

MARKETING

ISSUE #329 APRIL 2022

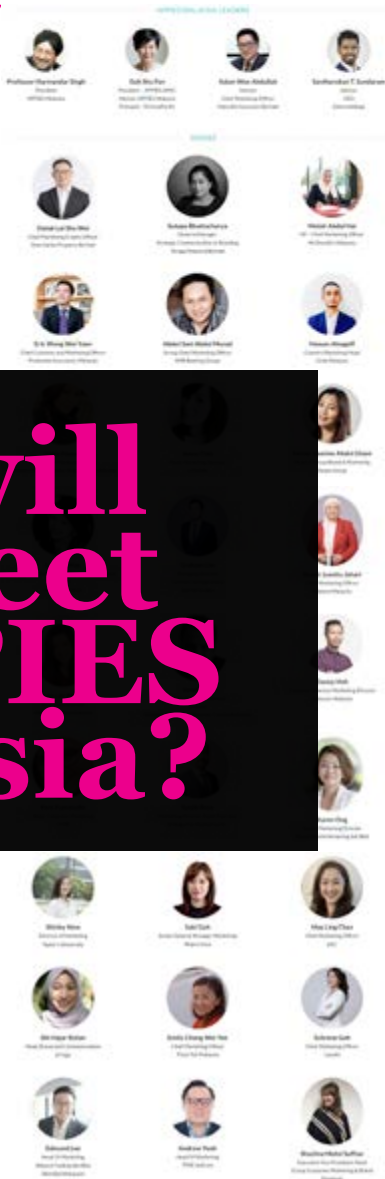
WEEKENDER™



Straight Outta PJ

Spinning gold since 2009

EDITOR'S NOTE



Who will you meet at APPIES Malaysia?

05

COVER STORY



The Metamorphosis of SPIN

The walk down the digital road has been among many things a fun walk for those who never refuse to learn and grow...

08



Have you been cheated?

17

NETFLIX GOES BACKWARDS. INDUSTRY FOLLOWS.

23

Major shock waves hit the streaming TV industry this week as Netflix reported a decline in subscribers...

“I believe having a public platform that is trusted and inclusive is extremely important to the future of civilisation.”

Elon Musk, the richest person in the world, recently acquired Twitter for USD44 billion cash.



“Murder your throat.”

Tagline of Liquid Death, founded by Mike Cessario who chose adult film actor Cherie DeVille for his latest TVC because “statistically speaking, adult film stars are some of the most famous people on the internet”.



“It should not be the responsibility of mall owners to worry about the public.”

Datuk Dr Ameer Ali Mydin, boss of Mydin retail chain, in response to a new govt ruling that requires retailers to inspect the MySejahtera application of their patrons.

“Perhaps, in the end, there are no such thing as creative people; there are only sharp observers with sensitive hearts.”

Yasmin Ahmad, circa 2008



A man with a beard and sunglasses is shown in profile on the left side of the image, looking towards the right. The background is a city street at night, featuring a bus stop with illuminated signs. The scene is lit with a mix of blue and red tones, and there are light trails from traffic in the distance. A thick red line runs diagonally across the lower half of the image.

LIGHT UP THE WORLD WITH BROADSIGN

Better tools for
out-of-home

Visit broadsign.com

EDITOR'S NOTE

Who will you meet at APPIES Malaysia?

APPIES MALAYSIA LEADERS



Professor Harmandar Singh
President
APPIES Malaysia



Goh Shu Fen
President - APPIES APAC
Advisor APPIES Malaysia
Principal - R3 AsiaPacific



Adam Wee Abdullah
Advisor
Chief Marketing Officer
Manulife Insurance Berhad



Santharuban T. Sundaram
Advisor
CEO
Etika Holdings

JUDGES



Datuk Lai Shu Wei
Chief Marketing & Sales Officer
Sime Darby Property Berhad



Sutapa Bhattacharya
General Manager
Strategic Communication & Branding
Tenaga Nasional Berhad



Melati Abdul Hai
VP - Chief Marketing Officer
McDonald's Malaysia



Eric Wong Wai Yuen
Chief Customer and Marketing Officer
Prudential Assurance, Malaysia



Abdul Sani Abdul Murad
Group Chief Marketing Officer
RHB Banking Group



Hassan Alsagoff
Country Marketing Head
Grab Malaysia



Linda Hassan
Group Chief Marketing Officer
Domino's Pizza Malaysia, Singapore & Cambodia



Jenny Chin
Head, Marketing Services
U Mobile



Fernie Jasmine Abdul Ghani
Head of Group Brand & Marketing
Axiata Group

ENTER HERE

EDITOR'S NOTE



Lau Yin May
Group Chief Marketing & Customer Experience
Officer
Malaysia Airlines



Graham Lim
Managing Director
Commercial Operations
F&N Beverages



Shanti Jusnita Johari
Chief Marketing Officer
Telekom Malaysia



Lee Lim Meng
Marketing Director
Abbott Nutrition Malaysia



Javed Jafri
Media & Digital Hub Lead
Unilever
Malaysia, Singapore, Myanmar, Cambodia & Laos



Danny Hoh
Customer Director/Marketing Director
Watsons Malaysia



Keni Kamaludin
Head, Consumer Marketing
CIMB



Sanjib Bose
Marketing Director, South East Asia
Kellogg Asia Marketing Inc.



Karen Ong
Senior Marketing Director
MunchWorld Marketing Sdn Bhd



Shirley New
Director of Marketing
Taylor's University



Saki Goh
Senior General Manager Marketing
Wipro Unza



May Ling Chan
Chief Marketing Officer
KFC



Siti Hajar Rizlan
Head, Brand and Communications
ETIQA



Emily Chong Wai Yee
Chief Marketing Officer
Pizza Hut Malaysia



Schrene Goh
Chief Marketing Officer
Lazada



Edmund Lee
Head Of Marketing
Allexcel Trading Sdn Bhd
(Red Bull Malaysia)



Andrew Yeoh
Head Of Marketing
TIME dotCom



Shazlina Mohd Suffian
Executive Vice President, Head
Group Corporate Marketing & Brand
Maybank

ENTER HERE



ENTER NOW!



**THE
APPIES
2022**

MALAYSIA
MARKETING CAMPAIGNS AWARDS

**MARKETING
DISRUPTORS ALWAYS
DOCK HERE!**

0111113239
01113239

OFFICIAL ENTRY KIT

Online Submission: <https://appies.awardsengine.com/>



The Metamorphosis of SPIN

By Raihan Hadi

The walk down the digital road has been among many things a fun walk for those who never refuse to learn and grow. Needless to say, many have taken that walk during the last two years (if not earlier), and for

those who befriended innovation - success wasn't many steps away.

This week I'm here to tell you the story of SPIN Communications, the multiple award-winning 360° boutique

With more than three decades of experience in the industry, Chit has worked on a wide diversity of brands in the U.S., Hong Kong, China and Malaysia



*Chit Quah
Founder*

agency based in PJ who have started their journey in digital innovation recently.

Spinning it like a boss

Just having crossed the duodecennial, SPIN has been called a full-service creative agency, a design agency, a social media marketing agency, digital marketing agency and an experiential agency as well. The correct answer in that MCQ is “All of the above”.

Under the guidance of its Founder Chit Quah, along with partners Lee Peng and Le Vin, SPIN Communications is known for blending all the strategic, creative, technology and production skills needed to win in the modern economy. SPIN is more like a partner who helps connect people with the brand they work with, and drive meaningful outcomes for it from the top.



Leeps believes that a brand must inspire and surprise the customer all the time

*Lee Peng
General Manager*

With a set of extremely hands-on partners, whose key inspirations are to work with clients beyond the campaigns, establishing highest levels of brand awareness, loyalty and

driving business results that are nothing short of excellent - it goes without saying that SPIN's "ballpark" is a different one compared to similar players in the industry.

**Le Vin's
campaign
for OldTown
White Coffee
is now listed
as one of the
Top 3 things to
do in Ipoh by
Tripadvisor**



*Le Vin
Executive Creative Director*

SPIN is no stranger to the digital realm, and we are about to dive into learning more about how this amazing agency is reaching total awesomeness with their journey of digital innovation in 2022.

A Brand New Innovation Lab

Earlier this year, with the appointment of Manu Menon as a new Partner and its Chief Digital Officer, SPIN kick-started its brand new 'Innovation Lab', a holistic digital approach towards providing end-to-end solutions for its clients, going beyond creative.

The function of the SPIN Digital Innovation Lab is tri-fold. With lots of digital toys to play with, SPIN makes a point of making their clients aware of what are the latest opportunities available through a daylong workshop.

This is followed by a list of challenges specific to the client's business and a brainstorming phase with SPIN. Next, clients are presented with different sets of solutions and their projected outcomes. The best solution is then prototyped for future development.



The team at SPIN have also developed a comprehensive CRM solution that is a vital part of their new digital offerings. Along with the Digital Innovation Lab, other new offerings include:

- Web Development

- Customer Experience Design (CX/UX)
- Analytics, SEO (Search Engine Optimisation) and SEM (Search Engine Marketing)
- Social Media Management
- Performance Media





*Manu Menon,
Partner and Chief
Digital Officer*

The Man behind the Digital

With more than a decade of experience in digital marketing, Manu has been an integral part of the evolution of the industry by offering cutting edge technology-based solutions. At Swedish company 24MAS, he pioneered mobile game advertising for the Indonesian market with Samsung.

His next stint as Country Head of Upfront Media, a full-service digital agency

headquartered in Singapore, saw him securing a multi-year project to revamp and manage Malaysia Airlines' website.

Prior to SPIN, Menon was the Managing Director of Reprise Digital (the digital wing of IPG Mediabrands), where he worked with clients like Telekom Malaysia, Tenaga Nasional Berhad, Johnson & Johnson and Nestle.

Manu's on-boarding was simultaneous with SPIN's rapid

COVER STORY

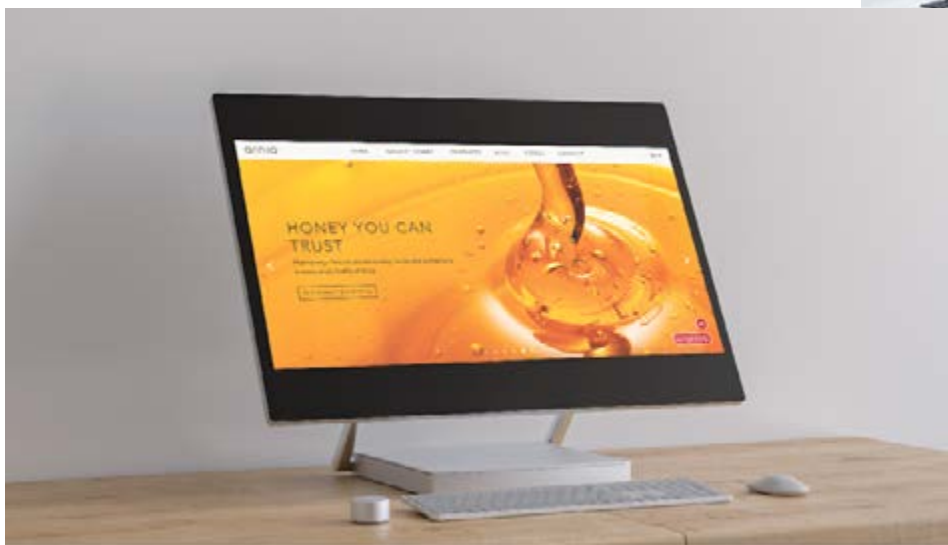
transformation after securing a series of digital projects over the last 2 years, which include building a holistic digital ecosystem for Arnia, a new honey brand from Pharmaniaga Naturals, as well as a new

online experience for Vitamode, a regional health supplement brand. The team is now geared to help more local SMEs on their digital transformation journeys with no plans to slow down.

Some creations of SPIN



SPIN's campaign for OldTown White Coffee in Ipoh



Campaign for Vitamode



Campaign for Arnia

COVER STORY

Things you didn't know:

Chit Quah - Together with Yasmin Ahmad, Chit has led Leo Burnett Malaysia to win the Star of Asia, the best LB agency in Asia.

During his time with Naga DDB, Chit had steered the Agency to win Campaign Brief Asia's "Agency of the Year 2006", Malaysia's first ever Asian Marketing Effectiveness Gold Award for Digi's Yellow Coverage Fellow campaign and Malaysia's first Asia Pacific Effie for Perodua ViVa in 2008.

Lee Peng - The General Manager of SPIN Lee Peng began her career at Ogilvy & Mather as an Account Executive, and worked her way up to the role of Account Director on Nestle, Shangri-La Hotels and GlaxoSmithkline Beecham.

Lee has also worked with Publicis as Group Account Director for L'oreal, Orlando, MBF Cards, RHB Bank, Multi-Purpose Bank and Sharp.

At Naga DDB, She served as the Business Director for Perodua, Nippon Paint, Johnson & Johnson, PepsiCo, Unilever, Kurnia, Nin Jiom, Panasonic and UOB Bank.

Le Vin - Now the Executive Creative Director at SPIN, Le Vin is actually a civil engineer by training. He began his career designing water treatment plants for 6 years, followed by which, he packed his bags for Patagonia and roamed its wildlands.

Upon returning to Malaysia, he decided to explore another wildland - advertising. Le Vin has since worked on various campaigns for HP, Petronas, Perodua, Volkswagen, Nike, Citibank, L'Oreal and Nestle.

His work has been recognised at Kancil, Cannes, D&AD, One Show, Clio and the Effies.

Le Vin also contributed to safer journeys during festive seasons by creating Malaysia's first tweet-based car check service.

The Key Clients of SPIN

MOST READ ON MARKETINGMAGAZINE.COM.MY

(23th April – 29nd April 2022)

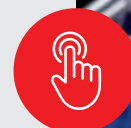
Naga DDB Tribal pushes the experiential boundaries of Astro's Raya TVC into a movie experience
Pageviews: 2,198



M&C Saatchi and Hong Leong Bank debuts first festive campaign together for Hari Raya 2022
Pageviews: 2,080



Elon Musk is officially buying Twitter outright in a \$44 billion deal
Pageviews: 1,938



MAA elects new President and Vice-President for new 2022-2024 term
Pageviews: 1,832



Cake, Flowers and... Beer? Surprising Tidbits from GrabAds' First Mother's Day Shopper Insights
Pageviews: 1,668





Have you been cheated?

Did you get what you paid for?

By [Augustine Fou](#)

Anti-Ad Fraud Consultant, FouAnalytics

Years ago at a farm stand, I picked out six oranges (“6 for the price of 4”) and put them into a bag. I handed the bag to the attendant and got my wallet out to pay. Out of the corner of my eye I had noticed he put the bag down on the floor behind the counter for some reason; I didn’t think anything of it at that moment. I paid with cash. The

attendant handed the change and the bag back to me. After I walked away, something didn’t sit right with me, so I looked in the bag. The oranges were bruised and half rotten. These were clearly not the oranges I had picked out before. The attendant had switched the bag, when he put it down on the floor, and handed me back a different

ANTI-AD FRAUD

```
// if (parsedLink.hostname.indexOf('██████████.com') !== -1) {
//   var res = {
//     url: link,
//     statusCode: 200,
//     status: '200 OK',
//     rawHeaders: 'HTTP/1.1 200 OK\nServer: nginx/1.4.6 (Ubuntu)\n',
//     headers: {},
//     $: cheerio.load(''),
//     body: new Buffer('')
//   };
//   return setImmediate(function() {
//     browser.log('Faked ██████████.com: ' + link);
//     callback(false, res);
//   });
}
```

one with rotten oranges in it. I thought I had paid for good oranges and I even thought I got a good deal “6 for the price of 4.” Turns out, I got swindled with my eyes open. By the time I walked back to the stand, it and the attendant were gone. A life lesson, learned.

The same “bag of bad oranges” swindle is happening with digital media, with everyone’s eyes open. Previously I had written “**Time to Acknowledge Ad Fraud, Instead of Countless Oopsies.**” Too many times, I have seen vendors get caught red-handed; they passed it off as “oopsies, we didn’t know” we were ripping you off. Riiiiight. I had given many of them the benefit of the doubt and considered their “oopsies” to be bad tech or

bad counting (oops, we billed you for 1 billion impressions, but only served 500 million, or none at all). Most marketers have never looked; they just take the spreadsheets submitted by their media agencies and ad tech vendors at face value. That’s like me taking the bag of oranges and not looking inside. The bag looked pretty much the same as the one I handed to the attendant; but I needed to double check the oranges inside.

Forensic Auditing of Digital Media

Let’s look inside that bag of oranges called digital media, shall we? Without any specialized tools or technologies, advertisers should ask their media agencies for DSP (“demand side platform”)

ANTI-AD FRAUD

... Why does this “drop off” happen? Bot activity and fraud. Bad guys make their bots more efficient by skipping the loading of the ad...

reports, by month, or preferably by day. This tells you how many bids you won and paid for. Then ask for ad server reports, by month, or preferably by day. This tells you how many ads were served. Normally “ads served” should be one-to-one with “bids won;” when you win the bid you have the right to serve your ad into the ad slot.

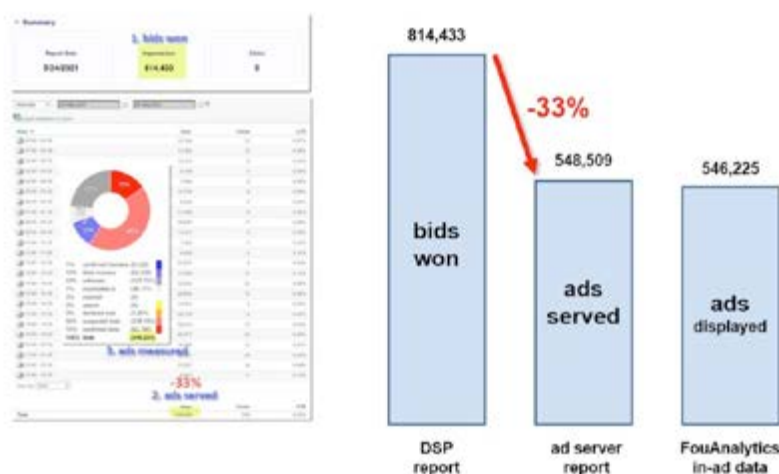
These two slides show scenarios that are so typical it’s hard to believe. The slide on the left shows 814k bids won, but only 549k ads served, a 33% “drop off.” That means a third of the ads you paid for did not even

serve. You got rotten oranges. Why does this “drop off” happen? Bot activity and fraud. Bad guys make their bots more efficient by skipping the loading of the ad. If they already get paid for the bids won, why waste time and bandwidth loading the ad. Bots just move on to the next fake bid.

In the slide below, you can see that over the years, bad guys got more and more efficient with ad fraud. Way back, they had to set up fake websites and buy fake traffic (bots). They then optimized the bots to save time and bandwidth by loading just the ad, without loading the webpage -- this is called “naked ad calls.” Most recently we can see them saving even the time and bandwidth of loading the ad! They don’t even need bots to do this. Algorithms can generate

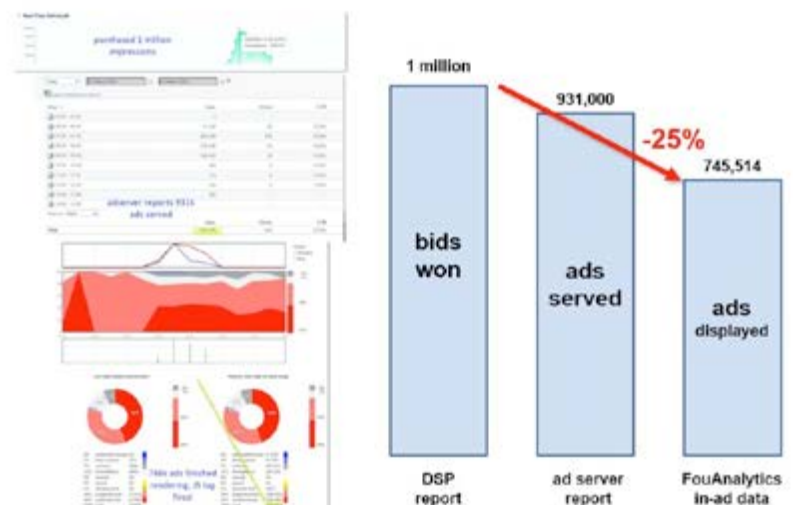
Drop-offs: bids won, ads served

You paid for the bids won; did the ads serve? Did you get the right amount?



Drop-offs: bids won, ads served

You paid for the bids won; did the ads serve? Did you get the right amount?



ANTI-AD FRAUD

trillions of fake bid requests. They are successful at making money, with no device, browser, bot, or websites. They don't even need the ad to load. Remember in **the Uber lawsuit**, *"a Phunware employees wrote: "Guys it's... time to spin some more BS to Uber to keep the lights on."* They billed Uber for ads that never ran. Phunware (**\$PHUN**), a public company on NASDAQ. That "farm stand" didn't close up shop and run away; they're still selling "oranges" apparently. P.S. every single one of the 12 CTV fraud cases have been entirely fabricated bid requests; ads never ran.

In addition to the simple stuff above, by adding a FouAnalytics tag into the ads, we can check to see if the ads rendered on screen. Ads can be served (sent out) from the ad server, but never arrive in the device to be displayed on screen. This problem is especially bad in mobile because lower bandwidth means the ads may not arrive in time, before the user leaves the page or scrolls away. Video ads are far larger in file size than display ads, so the likelihood of video ads never rendering on screen is even higher. So it's always

...As an advertiser, the only ads that are valuable to you are the ones that served and also displayed on screen. Are you getting what you paid for?...

good to check how many ads actually displayed on screen. The FouAnalytics tag is javascript; and it is set to fire "async" (asynchronously). That means it will execute when the ad finishes rendering. This is how we can tell the ad was displayed. By comparing the counts measured by a FouAnalytics tag with the numbers from the ad server, you can see the second "drop off" in the drop-off slides above. As an advertiser, the only ads that are valuable to you are the ones that served and also displayed on screen. Are you getting what you paid for?

What about viewability measurement and fraud verification pixels?

You may have thought that viewability measurements would have measured and caught these problems for you. But note that

ANTI-AD FRAUD

Bad guys optimized ad fraud efficiency

They have saved bandwidth and processing, and maximized revenues/profitability of fraud

fake sites
(2015)



sites auto-generated
by template to run ads

naked ad calls
(2017)



load just the ad to save
time and bandwidth

faked bid requests
(2019)



no device or
browser needed

viewability measurements are easily falsified (e.g. **Newsweek was caught** using malicious code to falsify viewability measurements in 2018).

Bad guys can trick the viewability measurement to read “viewable” even if no ads were served or rendered. What about other fraud verification pixels? Surely those can do basic counting of ads rendered? Um, sadly no, not even that. Bad guys use code to strip out their detection tags -- known as “verification stripping.” DoubleVerify’s own **press release** explained verification stripping is widespread; makes sense, considering that bad guys

want to avoid getting caught. What better way to evade detection than to block/strip-out the detection tags? When fraud vendors report 1% IVT («invalid traffic»), what do you think the other 99% is? What portion of that 99% is «no data» instead of «no fraud?» Keep in mind that «no data» does not mean «no fraud.»

You’re wondering why they wouldn’t notice this kind of “tag evasion” and “verification stripping?” The above is a code sample seen as far back as 2014 where bad guys look for specific verification vendor’s detection code and send back a false “status: ‘200 OK’” to trick them into thinking the tag was loaded

ANTI-AD FRAUD

... One more slap-in-the-face insult to your intelligence can be seen in the following report from a verification vendor...

when it actually was not. When the verification vendor gets no data back, they can't label it as IVT. The counts of their detection pixel match up with the counts of ads served, so they can't tell there was tag evasion and verification stripping. With no data, the vendor doesn't mark it as invalid. That's why the "other 99%" is not marked as "invalid." They failed to detect anything wrong with the 99%; they could only detect 1% to be invalid.

One more slap-in-the-face insult to your intelligence can be seen in the following report from a verification vendor. The four top rows (largest volume) are marked as "mobile in-app." There are no details of which apps those were, but yet they were labeled as 99.992% "fraud free." How? Further below, rows that are marked as "n/a" (they

Media Type	Delivery Site	Monitored Ads	Fraud Free Rate	Fraud Rate
Display	Mobile In-App	2,158,192	99.992%	0.01%
Display	Mobile In-App	1,068,486	99.987%	0.01%
Display	Mobile In-App	552,061	99.323%	0.68%
Video	Mobile In-App	387,188	99.959%	0.04%
Display			99.98%	0.00%
Display		236,188	99.992%	0.01%
Display			99.378%	0.62%
Display		116,173	99.993%	0.00%
Display			99.997%	0.00%
Display	posse.com	115,113	99.997%	0.00%
Display		111,431	99.999%	0.00%
Display		108,678	100.000%	0.00%
Display		105,290	99.519%	0.48%
Display		102,922	99.284%	0.72%
Display		94,161	99.997%	0.00%
Display		86,924	99.997%	0.00%
Display		83,515	99.975%	0.03%
Display		80,015	100.000%	0.00%
Display		78,644	99.226%	0.77%
Display		74,510	100.000%	0.00%
Display		73,896	99.882%	0.12%
Display	ng.com	71,173	99.043%	0.96%
Display	an.com	70,324	98.926%	1.07%
Display		64,423	99.641%	0.36%
Display	ng.com	58,239	99.998%	0.00%
Display	im	57,290	99.536%	0.46%
Video	is.com	51,189	99.932%	0.07%
Display		49,226	99.502%	0.50%
Display			99.994%	0.01%
Display	m	49,497	98.969%	1.03%
Display			99.998%	0.00%
Display		17,771	99.981%	0.02%
Display		5,	99.486%	0.51%
Video	N/A	46,844	99.991%	0.01%
Display	s.com	46,778	99.292%	0.71%
Video	N/A	46,477	99.931%	0.07%
Display	.net	45,017	100.000%	0.00%

couldn't detect what site the ads went to) are marked as 99.991% "fraud free." They must not think you're very intelligent.

Hopefully, the above is eye-opening. Hopefully, it motivates you to look inside the bag of oranges you just bought and see if the oranges are the ones you thought you bought. Hopefully you know someone else who should have their eyes opened and can share this with them.

Did you get what you paid for? Let's do some forensic auditing of digital media together, shall we?



NETFLIX GOES BACKWARDS. INDUSTRY FOLLOWS.

Major shock waves hit the streaming TV industry this week as Netflix reported a decline in subscribers for the first time in a over decade. Also, Warner Bros/Discovery shut down its CNN+ streaming service after just three weeks of operations.

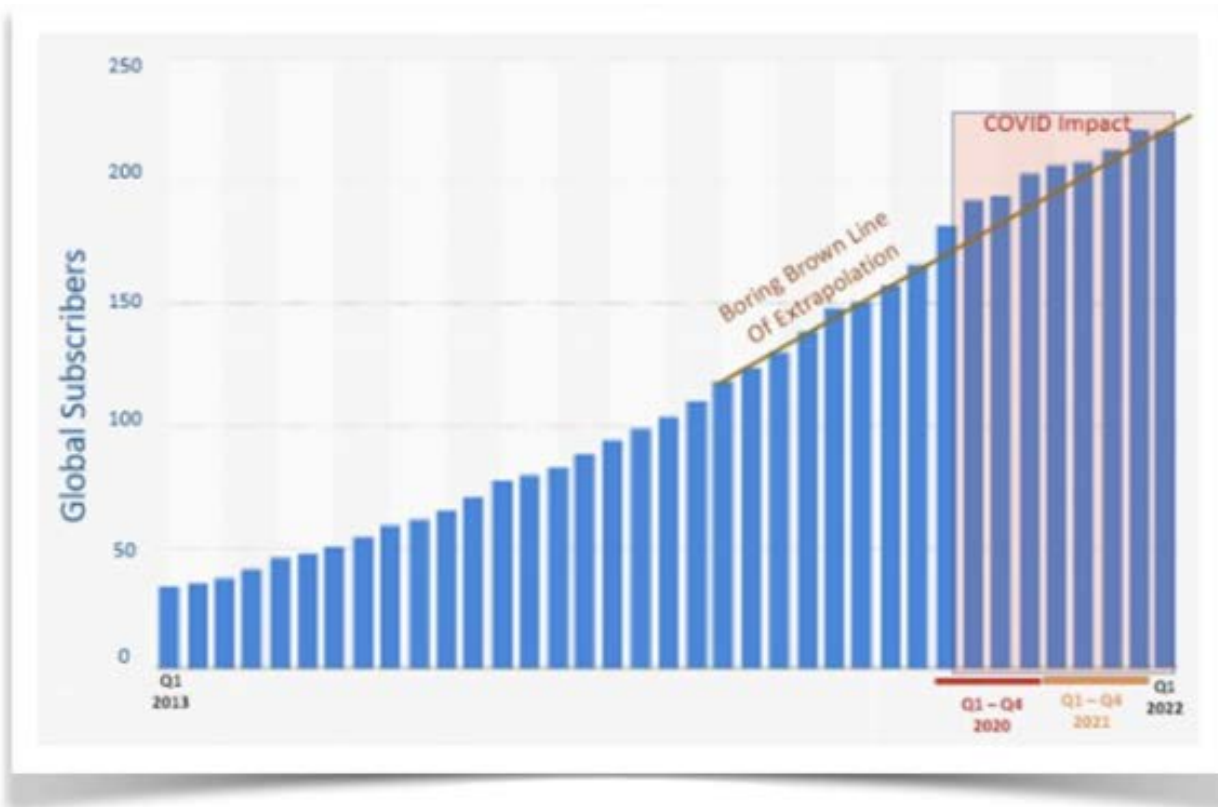
Netflix had projected that they would add 2.5 million new subscribers in the first quarter of 2022. Instead they lost 200,000.

Wall Street reacted by kicking the shit out of Netflix stock - its value dropped by 1/3 on the

day the announcement appeared -- and took the stock of other streamers down with it.

Unsurprisingly, one of Netflix reactions to the rout was that they are studying a lower cost variant of the service that will accept advertising. As you may recall, not long ago I wrote in this space, "Anyone who *can* make money on advertising eventually *will*."

The streaming industry is in an epic marketing shit fight. Competitors are spending money



...Instead, Netflix spent two years breathing their own fumes and joined the chorus of marketing nitwits who thought Covid “changed everything...”

like drunken sailors producing new shows. The few winners in this battle will do very well. The many losers will piss away billions.

And all this sturm and drang is over what? TV - that thing that was declared dead by advertising geniuses a decade ago. Gary V, you listening?

As usual, the best take on the situation came from Mark Ritson. Ritson pointed out that had Netflix exhibited any understanding of reality they would have explained to investors that their astronomical numbers for the past few years were a direct result

of Covid-related ass-sitting by people stuck at home.

They would have made it clear that once the Covid frenzy started to wane the growth momentum was not sustainable.

Ritson produced this chart which demonstrates that barring the Covid bump, Netflix subscriptions are on track with pre-Covid growth rates.

Instead, Netflix spent two years breathing their own fumes and joined the chorus of marketing nitwits who thought Covid “changed everything.”



Bob Hoffman is author of several other books about advertising.



CLICK TO WATCH THE VIDEO

