

# MAR ~~MARKETING~~ MARKETING

ISSUE #261 SEPTEMBER 2020

**WEEKENDER**



## MALAYSIAN MEDIA CONFERENCE 2020

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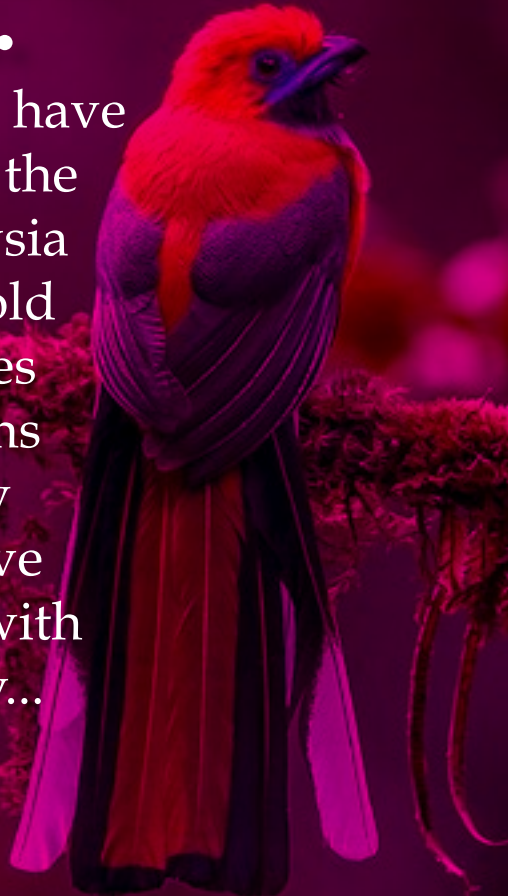
**SEPTEMBER 25, 2020**

SIME DARBY CONVENTION CENTRE

**EDITOR'S NOTE**

## A little bird told me...

I know readers have been watching the Tourism Malaysia pitch saga unfold across our pages in recent months and quite a few individuals have been charged with their cases now...



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**COVER STORY**



## Malaysian Media Conference 2020 marks the great comeback

The Malaysian Media Conference (MMC) is an anchor for all media and marketing professionals to get everyone...

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## Powerful marketing magic driven by a social cause

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## Thirty Second Cinema.

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Hugh Hudson: 'Le chant des oiseaux tapageurs'\*.  
And Finale.

## With Time Warped, What Happens to Marketing Costs?

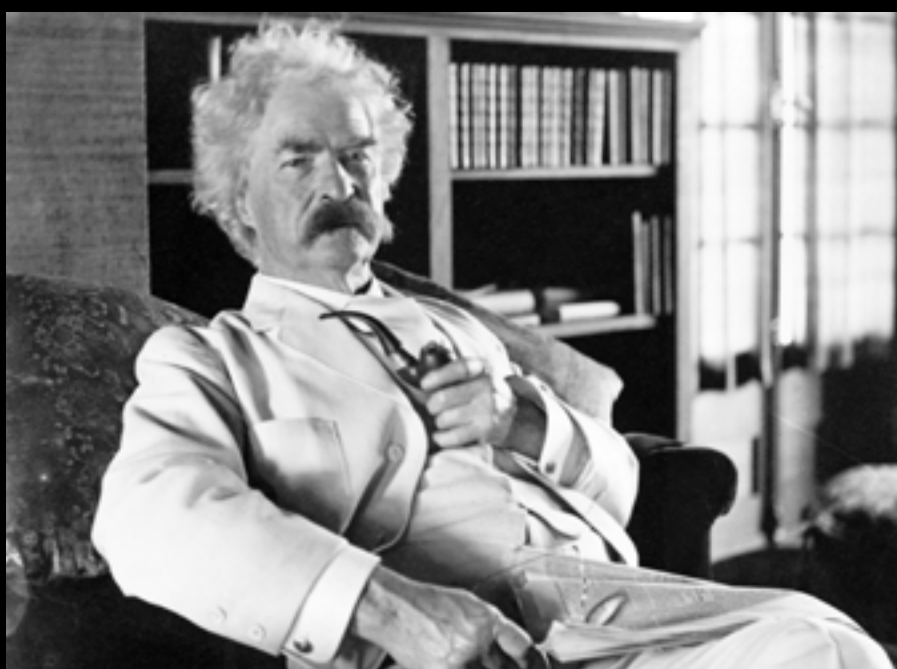
It had to happen. The industry consultant that helps marketers on Agency fees...

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“SUCCESSFUL ADVERTISING RELIED ON SOMETHING THAT CAN'T BE MEASURED - CREATIVITY. IT'S LIKE LOVE - THE MORE YOU ANALYZE IT, THE FASTER IT DISAPPEARS.”

**Bill Bernbach, Co-founder of Doyle Dane Bernbach (DDB)**



“WE HAVE THE BEST GOVERNMENT THAT MONEY CAN BUY”

**Mark Twain**



“POP CULTURE CAN INSPIRE MARKETING, OR THE OTHER WAY ROUND.”

**Hamanoid**

# A little bird told me...

I know readers have been watching the Tourism Malaysia pitch saga unfold across our pages in recent months and quite a few individuals have been charged with their cases now in court. Hopefully, the truth will surface.

In the meantime, a little bird told me something about what's happening at Tourism Malaysia but I can't confirm if it is true.

It seems the highest legal office in the land has prepared charge papers on the highest tourism officer in the country.

If this is true, this could mark a turning in the way tax payers' money is being spent on how we market ourselves to the world.



*The red-naped trogon (harpactes kasumba) is found in subtropical or tropical moist lowland forests in Malaysia and the region.*

## EDITOR'S NOTE



**... Personally, I feel the government deserves the best advisors in this regard and I am happy to assemble a team of world-class experts (with no vested interests) for the task...**

Apart from transparency, the painful questions I have are:

What qualifications do government officials who are decision-makers on advertising concepts have?

Does a university degree and a few months of internship in an ad agency qualify one to have the final say on which advertising idea works and which does not?

Should the government pay pitch disbursements to prevent phantom pitches?

Should the government have a panel of external experts to advise on pitches to ensure it is getting the best outcome, as in the case of Tourism campaigns which potentially impact billions and cost millions?

Personally, I feel the government deserves the best advisors in this regard and I am happy to assemble a team of world-class experts (with no vested interests) for the task.

Respectfully,



## ICONIC



# Powerful marketing magic driven by a social cause

*How the right strategic platforms make good content great!*

This is a classic case of when creative content marketing partners up with media, unleashing the power of story telling beyond the conventional.

Pantene Malaysia's iconic **#WanitaBesi** campaign is all about empowering women. While Wanita Besi (iron lady)

is a local slur to defeminise Malaysian women, Pantene decided to turn the insult on its head and redefine it as a clarion call for women's excellence in sports.

Astro partnered with agency and client using this cultural issue to paint a bleak future for

## ICONIC



Malaysia's sports with a risk of losing potential Olympic gold medalists, if women kept dropping out of sports.

Launched on International Women's Day, the movement encouraged women in Malaysia to take up and stay in sports.

Any girl wearing the 'golden ribbon' was given free access to any Fitness First outlets for one month during the campaign.

The campaign engaged the nation in a controversial, but positive conversation about sexual inequality in sports. From celebrities, public figures, school girls and the government, it drove a national conversation on TV, print media, retail, mobile and on digital platforms.

By the end of the campaign, they turned the insult into a symbol of strength and empowerment to encourage

.... The campaign engaged the nation in a controversial, but positive conversation about sexual inequality in sports...

girls to stay in sports. We let the figures do the talking now...

- Wanita BESI was trending #1 on Twitter
- 16 million social reach
- 268 million digital impressions
- Over 7 million views on YouTube

The campaign became so viral, even Malaysia's then Minister of Youth and Sports, Syed Saddiq Syed Abdul Rahman, officially endorsed the campaign on **Astro Awani**.

Contact the **AMS** team today and see how your brand can also spark a national conversation.

- ★ GOLD EFFIE for Best Influencer
- ★ GOLD PR Award for Best Use of Advocates
- ★ SILVER PR Award for Best PR-led Integrated Communications
- ★ SILVER EFFIE for Best Media Idea
- ★ BRONZE EFFIE for Best Engaged Community



WORLDWIDE

IMPROVING THE EFFECTIVENESS & EFFICIENCY  
OF MARKETERS AND THEIR AGENCIES

## 2020 YTD MALAYSIA TOP 10 WINS

CREATIVE AGENCY	MONTH	ACCOUNT	AREA
VMLY&R	Feb	Intel	Global
VMLY&R	Apr	Telekom Malaysia	Malaysia
Ogilvy	Feb	Hong Kong Tourism Board	Malaysia
FCB	Apr	Berjaya Sampo Insurance	Malaysia
Ogilvy	Jun	Costa Coffee	Malaysia
VMLY&R	Jan	Hong Leong Assurance	Malaysia
Wunderman Thompson	Mar	HSBC	Malaysia
FCB	Mar	Berjaya Sampo Project	Malaysia
FCB	Apr	SP Setia Project	Malaysia
DDB	Apr	Sunsilk - Naturals Launch	Malaysia

MEDIA AGENCY	MONTH	ACCOUNT	AREA
PHD	Feb	Diageo	Global
Mindshare	Jul	Oppo	Malaysia
Universal McCann	Jul	Lazada	SE Asia
OMD	Jun	Danone	Malaysia
Zenith	Jul	Disney+	Southeast Asia
PHD	Jan	Warner Bros Pictures Group	Malaysia
Mindshare	Apr	Awesome TV	Malaysia
MediaCom	Feb	SK Magic	Malaysia
Universal McCann	Jan	Emirates Airlines	Global
Mindshare	Feb	Kimberly Clark	Malaysia

# Malaysian Media Conference 2020 marks the great comeback



MALAYSIAN  
MEDIA CONFERENCE 2020

SEPTEMBER 25, 2020. SIME DARBY CONVENTION CENTRE

BY THE HAMMER

The Malaysian Media Conference (MMC) is an anchor for all media and marketing professionals to get everyone on the same page one day in the year. Over the years, MMC has tackled various timely topics and issues, ranging from media and marketing challenges and online, digital, mobile to discussing issues like media consolidation, best practices and industry debates featuring leading icons from the local, regional and global markets.

## COVER STORY

This is our 14<sup>th</sup> year, and we'd cheekily skipped the 13<sup>th</sup> year for reasons best left to the stars.

There has never been a year as important as 2020 for stakeholders in our industry to come together and assist each other to bounce back from the unparalleled challenges we've been smacked in the face with.

COVID-19 has exposed our flaws and vulnerabilities. But as we enter a unique window of opportunity to shape the recovery of our industries, **MMC 2020** will offer insights from experts to help inspire the media and marketing industries to determine the future state of Malaysia's communication landscape.

### Who's been attending over the years...

Every creative, media and marketing professional who is determined to navigate the complex media landscape. Any leader or future leader looking for an avenue to be inspired by other players in their industry, learn from their thought process and connect with peers of the same wavelength. MNCs and GLCS, SMEs and SMIs will

also benefit from this one-day programme in terms of content and networking with high profile industry practitioners.



**Eugene Lee** was named one of Asia Pacific's Top-50 Most Influential Marketers of 2020, and was

also Marketing Magazine's CMO of the Year in 2018. He rolled out many ground-breaking campaigns, including the legendary Ayam Goreng McD relaunch. In early 2020, Eugene was made Regional Marketing Director for Asia, overseeing 11 markets across APAC.



**Ganesh Kumar Bangah** is a technology industry leader, serial entrepreneur and startup investor.

Ganesh was the Ernst & Young Technology Entrepreneur of the Year Malaysia 2012 and one of Asia's most influential people according to Society Magazine 2015. In 2017, he founded

## COVER STORY

Commerce.Asia which he grew within 3 years to have a database of over 8,000,000 SMEs across 7 countries with over 61,000 sellers that sell RM1.5 billion (USD375m) worth of products a year.



**Lee Choong Khay (CK)** is instrumental in developing Astro's sports services into one of the top sports

propositions in ASEAN. CK also spearheaded eGG Network, a dedicated 24/7 esports channel for ASEAN. eGG Network is more than a channel, it is a 360° marketing platform engaging esports fans, talents, sponsors, game developers and publishers through tournaments, events, and social media.



**Raymond Siva** has more than 23 years of experience in journalism, strategic marketing and

crisis and issues response. He is a sought after Reputation

and Influence Strategist for international brands, local conglomerates and CEOs. He has conducted over 100 spokesperson and crisis trainings, messaging workshops and talks in Malaysia, Indonesia and Singapore.

Ray was appointed CMO of the Malaysia Digital Economy Corporation (MDEC) in October 2019, overlooking the strong brand and strategic partnerships division, including brand marketing and partnerships, strategic communications, digital and experiential.



**Sailesh Wadhwa** is in his fourth consecutive Agency Turnaround, and has spent last 20 years across

multiple geographical locations. He has led work across markets and has been awarded at over 200+ Specialist Marketing & Creative Effectiveness awards regionally including Global Effie, AMES, APPIES, Dragons of Asia, Tambuli, MobEx, Marketing Events, CMO Asia, Effie, Loyalty & Engagement Marketing and more.

# PROGRAMME

(Morning Session)

**8:30 AM**

REGISTRATION & WELCOME TEA/  
COFFEE

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**9:00 AM**

**Harmandar Singh**

INTRODUCTION

Harmandar Singh Organising Chairman,  
MMC

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**9:10 AM**

OPENING KEYNOTE ADDRESS

MALAYSIAN MEDIA LANDSCAPE: WHAT  
HAS CHANGED, WHAT HAS NOT AND  
WHAT WON'T CHANGE!

**Jahabar Sadiq Chief Executive Officer,  
The Malaysian Insight**

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**9:40 AM**

IF YOU DON'T GET IT, DON'T GET INTO IT  
**Eugene Lee Regional Director of Marketing,  
McDonald's Malaysia**

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**10:10 AM**

COFFEE/TEA NETWORKING BREAK

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**10:30 AM**

UNFILTERED PANEL HOUR

REMOVING THE STUMBLING BLOCKS

'Removing the Stumbling Blocks,' features key representatives from three sectors - media owners, marketers and agencies, whose intricate industry linkages to each other form an ecosystem of its own.

The goal for this panel is to trigger an open discourse on the "knots" faced by three symbiotic industries and the potential synergies that could be activated by addressing these challenges. While COVID-19 has exposed our flaws and vulnerabilities as an industry, it has created the opportunity for us to have more raw and uncensored discussions on what's wrong and how to

fix it. It's time for our industry to have that conversation, led by a panel of experts in their own field.

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Panelists:

**Meera Sivasothy BFM**

**Sheila Shanmugam m/SIX**

**Dheeraj Raina Mindshare**

**Santharuban T. Sundaram Atlas Vending**

**Nicholas Sagau REV Media Group**

Moderator:

**Sailesh Wadhwa Chief Strategist, Edelman  
Malaysia**

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**11:30 AM**

Ganesh Kumar Bangah

NOTICING TRENDS: WHERE ARE AD  
DOLLARS SHIFTING TO?

**Ganesh Kumar Bangah Chief Executive  
Officer, Commerce.Asia**

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**12:00 PM**

**Dashika Gnaneswaran**

**Head of Communications, Microsoft**

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**12:30 PM**

TREAT YOUR MARKETING LIKE A SPORTS  
TEAM

**Chris Greenough Chief Marketing Officer,  
Everise**

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**1:00 PM**

LUNCH & NETWORKING

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# PROGRAMME

(Afternoon Session)

2:00 PM

**Jazz Tan**

A GENERATION OF FUTURE BUYERS:  
WHO ARE THEY REALLY?

Jazz Tan Chief Executive Officer, YouthsToday

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2:20 PM

POWER HOUR (PRESENTATIONS & PANEL  
DISCUSSION)

CONTENT FASHIONING FOR THE NEXT  
DECADE

Titled 'Content Fashioning for the Next Decade,' this panel sharing session will feature a short presentation from each panelist before they come together for a panel discussion on the different strategies brands and agencies can use when fashioning their content for the next decade. If content is king and social is the future, this panel will discuss what it takes to create original, evergreen content that not only occupies Malaysia's social feeds but makes viewers crave for more.

**Haniff Hamzah Radio Announcer, Era.Fm**

**Nandini Balakrishnan SAYS**

**Aziemah Azman Primework Studios**

**Jazmin Sieh BFM Rumit**

**Meera Muhuntan Httpool Malaysia**

More panelists to be announced soon!

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3:30 PM

GOING DIGITAL IS MORE IMPORTANT  
NOW THAN EVER

**Raymond Siva Chief Marketing Officer,  
MDEC**

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4:00 PM

COFFEE/TEA NETWORKING BREAK

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4:20 PM

THE WORLD OF POSSIBILITIES WITHIN  
ESPORTS

**Lee Choong Kay Head of Sports, Astro**

4:50 PM

**Christopher Wee**

**Chief Strategy Officer, REV Media Group**

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5:20 PM

Guest speaker:

**Karen Chan**

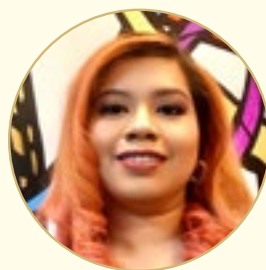
**Chief Executive Officer, AirAsia.com**

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5:40 PM

EMCEE SUMMARY & CLOSE

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**AZIEMAH AZMAN**

*Manager of IP-Animation  
Primeworks Studios*



**CHRIS GREENOUGH**

*Chief Marketing Officer  
Everise*



**HANIFF HAMZAH**

*Radio Announcer  
Era.Fm*



**CHRISTOPHER WEE**

*Chief Strategy Officer  
Omnia*



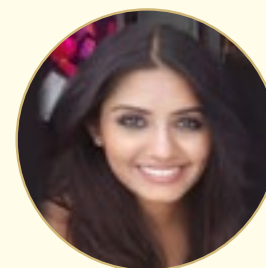
**DASHIKA GNANESWARAN**

*Head of Communications  
Microsoft*



**NICHOLAS SAGAU**

*Chief Product Officer  
REV Media Group*



**MEERA MUHUNTHAN**

*Managing Partner  
Httpool Malaysia*



**MEERA SIVASOTHY**

*General Manager  
BFM*



**SHEILA SHANMUGAM**

*Managing Director  
m/SIX*



**JAZZ TAN**

*Chief Executive Officer  
YouthsToday*



**DHEERAJ RAINA**

*Managing Director  
Mindshare*

## COVER STORY

# .... MMC 2020 will offer insights from experts to help inspire the media and marketing industries to determine the future state of Malaysia's communication landscape....



**Santharuban T Sundaram** is an award-winning marketer and a visionary business leader. Renowned

for forging partnerships with customers while growing profitability for the organization – equipped with great humour and persuasiveness. Ruban has been in marketing for about 16 years and has been driving brands like WONDA, Calpis, Goodday, Mountain Dew, Revive, Tropicana and Pepsi across multiple markets. Ruban served Etika for 7 years, and is

now CEO of Atlas Vending. He was previously with ntv7, NSTP, WOW FM and Celcom Axiata. Ruban is Marketing Magazine's CMO of the Year award winner.



This year's special guest speaker is **Karen Chan**, CEO of airasia.com.

Sitting in the eye of the COVID-19

storm is Karen and her team. She took over the helm of airasia.com after serving Group Chief Commercial Officer. She has charged with transforming AirAsia into the fastest-growing travel tech and lifestyle platform in ASEAN, one that offers a frictionless and personalised experience to consumers across discovery, ticketing, activities, hotel booking and holiday packages, powered by a unified payment and loyalty solution. Her story is a true tale of reinvention and repurposing in the new world order.

To register click [here](#).

Event PDF available [here](#).



# Thirty Second Cinema.

*Part VI.  
Hugh Hudson: 'Le chant des  
oiseaux tapageurs'\*.  
And Finale.*

By Paul J Loosley

## BRITISH ADMEN LIGHT-UP THE SILVER SCREEN

Advertising film director Hugh Hudson grew up in the 1960's, as did I, in a Britain where music was everywhere; bursting out of every window and doorway; from the Beatles to Mahler and from the blues to musique concrète.

Hair was long and love was, if not free, heavily discounted. And no-one in the nation could possibly avoid music's influence – thus the fact that Hudson used his exposure to distinctive music to drive his TVCs should come as no surprise.

So, listen up.

Hugh's TVCs resonate to the sound of great music; the haunting choral arrangement of Léo Delibes' *Flower Song* from the opera *Lakmé* for British Airways, the exceptional, electronically enhanced *Largo al factotum* from Rossini's *Il barbiere di Siviglia* for the Fiat Strada and avant-garde soundtrack, *Consequences* for Benson and Hedges, from Godley and Creme (late of 10cc). All tracks that iconoclised these brands. More so, none of these spots had any narration – just pictures and music working superbly in concert. (Indeed, British TVC directors could easily be credited with the invention of the music video).



*Benson & Hedges*

*British Airways*

*Fiat Strada*

## BRITISH ADMEN LIGHT-UP THE SILVER SCREEN

*Chariots of Fire* (1981)

So, when the time came for Hudson to move to feature films, he brought to the full-length movie the same great musical impact. Confirming music's importance to tone and mood. Film scholar Claudia Gorbman says, 'within the general field of film studies, the study of film music might well represent the last bastion of film aesthetics'. Hugh's acute facility for music transferred most memorably to his film *Chariots of Fire* (1981). The story of competing runners in the 1924 Paris Olympics. The film's main theme, composed by Vangelis, an expatriate Greek musician, is possibly as memorable as the film itself. So distinctive was the melody it is now an almost clichéd accompaniment to any competitive athletic footage – slow motion images of athletes

winning an event would seem incomplete without it. '*Chariots*' won Oscars for best picture, best music and 2 others. Best of all it cost US\$5.5m and earned US\$53m.

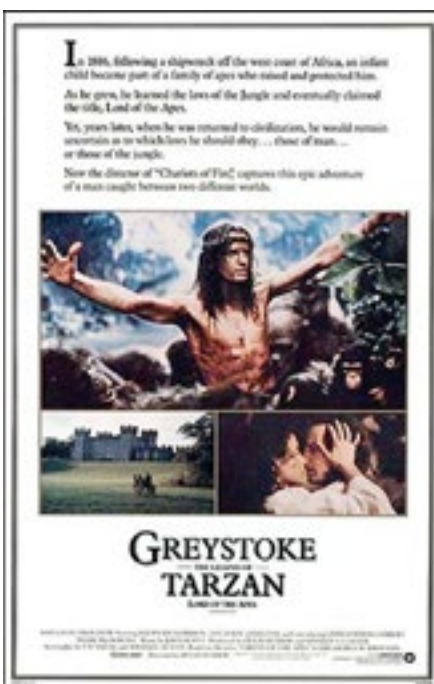
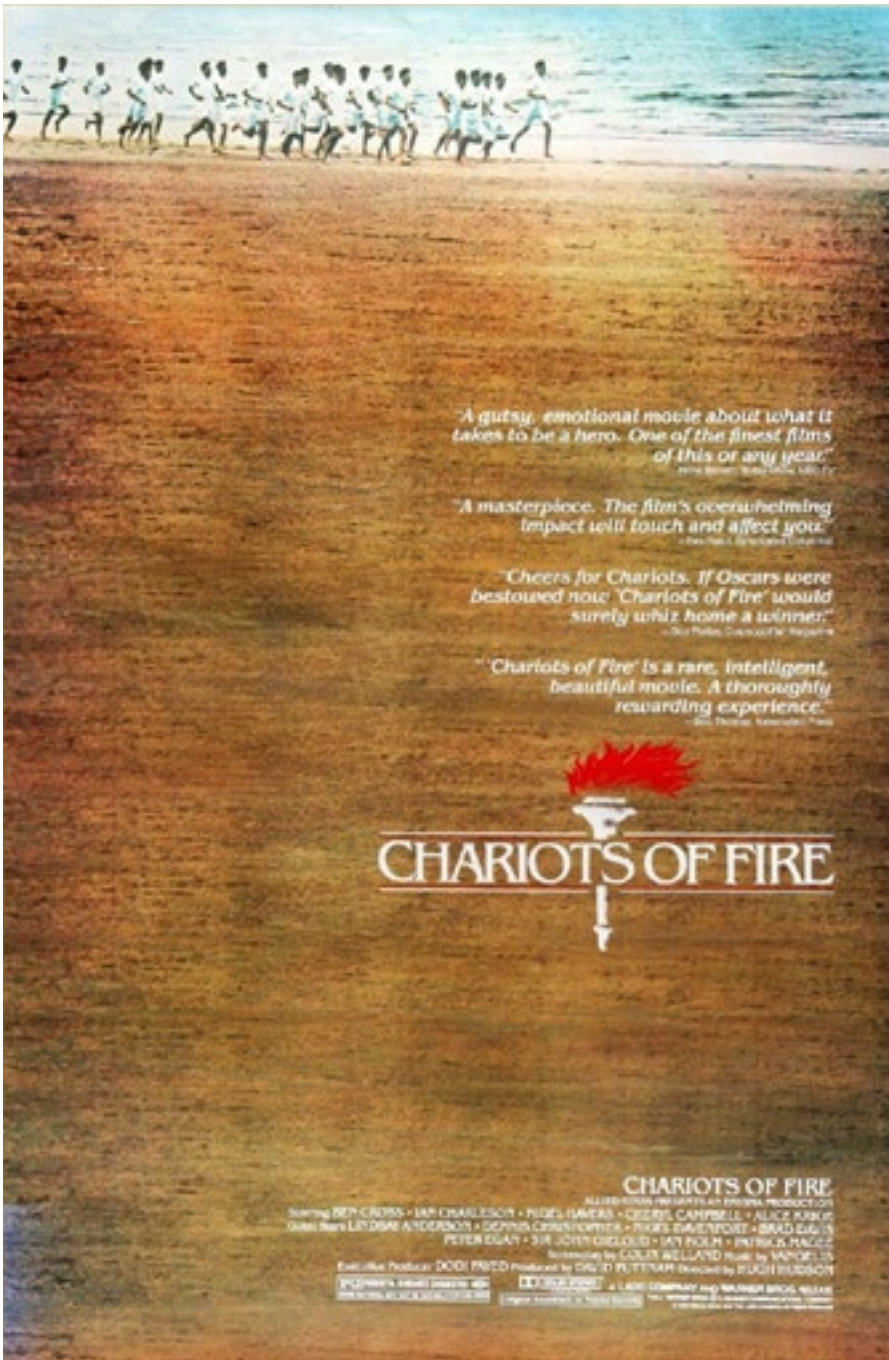
In summary, there is a precise dynamic that Hudson clearly understood, illustrate by this quote, "Film scholars have begun to draw wider attention to the need not only to regard a film's soundtrack as an indivisible composite element, but also to consider it at least equal to – and in some cases, arguably more important than – the moving images".

Tell Hugh something he didn't know!!

**Series finale: 'Light of our lives'.**

The 1970s British ad director's influence is incandescent. Today's mainstream filmmakers

## BRITISH ADMEN LIGHT-UP THE SILVER SCREEN



*A few of Hugh Hudson's films you may have heard of*

certainly fill each frame with more and more detail. More and more women are reduced to

**... As mentioned earlier, class may have played a part in the rise of these Brit directors, Parker and Lyne being North Londoners and the Scott brothers being from the provinces. Vinod Mahindru and Jonathan Gem, in their writings say that in Britain, 'culture was left to the commoners'...**

stereotype or suffer fetishism and male domination. Scenes fire past the viewer in swifter and more rapid succession. And the role of music cannot be more highly valued.

As mentioned earlier, class may have played a part in the rise of these Brit directors, Parker and Lyne being North Londoners and the Scott brothers being from the provinces. Vinod Mahindru and Jonathan Gem, in their writings say that in Britain, 'culture was left to the commoners'. If one were to isolate the main ethos of these British admen turned filmmakers it might be precisely the commoner's

## BRITISH ADMEN LIGHT-UP THE SILVER SCREEN



*Series Finale: Light of our lives*

**... Hollywood has undergone a transition from 'Fordist' mass production (the studio system) to the more 'flexible' forms...**

revolution; the rejection of the prevailing system and their discarding of convention. Cultural rebellion would put these British directors at the forefront of postmodernism in cinema. I quote, 'Hollywood has undergone a transition from 'Fordist' mass production (the studio system) to the more 'flexible' forms of independent production', and this independence was an ideology at the heart of the British ad-maker's craft in the 1970s.

Advertising writer Sam Delaney quotes an ill-informed reviewer who said, 'Alan Parker comes from the world of advertising which gives us an easy stick to beat him with'. This critic completely failed to understand that the very thing that made the feature films of Parker and the others fresh,

distinctive and successful was their auteurship, experimentation and schooling in the concentrated attention to each and every one of the 750 frames that constitutes the common thirty second TV commercial.

That critic should be beaten with the indelible debt modern cinema owes to Ridley, Adrian, Tony, Alan and Hugh.

'Let there be light'.

*\*The Song of Rowdy Birds from the 'Flower Duet': Léo Delibes' **Lakmé***

*Paul J Loosley is an English person who has been in Asia 40 years, 12 as a creative director and 26 making TVCs. Recently awarded a Master's Degree in Film at UCL. And still, for some strange reason, he can't shut-up about advertising. Any feedback; mail [p.loosley@gmail.com](mailto:p.loosley@gmail.com) (please keep it tuneful).*

# With Time Warped, What Happens to Marketing Costs?



By Greg Paull  
Co-founder and Principal, R3

It had to happen. The industry consultant that helps marketers on Agency fees is going to complain about agency fees. The industry is mired now in complicated process, adding cost, time and complexity and making it more difficult for marketers and agencies to build profitable relationships.

What sorry road did we all walk down to get to this?

Well, for perspective, we need to re-wind twenty years to full-service agencies and 15% commission. In those days, any dollar a marketer spent outside the agency was a lost dollar. So agencies were very focused on TV campaigns (the easiest way to generate the maximum in-

come for minimum time) and big brand ideas.

Then, with the advent of fees and integration, agencies had but one product to sell - time. And we thought this was an ideas business. As a time-based business, the agency became the natural enemy of time - the longer things took, the more they got paid. "I wish we could do the work in 500 hours, but it takes 1,000 hours" was the pre-recorded mantra of the fee-based relationship.

Now time is warped.

Time is one thing that we feel we have too much and too little of. With limited ability to travel

## MARKETING FLUX



and commune, the day stretches ahead (at peak lockdown you could practically feel the minutes go by) yet processes have sped up (campaigns being conceptualised and produced in a week!).

Being in the ideas business, marketers and agencies are both going to have to acknowledge that some changes need to be made.

Here are what some are doing:

**1. Track process and incentivise efficiency.** You can't improve what you don't measure. You have to track rounds of revisions, time wasted at different stages, time lost because of inefficiency. You have to create a new working dynamic to drive greater innovation, integration and efficiency.

**2. Change the agency fee model.** How do you set up powerful incentives for their agencies based on results? Do you pay

your agencies on sales results, not on scope? Ever thought of experimenting with royalty-based models, where the agencies are paid more based on good ideas versus bad ones? Look for fresh ways forward.

**3. Change your marketing team's behaviour.** Marketers must change their processes or continue to labour with longer development processes, shorter agency relationships, less knowledge sharing and more cost. One of the KPI's of the marketing team needs to have a process efficiency metric built in.

**4. Test . Learn. Deploy.** The best marketers are sharing best practice now across boundaries and product groups. Coca-Cola, Unilever and P&G award the best marketing thinking. Others tap into Effectiveness Awards such as the Effie's and others.

Pure time-based compensation of agencies is the enemy of efficiency. The experience of work has changed for everyone. The best marketers have declared war on this and are on the way to new victories and partnerships.

*Greg Paull is principal and co-founder of R3, a global independent consultancy focused on driving transformation for marketers and their agencies. [www.rthree.com](http://www.rthree.com)*

# Generation-Focused Digital Marketing Mapping

By Dr. Karling Lee

From my previous article on Online characteristics of different generations last Friday, we know that to market to different generations, the digital marketing strategy needs to be very clear and focused and that it is no longer appropriate to use a traditional mass marketing type of strategy for digital marketing. This is because the different generations have different characteristics and needs and thus, customization is now the way to proceed.

Let us now review what strategy digital marketers can adopt to attract and retain the Gen Y and cusper Gen Y consumers as they form the

largest group of consumers globally.

To arrive at the above, the following questions are prudent:

- 1) What is the purpose of your digital marketing strategy?
- 2) What is the main digital marketing strategy?
- 3) Who is your target consumer absorbing the content? In this scenario, we are focusing on the Gen Y and Cusper Y
- 4) Which platforms to zoom in on? For the Gen Y and Cusper Y, they are in multiple social media platforms, do you



## DIGITAL MARKETING MAP

**... how can I start to map my digital marketing strategy more effectively? One way is to use the business model canvas, but focusing only on the key areas including the revenue stream and the cost structure to arrive at an informed decision...**

have the budget to be present in all the platforms?

5) How to create an online presence to help them find you? Build community? Gamify? Frequent postings? Many more actions and tools to consider.

6) How do you measure the effectiveness of your online presence? How to know the effectiveness of each page of your website? How to put your products into the first line of sight for consumers? And many more measurements to think about.

With the above, how can I start to map my digital marketing strategy more effectively? One way is to use the business model canvas, but focusing only on the key areas including the revenue stream and the cost structure to arrive at an informed decision. The standard business model

canvas includes the following elements:

The triangle will be the overall population and pool of Gen Y and Cusper Y globally. The customer segments allow you to plan and map which specific Cusper Y and Gen Y consumers you want to focus on so that you can map your relationship and your channels to continuous communicate to engage with them for conversion to sales. However, before the communication and engagement can be effectively implemented, you need to be very clear, what is your unique value proposition (UVP) to the respective consumers that you are focusing on (Gen Y and Cusper Gen Y groupings).

Many marketers globally have a high tendency to equate UVP with USP (unique selling point). The UVP differs from USP and is deeper and more sustainable

**DIGITAL MARKETING MAP**

**... Once the front part of strategies is clear, then you can proceed to focus on designing the key activities and campaigns to deliver the UVP to the consumers using the right channels and base on the nature and type of relationship that you have built up...**

in the hearts and minds of the consumers as compared to the USP. Furthermore, USP can be easily emulated or copied by larger or even smaller competitors, but the UVP makes you stand out from the crowd and raise above the “noise” of busy digital marketing that is in the market place.

Once the front part of strategies is clear, then you can proceed to focus on designing the key activities and campaigns to deliver the UVP to the consumers using the right channels and base on the nature and type of relationship that you have built up. The key resources then give you an indication on

## DIGITAL MARKETING MAP

**... The adoption of the business model canvas has helped Amazon, Google, and even traditional companies to grow exponentially, thus, consider it for mapping your digital marketing strategy...**

what critical resources you need to support the entire digital marketing strategy to obtain the highest return with the lowest costs.

However, you must also not forget your key partners such as your campaign agencies, branding partners, image building consultants and so forth who may impact your effectiveness.

Then comes the revenue stream and the structure. Apart from the direct impact of sales from the digital marketing strategy, what other revenue stream is possible, for example from sponsors of accessories that complements your product. Then, focus on the cost structure, where apart from the traditional costs of a digital marketing

strategy, what about sponsoring ads in specific games where the Gen Ys or Cusper Gen Ys play the most, what about the costs of online influencers to help promote the product? These are all relevant to design a cost structure in order to calculate the return on investment (ROI) from your digital marketing strategy. The adoption of the business model canvas has helped Amazon, Google, and even traditional companies to grow exponentially, thus, consider it for mapping your digital marketing strategy.

*Dr. Karling Lee is an annual favourite at the Malaysian CMO Conference, her groundbreaking **studies** are highly-sought out by marketers who know what works best for their brands. Her expertise in deciphering the digital generattion is based on real time surveys and reporting.*



# Facebook Outrage of the Week

Years ago, Facebook outlawed the selling of firearms on its platform. As usual, this "ban" turned out to be a joke. Guns and rifles were readily available for purchase.

Then a year ago lawmakers called on Mark Zuckerberg to **get off his ass** and take the policing of gun and rifle sales seriously.

According to the Wall Street Journal a Facebook spokesquid said, "The company was... "evolving" its automated system and retraining human reviewers hired to catch violating content, "including looking for key words."

This week the **Journal reported** that firearms dealers are still doing a brisk business

on Facebook by the devilishly cleverly scheme of "disguising" firearms as stickers for firearms with gun maker logos. You can't make this shit up.

I guess Facebook's thousands of highly-

trained moderators and brilliant AI

algorithms and "key word"

identifiers

and "evolved" automated

systems can't figure out

that stickers for guns

accompanied by

gun maker logos

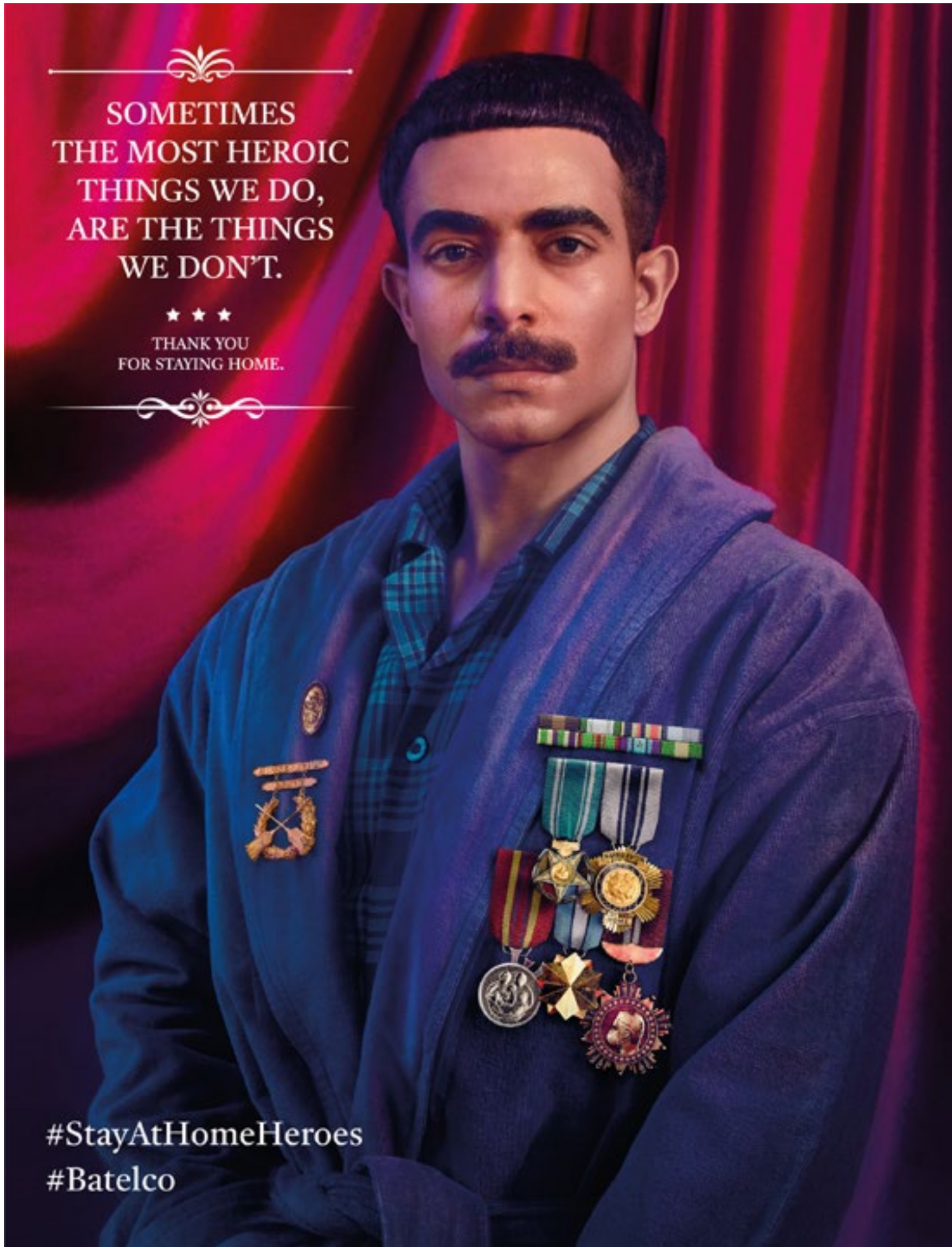
could really be ads

for guns. You gotta be a real fucking genius to figure that one out.

It's just amazing how time and again one solitary reporter can uncover stuff that Facebook's billion dollar systems and thousands of wiz kids can't find.



## SHOWCASE

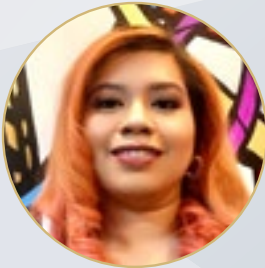


To honor the sacrifices that everyday people in Bahrain and around the world continue to make, Bahrain's leading telecommunications provider Batelco released a commemorative SnapChat lens to be used at home. The lens celebrates heroes at home by adorning them with medals of honor that recognize their struggle and allows them to see themselves as the brand sees them – at-home heroes of COVID-19. This campaign kicked off on Instagram with images of heroic women and men proudly posing at home in their pajamas with their own set of medals, each one custom designed in 3D to reflect their accomplishments – ranging from men learning to cook, to parents dealing with the realities of homeschooling their children.

Category: **Telecommunications**

Client: **Batelco** Agency: **~ and us** Production Studio: **Melt** Country: **Bahrain**

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*Regional Director of  
Marketing  
McDonald's Malaysia*



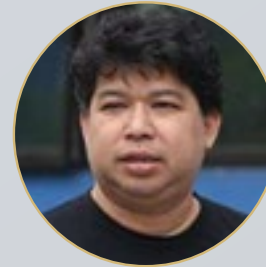
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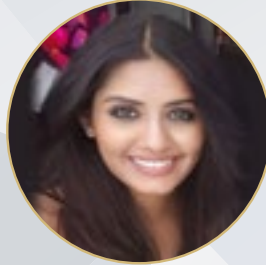
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