

MARKETING

ISSUE #317 JANUARY 2022

WEEKENDER™



A TRIP DOWN MEMORY LANE



The power of nostalgia in marketing

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You in advertising, ah?

Guilty as charged...

'Yes, I'm work in advertising.' This opening remark will draw a variety of responses depending on where you are, what time of the day or night it is...

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Nostalgia in Marketing

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FUH!

Everyone is so thrilled

“We’re **thrilled** to extend our partnership with the BMW Group in Asia Pacific, Middle East and South Africa through our proven Team Dynamic production model.”

Mish Fletcher, Interpublic Group’s chief growth officer for Asia Pacific.

“I am **thrilled** to be a part of Carsome’s journey of building a trusted car ownership ecosystem using data and technology.”

Chief Marketing Officer, Ravi Shankar Mallavarapu .

“We are **thrilled** to have invested in Animoca Brands at a time when NFTs were at an inflection point between reckoning and mass adoption.”

Jeff Gao, Cypherpun’s CEO.

“We are **thrilled** to partner with iQiyi to create compelling, first-rate dramas that are relatable to both local and global audiences. Our aim is to tell engaging Malaysian stories driven by memorable characters and universal themes, but with a fresh perspective.”

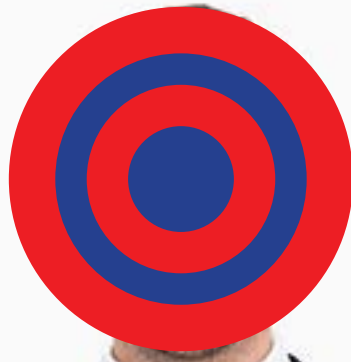
Juliana Foo, Executive Producer, Juita Viden Sdn Bhd.

“We are **thrilled** to be partnering with Magnum to bring a moment of pleasure to our fans in Malaysia.”

Charlene Wee, Partner Creative Manager, SEA from Netflix.

“We’re **thrilled** to welcome Krystal, whose spirit closely aligns with our brand values, to the Charles & Keith family.”

Co-founder Keith Wong.



You in advertising, ah?

Guilty as charged...

‘Yes, I’m work in advertising.’ This opening remark will draw a variety of responses depending on where you are, what time of the day or night it is, what you’re wearing, and the list goes on.

Almost everybody has got some-thing to say about advertising and the people who work in it.

Advertisements: an ever-present guest in the home, making loud splashes for even mundane everyday products, always screaming for attention along the highways and coaxing today’s consumer with the ideal solutions to their needs.

That’s probably why everybody has got something to say about it.

But what is the advertising person like?

Is he or she eccentric, brilliant like Einstein, an egoist, multi-lingual, a passionate speaker, a fuss-pot, a restless insomniac, a road-devil, a dashing crowd-stopper, a workaholic, alcoholic, or just living in a world devoid of reality?

All these colourful and sometimes zany perceptions have fired the imagination of many people who are not involved with the ad business.

Then again, just who is this person who cooks up ideas, flies all over the place and works feverishly around the clock?

Do advertising people surrender their energies, time and space for the love of the job or do they hunger for lots of money.

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They generally work very hard because the profession itself is a demanding one. Anyone who is breezing through is probably not doing much or is an insignificant player in the whole mix.

Ad people work hard and play hard.

They practically block out every-thing else from their mind and concentrate only on the job at hand. This state of suspended anxiety follows them wherever they go, at all times of the day and night.

After all, an idea can pop up anywhere: in the shower, in a pub or even while having a violent argument with someone.

These curious creatures also work best when they get a feel for the product, experience it first-hand and then create a strategic statement about it, one that can inspire the advertising direction.

I remember one client, who always insisted the agency personnel drive his new automobile product before even putting ink to paper.

This is especially relevant in advertising, where you have to know your stuff inside out. You obviously have to convince yourself first, before you can

convince someone else.

Busy is the buzzword in this industry. Ad people are always 'busy'.

It's a constant level of nervous excitement that somehow propels them to perform better.

Missing meals, rushing through work and living on the edge of deadlines, they definitely are a bad example for the wise adage: no worry, no hurry, no curry.

Many outsiders to the business are bewildered by the rebellious tattered jeans, earrings on a bald head, earrings and bangles every-where else, sported by some odd ad guys and shake their heads in disbelief when told this dress code is OK if you're in advertising. Some wear turbans!

Normally, this motley crew comes from the Creative Department and should not be confused with their executive-looking counterparts in Account Service (also known as 'Suits').

On the social front, the outgoing types feel at home talking to a bus conductor one minute and chatting up a luscious number at a fancy cocktail the next. After all, aren't they supposed to be experts on what the customer wants? And what better way than to be in

EDITOR'S NOTE

the thick of things, touching the pulse of the populace, keeping in tune with the times and *joie de vivre*, as it were..

Who was it who said that the first law in advertising is to advertise oneself?

The advertising game may look like lots of fun, but there's always mountains of serious work going on behind the scenes. One has to be logical, mentally disciplined and possess a large reservoir of strategic vision in order to make the idea fly.

For the dedicated ad pro, his job is both a science and an art. It is the very essence of his life. The world of 'The Big Idea'. A lifelong pursuit for the perfect ad, the breakthrough idea and finally, to create a little advertising history for posterity.

Memorable campaigns have touched people's lives for generations, skillfully-punned brandnames and turn-of-phrase slogans have outlived even their creators.

To the layman of course, all this may not hold such a profound implication.

Here's a possible everyday scenario: imagine a retired ad guy telling his grandson one day,

"You know child, your Grandpa wrote the tag-line for Coca-Cola and it helped sell millions of drinks."

And the little one could very well turn around and continue, "Sure, but when are you taking me to Disneyland?"

To join the ad fraternity, one will find it difficult to get in. But once in, you'll find it difficult to get out. It absorbs you with its never-ending electricity to excel. That's just the way it is.

You only have to put your foot in the door to experience the addictive appeal this business holds. Most ad people believe they are best qualified for the job they have.

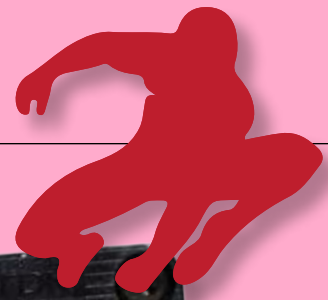
Anything else is a waste of life.



* This article is taken from the book **Rainmaker: Making brands and people famous and furious for three decades.** To get your copies, email ruby@adoimagazine.com. Copyright © 2021 Sledgehammer Communications (M) Sdn Bhd.



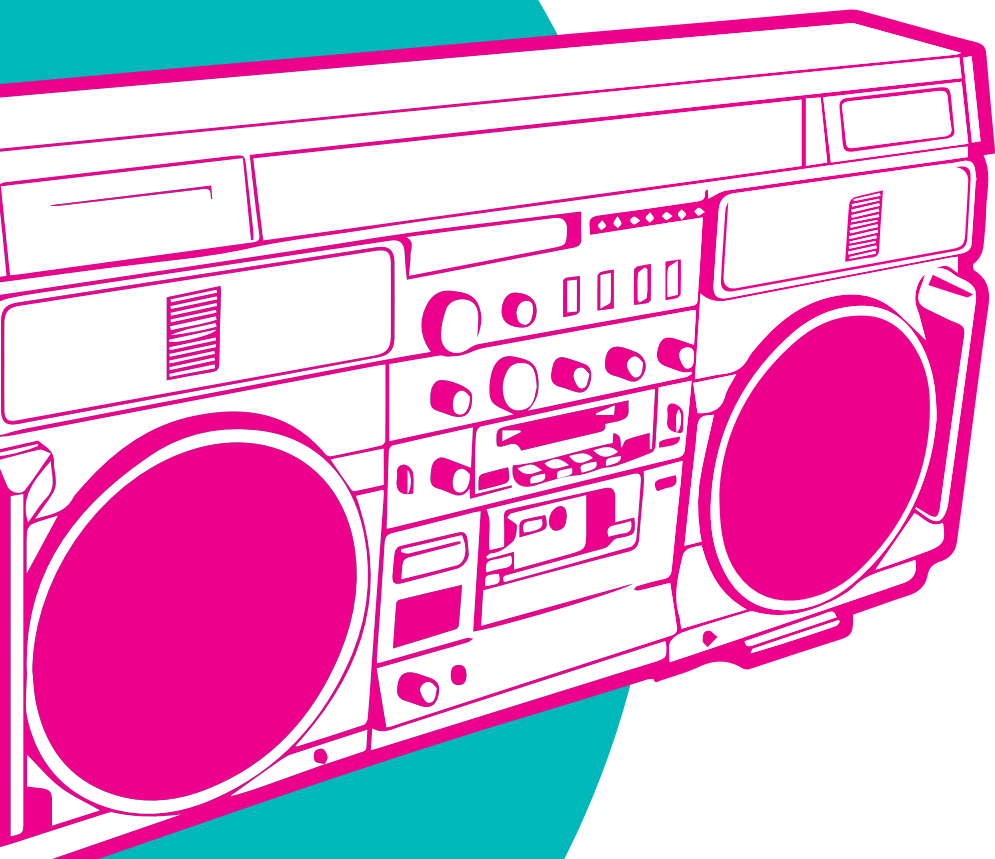
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Travelling back in time

Capitalizing on the potential of Nostalgia

By Raihan Hadi



Spoilers ahead...you've been warned.

Oh and if you're not familiar with the item above, you're probably going to learn a thing or two.

Why does the Aston Martin DB5 keep being James Bond's favourite ride?

Why Nostalgia Marketing Works On Us

Collective memories are easy to pinpoint and tap into.

Average person is nostalgic once a week.

Nostalgia also increases optimism

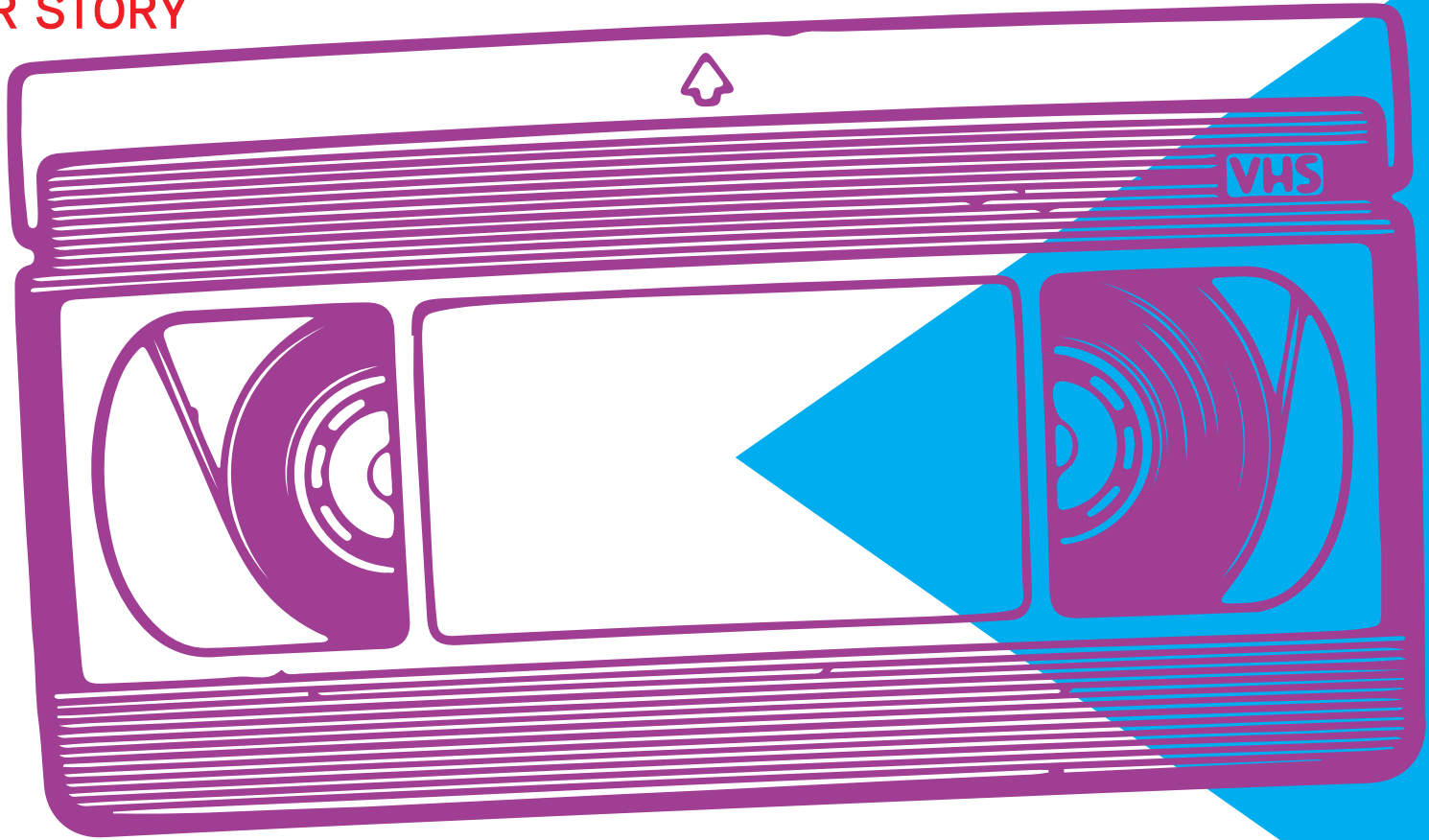
Being nostalgic feels good. People use nostalgia to self-soothe.

Feeling nostalgic actually makes people more willing to spend money.

We consume bad news to survive. But we seek out good news to thrive.

Feel-good news ALWAYS elicits more engagement.

COVER STORY



Why did a mediocre show like *Riverdale* get so much viewer response?

And why did Marvel bring back Tobey and Garfield's Spider-men to the MCU all of a sudden?

The answer - Nostalgia Marketing.

Piggybacking on nostalgia isn't something new, but it definitely is one of the hottest trends for brands out there at the moment.

It can be tiny insertions of something from the past for a target audience, such as the end credits snippet for Berlanti Productions in all CW superhero shows - an homage to Greg Berlanti's father asking him to move his head while they're having their family tv time, watching a vintage television.



Click to watch

Remember cassette tapes and boomboxes? Times when you didn't have a choice but to feed your desires to listen to your favourite songs by fixing a tape with a pencil?

It would get worse if the tape got stuck inside the player...

Those days are long gone, yet somehow not really because brands nowadays are creatively injecting notions of the good memories from our pasts into the various types of content we feed

COVER STORY



on, just to tap into that happy place in our head.

Nostalgia has become so powerful lately that many brands around the world are trying to capitalize on it by befitting means. It can be a meme, the imagery on a product, or even the whole style of a movie.

If done right, it can put your brain on a magic carpet and take it for a ride down memory lane, back to days when your life was (probably) much simpler.

But why now? Why is playing on nostalgia working so well?

It is simply because the past two years have tied us up more with masks and hand sanitizers, and less with people due to all the social-distancing, and our

... Nostalgia has become so powerful lately that many brands around the world are trying to capitalize on it by befitting means...

lives are being brought to a halt more frequently than ever, hence, consciously or subconsciously, we're all longing for bygone days.

Coming back to the example of the latest Spiderman movie. Usually I gather a couple of my friends whenever I'm going to the movies, but this time I didn't

COVER STORY



The evolution of Coca Cola bottles

even care because I'd heard rumours that this sequel would bring back all the other actors who played the title role in the past. Not something all of my friends can resonate with.

And they did! Oh the literal tears of joy in my eyes when I saw the OG Tobey Macguire as the beloved Peter Parker once again on the big screen! It was like meeting the best friend I never had (lol). Not just that, they brought back two of the original baddies, with heavy touch-ups on their appearances for obvious reasons.

Before I deviate from the topic with the range of emotions bursting within, and this is exactly what my point is today, I think using nostalgia for

branding works pretty well when you know your target audience.

A lot of us grew up during times when there was no cable tv, or CD's, and definitely no internet. When we see brands connecting with that past and trying to make us feel comfortable with their content, we naturally feel inclined to make them part of our lives.

And cassette tapes (as shown in Guardians of the Galaxy, Star Lord's favourite item along with the Walkman) or Spiderman aren't the only elements that made us who we are today.

Think about games of carrom, road trips in minivans with printed maps, or even something as simple as a glass bottle of cola - all part of fond memories



Tim Wildschut and Constantine Sedikides (right). Photograph: Richard Saker/ObsERVER, Source: The Guardian

(unless you were dumped by the love of YOUR life while drinking out of that bottle).

Coca Cola is probably the most nostalgically connected brand because they've been around for as long as Santa Claus. The evolution of their branding and packaging are very powerful tools for not just themselves, but filmmakers as well.

If you're a filmmaker, you can make a period flick about any era starting from 1886 to present day and connect with your audience by using even a poster ad for Coca Cola with their bottle from that era.

Of course, most people from 1886 are probably having dinner with Santa as we speak and most people nowadays use Cola to clean their metals and other DIYs at home. Nevertheless, the brand has nostalgic value.

The Research behind it all...

Yes, there exists a [research paper](#) by Professor of the Psychology Unit at University of Southampton [Dr. Constantine Sedikides](#) that was published in 2009, which explains why nostalgia in marketing works.

I'll quote a bit from the source (NYT) here - Nostalgia had been considered a disorder ever

COVER STORY



COVER STORY

... The effects of nostalgia can come in different layers, causing a little pain, cutting out boredom, countering loneliness and anxiety and so much more - mostly positive stuff.

since the term was coined by a 17th-century Swiss physician who attributed soldiers' mental and physical maladies to their longing to return home — *nostos* in Greek, and the accompanying pain, *algos*.

Despite having negative emotions attached to the word by the Swiss physician (Dr. Johannes Hoffer), Dr. Sedikides began his research that stemmed from an afternoon he had spent with a colleague over lunch and started reminiscing about his youth a little too much.

'It is like creating an inexhaustible bank account which is there for you if you ever want to withdraw from it'.

The best way to describe how nostalgia works is probably by talking about us looking at old photographs with loved ones - recounting happier and simpler times.

The topics are universal — reminiscences about friends

and family members, holidays, weddings, songs, sunsets, lakes. The stories tend to feature the self as the protagonist surrounded by close friends.

The effects of nostalgia can come in different layers, causing a little pain, cutting out boredom, countering loneliness and anxiety and so much more - mostly positive stuff.

To test these effects in the laboratory, researchers led by Dr. Sedikides at Southampton induced negative moods by having people read about a deadly disaster and take a personality test that supposedly revealed them to be exceptionally lonely.

In the end, the people depressed about the disaster victims or worried about being lonely became more likely to wax nostalgic. And the strategy worked: They subsequently felt less depressed and less lonely.

Despite being a tricky thing to play around with, you can certainly start brainstorming about using the "Nostalgia" factor in your branding for your next campaign. If you do it right, that campaign might just be the key to the hearts of your consumers.

2185 readers chose their favourite CNY TVCs last year...



#GamudaLand - Key to Happiness
[Chinese New Year 2022 Short Film]



Create A Marvelous New Year - Happy Chinese New Year 2022 with EcoWorld



Garmin Malaysia Chinese New Year 2022 The Little Things



Munchy's CNY 2022:
加满满 (Jia Mun Mun)



RHB Chinese New Year 2022:
A Spark For Change



Shopee CNY Sale 2022 is Here!



AIA CNY 2022:
Journey to the WoW



COWAY CNY 2022:
"Drink More Water!" COWAY MALAYSIA



Etiqa CNY 2022:
The Auspicious Time



Mak Saya Pendandan Rambut Terhebat - McDonald's Malaysia



The Worst Feng Shui Master 神算 [Love Letters] Julie's Biscuits



Grab CNY 2022:
Ah Ma Knows Best



Accumulate Happiness Ching Ching Ching VI 2022 CNY Music Video



Air Selangor CNY 2022 Glue of the Family



Grab CNY 2022 Prepare for HUATEVER



Hearts Build Homes - Tropicana CNY 2022



IJM Land CNY 2022



MBSB Bank CNY Keep Roaring



Perodua CNY 2022 - #ApaNkongBilang



PETRONAS CNY Roaring Rewards 2022

This year, even more readers will make their choices shine as best CNY TVCs.



Hér Prósperity Chinese New Year 2022 -Taylor's University



HLB CNY 2022: Ong Lai Tart



IPC CNY 2022 Year of the Woohoo Video (Health)



Always Be There 2022: A CNY Short Film by Knife



MR.DIY CNY 2022: "Family"



Spritzer CNY 2022: ONG-ONG Wishes, SUI-SUI Dishes!



#CNY2022 - A CNY Reunion Disaster... Almost!



TNB CNY 2022: WonderFu Fortune



Watsons Malaysia CNY Main Film 2022 #WatsonsGrandestHBY



BIGPOS 2022 Chinese New Year Short Film The Journey



Tune Talk Chinese New Year 2022 : RISE with Sheng Family



CNY 2022: The Worst Feng Shui Master Julie's Biscuits

The annual **MARKETING Magazine Experts' Choice Awards, Top 10 CNY TVCs Edition 2022** has had great responses from TVC makers around the country.

While these TVCs have taken a shot at becoming one of the TOP 10 CNY TVCs of the year, you can give them a run for their money by submitting yours as well.

The window closes at 5 p.m. Monday, 31st January 2022, and until then **MARKETING Magazine** will be accepting all local CNY TVC submissions from brands around the nation, as their TVCs stand a chance to be voted the best CNY TVC by our expert readers.

This year, the **top 10** winners will receive a certificate of recognition of **MARKETING Magazine's Experts' Choice of Top CNY TVCs** in Malaysia and the fame

that comes with the commendation.

Brands, agencies and production houses are all welcome to submit their work for just RM 2,000 per entry.

The voting period for the submitted entries begins on 1st February 2022 and will end on 14th February 2022.


The top 10 winners will be announced on 18th March 2022 on our website and a special feature of **MARKETING Weekender**.

Submit your CNY TVC now for the nation's one and only TVC awards determined purely by marketing and advertising experts. To take a look at last year's entry, visit our official awards [website](#).

Submit here NOW!!!

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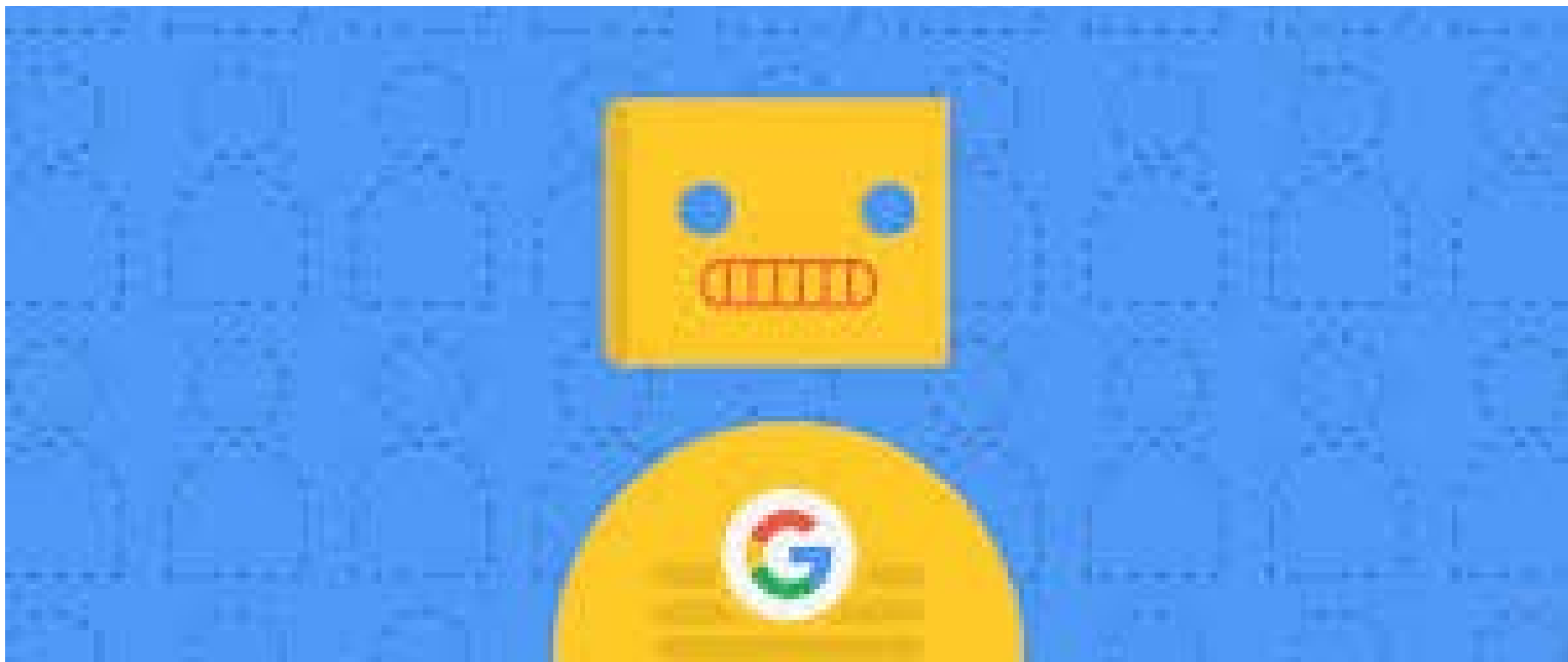


States Accuse Google of Cheating Advertisers and Colluding Illegally with Facebook

This is getting tedious. Google and Facebook break the law. They're caught. They pay a chickenshit fine. And they go

on doing whatever the hell they want. I'm starting to think these guys are untrustworthy.

The latest episode goes like



this. A few years ago a group of states got together and sued Google for engaging in monopolistic practices including lying to advertisers about its ad auction policies. This resulted in some of its clients getting favorable treatment and Google making more money.

This week, new documents were released showing that Google employees knew it was screwing its clients and warned that it was trying to grow its sales by illegally utilizing “insider information.” According to [The Wall Street Journal](#), one Google employee wrote that Google’s practices “makes the auction untruthful.»

Additionally, Google ceo Sundar Pichai and Facebook’s Mark Zuckerberg were accused of participating in an illegal

price-fixing scheme in which Google guaranteed Facebook would win a certain number of ad auctions.

Just another charming week in the lovely land of adtech.


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.



WRITE RIGHT



REMOTE ONLINE
TRAINING
ON ZOOM
PLATFORM



24
FEB 2022
(SESSION 1)

TIME
9.15AM TO
1.15PM

25
FEB 2022
(SESSION 2)

TIME
9.15AM TO
1.15PM

KEY TAKEAWAYS

- A better understanding of how to create a unique tone of voice.
- A better appreciation of the fundamentals of good writing.

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CHIEF CREATIVE OFFICER,
PIRATE, SINGAPORE

