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MARKETING

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WEEKENDER™



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Stay home.

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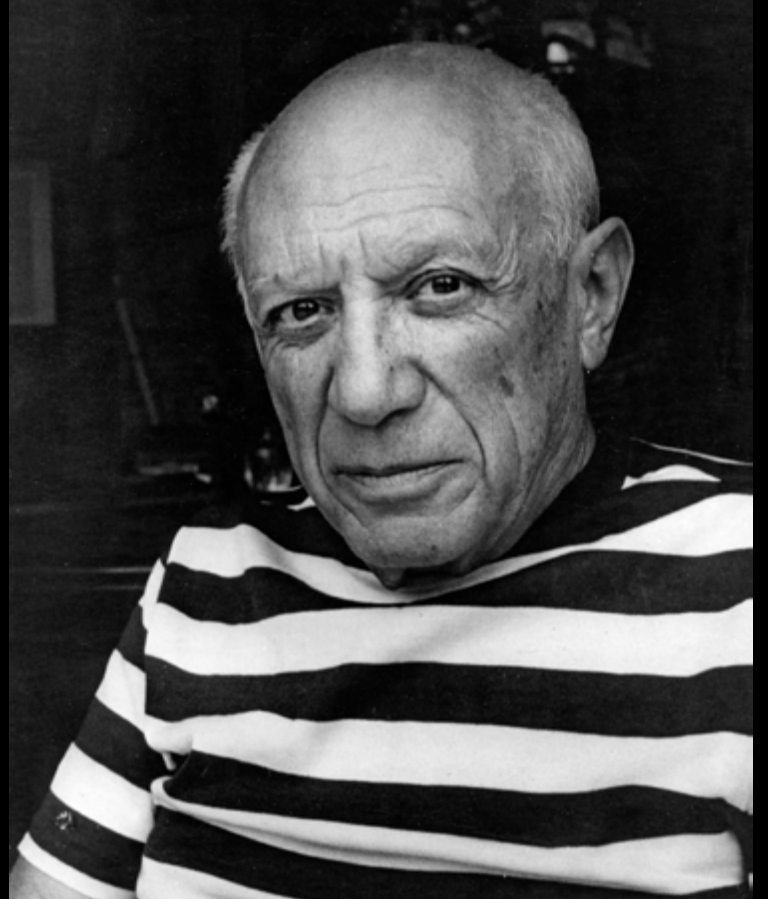


“IF YOU CANNOT
QUESTION IT, IT’S
NOT SCIENCE, IT’S
PROPAGANDA”



“INNOVATORS
DON’T HAVE A
COMPETITION
PROBLEM; THEIR
CHALLENGE
IS THEIR
CONSUMERS
ARE BUYING
FROM NO ONE.”

Seth Godin



“WITHOUT
GREAT
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NO SERIOUS
WORK IS
POSSIBLE.”

Pablo Picasso

We Love You

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Proving Purpose-powered Products can Perform



It may not dominate the headlines the way that Grab's public listing has, but this week The Honest Company, the brainchild of actress, mom, best-selling author and entrepreneur Jessica Alba, listed at a valuation of about USD 1.5 billion, with the stock jumping 44% on debut.

Not bad for a company that has not made a profit.

The story of this company is

worth exploring for marketers, since it demonstrates how having a strong brand purpose and smart 21st century marketing can drive serious business value.

Here are 3 key takeaways:
AN ORIGIN STORY THAT GUIDES THE BRAND AND ITS PURPOSE:

Founder and Chairperson Alba says "I founded The Honest Company on this idea:

BRAND PURPOSE

Everything that touches you and your family--everything in your home--needs to be nontoxic, needs to be effective and beautiful to look at, and needs to be affordable.”

Alba had faced illnesses as a child herself, and when she was pregnant with her baby Honor, she received as gifts a bunch of baby clothes at her baby shower. When she washed those clothes with her mother’s baby laundry recommendations, she broke out in hives.

This freaked her out and she started researching only to discover that the USA only banned 13 chemicals in FMCGs, while Europe banned over 1300. Alba decided to act, creating products without harmful synthetic fragrances and petrochemicals, and The Honest Company took off.

Starting with baby products, the company has broadened its portfolio expanded to include makeup, sunscreen and cleaning supplies – all with the promise of transparency around its formulas. That pledge has made it a target of criticism in the

past for failing to live up to that standard. But when products fail or fall short, the company apologizes and keeps improving. Her co-founders were skeptical at first, but then as they became parents they understood the dangers that lurk within a home, and became evangelists of her message.

FOCUS, FOCUS, FOCUS ON THE CORE CONSUMER SEGMENT

Alba is a world-famous identity. But her marketing skills and instinct are what set her apart, and can offer lessons to MBAs and career professionals.

When she was an young action-movie star, for every men’s magazine which wanted to feature her, she insisted her publicists also get her coverage in 3 women’s magazines.

She cultivated her audience, and built up her community: women who were environmentally conscious, socially aware, and concerned about the safety of the family within their own homes. She took carefully thought-out steps

BRAND PURPOSE

to maintain that credibility with her audience: she lobbied the US government against harmful chemicals, she hired diverse young people who believed in her cause, and she has used her celebrity to intertwine it with the company's image.

Alba understood her audience and scrupulously avoided the "spray and pray" marketing approach. The Honest Company did no traditional media advertising for the first 5 years of its existence. Instead she performed the ultimate influencer marketing campaign, for her own brand. She carefully cultivated her community on social media, and today has 39 million social followers across platforms.

NICHE MARKETING CAN WORK

Focusing on profitable niches who understand your purpose and products is key to attracting investment and selling your story. The Honest Company has less than 5% share of the natural products market in the USA, and

last year did USD 300 million in sales. It is still making a slight loss. It was a unicorn within 3 years of its founding, attracting VCs and becoming a Silicon Valley legend. As the company expands to Europe and Asia, it will find like-minded customers, similar to its North American fans.

Marketers could learn a lot from the Mexican-American kid who spent months in hospital before she turned 10, and grew up to do what many bigger Hollywood stars have not been able to: to use their image and fame to create a public listed Unicorn.

Sandeep Joseph is the CEO and co-founder of Ampersand Advisory, a strategic media and data-driven consultancy. The company's mission is "business results now!" and it has won numerous local



and international awards. The views expressed here are the author's own: you can debate with him at sandeep@ampersand-advisory.com

The history of Sikhs in Malaysian advertising

Lessons in minority branding through selfless service.

BY HARMANDAR SINGH





Singh means Lion.

But when I tell my Singaporean friends that Sikhs have a name claim on their country, they are not amused.

But our namesake is everywhere, on brands like Singha Beer to the Singh brothers who are die-hard fans of Manchester United and part of the MU brand at Old Trafford.

As my friend Steve Teoh loves to remind me, Sikh and you shall find.

Their conspicuous turban and bangle (crudely teased as a bottle opener) on their wrists do more than announce that a Lion is in our midst.

COVER STORY

From fearlessly helping in open funeral pyres in COVID-stricken New Delhi to providing over 30,000 home-cooked meals to those in self-isolation in New York, Sikhs look like an advertisement about humanity on the move.

Closer to home, a group of Sikh bikers from the Santana Riderz Malaysia Club embarked on a self-funded biking expedition from Malaysia to Pakistan passing through five countries to raise awareness and funds for paediatric cancer patients of the National Cancer Society of Malaysia.

Sikhs remain neutral at all times in all societies and countries, and more often than not, help neutralise conflicts.

The total population of Sikhs in the world is much smaller than the population of Malaysia.

As a relatively young religion founded 500 years ago, and now the fifth largest in the world, there only two words Sikhs live by: TO SERVE.

Relax, this is not a piece about religion but I bet a lot of you did not know what defines a Sikh.

So there you go, you learnt something new today.

... Relax, this is not a piece about religion but I bet a lot of you did not know what defines a Sikh. So there you go, you learnt something new today...

Now back to the story of Sikhs in the Malaysian advertising scene.

I am writing this article from memory so I can only talk about Sikhs I know or have met, which believe me is ample enough...

Biggest constellation of turbans

A good place to start is in the early 1980s with Daljindra Singh Dogra who I wrote about last **week**. He roared through quite a few agencies as a larger than life Creative Director and he remains the Gold standard for many of us. Del's son Jonn Dogra is now Creative Director at Entropia.

COVER STORY

... The Turbanned Stranger got his break in advertising pretending to be Malkeet (and it worked) but he never recovered from a hangover he had in 1986 when he was a creative in McCann-Erickson London...

The 80s also saw the unleashing of the terrifying trio in probably the biggest constellation of turbans in the industry: Malkeet, the Turbanned Stranger and Gurdeep.

Malkeet (this scribe's early mentor) started in Ogilvy and blazed through Idris Associates, Bates, Foot Cone & Belding before starting his own shop called Bloomingdale Advertising which launched brands like Proton, etc. **Malkeet** remains a fire-starter of a writer till this day, firing on all cylinders from his one-desk office in Rawang. Malkeet's son Gurmeet is a handsome Account Director at Entropia.

The Turbanned Stranger got his break in advertising pretending to be Malkeet (and it worked) but he never recovered from a hangover he had in 1986 when he was a creative in McCann-Erickson London. He only remembers he was born in Bukit Besi, Dungun, Terengganu and that his son Sandesh Singh still works with him as a Senior Project Manager.

And Gurdeep (the tallest and youngest in the turbanned trio) started in Ogilvy as an AV Assistant then moved on to amazing things, pioneered Ogilvy's first sister agency Meridian Advertising before establishing his own successful outfit called **Hunter** (note the predatory streak in the name). Gurdeep is a super suit (who was suitably mentored by the amazing **Bob Seymour**).

Through the 90s, there was one intense copywriter called Ram Singh Sandhu, whose first name rhymed with the Turbanned Stranger's. He always looked up at the sky when walking, and because he wore dark glasses we nicknamed him Blind Man Walking. Ram had an equally colourful partner called Soon who sounded like a black

COVER STORY

*Malkeet Singh*

soul singer if you spoke to him with your eyes closed. They went on to win many awards, including a big one for Nescafé Classic. Between Ram and Soon (they were inseparable) nobody knew who did the actual work. They were just happy being rainmakers!

There was also a great writer called Manjit Kaur aka Rani who found early fame at Peter Beaumont & Friends and subsequently went on to work in Jakarta. According to LinkedIn, Nora Manjit is now ECD on Coca-Cola at McCann Worldgroup Shanghai.

At Leo Burnett Malaysia there

was a really good award-winning senior writer called Baldish Kaur, who still writes a punch.

Today you will find an upcoming talented copywriter called Pia Dhaliwal working there.

But how can I forget Big Su or Surinder Singh Parmar, a deep and strategic thinker on marketing communications, who had an intuitive gift for distilling marketplace intel. Su was a roving advisor highly sought out for new business presentations. Easily recognisable, he is a big big burly Sikh you don't want to face in a pitch.

We also had one Gurmeet Singh who was a copywriter at a local ad agency called Bob Kappa Advertising in Kelana Jaya. I remember him well and also worked with him for a while. He looked like a more handsome version of Kenny Rogers and was bored of doing property ads all day.

On the advertising film production side, many prominent Sikhs have left award-winning

trails....



Sheen Surinder Singh who towered from the ground up in the business

COVER STORY

... Finally, when I was doing my research for this piece, a few people asked me why am I writing about Sikhs. I replied 'Why not?' ...

and now runs Passion Pictures and **Iron Hill** Media.



Film-maker **Rajay Singh** of Directors Think Tank whose exploits have been well

documented [here](#).



Pat Singh and **Pete Singh**, Executive Producers Extraordinaire at Think Tank.

Dave Singh, who is a truly awesome **award-winning** senior TVC editor.

Baldev Singh who formed BW Films, then Pumpkin Pics and now does production work mainly for foreign companies.

On the client side, Dato' Ranbir Singh Nanra served as Chief Marketing Officer at Telekom Berhad for seven years and now remains a senior business advisor.



On the academic front, I wish to recognise the phenomenal work of Kiranjit Kaur (Kiran Ludher), Professor in the Faculty of Communication & Media Studies at University Teknologi Mara.

Finally, when I was doing my research for this piece, a few people asked me why am I writing about Sikhs.

I replied 'Why not?'

Hope you readers enjoyed a little history and humour.

Who's in the running for Best Raya TVCs this year?



[CLICK TO WATCH VIDEO](#)

Advertiser Gene Martino
Title Raya Bergaya, SOP Dijaga
Agency Brand 360 Degree
Production Youko & Meiko



[CLICK TO WATCH VIDEO](#)

Advertiser Etiqa
Title Etiqa 2021 Raya - Balik Tanjung Mana?
Agency Mastermind Group
Production MasterMind Group



[CLICK TO WATCH VIDEO](#)

Advertiser Hong Leong Bank
Title Suara-Suara Raya Bersama
Buskers Malaysia
Agency Naga DDB Tribal
Production Project Room



[CLICK TO WATCH VIDEO](#)

Advertiser KFC
Title KFC Raya Original Series:
Rindu Opah
Agency Naga DDB Tribal

EXPERTS' CHOICE AWARDS 2021

CLICK TO WATCH VIDEO



Advertiser KFC
Title KFC Raya Original Series: Hilang Tanpa Kesan
Agency Naga DDB Tribal
Production Love Child

CLICK TO WATCH VIDEO



Advertiser Astro
Title Singkap Sebalik Tingkap
Agency Naga DDB Tribal
Production Think Tank

CLICK TO WATCH VIDEO



Advertiser Taylor's University
Title Maaf
Agency Imagineers Film
Production Imagineers Film

CLICK TO WATCH VIDEO



Advertiser Maybank
Title Maybank MYStories "Rezeki"
Agency Mojo X
Production Mojo Films

CLICK TO WATCH VIDEO



Advertiser Hamadaya
Title Asam Garam Kehidupan
Agency Ioli Comms
Production PRS

CLICK TO WATCH VIDEO



Advertiser RHB
Title Sempurna
Agency FCB Kuala Lumpur
Production Reservoir World

EXPERTS' CHOICE AWARDS 2021



[CLICK TO WATCH VIDEO](#)

Advertiser Mirinda Malaysia
Title Mirinda Raya-AAAH
Agency Entropia
Production PRS



[CLICK TO WATCH VIDEO](#)

Advertiser TNB
Title TNB Raya 2021 - Hikmah
Raya Aida
Agency Entropia
Production Reservoir World



[CLICK TO WATCH VIDEO](#)

Advertiser Maybank(MAE)
Title MAE-mang Boleh Raya
Dengan MAE By Maybank2u
Agency The Clan
Production Power Tank



[CLICK TO WATCH VIDEO](#)

Advertiser Digi
Title Digi Raya 2021 - Andaian
Agency Naga DDB Tribal
Production Mojo Films Sdn Bhd



It is not too late for you to submit your Raya TVC for our Best TVCs survey. Call Sandesh now on 012-330 2154 to make sure you are in the running.



WORLDWIDE

IMPROVING THE EFFECTIVENESS & EFFICIENCY
OF MARKETERS AND THEIR AGENCIES

2021 YTD Malaysia Top 10 wins

Creative Agency	Month	Account	Area
Ogilvy	Jan	Dairy Farm	Malaysia
Grey Group	Mar	Bangledash Navy	Malaysia
FCB	Mar	SunLife Project	Malaysia
VMLY&R	Mar	Carsome Project	Malaysia
Ogilvy	Jan	Nippon Paint	Malaysia
FCB	Feb	Hawaya Project	Malaysia
FCB	Feb	Quaker Oats Project	Malaysia
Grey Group	Mar	Malaysian Heath Board Project	Malaysia
VMLY&R	Feb	Unilever Project	Malaysia
VMLY&R	Mar	Grab Project	Malaysia
Media Agency	Month	Account	Area
PHD	Mar	Subway	SG, MY
Initiative	Mar	Tesco	Malaysia
Carat	Mar	S P Setia Berhad	Malaysia
Mindshare	Jan	Tune Talk	Malaysia
Mindshare	Jan	Bank CIMB Niaga	Malaysia
Mindshare	Jan	Unilever (Foods & refreshment) - Horlicks	Malaysia
Wavemaker	Mar	Proton	Malaysia
Mindshare	Feb	Alibaba (Tmall)	Malaysia
Wavemaker	Jan	OCBC Bank	Malaysia
dentsu X	Mar	British American Tobacco Project	Malaysia

A different Raya: Taylor's University's Raya film unearths what truly matters in family



With COVID-19 cases on the rise and with certain districts experiencing yet another MCO amidst economic uncertainty, **Taylor's University's** Hari Raya video ad '*Maaf* hits home with a story of a father apologising to his children over his perceived failures to adequately provide for his family.

The video ad starts off with a disheartening opening scene downcast tone as the main character is revealed to be a single father, who instead of participating in the usual session of his children asking his forgiveness during Hari Raya, turns the tables and asks their forgiveness instead.



But not all is doom and gloom – as the children point out that despite difficult moments, the father has imparted to them nuggets of wisdom, and lessons of optimistic resilience, while he soldiers on with odd jobs and backbreaking labour to make ends meet. His efforts to inspire his children comes full circle, as they now comfort their father, showing him that his life lessons are what matters at the end.

With the Human Resources Ministry declaring that nearly 100,000 Malaysians lost their jobs last year alone, amidst a series of imposed lockdowns that have dampened festive celebrations, ‘Maaf’ is bound to resonate with many Malaysians.

“Over the past year, the

... Human Resources Ministry declaring that nearly 100,000 Malaysians lost their jobs last year alone, amidst a series of imposed lockdowns that have dampened festive celebrations, ‘Maaf’ is bound to resonate with many Malaysians...

lack of celebrations and usual rituals during the pandemic has made many of us look beyond the commercialisation and the embellishments during festive seasons, and go back to the basics of what makes us family, and what makes life worth living for,” said Taylor’s University Group Chief Marketing Officer Ben Foo. “Life will have its ups and downs, wealth may come and go, and challenges in our lives will have an end, but our loved ones and the wisdom they impart to us will stay in our hearts forever.”

INDIA

CAN'T BREATHE

HELP UNICEF SAVE LIVES IN INDIA NOW

UNICEF is racing against time to save lives as a deadly wave of COVID-19 infections hits India. Hospitals are overwhelmed and what is urgently needed now is oxygen availability to help children and families cope with the devastating impact of the virus. It takes 1,430 donors giving RM500 each to get 1 Oxygen Generation Plant (OGP). UNICEF is looking to provide 50 units of OGP to India. Your urgent support could make all the difference.



Scan or click
bit.ly/urgent-help-india to donate now:

(All donations will go towards supporting UNICEF's India Emergency Appeal.)