

MARKETING

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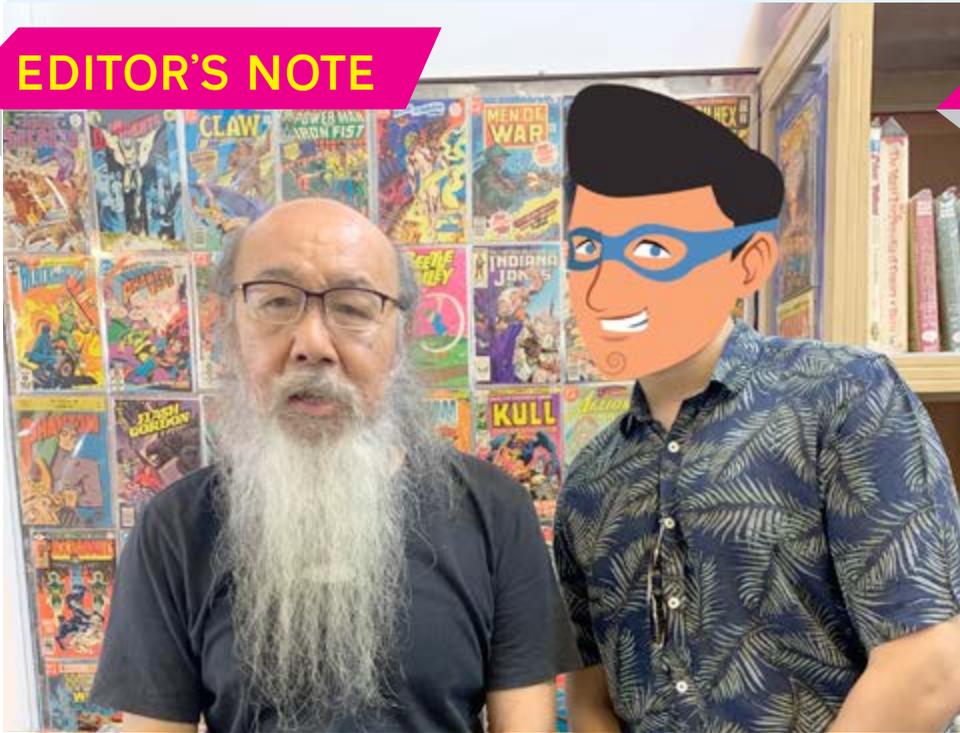
WEEKENDER

RODEO

Wheels in Motion *There's a Rodeo in town*

Valens Subramaniam
Founder + CEO
MyRodeo Sdn Bhd

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That sounded different in my head. To clarify - I tend to give my full support to someone who's running their own small...

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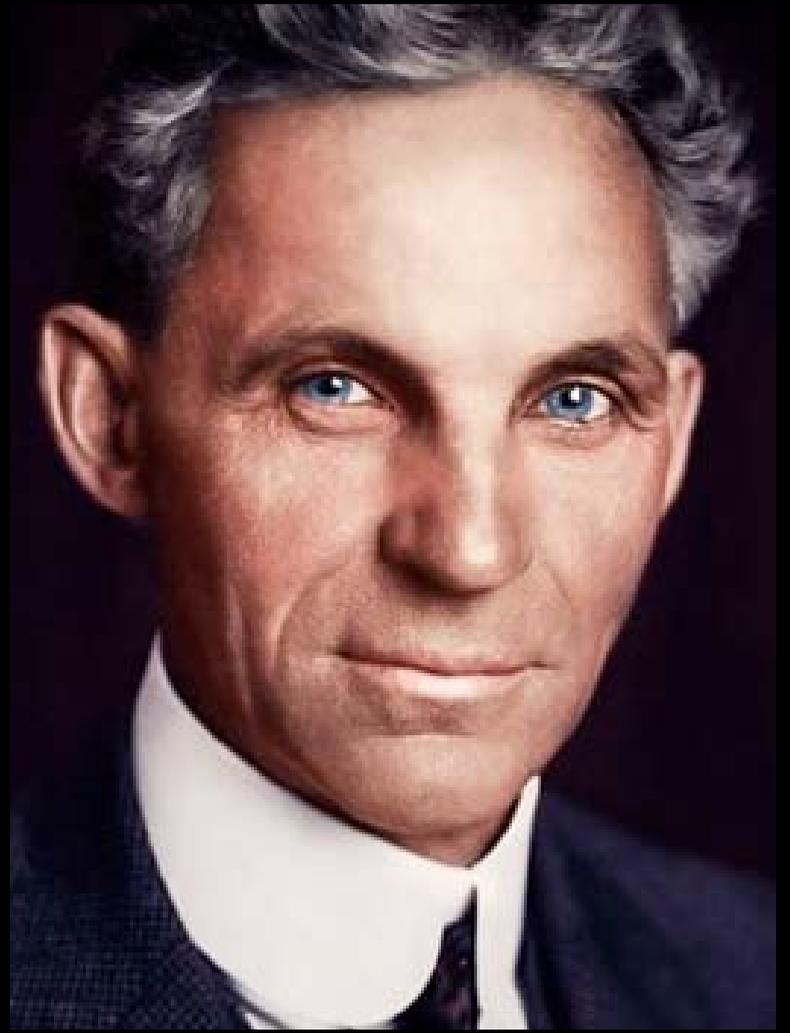


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What ^{Say}

“Stopping advertising to save money is like stopping your watch to save time.”

Henry Ford



“Live meaningfully, love abundantly, laugh heartily.”

Chayenne Tan, CIMB Bank



“With guns you can kill terrorists, with education you can kill terrorism.”

Malala Yousafzai

“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



EDITOR'S NOTE

Waiting for Superheroes

I've always been an "All in for the small guy" person.

That sounded different in my head.

To clarify - I tend to give my full support to someone who's running their own small business within a community.

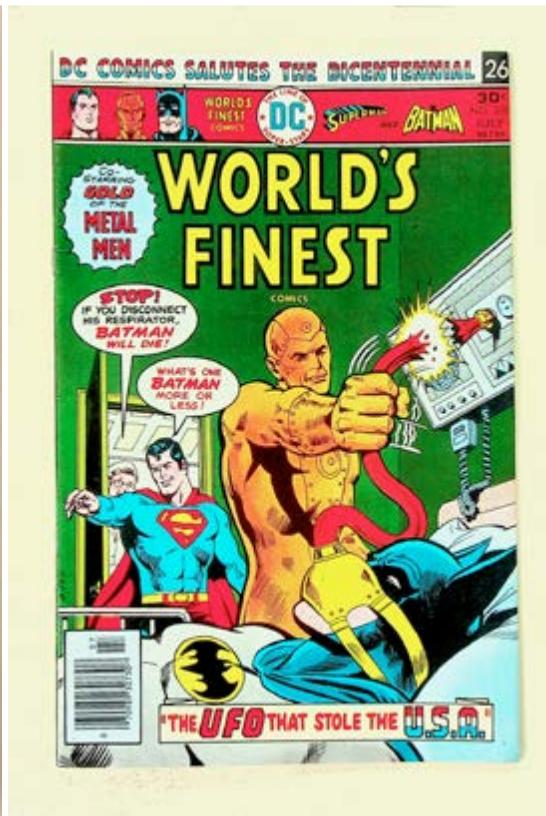
If you're going to ask why, my first pointer is because they barely have a marketing budget, and even if there is one, hardly any gets allocated for advertising.

For instance, just last weekend I went for a short trip to Central Market and right after witnessing a flash mob after half a decade or so, I discovered this gem called Lau's Legacy. Nothing fancy, just a passionate comics and stones collector running a small shop where his original intentions are to "hang out with his buddies over tea, and sell some vintage comics in the meantime".



Most small businesses like Lau's have been so badly hurt during the last two and a half years that hearing him say something like that made me realize how amazing the mindsets of small business owners are. Here we've been through this ginormous series of MCOs, infections, deaths and what not, and there he was - happy with what he has and

EDITOR'S NOTE



giving even the tiniest form of support to a small local business in our community, I strongly believe the wait for superheroes would be over with the discovery that we are them.

So from this point forward, could we make a promise to help out the small guy

hoping for better things at nearly 80 years young.

When I asked the gentleman about how he promotes the business, he told me that over the course of the last two years he's posted nearly 200 videos on his [YouTube channel](#), which has an approximate 1.76K following.

But that's just Lau. What about the rest?

Not talking about mamaks and clothing traders, but other lesser known businesses. Who helps them do their promotions?

Do they make enough doing what they're doing? How do they support their families?

I guess it all comes down to one thing - a supportive community and ecosystem.

If each and every one of us gathered here today started

who needs some love?

It been a hectic year so far with big fish trying to eat small fishes, and that's not gonna change any time soon, Murica will keep calling gun swinging white terrorists "mental", whilst Putin and the Gang will keep turning Ukraine to ashes - let's not let that lose ourselves and shy away from doing what we should be eh?

Go help out a local small business today!

Weekend happy to you ;)

Raihan Hadi
Chief Content Officer

Embracing the Era of Addressable TV

Inside the seismic shift to audience-based video advertising

By Raihan Hadi & Jamie West

Prologue

While we are still reeling from the shock (and joy) of finally being able to live in a “cookieless” world, much of the concentration for those who had their hands deep inside the cookie jar have started looking for the next munchie.

It goes without saying that amongst all human sensory receptors, brands and advertisers rely most on that of visuals (coupled with audio, of course), which makes video the primary mode of communicating with audiences across all demographics.

Having said that, TV has been the most trusted mode for visual communication among advertisers, and with the cookie apocalypse nearly crashing onto us, the need for using first-party data through the most popular video device in innovative ways has become vital.

In this exclusive series on addressable advertising and its future in Malaysia, we will explore the various aspects and benefits that TV advertisers can gain by embracing it.

We are accompanied in this journey by addressable advertising specialist Jamie West. Jamie is currently acting as a Board Advisor, Investor and Consultant to companies in the TV and Video ad industry encompassing the wider eco-system covering Tech, Data, Analytics, Addressable and complete commercialisation.

Things aren't as easy as 4 decades ago when there were a handful of TV channels that advertisers could pinpoint on, set their budgets and voila - roll out the commercials and wait for daybreak when all those potential customers would become sure-shots.

OP-ED

But then again, we are currently living in the age of advanced innovation, especially with regards to the things we can measure on digital media that marketers can now apply to good use when advertising on TV.

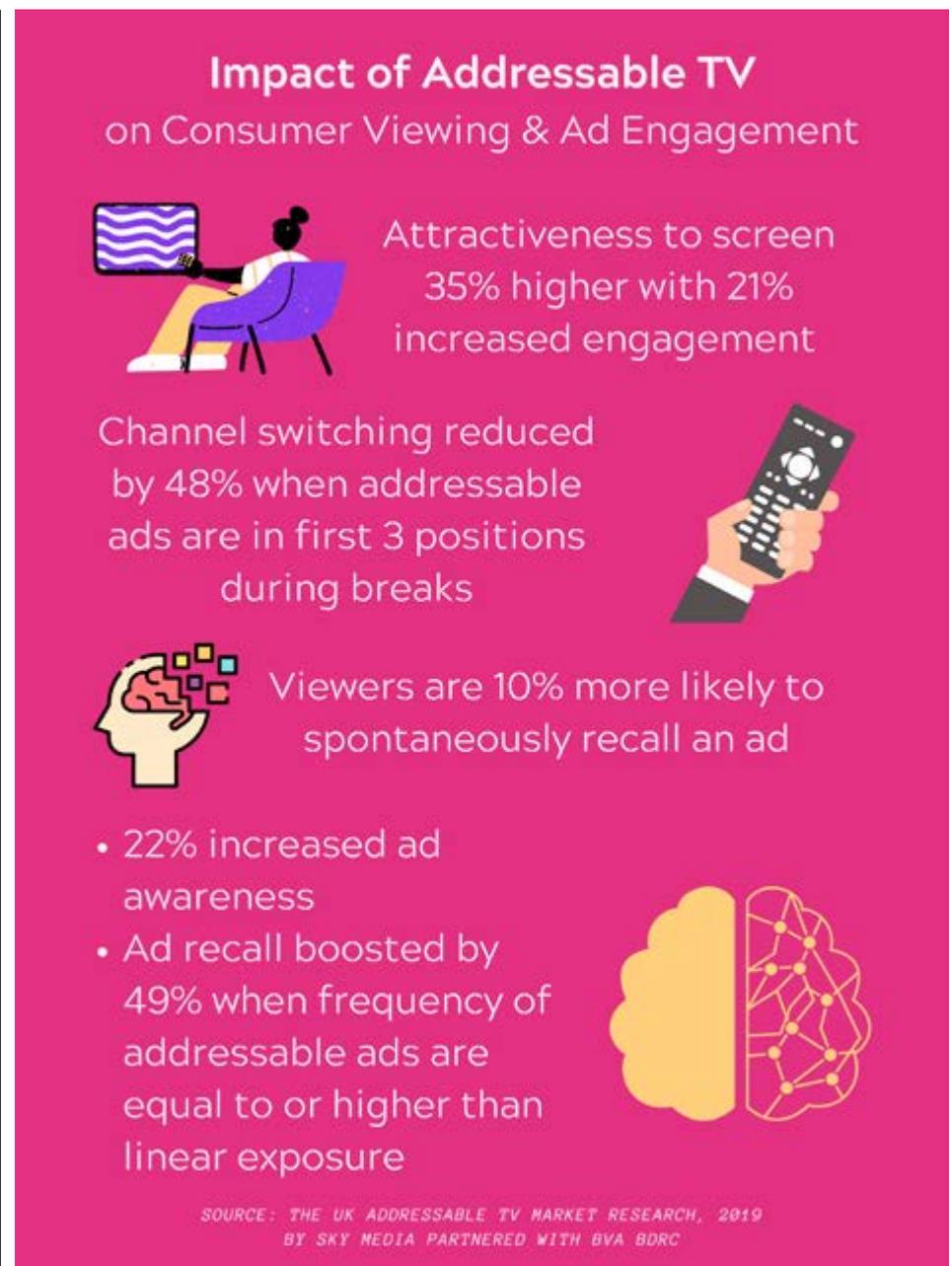
The Need to Address Target Consumers via TV

With hundreds of different channels catering to billions of audiences, where any given group of fifty isn't the same as another, advertising via TV needs to evolve into something more, something you only thought was possible in other forms of digital media.

That something is Addressable Advertising - to put simply which means to cater to each and every different group of audience out there with an advertising message meant specifically for them, aligned with their profile regardless of the content they are consuming. The future of TV is more diverse with new opportunities for marketers - creating a better, more personal TV experience.

Targeting Minute Audiences

To date targeting within TV has generally been driven by



content and who you thought might or should be watching a particular show or channel.

The last decade or so, has seen an increased focus targeting and measurement. This has been driven by the phenomenal growth of digital advertising.

The concept of granular targeting, campaign optimisation, measurement of outcomes in terms of metrics such as clicks, downloads, sales have become the norm for all marketers. Even though there have been downsides through this process, whether that be ad

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... The future of TV is more diverse with new opportunities for marketers – creating a better, more personal TV experience...

fraud, bots, arbitrage, inaccurate reporting of stats, a holistic view has shown us that online and digital has had a positive effect on advertising overall.

This is not least because of the fact that consumers, listeners, viewers and readers are increasingly accessing content on different platforms, on demand and on multiple devices on the go and at home.

The need therefore is for the data to be reflected in marketing campaigns so that the established media is complemented by digital campaigns or even better,

through innovation evolved to incorporate the best bits of digital while capitalising on the renowned persuasive and brand-safe capabilities of TV.

Specimens of Innovation in TV

There are many examples globally of the latest innovations for advertising on TV, such as in Addressable with AdSmart from Sky, or addressable in enhanced VoD such as ITV Hub and PlanetV in the UK and so on.

With these innovations, measurement capabilities have evolved globally whether that be campaign effectiveness and ROI measurement, return path data and ACR data being utilised for insights.

There's also targeting and/or genuine cross platform optimisation with the NBCU/Sky OneCampaign, which enables cross platform campaigns to be managed, optimised and measured as one campaign.

This has all been possible because of the significant advancement in the following areas:

- Data automation and enablement for targeting, optimisation and measurement

OP-ED

- Connectivity via connected TV, connected STB, or connected devices
- Advancement in Set Top Box (STB) capabilities which allow ads to be inserted via hard drive
- Return path data at scale enabling measurement

The most impactful innovation in our opinion is Addressable TV which as little as 3 or 4 years ago was seen as an interesting test and learning opportunity, but in some markets namely US, Canada, UK, Poland, France and Portugal to name a few are seeing phenomenal growth where for example in the UK up to 25% of TV and Video spend is addressable. This is expected to grow even further in the coming years.

The Future of TV is more diverse with new opportunities for marketers – creating a better, more personal TV experience.

Moving to a future of media and marketing planning driven by insights is no longer a test, with addressable advertising's improved targeting through audience data expansion in action, the only way now is onward and upward.

Question is - are you in?

To know more about addressable advertising in Malaysia, join Jamie West at Astro Addressable Future event this 14 June 2022. Stay tuned!.

About Jamie West

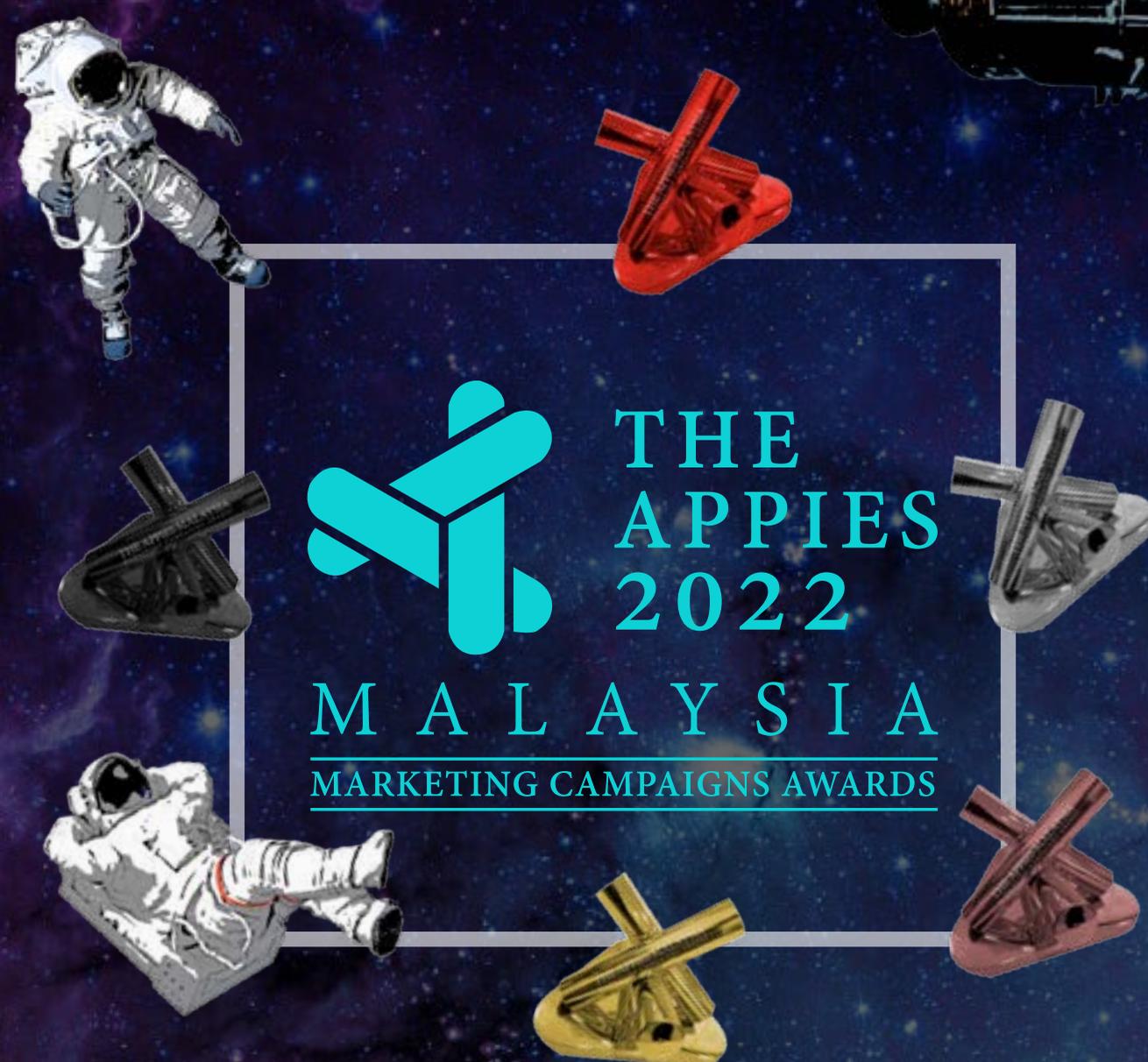
Jamie advises Tech, Data and Analytics companies on how they can support the market overall and grow TV companies capabilities and revenue.

Prior to his current role, Jamie spent 30+ years in Media and the Advanced Advertising sector, with over 10 years at Sky (UK) leading the Advanced Advertising Products across addressable with AdSmart, Analytics, Video and Online.



Jamie West

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Rodeo!

With Valens in the driver's seat

By Raihan Hadi



Howdy fellas! I'm going to take y'all on a rodeo this week, not the kind on horses though, I have no intention of hurting your crotches.

The rodeo I'm talking about is something else, and by the end of my conversation today with Valens Subramaniam, Founder

of Rodeo, you'll thank me for giving you an amazing ride.

Rodeo is a specialised transit advertising company that's taking advertisers in Malaysia on a crazy adventure with the latest and best of tech in Out Of Home advertising, and without further ado, we'll jump right into it!

COVER STORY**Can we begin with stuff that we don't know about you yet?**

When I was in primary school, I got caned by my math teacher who failed to believe that I have 12 fingers until I showed them to her. Yes, I have 2 extra fingers which makes me unique and special.

That was then I told myself, believe in yourself and let actions speak louder than words in order to make people believe what you are and have achieved.

Prior to forming Rodeo, I was in Taxi Advertising at iCab. We executed numerous campaigns from private to government brands such as SPRM, KKM, KPDNHQ, KFC, MBF, and IQI among others. I moved away from the taxi scene after a while due to its initial negative image in the industry.

What made you come back?

When demand for ride-sharing started increasing rapidly, I realized it was a huge “missed opportunity” for us to canvas private vehicles with ads when knowing each car contributes huge moving impressions with the long number of hours spent on the road. And they're real

... When demand for ride-sharing started increasing rapidly, I realized it was a huge “missed opportunity” for us to canvas private vehicles with ads when knowing each car contributes huge moving impressions with the long number of hours spent on the road...

impressions, not the work of “internet bots”.

Moreover, brands can leverage our media towards their audience as it's always on the move, visible by a bigger bunch of people across various locations.

Why call it Rodeo?

I've always believed in creating a character which connects to the emotional elements within a brand, and that is the fundamental for naming the start-up Rodeo.

Rodeo is a Spanish word which means 'go around' which the Americans adopted as the



... Yes, we execute every campaign in style - from ideation to deployment, which creates the WOW factor and turns heads...

name for their sport. If you look at the Rodeo players, they are very persistent, strong, raw, patient and focused.

These characteristics perfectly reflect that of the company and myself.

Each character of Rodeo has its own soul - R for Rebellious, O for Out-of-the-box, D for Dynamic, E for Efficient and last O is simply for OMG. OMG?

Yes, we execute every campaign in style - from ideation to deployment, which creates the WOW factor and turns heads.

Awesome! Who do you draw your inspirations from?

For sure my late dad! He was a DBKL gardener but sponsored my degree in Architecture and my 4 years stay in England. He is the man who taught me the true meaning of hard work, to always keep learning, be persistent, appreciate and value every single cent that we earn.

I have grown to what I am today by learning from my dad, the only superhero of my life. My dad had a different personality, one that easily inspired anyone.

COVER STORY

... In the end, it is about the culture of the company, in our case it's the unity and family-like orientation that are the fundamentals in bringing us together. Each of us walk in the same direction, you can see the result from our success...

I loved his values and his positive attitude. He was always concerned about our academics, health and happiness. He worked every single day of his life without breaks, always came back home with bruises in his hands and legs, only so he could earn more in order to keep the family going.

Having said that, I am a "kampung boy" from Ayer Panas, Setapak which allows me to understand the meaning of hardship.

And what about your teammates? Must be quite a bunch!

Before telling you about my team, I must talk a bit about my Core-Founder (joking). Vaani, the

Co-Founder of Rodeo, is my life partner as well.

Besides being a respectful and dedicated wife, she is super sharp on whatever she does and at Rodeo she manages finance and HR. She's always got my back in whatever I do, sort of like the backbone and the prime motivator who directly contributes to everything I fight for and deliver at work and life.

As for my teammates, there's Joyce Chin and Thiyagu, who have been with me since the beginning when Rodeo only had a team of 5. We've grown to a super devoted bunch of 14 now, and each and every member is dedicated to the point where I can reach out to any of them even during public holidays.

In the end, it is about the culture of the company, in our case it's the unity and family-like orientation that are the fundamentals in bringing us together. Each of us walk in the same direction, you can see the result from our success. Best part of it all, I do not just create runways but I make sure to be part of the journey and get my hands dirty with my team whenever needed and lead them to greater heights.

COVER STORY



Valens Subramaniam
 Founder + CEO
 Myrodeo Sdn Bhd

Why should I advertise with Rodeo?

Well firstly, whether you like it or not, you need to hit the road to travel from Point A to Point B. Unless you wish to travel via drones (which might happen soon), and by then, Rodeo will be on drones as well.

Therefore, you won't miss seeing ads on vehicles, and you can't skip the ads either, unlike digital platforms on handheld devices where you always look for that "skip" button. We are here to disrupt every asset that commuters use every day.

To add, based on a Nielsen 2019 report, Wrapped Vehicles

... you won't miss seeing ads on vehicles, and you can't skip the ads either, unlike digital platforms on handheld devices where you always look for that "skip" button...

contribute 64% brand recall compared to other OOH media.

Secondly, our chosen medium reaches out to the masses, considering the number of hours spent on the road – from a branding perspective, that's a huge plus point.

COVER STORY

... Not to forget, we are an independent start-up where we can disrupt ride-sharing providers and complement them at the same time. For instance, we recently executed a foodpanda campaign on a leading ride-sharing car...

which happened to AirAsia, where they requested for typical livery ads on cars but what the end product turned out was a Myvi depicting a mini-plane where we fabricated 3D fins, turbines and mini wings attached to it. This execution went viral in social media and not to forget, Tan Sri Tony himself didn't want to miss out this opportunity and took a selfie with the mini-plane Myvi. We are creating campaigns that are social media materials which bring Offline to Online.

But this is only for cars or multiple types of vehicles?

We have a few formats now with Rodeo as we offer to advertise on cars, trucks, motorcycles and even in elevators. We've even had experience executing a campaign using bicycles for SWATCH, parading streets with neon outfits.

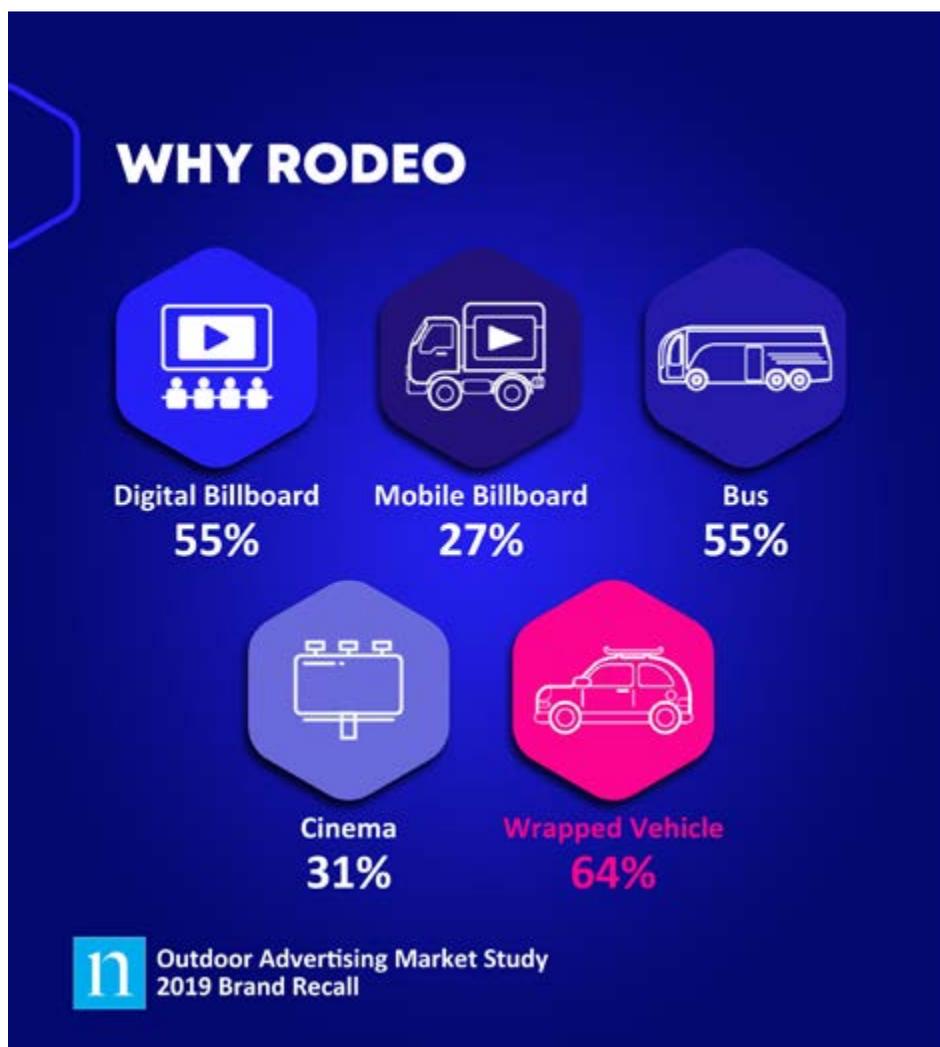
In our latest exploration, we have partnered with foodpanda to monetise their delivery bags with advertisements where brands can now execute a geo-targeting campaign on offline media.

As for elevators, we have more than 100 condos in our clientele within Klang Valley. We have created a journey and connectivity between these formats.

If brands wish to go fancy, they can opt for Rodeo DoOH where we have screens on Car Roofs to play digital formats such as live streaming, live updates, geo-targeting or even zone of time sensitive ads.

When it comes to DOOH, we are creating a digital network and working on introducing our own proprietary IoT (Internet of Things) that offers live campaign

COVER STORY



measurements for our DoOH as well as our Offline format which provides metric gauge impressions in real-time.

Let's put a cherry on top of that Rodeo cake shall we?

Cherry? Firstly, every campaign is treated like a diamond, and executed in style keeping details intact. We are strong believers of execution and not merely on ideas.

Hence, every campaign will have different flavours as we put our hearts and souls to it. Transparency is one thing we embedded into our business. Advertisers are given full access to our dashboard to

... This is a similar scenario which happened to AirAsia, where they requested for typical livery ads on cars...



monitor their campaigns in real-time. That makes us unique and we treat clients as our partners and manage each campaign accordingly.

Not to forget, we are an independent start-up where we can disrupt ride-sharing providers and complement them at the sametime. For instance, we recently executed a foodpanda campaign on a leading ride-sharing car. To date, we have used more than 5,000 cars with ads and would have contributed more than 2 million ringgits to the gig-economy. We are taking the driver's seat to help these gig economy drivers to earn additional income.

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(14th May – 27th May 2022)

Time to take the giant step...

Pageviews: 2,100



Hyrul Anuar & Directors Think Tank release “3 Janda Melawan Dunia” movie

Pageviews: 2,063



Radio still rules...well...so does Astro

Pageviews: 2,021



Darlie proves that the East Malaysian spirit of togetherness is still vibrant as ever with the art of ‘SEMANGAT’

Pageviews: 1,935



ADA acquires SingPost’s eCommerce unit to expand eCommerce solutions across APAC

Pageviews: 1,728



What are the benefits of audience-based buying for DOOH?

By Broadsign general manager, Rémi Roques.

For many advertisers, audience-based buying has long played an important role in Digital strategies. Now, thanks to a global shift in perspective towards the way Digital Out-of-Home (DOOH) can be traded, audience-based buying is becoming a key feature to Outdoor media, empowering advertisers to deliver the same type of personalised, hyper-targeted ad campaigns across DOOH networks. So, what exactly is an audience-based buy, and what are the benefits it brings to DOOH?

Audience-based buying utilises advancements in technology to allow advertisers to run campaigns targeted to specific audiences based on metrics such as lifestyle characteristics or purchase behaviour” The rise in programmatic trading has created even greater capability

... Traditionally an offline medium, Out-of-Home (OOH) advertising could only be bought in broad-based networks, locations, or time frames, with advertisers applying a scattergun approach by trying to reach as many people as possible at a given time...

for advertisers to tailor their message to the exact type of audience they need to reach and it can all be done in “real-time.

Traditionally an offline medium, Out-of-Home (OOH) advertising could only be bought in broad-based networks, locations, or time frames, with advertisers applying a scattergun approach by trying to reach as many people as possible at a given time. Now, the rise of **programmatic technology** means DOOH campaigns can

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... The evolution of programmatic has also allowed DOOH advertisers to incorporate more sophisticated targeting, triggers for creative messaging based on metrics such as weather or current events, and audience data...

be targeted to specific audiences through a single platform with an unrestricted variety of publishers across multiple markets and formats.

The evolution of programmatic has also allowed DOOH advertisers to incorporate more sophisticated targeting, triggers for creative messaging based on metrics such as weather or current events, and audience data. This is changing the whole game when it comes to the Outdoor industry, as it means campaign impact can go beyond sit placement or screen size. DOOH operators are able to offer much more to advertisers than just showy billboards in premium locations - they can offer intelligent trading that actually connects advertisers with their audiences.

Trading on DSP and SSP platforms, advertisers can curate campaigns that are more focussed on the consumer journey, and select their networks at an individual level based on audience categories. You can also target your messaging down to the hour, providing multiple touchpoints with audiences throughout their daily lives.

This is especially important when it comes to mobile data, which allows advertisers to activate their campaigns at venues with the highest concentration of their target audience at specific times. Mobile data works by gathering data from mobile devices in proximity to an identified point of interest, analysing the users' demographics and interests, and using this data to create buyer personas for advertisers to integrate into their planning.

By identifying patterns of consumer behaviour and utilising mobile data, advertisers can amplify omni-channel campaigns and reach their audiences via cross-channel targeting. Deploying marketing messages focussed on audiences instead of media format allows

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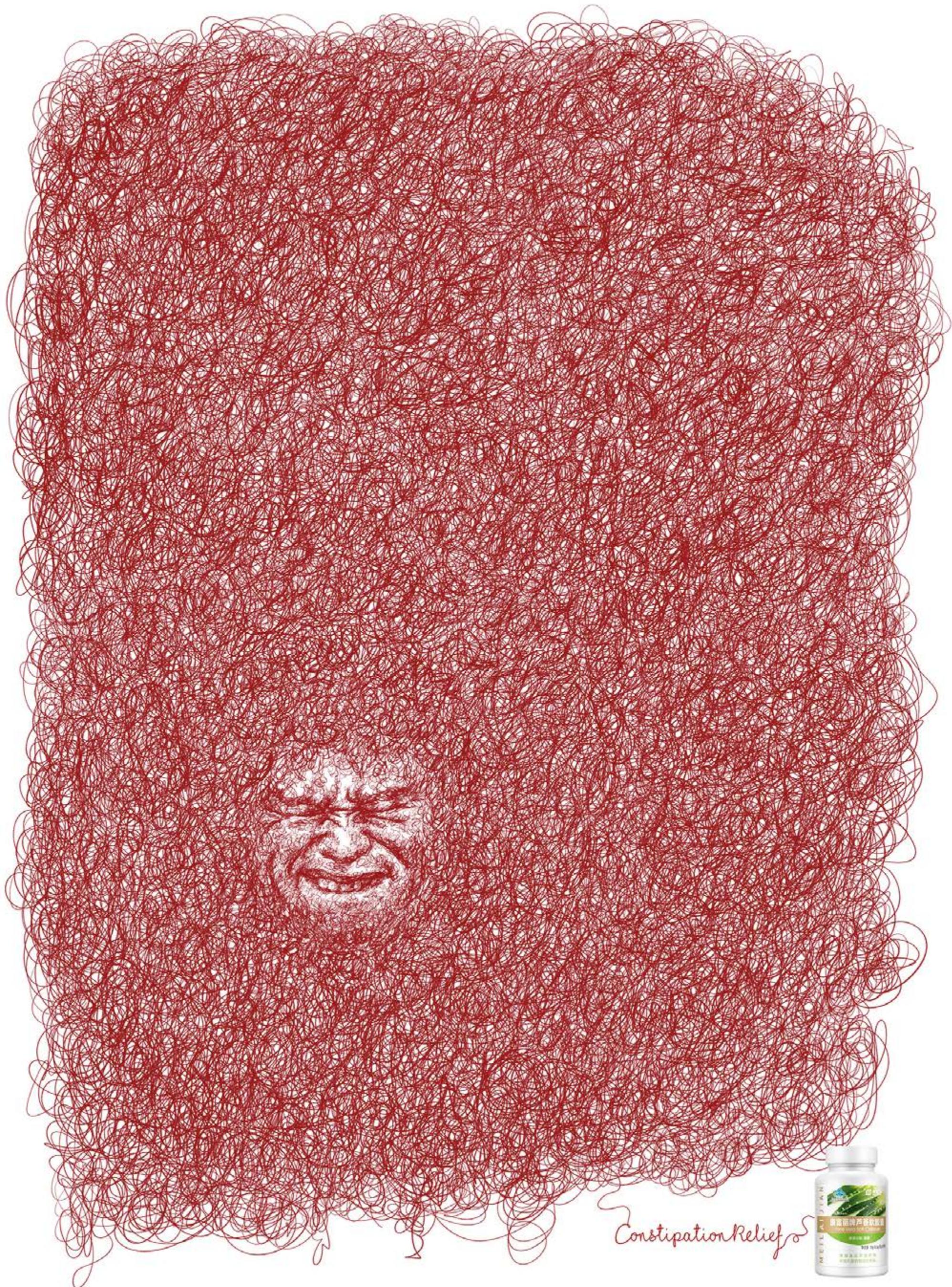
advertisers to gain insights that help them continuously retarget individuals across multiple channels, delivering far greater results than any one single channel alone.

Programmatic DOOH (pDOOH) compliments omni-channel campaigns, as it allows brands to deliver more contextual messaging by targeting audiences, determining playing conditions, and activating cross-channel campaigns without the need for an intermediary. One of the best things about DOOH is that it's so easy to add Digital Outdoor screens to a multi-channel campaign. All forms of content - whether dynamic, video, or interactive - can be played across DOOH networks, which means that advertisers' existing content can easily be adapted to the OOH medium.

Digital Outdoor media advertising is changing, with greater capability being developed and integrated every day. Advertisers are able to activate DOOH networks in ways that engage with their desired audiences in a highly targeted way, while integrating DOOH into omni-channel campaigns is easier than ever. Audience-based buying adds a new layer of value to DOOH, enabling advertisers to engage with their target audiences in an intentional way that complements other channels.

To find out more, visit the [Broadsign website](#).





Constipation Relief

