

MARKETING

WEEKENDERTM

ISSUE #282 MARCH 2021

Meet The Man Behind

RASUAH BUSTERS

Datuk Hussamuddin Yaacub



THE
APPIES
2021

MALAYSIA
MARKETING CAMPAIGNS AWARDS

AWARDS NIGHT

JUNE 25

EDITOR'S NOTE



**Losses from
1MDB can buy
us 30 islands
the size of
Penang.**

04

COVER STORY

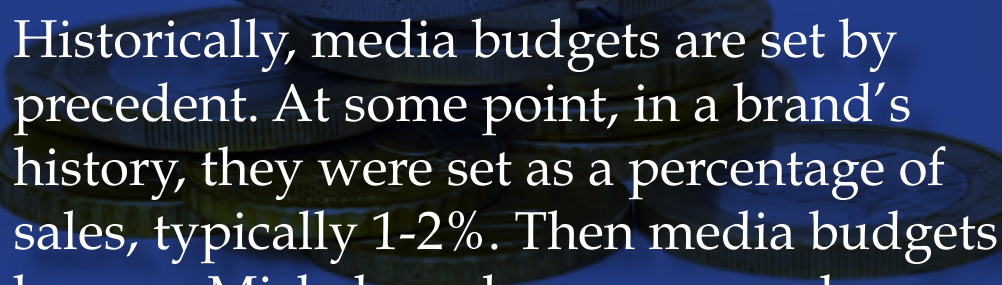


**This man is
seeking a cure
for a disease
worse than
COVID!**

It started as a personal
awakening. Driven by a
sense of hopelessness that
is enveloping our beloved
country....

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07 **Budging the
Budget**



Historically, media budgets are set by precedent. At some point, in a brand's history, they were set as a percentage of sales, typically 1-2%. Then media budgets become Michelangeloesque, namely carved in stone, beautiful and immutable.

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**APPIES Malaysia
Awards Night on
June 25!**

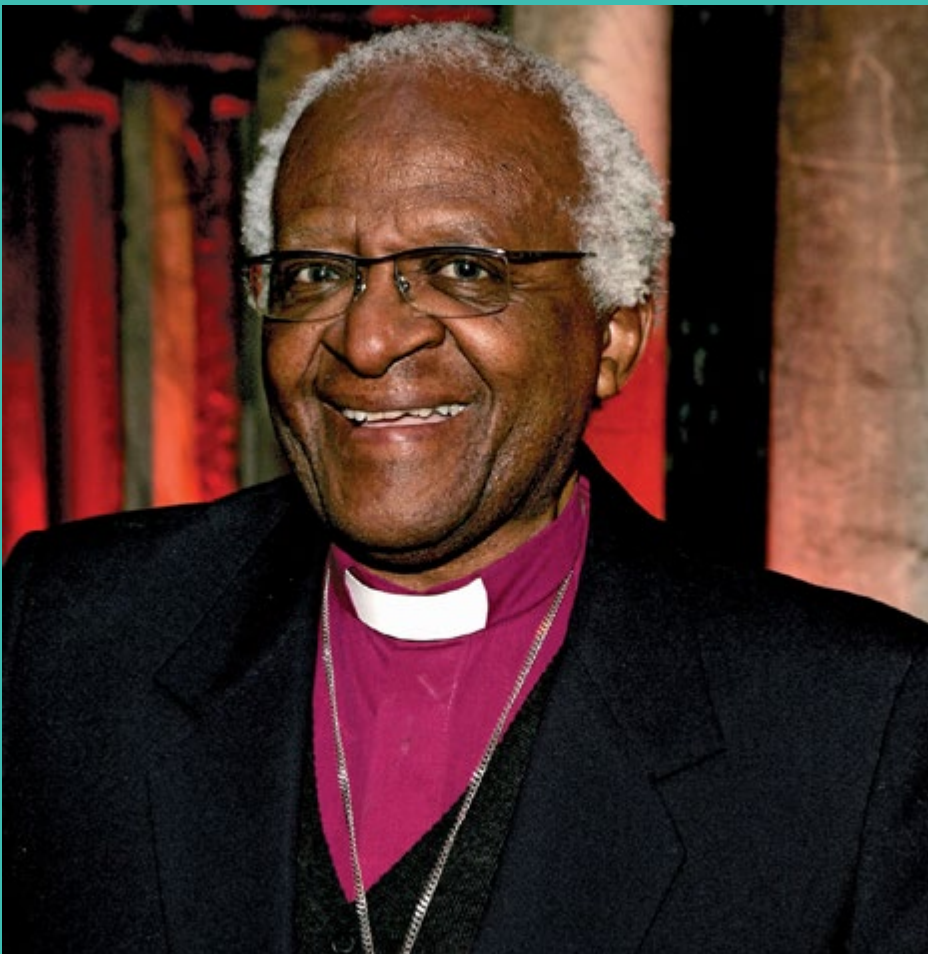
The APPIES
Malaysia Marketing
Campaigns Awards
2021 is back!

Say What



“OUR ANXIETY DOES NOT COME FROM THINKING ABOUT THE FUTURE, BUT FROM WANTING TO CONTROL IT.”

Kahlil Gibran

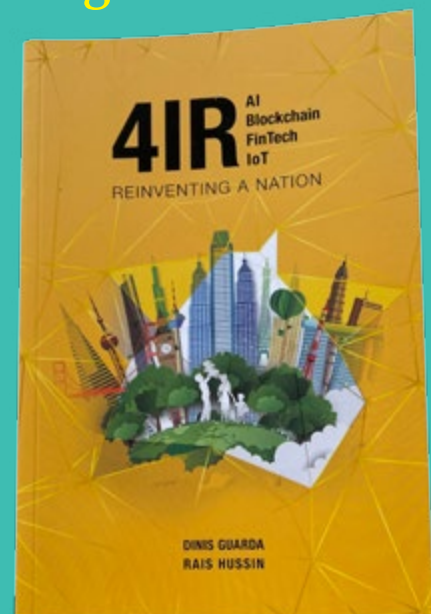


“IF YOU ARE NEUTRAL IN SITUATIONS OF INJUSTICE, YOU HAVE CHOSEN THE SIDE OF THE OPPRESSOR.”

Nobel laureate Desmond Tutu

“WHAT SHAPES OR DESTROYS WORLDS ARE STORIES. THE BIGGEST CHALLENGE FACING NATIONS TODAY IS HOW TO DESIGN A NEW, MEANINGFUL AND POSITIVE STORY FOR THEIR SOCIETIES.”

Dato' Dr. Rais Hussin - Chairman of MDEC and co-author of 4IR Reinventing A Nation



Losses from 1MDB can buy us 30 islands the size of Penang.

Oracle billionaire Larry Ellison bought Hawaiian island Lanai for USD300 million in 2012. Lanai (364 km²) is the sixth-largest of the Hawaiian Islands and is much bigger than Penang island (293 km²). See the report produced by the Centre to Combat Corruption and Cronyism (C4) three years ago on the RM39 billion 1MDB allegedly lost through **fraud** and mismanagement.

Do the math.

If you call this CORRUPTION, see how grave the situation is.



Ray is shining in Bangsar and the Federal Highway.

Double wins for Raymond Siva, Chief Marketing Officer of MDEC at the Malaysian CMO Awards: Special Mention Silver Award for Best Marketer in Event & Experiential Marketing, presented by Visual Retale. Gold for Best Marketer in Social Media Marketing presented, by Visual Retale



Bangsaria Jalan Maarof, DOOH Partner: Visual Retale



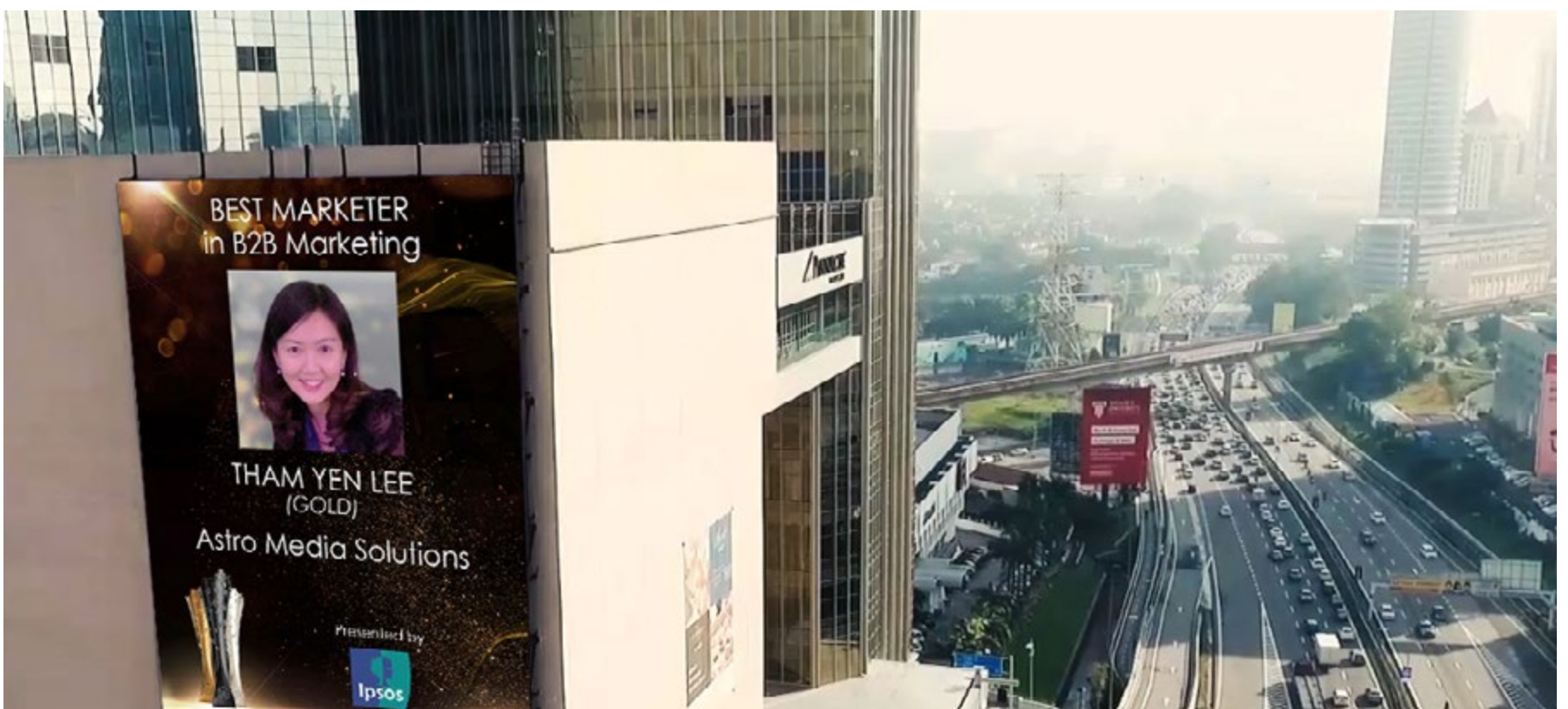
Pinnacle Federal Highway PJ, DOOH Partner: Visual Retale

Her yen for excellence wins her Gold for Best Marketer in B2B Marketing.

Tham Yen Lee, Head of Marketing Services at Astro Media Solutions wins Gold for Best Marketer in B2B Marketing, presented by Ipsos.



Bangsaria Jalan Maarof, DOOH Partner: Visual Retale



Pinnacle Federal Highway PJ, DOOH Partner: Visual Retale



Budgeting the Budget

(or why your media budget needs to be scientific and data-driven)

Historically, media budgets are set by precedent.

At some point, in a brand's history, they were set as a percentage of sales, typically 1-2%. Then media budgets become Michelangeloesque, namely carved in stone, beautiful and immutable.

Clients budget the same amount every year or grow their budgets slightly if they have a

sales growth target. As many product categories saturate, the growth in their media budgets plateaus.

So far, so classical.

CFOs would sleep soundly knowing that advertising has been pigeon-holed and is a planned cost that is under control. Conversely, CEOs would

BUDGET OH BUDGET



... IF YOU ARE A
CMO, DO YOU
KNOW WHAT YOU
COULD ACHIEVE
IF YOU SPENT
ANOTHER RM 3
MILLION OR RM 5
MILLION ON MEDIA
FOR ADVERTISING?

stay up late wondering how they would hit growth targets.

The situation gets exacerbated with the “new nightmare” of digitization. With the rise of digital marketing and e-commerce, the paradigm must change.

If you spend more, could you get more sales? Would it drive more brand affinity? Does greater brand engagement translate into more cash in the bank? Is digital marketing a measurable lever that can produce business returns?

Ad investment and its relationship to sales can be measured and tracked, using data science. However, 95% of brands are not being scientific today in this process. They are stuck in classical aka prehistoric, precedent-based approaches to budget setting and forecasting.

Why are brands like Foodpanda in the top 10 advertisers today? Because they know more ad spends translates into more sales, and are investing accordingly.

You can argue that food delivery has skyrocketed in the pandemic, but what about groceries?

And what about banks? And FMCGs?

Many mid-sized advertisers have failed to spot the opportunity: advertising is not a cost but an investment that can bring sales and scale.

If you are a CMO, do you know what you could achieve if you spent another RM 3 million or Rm 5 million on media for advertising?

Can the flotilla of agencies you work with help you build a solid business case to spend through the pandemic recovery?

And if you are given that

BUDGET OH BUDGET



... THESE
CHESTNUTS
BELONG IN THE
SAME MUSEUM
AS OUTDATED
METHODS OF
BUDGET SETTING...

budget, can you drive the requisite Return on Marketing Investment?

These are the burning questions that today's marketers should tackle.

In order to achieve growth, here are some simple steps to follow:

1. Analyze your sales and advertising data with the help of a data scientist, to establish a model of spend vs sales. Techniques like Market Mix Modelling have existed for decades and are now quite evolved and nuanced. More companies need to use these.
2. Create a business case based on

modelling, and then sell that to the decision-makers to ask for bigger budgets.

3. Execute with an eye for detail.
4. Refine projections and forecasts in agile fashion as you go along.
5. Rinse and repeat the process during budget setting for next year.

Marketing does not need to be the department that spends ad budgets without knowing its effectiveness. A data-driven approach to budgeting and growth will help solve the old chestnut about "not knowing which half of my advertising budget I am wasting". These chestnuts belong in the same museum as outdated methods of budget setting.



Sandeep Joseph is the CEO and co-founder of Ampersand Advisory, a strategic media consultancy that was Campaign Magazine's Malaysia Independent Agency

of the Year (2019,2020). The views expressed here are the author's own: you can debate with him at sandeep@ampersand-advisory.com



This man is seeking a cure for a disease worse than COVID!

Anti-Corruption movement RasuahBusters is rallying an entire nation to the shocking realities before us.

It started as a personal awakening. Driven by a sense of hopelessness that is enveloping our beloved country. A disease that was eating up the country and robbing it of its deserving future. The scourge of corruption at all levels had the Chairman of Kumpulan Karangkraf up so many nights he stopped counting them anymore.

COVER STORY

Malay media mogul and publishing veteran Dato' Hussamuddin Haji Yaacob was not having it anymore. Enough is enough he declared.

And a few months on, he has galvanised a think tank of doers and experts from multiple domains, "A coalition of the Willing" he calls them, to help him to drive this dreaded dishonesty to the grave. The campaign aims to tackle all manner of corruption from bribery, extortion, cronyism, nepotism, patronage, influence peddling to graft and embezzlement.

He shares, "During the COVID-19 lockdowns, I realised how helpless we were and told myself we should do everything from experiencing a similar disaster to as Malaysians and our country as a whole. That's when I realised that CORRUPTION of all kinds at all levels was the next catastrophe and worse still, we had already crossed the tipping point!"



COVER STORY

... MALAYSIANS EXPRESSED FAITH THE MACC WAS DOING A GOOD JOB IN CURBING CORRUPTION, WHICH IS SLIGHTLY HIGHER THAN THE ASIAN...

Bribery, corruption, inflated costs, closed tenders, flawed procurement, financial leakages, greasing the wheels, duit kopi, call it what you will. Transparency International Malaysia (TI-M) says, “71% of Malaysians think that Government corruption is a big problem, with Parliament, the police and Government officials ranked the highest for the perception of corruption among public institutions.”

This was according to the Global Corruption Barometer for Asia 2020 survey, which covered 20,000 people across 17 countries. In Malaysia, the survey was

conducted between July 2019 and June 2020, covering both the Pakatan Harapan (PH) and current Perikatan Nasional (PN) administrations. TI-M said 36% of those surveyed felt Members of Parliament to be corrupt, and 39% strongly believed that corruption was on the rise.

However, 67% of Malaysians expressed faith the MACC was doing a good job in curbing corruption, which is slightly higher than the Asian average of 63%, and 68% still believed ordinary people can make a difference in fighting corruption, which is higher than the average in Asia of 62%.

Destroy it before it destroys us

To Dato Hussam and his team, corruption starts with the individual. If the individual is true and honest, the corruption culture does not stand a chance. It starts with saying NO.

A behavioural change, a return to our core belief system. Values and moral principles imbued in us since we were young.

In seeking out the message that would resonate best, the team journeyed back to the time when we were taught about the

COVER STORY

shared values of respect and love for each other. The search brought them back to “Mother” the symbol of all things, real and right. “Pulang ke pangkuan bonda” or a return to the wholesome and selfless values every mum wants her child to have. From womb to tomb.

Mak Kata Jangan

Hence was born the war cry “Mak Kata Jangan” or “Mum Says No”. Using Mum as a moral compass in the anti-corruption campaign, three films were produced which depict mums being disgusted when they discover their children are “on the take”.

While mum’s love can melt hearts, a Mum’s fury is like a speeding train on a fearless rampage. The PSA films evoke the guilt of corruption close to home, and shows how corruption can stain a family made by a loving homemaker. It amplifies the sin committed, and exposes shame and dishonour to the family.

People’s Campaign

Dato Hussam is quick to point out that while the team is racing

“MAK KATA JANGAN” OR “MUM SAYS NO”. USING MUM AS A MORAL COMPASS IN THE ANTI-CORRUPTION CAMPAIGN, THREE FILMS WERE PRODUCED WHICH DEPICT MUMS BEING DISGUSTED WHEN THEY DISCOVER THEIR CHILDREN ARE “ON THE TAKE”.

against time to get the message out onto various media platforms (both offline and online), he confesses that this movement belongs to the people.

In that context, he and his team are reaching out to Key Opinion Leaders (KOLS), community leaders, associations, caring brands, and NGOs to take ownership of this campaign and drive it forward into the national consciousness.

“We are happy to provide our collaterals and support materials for them to adopt this campaign as the same and interpret it

COVER STORY

“AT THE END OF THE DAY, WE HOPE TO MEET YOU AT THE SAME FINAL DESTINATION AND HUG YOU FOR A JOB WELL DONE, NOT JUST FOR ALL OF US BUT FOR OUR FUTURE GENERATIONS TO COME.”

according to their own objectives. RasuahBusters can provide the startup kits for this movement to take root and expand to all corners of Malaysia and across all walks of life. The rest is left to creativity and imagination.”

He also says the movement is non-political, non-religious and non-profit. “We are guided by the principles of the Rukunegara, the Federal Constitution and shared religious and traditional values.”

“At the end of the day, we hope to meet you at the same final destination and hug you for a job well done, not just for all of us but for our future generations to come.”

Apart from RasuahBusters’

current social platforms and digital channels, an App is also in the making which is designed to allow whistleblowers to identify, report and play a role in citizen policing on the go.

An encouraging observation in the Global Corruption Barometer for Asia 2020 report shows that 53% of Malaysian citizens say that they can report corruption without fear.

Zero Politics

“Ours is not an enforcement agency, as we will work closely with government agencies dedicated to fight corruption. Our role is to reflect what the people think, provide constructive feedback, and highlight the gravity of the situation. Corruption is both about the giver and the taker. If we are sincere, we can fight this together and not shortchange ourselves of the amazing future we can build together.”

According to Transparency International Malaysia, corruption has cost Malaysia about 4% of its gross domestic product (GDP) value and this report was almost three years ago. The Deputy Prime Minister then also announced that

COVER STORY



Apa ni?



Ini duit belanja.



Degil!!!



MAK KATA
JANGAN...

KAU MEMANG NAK KEMERIAHAN

 CLICK TO WATCH THE VIDEO



讲一次, 两次, 三次



MAK KATA
JANGAN...

妈妈讲, 不要!

 CLICK TO WATCH THE VIDEO



MAK KATA
JANGAN...

 CLICK TO WATCH THE VIDEO

FILM CREDITS:

Film Production House **Directors Think Tank** • Director **Aiman Aliff**
• Executive Producer **Pat Singh** • Producer **Don Wong** • DOP **Julian Oh** • Editor **Aiman Aliff** • Post house **DTT Post** • Colourist **Katelyn**
• Online **Lim Lynn** • Audio **TWOAM audio**

COVER STORY

“THIS JOURNEY OF COURSE-CORRECTION WILL TAKE A LONG TIME, MAYBE EVEN A GENERATION-LONG.”

Malaysia lost RM47 billion in GDP value to corruption in 2017. Imagine what could be done with all that money!

“We want modern services and a better standard of living; we want up-to-date medical facilities at par with the world’s best, available to every Malaysian. We desire strong and efficient infrastructure and support systems for a superior quality of life. But corruption is taking these away from us!” he adds.

As the conversation on corruption grows, RasuahBusters has held regular televised discussions on the topic.

One senior police officer commented at one of the sessions, “If going to the courts to face corruption charges appears like a media circus with an entourage of hero-worshippers,

one has to wonder how far we have to go to reverse this alternative reality, which is now rooted in populism.”

Dato Hussam admits, “This journey of course-correction will take a long time, maybe even a generation-long. But let’s stay the course and steer it to its rightful place. I urge all Malaysians to lend their voice, talent and time to driving out this menace from our society. It is our responsibility to stop this. We cannot wait for others. If we do not do anything, our value system will collapse further.”

Malaysians can start their own RasuahBuster movement by registering [here](#).

The objective is to empower individuals from every strata of society to fight corruption within their circles.

Participants can also track their graft busting activities with the group using the hashtag #RasuahBusters.

Participants keen to volunteer can WhatsApp 019-3823635, while those who wish to file a legitimate complaint can WhatsApp 019-6680920.

Website: www.rasuahbusters.com

#RasuahBusters is a campaign to **eradicate corruption in Malaysia** - bribery, extortion, cronyism, nepotism, patronage, influence peddling, graft and embezzlement

It includes **grand** versus **petty** corruption, **conventional** versus **unconventional** corruption and **public** versus **private** corruption

CORRUPTION

Your **NO** matters!



Your **SUPPORT** matters!

**IF WE DO NOT STAND UNITED AGAINST THE CORRUPTION,
ALL LOSE AT THE END AS A NATION**



RasuahBusters



RasuahBusters



RasuahBusters



RasuahBusters



New media is not even new

The first advertising class I ever took was in Brooklyn and two creatives from Madison Ave came to my college to teach us.

The first project they gave us was to advertise ourselves, just that, no brief.

So that's what we worked on all week, we did what we thought was advertising.

We got our visualiser pads, we

drew up ideas for posters, print ads, commercials.

Some of us even made up posters and stuck them up in the street near where they worked.

Some of us went to their agencies and handed out badges.

Then, on the evening of the presentation, we all walked in except one girl who was missing.

The two teachers sat at the

CREATIVE MISCHIEF

front with long faces.

They said: “There isn’t going to be a class tonight, the best student here was killed in a car crash.

We got a letter from the Dean asking us to collect her work.

She was the best one here, if anyone was going to make it, it was her.

Her work was interesting, exciting, fresh, unusual. It isn’t fair that she’s gone...”

They carried on eulogising her for at least fifteen minutes, then eventually they just sat there quietly, looking at the floor.

At that moment, the girl poked her head round the door, she said: “Have you finished? Thanks very much, you just did my advertising for me.”

The two teachers were gobsmacked.

They were furious, they said: “What the f***.....” and they couldn’t get any more words out.

They threw down the letter and stormed out of the room.

The next week they came back, they had calmed down.

They said that was the worst, cruellest, sneakiest, best, most original and creative, way they’d ever seen that project handled.

... WITH A MINIMUM OF EFFORT, SHE'D GOT THE TWO TEACHERS TO SPEND THE CLASS JUST SAYING NICE THINGS ABOUT HER, DOING THE PROJECT FOR HER IN FACT...

That girl knew that, in America, whenever anyone dies they receive a eulogy where everyone says nothing but nice things about them.

So, with a minimum of effort, she’d got the two teachers to spend the class just saying nice things about her, doing the project for her in fact.

And better than that, those two creatives carried that letter in their wallets and showed it to all their friends up and down Madison Avenue.

By the time she graduated, every ad agency knew her name and she could have got a job anywhere.

CREATIVE MISCHIEF

... NOWADAYS,
EVERYONE THINKS
IT'S A REVOLUTIONARY
THOUGHT TO SAY
THAT 'ADVERTISING'
DOESN'T JUST MEAN
CONVENTIONAL MEDIA...

All because she didn't take the word 'advertising' to mean the conventional solutions the way the rest of us did.

Nowadays, everyone thinks it's a revolutionary thought to say that 'advertising' doesn't just mean conventional media.

That's what all the new media gurus mean when they say 'advertising is dead'.

But their thinking doesn't extend beyond new media, new technology.

Thinking beyond advertising doesn't just mean using whatever new media is around.

New media is just a new form of the same old conventional thinking.

"Here's the brief, we want to see lots of digital."

What's true is what's always been true, real creativity doesn't restrict itself to what everyone else is thinking.

While the whole class was thinking of conventional advertising, that girl was thinking: "What's beyond that, what won't anyone else even dare think of?"

Given that everything is potentially media, what is there in the entire world that's fresh and original that I could use?

What is there that no one else would even think of as media?"

That was my very first lesson in real creative thinking, many years before new media gurus even existed.



Dave Trott is a creative director and the author of Creative Mischief; Predatory Thinking: A Masterclass in Out-thinking the Competition; One Plus One Equals Three: A Masterclass

in Creative Thinking and most recently The Power of Ignorance. After starting his career at BMP he founded a number of agencies including Gold Greenlees Trott, Bainsfair Sharkey Trott and Chick Smith Trott which merged with The Gate in 2011. Trott left the agency three years later.

Dave Trott's new book is available from [Amazon](#).

SHOWCASE

Whopper of a blunder!

Death by Twitter.

Tweeters had a field day recently when Burger King ran a full page ad in the New York Times to mark International Women's Day. The provocative headline ran alongside an announcement of their H.E.R. (Helping Equalize Restaurants) scholarships to support women chefs.

Even though the body copy explains the headline: "Fine dining kitchens, food truck kitchens, award-winning kitchens, casual dining kitchens, ghost kitchens, Burger King kitchens. If there's a professional kitchen, women belong there.", it was too good for tweeters to ignore.

They picked on the headline "Women belong in the kitchen" and viralised it into a Twitter storm in no time.

While Burger King tried to explain itself in subsequent tweets, KFC's official gaming account tweeted a mocking meme in response:

Women belong in the kitchen.

Fine dining kitchens, food truck kitchens, award-winning kitchens, casual dining kitchens, ghost kitchens, Burger King kitchens. If there's a professional kitchen, women belong there.

But can you guess who's leading those kitchens these days? Exactly. Only 24% of chef positions in America are occupied by women. Want to talk head chefs? The number drops to fewer than 7%.

This is where the new Burger King H.E.R. (Helping Equalize Restaurants) Scholarship comes in. It's a commitment from one of the biggest restaurants in the world to help their aspiring female chefs. Because every woman with a passion deserves the chance to advance, whether it's in culinary school, a Burger King kitchen or any other kitchen in the world.

BURGER KING
Foundation

Visit <https://tkindmorefoundation.org/> to learn more.





APPIES Malaysia Awards Night on June 25!

The APPIES Malaysia Marketing Campaigns Awards 2021 is back.

APPIES Malaysia is an annual event that presents a rare opportunity for creative, media, digital and marketing agencies, and brands to present their best campaigns to the industry.

Despite hosting this event virtually due to the ongoing battle against COVID-19, this is the only event in Malaysia where Live Presentations meets Live Judging. It is a great chance for great presenters with outstanding work to show off to 40 of Malaysia's key **marketing industry leaders**.

The APPIES is the only place you can get to learn deep insights from local case studies.

Known as the 'TED for Marketing', campaign

entries will be presented by their brand marketer and/or campaign creator in an interactive format comprising a 4-minute creative reel summarising the campaign, followed by a 5-minute oral presentation highlighting aspects of the campaign, and finally a Q&A with judges.

Led by Head of Jury Santharuban T Sundaram, CEO of Advend Group of Companies (Atlas Vending Pte Ltd) and APPIES Malaysia Advisor Adam Wee Abdullah, ex Group CMO of the CIMB Banking Group, entries will be judged by the Who's Who in the marketing fraternity of Malaysia.

Campaigns must have run between April 2020-May 2021 and there are 10 categories to choose from, updated to include new platforms and technologies available for



marketing to excel in. You may also submit across multiple **categories**.

Winners will receive prestigious Gold, Silver or Bronze trophies across 10 campaign categories, and 7 Best of Best categories (Red) at the APPIES Awards Night on 25th of June 2021 (with COVID- 19 SOPs in place).

Our last physical event was in **February 2020** and we successfully implemented COVID-19 SOPs with the help of MERCY Malaysia.

Call for Entries open now **here**.

APPIES Malaysia 2021 Entry Kit available **here**.

For assistance, contact **ruby@adoimagazine.com**

OPEN FOR CAMPAIGN SUBMISSION

Closing Date:

16 April 2021

CATEGORIES

1 Best in Food & Beverage

2 Best in Non-Food FMCG

3 Best in Festive & Entertainment

4 Best in Digital & Social

5 Best in AdTech/MarTech

6 Best in Consumer & Business Services

7 Best in Consumer Durables

8 Best in Customer Experience

9 Best in E-Commerce

10 Best in Marketing Innovation



GOLD



SILVER



BRONZE



BLACK



RED

Online Submission:

<https://appies.com.my>

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