

MARKETING

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WEEKENDER™



RAVI SHANKAR
AIR ASIA



VACH PILLUTLA
AL IKHSAN SPORTS



RAJA SINGHAM
BAG



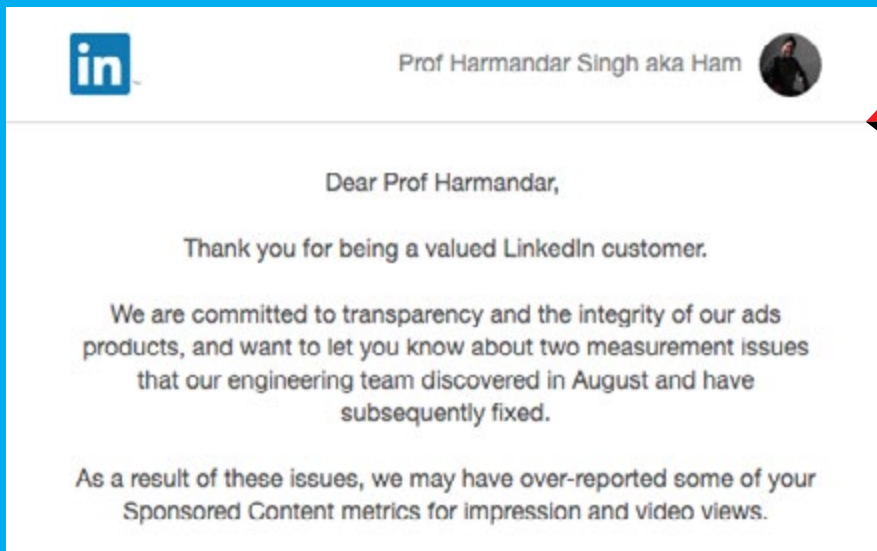
PIONG TECK ONN
KOTRA PHARMA



HASNAIN BABRAWALA
FOODPANDA

Meet The Outermeters!





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UMNO MP, Rompin



“MALAYSIA DOESN'T HAVE AN ECONOMY, IT ONLY HAS A POLITICAL ECONOMY”

Dato Sri Nazir Razak,
speaking at Chevening
Alumni Leadership Talk on
Nov 16, 2020.

“POLITICIANS HAVE THEIR OWN CODE”

Ex Attorney-General Tan Sri Tommy Thomas talking on
Advocates: The Podcast





Prof Harmandar Singh aka Ham



Dear Prof Harmandar,

Thank you for being a valued LinkedIn customer.

We are committed to transparency and the integrity of our ads products, and want to let you know about two measurement issues that our engineering team discovered in August and have subsequently fixed.

As a result of these issues, we may have over-reported some of your Sponsored Content metrics for impression and video views.

Your total impact was less than \$10 across all of your account(s), but we would like to offer you a credit of \$50.*

- If your account is billed by insertion order, please reach out to your LinkedIn account representative by February 15, 2021 for assistance getting your credit.
- If your account is billed by online invoice, your credit will be automatically reflected in either your December or January invoice.
- If your account is billed by credit card, please use the coupon codes below by February 15, 2021. Please make sure your billing information is up-to-date by logging into [Campaign Manager](#) and visiting your Billing Center.

Please [contact us](#) if you encounter any problems.

You can learn more by reading our [blog post](#). We apologize for the inconvenience, and thank you for being a LinkedIn customer.

Account ID: XXXXXXXX

Account Name: Harmandar's Ad Account

Coupon Code: XXXXXXXX

*Credits will be given in your local currency and valid for one year from the date of receipt.

Kind Regards,

LinkedIn Customer Support

[Help](#)



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Machines make mistakes, humans apologise. Or is it the other way round?

This USD100 million dollars LinkedIn glitch impacted more than 418,000 advertisers over two years based on inflated video metrics, and more than 90% of customers saw an impact of less than \$25. The business networking company is giving full credit to the impacted customers that can be used for future campaigns. But we can't tell if the refund amounts to USD100 million dollars...

GAMIFY YOUR CAMPAIGN



Talk about binge watching, Astro recently gamed the “Skip Ads” habit with an interactive idea that got viewers to watch the ad over and over again.

They got viewers to watch Hada Labo 10th anniversary **music video**, all 153 seconds of it repeatedly by including clues in the video which offered RM100,000 in cash rewards.

Within 2 weeks, the video garnered 1.2 million views and Hada Labo’s website experienced a traffic increase of more than 900%, with new users surging to over 1000% in growth compared to the previous month*.

The 100 finalists who identified the clues were invited to a grand virtual finale, The Hada Labo Perfect 10 Game Show, to win a grand prize of

RM50,000 cash. Check out what happened behind-the-scenes by clicking [here](#).

Leading up to the 10th anniversary campaign, Astro also livestreamed a meet and greet event on **Xuan** with TVB artists cum celebrity couple Edwin Siu and Priscilla Wong, to talk about skincare and Hada Labo products. Joining top radio announcers, Jack Yap from MY and his fiancé Weon from MELODY, the **video series** garnered over 800,000 views collectively on Facebook and Instagram, with a reach of over 1.1 million.

Contact the **Astro Media Solutions** team, if you want to gamify your campaign.

*Google Analytics



Marketing Leaders to Chart the Future of “The Outernet”

Unpredictable traffic patterns and enforced WFH edicts have hampered what was supposed to be an incredible year for OOH growth. But Covid has not stopped innovation in this space. As Internet fatigue starts to set in and nations step-up efforts to open up their borders, brand leaders are now looking at the growing possibilities of Outernet Marketing.



*Srikanth
Ramachandran,
Group CEO
Moving Walls*

It never rains but it pours. As if it isn't enough that traditional media has been the hardest hit by the pandemic, the tightening of marketing purse-strings has accentuated the despair for a lack of common media currency across TV, Radio, and OOH (Out-Of-Home) media.

Digital has also been preparing to deal with its own identity issues. But unlike its physical counterparts,

COVER STORY

marketers have at least been able to link dollars to some performance outcomes. For OOH, the irony is that the very benefits it has touted - eyeballs and traffic - are now at the mercy of MCO, CMCO, EMCO, and RMCO announcements that billboard owners have no control over.

If you look beyond shrinking revenues, though, it hasn't all been darkness. Covid-19 has led to more OOH data-related press announcements, webinars, and audience mobility reports from media owners than ever seen before.

Also, a host of new studies have shown that OOH's priming ability improves digital media results as well. For example, **more** than 52% of audiences reported taking action on their mobile devices after seeing a billboard creative.

But this hasn't done much to progress development for an OOH media common currency though. A key reason for this has been the fragmented nature of the industry itself.

Spotlight on The Outernet

What really constitutes OOH

media these days? Yes, it used to be billboards and posters. But now digital signage is a part of all place-based environments from transit hubs and office lobbies to supermarkets and taxis. Then there are the personal screens that moving audiences use. How do they fit into the various brand touchpoints that consumers interact with?

There are plenty of organisations and interest groups that guide digital marketers or even traditional media channels. But the time spent when users are not actively on the internet and exposed to all sorts of physical media remains relatively uncharted.

Moving Walls has coined this "Outernet Marketing".

The opportunity for marketers to engage moving audiences when they are not heads-down and online.

According to the AdTech company, "various sources put the average daily time spent on the internet at about five to six hours. A significant amount of working adults spend a similar amount of time outside their homes (probably more pre-pandemic).

COVER STORY

... Moving Walls has been front and centre of this shift. They have deployed a patented OOH measurement solution across four continents and recently added autonomously sequenced OOH and mobile advertising as another intellectual property...

Yet, while digital accounts for more than 50 percent of total advertising budgets, OOH accounts for a measly six percent at most.”

The key difference has been addressability. As Malaysia’s media leaders rightly pointed out in the WEEKENDER’s recent “*Emergency*” edition, only digital platforms can provide audience guarantees.

Massive room for innovation in this space

There is no doubt, though, that the appetite for innovation in this space continues to grow centred around three main themes. The first is the

acceptance that the industry needs to rally around a common currency.

Advanced OOH markets like the United States (Geopath), the United Kingdom (Route), and Australia (MOVE) have all adopted independent OOH audience currencies. In Asia, the AAMS (Association of Advertising and Marketing Singapore) has been the first to work with a tech platform to establish this.

The second theme has been the link between OOH and Digital. Today, OOH’s largest investors are digital-born brands from OTT and rideshare to food delivery and hotel booking portals. OOH primes audiences and digital activates. There are now plenty of campaign case studies that show improved results when OOH is used alongside digital.

The third theme can simply be described as the “Billions of Screens” that are being equipped with the technology to serve advertising. The digital transformation of OOH has largely been about static billboards being converted to digital panels. But this is being

REGIONAL PROGRAMMATIC DOOH CAMPAIGNS

MALAYSIA



Shell Personalised Billboard



Snickers' Hungry Bar

SINGAPORE



Foodpanda 1st Blockchain Programmatic DOOH

PHILIPPINES



Foodpanda Weather Trigger Programmatic DOOH

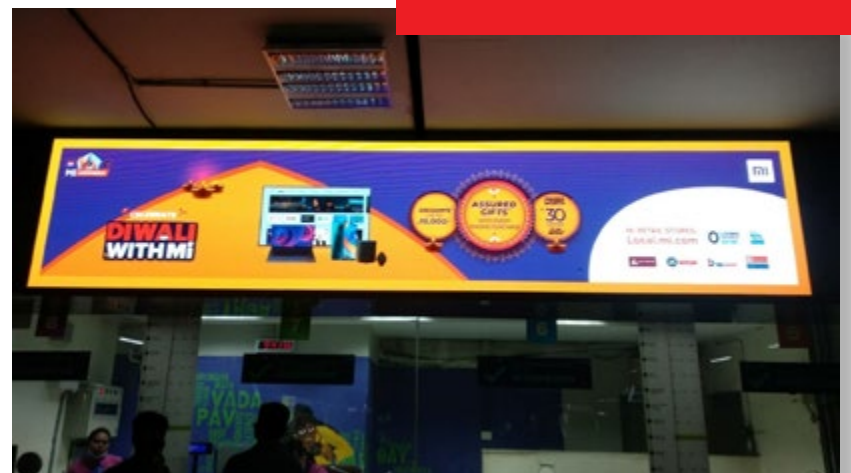
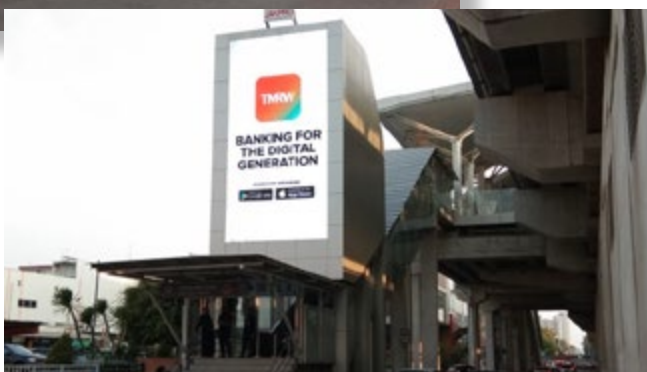
INDONESIA



Nespresso

INDIA

TMRW



Xiaomi Programmatic DOOH



Blibli

COVER STORY

“Data from traditional digital marketing channels like ads and email are the only source of campaign feedback for now, it’s time to close the measurement gap by extending the data collection and feedback to Out Of Home too.”

Ravi Shankar

Chief Growth & Platform Officer

AirAsia.com



eclipsed by the placement of digital screens in structures like smart kiosks, taxi tops, and even automatic sanitiser stands.

Takes sparks to light a fire

Unfortunately, these changes have come in spurts. Unlike digital, which has a host of industry associations, guidelines, and best practices to learn from, Outernet marketing is only just beginning to get defined.

Moving Walls has been front and centre of this shift. They have deployed a patented OOH measurement solution across four continents and recently added autonomously sequenced

OOH and mobile advertising as another intellectual property. Earlier this year, they executed the first blockchain-powered OOH verification for a Foodpanda campaign.

They recognise that these sorts of case studies are just the tip of the iceberg though.

The company has launched The Outernet Marketing Innovation Group to chart the future of this space.

The group is made up of innovative brand marketers who will get exclusive access to Outernet Planning and Analytics technologies. These brands will execute a host of innovative campaigns, publish their learnings, best practices, and recommendations to guide the rest of the industry.

“Outernet has been an excellent platform to help brave the new normal and create opportunities from the challenges in 2020.”

Raja Singham

Co-founder and Managing Director

BAC Education Group



COVER STORY

“Marketing has undergone a major shift over the past decade. Gone are the days when marketers were happy to spend on physical media and ensure maximum viewership - today we want to ensure a strong ROI on dollars spent by measuring detailed metrics of reach, impressions, gender, psychographics, and impact per opportunity. This is the major reason why investments have moved from traditional media to digital. To me, Outernet is the “big idea” since it successfully marries the reach and viewership of traditional physical media and the metrics of digital/social media.”

Vach Pillutla

CEO, Al-Ikhsan Sports



Eight marketers from different brand personas - digital-born, those with physical stores, having a regional presence, and so on - have been chosen to ensure a variety in the types of briefs to be executed.

The initiative is also being run in Singapore, Indonesia, Philippines, and India. Malaysia’s inaugural Outernet Marketing innovators are listed here.

The early adopters in any industry not only shape its future but also benefit the most. Remember Amazon is among the largest spenders on Google Search Ads. Today, Amazon itself is arguably the second largest search engine in the world and more product searches start on Amazon than anywhere else.

“Foodpanda, as a digital brand, has been a huge believer of the offline priming possible using “Outernet” media. The opportunity is in marrying the planning, execution, and measurement with what we do in digital to sharpen this even further.”

Hasnain Babrawala

**APAC Head of Brand Media
and Procurement
Foodpanda**



COVER STORY

The Outernet presents a similar opportunity for marketing leadership. There are no tech giants who dominate and different marketers can establish best practices to cater to their own industry vertical. For example, how can a physical brand make best use of their own digital media screens to drive new business? Or how can digital brands layer first-party data to drive OOH media decisions?

The canvas is set. The artists are here. Masterstrokes are inevitable.

“Given our presence across a variety of OOH media sites, we have already embraced measurement technologies to evaluate performance and drive future planning. As people movement continues to be unpredictable, we look forward to deploying some of the newer capabilities around this evolving medium.”

Piong Teck Onn
Managing Director
Kotra Pharma



OUTERNET MARKETERS ON BOARD:

- 1. Raja Singham**
Co-founder and Managing Director - BAC Education Group
- 2. Vach Pillutla**
CEO, Al-Ikhsan Sports
- 3. Piong Teck Onn (Jimmy)**
Managing Director - Kotra Pharma
- 4. Ravi Shankar**
Chief Growth & Platform Officer, AirAsia.com
- 5. Hasnain Babrawala**
APAC Head of Brand Media and Procurement, Foodpanda
- 6. Vinayak Raj Anandaram**
AVP Program Strategy and Insights, Star TV Network
- 7. Jaikishin Chhaproo**
Head of Media & PR, ITC Limited
- 8. Gesit Kumaraningrat**
Sr. Marketing Strategist - SehatQ
- 9. Sigit Susilo**
Territory Management - PegiPegi.com

These are the first wave of Outernet Marketers. The next wave will be coming onboard soon. Reach out to Moving Walls to contribute and lead this transformative period.



Winners of Malaysian CMO Awards 2020 announced!



After a thorough online judging process with a top flight group of **judges**, the organisers of the Malaysian CMO (Chief Marketing Officers) Awards 2020 are proud to share the list of final winners....

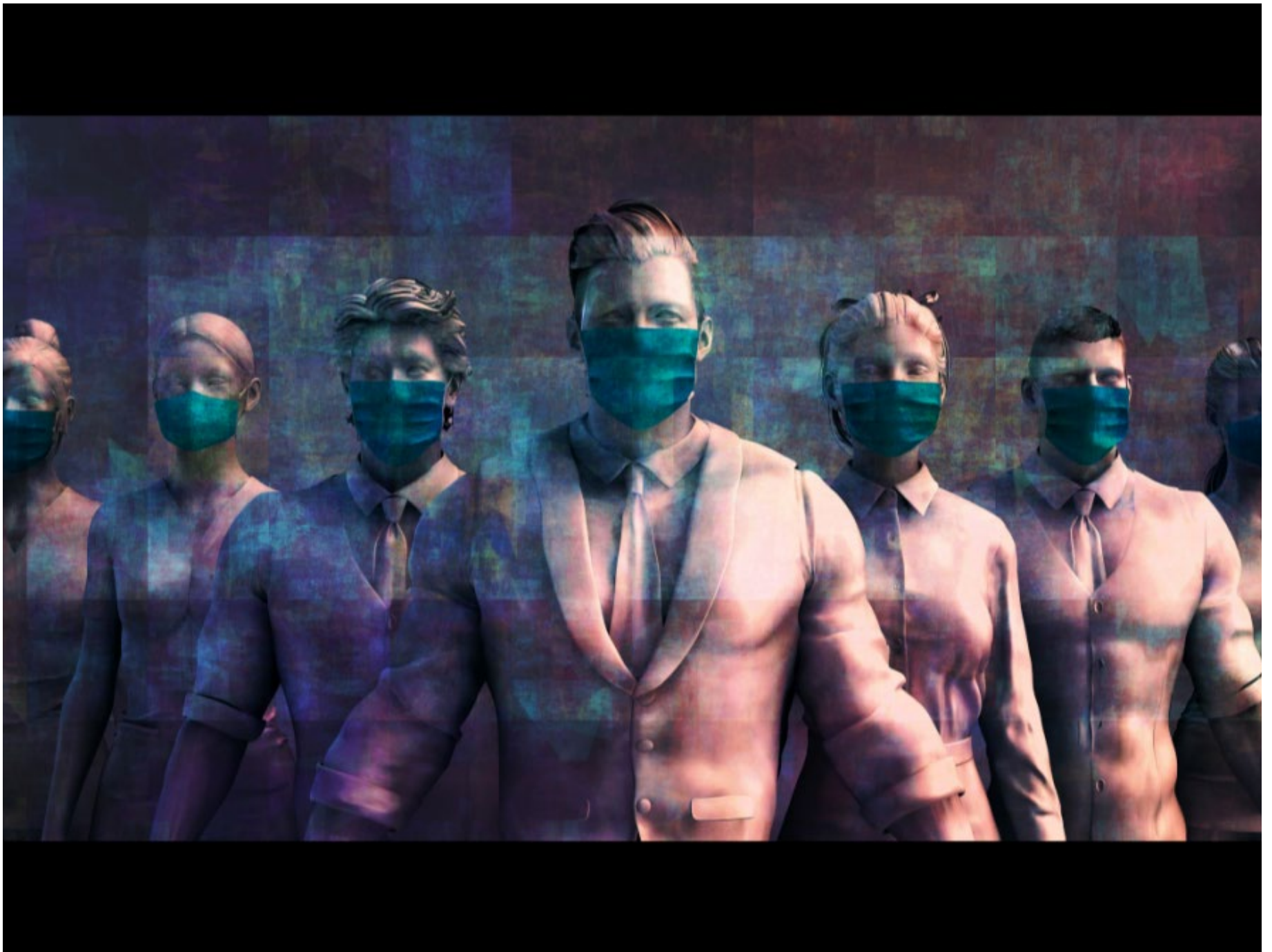
CMO AWARDS 2020

Abdul Sani Abdul Murad	RHB Banking Group
Andrew Pinto	Mudah.my
Andrew Yeoh	IKEA Southeast Asia
Angelina Villanueva	KFC Malaysia
Ben Foo	Taylor's Education Group
Benjamin Woo Lik Kang	Maxis
Edmund Lee	Red Bull Malaysia
Farhan Hafetz	FGV Holdings Berhad
Fernie Jasmine Abdul Ghani	Axiata Group
Gigi Lee Ching Yee	RHB Bank Berhad
Jovina Tan Siew Ching	Taylor's Education Group
Kong Ee Lynn	unifi, Telekom Malaysia
Martin Voon	RHB Banking Group
Mohd Shahrizal Abdul Rahim	Astro Media Solutions
Nick Yap Ka Wah	Maxis
Nizam Bin Sani	Bank Rakyat
Raymond Siva	MDEC
Schrene Goh	Pos Malaysia
Shazlina Mohd Suffian	Maybank
Sheena Fong	Novartis
Shirley New	Taylor's Education Group
Sutapa Bhattacharya	TNB
Tai Kam Leong	Maxis
Tham Yen Lee	Astro Media Solutions

The judges studied entries and breakthrough case studies to select their choices across multiple categories.

The number of submissions were consistent this year, even though this has been a **pandemic** year.

CMO AWARDS 2020



Nominations were accepted from senior marketers and team leaders, including CMO/VP/GM/Head of Advertising/Marketing/Retail/Data/Digital in brand marketing across 30 disciplines and industries.

The power-packed show broadcast to the industry and the world will celebrate the contribution, inspiring leadership and trail-blazing achievements by key players in Malaysia's marketing communications and

media industry.

The winning candidates have shown their influence and involvement in positive business outcomes – whether market share, revenue growth, or profit, in a responsible manner.

“While most judges were hunkered down at the home or office, they gave their best to complete the judging over a period of 10 days. It was an exhaustive and robust process, and I have never seen more dedication to

CMO AWARDS 2020



world-class benchmarks. The judges are a Who's Who list in the Asia Pacific business leadership space," shared Professor John D Chacko, Jury Head of the Malaysian CMO Awards 2020.

Winners will be honoured during a virtual awards evening on **Jan 8**, making the event a perfect jumpstart for the industry going into the brand new year!

Prof Harmandar Singh, President of the Malaysian CMO Awards announced, "We are going through unusual times and while marketing activities have

been subdued by COVID-19, brands nevertheless stepped up to the plate to deliver excellence and business results. The judges evaluated how candidates led, adapted and embraced the new way of working and delivered campaigns, launched new initiatives that progressed the economic health of the company, people and brand. Each winner is a truly deserving winner!"

Those interested in sponsorship opportunities for the January 8 show and more, can email ham@adoimagazine.com



The US\$700 million-a-year Television Ratings Scam in India: decades-old, and large ad agency groups are complicit.

by Mahesh Murthy

India has been blowing up on the **news of a few TV channels** caught paying bribes to be rated high.

1. TV ratings have been rigged in India for at least 30 years
2. Not just Republic TV but many

channels benefit

3. The scam value is up to US\$ 700 million a year
4. Blame **WPP** that owns Mindshare, GroupM, Mediacom, Grey, Ogilvy (the last two are my alma maters) and other agencies.

TV SCAM

C H A N N E L



A quick background: In the early 1990s, I was at Ogilvy Hong Kong and, as a side project, helped MTV launch in India (the “Quickgun Murugan” times). I then moved to the US.

*I was hired from the US in 1999 to come back to India to try turn around MTV’s rival **Channel V** (the “We Are Like This Only” times). I ran Channel V till its absorption into Star TV in 2001.*

As we geared for the re-launch of Channel V in 1999, we agonized about distribution.

Back then India didn’t have many satellite dish households. The majority got their TV from the friendly neighbourhood cable mafioso. Most TVs couldn’t carry 100s of channels and we wanted to be on prime bands so people could watch us.

... Back then India didn’t have many satellite dish households. The majority got their TV from the friendly neighbourhood cable mafioso. Most TVs couldn’t carry 100s of channels and we wanted to be on prime bands so people could watch us...

This meant the top 20 or 30 ‘slots’ on the TV. The distribution team had to be nice-nice with hundreds of cable mafioso so they could get us these slots.

We’d lined up advertisers for the re-launch who liked our new programming (“not just a music channel but a youth channel”). But they all asked, “What do you think your TRPs will be?” Of course, the higher we rated, the more they could spend on us.

Now a TRP is a Television Rating Point. A TRP of 10 means 10% of people with a TV in your demo or geo are tuned in to your channel right now. That’s huge.

MTV and Channel V were niche channels. A TRP of 1 was

TV SCAM



good enough for us. In contrast, the big guys with mother-in-law / daughter-in-law soaps earned TRPs of 10 or more. They were the demi-gods. We were small fry.

Now MTV knew we were up to a re-launch and we suddenly saw their ratings spike. A show got a TRP of 10 from South Mumbai during prime time. This shocked us.

It was an average show, how was this even possible? Did we judge the audience horribly wrong? Were we going to fail miserably?

*An aside: the head of MTV India then is a friend, and he now heads the TV ratings agency under siege, **BARC**, and this may just be a coincidence.*

In a meeting our distribution guy piped up – “Boss, why worry? Tell me what ratings you want, I’ll get it for you. We’ll beat

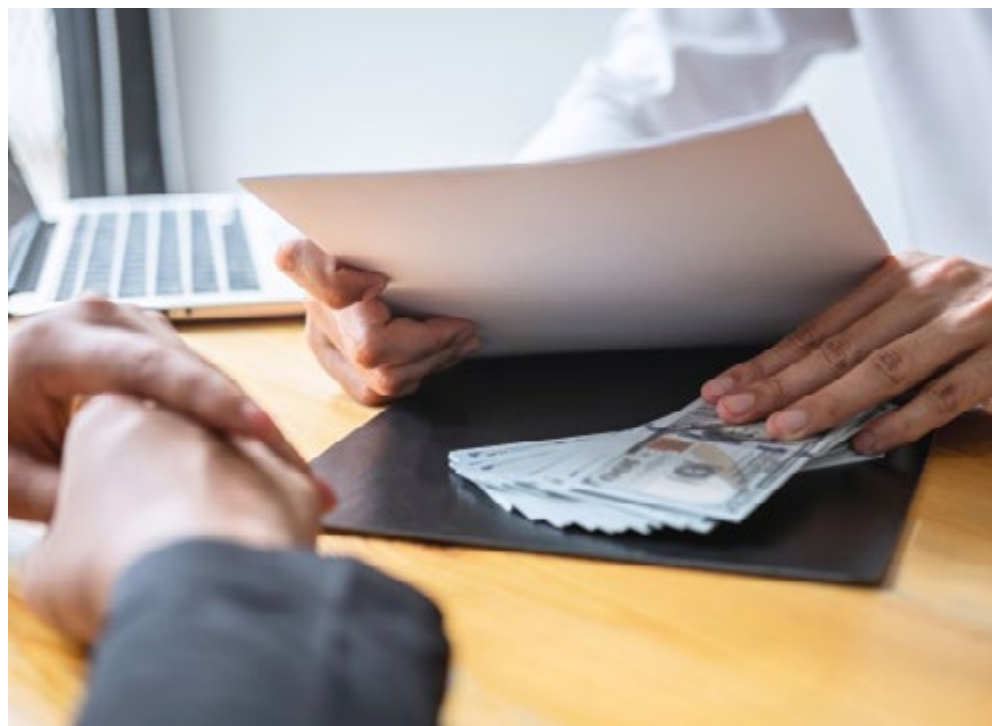
MTV.” These didn’t sound like empty consoling words. I took him aside: WTF do you mean?

He said – just clear an extra Rs. 200,000 a month (US\$ 4,000 then), and I’ll get you the ratings you want. Astounded, I dug in, and here’s what I found.

The ratings were measured by what’s called PeopleMeters, then owned by a company called TAM – now Nielsen – which in turn was owned by WPP.

A PeopleMeter was a device attached to a sample of TV sets. It automatically tracked what the TV was tuned to at different times and sent this info to TAM, which tabulated and released it every week as TAM ratings. All those homes got paid for this by TAM.

At that time there were just 2,000 PeopleMeter homes in



TV SCAM

... So, essentially these fixers sat, schedule in hand at homes across India, switching to various channels at various times, based on whoever had 'fixed' whatever slot they wanted to rate in...

India. And those determined what was then US\$ 2 billion of Indian TV spend. In effect, each meter determined \$1 million of spend.

Now, one assumed these sample home locations were a secret. But my distribution guy said, it's not. "I'll get you a list of all of them" he said. WOW!

Was it just him or other channels knew too? "All of us have them" I was told. Double wow.

"What now?" I asked. There are two ways to get the ratings you want, I was told. One, be nice to the homes – send them freebies etc and they'll tune in. Many channels do that. But there's a better way.

I listened. Now many of these homes knew how important the

metered set was and basically placed that set and its meter in a different room, giving the remote control to the local cable fixer dude. While the home actually watched whatever they wanted - on a different TV gifted by the friendly ecosystem, making a mockery of the measurement process.

So, essentially these fixers sat, schedule in hand at homes across India, switching to various channels at various times, based on whoever had 'fixed' whatever slot they wanted to rate in.

Just \$4,000 a month, I was told, and you'll get the ratings you want. Given that we were hoping to do US\$4m a year back then, it was a bargain.

Tell me more, I asked. See, I was told, 2,000 homes in India means 200 in Mumbai. 200 in Mumbai means 20 in south Mumbai, 20 in the suburb of Bandra / Khar and so on.

It just takes \$1,000 to fix one meter. \$4,000 will fix 4 of them for a month. Or fix 8 for half the time. 8 meters meant ratings of 4% - an enormous number for Mumbai.

So, I was told, pick your geo and pick your demo SEC A/B

TV SCAM

and there's no big deal. *For those who ask: Nope, we didn't take up this method at all.*

My. Mind. Was. Blown.

I first took it to the advertisers: Coke, Pepsi, Unilever. But they didn't want to hear about it.

They didn't care about the reality behind ratings. They just wanted a paper trail to justify their spends. Love the sausage, ignore the sausage factory, I guess.

Their media agencies Mindshare, GroupM and such swore by the ratings. Conveniently, their owner WPP owned the ratings company.

But now: a segue to media buying agencies. Once, they took 15% of ad spend as commission. The more you spent on ads, the more they made.

... It's a perverse incentive. An agency's role is to make client's marketing more efficient – yet you're compensated for making it less so. Clients got wise and started cutting commissions. They fell to ~1%...

It's a perverse incentive. An agency's role is to make client's marketing more efficient – yet you're compensated for making it less so. Clients got wise and started cutting commissions. They fell to ~1%.

Now media buying agencies struck deals with the TV channels. Tell the advertiser we are getting only 1% commission.

But kick us back another 5% or 10% under the table. This cheating is global, by the way.

The mechanism is simple. One is a "credit note". Say an ad buy costs \$10 million. TV channel sends invoice to agency for \$10 million and this includes commission of \$100,000 or 1%. Agency sends this to client and says please pay \$10 million. Client pays, thinking



TV SCAM

... It's clear when you look. India has 3 or 4 large media buyers - parts of global ad groups. They each boast of handling spends of over \$1 billion. Do the math...

agency is only making \$100,000 out of it. But TV channel secretly sends credit note to agency saying "Here's an credit of \$900,000!". So agency keeps \$100k from client and \$900k from channel and pays a net of \$9 million, earning \$1 million in the process.

And it could be even more insidious as some of my colleagues suggest.

The offer to TV channels from this agency group was – pay us a higher kickback, and we'll make sure your channels rate better on the rating system we own.

Now the Indian TV ad industry is US\$3.5 billion today. Print is another US\$2.5 billion. Outdoor adds US\$1.5 billion.

Undocumented kick-backs taken by large agencies can easily amount to 10% of this - over \$700

million a year. It's clear when you look. India has 3 or 4 large media buyers - parts of global ad groups. They each boast of handling spends of over \$1 billion. Do the math.

Given official commissions are <1%, they each should be earning less than US\$10m a year or US\$800,000 a month.

But look at their balance sheets. Or see their employee counts on LinkedIn – each has over 800 people.

Given industry salaries, you cannot support 800 employees on US\$800,000 a month.

It won't cover salaries, let alone rentals, taxes, overheads or entertainment bills, money sent back to head office and still end up showing profitability.

But I digress. The world was indeed going WPP's way as it owned TAM.

Meanwhile, TAM dragged its feet to increase the sample size, and over the next 15 years took it from 2,000 homes to just 12,000.

Basically, a drop in the ocean of 250 million Indian households. A 0.005% sample

Then, channels and non-WPP agency groups in India wanted to neuter WPP. They formed BARC in 2015.

TV SCAM



While it was a power move their public defence was a need to vastly increase sample size. They now have 33,000 metered homes. A 0.01% sample.

In this game of thrones WPP saw themselves losing control, quickly pivoted and sold TAM's 12,000 fixed meter homes in return for owning 49% of BARC.

But you can see the system is just as 'fixable' as before. 33,000 metered homes mean 3,300 in Mumbai. Which mean 300 in a suburb like Bandra / Khar.

To get a TRP of 1 in this prime demographic, all that a TV channel has to do is to fix exactly 3 homes. That's it.

And if you want to do it at scale across India, all you have to fix is about 300 homes.

What difference does this make? Enormous.

The cost of fixing 300 homes is around US\$150,000 a month. Or US\$1.8 million a year.

Republic TV revenues in 2018 were US\$22 million. The India Today group did US\$ 90 million that year. You can see why fixing meters is a no-brainer.

Why bother with quality of programming and journalist salaries when just fixing meters gives you a 1,400% ROI? Just \$1.8 million of payments-for-ratings - call it bribes if you like - can fix US\$ 22 million of revenues.

This is a basic problem of the TV industry.

... In this game of thrones WPP saw themselves losing control, quickly pivoted and sold TAM's 12,000 fixed meter homes in return for owning 49% of BARC. But you can see the system is just as 'fixable' as before...

TV SCAM

... **Sure. Killing the commission system at agencies is one. For instance, Google and Facebook don't pay kickbacks, so you won't see as much of them in large agency media plans as you should. You'll instead see strange ad networks. When you ask for a justification you won't get the truth that the agencies are probably earning 50% undocumented commissions there...**

Are there solutions?

Sure. Killing the commission system at agencies is one.

For instance, Google and Facebook don't pay **kickbacks**, so you won't see as much of them in large agency media plans as you should.

You'll instead see strange ad networks. When you ask for a justification you won't get the truth that the agencies are probably earning 50% **undocumented commissions** there.

*Disclosure, I own a stake in an advertising firm **Pinstorm** that takes a flat fee and zero commissions for its media placements. There are others, but too few.*

Having a truly independent metering system for TV is another. No publisher or agency should own this. Even BARC is owned by a publisher - agency nexus.

Channels going OTT is a third. We don't yet have great metrics here - and many, like Netflix, have gone completely ad-free.

Fourth, smart brands will place different messages on channels to see which are being seen and responded to.

You might imagine that it's 2020, we launch spacecraft towards Mars, we are this incredible digital-driven planet, and all this **minor crap** must have already been sorted out by now... Short answer: **NO**.



Mahesh is an ad veteran and venture capitalist. He's worked with FCB, Grey, Ogilvy and CKS in Asia and the US, where he helped design and launch Amazon, Yahoo and others globally. He founded Pinstorm in 2004 and has also funded leading new economy firms like RedBus, Carwale, AgencyFAQs, Chumbak, Doolally and Satellize.

CLUELESS & OUT-OF-TOUCH



You gotta laugh to keep from cryin'. Marketers spend half a trillion dollars a year on advertising. You'd think they'd take the time to understand what the hell they're doing. There is incontrovertible evidence that they are alarmingly out of touch with the people they are trying to influence. This week *Ipsos*

Canada released a study on behalf of *ThinkTV* comparing the beliefs of 300 marketing "professionals" to the self-reported activities of consumers. The results are striking, if not shocking. Using the data from the *Ipsos* study, I've made a little table.

One would expect there would be some degree of variance between the beliefs of professionals in a field and reality. It's only natural. You could excuse it if the variance was 10 or 20%. Maybe even 30%. But to be off by hundreds of percent in virtually every measure? This is not a standard error of judgement. This is gross ignorance and incompetence.

The obvious question is this -- how can professional people who work in an industry that is largely constructed on media behavior be so astoundingly misinformed? The answer is pretty simple. Marketing people are living in a world of their own. They don't wear the same clothes

WHAT MARKETERS THINK CONSUMERS DO VS WHAT CONSUMERS SAY THEY DO

Activity	Marketers' Estimate	Consumers' Report	Divergence
Watch subscription tv (e.g., Netflix)	2.8 hours	1.3 hours	115%
Use social media	3.0 hours	1.6 hours	88%
Watch on-demand tv	1.8 hours	0.5 hours	260%
Practical time spent online	3.7 hours	1.8 hours	105%
Use Instagram	91%	42%	116%
Use Twitter	74%	25%	196%
Use TikTok	56%	13%	331%
Use Spotify	74%	25%	196%

Source: Ipsos Canada, Ad Nation 2020

...They think they “understand the consumer.” They don’t understand shit...

as “average” people, they don’t go to the same restaurants as average people, they don’t drink the same booze, buy the same food, watch the same programs, drive the same cars, see the same movies, or live in the same neighborhoods as average people. The only time they come into contact with real people is at the DMV, which they find disgusting.

They think they “understand the consumer.” They don’t understand shit.

While 58% of marketers and advertisers have “smart

speakers” in their homes, 19% of real people do. While about 45% of adults in the US are over 50, in ad agencies about 6% of employees are. According to the coo of Ipsos, “Some of these differences really are quite gigantic.”

Every day hundreds of millions of media dollars are committed based on the supposition that marketing people know what the hell they’re doing and are spending media money wisely. I wouldn’t hire half the marketing “professionals” I’ve worked with to walk my dog.



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 Sompo Insurance	Malaysia
Ogilvy	Jun	Costa Coffee	Malaysia
VMLY&R	Jan	Hong Leong Assurance	Malaysia
Wunderman Thompson	Mar	HSBC	Malaysia
FCB	Mar	Berjaya Sompo Project	Malaysia
FCB	Apr	SP Setia Project	Malaysia
FCB	Sep	Desaru Coast	Malaysia

MEDIA AGENCY	MONTH	ACCOUNT	AREA
PHD	Feb	Diageo	Global
Mindshare	Jul	Oppo	Malaysia
Universal McCann	Jul	Lazada	SE Asia
OMD	Jun	Danone	Malaysia
dentsu X	Jul	Honda Malaysia Sdn. Bhd.	Malaysia
Zenith	Jul	Disney+	SEA
PHD	Jan	Warner Bros Pictures Group	Malaysia
Mindshare	Apr	Awesome TV	Malaysia
MediaCom	Feb	SK Magic	Malaysia
Universal McCann	Jan	Emirates Airlines	Global

Brand Building & Performance in e-Commerce



By Greg Paull
Co-founder and Principal, R3

How much should be invested in brand building and performance is a common discussion point for marketers developing e-commerce marketing strategies. For bigger, more mature brands, the argument is often settled with the funnel model and its numerous variations. However, the emergence of e-commerce conglomerates has tipped the balance and brought new complexity to this debate.

With internet penetration reaching almost every mobile phone, sophisticated data technology platforms and models, and an ever-growing variety of media and content

options, consumer brands are investing more budget into e-commerce performance-based campaigns. Brand strategies are also being heavily influenced by, if not based on, performance goals and actual sales data.

Brand and performance are not a contradiction

Brand branding and performance don't contradict each other but are the 'dual engine' of growth. The integration comes when marketers can observe changes in performance, reflect on what it means for the brand, and devise brand strategies that grow the brand asset and make the

E-COMMERCE PERFORMANCE

... Brands that follow the dual engine paradigm are able to be agile in decision-making around budget allocation, and also approach organizational structure and agency ecosystems more holistically...

job easier for the performance engine. Brands that follow the dual engine paradigm are able to be agile in decision-making around budget allocation, and also approach organizational structure and agency ecosystems more holistically.

Any brand looking to enhance its e-commerce capability on both fronts must start with knowledge of their business strategy and existing talent capability. Only then can they determine the scope of work and goals before assigning brand building and performance tasks to either internal teams, a 4A's agency, or other identified service providers.

1. Build a high-performing e-commerce marketing team

E-commerce leaders must be deliberate in their efforts to define each marketing task. Doing this will help clarify roles and responsibilities, facilitate effective communication and collaboration, and pave the way for efficient vendor management. Each task should be categorized by degrees of responsibility (internally or outsourced) and defined by outcomes, authority, and rewards.

A common mistake made by marketers when developing e-commerce teams is attempting to hire talent that is too versatile. A job description that includes both e-commerce operations and branded content will not produce many qualified candidates. From martech, experiential, VR/AR, co-promotions, IP collaborations, and celebrities, there are too many developments in this space to keep track of. The onus is on agencies, media partners, and consultants to provide training in these areas; a practice encouraged by market leaders such as Haier and Procter & Gamble.

E-COMMERCE PERFORMANCE

2. Design an agency ecosystem based on needs analysis

To establish the right agency ecosystem to support e-commerce initiatives, marketers need to understand the overall impact that e-commerce has on their business. A simple way of categorizing the significance of e-commerce is to define what level of commitment is needed. This can be an incredibly nuanced exercise. It concerns the current contribution of online sales and requires a systematic and forward-looking corporate strategy.

For example, in a fully integrated e-commerce system, resources across the entire business are pooled together to increase online sales. Changes in e-commerce would feedback to and affect the whole company. All top-selling brands on e-commerce platforms are brands that have entered this level of integration, including Uniqlo, Adidas, Zara, and L'Oréal.

3. Choose the right service partners

Most 4A's agency groups have their own e-commerce and performance-focused teams. These specialized groups can

provide marketing services that utilize the complete arsenal of a brand's media resource to simultaneously build brand assets and achieve e-commerce success. However, their store operations tend to be outsourced, keeping them distant from the day-to-day management of the e-commerce business.

There are some important distinctions to make when deciding to work with 4A's agencies or other e-commerce services providers. The main difference is in their development pathway, their core business philosophy, and team composition. With partners that do not have an anchor in marketing, the difference is so significant that the meaning behind the term 'brand strategy' can refer to different things. Ways of working can also be significantly different. Their strategy and media capability may also be limited to the scope of specific e-commerce platforms and lack high-level and long-term vision.

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

SHOWCASE



MullenLowe New York and Mediahub have launched an exposé on legal gaps, one of the key prevention measures needed to end violence against women and girls around the world in a public service campaign for UN Women. As violence has increased against women during the COVID-19 pandemic, and an additional 15 million women are expected to be affected by violence for every three months the lockdown continues.

Client: **UN Women** Agency: **MullenLowe, New York**

MARKETING

PLACEMENT RATES

WEEKENDER

CONTENT & AD PLACEMENT OPTIONS



CAMPAIGNS
(2 PAGES)
RM5,000 + 6% SST
ADD RM1,000 IF CONTENT
DONE BY MARKETING
MAGAZINE

BACK PAGE
RM12,000 +
6% SST

INTERVIEWS
(3 PAGES)
RM8,000 + 6% SST

SPECIAL
FEATURE (3 PAGES)
RM6,500 + 6% SST

FULL PAGE AD
PLACEMENT
RM5,000 + 6% SST

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