

# MAR ETING <sup>TM</sup>

## WEEKENDER

ISSUE #307 OCTOBER 2021



Young Spikes Malaysia

The APPIES Asia-Pacific

Chief Marketing Officers (CMO) Awards

# Fame awaits the Young Ones, Resilient Marketers and Campaign Makers!

## EDITOR'S NOTE

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I wonder why I'm constantly coming across grumpy posts on my social media feeds about October.

I do understand that it's been yet another hard year that went by in a jiffy, but it's also brought us hope in so many ways don't you think?

Obviously we're not big on Halloween or Oktoberfest, but it's the beginning of the Awards season and I for one am surely thrilled about it...

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### 'Tis the AWARDS Season!



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Let's start with a spoiler alert. Mark Zuckerberg's character strikes a forlorn figure at the end of David Fincher's brilliant film "The Social Network" ...

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### More Scandals In Ad World

This week, after one of the most bizarre stories in recent advertising history, Ozy Media, a darling...

**“If we can share our story with someone who responds with empathy and understanding, shame can’t survive.”**

**Brené Brown**



**“When a nation politicises the development of its own national language, the citizenry stop growing.”**

**Hamanoid**

**“Brands born online have increased their TV spending by 37% since 2019. Some have done much more. In the UK, Disney+, Netflix and Amazon Prime have increased their collective TV spend by 137%.”**

**MarketingWeek**



**“There’s no such thing as writer’s block. There’s simply a fear of bad writing. Do enough bad writing and some good writing is bound to show up.”**

**Seth Godin**

## EDITOR'S NOTE

# And then there were three...

by Raihan Hadi

I wonder why I'm constantly coming across grumpy posts on my social media feeds about October.

I do understand that it's been yet another hard year that went by in a jiffy, but it's also brought us hope in so many ways don't you think?

Obviously we're not big on Halloween or Oktoberfest, but it's the beginning of the Awards season and I for one am surely thrilled about it.

Despite the many barriers presented to us since last year in the form of lockdowns, quarantines and what not, we have started realizing that whatever harshness brought upon us, we will make the best of it.

And so we have, we've gone virtual with most things. Staying safe is of apex importance now more than ever, and that mustn't

mean that we just sit tight and let the tide decide which way we should sail.

We are to begin the festive awards season with the Young Spikes Malaysia Competitions 2021, which after a hiatus has been brought back with a slightly higher age limit for eligibility as a cushion.

Then there's the Malaysian Chief Marketing Officers Awards, the most dazzling event of the year where we will experience the most talented marketing professionals be rewarded for all their disruptive and innovative ways that have brought success to businesses in yet another testing year.

Last but definitely not the least, as we are the honored host nation, APPIES Asia Pacific 2022, that too after a long break! As far as integrated marketing communications is concerned, APPIES has all the flavours that we need to hit all the right places.

These 3 events are bound to make you famous.

So are you all ready to dive in?



# Why Is Social Media Marketing So Drab?

*Let's start with a spoiler alert.*

Mark Zuckerberg's character strikes a forlorn figure at the end of David Fincher's brilliant film "The Social Network". He's tapped a friend request and refreshes, refreshes, refreshes his browser hoping to be accepted as end titles roll...

Somehow, while he's become an uber-rich techno-czar who's destroyed his enemies (cue snapchat) or bought them out (Instagram), that memorable image from the film seems a more accurate depiction of the man himself, than all his hoodie-clad images and PR efforts in real life.

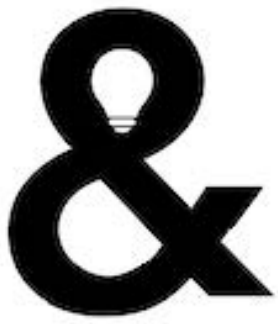
This week as a whistleblower testified in Congress about fake user numbers, as senators vowed to regulate big tech, and while Facebook, Whatsapp and Instagram all literally crashed

in a sign from the heavens, Zuckerberg issued a statement online that seemed out of touch with the mixed feeling about his platforms that vast swathes of humanity have.

And yet, while we rail and rant at them, the truth is these platforms give us a sense of community, news, dopamine hits and more. Malaysia has the third highest percentage in the world of people who get their news from social media. We are spending more than 3 hours per day on social media on average. We are online for 9 hours a day, on average, the sixth highest amount of time for any country in the world.

TikTok has grown to 10 million users in Malaysia, faster than any other platform in history.

## MARKETING



**AMPERSAND  
ADVISORY**

business results *now!*

**... Brands are not investing in creating content that cuts through the 400+feet of content that users scroll daily....**

Clearly social media is critical for marketers. And yet the communication on social media, the messaging and the content, seems, largely, routine. Little puzzles, brand messages, quirky trendjacking (think Squid Game memes)...why are brands not doing something significant on social?

The sad truth is that brand owners do understand that they need regular content out there, but are not willing to invest heavily in it. They see social as low budget, cheap and cheerful comms, something that could be done metaphorically by their nephews or nieces in high school.

A brand's social media content creation budget for the whole year will be less than the

production budget of a mid-range TV commercial which will run for 2 months. Brands are still thinking TVCs are more important than social media.

Does this sound logical, when users are more likely to skip past a TVC online than watch it? Or when TV viewership has not seen a sustained increase, despite the initial rise caused by the pandemic?

Social media engagement rates are in the low single digits, or even less than 1%. Brands are not investing in creating content that cuts through the 400+feet of content that users scroll daily. As the fees stay low, agencies cannot invest in senior creative resources, and the work becomes lacklustre, which leads to low fees, and the vicious cycle perpetuates. Clearly, clients and agencies need to re-examine the strategic role social content plays for their brands. Some recommended steps:

1. Define a clear strategy document for social media: what is it supposed to achieve for the brand? And what metrics should be used to measure its impact, beyond the obvious? Can social commerce, for instance,

## MARKETING

- become part of this strategy?
2. Allocate appropriate budgets for social media content creation, that reflect its importance in the marketing mix. Rethink the budget allocation between occasional hero content and regular daily materials that connect more often with consumers.
  3. Raise the standards of social media creative, to drive differentiation and brand preference, as opposed to mere engagement. Here again, the metrics will need to be appropriate, to create the right incentives.
  4. The basic principles of advertising, codified by thinkers like Ogilvy, Burnett, Bernbach and others, pertaining to single-mindedness of a piece of content, clear reasons to believe and strong creative hooks are all still applicable in the digital realm.
  5. Brands need to put experienced communicators into social media departments, along with the typically younger counterparts. The lack of familiarity with technologies has meant that

youthful staff normally get to run social, but they may not have enough brand-building understanding.

6. Ensure social content is boosted with adequate budgets. The algorithms of Facebook and Instagram reduce organic reach and engagement. Hence ad spends are critical to drive views.

The hangover of traditional TVCs and misaligned budgeting reflects the fact that clients and agencies have not adjusted to the new reality of the vast potential of social media.

Digital first may be passe. Brands need to be social first.

And they should not, like Mark in that classic Fincher lighting, wait, wait, wait....

*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](mailto:sandeep@ampersand-advisory.com)*



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# OUT NOW!

Selected writings over the years, condensed in a limited-edition 260-page paperback. Priced at RM37.50 a copy, proceeds go towards MERCY Malaysia and a Bahasa Malaysia version for secondary schools and public universities, to promote the marketing communications industry in the hope of inspiring the next generation of 'Yasmin Ahmads'. To get your copies, email [ruby@adoimagazine.com](mailto:ruby@adoimagazine.com)

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# 'Tis the AWARDS Season!

*By Raihan Hadi*



## Malaysia Young Spikes Competitions

Closing Date: 21 Oct, 2021

Event Date: 10 Dec, 2021

## Malaysian Chief Marketing Officers (CMO) Awards

Closing Date: 30 Oct, 2021

Event Date: 4 Dec, 2021

## APPIES Asia Pacific Marketing Campaigns Awards

Closing Date: 15 Nov, 2021

Event Date: 22 Feb, 2022

## COVER STORY

## WELCOME TO YOUNG SPIKES MALAYSIA 2021

### Malaysia wins Best in Asia!

In 2019, the Young Spikes Malaysia Gold winning team went on to win the Best Digital team at Spikes Asia. So give your younger teams a chance for



 [CLICK TO READ MORE](#)

regional fame by entering this year.

I am particularly excited for Young Spikes Malaysia 2021 because this is where it all begins for the future masterminds of creative, marketing, digital, PR and media.

So what exactly is Young Spikes Malaysia?



To put it in the simplest of words – it's 'The Apprentice' on steroids.

The Young Spikes Malaysia Competitions offer professionals from creative, marketing, digital, PR and media a unique chance to gain recognition and make their mark on the industry.

In teams of two, the entrants race against the clock to prepare a pitch for a charity or sponsor brief and win a Gold, Silver or Bronze medal.

Gold winners get to compete on the Asian stage in Young Spikes Asia Pacific Competition to be held in 2022.

## COMPETITION CATEGORIES

### Digital Competition

- To be eligible to compete in the Digital competition the team must be made up of two young professionals, 31

COVER STORY



**YOUNG SPIKES  
COMPETITIONS  
MALAYSIA**



## COVER STORY

# ... Gold winners get to compete on the Asian stage in Young Spikes Asia Pacific Competition to be held in 2022...

years or younger (born on or after 31st Jan 1990) working in creative communications / advertising / digital agencies.

- Freelancers will be accepted to compete in this competition
- In-house creative teams from client companies will be accepted to compete in this competition.

## Media Competition

- To be eligible to compete in the Media competition the team must be made up of two young professionals, 31 years or younger (born on or after 31st Jan 1990) working for media agencies or specific in-house media departments in agencies.

- Freelancers will be accepted to compete in this competition.
- In-house media teams from client companies will be accepted to compete in this competition.

## PR Competition

- To be eligible to compete in the PR competition the team must be made up of two young professionals, 31 years or younger (born on or after 31st Jan 1990) working for PR agencies or specific in-house PR departments in agencies.
- Freelancers will be accepted to compete in this competition.

## Integrated Competition

- To be eligible to compete in the Integrated competition the team must be made up of two young professionals, 31 years or younger (born on or after 31st Jan 1990) working in creative communications / advertising / digital agencies.
- Freelancers will be accepted to compete in this competition
- In-house creative teams from client companies will be accepted to compete in this competition.

## COVER STORY

# ... We do not accept advertising agencies to compete in the Young Marketers competition...

## Marketers Competition

- To be eligible to compete in the Young Marketers competition the team must be made up of two young professionals, 31 years or younger (born on or after 31st Jan 1990) working for client companies that engage the services of advertising and communications companies (i.e. Intel, Coca-Cola).
- We do not accept advertising agencies to compete in the Young Marketers competition

Closing Date for submissions is **21 October, 2021.**

And the event will be held on 10 December, 2021.

Get your Entry Kit [here](#).  
More info on the Categories and Deliverables [here](#).



## MALAYSIAN CHIEF MARKETING OFFICERS (CMO) AWARDS

The Malaysian CMO Awards are here to reward the best leaders in the business of marketing. This award is to identify talent, transparency, tenacity, and a take-charge attitude.

The objective of the CMO Awards is to recognize and acknowledge the immense contribution, inspiring leadership and trail-blazing achievements in Malaysia's marketing communications industry.

An eminent panel of industry leaders will decide on the winners: all criteria based on results.

Closing Date: **30 October, 2021**  
Event Date: 4 December, 2021  
Nominate [here](#)

2020 MALAYSIA CMO AWARDS WINNERS



**THAM YEN LEE**  
Head of Marketing Services  
Astro Media Solutions



**ABDUL SANI ABDUL MURAD**  
Group Chief Marketing Officer  
RHB Bank Berhad



**ANDREW PINTO**  
Head of Marketing  
Mudah.my



**ANDREW YEOH**  
Head of Marketing & Innovation (Shopping Centre)  
IKEA Southeast Asia



**ANGELINA VILLANUEVA**  
Chief Marketing Officer  
KFC Malaysia



**MARTIN VOON**  
Head of Corporate Brand & Digital Marketing  
RHB Banking Group



**SUTAPA BHATTACHARYA**  
GM, Strategic Communications & Branding  
TNB



**NIZAM BIN SANI**  
Chief Marketing & Communications Officer  
Bank Rakyat



**GIGI LEE CHING YEE**  
Head, Group Business Banking Marketing & Customer Insights  
RHB Bank Berhad



**JOVINA TAN SIEW CHING**  
Vice President, Group Marketing  
Taylor's Education Group



**SHEENA FONG**  
Business Manager  
Novartis



**EDMUND LEE**  
General Manager  
Red Bull Malaysia

2020 MALAYSIA CMO AWARDS WINNERS



Best Marketer  
in Loyalty &  
Engagement  
Marketing

CLICK TO  
WATCH THE  
VIDEO

**SHAZLINA MOHD SUFFIAN**  
EVP, Group Corporate Marketing  
Maybank



Best Marketer  
in Festive  
Communications  
Marketing

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WATCH THE  
VIDEO

**FERNIE JASMINE ABDUL GHANI**  
Head, Brand & Communications  
Axiata Group



Best Marketer  
in Education &  
Training

CLICK TO  
WATCH THE  
VIDEO

**SHIRLEY NEW**  
Head of Marketing  
Taylor's Education Group



Best Marketer  
in Media &  
Content  
Partnership  
Marketing

CLICK TO  
WATCH THE  
VIDEO

**BENJAMIN WOO LIK KANG**  
Head of Marketing Communications  
Maxis



Marketing  
Trailblazer -  
Telco

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WATCH THE  
VIDEO

**TAI KAM LEONG**  
Head of Brands & Partnership  
Maxis



Marketing  
Trailblazer -  
Digital

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VIDEO

**BEN FOO**  
Group Chief Marketing Officer  
Taylor's Education Group



Marketing  
Trailblazer  
- Media &  
Entertainment

CLICK TO  
WATCH THE  
VIDEO

**MOHD SHAHRIZAL ABDUL RAHIM**  
Head of Creative Solution & Commercial Production  
Astro Media Solutions



Best Marketer  
in Social  
Media  
Marketing

CLICK TO  
WATCH THE  
VIDEO

**RAYMOND SIVA**  
Chief Marketing Officer, MDEC



Marketing  
Trailblazer -  
Digital

CLICK TO  
WATCH THE  
VIDEO

**SCHRENE GOH**  
Head of Marketing  
Pos Malaysia



MALAYSIAN  
CMO  
OF THE YEAR

**ANGELINA VILLANUEVA**  
Chief Marketing Officer  
KFC Malaysia



Rising Marketing  
Star - Media &  
Entertainment

**NG KOK SUM**  
Marketing Services  
Executive  
Astro Media Solutions



Rising Marketing  
Star - Digital

**STEFANIE SIOW**  
Marketing Executive  
IPC Shopping Centre  
(IKEA SEA)



Rising Marketing  
Star - Telco

**NICK YAP KA WAH**  
Marketing  
Communications  
Specialist  
Maxis



Rising Marketing  
Star - Financial  
Services

**NATALIE CHEW YEE  
JHIENN**  
Assistant Manager, Affluent  
& Wealth Management,  
Group Marketing,  
RHB Banking Group

## COVER STORY

## APPIES ASIA PACIFIC MARKETING CAMPAIGNS AWARDS 2022

APPIES Asia Pacific is an open 2-day Marketing Festival showcasing, sharing and celebrating Asia-Pacific's best marketing campaigns.

Closing Date: **15 November, 2021**

Event Date: 22 February, 2022

Enter [here](#).

All submissions can be made online. [Download the entry kit here](#).

## HEAD OF JURY



**Ms Goh Shu Fen**  
Jury President,  
APPIES Asia Pacific 2022  
President of the  
Association of  
Advertising & Marketing  
Singapore (AAMS)  
Principal & Co-Founder  
of R3 Worldwide

## JURY



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



**Datuk Lai Shu Wei**  
Chief Marketing &  
Sales Officer  
Sime Darby Property  
Berhad



**Dhiren Amin**  
Chief Marketing  
Officer Asia  
The Kraft Heinz  
Company



**Akira Mitsumasu**  
VP Global Marketing  
Japan Airlines



**Foo Siew Ting**  
Chief Marketing Officer  
Greater Asia  
HP



**Harikumar Rajasekharan**  
Asia Pacific Head of  
Digital Communications  
and Social Media  
Deutsche Bank



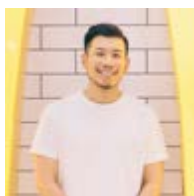
**Pan Huiyan**  
Regional Marketing Lead  
Shopee



**Hazlina Dayangku**  
Regional Head Of  
Marketing & Brand  
Strategy  
Samsonite



**Shiyam Jayaweera**  
Head of Marketing  
Lion Brewery Sri Lanka



**Eugene Lee**  
Regional Director of  
Marketing (Asia)  
McDonald's



**Aashim Malhotra**  
VP & MD APAC  
Dole Packaged Foods



**Agatha Yap**  
VP - Marketing  
Scoot Singapore



**Aseem Puri**  
CEO  
Unilever Korea



**Sameer Satpathy**  
Chief Executive -  
Personal Care  
ITC Limited India



**Angelina Villanueva**  
Marketing Director  
KFC Asia

## 2021 YTD MALAYSIA TOP 10 WINS

Creative Agency	Month	Account	Area
Grey Group	Mar	Bangladesh Navy	Malaysia
FCB	Apr	Genting Skyworlds Theme Park	Malaysia
The Chariot Agency	Jun	Costa Coffee	Malaysia
Grey Group	Mar	Malaysian Health Board Project	Malaysia
Ogilvy	Jan	Dairy Farm	Malaysia
Ogilvy	Jul	Mondelez	Malaysia
FCB	Jun	Quaker Oats (PepsiCo)	Malaysia
FCB	Mar	SunLife Project	Malaysia
M&C Saatchi Group	Jul	Ministry of Finance Project	Malaysia
Grey Group	Mar	Asian Football Championship Project	Malaysia
Media Agency	Month	Account	Area
PHD	May	Paragon Tech	Malaysia
PHD	Mar	Subway	SG, MY
PHD	Apr	Ikano	Malaysia
PHD	Apr	IKEA	MY, VN, TH, SG, PH
Initiative	Mar	Tesco	Malaysia
Initiative	Jan	Astro Go	Malaysia
Universal McCann	Jun	Pizza Hut	Malaysia
Carat	Mar	S P Setia Berhad	Malaysia
Mindshare	May	Tyson Foods	Malaysia
m/SIX	Jan	Tune Talk	Malaysia



Driving transformation for  
marketers and their agencies.



*Samir Rao, co-founder  
and COO, Ozy Media*

# More Scandals In Ad World

*The fraud and corruption in adland, and the willful negligence and irresponsibility of agencies, is getting hard to exaggerate.*

This week, after one of the most bizarre stories in recent advertising history, Ozy Media, a darling of the ad world suddenly shut its doors.

Agencies and brands, whose commitment to social causes run about as deep as their next PR release, viewed Ozy as a quick way to get their political

correctness creds in order.

According to *Ad Age* "Ozy Media became the darling of Madison Avenue in recent months, with advertisers seeing the media company...as a way to reach not only younger, socially-conscious consumers, but also diverse audiences often underrepresented in their media budgets."

## ... The lesson here is that the ad and marketing industry have gotten so used to utter horseshit emanating from media companies - particular online media companies...

But OzyMedia turned out to be giant scam perpetrated on the industry

Things came apart this week.

On a conference call in July with potential investor Goldman Sachs, a YouTube exec named Alex Piper sang the praises of Ozy to Goldman Sachs who were considering a \$40 million investment.

He told of the tremendous success the two companies were enjoying. The only problem was the guy on the call sounded funny as he was complimenting Ozy.

When Goldman Sachs checked with Piper he had no idea what they were talking about. In fact, the person pretending to be Piper was an impostor. But not just any

impostor, he was Samir Rao, the co-founder of Ozy, and its COO.

It later turned out that a large component of Ozy's lovely looking audience metrics were bullshit. Within a week they closed their doors.

The lesson here is that the ad and marketing industry have gotten so used to utter horseshit emanating from media companies - particular online media companies - that they have lost all skepticism and accept any bullshit they are sold.

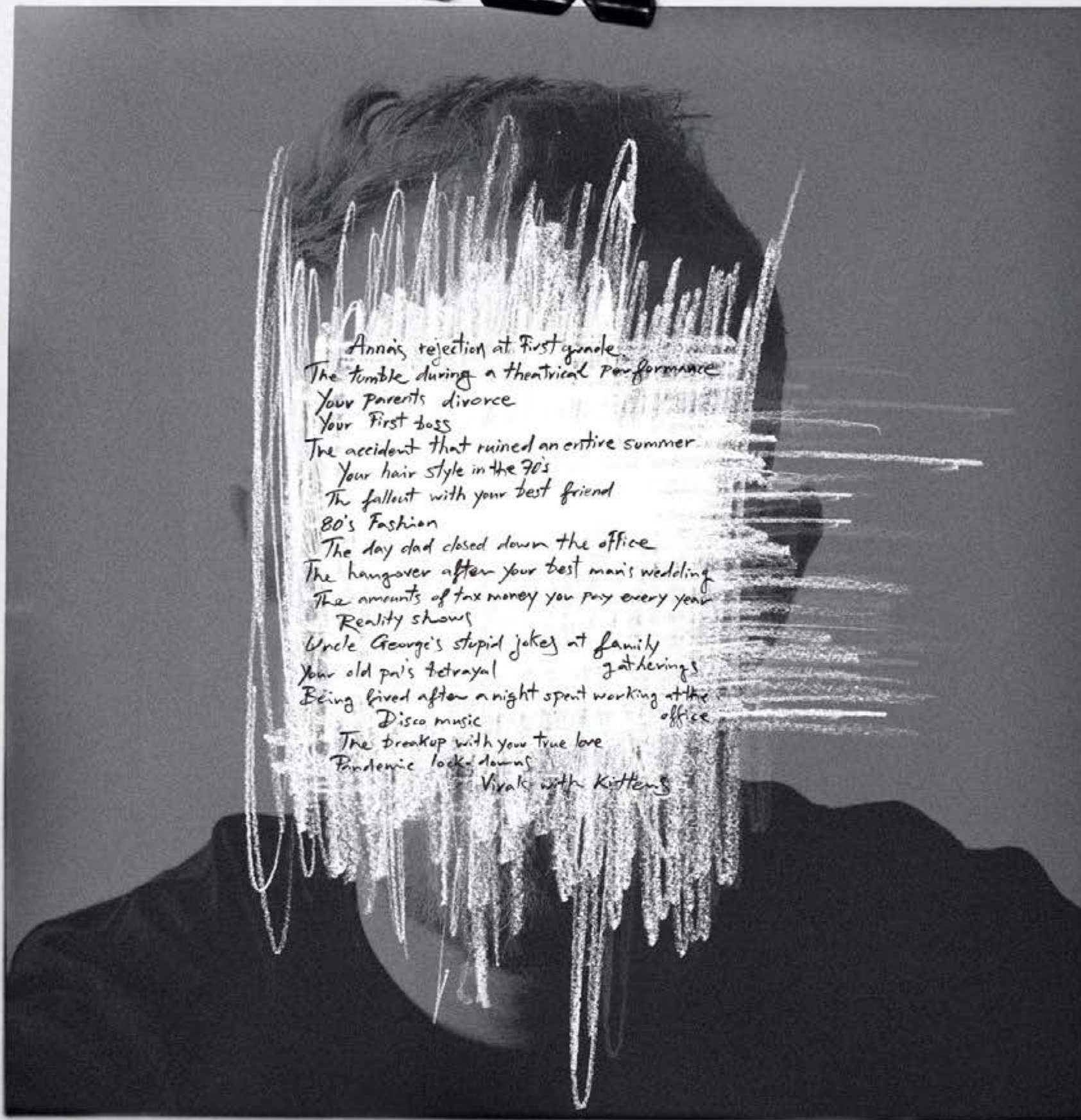
I can't wait for the day that someone hacks Facebook and we get a real look at what their audiences looks like and what their ad metrics really say. Remember in 2019 **CNN reported** that Facebook was on track to remove over 7 billion fake accounts for the year.

The ad industry's reaction:  
Not a peep.

*Bob Hoffman is author of "Advertising For Skeptics", "BadMen: How Advertising Went*



*From A Minor Annoyance To A Major Menace" and several other books about advertising.*



Annis rejection at First grade  
The tumble during a theatrical performance  
Your Parents divorce  
Your First boss  
The accident that ruined an entire summer  
Your hair style in the 70's  
The fallout with your best friend  
80's Fashion  
The day dad closed down the office  
The hangover after your best man's wedding  
The amounts of tax money you pay every year  
Reality shows  
Uncle George's stupid jokes at family gatherings  
Your old pal's betrayal  
Being lived after a night spent working at the office  
Disco music  
The breakup with your true love  
Pandemic lock-downs  
Virals with Kittens

There are many things you would like to forget. Unfortunately, dementia does not ask you.

World  
Alzheimer's  
Day  
21/9  
2021



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