

MARKETING

ISSUE #268 OCTOBER 2020

WEEKENDER™



The Laughter Issue!



COVER STORY



THE 10 WAYS WE LAUGH.

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On the subject of laughter, we are delirious to yak about the different types of laughs we hear in our lives...

Cover picture by 123RF

Gelak Nation

If you want to find my house, look for any food delivery rider on the road and mention Ham...

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BELANJAW
Budget 2021
logo good
reason to
laugh?

On Nov 8, Malaysia's Budget 2021 will be announced. This important event...

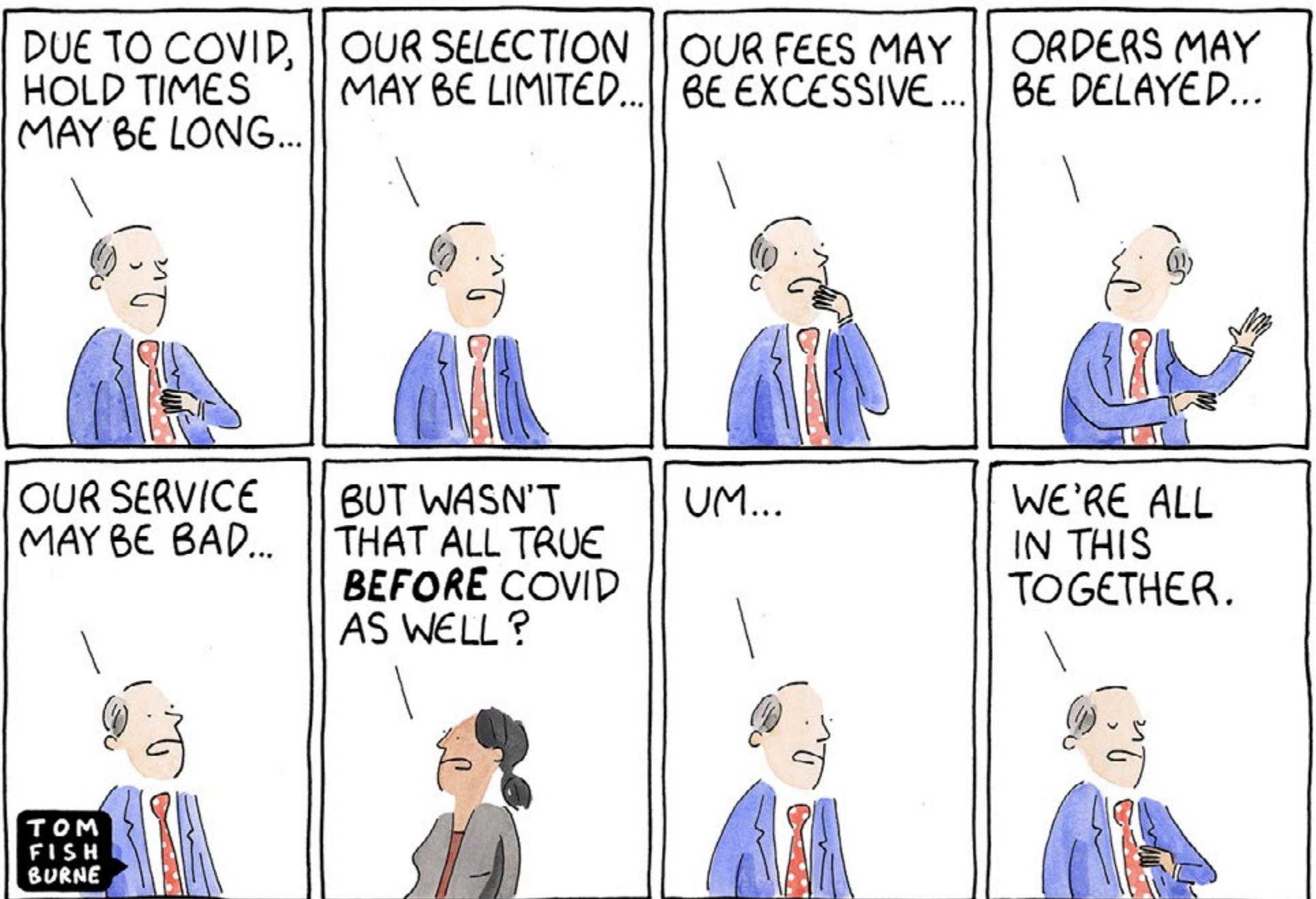


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The madness of awards shows will laugh you off your seat.

This excerpt from Peter Mayle's book Up The Agency talks about the London ad scene in the 80s. Most sentiments expressed here still apply to this day...

Gelak Nation



If you want to find my house, look for any food delivery rider on the road and mention Ham.

I know what day it is by looking at my medicine box every morning.

There are only four people living in my house and yet I feel I need to get another TV

People say pet owners look like their pets.

Well, my dog sleeps all the

EDITOR'S NOTE

time and she is overweight.

With the government changing CMCO rules by the hour, my headache is having a headache.

Before I run out of pandemic jokes and start making fun of Martin Sorrell's height, I want to say that this issue of WEEKENDER is mostly dedicated to make you laugh and stay happy.

To do that we have compiled a selected variety of stuff from everywhere, including some funny TVCs.

We are not a comical magazine, but we do hope to make your weekend a little more bearable, and tickle your funny bone.

I'm sure you agree we could do with some light-hearted banter.

And brands should also do the same.

For maximum enjoyment, we have included hyperlinks wherever you see **red text** which you should click on to get the desired effect.

No, we are not the world's first magazine you can also watch and listen to, but I am sure there's a term for it somewhere in the media planner's playbook.

According to the World Happiness Report 2017-19 we are ranked 82 out of 153 countries.

The Philippines is 20 rungs above us, which is not surprising because when I worked there for a year in the late-80s I couldn't stop smiling for almost 2 months after I returned to Malaysia.

My friends actually got irritated with me then, because they wanted to know why I was always looked happy. The feeling faded after a while.

And for laughter purists, you can always check in daily on my friend **Dr Madan Kataria**.

Mirthfully yours,



**... according
to the World
Happiness
Report 2017-19
we are ranked
82 out of 153
countries...**

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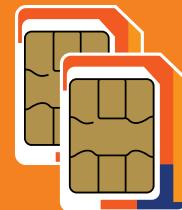
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THE 10 WAYS WE LAUGH.



On the subject of laughter, we are delirious to yak about the different types of laughs we hear in our lives.

You will surely recognise your colleagues and friends by the way they laugh. The next page has audio links and we have attached some cheeky narrative for each type of laughter (few seconds each).

You have to click on the red text to enjoy. Earphones not included!

1. The Towkay: throaty confidence with a sneaky threat of gangsta. He'll make you an offer you can't afford to refuse.

 Double click [here](#) to hear.

2. The Jumpstart: a quick yelp before realising one has become noticeable. Can giggle with raised eye brows while sipping hot Chinese tea from an oversized mug and looking directly at you.

 Double click [here](#) to hear.

3. The Executive: unsure if a full throttle guffaw is warranted in the presence of the Board. Always on guard to stay safe and will survive any management changes.

 Double click [here](#) to hear.

4. The Exploder: First to jump the gun on any joke to look smart. Fantasises his laughter is infectious and that a shriek will start a movement.

 Double click [here](#) to hear.

5. The Follower: Confuses breathing with laughing, so goes with the flow but very conscious makeup is not affected. More obvious is that spittle is restrained intermittently by a hand gesture.

 Double click [here](#) to hear.

6. The Pimp: Don't mess with this one, they reinvent their laugh as they go along and normally do so with their eyes wide open. Either sole proprietor or scavenging freelancer in the throes of good cashflow.

 Double click [here](#) to hear.

7. The Gotcha: Biologically akin to the incessant hyena. They are big eaters with time on their hands wearing large watches.

 Double click [here](#) to hear.

8. The Attention Seeker: They laugh till they cry, prevalent amongst emos and vamps. The jokes are irrelevant to them, so long as they are heard.

 Double click [here](#) to hear.

9. The Bully: Dreams of being a voice-over talent with a perpetual boom mike in tow. Only tameable by a domineering wife or mother-in-law.

 Double click [here](#) to hear.

10. The Blurred: Have no idea if they are coming or going. The world does not laugh with them, as the whole point is actually pointless.

 Double click [here](#) to hear.

When you clearly identify anyone with the laughter classifications above, please email ham@adoimagazine.com and we'll reveal their names in our next edition.



What is Selangorians' favourite band?

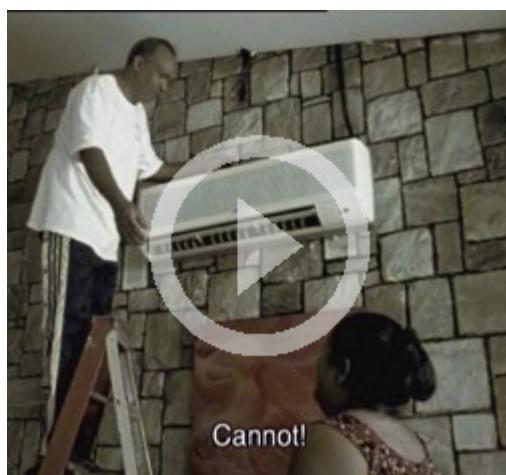
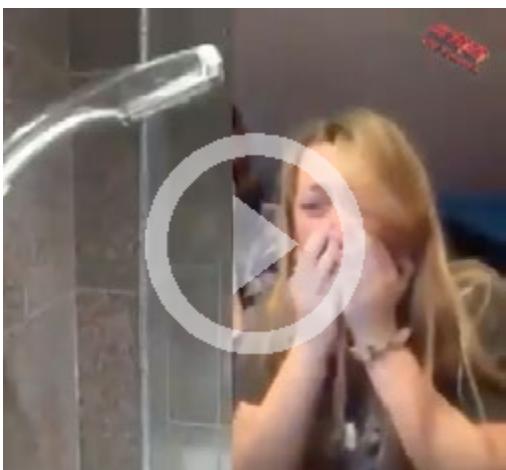
– Air Supply



Water woes in Selangor have hit rock bottom and the only way out is to laugh at ourselves and to stay in good humour.



We know the Songkran Water Festival represents purification and the washing away of one's sins and bad luck. But in KL and Selangor, we have nothing to wash with. That must make us sinless and full of great luck.



Here's a collection of hilarious TVCs, viral videos and more to keep you laughing for at least 10 minutes.

Click on each picture to view....

BUDGET 2021 LOGO GOOD REASON TO LAUGH?

THE HAMMER

B E L A N J A W A N



On Nov 8, Malaysia's Budget 2021 will be announced. This important event was preceded by an even more important event recently: the announcement of Budget 2021 logo.

On Tuesday, when Finance Minister @tzafrul_aziz tweeted about the logo, netizens were immediately divided. Some felt the logo was untimely. Other felt it was untimely and unnecessary.

By the time this article goes to print, we should expect at least three change.org pages demanding the rakyat shut up about the logo and duduk diam diam di rumah.

As a serious investigative journalist, I didn't want to be influenced by opinions, and instead decided to visit the Budget 2021 website to learn more about the logo.

... As a serious investigative journalist, I didn't want to be influenced by opinions, and instead decided to visit the Budget 2021 website to learn more about the logo...

Rather thoughtfully, the logo rationale and usage guide were presented big and bold on the landing page- followed by frivolous details like the goals, and focus of Budget 2021 or something like that.

The fact that the logo is not shown once on the [website](#) (unless you download the Logo Usage Guide) is a moot point. We don't need to see the work everywhere.

The Usage Guide (UG) is an important 3-page document detailing the rationale and how the logo should be used. It has to be noted that this document is 3 pages longer than the Finance Ministry's plan of handling the current spike in cases.

The logo's main colour is purple. Every 6-year old knows that purple is the colour associated with Malaysia, and financial matters. To drive home the point, and lest one forgets this is a Malaysian logo, the Jalur Gemilang is given due prominence.

Not only that, the flag is strategically placed where the zero should be. Some may say this is an apt metaphor of the current government's thinking capacity but pay no attention to them.

People who are unduly worried about the rising number of Covid-19 cases, lack of PPEs and hospital beds in Sabah, economic assistance for low income groups should take comfort in the government's adept handling of Budget 2021 logo guidelines.

That said, did we get a good logo?

If one interprets design as the ability to place small letters above a large number, then yes. We got an excellent logo. Let's not get too picky here.

Did you notice the batik texture in the numbers? Never mind that not even batik designers would call it 'batik',



KUALA LUMPUR

exciting • surprising • enticing

A City of Contrasts & Diversity



... Is the logo as good as City Hall's controversial Kuala Lumpur logo unveiled in 2016?...

or that the texture cannot be seen when the logo is reduced - the important thing is that we have an element that represents national unity and progress.

Is this logo as good as City Hall's controversial Kuala Lumpur **logo** unveiled in 2016?

Many designers would have preferred the logo to remain veiled but to be fair, the KL logo had more meat. The latter had two taglines (significantly more than other run-of-the-mill logos) and was conceptually stronger.

For example, tagline no.2 tells people that KL is a 'city of

contrasts and diversity' and what better way to show it than by presenting the logo in contrasting fonts and immediately creating diverse opinions, ranging from, "It's ugly" to "It's nonsense" to "My grandmother can design a better logo and she's deaf, blind and has shaky hands".

And finally, the burning question on everybody's mind: Is this logo as good as the first Visit Malaysia Year 2020 **logo**?

Judging by the amount of online chatter and trending hashtags said logo generated, it would be hard to beat.



THE MADNESS OF AWARDS SHOWS WILL LAUGH YOU OFF YOUR SEAT.

*This excerpt from Peter Mayle's book
Up The Agency talks about the London ad scene in the 80s.
Most sentiments expressed here still apply
to this day...*

Not every hotel in London is prepared to give over its ballroom to the highlight of the creative year, the Art Directors' Ball (D&AD), due to the volatile and often boisterous nature of the guests.

But over the years one hotel, the Hilton, has shown considerable bravery, and it is only right it should be mentioned. The Hilton management long ago realised where the interests of its artistic clients lie, and it has catered accordingly; drink is copious and food is an also-ran.

Each year there is chicken or duck in a mystery sauce (the foul rumour that it is the *same* chicken or duck, untouched on the night and preserved in the bowels of the hotel kitchen for next year, cannot possibly be true).

The evening begins with a table-hopping marathon. Everyone is here, and some of them haven't seen one another since lunchtime.

And as they hop from table to table, they provide a fashion show of dazzling variety. There are dinner jackets and dress shirts with winged collars, bomber jackets and ripped T-shirts, six-inch heels and

Azzedine Alaia skintight (no chicken for me) dresses, business suits, cowboy boots, Levi's, silk bustiers, sequins, three-day stubble, blue suede crepes, ponytails and earrings for the gentlemen and purple crew cuts for the ladies, Day-Glo glasses and matching socks, shapeless Japanese designer outfits in the shades of crushed money, webbing bras, leather trousers, plastic sandals, Lurex ties....

No wonder there are some fragile souls, still recovering from lunch, who have kept their sunglasses on. The whole spectacle is extremely creative.

There is a sense of expectation in the air.

Tonight's the night when 15 or 20 winners will be anointed as the best in the business.

Waiter! Another bucket of Soava Bolla!

Wine is consumed at a furious rate as several hundred people try to break the world record for high-speed intoxication. The speeches will begin soon, and it would be a mistake to be sober when they do.

Experience has taught the speechmakers to be brief. Ever since one tycoon was howled down in the middle of his

... Once this has been done, the evening moves into its dangerous period...

remarks, the rule has been three or four minutes at the most.

The audience is not here to listen to platitudes about the changing face of advertising. It wants awards, and if the preliminaries drag on for too long, there are likely to be a few bread rolls and catcalls flying around.

As the great moment approaches and the waiters perform their final sprint around the tables with arms of Remy Martin bottles, it is possible to pick out of the crowd the people who think they might be called up to the dais and presented with a golden pencil...

They are relatively sober, and you can see them measuring the distance from table to stage, checking out the route to make sure they can get up there in the shortest possible time – just in case, as has been known to

happen, two people go up for the same award.

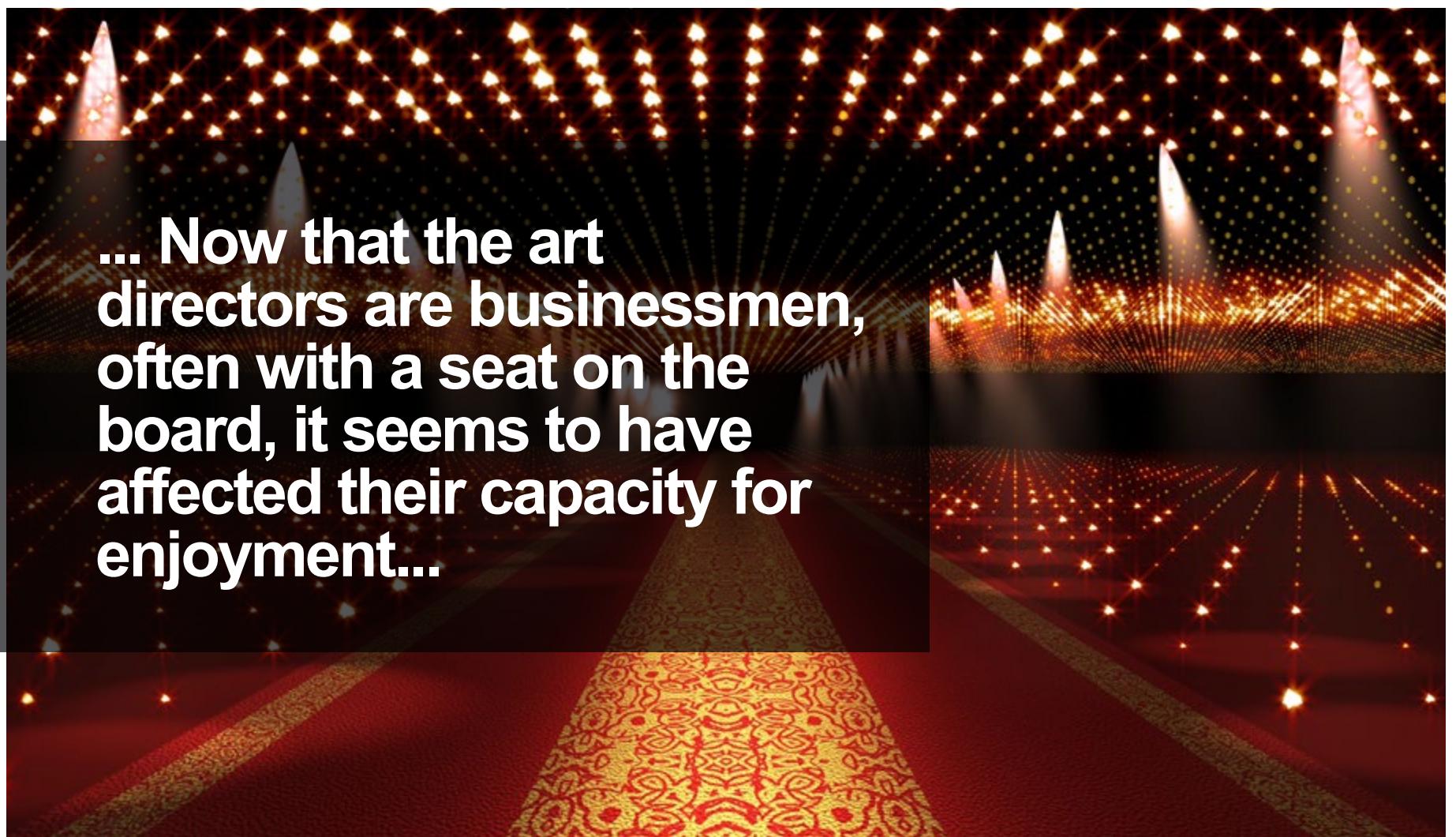
The main lights dim and the spotlight beams down on the rows of pencils and the piles of certificates. The president of D&AD (a position held for one year) and the chairman (a permanent and thankless post) make their way up to the dais to the strains of some appropriately thrilling music, and the ceremony begins.

In each category, the work being honored is shown in slide or on film and the winner is summoned from the murk for those magical few seconds under the spotlight.

Fortunately, the winners are not expected to make speeches, and fortunately the audience is generally good-natured and generous with applause. There is always disappointment, but there is always the bottle of Remy Martin at hand and the imminent prospect of some harmless diversion as soon as the pencils and certificates have been handed out.

Once this has been done, the evening moves into its dangerous period.

The combination of drink, excitement, music, and some



... Now that the art directors are businessmen, often with a seat on the board, it seems to have affected their capacity for enjoyment...

spectacularly revealing outfits plays havoc with restraint. The dance floor and the surrounding tables seethe with the joy of orgy; lurching figures, furtive embraces, bottom pinching, thigh squeezing, torn and wine-sodden garments, overturned chairs, prostrate bodies (still clutching their golden pencils), heads slumped among the bottles and decorum nowhere to be seen.

At least, that is how it used to be.

Recently, due to the increased respectability of the business, the event has shown disturbing signs of sensible behaviour. Now that the art directors are businessmen,

often with a seat on the board, it seems to have affected their capacity for enjoyment.

Perhaps their chairmen have told them that it is not a good idea for the officers of public companies to be seen crawling around under tables and biting young women on the leg.

A great shame, and another small indication that advertising is now taking itself *very, very seriously*.



Peter Mayle was a British author noted for his memoirs of life in Provence, France.



Truth hurts in
TRUMP'S
final lap of
reckoning

A billboard and street art campaign using jarring imagery to get out the vote has posted more than 200 anti-Trump billboards and thousands of street art posters in battleground cities across the United States.

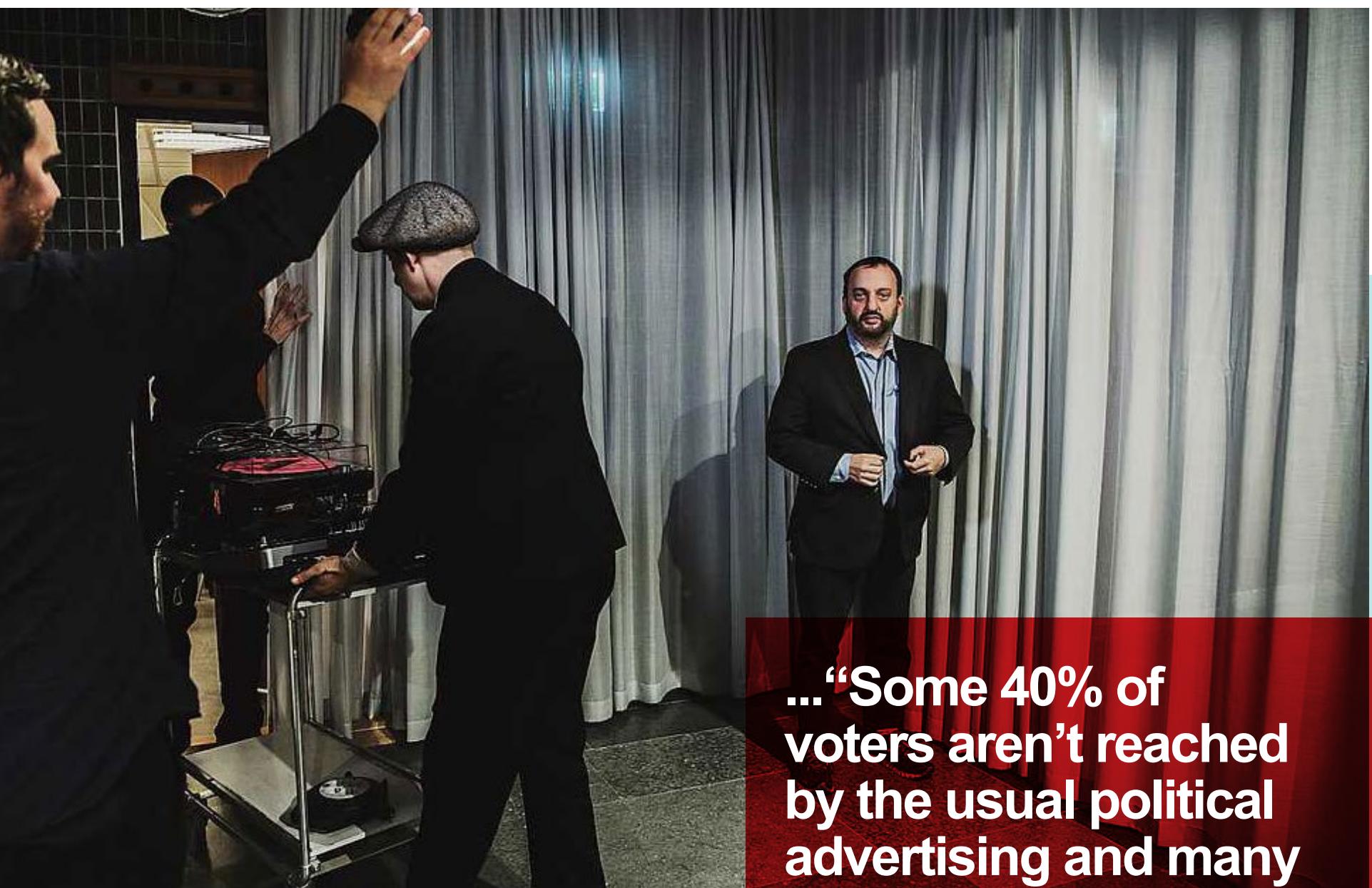
TRUMP HITS HUMP



TRUMP HITS HUMP



TRUMP HITS HUMP



Award-winning artists created unique works that focused on some of Trump's most offensive actions like gassing peaceful protesters for a photo op and failed leadership on issues like the Coronavirus pandemic, family separation, putting migrant children in cages, inciting police brutality, and racism.

The campaign is organized by Robin Bell, known for his video projections on the Trump Hotel in DC, and **Scott Goodstein**, a veteran of the Obama 2008 and Sanders 2016 campaigns.

...“Some 40% of voters aren’t reached by the usual political advertising and many of these voters are in communities that are underrepresented at the polls”...

Scott (picture) told WEEKENDER, “Some 40% of voters aren’t reached by the usual political advertising and many of these voters are in communities that are underrepresented at the polls. We are generating enthusiasm and are excited to take this groundbreaking program to the neighborhoods where voter turnout can make the difference in this election.”

PLAN咁嘅旅行暫時去唔島 外國人入境紀錄
 Social Distancing Declaration Form

ARRIVAL

姓名 Name	姓 Family Name	名 Given Names
預定在家時間 Intended length of stay at home		
若有符合的請打勾。Check the boxes for the applicable answers.		
1. 一日內睇晒成季嘅劇集 Binge-watched tv shows and movies		<input type="checkbox"/> 有 Yes <input type="checkbox"/> 沒有 No
2. 翳咗超過12個鐘自然醒 Slept over 12 hours		<input type="checkbox"/> 有 Yes <input type="checkbox"/> 沒有 No
3. 紳咁睇番以前去旅行嘅相 Revisited all the old travel photos		<input type="checkbox"/> 有 Yes <input type="checkbox"/> 沒有 No
4. 變晒現實版cooking mama Became a self-taught masterchef		<input type="checkbox"/> 有 Yes <input type="checkbox"/> 沒有 No
5. 裝咗個在家運動app但未用過 Installed a workout app but never used it		<input type="checkbox"/> 有 Yes <input type="checkbox"/> 沒有 No
簽名 Signature		



Hong Kong Airlines took the iconic custom declaration form and turned it into a funny travel-related meme.

Client: Hong Kong Airlines

Agency: In-house Digital Marketing Team

LOOK UP NOT DOWN

MALAYSIAN CMO AWARDS 2020
27 NOV 2020. SIME DARBY CONVENTION CENTRE



CLOSING DATE: 26 OCTOBER, 2020

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