

# MARKETING

ISSUE #323 MARCH 2022

WEEKENDER™

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*GROWTH*  
*MARKETING*



**EDITOR'S NOTE**

**04**

**What do regional bosses do?**

They come in all shapes and sizes and actually believe they "lord" over regions like South East Asia, South Asia, Indo-China, Greater China,....

**COVER STORY**

**Reach for the stars.**  
Use the full potential of

**GROWTH MARKETING**

**06** Have you been struggling with growing your brand despite seeing great potential for it?

**13**



**Most Read On**  
**Marketingmagazine.com.my**

**BILLIONS OF MISDIRECTED ADS: NO ONE KNEW**

**15** For years I have been writing that advertisers who spend money in the programmatic...

# What Say

**“The world is full of people who drink, smoke, fornicate, and tell mucky stories. And that’s just the women. How the hell did advertising become so bloody intense, I have no idea.”**

**Creative Godfather Neil French,**  
when being interviewed by Ignacio of  
[ihaveanidea](#) in 2008



**“I put my heart and my soul into my work, and have lost my mind in the process.”**

**Vincent Van Gogh**



**“Advertising is the greatest art form of the twentieth century.”**

**Marshall McLuhan**

**“It doesn’t matter how new an idea is: what matters is how new it becomes.”**

**Elias Canetti**





## EDITOR'S NOTE

**... My recent infatuation with titles on LinkedIn exposed a string of honorific, or should I say horrific, designations which challenged the centre of gravity...**

creative credo and had a cadre of creative luminaries who kept the flame burning. And Neil sure had a personality large enough to match the role.

For the most part, regional titles were devised for many reasons: to keep someone on the winning team instead of him/her leaving the fold; demonstrate that the centre is "watching" you to see if you are making enough money for them; establish a chain of command in the name of global excellence; replace leaders who have been whittled out in downsizing processes; create the illusion of presence in markets without real offices; bring "colour" to offset a perception of colonial hierarchy; and of course, justify salary increases.

Rightfully so, I say.

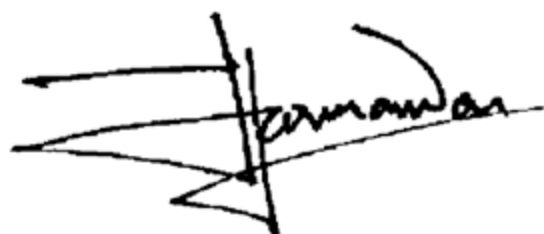
If the regional person is illustrious, this translates into bragging rights for the minions at the local offices.

My recent infatuation with titles on LinkedIn exposed a string of honorific, or should I say horrific, designations which challenge the centre of gravity.....

Global Head of Kajang Auto Works; Senior Vice President for International Relations at Matahari Seeds; Universal Customer Experience Angel; Worldwide Leader of Human Resources; and of course my favourite - Superior Officer!

Back to regional roles, I forgot to say most regional roles do not end up well. Based on my observations for some 30 years, the next step is usually a global (complicated) role or forced retirement by invoking the natural laws of displacement.

Thank you Archimedes.





Reach for the stars.  
Use the full potential of

**GROWTH**  
**MARKETING**

By Raihan Hadi

Have you been struggling with growing your brand despite seeing great potential for it?

Is your target audience not budging to the benefits of the products or services you've been offering them?

Are you losing hope for success even though you have an amazing product?

You, my friend, need to reconsider things from a growth marketing perspective, and I'm here to help you see why.

## COVER STORY

## What's Growth Marketing you ask?

Some call it the secret ingredient to business success, while some others either don't know much about it or don't care...yet. But make no mistake, this is 2022, and whether or not you believe in growth marketing, it's the key to the success of your brand.

You're already aware of how the marketing funnel works. The growth funnel, however, tends to go the extra few miles as it's all about acquiring and retaining as many customers as possible.

Then of course there's the marketing 'flywheel', the cog that keeps running around with the customer at the center, I don't know who came up with the analogy but it's a good one

as it explains how customers are always holding a business in its place - keeping the going concern, well, going.

Speaking from a business perspective, and you can quote me on this - customers are next to God, and you must treat them accordingly. If you're going to offer something and deliver something else, losing your customers is inevitable.

Now whichever way you look at it, you must agree that unless you're one of those evil overlords of the world, without whose products or services people in general can't even go to the toilet nowadays, you really need this.

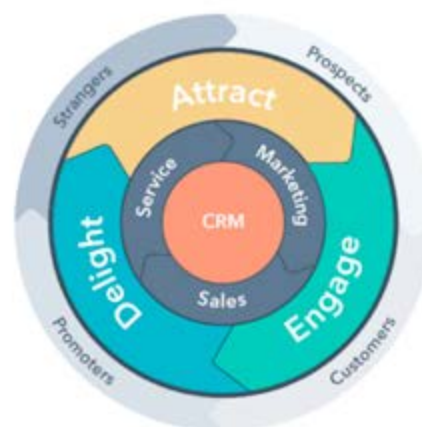
### Growth Funnel or Flywheel?

A simple diagram can speak volumes, and in this case, it

## Can we do both?



The Growth funnel



The flywheel

Source: Hubspot

## COVER STORY

does. For those of you who are fixating on just one part of the growth funnel, try freeing your minds of any reservations you may have about multitasking. A marketer who doesn't multitask is just a salesperson looking for a paycheck.

Growth Marketing, or more specifically, the growth funnel, looks at the entire customer lifecycle, thereby using insights to create compounding returns to drive customers who are more engaged, aware, and over their lifecycle have become loyal to a brand.

### Product first

Let's face it, you can't reinvent the wheel. What you must do

with your product or service is address a problem (or ten, up to you).

There may be a few products like yours out there already, but they may not be addressing the problem like you can, and your product's uniqueness coupled with fitting growth hacks can certainly do wonders.

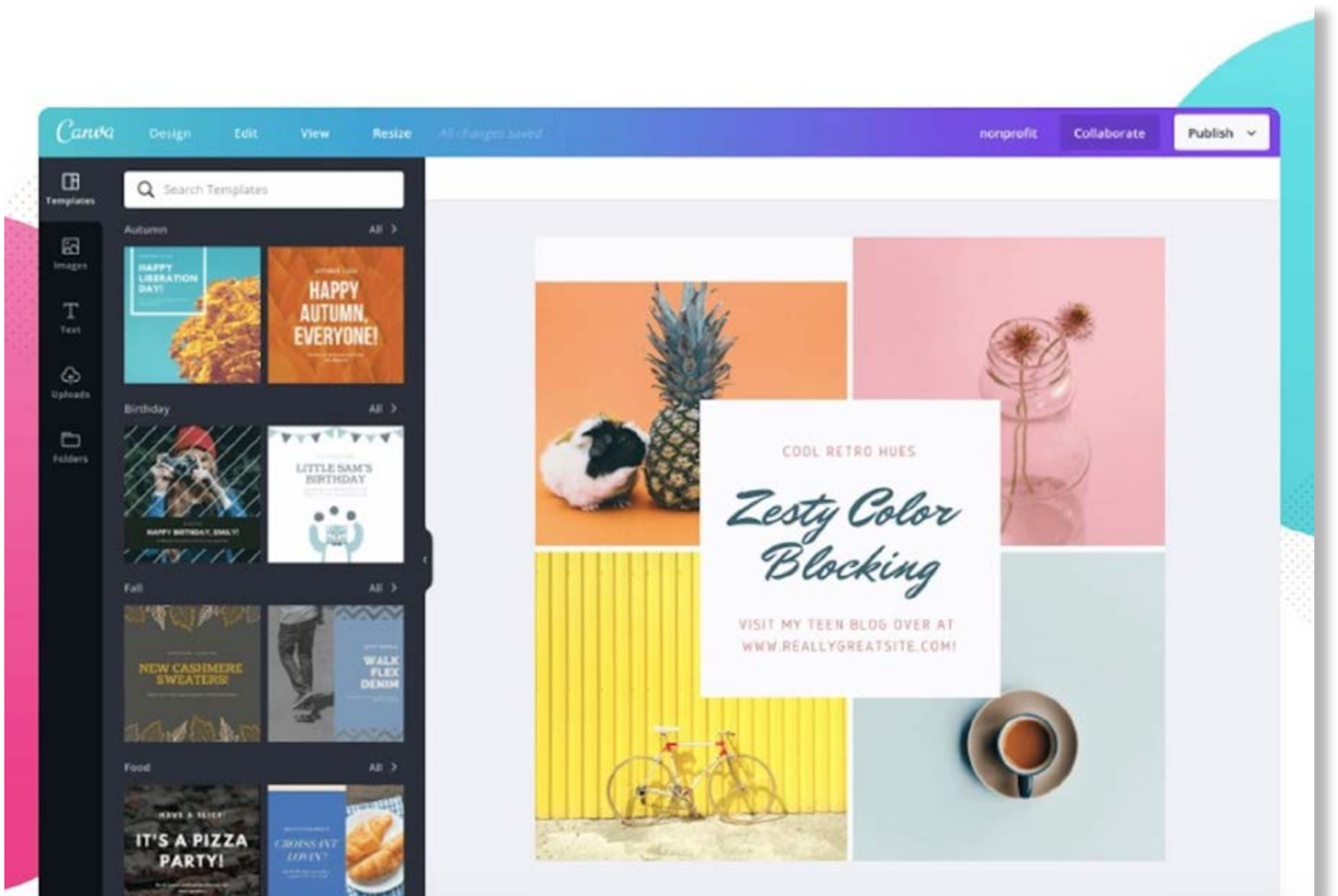
I could give you about 30 examples of how different growth marketing strategies have helped innovative products receive major responses, let's do a couple for now shall we?

Everybody wants to go green one way or the other nowadays. Some South African rich guy (not naming names but you know who) based a third of his life's



**Simple  
re-useable  
energy**





work on creating cars that are as green as cars can be nowadays.

However, he had not thought about solving problems related to what will happen to companies selling gasoline and where will we get all that electricity to charge those cars and not leave gigantic carbon footprints?

Moixa Energy's USBCELL on the other hand, started with a couple of pinpointed issues - the need to recharge your batteries without having to rummage through your drawers looking for that charger, and to cut back the use of alkaline batteries.

Back in 2008, the green battery was awarded a Gold award at the IF Product Design ceremony. They received a funding of about £675K back in 2005, and are a profitable company to date (source: [Crunchbase](#)).

## Canva

Given how advanced people are these days, I'm sure even toddlers around the world know about Canva already. Being a dedicated user myself, I can't imagine working a day without this unbelievably simple yet life changing app.

## COVER STORY

Melanie Perkins wanted to address a simple problem - cutting off the time needed to learn using different designing tools such as Photoshop, InDesign etc.

Not every entrepreneur out there has the resources or time to learn about and master a particular designing tool. Moreover, they are often not willing to pay hundreds of dollars to someone else to design something that only they could execute best.

Not only Canva has solved that problem, but with its simple interface, wide variety of choices

available in both free and paid plans, it's currently the champion of champions in the design tool world (in my humble opinion).

Canva's strategies for growth have struck gold on **multiple points** - a clean and simple website with teasers for most of its functions, tailored campaigns for both organic and paid plans, and a 'freemium' strategy with a cheap structure for paid plans.

### The results of these strategies?

To date, Canva has more than **60 million monthly active users across 190 countries**, with giant brands like Salesforce, Marriott

## What people want?

- 1 **Style**  
User friendly GUI
- 2 **Entertainment**  
Playing around with beautiful designs can be entertaining
- 3 **Flexibility**  
Multiple templates give the much needed flexibility to user
- 4 **Cost efficiency**  
Lifetime free option with minimal charges for premium features
- 5 **Ease of Use**  
Very easy to login and start designing

## What people need?

- 1 **Problem Solving**  
Solves design challenges faced by users
- 2 **Product Quality**  
Smooth platform and good quality graphics
- 3 **Social Identity**  
Showcasing beautiful designs on social channels gives a sense of pride and prestige
- 4 **Comfort**  
Login to the web browser from anywhere and start designing
- 5 **Reassurance**  
Strong customer support



REMOTE ONLINE  
TRAINING ON ZOOM  
PLATFORM



# GROWTH MARKETING WORKSHOP

WHAT EVERY COMPANY CAN  
LEARN FROM NEW STARTUPS



**30<sup>TH</sup> & 31<sup>ST</sup> MARCH, 2022**

**+603-7726 2588**

[ruby@adoimagazine.com](mailto:ruby@adoimagazine.com)

**HANDO SINISALU**

CEO and Speaker  
[case.digital](http://case.digital)

(previously known as Best Marketing International)

International, and PayPal using its enterprise plan. With a valuation of \$40 Billion, Canva's annual revenue in 2021 was expected to exceed \$1 billion.

The Secret Recipe to Success with Growth Marketing

So far I've only blabbered on about what growth marketing can do for your business, but you obviously need to know more about it before you can actually start your own journey towards success.

## COVER STORY

**HANDO SINISALU**

CEO and Speaker

case.digital

(previously known as Best Marketing International)

I may not be the best expert out here to give you all that wisdom, but my friend Hando Sinisalu is, and he's coming back at the end of the month with his workshop on growth marketing right here at **MARKETING Magazine!**

Hando, the Founder & CEO of case.digital, is a marketing expert from Estonia, and has been widely successful with his workshops on various topics related to marketing, and this time he's bringing out his artillery of wisdom in growth marketing.

The objective of this workshop is to introduce modern growth marketing methods widely used by startups to companies

that are still stuck on the legacy marketing approaches - which as I mentioned earlier, is just selling (or trying to sell).

With Hando's workshop, you can learn the methods of growth marketing and get ideas on how to use it in your business, giving your product the lifecycle it deserves.

So yeah, if you're a marketing and sales executive, or running a marketing agency (or maybe even thinking about starting one?) - you should definitely dive into this workshop.

Personally, I can't wait, so I've saved the dates March 30th and 31st, you should too!

Click [here](#) to register now

**GROWTH**  
**MARKETING**  
WORKSHOP

# MOST READ ON MARKETINGMAGAZINE.COM.MY

(14th March – 18th March 2022)

**Senior Digi marketer ushers exciting times for U Mobile**  
*GA Pageviews: 3,639*



**How growth marketing raised USD10 million for a product that doesn't exist**  
*GA Pageviews: 2,169*



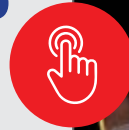
**McD 'French Fries' crosswalk unveiled at Bukit Bintang**  
*GA Pageviews: 2,102*



**Ensemble Worldwide & OPPO inspire younger generation to let their unlimited selves shine**  
*GA Pageviews: 1,984*



**Abdul Sani Abdul Murad is here to inspire and be inspired**  
*GA Pageviews: 1,923*





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# BILLIONS OF MISDIRECTED ADS: NO ONE KNEW

For years I have been writing that advertisers who spend money in the programmatic ecosystem have no idea where their ads are running, who they're buying from, or what they're getting.

This week, *The Wall Street Journal* gave us a spectacular example of just how screwed up and rotten the programmatic dreckosystem system is.

According to independent researcher Braedon Vickers, as reported by the *Journal*, for nine months *USA Today's* parent company, *Gannett*, has been sending billions of ads to the wrong places and nobody knew about it. Advertisers who thought they were paying for advertising on the *USA Today* news site instead had their ads appear in places like

Gannett's *Lebanon (PA) Daily News*.

I am willing to accept Gannett's explanation that none of this was intentionally fraudulent and it was all a tech screw-up. But to my mind this is *worse than fraud*. It is not so much a black mark on Gannett as it is on the entire online ad industry. How can billions of ads have run in the wrong places without...

- a single brand noticing that their ads weren't where they were supposed to be?

- a single agency knowing what the hell they were buying?

- a single fraud detection company, or media auditing firm unearth the fact that...billions of ads went to the wrong places?

You truly cannot make this up.

This debacle wasn't just for discount dentists and miracle vitamin supplements, major brands like Sears, Nike, Adidas, Ford, State Farm, Starbucks, Kia, Marriott, Capital One, American Red Cross, and Spotify were involved.

There had to be thousands and thousands of advertisers who thought they were buying

one thing but were getting stuck with another. And not a single genius brand manager had a clue. Not a single agency media director had a clue. Not a single ad verification "guarantor" had a clue.

Programmatic advertisers just take money, throw it up in the air, and believe any horseshit they are fed about where it lands.

As the great Dr. Augustine Fou said, "*..it appears that no one ...in the entire programmatic supply chain detected the 'error...'*"

- None of the ad exchanges and DSPs caught this.

- None of the fraud detection tech companies caught this.

- None of the TAG «certified against fraud» companies caught this.

- None of the ad tech companies with MRC accreditation caught this.

*"If Gannett didn't correct this 'error,' and the researchers didn't document...the issue, how long would this have continued? Ad buyers were merrily buying ads thinking the ads ran on USA Today, when they did not..."*

Bad guys do this all the time with the intent of fooling the system. If good guys do it accidentally with no intent to

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fool, but still can't be detected by the clowns who are supposed to be guarding the jewels, what chance do these pinheads have against the bad guys?

Fou adds.. *"Gannett's mess-up exposes the elephant in the room... but the question is WHICH elephant was it? That no one is looking? That fraud detection tech doesn't work? That fraud detection worked but everyone ignored it anyway? This went on for 9 months and across billions of bid requests. which blady elephant was it?"*

In a dainty bit of understatement, Adweek had this to say, *"Evidence that Gannett had been misleading advertisers for months calls into question existing prevention efforts."* No it doesn't. It calls into question *the entire shit show* that is programmatic advertising.

It is a cesspool of monumental proportions. Nobody has any idea what the fish is going on. It is the blackest of black boxes.

Anyone who is paying for fraud protection or ad verification and believes the bullshit they're getting from their suppliers is an idiot.

Anyone who reads the metrics and reports they get from their agency and thinks they are

**"Don't worry, sweetie. It's the other guys who are getting screwed. See?"**

reliable is a moron. Anyone who listens to their marketing peoples' assurances is a fool.

The stars of this clown show are clueless, incompetent bullshit artists, and fraudsters who con the rubes in the advertising and marketing industry out of tens of billions of dollars annually without the slightest risk to themselves. But my favorites are the incompetent, irresponsible slime buckets who pat the advertisers on the head and say, *"Don't worry, sweetie. It's the other guys who are getting screwed. You're protected. See?"*

And the beat goes on...

*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.*





# Malaysia's retail performance bounces back!

*Retail industry report records  
26.5% growth in Q4, 2021*

**... For the fourth quarter of 2021, Malaysia's retail industry recorded a promising growth rate of 26.5% in retail sales, as compared to the same period in 2020...**

Retail Group Malaysia regularly interviews members of the Malaysia Retailers Association (MRA) and Malaysia Retail Chain Association (MRCA). For thThis exceeded the projection of 18.3% made by MRA and MRCA last November. But despite the growth during the last quarter of 2021, the retail industry contracted by 2.3% for the entire year.

This is the second consecutive year the Malaysia retail industry recorded a negative growth rate.

In 2020, the retail industry contracted by 16.3% as compared to the previous year.

**RETAIL RECOVERY****YEAR ON YEAR PERCENTAGE CHANGE IN RETAIL SALES (WEIGHTED), 2020/21**

Type	Period	% growth
Retail sales	Oct-Dec 2020	-19.7
	Jan-Mar 2021	-9.9
	Apr-Jun 2021	+3.4
	Jul-Sep 2021	-27.8
	<b>Oct-Dec 2021</b>	<b>+26.5</b>
	<b>Jan-Dec 2021</b>	<b>-2.3</b>

Source: MRA/ MRCA/ Retail Group Malaysia

**COMPARISON OF RETAIL SALES WITH OTHER ECONOMIC INDICATORS, 2021**

Economic Indicator	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
GDP (%)	-0.5	16.1	-4.5	<b>3.6</b>
Inflation rate (%)	0.5	4.1	2.2	<b>3.2</b>
Private consumption (%)	-1.5	11.7	-4.2	<b>3.7</b>
Retail sales (%)	-9.9	3.4	-27.8	<b>26.5</b>
Consumer Sentiment Index	98.9	64.3	101.7	<b>97.2</b>
Unemployment rate (%)	4.8	4.8	4.7	<b>4.3</b>

Source: Bank Negara/ Department of Statistics/ MIER/Retail Group Malaysia

For the fourth quarter of 2021, Malaysia's national economy recovered with a positive growth rate of 3.6% as compared to 26.5% for retail sales (at current prices).

**Next 3 months forecast**

Members of the two retailers' associations project an average growth rate of 16.5% for the Malaysia retail industry during the first quarter of 2022.

Retail Group Malaysia also projects 6.3% growth rate in retail sales for 2022 - an upward

revision from its earlier estimate of 6.0%. Malaysia retail industry looks forward to a strong recovery as it enters the third year of COVID-19 pandemic.

However, many challenges remain in this new year. The war in Ukraine will affect the supply chain of consumers' goods worldwide. This surprise war will also lead to even higher oil prices and commodity prices. For the first quarter of 2022, Malaysia retail industry is expected to enjoy a strong growth of 16.5% due to Chinese New Year festival

**RETAIL RECOVERY****RETAIL SALES FORECAST BY RETAIL SUB-SECTOR JANUARY-MARCH 2022**

Retail Sub-Sector	% growth rate
<b>Overall (weighted)</b>	<b>16.5</b>
Department store cum supermarket	28.2
Department store	29.9
Supermarket and hypermarket	-6.0
Mini-mart, convenience store & coop.	9.5
Fashion and fashion accessories	34.0
Children and baby products*	14.3
Pharmacy	12.3
Personal care	20.5
F&F, home improvement and E&E#	14.0
Other specialty retail stores	-19.2

**Notes:**

\*- include apparel, accessories, equipment, school uniform and toys

#- furniture & furnishing, home improvement and electrical & electronics

Source: MRA/ MRCA/ Retail Group Malaysia

**RETAIL INDUSTRY QUARTERLY GROWTH RATE 2022**

Quarter	Growth rate (%)
First	(e) 16.5
Second	(e) 4.2
Third	(e) 3.4
Fourth	(e) 3.6
<b>Whole year</b>	<b>(e) 6.3</b>

(e)- estimate

Source: Retail Group Malaysia

**... The war in Ukraine will affect the supply chain of consumers' goods worldwide. This surprise war will also lead to even higher oil prices and commodity prices...**

and the further relaxation of SOPs.

Malaysia retail industry is also anticipated to grow at 4.2% during the second quarter with contribution mainly from the Hari Raya festival.

For more information, write to [tanhaihsin@yahoo.com](mailto:tanhaihsin@yahoo.com)



**Highlight the remarkable.** Phyllis Robinson.  
While Bill Bernbach is often credited for sparking the creative revolution it was Phyllis Robinson that was the mastermind behind much of the work. As America's first female copy chief she penned many campaigns for Volkswagen, Polaroid and Ohrbach's.

