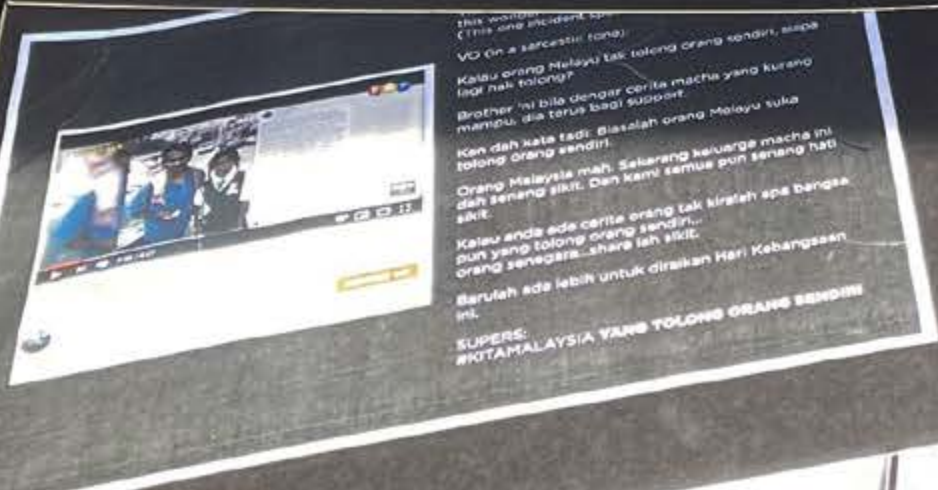


# MARKETING

ISSUE #318 FEBRUARY 2022

## WEEKENDER™

# What happens to creative ideas that are not sold?



#kitamalaysia

the last time you pressed the button for someone you don't even know?

**EDITOR'S NOTE**

04

**Stuff not many talk about.....**

Zoom ceiling:  
Apparently there now exists a new form of glass ceiling for remote workers - the Zoom Ceiling. Remote work has...

**COVER STORY**

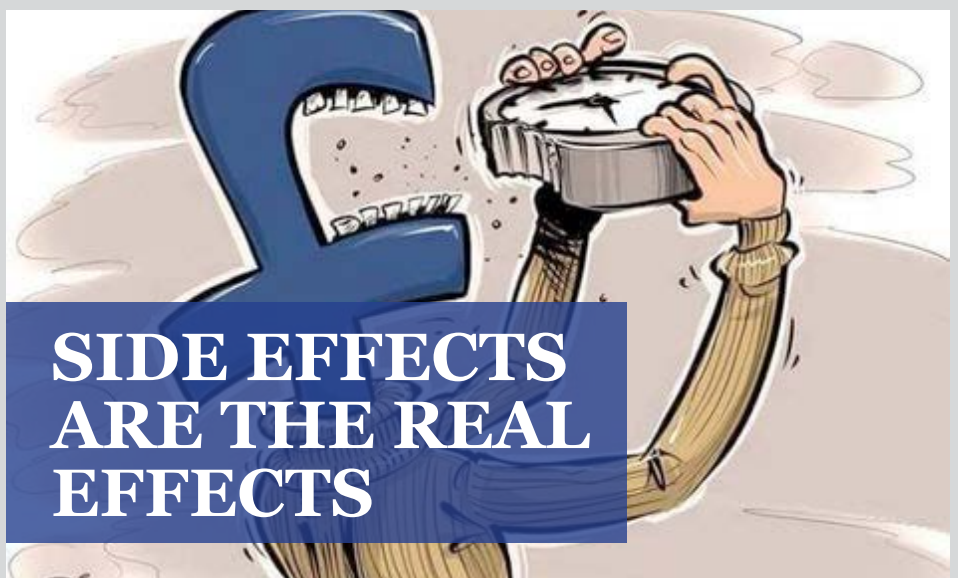


06 **Can the urge to win beat the sexual urge?**

Yes, yes, I know it is a click bait headline...



15 **Just 3 days left to vote for the Experts' Choice Awards!**

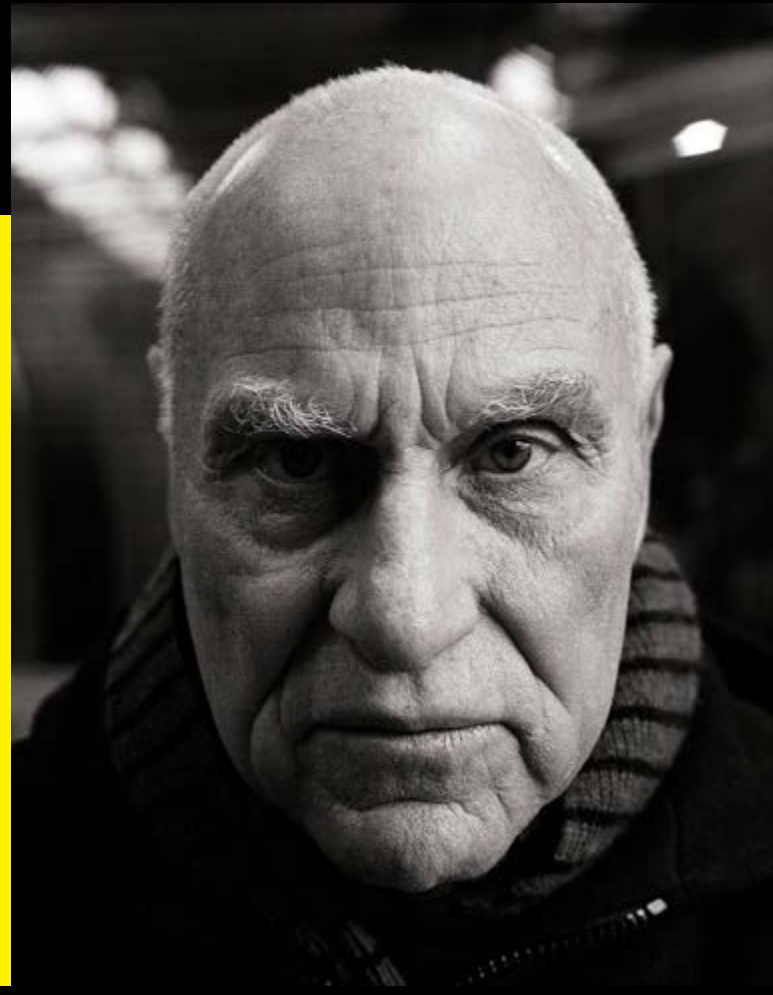


**SIDE EFFECTS ARE THE REAL EFFECTS**

19 After more than 10 years of writing about the scourge of tracking and online...

**“If something is free, you’re the product.”**

Richard Serra in 1973 in his short film Television Delivers People.



**“MACC the problem, not the solution to graft.”**

Harapan Leaders in [malaysiakini.com](http://malaysiakini.com)



**“Any meta trend that has gathered enough momentum to be a meta trend is already a missed opportunity.”**

Matt Klein

Trends & Strategy Lead,  
Reddit Inc.

**“When Michelangelo put God on the ceiling of the Sistine Chapel, wasn’t that a wonderful piece of media buying?”**

Sir John Hegarty



## EDITOR'S NOTE



# STUFF NOT MANY TALK ABOUT.....

## Zoom ceiling:

Apparently there now exists a new form of glass ceiling for remote workers - the Zoom Ceiling. Remote work has definitely made achieving a healthier work-life balance a tad bit easier for remote workers, but not showing up at work physically is now the new barrier between them and their next promotion.

Bosses don't really talk about it, diplomacy-schiplomacy...but they play the "out of sight, out of mind" game pretty well when

promotions are in the horizon, passing over the remote workers and grabbing onto those who have started going to the office more frequently, if not daily.

## Crypto crash or Crypto correction?

Despite the major not-so-surprising hype over meme coins like Dogecoin and its killer Shiba Inu during 2021, their predecessors ("the real coins") Bitcoin, Ethereum, and all major cryptocurrencies dropped by 10% or more recently.

## EDITOR'S NOTE



Another nail was hammered into the crypto-coffin when on January 21st, the cryptocurrency market cap declined by \$205 billion in less than 24 hours. The major market indices also crashed, and were treading the correction territory at the period too. Data on January 28 suggested that the crypto market is worth \$1.7 trillion, quite the slippery slope from the all-time high of \$3 trillion. Given how much time, energy (stolen electricity) and effort it takes to “mine” cryptos, are cryptos ever gonna become real currencies with less volatile values?

Depends on who you ask, the answers will be different. Bill Maher said it best, “Crypto is an anonymous currency with a dollar sign on it.”

Warren Buffett says, “Cryptocurrencies basically have no value and they don’t produce

anything. What you hope is that somebody else comes along and pays you more money for them later on. But then that person’s got the problem. In terms of value: zero.”

### Media owners must stop being order takers.

I am just puzzled why media owners sometimes regard themselves as low placed suppliers in the advertising food chain. Do they assume that the rest of the stakeholders in the value chain are more intelligent than them?

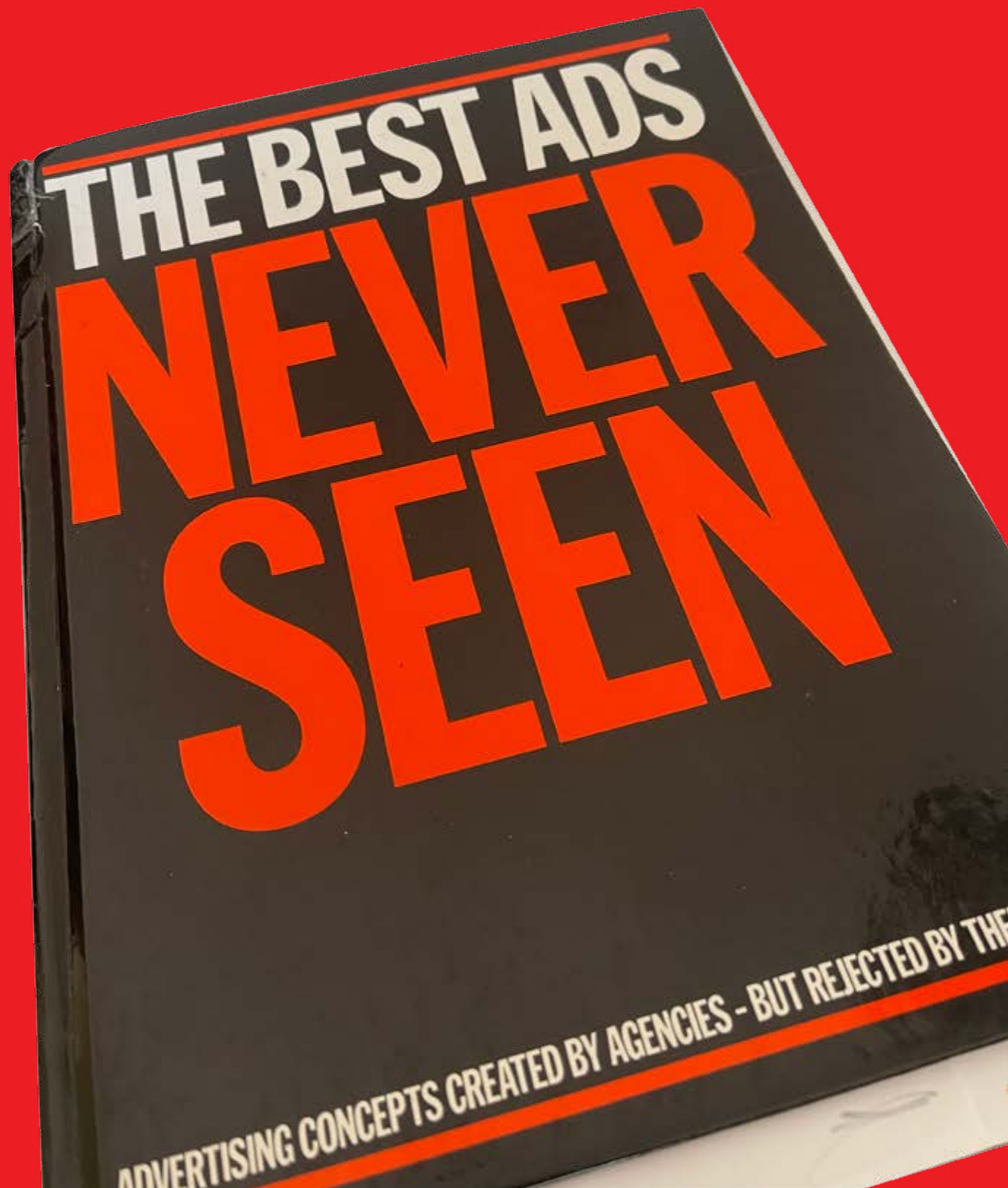
I strongly disagree, because there are so many bright people in media owner companies (their companies can dwarf most agencies in town) but they do not act the part.

It is also bewildering to see clients trust their million-ringgit budgets to “media intelligent” companies as if there is a clear knowledge gap. Are media owners not capable of adding value to the conversation or are they banned from meeting clients directly to make their case?

A handwritten signature in black ink, appearing to read 'Bernard', written over a series of horizontal lines.

# Can the urge to win beat the sexual urge?

*by THE HAMMER*



## COVER STORY

Yes, yes, I know it is a click bait headline. All headlines in advertising are click bait, so deal with it.

Creative people worth their salt in the advertising industry will tell you that the chance to create something new for a new business pitch is their reason for living.

The urge to win overshadows almost everything, including sleepless nights and losing touch with reality for a few days.

The lure to dive into a mind and emotional adventure of discovery, experimentation, arguments, cold pizza and improvisation can seduce even the creative novice into a journey of what is possible.

Actually, I dare say ad people are the most creative during new business pitches. They can actually let their guard down and think beyond the mundane. Fresh thinking is such an energising rush of unmasked air. Ah...the freedom to think is so liberating!

It no secret most clients want their agencies to be always be in new business mode when it comes to fresh ideas, but the truth is most are not set up to handle it.

But new business pitches can be heaven on earth for the winners or hell on steroids for those who lose.

No better high or worse low in the world.

The agony of seeing the value of your work vanish is like the end of the world. If you've been there, you'll know it. Ya, ya, ya, "there's always tomorrow", and all that crap. The freedom to mope is also a democratic right, ok?

Questions like "Did the clients tell you the truth in their new business brief?", "Can't wait to see the winning campaign when it runs, hahahahahaha..." and the usual "I'm sure someone was sleeping around with someone!".

"Can't wait to see the winning campaign when it runs" is wishful thinking actually, because most ideas that win the pitch are almost never used in the final execution. I could suggest some possibilities why....

When it comes to most government linked advertising and media assignments, it is less scientific: it all about who you know and who you can please in cash or kind. Doesn't take someone like Syed Saddiq to figure this one out.

## COVER STORY

# ...MDEC once invited 43 agencies to pitch for a few hundred ringgit work of business....

Government project pitches are either “up for pitch”, “decision delayed because we say so”, or “open for pitch again”.

Tourism Malaysia had a massive pitch going on for almost a year, and lo and behold, they are now “open for pitch” again. MDEC once invited 43 agencies to pitch for a few hundred ringgit work of business. I think it was called MDeC then (face slap).

But nothing beats the case of Malaysia Airlines just abandoning the entire pitch process because their “brief” changed in line with the arrival of a new CEO, leaving all participating agencies in the lurch. The lucky ones got reimbursed a token sum to cover their electricity bill for a month.

## COMMON REASONS CLIENTS GIVE TO REJECT CREATIVE?

OK, this question brings me to the book, *THE BEST ADS NEVER SEEN*, a clever award show published by an equally brilliant sounding organisation, National Advertising Benevolent Society (NABS). NABS is the support organisation for the advertising and media industry.

Founded in 1913, it is a registered charity dedicated to improving the wellbeing of those in the advertising and media industry. Yes, it’s a real thing and is a miraculous movement most in the advertising industry and media industry have conveniently forgotten.

Get your fix by clicking [here](#), and [here](#).

Anyway, back to the *THE BEST ADS NEVER SEEN* [book](#)... it showcases some of the best work done by the industry that never saw the light of day and awarded by NABS. They are ads rejected by client, so the industry decided to give it a deserving shot of fame. After all “what do clients know about good work?” ....or “everybody makes mistakes” ...

## COVER STORY

Inaugural Jury President John Hegarty in 1993, well before he received his knighthood, said in his foreword, "I am delighted to see work from all over the world which for the first time, gives *everyone*, within and outside the industry, the opportunity to see excellent work which might otherwise never be seen."



### Gold Winner

Reasons why the ads were rejected (as published in the book).....

- Too risky - political

- Afraid of public reaction
- Model in picture will not agree
- Off strategy, because headline tweaked the tagline
- Does not fit with current campaign

Just for good measure, we asked a few local leading lights in creativity their own experiences with ads never sold....



Alvin Teoh - Chief Creative Officer, Naga DDB Tribal

### What happens to new biz pitch ideas that are not sold?

A lot of them just end up in the idea graveyard. Once in a blue moon, some are dug up, re-tweaked and recycled for something else that's relevant.

## COVER STORY

**... A lot of them just end up in the idea graveyard. Once in a blue moon, some are dug up, re-tweaked and recycled for something else that's relevant...**

**Why were they not bought by the prospective client?**

A variety of reasons - one is the obvious, we lost to a better idea from another agency, other reasons are the brief we received from client is not in line with client's higher management, sometimes clients want something safer but we were too bold and the reverse also happens - the client wants something bold and we were too safe. Sometimes the brief is a bogus brief and the pitch is just a show. Sometimes we trip and fall and completely miss the opportunity to see something great and put on a shit show. Sometimes it comes down to fees and sometimes client and agency don't see eye to eye on the creative solutions at hand.



TC - Founder, Torpedo Ideas

**What happens to new biz pitch ideas that are not sold?**

Like unused toys, they sit in a box hoping for some new kid to come along and find them useful someday. Most are never touched by human sight after the pitch.

**Why were they not bought by the prospective client?**

The truth is hardly ever reflected in their rejection replies. So I'm not sure really.

**... Most are never touched by human sight after the pitch...**

## COVER STORY



Teh Le Vin - Executive Creative Director, Spin Communications

### **What happens to new biz pitch ideas that are not sold?**

Most RIP after the pitch, but some lucky ones get to reincarnate and live again to help us win new biz.

### **Why were they not bought by the prospective client?**

We normally present creative business solutions and would do more than just ad campaigns. They drive meaningful outcomes. Clients would find it too 'difficult' to execute on their part. Too much legacy (system change, data migration, departments acting in silos, et al).



Henry Yap - Executive Creative Director, M&C Saatchi Malaysia

### **What happens to new biz pitch ideas that are not sold?**

We will still keep those good ideas in the bag because you may never know if someday those good ideas may see the light of day again by the same client at another time or project. If the previous client didn't buy that idea, who knows, it may suit another prospective client with some modifications to suit the nature of the brief. Bonus if it wins an award too for the new client, who believes in it.

**COVER STORY****Why were they not bought by the prospective client?**

Several factors: inappropriate timing, not willing to take risks, too expensive or too little time to produce or just simply not meeting their expectations.



Chan Woei Hern - Executive Creative Director (Malaysia & SEA), VMLY&R COMMERCE

**What happens to new biz pitch ideas that are not sold?**

The techniques, the experience, the learnings. We take it in to make ourselves a

little better for the next one. The ideas: if they're really kickass we try and find them a new home. The rest, we send back to wherever ideas come from and see how else they can come back to life the next time there's a chance. The team, we celebrate the efforts, have a good laugh over it and come back stronger.

**Why were they not bought by the prospective client?**

The best reason an idea is not to be bought, is because there was a better idea by the competition. We're creatives. We live by celebrating ideas. And by getting jealous, and defeated and learning to be better through it.

Sometimes it's because of chemistry, and that's a great feeling too. That a client feels like taking a chance at a relationship, with all the road bumps that come along.

The worst reason? When the tie breaker is down to hours and numbers. Now every agency has lived and died by the procurement sword before. As a creative. I can tell you it brings both winners and losers no pleasure. It's just another war to be won cause we're soldiers doing our job kinda thing.

## COVER STORY



Adam Miranda – Co-Founder & Executive Creative Director, Fishermen Integrated

### **What happens to new biz pitch ideas that are not sold?**

Pitch ideas that don't get sold (and not win us the business) usually end up as stories that are told over drinks about fantastic ideas we tried to sell but the client didn't buy them. That's probably as good as it gets. Most of the ideas we pitch are unique to that client and the brief. So chances of repurposing the work for another client are slim.

**... We are allergic to boring ideas so Fishermen does push the boundaries in concept...**

If we're lucky, those unsold pitch ideas can serve as inspiration for new ideas down the line. Most of the time, they're hard lessons on the brutal nature of pitching.

### **Why were they not bought by the prospective client?**

We are allergic to boring ideas so Fishermen does push the boundaries in concept, storytelling and entertainment. And understandably, for some prospective clients, that might be a step too far. Some clients do explain where we fell short and what the winning agency had. And we appreciate this.

Sometimes it's nothing to do with us but a change in brief or direction after the pitching process.

*More than 100 new business creative pitches are easily conducted every year and more than 300 campaigns just disappear into the night.*

# COMMONLY USED DOOH Terms

**Potential Views:** Total audiences who passed by the billboard and had the opportunity to see (OTS) the board within the specified period. This includes repeat passers-by.

**Reach:** Unique Count of the audiences who passed by the billboard and had the opportunity to see (OTS) the board at least once within the specified period.

**Frequency:** The average number of times that one person passes by the billboard location during the specified period

**Target Audiences:** Also known as Target Group (TG). A specific and well-defined audiences that the campaign intends to reach

**Proof of Performance:** Proof that the ads were delivered on the billboard(s). They could be in the form of images and videos plus play logs (for digital sites)

**Dwell Time:** Average time spent by audiences around billboard vicinity or location

**Faces/Panels:** The number of sides one billboard has. For example - a double-sided billboard has two faces or panels

**Spot(s):** A spot is when an ad is served once on a digital billboard - for example, one 15-second Ad. Spots per day refers to the minimum number of times one advertiser's creative will be delivered throughout the day

**CPM:** Cost to reach an audiences of a thousand people: Campaign Cost/Audiences Reached) \*1,000

**Daypart:** A partial segment of the board's total operation hours. For example - an advertiser could choose to run his creatives only during the 6pm to 10pm daypart

[Download your Moving Walls' Outernet Playbook here](#)



# Just 3 days left to vote for the Experts' Choice Awards!



Only our expert readers can decide the TOP 10 CNY TVCs of the year

VOTE NOW

## 2021 YTD MALAYSIA TOP 10 WINS

Creative Agency	Month	Account	Area
VMLY&R	Sep	Shell Malaysia	Malaysia
Grey Group	Mar	Bangledash Navy	Malaysia
VMLY&R	Mar	Carsome Project	Malaysia
VMLY&R	Dec	QSR Stores Sdn Bhd (KFC) Project	Malaysia
Grey Group	Mar	Malaysian Heath Board	Malaysia
FCB	Apr	Genting Skyworlds Theme Park	Malaysia
The Chariot Agency	Jun	Costa Coffee Social	Malaysia
FCB	Oct	Resorts World Genting	Malaysia
VMLY&R	Feb	Unilever Project	Malaysia
Ogilvy	Jan	Dairy Farm	Malaysia
Media Agency	Month	Account	Area
Mindshare	Aug	Unilever	Malaysia
Universal McCann	Nov	Foodpanda	Malaysia
dentsu X	Dec	Mandom (Malaysia) Sdn. Bhd. Project	Malaysia
Mediacom	Nov	The Coca-Cola Company	Global
PHD	Oct	FrieslandCampina	Malaysia
PHD	Mar	Subway	SG, MY
PHD	Apr	Ikano	Malaysia
PHD	Apr	IKEA	Malaysia, Vietnam, Thailand, Singapore, Philippines,
OMD	Nov	Beiersdorf	APAC
Initiative	Mar	Tesco	Malaysia



Driving transformation for  
marketers and their agencies.

## APPIES ASIA PACIFIC PAST WINNER



CLICK TO WATCH THE VIDEO

### Vibha Gupta

Presenter of Gold winning campaign at The APPIES Asia Pacific 2016:

“I remember presenting our case studies at Appies Asia-Pacific 2016. What makes these awards really special is the format of live presentations and questions from both the jury and the audience. This lends an infectious energy to the whole experience. The quality of questions was inspired. Presenting (and winning!)

Campaign:

**Dettol, coining a new cultural currency for hygiene in India by McCann Worldgroup India**

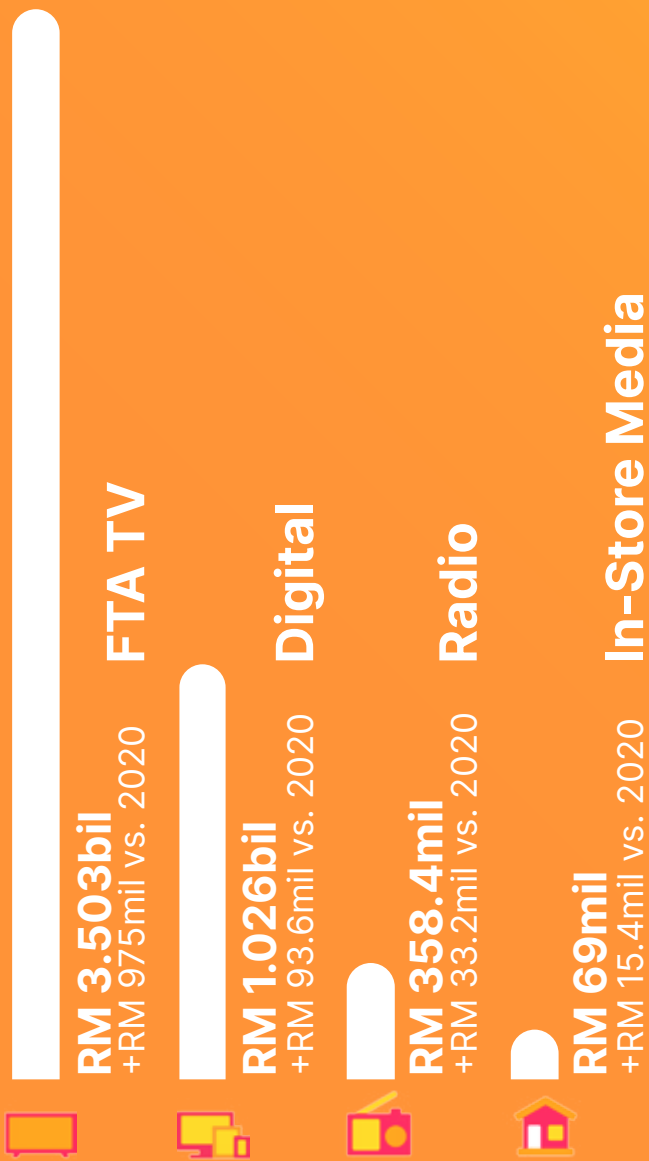


CLICK FOR CASE STUDY

at Appies was an enriching experience that strengthened client relationship while setting stage for future agency representation”.

Submit your entries for  
**The APPIES Asia Pacific NOW**

Total media adspend for 2021 was at RM 5.931bil, an increase of 18% (+RM 905mil) vs 2020, with an upsurge in Q4, a key contributor to this growth. Whilst there were several new FTA channel launches in 2021, much of the TV growth was driven by existing channels, who enjoyed 300k more spots than in 2020. The main media types that were able to drive up spend, were:



# BRIGHTER DAYS AHEAD?

## 2021 ADEX INCREASES SIGNIFICANTLY ON 2020 DRIVEN BY FTA & DIGITAL BUT SOME PLATFORMS & CATEGORIES STILL DECLINING

Sectors/categories with the highest increases for 2021 vs. 2020 were:



**RM 1.754bil**  
+RM 838.6mil vs. 2020.  
**Government, Social and Political Organisations**  
More public service messages from **Local Government Institutions** on Covid 19 SOPs and vaccination.



**RM 774.5mil**  
+RM 183.7mil vs. 2020.  
**Retail**  
Monthly sales such as 8.8, 9.9, 10.10, 11.11, 12.12 etc., New payday sales, Jom Cuti-Cuti Malaysia etc by **Other Retail**.



**RM 179.3mil**  
+RM 94.7mil vs. 2020.  
**Media**  
Promotional and launch ads for various **Television** and movie streaming channels as well as TOKYO Olympics 2020 broadcasts.



**RM 320.6mil**  
+RM 28.2mil vs. 2020.  
**Pharmaceutical**  
Top **Tonic & Vitamin** category spenders from 2020 increased spend, as other brands reactivated.



**RM 172.3mil**  
+RM 49.8mil vs. 2020.  
**Services**  
**Shipping / Courier** Service advertisers who went silent in 2020 reactivated campaigns in 2021.

Sectors/Categories who pulled back ad budgets:



**RM 19.8mil**  
-RM 87.8mil vs. 2020  
**Travel & Tourism**



**RM 329.3mil**  
-RM 74mil vs. 2020  
**Communication**



**RM 482mil**  
-RM 70mil vs. 2020  
**Toiletries**

Ads and brands that activated campaigns (particularly in broadcast media) drove the adex growth for 2021. Similarly, for 2022, traditional as well as digital media have key opportunities to thrive while leveraging the advertising momentum of brands and categories which aim to ensure their presence in consumers' consideration sets and shopping carts.

1 Source: Nielsen AdIntel, January 2021 - December 2021. Values based upon available ratecards.

2 Total adspend summary value includes FTA Television, Newspapers, Magazines, Radio, In-Store Media, Cinema and Digital.

Please Note: The above information belongs to Nielsen Malaysia, any reproduction or publishing can only be done with the prior consent of Nielsen Malaysia.



# SIDE EFFECTS ARE THE REAL EFFECTS

After more than 10 years of writing about the scourge of tracking and online surveillance, it finally occurred to me this week why most people, regulators, and legislators don't seem to get it or care much about it.

I was at a dinner with a famous economist, and a former professor of advertising and marketing at one of our most

prestigious universities. In the course of dinner the topic of conversation turned to online advertising.

I explained how I felt about tracking-based online advertising. One of these brilliant people replied, essentially, *"I don't see what all the fuss is about. Sure, online advertising sometimes feels creepy. But so what? All advertising is annoying."*

## ... I made the mistake of forgetting that advertising is of little to no consequence to most people. They really don't give a flying shit about it and if it's a little more annoying, so what?...

At that moment the penny dropped. I realized for the first time what the problem is. The worst consequences of tracking are not that it makes advertising worse, it's that it makes other things so dangerous.

What most people don't understand is that the tracking-based data collected by and for advertisers is also used...

- by platforms like Facebook to create algorithms that have the effect of polarizing us and driving wedges into society
- are used by malefactors to spread misinformation and lies in specific directions undermining confidence in elections, democratic institutions and scientific findings [\[2\]](#)

- are used by criminals to extract tens of billions of dollars illegally from the programmatic advertising ecosystem

As most ad and marketing geeks do, I made the mistake of forgetting that advertising is of little to no consequence to most

people. They really don't give a flying shit about it and if it's a little more annoying, so what?

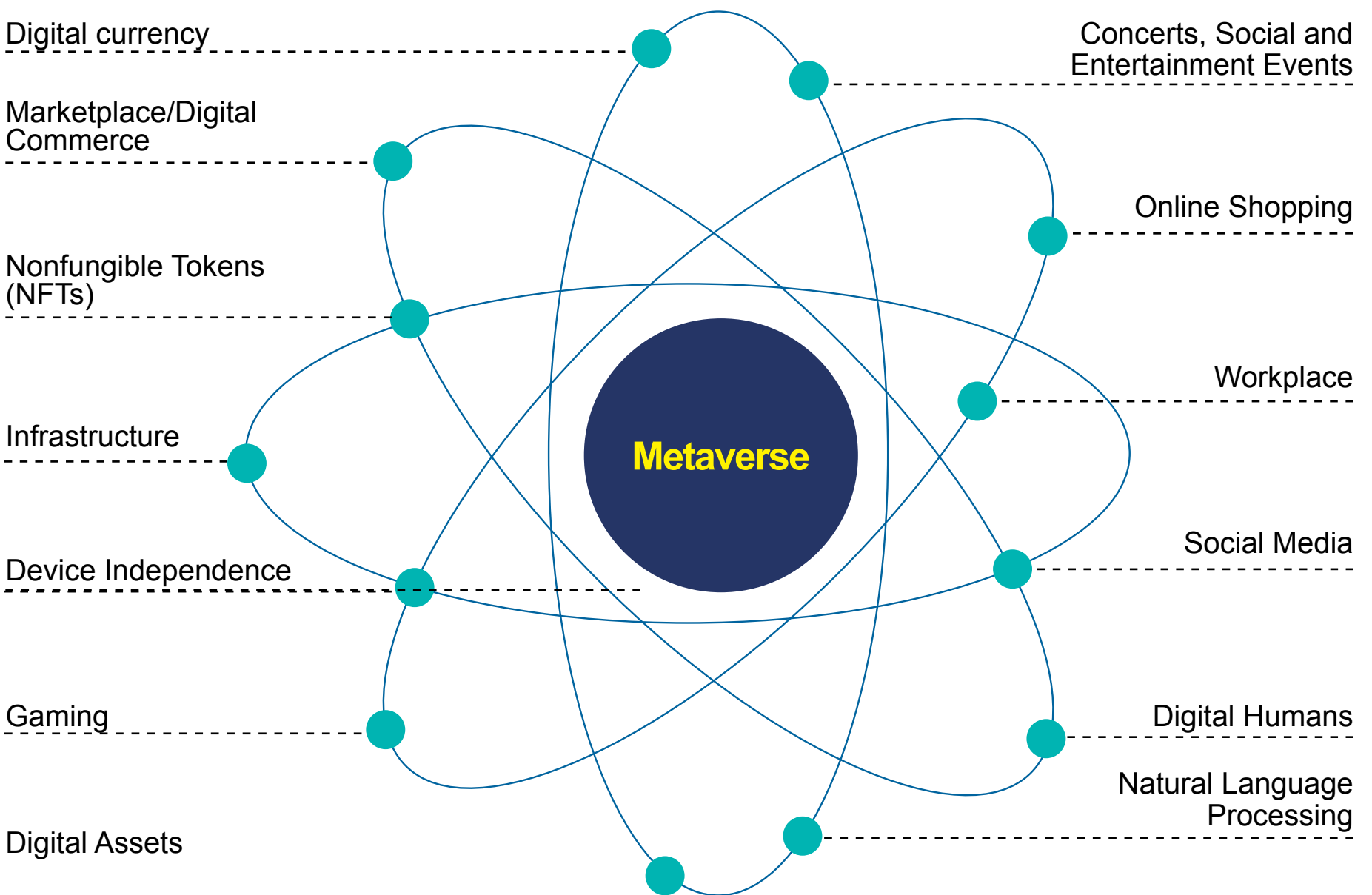
In order for us to get people to understand the damage that tracking is doing, we need to change the context of the argument away from advertising itself and explain what the reckless practice of tracking is doing outside its effect on ads.

*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.*



# Elements of a Metaverse

**Gartner** is a technology research and consulting company. It described the elements of a Metaverse in the below diagram.





Marcela  
11:04 a.m



- Honey 20:07 ✓
- What are you doing? 21:42 ✓
- Hello? 22:01 ✓
- This is a booty call haha 22:25 ✓
- answer me 00:11 ✓
- who do you think you are? 01:27 ✓
- be grateful 02:13 ✓
- fat ass bitch 02:56 ✓
- better don't see you 03:02 ✓

**62.8% of woman abuse occurs due to excessive alcohol drinking.**

Don't ask for another beer. Ask for help.

