

MARKETING

ISSUE #284 MARCH 2021

WEEKENDER™



The logomark of the alphabet 'T' is in a negative space but still apparent. A bold 'T' shows the culmination of all the hard work that went into building the Trapper business from the beginning. The shadow in stripes represents a rubber tree incision, paying homage to its heritage. It is facing upper right to inspire progress and to remind the business to keep moving forward. Logotype is in red, a powerful colour that stimulates the mind and attracts attention....

TRAPPER

The Growth Engineers



Kenneth Wong
CEO, Trapper Interactive



Sue-Anne Lim
CEO, Trapper



**Sivanathan
Krishnan**
Chairman &
Co-Founder
Trapper Group

The transformation of TRAPPER

A tale of guts, growth and humble glory.

It is not often that a Malaysian-owned advertising media company that has fought its own battles and faced economic crises, still stands to tell its story...

This is in essence the colourful odyssey of a growth engine called simply TRAPPER. An engine powered and inspired by people soaked in the soul of this land called Malaysia.

Formerly known as TRAPPER Media Services, it has morphed into TRAPPER, a new marketing communications powerhouse riding on the progressive mantra of Growth Marketing.

Growth Marketing is a term coined by serial entrepreneur Sean Ellis, whose sole preoccupation to this day is 'How can I grow my user base as quickly as possible?'.
|

Growth marketing media companies like TRAPPER multivariate testing to develop experiments around what content is seen and when by different user segments, and using the results develop highly optimized strategies for each identified user segment, going down to the individual level.

Trapperians call themselves Growth Engineers and apply these principles to optimise the user experience in their client's campaigns throughout the customer journey.

20-year Growth Culture

20 years on, there has been no turning back for Trapper. They believe personal growth and client growth are symbiotic.

When it comes to media services, digital solutions, events,



L-R: Kenneth Wong, CEO of Trapper Interactive; Beverly Koh, Trapper Group Group CFO & Co-Founder; Sivanathan Krishnan, Trapper Group Chairman and Co-Founder; Sue-Anne Lim CEO of Trapper; Kumaresh Visvanathan, CEO of adwork.

activation and creative content, Trapperians are proven growth specialists for brands.

“When clients grow with us, they give us a sense of ownership and pride, and motivate us to continue growing in our capabilities and capacities,” says Sue-Anne Lim, CEO of Trapper.

“There is no line where one starts and ends. Which is why, a true Trapperian recognises that growth starts as a personal choice. They have to cross their own line in the sand.”

Under the Trapper Group, there are media brands such as Trapper (previously Trapper

COVER STORY

Media Services), SEED (known as Seed Integrated), Trapper Interactive or TIN, and other non-media brands like Adwork, a media marketplace solution for the SMEs who prefer a piece-meal and modular approach to buying media.

There's also a programmatic platform called Adminer, which their media brands readily tap into.

The Group is relaunching SEED, their second agency, soon.

"SEED was previously a content agency and we realised that there is an increasing need for integrated thinking. Therefore, SEED will be relaunched as our creative partners' dream team. We structured it in such a way that it's the perfect OEM media partner to agencies who have strong strategy leads," adds Sue-Anne.

Rebel with a cause

Trapper's DNA has always been to start from the outside coming in, giving each campaign a look and feel of new energy and focus. This involves the kind of risk only rebels will take upon themselves on behalf of brands.

So while most global media

companies dominate the market, Trapper seized the middle ground and does great work for many passionate business owners, no matter their size.

Purpose-Driven Focus

Trapperians call themselves Growth Engineers because their approach is function-based.

"Sales loss is often a symptom not a disease. We identify the exact business challenges for our clients and design functional solutions via any way that works, even the ones outside of media," explains Sue-Anne.

"We are not design-based in the sense that we are not shackled to solutions we need to sell. My past few years in consulting has really opened my eyes to new ways of solving business problems."

"Clients today are unclear of the solutions they need and it is evident when we see them calling all kinds of agencies in various verticals to pitch for the same project."

"Trapper's approach is to focus on a strategy that works and innovation that makes sense, rather than overpromising with impractical ideas and approaches. Ultimately, if the

COVER STORY

... THERE IS NO 'KILLER APP' IN THIS BUSINESS, THE MOST FLEXIBLE, NIMBLE AND UNITED TEAM WINS...

client is not growing their business with us, then what are we here for?"

An SME for SMEs

"Being an SME too, we understand them through and through. SME structures are completely different from multinationals. This is an area that network brands find challenging because they just 'don't get' SMEs," says Kenneth Wong, CEO of Trapper Interactive.

"We have also made certain practices a norm for clients. We provide Live dashboards for clients because as we know, data is fast and comes from every consumer touchpoint and direction. This isn't innovation, this is the new norm of digital marketing."

According to the latest

RECMA (Research Company Evaluating the Media Agency Industry) report, Trapper is top in class in driving local business successes.

Sue-Anne says, "We are directly involved in helping SME communities understand what it takes to be competitive via business networks like *Vistage*."

"Almost every one of us has worked in international agencies before arriving at Trapper, so we understand the level of diligence and rigour needed to build global brands."

No Killer App?

Sue-Anne says there is no 'killer app' in this business; the most flexible, nimble and united team wins.

We have great partners in other countries for on-ground support, while still based in Malaysia.

She does not believe the 'origin' of the agency or idea matters anymore. What matters more is the ability to fish and the capability to deliver.

In the first 100 days of this year, Trapper has won new businesses on their own and in partnership with business

COVER STORY

partners. Clients like Spritzer, and more. They also recently won the remit for Watsons in two markets, Singapore and Indonesia (with an Indonesian partner) while the team is based here.

Another assignment is a digital product from Turkey called Hawaya, with one of their Malaysia-based creative partners.

What's next?

At the Group level, Trapper is looking at investment opportunities that are complementary to the communications ecosystem.

“Adaptability is crucial to success. I believe in the irony of disrupting your own business to protect your future revenue. Good people will always stay and grow with us, despite the business type. Before Toyota became a global automotive brand, they made power looms for textiles. Samsung’s first business was a grocery store. Western Union was an international telegraph network in 1851, disrupted by the telephone and the internet, now a giant in financial services.” says Sivanathan Krishnan, Chairman

“I’VE WORKED ON BIG BRANDS WHO DECIDED TO GO 100% ONLINE AND THEN REALISED THEY LOST GROUND IN BRAND EQUITY FROM THE 2ND YEAR ONWARDS!”

and Co-Founder of Trapper Group.

Sue-Anne adds, “I believe the pandemic has certainly created a whole new work culture. There is more empathy and eagerness now and definitely a whole lot of trust. People take care of the company who takes care of them.”

“I’ve worked on big brands who decided to go 100% online and then realised they lost ground in brand equity from the 2nd year onwards! There is a role for every media at every stage of the consumer journey – find the best channel to deliver in the moment and then take a step back and look at how the entire campaign is orchestrated. Don’t miss the forest for the trees.”

EDITOR'S NOTE

10

The gentleman's ride has arrived

I don't care what my friends say. Most of all, I don't care what Tan Yew Leong thinks...

COVER STORY

02



TRAPPER



The transformation of TRAPPER

A tale of guts, growth and humble glory.

11 6 ways Marketers embrace Ramadan

This is self-introspection time and a season Malaysians welcome with open hearts, year in year out: Ramadan and Raya...

14

Chun Wai is back in Star Media Group

Media icon Datuk Seri Wong Chun Wai's tenure as Advisor has been extended...



“LOTS OF PEOPLE WANT TO RIDE WITH YOU IN THE LIMO, BUT WHAT YOU WANT IS SOMEONE WHO WILL TAKE THE BUS WITH YOU WHEN THE LIMO BREAKS DOWN.”

Oprah Winfrey

ADVERTISING IS A REALLY SIMPLE BUSINESS.

WE LIKE BRANDS THAT ACT LIKE PEOPLE WE LIKE.

WE LIKE BRANDS THAT ARE HONEST.

WE LIKE BRANDS THAT UNDERSTAND OUR ISSUES.

WE LIKE BRANDS THAT SPEAK TO US AS EQUALS.

WE LIKE BRANDS THAT DON'T CONDESCEND.

WE LIKE BRANDS THAT DON'T BULLSHIT US.

WE LIKE BRANDS THAT DON'T HOLLER.

WE LIKE BRANDS THAT DON'T TELL US HOW GREAT THEY ARE.

WE LIKE BRANDS THAT ARE HONEST AND ADMIT WHEN THEY F*** UP.

WE LIKE BRANDS THAT TELL THE TRUTH.

WE LIKE BRANDS THAT HELP US.

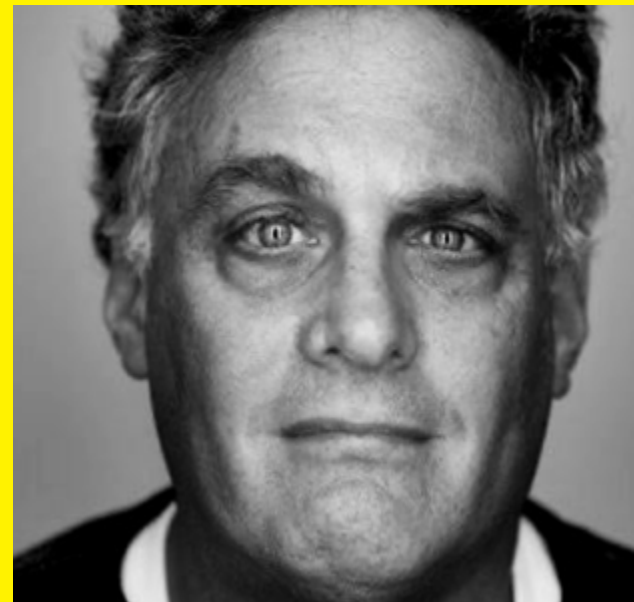
WE LIKE BRANDS THAT LISTEN.

WE LIKE BRANDS THAT ARE FUNNY.

WE LIKE BRANDS THAT ARE RELIABLE.

WE LIKE BRANDS THAT ARE CONSISTENT.

George Tannenbaum, writing in AdAge.



EDITOR'S NOTE

The gentleman's ride has arrived



I don't care what my friends say. Most of all, I don't care what Tan Yew Leong thinks.

I wanted a bicycle.

Not one of those featherlight plastic contraptions with 21 gears that go nowhere.

I wanted a bicycle with a left brake for quick stop, and a right one for slow stop.

Not those power pump brakes that throw you into the nearest

monsoon drain.

I wanted a bicycle that does not make me stoop forever over a sausage-length handle bar.

So here it is....all I wanted for Deepavali has arrived in time for Vaisakhi.

A Made in China, Classic "male" Golden Lion 26" wheel single-speed brand new bicycle.

With a bell.

astro

Salam Ramadan

Buka Lembaran Baharu



6 ways Marketers embrace Ramadan

This is self-introspection time and a season Malaysians welcome with open hearts, year in year out: Ramadan and Raya.

Astro trained their lens on this coming festive season to share some insights on how smart brands can leap ahead, especially after a long hiatus because of you know what.

Brands can now hone in on 93% of Malay audiences and their interests, through Astro's multiple content offerings and channels. Pointers which will win for marketers during this season are...

SONGS

Festive music videos will be the rave. Guess where your brand can shine with top-draw artistes like Hael Husaini, Syamel, Ara Johari and award-winning composer S. Atan, through a series of music videos?

FOOD

With a potential reach of 5.6 mil views*, hit cooking show *Pung Pang Rizalman* by Dato' Rizalman returns as he shares all his favourite recipes. For digital cooking content, *Sayang, Ajar Masak* hosted on Ria X YouTube

RAMADAN & RAYA BEST

channel will be amplified through digital assets.

DRAMAS

To tap into a potential reach of 4.7mil** drama fans celebrities Uqasha Senrose, Faizal Hussein and Redza Rosli who are starring in Astro Ria's, *Rindu Awak Separuh Nyawa*, *Kisah Rumah Tangga* and Gempak's Original Series: *Ramadan Pertama Edi* respectively.



 CLICK TO WATCH VIDEO

GIVING BACK

Astro is working with Jejak Ebit Liew, motivator and preacher with 4.4 million followers as he documents his good deeds in helping underprivileged communities. Kongsi Rezeki Ramadhan on SINAR radio will see listeners getting an opportunity to pay it forward by buying extra groceries to 'sedekah' at chosen Rak SINAR outlets.

FASHION

Astro Prima, Ria X and Intrend are producing 5-minute makeup tutorial capsules

called Cantik Tak by local artistes featuring celebrities and influencers. Consumers can also tune into ERA Sarawak and GEGAR radio which is hosting review segments of the best Raya outfits.

TRADITION OF GIVING

Brands can reward customers virtually with D'Boyz Buka Puasa Norma Baru and top radio announcers. With Raya Barisan Hadapan hosted by ERA announcers, Johan, Haniff and Ray, brands can send over Raya goodies to the frontliners together with invited celebrities.

Pagi ERA Sarawak and Pagi ERA Sabah will be hosting *Sungkei/Sungkai Sekali* helping the less fortunate or those who must work during breaking-fast times, by taking over their jobs so they can enjoy their food.

For more content marketing opportunities, browse [QuakeCast](#) to check out what's in store.

Contact the Astro Media Solutions team at mediasolutions@astro.com.my or visit our [website](#).

*Kantar Media DTAM, Total Malays: 9.9Mil, April - June 2020 (Season 1, 15 episodes)

** (Kantar Media DTAM, Malay 4+ (Universe: 9.9 mi), 29/12/2020 - 01/02/2021)

UNLIMITED DATA, CALLS & SMS with unifi Mobile™

~~RM99~~

RM59* monthly

- 10GB LTE Hotspot • No Contract

Exclusive to all unifi Home Broadband customers and family members



#unifiYourWorld

*Price is RM79 (RRP RM99) for non-unifi Home Broadband customers.
unifi Home Broadband products include unifi Fibre, unifi Lite and unifi Air.
Terms and conditions apply.

Telekom Malaysia Berhad (128740-P)



Star

MEDIA GROUP

Chun Wai is back in Star Media Group

By The Hammer

Media icon Datuk Seri Wong Chun Wai's tenure as Advisor has been extended by the company's board.

The board of directors, which met on Wednesday, backdated his contract to Jan 1, 2021.

It is understood that Wong's two year term, which ended on Jan 1, was left uncertain during the term of chairman Datuk Fu Ah Kiow.

Fu, however, tendered his sudden resignation on Feb 25, saying it was time to move way for a new leadership and to spend more time with his family. The 73 year old former MCA politician also said SMG has a talented and capable young staff to take the company to greater heights.

Fu has been replaced by Tan Sri Chor Chee Heung, a former

WAI NOT?

Cabinet minister.

SMG insiders said the appointment of Chor and new Chief Executive Officer Alex Yeow will bring stability to SMG after seven years of leadership under the controversial Fu, which was often marred with staff dissatisfaction over alleged interference in company operations.

SMG sources said Yeow's experiences in the property sector would be useful to unlock The Star's land asset including its 14-storey tower in Section 13, Petaling Jaya as well as land in Shah Alam and Penang.

Analysts said they expected Yeow to focus his energy to find new sources of revenue away from the media.

One analyst said SMG should emulate media companies overseas which continued to maintain their media presence but looked elsewhere for revenue.

"Forget about advertisements and paywall subscriptions.

"Yeow has a tough job ahead, but he may be what SMG needs, a non media person with fresh perspectives," the analyst said.

Analysts said they were looking towards better investors

"HE IS THE GUY WHO CAN CALL UP AN OFFICIAL AT PUTRAJAYA AND GET US OUT OF TROUBLE."

relations and to hear what SMG has in mind.

He also noted that the share price of SMG has gone up, saying it reflected positive response from shareholders.

Meanwhile, the newsroom has welcomed the return of Wong into SMG, saying his experience and networking was an asset.

"He is the guy who can call up an official at Putrajaya and get us out of trouble."

"Who else in SMG can deliver interviews with powerful Royalty and Ministers?"

"So, with the general election looming, he will be of great help to his colleagues," said an editor, who spoke on anonymity.

He said Wong, 60, would play a good supporting role to Yeow, a younger person, with business ideas.

COVID or not, we stand up for brands 24/7!



Prisma Group of Companies consists of **Prisma** Outdoor Sdn Bhd and Media Mesra Sdn Bhd. Since 2006, Prisma has expanded its business networks with major international and local brands and has close to 100 sites in various formats throughout Peninsular Malaysia.

It has embraced the future of OOH of digitalization by converting static billboards into digital screens, rolling out along Persiaran Surian (Kota Damansara) and LDP Kelana Jaya.



Spectrum Outdoor Marketing was founded in 1997 and has grown rapidly to anchor themselves as one of the industry leaders for Outdoor Advertising in Malaysia.

Spectrum has been providing customised media solutions with an emphasis on personalised service that has won over many advertisers – ad agencies and direct clients alike through valued sites across Malaysia to ensure that clients have the exposure they need for their ad campaign.



Since 2013, Wow Media has been developing high profile and iconic Out-of-home landmarks and digital networks across key market centres in Malaysia. Their digital screens provide brands premiere locations and access to Klang Valley's most desired districts, providing enviable coverage and reaching over 8.4million vehicles in one single network. **Wow Media** has delivered some of the biggest outdoor campaigns for brands like as BMW, Nestlé, Maxis, Lazada, Foodpanda, etc.

Upstanding members of the Outdoor Advertising Association of **Malaysia**.





‘Devious ad tech weasels’ are making marketers look like fools

The most healthy mindset for any marketer working in the industry today is scepticism, according to Bob Hoffman, aka the Ad Contrarian.

“We’re living in a fantasy land. Being a sceptic makes you a better marketer,” he said, talking at the Festival of Marketing: The Bottom Line, as reported by

Adweek. It’s a fantasy land where consumers want to have deeper relationships with brands and invite them into their lives. That, Hoffman stressed, just isn’t true.

“I’m sorry, they just don’t care that much,” he said. “Most people are perfectly satisfied with having the shallowest of connections with

us.” Brand loyalty is a myth, born of consumer habits and convenience. Equally, there’s a huge difference between brand acceptability and brand love. “Most of your customers don’t love you and never will,” he added.

The advertising and marketing industry has lost touch with the real world and all this talk of cultural anthropologists and brand architects is doing little more than papering over some pretty dramatic and damaging cracks, he claimed. And it’s being caused by unreliable opinions and advice. “I don’t know anything, I’m faking it,” Hoffman admitted. “I always have been. I have no idea why anybody buys anything.”

Instead, the industry likes to go in for precision guessing, or best practice as it’s known. With so many variables in play, a lot of success can be down to pure luck, or circumstance, he suggested. “Often what works, works a little,” Hoffman said. “That’s what marketing does, mostly it works a little.”

The ad agency has allowed itself to crawl into bed with the squids at Facebook and Google

... The ad agency has allowed itself to crawl into bed with the squids at Facebook and Google and the rest of the devious ad tech weasels. It makes us look like fools....

and the rest of the devious ad tech weasels. It makes us look like fools.

That’s why so many marketers love to talk about the future, he suggested. You can’t get that wrong, because it hasn’t happened yet. Ten years ago, we were supposed to be on the cusp of another golden age, a decade that would unfurl rich with opportunities, as new tools, social media and other digital platforms gave the industry unprecedented access to consumers.

But what happened? “Advertising has gotten worse, it’s less effective,” Hoffman insisted. “It’s more annoying, disliked and avoided. It’s gotten so bad, we have half the trustworthiness of lawyers. Our clients don’t trust us.”

... For years, we've been hiding behind the skirts of Facebook and other online platforms. While these companies have been taking the heat, it has been largely unrecognised by the public...

The industry has been rocked by scandal, data security breaches and fraud.

As the Brooklyn-born Hoffman put it: "Anyone who is not sceptical of our current assumptions and the direction of the marketing industry is out of touch with reality."

There have been massive repercussions from all of this. The unintended political consequences of the surveillance economy, one much loved by the advertising and marketing economy, has led directly to the radicalisation of politics in the United States and events of recent months, including the attack on the Capitol Building in Washington, he said. Taken on those terms, advertising has become a major menace.

"There's a clear line connecting tracking, ad tech and political radicalisation and destabilisation," Hoffman stressed. While the role of social media in stirring unrest has been widely reported, there is a deeper wedge that has been driven in part by data and information gathered by tech companies and the resulting algorithms used to sell ad space. Content hooks in more visitors and recommendation tools do much to bring extremists together within one platform, he said.

"We need to be more honest about ourselves," Hoffman urged. "For years, we've been hiding behind the skirts of Facebook and other online platforms. While these companies have been taking the heat, it has been largely unrecognised by the public that it is for the sole benefit of the advertising and marketing industry that Facebook and others do their squalid work. We are the hidden hand that guides and finances these dangerous practices."

A code of silence, a conspiracy within the industry, around various scandals, most notably

... Go into any marketing or media agency in the world and something immediately becomes obvious. Everyone's young. It's nothing but narcissism disguised as strategy. It's marketing by selfie-stick."

ad fraud, has totally eroded trust. "One can only wonder what additional sleaze media agencies know of and are keeping quiet about," Hoffman said. "The ad agency has allowed itself to crawl into bed with the squids at Facebook and Google and the rest of the devious ad tech weasels. It makes us look like fools."

He said the more you find out about online ad fraud, the more you understand how corrupt and unreliable it is. According to reports, ad fraud increased by 50% in 2020, at a cost of \$60bn (£44bn). This was supposed to be a time of more accountability and of greater measurement, but no one's really sure what it is that they're supposed to be measuring; "accountability is more faith than fact," Hoffman declared.

Old people aren't dead

Switching his focus from algorithms to demographics, Hoffman questioned why the advertising and marketing industry continued to obsess over younger audiences at the expense of an over-50s market that regularly outspends other consumers in nearly every category, including online.

"The real reason that we ignore older people is because we hate them," he said.

"Go into any marketing or media agency in the world and something immediately becomes obvious. Everyone's young. It's nothing but narcissism disguised as strategy.



It's marketing by selfie-stick."

It's not just a problem when it comes to consumer engagement. "We have allowed and sometimes forced talented people to leave, while replacing them with inexpensive, inexperienced, unproven people," Hoffman added.

"Our industry throws talent away every day. For decades, we've been accused of being too airy-fairy. Our reaction has been to overreact and become data-driven instead of idea-driven. We've lost confidence in the creative process, and would rather invest in activities that yield charts and graphs that our

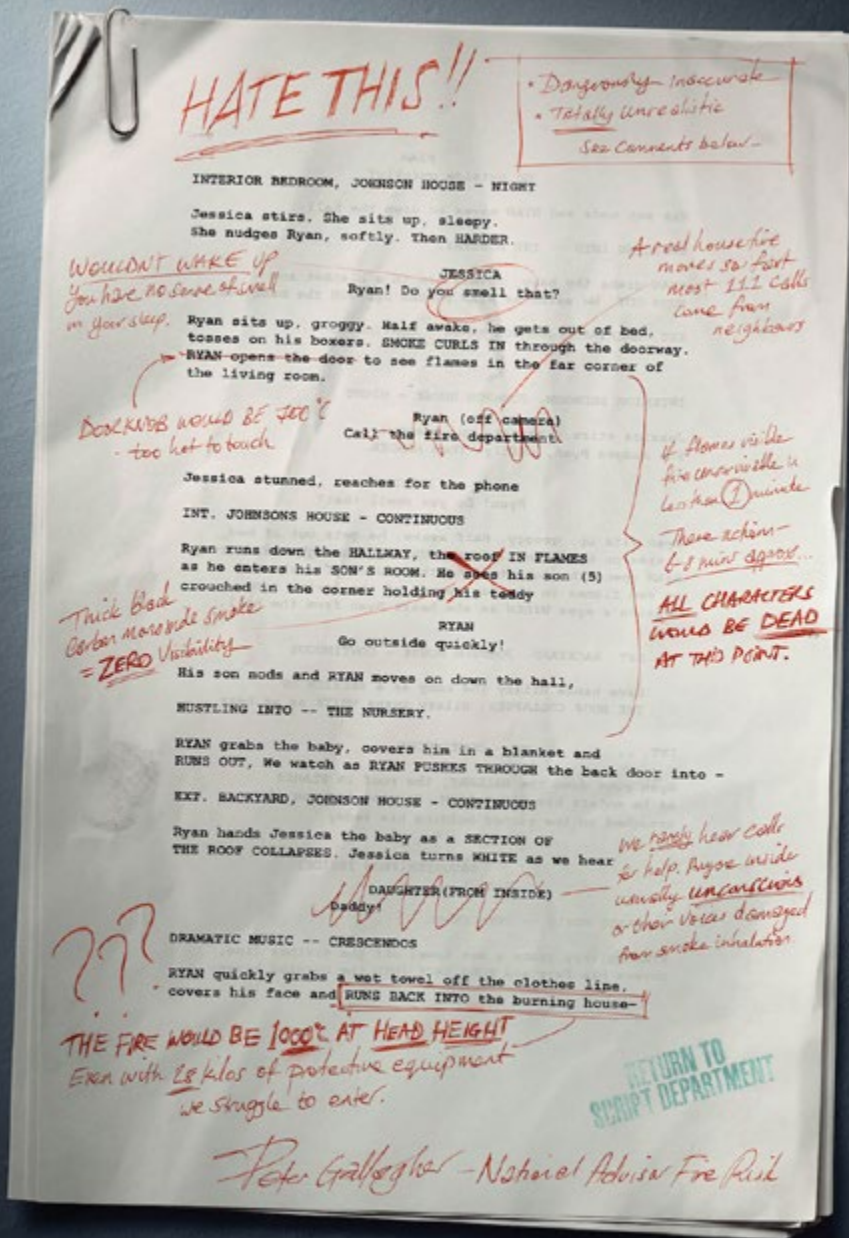
clients can understand. Ideas and creativity are too ethereal. We can't measure them, so we have devalued them."

Rather than a time of opportunity, the past 10 years have been a lost decade, he said. Now marketers are confused about what they do and why they do it. "We're mediocre at many things and not good at anything," Hoffman summed up. "We've allowed ourselves to



be bamboozled by more than a few clowns masquerading as marketing geniuses."

SHOWCASE



To promote smoke alarms, Fire and Emergency New Zealand launched a new campaign 'Firefighters Don't Like Fire Movies' via FCB New Zealand. You have less than three minutes to escape a house fire, or you die. And the difference between those two endings is having a working smoke alarm. But people are complacent about smoke alarms and the speed of house fires, because they've only seen Hollywood's version. The movies show characters stepping through neatly flaming doorways, people heroically running back in to save their children and everyone making it out just in time.

But that's not how it goes. Fire gets real, fast.

And no one knows that better than the firefighters who've seen the real story.

Client Fire and Emergency New Zealand
Agency FCB New Zealand



Install working smoke alarms today.



Closing Date:

16 April 2021



THE APPIES 2021
MALAYSIA
MARKETING CAMPAIGNS AWARDS

MORE THAN 35 MARKETING LEADERS ARE WAITING TO YOUR CAMPAIGNS!



Santharuban T. Sundaran
CEO
Advend Group of Companies
(Atlas Vending Pte Ltd)

Head of Jury



Datuk Lai Shu Wei
Vice President
unifi Marketing



Farhan Hafetz
Head of Group Marketing
FGV Holdings Berhad



Karen Ong
Senior Marketing Director
Munchy's



Hemanth Jayaraman
Marketing & Commercial
Moët Hennessy Diageo
Malaysia



Nizam Sani
Chief Marketing & Comms
Officer
Bank Rakyat



Phee Chat Chow
Executive Director, Marketing,
Communications & Innovation
Nestle Malaysia & Singapore



Javed Jafri
Regional Head of
Media & Digital
Unilever



Eileen Chong
Head of Corp Comms,
Sustainability & Brand
DHL



Spencer Lee
CEO
BIGLIFE



Roy Siew
Head Of Digital
Berjaya Sampo Insurance
Berhad



Andrew Pinto
Head of Marketing
Mudah.my



Renda Low
VP, Marketing
Yeo Hiap Seng (Malaysia)
Berhad



Eric Wong Wai Yuen
Chief Customer & Marketing Officer
Prudential Assurance Malaysia
Berhad



Saki Goh
GM of Marketing
Wipro Unza Malaysia



Dato' Thomas Leong
Group Chief Strategy Officer
Sime Darby Berhad



Khairul Hisham
Group GM, Brand &
Communications
PETRONAS



Edmund Lee
Head of Commercial
Red Bull Malaysia



Ben Foo
Group CMO
Taylor's University



Fernie Jasmine Abdul Ghani
Head, Brand & Comms
Axiata Group Berhad



Emily Chong
Chief Marketing Officer
Pizza Hut Marketing



Sulin Lau
Regional Head of Country Marketing
Grab



Liew Wai Fun
Head of Marketing
BIG Loyalty



Chan May Ling
Chief Marketing Officer
KFC Malaysia



Bernard Lee
Head Of Marketing Services
Digi Telecommunications



Linda Hassan
Group CMO
Domino's Malaysia
& Singapore



Jennifer Lee
Beverage Marketing Lead
Pepsico



Sutapa Bhattacharya
GM (Strategic Comms
& Branding)
TNB



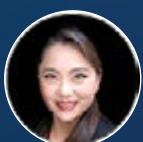
Mahmood Abdul Razak
Division Head
(Group Strategic Comms)
DRB-HICOM Berhad



Faye Yong
Marketing Director
Pernod Ricard



Melati Abdul Hai
Vice President/CMO
McDonald's Malaysia



Schrene Goh
EVP of Marketing
Pos Malaysia



Tai Kam Leong
Head of Branding and
Partnerships
Maxis



Andrew Yeoh
Regional Head of Marketing &
Innovation (Shopping Centre)
IKEA SEA



Abdul Sani Abdul Murad
Group CMO
RHB Bank Berhad



Shanti Jusnita Johari
Chief Marketing Officer
Telekom Malaysia



Adam Wee Abdullah
Appies Malaysia Advisor



Online Submission: <https://appies.com.my>

RUBY +60 12-613 5108 | ruby@adoimagazine.com

ENTER NOW