

# MARKETING

ISSUE #326 APRIL 2022

WEEKENDER

# The Future of Advertising

is now just a few clicks away



## EDITOR'S NOTE

# 05

## The Peeper is Back!



Not that he was ever gone, but yes, the world's champion peeping Tom is back with more things that matter to himself. I'm sure you're all aware of how to...

## COVER STORY

# 07



## Adwork

Reimagining media buying like none other before

I'm about to take you all back to the future. Nope, not talking about the film franchise, rather the journey of a visionary...

# 12



**Most Read On**  
**[Marketingmagazine.com.my](http://Marketingmagazine.com.my)**

## Facebook paid GOP firm to malign TikTok

# 14

Facebook parent company Meta is paying one of the biggest Republican consulting firms in the country to...

# What <sup>Say</sup>

**“For me, pop culture is very fluid: it’s music, it’s movies, it’s books, it’s art, it’s tech, it’s so many things — and as marketing and brand advocates, we should be able to take products and services and match them to what’s happening in pop culture.”**

**Bozoma Saint John, CMO, Endeavor**



**“Content marketing is really like a first date. If all you do is talk about yourself, there won’t be a second date.”**

**David Beebe, Founder & CEO,  
Storified Hospitality Group**



**“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”**

**Maya Angelou, Civil Rights  
Activist & Poet**

**“Products are made in the factory, but brands are created in the mind.”**

**Walter Landor, Founder, Landor**



# Hire the right talent fast & easy!

On one platform:

- Interview & on-board remotely
- Set deliverables & make payment
- Leverage our free psychometric tests to help you land the right candidate.

Sign up & start hiring on **[giggle.com](https://giggle.com)**



**giggle**

# The Peeper is Back!



Not that he was ever gone, but yes, the world's **champion peeping Tom** is back with more things that matter to himself.

I'm sure you're all aware of how to use virtual backgrounds during video conferences, or at least have a go to "IT" person to help you with it. We've all been somewhat doing that ever since we started working from home.

We've done okay so far haven't we?

We also didn't need anyone to answer our Messenger calls, read

our emails, or reply to our texts like ever, right? If we could do that our partners would have the passcodes to our devices already.

So why on Earth, or any other planet for that matter, do we need Meta (formerly, and still to an extent - Facebook) to do these things for us now?

Need some background? Meta's CEO Mr. Peeping Tom is a lover of virtual reality besides trying to learn everything about everyone. By now he knows how many of you use gatal cream.

## EDITOR'S NOTE



So one of the first things he decides to do while entering the Metaverse is to create something that will help him gather even more private information about the users of his platform. It has a name too - Quest 2's Horizon Home software.

It apparently enables users to convert their digital homes into, and I quote - "something a bit more professional if you're sitting down to get some work done."

The peeper posted a 360° image of his virtual office room on Facebook not too long ago announcing the update for the software that apparently helps users with lots and lots of multitasking, just when we thought we were burnt out enough.

With the backlash and banter that followed, he tried to justify things saying many people are already opting for working more via their VR devices as opposed to the computer itself, and this software is meant to help them.

Who are these people who work wearing VR goggles? Have you seen any of them? Do they ask you to read their texts, answer their Messenger calls and read their email for them?

Moreover, a typical working day is (usually) 8-9 hours, how much of that time could a sane person spend working on VR goggles? Is it healthy or is Meta, Facebook and Oculus just that desperate at the moment for violating our privacy to that extent?

I implore you to take 10 minutes to at least mildly wonder about these questions before you go into the weekend.

Oh and have a happy and peaceful month of Ramadan everyone!

A handwritten signature in black ink, consisting of several overlapping loops and lines, ending in a small dot.

Raihan Hadi  
Chief Content Officer



# Adwork

Reimagining media buying  
like none other before

*by Raihan Hadi*

I'm about to take you all back to the future.

Nope, not talking about the film franchise, rather the journey of a visionary.

If you're the owner of an SME brand, any SME brand - please stay, you're going to love this!

I'm sure you all shop for stuff

online on a regular basis, can you tell me why you don't run to the shop instead? I mean lockdowns are over right?

So why do you buy from online marketplaces? Because it's convenient? Because there's a lot more variety to pick from? Because it's just freakin' easy?

## COVER STORY

Browse by media		
<p><b>Television</b></p> <p>Television (TV) advertising is an advertisement aired between TV programs to promote products. Statistics show 80% of Malaysian are watching television on regular basis, which makes TV advertisement very popular in the country.</p>	<p><b>Static Billboard</b></p> <p>Billboard advertising uses large-scale print advertisement placed in high traffic areas to market product for brand awareness. Malaysia's high traffic volume has made billboards a preferred choice among many advertisers.</p>	<p><b>Digital Billboard</b></p> <p>Digital billboard advertising offers "screen-on-the-road" where advertisements can be in the form of a short video or multiple repetitions to better coverage. Digital billboards are highly popular for branding through visually enticing advertisement.</p>
<p><b>Radio</b></p> <p>Radio advertising where the audio advertisement is aired during the radio programs. Recent statistic show more than 90% of Malaysians tune in to the radio. The urban audience consists of close 80%, while rural areas the remaining 10%.</p>	<p><b>In-Store</b></p> <p>In-store advertising is the act of marketing to customers while they are inside a brick-and-mortar business or commercial property. It actively promotes products and services at the point-of-purchase when customers are highly interested and engaged.</p>	<p><b>Cinema</b></p> <p>Cinema advertising showcases the advertisement before the start of the movie. Irrespective of the genre of the movie, all cinemas in Malaysia has a large number of movie-goers which makes the advertisement highly visible and effective.</p>
<p><b>Newspaper</b></p> <p>Newspaper advertising is where the advertisement appears alongside regular editorial content. Newspaper advertising is effective to build reputable product branding. Malaysia has a daily average newspaper readership of more than one million.</p>	<p><b>Professional Services</b></p> <p>Professional services is a non-media product by Adwork which consist of public relations (PR) services to create branding for the business and products, content write-up services to produce articles/blogs and creative to produce artwork.</p>	<p><b>Transportation</b></p> <p>Transportation (or transit) advertising is an advertisement placed in or on modes of transportations. The advertisement is placed anywhere from car wrapping, car-top signage, on the sides of buses, trains and taxis.</p>
<p><b>Classified</b></p> <p>Classified advertising is a form of newspaper advertising but an affordable for small businesses to make business or general announcement where the message is posted on the classified section of the newspaper.</p>	<p><b>Talk Show</b></p> <p>Talk show advertising incorporates the advertisement during a television talk show. The advertisement may appear in the form of product placement during the show, a short story by the presenter or banner messages promoting the brand.</p>	<p><b>Digital</b></p> <p>Digital advertising is delivering promotional content through various online and digital channels. It leverages mediums such as social media, mobile apps, affiliate programs and websites to show advertisements to audiences.</p>

What if I told you that now you can do the same when you're looking to buy spots for ads on multiple media platforms - yes with just a few clicks.

Confused?

That's why I'm here :)

When you hear the name Adwork, the first thing you decide is that this is the moniker of an ad agency. You'd be wrong, same as I was.

Adwork, the first of its kind in the world, is a global marketplace for advertisers to buy advertising media space in Malaysia.

The visionary tech startup which is a sister concern of multiple award winning media agency Trapper, turned a new leaf in my book of imagination when I sat down for a chat with its CEO Kumaresh Visvanathan.

Are you ready?

**I'm still trying to get my head around what Adwork does, care to explain?**

So you probably know how online marketplaces like Shopee or Lazada work right? You go to the platform, choose what you like, add to cart and pay.

With Adwork, our vision has been as simple as that - to create a marketplace where advertisers from around the world can purchase media slots in Malaysia with a few simple clicks.

**So if I go to your platform right now and want to buy an ad space on some billboard in Bangsar, can I just do that right away?**

Of course! That's precisely what Adwork enables you to do

**Kumaresh  
Visvanathan**  
Chief Executive  
Officer,  
adwork.io



as a media buyer. You can give it a go right now!

**Wow that was easy! Can you tell me how you made it look so easy?**

Haha, yes. But it wasn't easy. There are of course the regular big scale advertisers in the market who are always pouring money into the pockets of media owners and having their ads go live anywhere, anytime.

And that's all good. What we wanted to do is address the needs of those who either don't ever consider putting so much

money into advertising, or don't have the means to.

I'm talking about the SMEs, who according to the numbers (98% of Malaysian companies are SMEs) create the largest blue ocean of ad media buyers in the country. Yet you don't see any billboards by SMEs out there, or you didn't until we came into play.

You must also know that the estimated total market size for SME advertising in the region is approximately 3 Billion US Dollars - quite the chunk. They love having their ads show up

## COVER STORY

# ... SMEs here are very active purchasers on online marketplaces, and this was our idea!...

between the slots taken up by the big brands, and this service that we are providing means a lot for them.

Our mothership being the media industry, we've already built a solid network of media owners over the last 2 decades. What we needed was to build a platform that can list all the different types of media owned by the various media owners, and sell smaller slots for affordable rates to the SMEs.

Our research showed that SMEs here are very active purchasers on online marketplaces, and this was our idea! All we had to do was link our database of media owners with the platform where registered users can buy advertising slots in just a few clicks like you just tried to, and that's it!

## Do SMEs get any added support from Adwork?

We expected they might. So we've been adding a few add-on services to our offerings.

The first one is the creative work solution. You can't expect all SMEs to have in-house creative expertise and for a 10-15 seconds slot, they might need the support to have something created quickly.

We have a handful of creatives working as freelancers and can support any of our clients with a quick fix for a very cheap rate.

## Amazing! Anything that helps them with financing?

Good question! And yes we do have a solution for that.

We have a collaboration with Aspirasi by Axiata, which provides SMEs with micro-financing for advertising purposes. Their service model follows an "Advertise Now, Pay Later" model, and is a first-in-the-world program to offer loans for advertising which is expected to benefit more than 5 million SMEs in the region.

In addition to that, we've worked out a collaboration with Selangkah by providing an advertising platform for micro

## COVER STORY

entrepreneurs and businesses on SelangkahBiz and recipients of grants and financial facilities from the Selangor State Government.

### You were saying something about tapping into the regional market right?

Oh yes! We've already partnered with SPH Media Limited in Singapore to offer our first cross-border advertising offerings. Because of this partnership, our customers can now purchase media slots in Singapore as well.

We have plans to gradually expand to Indonesia, Thailand,

**...Their service model follows an "Advertise Now, Pay Later" model, and is a first-in-the-world...**

Australia, Vietnam and the Philippines by December 2026.

### Is there anything you haven't done?

There are a few more interesting offerings we are working on at the moment, but they're still under the wraps.

We will be launching Adwork 2.0 later this year, just keep an eye on our site and you'll find out when it happens.

And that's [adwork.io](https://adwork.io)

**adwork** Home Advertising Promotions Products How it works FAQ My Bookings Cart (0) Raihan Hadi Logout

### Book Now

Change Media Type

Media Type: Digital Billboard

Media: Spectrum - BlinQ Bangsar

Advertiser Name: Eg. Advertiser Sdn. Bhd

Advertisement Description: Eg. Year End Sale, Travel Fair, Fathers Day Promo

Advertisement Category: Select one...

Ad Type: Digital Screen Zone: Central

State: Kuala Lumpur City: Bangsar

Duration: 10 sec Package Name: 280 loops per day for 1 month

Package Description: 260 loops per day for 1 month on Jalan Maarof, Bangsar

Start Date: 05/19/2022 End Date: 06/17/2022

#### Booking Summary

Retail Price	RM 30,000.00
Discount	80%
Adwork Price	RM 6,000.00
Further Discount	RM 0.00
Recording Fee	RM 30.00
Council Approval	RM 30.00
Service Tax (6%)	RM 363.60
<b>Total Amount</b>	<b>RM 6,423.60</b>

[Continue](#)

TRENDING

# MOST READ ON MARKETINGMAGAZINE.COM.MY

(28th March – 1st April 2022)

## Farrah Harith-McPherson joins Naga DDB Tribal as Chief Growth Officer

Pageviews: 2,998



## Leaders of the New Age – Mindshare’s brand new line-up

Pageviews: 2,880



## Mudah.my most preferred platform for car sellers

Pageviews: 2,532



## The Winning Secrets to #BestOfTweets, Live from the Arena

Pageviews: 2,242



## TGV welcomes moviegoers with free tickets as Malaysia officially enters endemic phase

Pageviews: 1,918



## 2022 YTD MALAYSIA TOP 10 WINS

Creative Agency	Month	Account	Area
FCB	Feb	Domino's Pizza	Malaysia
M&C Saatchi Group	Jan	Hong Leong Bank	Malaysia
M&C Saatchi Group	Jan	MDEC	Malaysia
Media Agency	Month	Account	Area
Zenith	Feb	L'Oreal	Malaysia
Mindshare	Feb	Paynet	Malaysia
OMD	Jan	Edaran Tan Chong Motor	Malaysia
Mindshare	Feb	CD Advertising Sdn Bhd (Malaysia Rubber Council)	Malaysia
Mindshare	Feb	CD Advertising Sdn Bhd (EPF)	Malaysia
Mindshare	Feb	Sime Darby Property Project	Malaysia

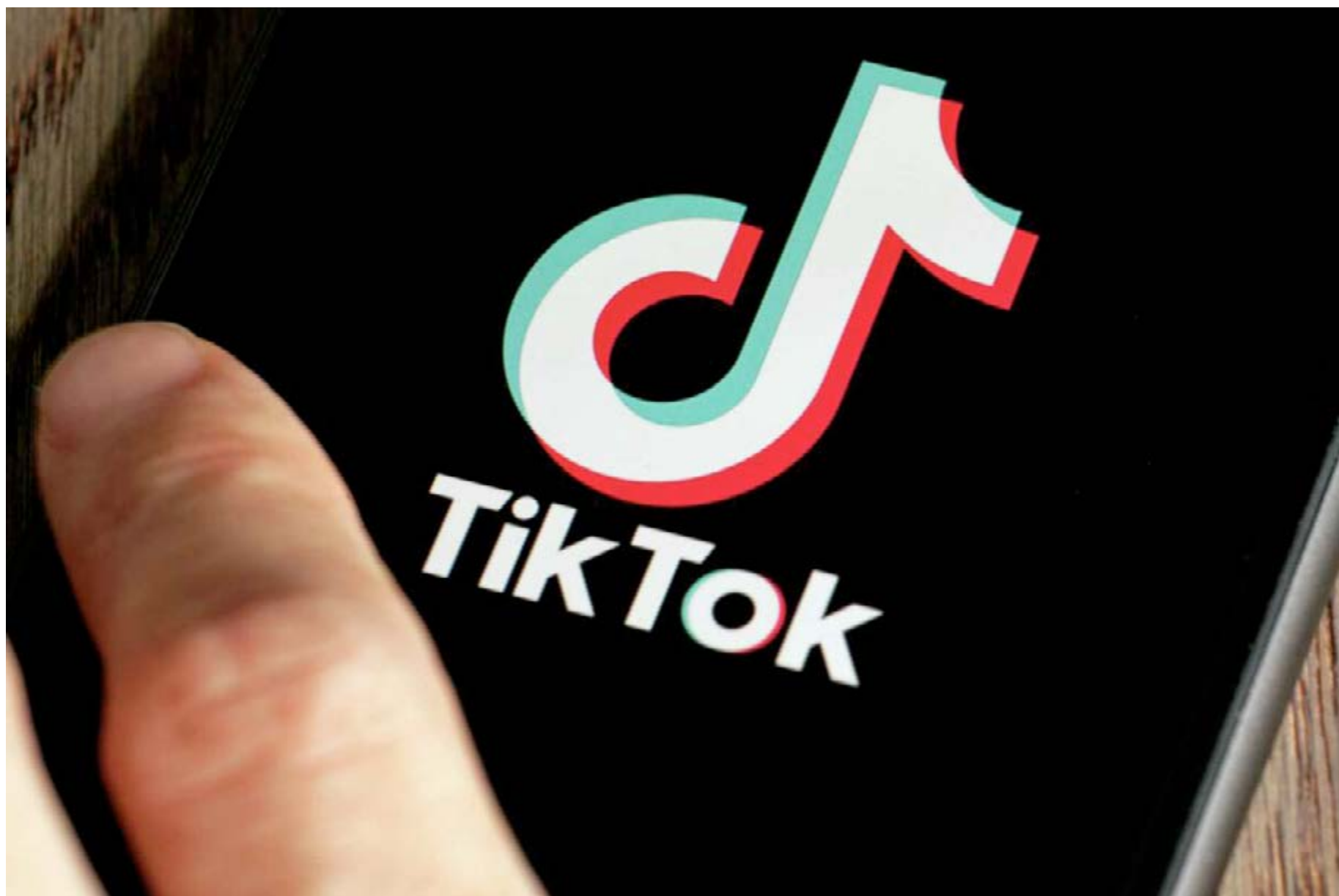
## FEB 2022 ASIA PACIFIC TOP 10 WINS

Creative Agency	Month	Account	Area
M&C Saatchi Group	Feb	Shift	Australia
Leo Burnett	Feb	SingTel social media and content marketing	Singapore
Ogilvy	Feb	SingTel B2B	Singapore
McCann Worldgroup	Feb	Fujifilm (Instax) Project	China
McCann Worldgroup	Feb	RS Components Project	China
DDB	Feb	Meta	India
BBDO	Feb	HCF	Australia
M&C Saatchi Group	Feb	Worksafe VIC	Australia
McCann Worldgroup	Feb	WealthNavi Project	Japan
BWM Isobar	Feb	NIB	Australia
Media Agency	Month	Account	Area
Mindshare	Feb	Yili Social media	China
Dentsu X	Feb	Mengniu Digital	China
Wavemaker	Feb	RED	China
Wavemaker	Feb	China UnionPay	China
Havas Media	Feb	CoinSwitch	India
Zenith	Feb	L'Oreal	Singapore
Zenith	Feb	L'Oreal	Thailand
Mediahub	Feb	Akzo Nobel Digital	Global ex CN
Zenith	Feb	L'Oreal	Malaysia
Wavemaker	Feb	L'Oreal	Indonesia

## BUSINESS

# Facebook paid GOP firm to malign TikTok

by Taylor Lorenz and Drew Harwell, The Washington Post



*Employees with the firm worked to undermine TikTok through a nationwide media and lobbying campaign. Dreamstime/TNS*

Facebook parent company Meta is paying one of the biggest Republican consulting firms in the country to orchestrate a nationwide campaign seeking to turn the public against TikTok.

The campaign includes placing op-eds and letters to the editor in major regional news outlets, promoting dubious stories about alleged TikTok trends that actually originated

**BUSINESS**

... worked to undermine TikTok through a nationwide media and lobbying campaign portraying the fast-growing app, owned by the Beijing-based company ByteDance, as a danger to American children and society...

on Facebook, and pushing to draw political reporters and local politicians into helping take down its biggest competitor. These bare-knuckle tactics, long commonplace in the world of politics, have become increasingly noticeable within a tech industry where companies vie for cultural relevance and come at a time when Facebook is under pressure to win back young users.

Employees with the firm, Targeted Victory, worked to undermine TikTok through a nationwide media and lobbying campaign portraying the fast-growing app, owned by the Beijing-based company ByteDance, as a danger to American children and society, according to internal emails shared with The Washington Post.

Targeted Victory needs to “get the message out that while Meta is the current punching bag, TikTok is the real threat especially as a foreign owned app that is #1 in sharing data that young teens are using,” a director for the firm wrote in a February email.

Campaign operatives were also encouraged to use TikTok’s prominence as a way to deflect from Meta’s own privacy and antitrust concerns.

“Bonus point if we can fit this into a broader message that the current bills/proposals aren’t where [state attorneys general] or members of Congress should be focused,” a Targeted Victory staffer wrote.

The emails, which have not been previously reported, show the extent to which Meta and its partners will use opposition-research tactics on the Chinese-owned, multibillion-dollar rival that has become one of the most downloaded apps in the world, often outranking even Meta’s popular Facebook and Instagram apps. In an internal report last year leaked by the whistleblower Frances Haugen, Facebook researchers said teens were spending “2-3X more time” on

**BUSINESS**

TikTok than Instagram, and that Facebook's popularity among young people had plummeted.

Targeted Victory declined to respond to questions about the campaign, saying only that it has represented Meta for several years and is "proud of the work we have done."

In one email, a Targeted Victory director asked for ideas on local political reporters who could serve as a "back channel" for anti-TikTok messages, saying the firm "would definitely want it to be hands off."

In other emails, Targeted Victory urged partners to push stories to local media tying TikTok to dangerous teen trends in an effort to show the app's purported harms. "Any local examples of bad TikTok trends/stories in your markets?" a Targeted Victory staffer asked.

"Dream would be to get stories with headlines like 'From dances to danger: how TikTok has become the most harmful social media space for kids,'" the staffer wrote.

Meta spokesperson Andy Stone defended the campaign by saying, "We believe all platforms, including TikTok, should face a level of scrutiny consistent with

**"We believe all platforms, including TikTok, should face a level of scrutiny consistent with their growing success."**

**Andy Stone**

their growing success."

A TikTok spokesperson said the company is "deeply concerned" about "the stoking of local media reports on alleged trends that have not been found on the platform."

Targeted Victory worked to amplify negative TikTok coverage through a Google document titled "Bad TikTok Clips," which was shared internally and included links to dubious local news stories citing TikTok as the origin of dangerous teen trends. Local operatives working with the firm were encouraged to promote these alleged TikTok trends in their own markets to put pressure on lawmakers to act.

One trend Targeted Victory sought to enhance through its work was the "devious licks"

**BUSINESS**

...According to an investigation by Anna Foley at the podcast network Gimlet, rumors of the “devious licks” challenge initially spread on Facebook, not TikTok...

challenge, which showed students vandalizing school property. Through the “Bad TikTok Clips” document, the firm pushed stories about the “devious licks” challenge in local media across Massachusetts, Michigan, Minnesota, Rhode Island and Washington, D.C.

That trend led Sen. Richard Blumenthal, D-Conn., to write a letter in September calling on TikTok executives to testify in front of a Senate subcommittee, saying the app had been “repeatedly misused and abused to promote behavior and actions that encourage harmful and destructive acts.” But according to an investigation by Anna Foley at the podcast network Gimlet, rumors of the “devious licks” challenge initially spread on Facebook, not TikTok.

In October, Targeted Victory worked to spread rumors of

the “Slap a Teacher TikTok challenge” in local news, touting a local news report on the alleged challenge in Hawaii. In reality, no such challenge existed on TikTok. Again, the rumor started on Facebook, according to a series of Facebook posts first documented by Insider.

The firm worked to use both genuine concerns and unfounded anxieties to cast doubt about the popular app. One email outlining recent negative TikTok stories mixed reasonable questions, largely about TikTok’s corporate ownership and practices, with more exaggerated stories about young users recording themselves behaving badly - the kinds of social media panics that have long bedeviled big social networks, including Facebook.

The agency was working at the same time to get “proactive coverage” about Facebook into local newspapers, radio segments and TV broadcasts, including submitting letters and opinion pieces speaking glowingly of Facebook’s role in, for instance, supporting Black-owned businesses. Those letters did not mention the Meta-funded firm’s involvement.

Targeted Victory has

## BUSINESS

contracted with dozens of public relations firms across the United States to help sway public opinion against TikTok. In addition to planting local news stories, the firm has helped place op-eds targeting TikTok around the country, especially in key congressional districts.

On March 12, a letter to the editor that Targeted Victory officials helped orchestrate ran in the Denver Post. The letter, from a “concerned” “new parent,” claimed that TikTok was harmful to children’s mental health, raised concerns over its data privacy practices and said that “many people even suspect China is deliberately collecting behavioral data on our kids.” The letter also issued support for Colorado Attorney General Phil Weiser’s choice to join a coalition of state attorneys generals investigating TikTok’s impact on American youths, putting political pressure on the company.

A very similar letter to the editor, drafted by Targeted Victory, ran that same day in the Des Moines Register. The piece linked to negative stories about TikTok that Targeted Victory had previously sought to amplify.

“many people even suspect China is deliberately collecting behavioral data on our kids.”

The letter was signed by Mary McAdams, chair of the Ankeny Area Democrats. Targeted Victory touted McAdams’ credentials in an email on March 7.

“[McAdams’s] name on this [letter to the editor] will carry a lot of weight with legislators and stakeholders,” a Targeted Victory director wrote. The email then encouraged partners across other states to look for opportunities to add to the campaign, “especially if your state AG suddenly joins on.”

The authors of the two letters did not respond to calls or emails requesting comment.

In an email sent last week to local contractors, Targeted Victory asked each team to “be prepared to share the op-ed they’re working on right now.” “Colorado and Iowa - Can you talk about the TikTok Op-eds you both got?” a Targeted Victory representative asked.

**BUSINESS**

...The firm is one of the biggest recipients of Republican campaign spending, earning more than \$237 million in 2020...

The emails show how the firm has effectively promoted its anti-TikTok messaging without revealing that it came from a firm working on Meta's behalf. None of the op-eds or letters to the editor were published with any indication that the Meta-funded group had been involved.

Launched as a Republican digital consulting firm by Zac Moffatt, a digital director for Mitt Romney's 2012 presidential campaign, Targeted Victory has routinely advised Facebook officials over the years, including during a high-profile congressional hearing after the 2016 election.

The Arlington, Va.-based firm advertises on its website that it brings "a right-of-center perspective to solve marketing challenges" and can deploy field teams "anywhere in the country within 48 hours."

The firm is one of the biggest recipients of Republican campaign spending, earning more than \$237 million in 2020, according to data compiled by OpenSecrets. Its biggest payments came from national GOP congressional committees and America First Action, a pro-Trump super PAC.

In 2020, the firm said it was expanding its "crisis practice and corporate affairs offerings" because of its clients' growing need for "issues management and executive positioning," adding that it would focus its efforts toward "authentic storytelling" with a "hyper-local approach."

Some of the emails targeting TikTok were sent in February, shortly after Meta announced that Facebook had lost users for the first time in its 18-year history. Meta chief executive Mark Zuckerberg told investors then that TikTok was a major obstacle, saying, "People have a lot of choices for how they want to spend their time, and apps like TikTok are growing very quickly." The company has unveiled a TikTok clone, a short-video feature called Reels, and promotes it heavily in its Instagram app.

**BUSINESS**

“People have a lot of choices for how they want to spend their time, and apps like TikTok are growing very quickly.”

In a 2019 speech at Georgetown University, during which he invoked the Rev. Martin Luther King Jr. and championed Facebook’s role in promoting free speech, Zuckerberg criticized TikTok for reports it had banned discussion of topics deemed subversive by the Chinese government, saying, “Is that the Internet that we want?” (The Washington Post and the Guardian had previously highlighted those content-moderation rules.

TikTok has said those guidelines were outdated and that its U.S. business now operates under different rules than its Chinese counterpart.)

But Zuckerberg has also pointed at TikTok to counter concerns that Facebook holds a monopoly on social media. TikTok is the “fastest-growing app,” he said in his opening remarks at a hearing of the House antitrust subcommittee in 2020.

The anti-TikTok campaign follows in a long line of Facebook-funded advocacy groups working to boost its

standing in the public eye.

In 2018, Facebook worked with Definers Public Affairs, another Washington consulting firm founded by Republican political veterans, to lash out at critics and other tech companies, including Apple and Google, during the Cambridge Analytica scandal that sparked global outrage over Facebook’s privacy rules. (The company said it stopped working with Definers shortly after a New York Times report on the arrangement.)

And in 2019, as the company faced antitrust scrutiny over its gargantuan impact, Facebook drove the creation of a political advocacy group, American Edge, designed to persuade Washington lawmakers that Silicon Valley was critical to the U.S. economy - and that overt regulation could weaken the country’s competitiveness in a technology race against China.

Meta outspends all but six of the nation’s biggest companies and industry groups in federal lobbying, paying more than \$20 million last year, according to data compiled by OpenSecrets.

FOR ENQUIRIES:  
CONTACT  
Ruby  
+603-7726 2588



APPROVED HRD CORP  
TRAINING PROGRAM  
NO 1000163165



# STRATEGIC BRAND PLANNING WORKSHOP

BY SUTAPA BHATTACHARYA

## LEARNING OUTCOME

Ability to conduct a more strategic dialogue with colleagues and stakeholders through a greater understanding of the key strategic brand planning tools.

**28 April 2022**  
8.30am – 6.00pm

**Eastin Hotel**  
Pusat Dagang, 13, Jalan 16/11,  
Seksyen 16, 46350 Petaling Jaya,  
Selangor Darul Ehsan



We have  
changed  
our duties  
to get back  
to our duties



**Current work tools**  
of our art-director



Kyiv, Ukraine, 19.03.2022