

MARKETING

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WEEKENDER™



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TRAPPER

The Growth Engineers

EDITOR'S NOTE

04

Going cycling this weekend?

This note is about Estonia, not cycling. Let me begin by saying that Estonia is the world's most advanced digital society, you can get 4G even in their...

COVER STORY

100% Malaysian media agency scores big at RECMA



06 In many ways, RECMA is the Cannes Lions for media...

21

TOP TEN CNY TVCS 2022

Festive ad producers have continued to put out inspiring work for the last year despite the multitude of challenges...

The Great Marketing Restart

15 You've probably heard it before: Ecommerce is crucial to brand success...

“ Abundance creates new kinds of scarcity.”

Seth Godin



“Malaysia has some of the best entrepreneurs in the region with a flair for innovation and an innate ability to understand cultures in various markets.”

Jeffrey Seah, Quest Ventures.

“Former PM Dr Mahathir Mohamad did not want to close down rare earth processing plant Lynas during Pakatan Harapan’s rule.”

MP Fuziah Salleh (Harapan-Kuantan) in parliament yesterday.



“Malaysia has to pay RM62.59 billion to descendants of the last Sulu sultan, Sultan Jamalul Kiram II.”

A 1878 agreement that led the then Sultan of Sulu, Sultan Jamal Al Alam, to cede Sabah (then known as North Borneo) to the Dent & Overbeck Company.

Going cycling this weekend?

This note is about Estonia, not cycling.

Let me begin by saying that Estonia is the world's most advanced digital society, you can get 4G even in their forests!

It is the startup capital of the world, with more startups per person than Silicon Valley.

My friend, Hando Sinisalu is from there.

He lives in Tallin.

And coming from a country with almost zero national debt, growth marketing is in his DNA.

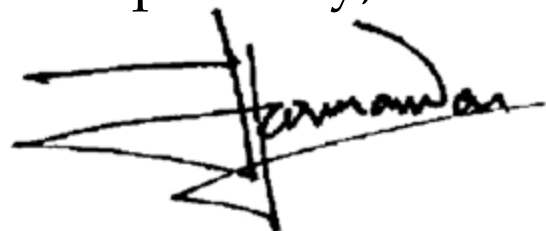
Hando is back with his upcoming **workshop on**

growth marketing exclusively with MARKETING Magazine Malaysia on March 30 & 31. All details **here**. This programme is HRDF Claimable.

On behalf of the 1.3 million people in Estonia, Hando wishes you a great weekend ahead.

He is going cycling in the forest.

Respectfully,





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100% Malaysian media agency scores big at RECMA



In many ways, RECMA is the Cannes Lions for media agencies. RECMA, Research Company Evaluating the Media Agency Industry, is the only global research company that evaluates media agencies worldwide.



... RECMA is the only independent company to publish a wide range of media agency notation reports on a global scale...

Founded in June 1991, in Paris, RECMA is the only independent company to publish a wide range of media agency notation reports on a global scale.

The mission of RECMA is to provide strategic intelligence reference tools to help the top 500 global advertisers in their decision-making and agency sourcing.

It collects and analyses data from more than 700 agencies in 45 countries. Of particular interest, is their annual Country Reports of local qualitative and quantitative rankings available in 50 countries.

COVER STORY

Rises to Top 3 in Malaysia

The *chilli padi* metaphor for Trapper Group may not be entirely accurate. Far from being small, but fiery, the agency recorded an amazing growth curve over the last three years, capping off a sterling performance to become the Number 3 media agency in Malaysia, startling even the big boys.

World-Class Evaluation

As a rating agency RECMA delivers an evaluation of media agencies based on 19 criteria.

These criteria are not financial but marketing, reflecting the agencies' capabilities. This research study provides an external audit of an advertiser's media agency portfolio. As it goes beyond the simple measure of volume, the qualitative evaluation is a highly effective way for assessing agencies by highlighting their strengths and weaknesses. RECMA assesses agencies based on two sets of criteria: Vitality and Structure.

CRITERIA FOR EVALUATING VITALITY AND STRUCTURE

Compitches			Momentum						
T18	T18	T18	T21	T6	T5	T1	T16	T41	T40
2017 grades prelim. pts	2016 grades A+ to C	2015 grades A+ to C	New-biz balance over 1 y	Activity growth over 3 y	Client portfolio growth	industry share not taken	Pitch participation	Awards points	CEO & heads of expertise

3 criteria

- *Competitiveness in pitches* over 3 y (= a cycle); a qualitative grade

2 criteria

- T21 New biz balance (totalized in adspends)
- T5 Client portfolio growth over one year

4 others criteria

- Activity growth T6
- Pitch participation
 - Awards
 - CEO & heads

Resources							Client Profile			
T32	T33	T34	T35	T4	T7	T8	T22	T24	T23	T25
Digital experts staff nbr	Data & Analytics staff nbr	Content & Events staff nbr	Group specialized Resources NEW!	total staff not taken	Int'l co-ordination staff nbr	% non-tradi activity	# big advertisers	Local roots #	Exposure top 3 clients	Relationship years

- Digital experts
- Data/analytics experts
- Content/Events experts
- Int'l coordination

- Big clients
- Locally owned
- Exposure
- Loyalty

ADILA BINTI MOHD ALIAS • ADRIAN WONG WEI KEAN • AMALINA
SOFIA HAMKA • AMINURAHIM AHMAD HAMIM • AYDEN MIGUEL
CHAN • BEVERLY KOH • BRADLEY YUSNIZAM FIDELIS • CHAI
NAIN WAH • CHEE YIN WAH • CHIN KIEUN YOONG • CHIRAWANN
CHARENPHORN • FATIN AFIQAH MOHAMMAD DARUS • ERWIN
GOH THIAN HUI • IZZATI ZAFIRAH MOHD RIDDUAN • JANE WONG
TSUIPING • JOHN PAUL FRANKAS • JOYCE JING SZE JIE • KAILASH
KUMAR • KENNETH WONG HON YEE • KESTERLINA SAMANTHA •
KHOR PEI LIN • KONG CHANG CHIN • KRISHNA VINI • LAURA MEI-
DINGAKAJONG • LEANNE LIEW YEN XIN • LEE CHEE YOONG • LEE
SUE JEAN • LOI YONG KING • LOU LIL JOY TE • LOW SEYAUN
EDMUND • LOW ZHENQIANG • MAGORNGAMON INTHARACHIT •
MANDY FOON JALRI • MARUTI SINGH • MOHD FAIRUZ MOHD
IQBAL • MUHAMAD NIZAM RAMLAN • NATASSYA LIM HUIYIN • NG
AI BEE • NORFAEZA MOHAMAD HASRIL • NURULYANA JOHARI •
PONMALAR ARWANANTHAN • PRATHESAN PERUMAL • QUAH
SUAN LEAN • S. RUBENSWATE • SELVAJUNAR • SAMIYAH
NURHASYIMAH ALIAS • SASAZALIMOHAMAD • SHAMSULKAMAR
BIN DORAHIM • SHARRENG MEI YEE • SIVANATHAN
KRISHNAN • SUE-ANNE LIM • SULEYMAN KUSHAIRI AHMAD NAFR
• SYARULLNIZAM MOHD AMIN • TASHVEENA PILLAY SASHIDERAN
• TEOH CHIN WERN • TI ENG LEE • TIMOTHY ONG MING TEE •
TONG ZHIA VERN • WAN ILI ELFEERA • WAN ROSEMAN • WAN
MOHAMED RAIMIE WAN MOHAM • YAP ANN NING • ZAINAL
BIN IBRAHIM • CHOOI JUN XIAN • JEREMY RYAN BENNY

**“A true
Malaysian
company
embraces
diversity as
a matter of
course.”**

COVER STORY

*Sivanathan Krishnan
Chairman & Co-Founder
Trapper Group*

A portrait of Sivanathan Krishnan, a middle-aged man with short dark hair, a mustache, and a goatee. He is wearing glasses and a dark blue blazer over a dark shirt. The background is a plain, light-colored wall.

“I am proud of our people and clients, this RECMA recognition tells the world we are a force to be reckoned with. The best part is this ranking is something every Malaysian can be proud of: to have a homegrown media agency get this sort of fame.”

COVER STORY**22 years forward**

Under the Trapper Group, there are brands such as Trapper and SEED (both integrated media), Trapper Interactive or TIN (digital media), Compass (Out-Of-Home), Trapper Consulting (strategy consulting), adwork (media marketplace) and adminer (programmatic and adtech).

Out of 70 the independent agencies evaluated, Trapper has recorded the #5 best progression of qualitative-scores over 3 years.

It also leads in Malaysia for its strength in Local Roots.

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 Lim, CEO of Trapper.

She continues....

Culture

In Trapper Group, we are centred on our DNA: Grow



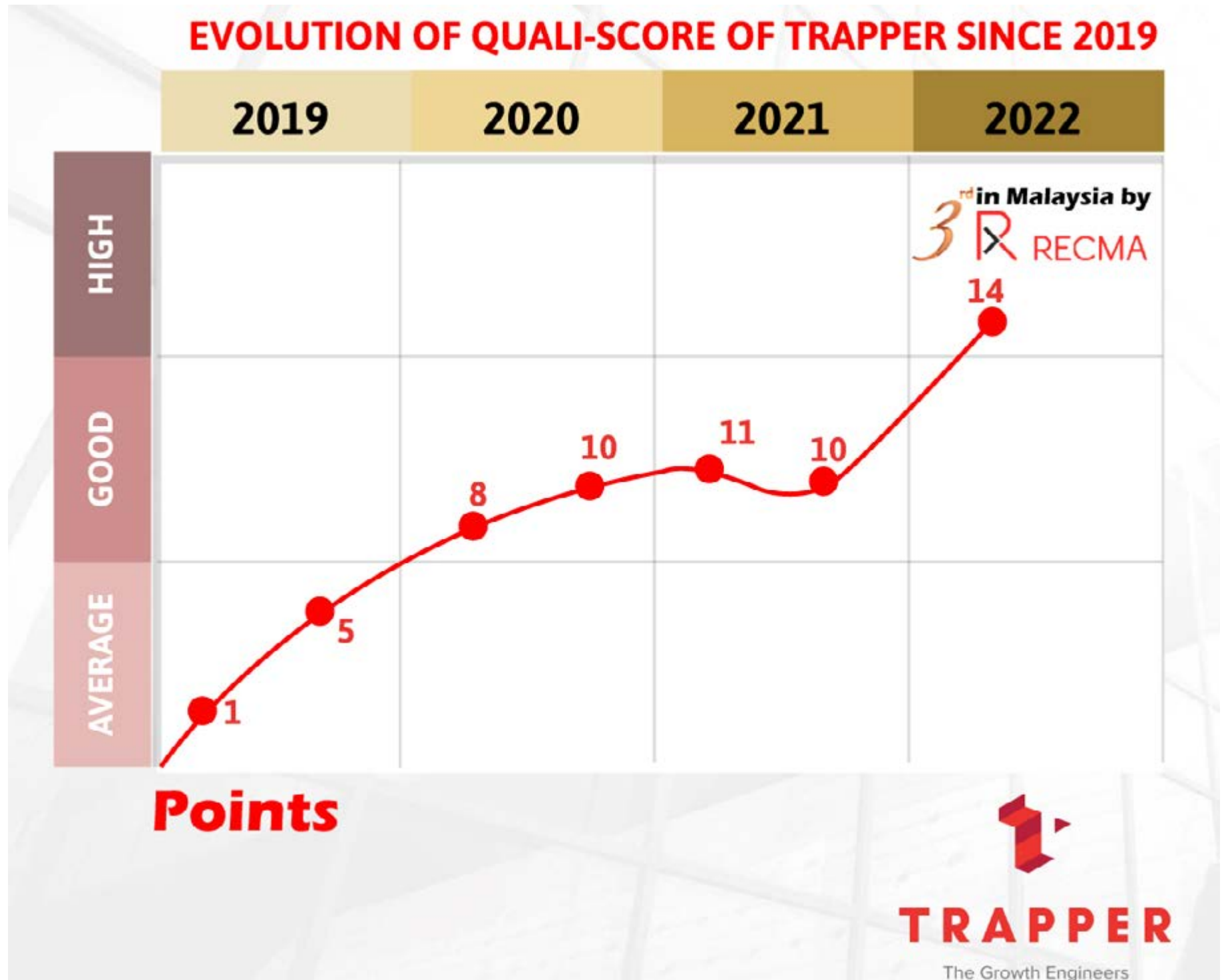
“Out of 70 the independent agencies evaluated around the world, Trapper has recorded the #5 best progression of qualitative-scores over 3 years”

yourself, grow the client’s business and very naturally, we will grow our own business.

There are only two outcomes we advocate - efficiency and effectiveness, and for everyone to develop the wisdom to balance them at any moment. We are agile and efficient with our resources, there are no hierarchical egos to serve when putting proposals together.

We’ve also developed something called rapid feedback where we optimise the way we

COVER STORY



work as we work, so one year in with all these work hacks in place, the teams are in a really good spot, moving with momentum and in sync with each other.

In 2021, we had the highest pitch conversion in the industry despite taking a month break during our infamous Pitch Detox.

Integrated strategy

We don't believe in silos anymore. And you can see in

the way the industry moves, the clients are very fluid. They want to know who can solve their problems and they don't care whether you are a brand agency, a creative hot shop, a media house or even an activation outfit.

Therefore, our agencies adopt a whole-business view approach first to identify client's growth challenges. Then we figure how best to solve those problems from an integrated media perspective,

COVER STORY

"Trapper Group clocked best progression amongst all agencies in the past 3 years"

By RECMA 2022 report



covering all channels.

Admittedly we can't solve everything, sometimes clients have unrealistic goals with unreal budgets, but we will do our best to give our point of view. Cause that's what good partners do - tell you as it is.

Client stability

Trapper Group is the number one agency in Malaysia that has the lowest exposure to top three clients according to RECMA. In plain words, this means that we are hedged against risk of losing big clients. And that means our clients are hedged against trading risks. If a big client walks out the agency door, everyone's rates are affected. That doesn't happen in Trapper, so maybe not having a mega client is a blessing in disguise for us!

The goal of the business is to never rest on our laurels or put all our eggs in one basket. If

nothing else, the pandemic has certainly taught us that! Our business before was more centred on a long tail of local clients with some key global brands but we've grown and diversified our client segments. We now have a very strong balance of multinationals, large local enterprises, and a long tail of SMEs."

Kenneth Wong, CEO of Trapper Interactive, shares, "We are also known as the champion of local roots because of the number of Malaysian businesses in our portfolio against all other competitors. But make no mistake, we are not a local-for-local type of agency. Don't give us your business because of 'kita jaga kita'.

We love our Malaysian roots but we believe in having global standards. This again is a testament of our achievement in 2021."



THE
APPIES
2022

MALAYSIA
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The Great Marketing Restart

We ask Malaysian CMOs on how to prepare for what's ahead.

You've probably heard it before: Ecommerce is crucial to brand success. The value of community. Social Commerce is accelerating as social media platforms get more sophisticated. And customer experience is everything.

Havard Business Review also wrote about Old Truth vs New Truths....

Old truth: Marketing begins with knowing your customer.

New truth: Marketing begins with knowing your customer segment.

Old truth: You are competing with your competitors.

New truth: You are competing with the last best experience your customer had.

Old truth: Courting customers is just like dating.

New truth: Courting customers is just like online dating.

With the passing of the COVID phase, we are in a new awakening - sharper, leaner and hopefully more confident than ever. With marketing and advertising activities bouncing back, what are the learnings we can deploy from our time in "hibernation"? What are the new challenges brands are facing in the race to marketing success? Is data the new oil? Is marketing intuition the winning constant? Malaysian marketing leaders share their views....

CMO CONVERSATIONS



Keni Kamaludin
Head, Consumer Marketing -
Consumer Banking, CIMB.

The “hibernation” period has compelled marketers to remodel how they approach consumer engagement; at the same time delivering high value at a lower cost.

CIMB pivoted by amplifying SEO, sharpening audience segmentation and accelerating personalisation programmes by harnessing internal assets. We also moved closer to the ground to bolster connections between our merchants and community partners with our network of customers ie. Bazar Siberturahim, Artober, Komuniti Kita, etc.

2022 will be an exhilarating year as brands compete for share of affinity, mind and wallet whilst preparing for the third party cookie apocalypse. I believe strategic partnerships, both internal and external, are critical to enable stronger and deeper reaching impact to deliver true, sustainable value to our customers.



Chow Phee Chat
Regional Head Marketing
Services, Communication &
Innovations, Nestlé Products
Sdn. Bhd

With further headwinds looming, changes in consumer lifestyles and expectations,

CMO CONVERSATIONS

marketers need to be proactive, entrepreneurial, leaner and authentic to ensure sustainable growth for the business and provide positive impact to the community.



**Claudian Navin Stanislaus
Head Of Communication &
Consumer Marketing
Baba Products (M) Sdn Bhd**

If marketing has a balancing act, it's not a tightrope stunt on a unicycle while juggling!

As we seem to be adapting to the fallout of the pandemic, we've been hit by one thing after another that almost seems like a teaser for a movie for the arrival of the *Four Horsemen*, but

... Data is no longer the next big thing or advantage, but it's been a prerequisite for a while...

it's amidst such challenges that we've seen our greatest changes.

Consumers are already more cost conscious and brands too have to put more into substance and less on frills - without the death trap of commoditization.

What's the next big thing in the move forward? The ability to adapt and pivot, and not hold fast to preconceptions and the ability and willingness to take some steps back, left turns, pauses - or leaps of faith.

Data is no longer the next big thing or advantage, but it's been a prerequisite for a while.

Intuition for most is from exposure and experience, but how many have been through similar circumstances?

So, for those who do not have the gift of hindsight... balance and belief will likely be key. That and the realisation that we should be less self-absorbed as an industry and listen more to our consumers - lest we forget that we're consumers too...

CMO CONVERSATIONS



Adam Wee Abdullah
Chief Marketing Officer,
Manulife Insurance Berhad.

Data is not the new oil, it is more like water.

It is essential for almost all marketing activities today.

Marketing intuition is the differentiator.

It sets one marketer apart from another. Data validates the hypothesis developed out of the intuitions. During the pandemic and coming out of it now, one observation that I have seen increase global connectivity and collaboration. These are largely driven by effective virtual meetings. Especially for multinational corporations.

Centres of excellence and shared services hosted in one country serving the region and multiple countries will be a prevalent narrative in the immediate future. It is exciting that marketing experts have the opportunity to help markets who do not have resources in the area of expertise. This will enable challenger brands to compete better in the market.



Shirley New
Director of Marketing,
Taylor's University.

The last two years have taught us many things and the biggest lesson learnt is to never assume you know everything (case in hand, even COVID keeps

CMO CONVERSATIONS

... We are now living in a world where we face a data explosion and businesses must leverage it to operate with an authentic purpose...

evolving). It is also through this adversity that we learn from our failures and see opportunities that we've never seen before.

The fear in us has pushed us forward towards possibilities of what our minds dare imagine.

We are now living in a world where we face a data explosion and businesses must leverage it to operate with an authentic purpose. Marketers are the drivers while data is the car, and a great marketer will be able to 'drive' data to its best performance, and knows intuitively what skills to apply depending on the condition.



Jenny Chin
Head of Marketing Services,
U Mobile.

As we come back to the marketplace that's been looking for invigoration, we need to focus on the needs of the hour, with the cultural understanding of incidences that shaped the population over the past two years. This allows us to build relevance and in turn, give us a deeper understanding of how we can connect with our customers.

Secondly, it's about keeping the message simple and direct. Our messages must be crisp, precise, and relevant to win in the marketing success race.

As seen from the success of

CMO CONVERSATIONS

TikTok and now FB reels, it's all about being compact and relevant. On the data front, it has always been the fuel to the fire, even before the pandemic. The real challenge is customising that data to be relevant to bring actionable insights for your business. Even brands that compete within the same category use data differently, so it's not a one-size-fits-all. You would need to know what you're looking for before you go digging.

I look at 2022 with a lot of optimism because the market is hungry for action as well as some form of normalcy. It is only human nature to start wanting to jump back into action, but on their own terms and perhaps with caution.



... We no longer write annual marketing plans but instead charter '100-day marketing sprints' ...

Hassan Alsagoff
Regional Marketing Head,
Grab.

My 3 takeaways are...

1. During tough times, double down on brand spend (rather than cut back). Invest in brand acts not ads, and turn that brand positioning into a brand experience.
2. The pandemic and tech startups have taught us that today agility is as important as creativity. We no longer write annual marketing plans but instead charter '100-day marketing sprints'.
By democratising access to data, we can empower decision making for teams to move faster.
3. Marketing leaders need to bring out the best in teams by creating modern environments that motivate through play, purpose and potential.



TOP 10 CNY TVCS 2022

Festive ad producers have continued to put out inspiring work for the last year despite the multitude of challenges they've been faced with.

Hence, we did our part and carried on with our Experts' Choice Awards to help the industry decide which brand, agency and production house did its best for Chinese New Year this year.

Our robust industry-wide survey this time recorded 2185 validated and unique voters. We weeded out those who tried to vote for their own work, either directly or through third party invested partners.

Our rankings are based purely on readers' choices, and not on how many million YouTube views, etc.

The top 10 winners, in no particular order, for the 2022 Experts Choice Awards CNY edition are...



TOP CNY TVCs 2022

HLB: ONG LAI TART

 HongLeong Bank[CLICK TO WATCH THE VIDEO](#)

Brand: Hong Leong Bank **Agency:** Naga DDB Tribal
Production House: Fastman Studios

On their journey to save their family's business, two sisters discover that when physical fitness meets financial wellness, prosperity blossoms.

KPJ HEALTHCARE: ROARING TIGER

[CLICK TO WATCH THE VIDEO](#)

Brand: KPJ Healthcare **Agency:** Box And Beyond
Production House: Box And Beyond

In the spirit of the roaring Year of the Tiger, follow the journey of Sheng Wei who discovers how unconditional family love and getting help you need can bring you that glimmer of light and hope.

TOP CNY TVCs 2022

ASTRO: A TIGER'S HEART



[CLICK TO WATCH THE VIDEO](#)

Brand: Astro **Agency:** Naga DDB Tribal **Production House:** PRS Productions

Follow the journey of how a lion dance troupe loses its heart during the pandemic before ultimately finding its footing through the sheer tenacity of one character and return to the fold stronger than ever to inspire.

TENAGA NASIONAL BERHAD: WONDERFU FORTUNE



[CLICK TO WATCH THE VIDEO](#)

Brand: Tenaga Nasioanl Berhad **Agency:** Entropia
Production House: Reservoir Production

The hunt for fortune has begun. But will sweet Auntie Choi find true fortune and prosperity, or will a troop of scammers stand in her way?

TOP CNY TVCs 2022

RHB GROUP: A SPARK FOR CHANGE

[CLICK TO WATCH THE VIDEO](#)

Brand: RHB Group **Agency:** FCB Group Malaysia
Production House: PRS Productions

Change is required to make the world better. But it doesn't take the world to start a change. All it takes is the willingness to take the first step.

MITSUBISHI MOTORS MALAYSIA: THE MISSING CAT

[CLICK TO WATCH THE VIDEO](#)

Brand: Mitsubishi Motors Malaysia **Agency:** Cogent Ideas (South East Asia)
Production House: Artpiece Production

A missing cat becomes the pride and joy of Chinese New Year in a new home. However, all good things must come to an end.

TOP CNY TVCs 2022

VI ACCUMULATE HAPPINESS CHING CHING CHIN



[CLICK TO WATCH THE VIDEO](#)

Brand: 8VI Malaysia **Agency:** 8VI Malaysia

Production House: 8VI Malaysia

VI proudly presents the “Accumulate Happiness Ching Ching Ching” 2022 Chinese New Year music video for the Year of the Tiger!

UEM SUNRISE BERHAD: HAPPY DUO DUO WITH THE ONGS: MALAYSIAN CULTURE SERIES



[CLICK TO WATCH THE VIDEO](#)

Brand: UEM Sunrise Berhad **Agency:** Reed Works Sdn Bhd

Production House: Reed Works Sdn Bhd

The storyline of this ad series centralises on the Ong family and their antics as they celebrate Chinese New Year festivities with enthusiasm.

TOP CNY TVCs 2022

MCDONALD'S MALAYSIA: THE BEST HAIRDRESSER MUM



[CLICK TO WATCH THE VIDEO](#)

Brand: McDonald's Malaysia **Agency:** Leo Burnett

Production House: Layar Lucida

The story of the best hairdresser in Gunung Rapat, the greatest Prosperity in her daughter's heart.

GRAB: CNY 2022: PREPARE FOR HUATEVER



[CLICK TO WATCH THE VIDEO](#)

Client: Grab **Agency:** Fishermen Integrated **Production House:** Reserve Tank

After a few years of so-so celebrations, this family is pulling out all the stops. This year, they're determined to Prepare for HUATEVER.

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ALREADY
BEEN
WRITTEN.
UNTIL
YOU
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