

MARKETING


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WEEKENDERTM

FCB SHOUT

The Untold Story

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What Say

“I am not the only one who regrets that it (WhatsApp) became part of Facebook when it did...Nobody knew in the beginning that Facebook would become a Frankenstein monster that devoured user data and spat out dirty money.”

Neeraj Arora, former Chief Business Officer at WhatsApp, which sold itself to Facebook.



“Not a single sen of public funds used to repay 1MDB debts (said in March 2022). A Petronas takeover of embattled Sapura Energy Bhd would not involve a single sen from the government (televised debate 13 May, 2022).”

Former PM Datuk Seri Najib Tun Razak



“What do you mean (Malaysians will) not pay a cent if Petronas takes over? Who do you think owns Petronas? This involves billions.”

Opposition leader Datuk Seri Anwar Ibrahim in his retort to Najib at the recent televised debate.

“This crisis was not created by me.”

Mahinda Rajapaksa, ex-PM of Sri Lanka.



Has BossKu campaign given marketing a bad name?

Ever since the BossKu campaign started, much has been written about it.



I for one could not see the sense in the whole thing but somehow the moniker BossKu has spread across the nation. People know who BossKu is but they don't understand the logic behind the effort. Maybe it is a classic distraction campaign from the real issues of the day.

Maybe it is meant for people who love inventing new slang. There have been many interpretations rationalising the meaning of BossKu. There is a story that it was conceptualised as a social media campaign by someone in Ipoh and Mr BossKu spun it into a "viral idea" to help his image.

EDITOR'S NOTE

...is a sentiment of nostalgia, regret and guilt which is the bastion of the Bossku phenomena...



Just as “Malu Apa Bossku” is spoken about with much derision, there is probably a whole sea of people who revel in its shameless proclamation. Maybe as a way of mocking society in a world of fake news and alternate realities.

Maybe BossKu is just a nonsensical surreal proposition harping on Najib’s generosity, and it does not matter even though he has been deemed to plunder the nation’s coffers.

Christine YP wrote in MalaysiaKini a few months ago that BossKu is a sentiment of nostalgia, regret and guilt which is the bastion of the Bossku phenomena. It is now on merchandise, clothes, cars, and there is even a song...

The campaign is well funded and professionally orchestrated,

just like a marketing campaign.

And no matter how much we despise a convicted felon being adored and glorified, BossKu has certainly repositioned the principles of groundswell marketing.

While exposing the vulnerability of the masses.

I think it is best summed when Najib confused everyone today saying that his “Cash is King” motto refers to the rakyat as the king. Just as he says the real BossKu are Malaysians themselves.

I have one word for all this: notoriety.

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THE BIG SHOUT-OUT

The owners of The Shout Group and newly rebranded FCB SHOUT speak about why they had bought out FCB in Malaysia, the road from challengers to champions of Malaysian advertising and what lies ahead. Face to Face with Shaun Tay and Ong Shi-Ping, I have paraphrased the conversation into a first person verbatim narrative.....

BY THE HAMMER

As usual, we are writing this on the sprint! It's May madness at the moment - with work buzzing around, meeting reminders popping up, new biz calls ringing and non-stop 'Can I have a minute?' requests!

It's also awards season as well (always seems to be with us!) ...which means sometime tonight, we gotta make time to dutifully dole out the details to a dozen devilishly clever campaign submissions.

The call comes from Ham wanting to do a story and everything is wanted....now.

But it's all good coz that's what The Shout Group and FCB SHOUT is set up to do...create amazing stories that get people talking. Hopefully about us.

FAILURE IS AN INCREDIBLY INSPIRING TOOL.

It was in the closing months of 2016 that I think the offer to buy out the agency was first

COVER STORY



Our first leadership team as a 100% locally owned Malaysian agency.

From left: Shaun, Eldon DCruz, Syed Fero, Jamie Tan, SP, Liew Kok Heng, Lilian Hor, Natasha Aziz and Syahriza Badron.

made to us. Understandably so give that the agency wasn't doing well financially. ALL of the agency's big legacy clients had exited and were in the process of downsizing the agency. It wasn't a great time.

This wasn't where envisioned our careers...especially since we had both left top agencies (Shaun – TBWA KL & SP – Cheil HK) the year before (Shaun joined FCB in mid 2015 and SP joined in Jan 2016).

Up until then, we've always thought that we were bloody

good at what we did. Turns out, reality bites...hard!

At that point, Shaun had never considered owning an agency, but Shi-Ping did and in fact dabbled with the thought of starting his own sometime back. Thankfully he got distracted otherwise this would be a very different story!

We both knew was that it would require massive amounts of focus and commitment to drag the agency out from the doldrums. And sweat, bucket loads of sweat as we weren't VC funded nor had a family trust fund we could tap into. We were more workhorse than unicorn. All we had was what we had.

On the plus side was WHO WE HAD. Whilst we had no financial investors, we were fortunate to have a core group of leaders that invested themselves in helping us turn the agency around.

LONGSHOTS, HARD YARDS & HEAVY METALS

While that may seem like a daunting and unfavourable situation to many, we actually saw it as huge opportunity to own an amazing story, that

COVER STORY



It's NO PLAN B time as FCB Malaysia reboots!

might someday become part of Malaysian advertising lore.

The early years were just mad. We had put ourselves in a very unfamiliar place when we took ownership of the agency.

Even though we decided to keep the FCB name, it felt like we had become a start-up company overnight, where everything had to be rebuilt from the ground up. BUT buying out an agency is so different from starting one from scratch. You don't have the time to carefully plan your business and your culture, no way.

You are a going concern that's quickly going sideways unless those financials are fixed! And then there was all that legacy stuff to deal with...both good and bad!

Once we finally got things squared away, it was an amazing

opportunity to make over the agency in our own image. From the get-go we saw ourselves as the longshots, the underdogs, the challengers.

This notion of being a Challenger Agency really took root during a leadership workshop we organised. It was during this session (organised by the awesome 95%) that we defined our culture as fittingly... 'No Plan B'. It was actually Syah (Syahriza Badron who was then Head of Business Development and now General Manager) that proposed it and it just felt like the perfect expression of what we wanted the agency and our people to believe in: To go full-on, not hold back and play without fear. Like we said, our leaders created the foundations for success...

COVER STORY



The owners working hard (or was it hardly working?) at the 2019 FCB Global conference in Mumbai

It was also our (SP and mine) statement of intent to the industry. It was show hand time: we were all-in, and we weren't going anywhere.

NO FLUKE SHOTS HERE!

The success we now enjoy did not happen by chance, but rather by design. While most other agencies are run only by the business head, in true collaboration The Shout Group is spearheaded by both of us – business and creativity converging as an equal

partnership of bold and on the odd occasion, boozy brilliance.

We had always seen ourselves as a creative agency first, and our belief in staying true to the fundamentals of strategy and creativity hasn't changed since day one. We like to think that it's this single-minded honing of both crafts that attracts like-minded challenger clients looking for a long-term partner

RHB Banking Group cashes out big at #MarketingExcellenceAwards Malaysia

SHA NEE / 21 FEBRUARY 2022



Subscribe to our Telegram channel for the latest updates in the marketing and advertising scene.



RHB Banking Group took home the prized title of "Marketer of the Year" at A+M's Marketing Excellence Awards 2021 with 10 silver and three bronze trophies.



COVER STORY

to reshape their brands. The opportunity to create work that's loved is something that we and our team live for.

And we've been supremely blessed in that regard. RHB Bank took a punt on us early on and we've been so fortunate to go from strength to strength with them with work that's both TIMELESS...

And also incredibly TIMELY.

One of our tenets is to go beyond just launching 'another one-off ad campaign'. Instead, our work is always designed to build brands for the long term. Our commodity as a creative agency is and will always be the stories we tell and the ideas we have rather

...The success we now enjoy did not happen by chance, but rather by design...

than the next gimmick we can pull out from our sleeves. The above exemplifies that: Our long-standing RHB challenger series campaign. By consistently highlighting the progress stories that exist within the fabric of the Malaysian society, the work has helped turn RHB from being seen as a dated bank to a new-generation challenger bank that stands with the people.

Darlie has been another client that saw our potential. The work that we are doing now is another example of our belief in strong fundamentals and how we're able to develop big idea platforms that enable consistent brand building. Its brand work has won us much admiration from around the region, to a point where we appointed by Darlie Asia-Pacific to help them craft a regional brand strategy.



COVER STORY

More recently, we've had the great fortune to win over major brands like Marigold, Resorts World Genting, Pepsi Co, Mamee, Sun Life, Berjaya Sompoo, Twinning's, PERKESO, Spritzer and more recently McCain's Asia Pacific, TnG and Domino's

Great brands to work on because the work is different and stretches us creatively. That's the fun bit about working in advertising...the diversity of the work. The work we were doing for Domino's and Spritzer reflect this.

Speaking of fun, one of our fondest and earlier wins was Desaru Coast. We had pitched and won the brand just after buyout was completed. It was big boost to our morale - we setup a 'pop-up' agency at Desaru Coast which was a massively sought after posting! It was also a good addition to our early credentials.

On the subject of talent, we have been building and securing the future of our agency ever since we bought it by handpicking generational talents who share the same vision as us to take on leadership roles. Talents like Syah (General Manager), Jamie Tan (Head of Operations) and James Voon



And an awesome backdrop for our talent recruitment efforts on social media!

(Associate Creative Director) who have been with us since the start of this crazy ride and grafting on the likes of Tjer (Head of Creative), Jonathan Chan (Associate Creative Director) and most recently, Suah Boon Chuan (Associate Creative Director) to form our current leadership team.

Jamie is the backbone of our agency. She runs the company like a well-oiled machine. The fact that he's risen from HR Manager to running operations AND finance is a testament to her amazing character eg. on her off days...she likes to attend production shoots!

COVER STORY

*FCB SHOUT LEADERSHIP TEAM*

From left rear: James Voon, Jamie Tan, Tjer, Jonathan Chan, Suah Boon Chuan, Shaun, Syahriza Badron and SP.

Our Associate Creative Directors: James, Jonathan and Boon form the nucleus of our creative strength. They represent our 'can-do' attitude and are always the front & centre on the work that we do. We're currently working on a top-secret piece of Ad-tech that will enable us to clone them or failing that introduce them to brighter colour palettes.

Sound succession planning unlocks to sustainable, long-term growth some say. That's why we've given Tjer, Head of Creative and Syah, General Manager the keys to FCB

SHOUT's future. We had always envisioned that our next gen leadership to not be carbon copies of us but rather offer their own unique interpretation of what the future of Malaysian creativity would be like.

Tjer joined us as a Creative Group Head in late 2018 and that as the poet said 'has made all the difference.' Beyond just

being the brains behind the ideas, Tjer is a talented wordsmith and a natural leader, in short...he makes our work and our people better.

With grit and steely determination, Syah rose through the ranks of FCB SHOUT to become our primary business lead and the head of brand management teams. And at every climb of the ladder, she had impressed us. Syah embodies our ambition.

We get a lot of credit for founding the agency but each of them are essential elements in its DNA. And when we finally decide its time to shift over to the backseat, it will be them who will lead and continue to inspire the people of The Shout Group to always, always go full-on and to

COVER STORY

play without fear.

This is why we've chosen now to rebrand. We could have done it earlier, right at the start as some may have but to SP and myself, having our names on the door was less important than finding the right people that would do that name justice.

The Shout Group is bigger than just the two of us. Everyone in the agency represents the collective representation of a singular ambition: to have a proud Malaysian owned agency with a voice that's so loud, its heard beyond our borders! There's a much larger stage to shout on and we're going to be on the centre of it!



The Shout Group Ownership



FCB SHOUT TEAM

TRENDING

MOST READ ON MARKETINGMAGAZINE.COM.MY

(1st May – 13th May 2022)

Award winning marketer Sutapa propels DIA Brands onto new growth trajectory

Pageviews: 3,105



Malaysia's leading digital publisher, RMG continues to invest in first-party data

Pageviews: 2,980



dentsu report on "Brand resilience and prosperity in the COVID battlefield"

Pageviews: 2,848



Wavemaker Malaysia restructures leadership team to embrace growing market opportunity

Pageviews: 2,412



When Crisis comes knocking

Pageviews: 2,168





MYSTORIES TM

“Rezeki Dari Tanah”

Maybank continues their celebration of unsung heroes

By Raihan Hadi

Maybank MYStories 2022 celebrates ASEAN heroes who have unlocked sustainability efforts that impact the triple bottom line – People, Planet, Profit - on the occasion of the joyous arrival of Syawal this year. At the time of writing, the video has garnered more than 10.3 million views on the Group’s social media channels.

The 2022 series kick-started with the theme of Water Tiger during CNY highlighting unsung heroes’ clean water efforts in Thailand, Indonesia and Malaysia. The story acknowledges that clean, sustainable water enriches communities while the wealth of a nation is tied to it. Hence it is everyone’s responsibility to make

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time to do good by ensuring that everyone has access to clean water and provides tools and resources so that the community can further be empowered.

As a continuation, the second edition of the 2022 MYStories series for Hari Raya highlights stories about 'Land'. The theme circles around land that will never fail to provide for people, to sustain lives, if only it is taken care of in a sustainable manner.

The Maybank MYStories Raya film titled 'Rezeki Dari Tanah' (Sustenance from the Land) features three sets of ASEAN heroes - Pak Salim from Melaka, husband and wife duo Pak Jamain and Kak Lily from Sarawak, Malaysia, and Pak Rayndra from Indonesia.



Pak Salim

Pak Salim, who is also known as "Salim 99 ekar" in his Melaka hometown, is an Imam in his community.

Farming is not only his interest, but a therapeutic means for him to cope with depression. It provides a way for him to connect with his late wife and present community.



Pak Jamain and Kak Lily

The story of Pak Jamain and Kak Lily, who are also known as "Apai Long Sarawak", emphasizes on the joy of sharing and spreading rezeki through the act of sadaqah.

Sharing the love for farming, the benevolent couple share a very strong bond with each other.

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Rayndra Shahdah

Rayndra Shahdah from Indonesia, is true to his nickname “Petani Milenial” (The Millennial Farmer), as he promotes his love for farming to the younger generation in the hopes that many more will be interested.

These unsung heroes in this edition of Maybank MYStories share a common belief that when one sows the seeds of positivity through cultivating the land with sustainable practices, the community and future generations will be able to reap the rewards as the land will always provide to sustain lives.

Therefore, ‘Rezeki Dari Tanah’ is bestowed to those who cultivate the land, and subsequently be able to share with others.

The concluding message for MYStories Raya edition is crafted to relate the heroes’ hardwork and their way of celebrating the fruits of their labour with others as a metaphor to Raya, as it is a call for Muslims around the world to celebrate together by means of sharing joy.

At the time of writing, 75% sentiments garnered from the video were positive with comments supportive of the acts of cultivating land sustainably, granting equal opportunities to others in terms of necessity supply (food), employment, and social harmony – showcasing the audiences’ interest in behavioural change.

15% sentiments were centered around viewers reminding each other not to take the blessings from the land for granted – showcasing another direct penetration of one of the core messages the film aimed to convey.

On Maybank’s journey towards becoming a trusted sustainability leader in ASEAN, and unlock human potential through economic empowerment, the Maybank MYStories aim is to convey messages that are aligned to their

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Humanising Financial Services purpose such as:

Doing the right thing

– Inspire community leaders to understand their responsibilities when it comes to profits for today along with resilience for the future, a core principle to drive them to constantly aim for a greater tomorrow not just for the present, but also future generations.

Serving as a force for good

– As Maybank continues to invest in a sustainable future for communities, MYStories acts as the inspiration to take initiatives and innovative solutions that elevate society towards a brighter future, one that is inclusive and prosperous for all segments of society.

Making time for good by encouraging people to take small sustainable acts as means to unlock human potential.

Check out the Maybank MYStories films [here](#).

Maybank MYStories is a video series campaign introduced in 2017 to showcase collections of heroic and inspirational stories of individuals who have made positive changes in the community they live in, with the intent to inspire positive action and ignite changemakers of good across ASEAN. These stories of selfless ‘unsung heroes’ exemplify the core values that we should aspire to uphold, such as teamwork, integrity, passion for growth, excellence, loyalty and commitment. It is also consistent with Maybank’s Humanising Financial Services mission.



What Marketing People Actually Mean

This week someone tweeted a piece I wrote a few years ago in one of my books ([Laughing@Advertising](#).) It got a lot of action on Twitter. Being a lazy-ass blogweasel, I thought I'd "re-

purpose" it here -cutting and pasting is so much easier than writing.

So, here we go: What marketing people actually mean when they talk...

Engage - *bother*

Brand architect - *account executive*

Authentic - *true sounding*

Transparent - *natural looking*

Content - *anything on the web*

Branded content - *anything on the web with a logo*

Compelling content - *content*

Conversation - *retweet*

Follower - *stranger who wants something for nothing*

Advisor - *LinkedIn term for unemployed*

Community - *strangers who once clicked*

Meaningfulness - *(no one knows)*

Branding - *anything with a logo on it*

Activation - *when marketing people actually do something*

Workshop - *meeting*

Roundtable - *meeting*

Summit - *meeting*

Town hall meeting - *meeting*

Training session - *powerpoint-induced napping opportunity*

Webinar - *digitally delivered powerpoint-induced napping opportunity*

Traditional - *stuff we don't do well*

Brand advocate - *customer*

Brand ambassador - *customer*

Storyteller - *copywriter*

Passionate - *opportunistic*

Evangelist - *inflexible bore*

Data-driven - *unimaginative*

Brand purpose - *something our CEO's spouse is into*

Disruptive - *something our CEO's daughter is into*

Target audience - *people like us*



What would you give to see your dog live years longer? How about a couple of minutes?

Dogs should live longer.

And they can.

But for too long, our most loyal friends and our most trusted family members have died early and unnecessarily.

They die of the same things we do – the things that we know how to avoid.

So if the benefits of a good, healthy diet are so important to us, why are we still feeding the same unhealthy food to our dogs?

We can guess what's in a cheap tin of dog food or kibble. But premium dog food is still made from off-cuts, loaded with chemicals and preservatives.

No wonder their expiry dates are so long. They're designed to sit on shelves for as long as humanly possible.

To cut costs, even the most premium labels are made offshore with cheap ingredients to cut quality and save money.

So instead of fresh food, the big brands refresh their marketing. We've all seen the ads. The claims. The promises of good health and quality ingredients. Ingredients completely unfit for human consumption, ingredients so misleading that even the word 'meat' doesn't always mean that it's real meat.

We're feeding our best friends what we wouldn't give to our worst enemy.

We can do better. We can start by understanding that no two dogs are the same.

No wonder nearly half of Australia's dogs are overweight or obese when there's a 'one food fits all' mentality.

So after working with animal scientists at Massey University, we discovered that healthy food for dogs is similar to healthy food for us. It's unprocessed, nutritious and fresh. Combined with activity, it's what makes humans live longer.

And it can make dogs live longer too.

We'll soon be working with the University of Melbourne to study energy expenditure and its link to nutrition, but that's just the start.

It's time for all of us to move on from the processes that the dog food industry has used for decades.

We're not fooled by buzzwords like 'human-grade', 'premium' and 'natural'. In fact, vast sums of money are spent researching how single ingredients can justify these words.

Research needs to be undertaken that can help all of us in the industry finally see that, together, we can keep these wonderful animals within our families for longer.

That's why we're putting up a million dollars to do just that. Not just for us at ilume, but for everyone.

This fund will allow scientists and researchers to apply for grants to study meaningful ways to extend the lifespan of domestic dogs.

We're also making the IP of all our recipes available to the industry, so you can see how much we've learned and how it can help change things for the better.

Dog lovers are an amazing community, so that's why we'll always be completely transparent and open. No hiding facts. No guarded solutions.

After all, dogs give us unconditional love. The least we can do is give them unconditional food.

Craig Silbery

CEO and FOUNDER ilume

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