titled "Building Tourism Brands People Want to Be Part Of."

The session explored Resorts World Genting's approach to building sustainable and meaningful tourism brands, beginning with its commitment to responsible tourism through eco-tourism and edu-tourism initiatives. The dialogue also highlighted RWG's efforts in nurturing future tourism talent through hands-on industry exposure, structured mentorship and real-world learning opportunities.

The discussion concluded with insights into the importance of cross-industry collaboration and how tourism brands can successfully balance strong local identity with a global mindset to remain relevant, inclusive and future-ready.

Speaking at the event, Spencer Lee said the collaboration reflects RWG's commitment to developing industry-relevant talent through meaningful engagement.

"At Resorts World Genting, we believe strong brands are built by people who understand both creativity and real-world business needs. This collaboration with Taylor's University allows us to engage directly with young talent, gain fresh perspectives and contribute to building a future-ready creative pipeline. By exposing students to live briefs, on-ground experiences and industry mentorship, we aim to bridge the gap between academia and industry while fostering innovation that remains relevant in an ever-evolving marketing and communications landscape."

Taylor's University echoed the importance of applied learning and student empowerment through industry-academia partnerships. Professor Dr Neethiahnanthan Ari Ragavan said, "We are pleased to have our students involved in projects, where their ideas move beyond the classroom and into practical outcomes. Working on live briefs with tangible outcomes allows students to build professional confidence and understand how creative thinking translates into industry expectations. Our collaboration with Resorts World Genting exemplifies how such experiences prepare students to contribute meaningfully from the outset of their careers."

The collaboration reflects both organisations' shared commitment to strengthening industry-academia partnerships, fostering innovation and equipping students with industry-ready skills for the evolving marketing, branding and tourism landscape.

Flavours of Genting products featuring student-designed packaging are currently available at Resorts World Genting, offering visitors a giftable and collectible way to take home a memorable piece of the Resorts World Genting experience.

For more information, visit [rwgenting.com](http://rwgenting.com) or follow our official media platforms.

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**About Genting Malaysia**

Genting Malaysia is one of the leading leisure and hospitality corporations in the world. Listed on Bursa Malaysia with approximately RM10 billion in market capitalisation, Genting Malaysia owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City, as well as Resorts World Catskills and Resorts World Hudson Valley (the latter two are 49%-owned via an associate company), in the United States of America (US), Resorts World Bimini in the Bahamas, Resorts World Birmingham and over 30 casinos in the United Kingdom (UK), and Crockfords Cairo in Egypt. Genting Malaysia also owns and operates two seaside resorts in Malaysia, namely Resorts World Kijal in Terengganu and Resorts World Langkawi on Langkawi Island.

Located 6,000ft above sea level, RWG is Malaysia's premier hilltop integrated resort. The resort features wide-ranging leisure and entertainment facilities including 10,500 rooms across seven distinct hotels, gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Nestled amidst the mid-hills, Resorts World Awana complements this extensive premium experience with its natural greenery, mountainous golf course, trekking trails, and proximity to key attractions. Moreover, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group), further complements RWG's diverse offerings, solidifying its status as a leading leisure and entertainment hub in the region. As the birthplace of the Genting Group, RWG will host an exciting line-up of promotional events and activities to commemorate the Genting Group's 60th anniversary Diamond Jubilee, offering unforgettable experiences for all.

Genting Malaysia is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas, cruise and biotechnology.

**About Taylor's University Faculty of Social Sciences and Leisure Management**

Taylor's University is the highest-ranked non-government-linked private university in Southeast Asia, ranked #253 in the QS World University Rankings 2026. This ranking places the university among the top 1% of global universities. Additionally, the university ranks #27 in Asia in the QS Asia University Rankings 2026 exercise.

In the QS World University Rankings by Subject 2025, Taylor's Top 20 global ranking for Hospitality and Leisure Management for the seventh consecutive year. In a historic milestone, Taylor's University has also secured a Top 50 global ranking for History of Art, making it the only Malaysian university ranked in this subject. Additionally, the faculty is also recognised as a top private university in Southeast Asia for Education and Training, and Sociology; and is also ranked as a top private university in Malaysia for Communication and Media Studies.