

MARKETING WEEKENDER™

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WEEKENDER



Reinventing TV advertising

the next level

EDITOR'S NOTE



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Years ago when I was tip-toeing into my career of earning in peanuts, juggling between getting trained as...

COVER STORY



Chasing the Addressable Dream

The addressable future with brand new beginnings is activated for TV advertisers in Malaysia. Ever since ...



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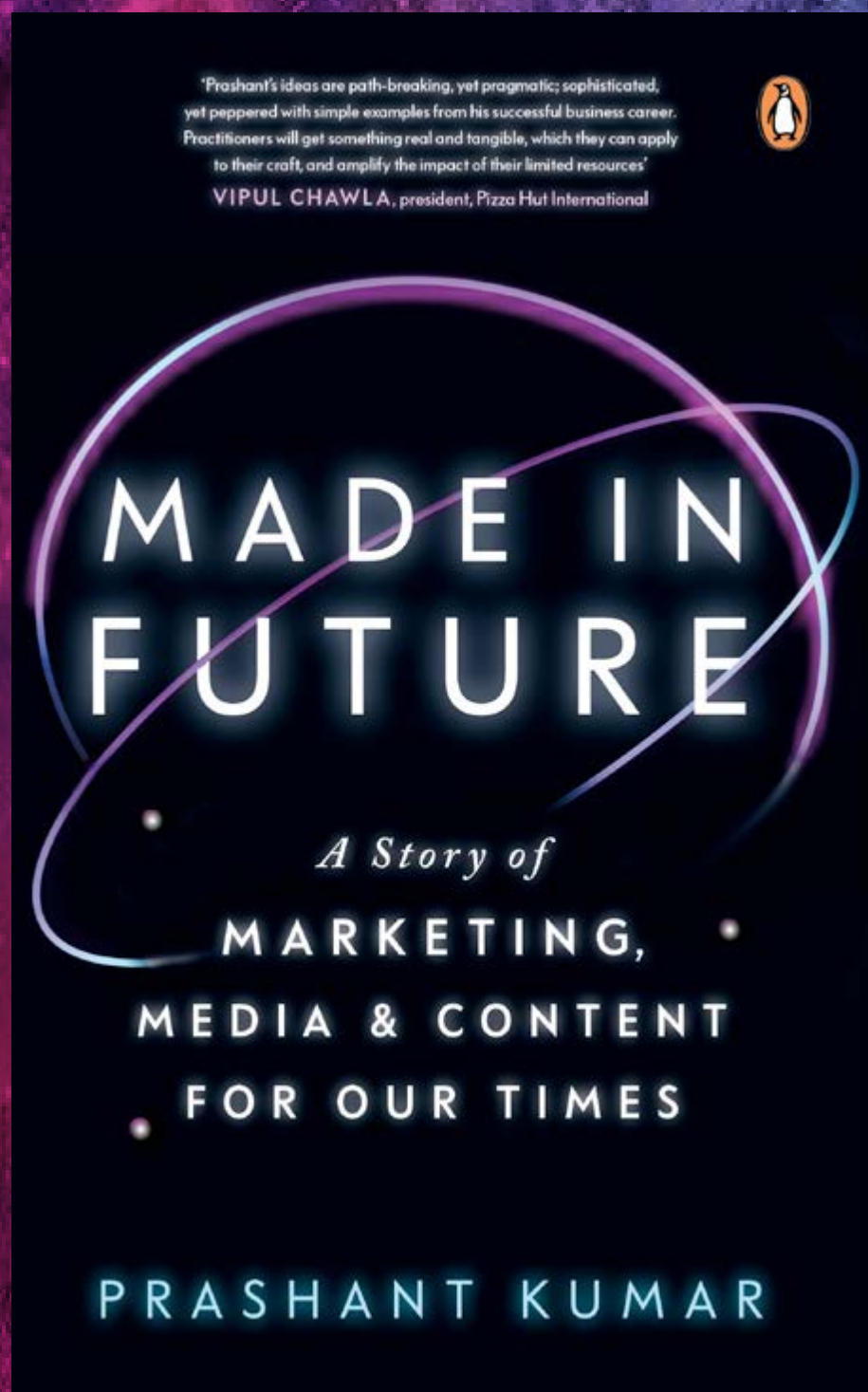
THE GREATEST B(R)AND OF THEM ALL!



The Magic of Content

Content is such a wonderful thing! I was watching this reel on Insta yesterday where some lumberjack based in...

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Say What

“Either write something worth reading or do something worth writing.”

Benjamin Franklin



“It is a culture, how you cover yourself. I can stay without food for two days but not without clothes, even for five minutes.”

Bibi Russell, Former model and fashion entrepreneur



“The moment you are fearless, you are limitless.”

Rubaba Dowla Matin, Country Managing Director, Oracle Bangladesh, Nepal, & Bhutan

“You don’t lose friends. You lose undercover haters. Real friends can never be lost.”

Anonymous wise person

EDITOR'S NOTE



From one mad man to another

Years ago when I was tip-toeing into my career of earning in peanuts, juggling between getting trained as a copywriter as well as a merchandiser (yes I was bi-curious about stuff), a wise woman told me - "Clients might

be second to God, but they're not always right."

Took me a hot minute to understand what the lady meant back then. On the cusp of that hot minute I watched, no, let's say I witnessed, one of the worst

EDITOR'S NOTE

“Some brand owners just get to do what they want because struggling agencies like mine need the money. If my days were better, I’d probably have thrown that SOB out of the window when he ordered me to make that commercial. My reputation has taken a hit.”

TV ads ever - literally murdering a brand’s image.

You know how our industry is a web of its own, everyone knows everyone, and one not-so-fine afternoon, I happened to meet the struggling admaker behind the disaster. Naturally I brought said TV ad up during what was only meant to be a light conversation.

Dude tells me shaking his head in total disappointment (on himself it seemed), “Some brand owners just get to do what they want because struggling agencies like mine need the money. If my days were better, I’d probably have thrown that SOB out of the window when he ordered me to make that commercial. My reputation has taken a hit.”

It did, but for a short while only. He eventually picked himself up and picked up several

recognitions as well, thanks to the right kind of clients.

More often than not, brand owners fail to understand the beauty of what we do. They think it’s easy, whilst not doing it themselves.

The threesome of a struggle between power, money and creativity can at times cause the death of a brand.

A brand or business owner’s definition of success may only be measured in terms of how much money it makes in the market, but us mad men always look at the long haul - where the brand has an established image, and is loved by its consumers.

So I just wanted to take this opportunity today to raise a (halal) toast to all the brilliant admakers who are reading this today for always standing up to their clients with all the bright ideas and aweing people with their creative genius.

As for brand owners who think you know better, listen to your creatives, and let them do their jobs in peace.



Raihan Hadi
Chief Content Officer

THE GREATEST B(R)AND OF THEM ALL!

1962-2022.



This year the Rolling Stones mark their 60th Anniversary of belting out rock staples. From their humble origins in post-war England in the early sixties, chasing the coat-tails of the more successful Beatles, to becoming one of the largest selling acts of all time is a story of brand-building that's worth analysing.

Disclaimer: am an unabashed fan, so add your own pinches of salt as needed.

THE IMPORTANCE OF PASSION:

The Stones were founded by Brian Jones, Mick Jagger and Keith Richards who then went out and convinced Charlie Watts, a jazz drummer, to join them. They played Chicago blues initially. They imitated the greats like Chuck Berry and Buddy Holly, re-recording their songs, and copying them. Eventually their passion for their heroes helped them develop their own interpretations of those classics like "Around and Around", "Not Fade Away" and "Route 66". And they started with a niche market: white musicians interpreting American black music and bringing it to an English audience. They built their brand not by being musical innovators, but by doing something they loved really well. Eventually the niche grew to be widely desired. Brands

ROCKIN' THE B(R)AND

like Amazon and Tesla, two of the world's most valuable companies, similarly began with a passion that may not have been justifiable at the time. Sticking to a purpose you love has its merits.

FINDING A VOICE:

The Stones actually found it difficult to write their own songs in the beginning. Their first 5 singles and the bulk of their first two albums were composed of recycled hits of rock n roll pioneers.

They were even gifted a throwaway by the Beatles, when their friend John Lennon gave them "I wanna be your man" to record in their own messy way.

They did not have an original hit till 1965 and their most famous song "I can't get (no) satisfaction". But they stuck to it, doing whatever was necessary. Keith Richards talks about discovering the famous opening riff of Satisfaction while under the influence, and then falling asleep. Luckily the tape recorder was recording, and he played it back to Jagger the next morning. The song lyrics were written by Jagger in 10 minutes.

Over the years, as audiences

and musical tastes changed, the Rolling Stones were often chasing or imitating others. They tried to match Sergeant Pepper's concept album with their own psychedelic album and it sank like a, well, Stone.

Critics say the band would still struggle to find an original voice, across the years, but they became too big to fail. This is a challenge many brands face today: how do they stay relevant to changing times, and keep adapting? Perhaps there is merit in sticking to what you are good at, and getting better at it. Somehow the Stones have survived, by sticking to their core work that made waves in the first 20 years of their existence.

A STRONG DIFFERENTIATED IMAGE:

Perhaps the greatest strength of the Stones, beyond musicality, was their public image. In April 1963, a journalist friend recommended to a budding music manager, Andrew Loog Oldham, that he go check out a young R&B band called the Rolling Stones. Oldham saw potential in the group being positioned as an "anti-Beatles" — a rougher group

ROCKIN' THE B(R)AND

compared to the “cuddly mop-top” image of the Beatles at that time. He also made Jagger the frontman, encouraged them to grow their hair unlike the Beatles, and came up with the publicity line, “Would you let your daughter go out with a Rolling Stone?” He positioned them as bad boys, and it stuck.

He managed the band for 4 years, and eventually parted ways with the band acrimoniously. His lasting legacy was giving them an identity. The image of the band became the 2 leads: Jagger and Richards, and their yin yang relationship. Despite their personal conflicts, solo work and disagreement on whether they should accept knighthoods or not, they formed the look of the band that has endured for 60 years.

Furthermore, the Tongue logo of the band is the most iconic logo in music.

It was designed by the English art designer John Pasche in 1970. The logo has remained on all post-1970 albums and singles by the Rolling Stones, in addition to the band’s merchandise (from



t-shirts to fire lighters) and their stage sets. Jagger did the briefing.

For the logo, Jagger had suggested the tongue of the Hindu goddess Kali.

Pasche said at the time “The design concept for the tongue was to represent the band’s anti-authoritarian attitude, Mick’s mouth and the obvious sexual connotations. I designed it in such a way that it was easily reproduced and in a style I thought could stand the test of time.”

A logo is usually just a logo: but it could also drive company imagery and convey the spirit of the brand. A third year Master’s Design student (Pasche) and an LSE dropout (Jagger) created an image more iconic than most ad agencies.

In the end, it’s only rock n roll, but the Stones have a lesson for all of us marketers, and I like it. Start it up!

Sandeep Joseph is the CEO and co-founder of Ampersand Advisory, a strategic media and data-driven consultancy. The company’s mission is “business results now!” and it has won numerous local and international awards. The views expressed here are the author’s own: you can debate with him at sandeep@ampersand-advisory.com



Chasing the Addressable Dream

A new dawn begins with Astro

By Raihan Hadi

COVER STORY

The addressable future with brand new beginnings is activated for TV advertisers in Malaysia. Ever since the use of third-party cookies was imposed with limitations that are most likely to cause cookie jars to be emptied worldwide, advertisers on all digital media formats had been itching their heads trying to figure out a way to collect real customer data.

Collecting and using first-party data became a dream that many were chasing.

Thanks to Astro, that dream is a reality today. Leading the way in innovative TV Advertising with its new Addressable Advertising service, the first in Southeast Asia, Astro is successfully ushering in digital-style targeting on TV by leveraging Astro's first-party data.

No more doubts about privacy violations, data collection methods, or credibility. With Astro's Addressable Advertising services, advertisers and brands in Malaysia will now be able to showcase different advertisements to different households who are watching the same programme.

... No more doubts about privacy violations, data collection methods, or credibility. With Astro's Addressable Advertising services, advertisers and brands in Malaysia will now be able to showcase different advertisements to different households who are watching the same programme...

The curtains were unveiled on this ginormous new offering by Astro during their Trade Launch event on the 14th of June, with some of the biggest media experts of the region as speakers.

With the spotlight on the people behind bringing Addressable TV to Malaysia, along with some of the Media and Brand specialists from the region, **MARKETING WEEKENDER** is presenting you with a glimpse of what Astro's addressable advertising means for Malaysia, and the region as a whole.



Henry Tan, Group Chief Executive Officer of Astro

“Astro is reinventing TV advertising with Addressable Advertising, the next-level TV Advertising that merges the best of TV’s emotional persuasive power with smart data presenting new opportunities for

marketers by creating a better, more personal TV experience. With the introduction of Astro Addressable Advertising, advertisers will be able to show different advertisements to different households who are watching the same programme.”



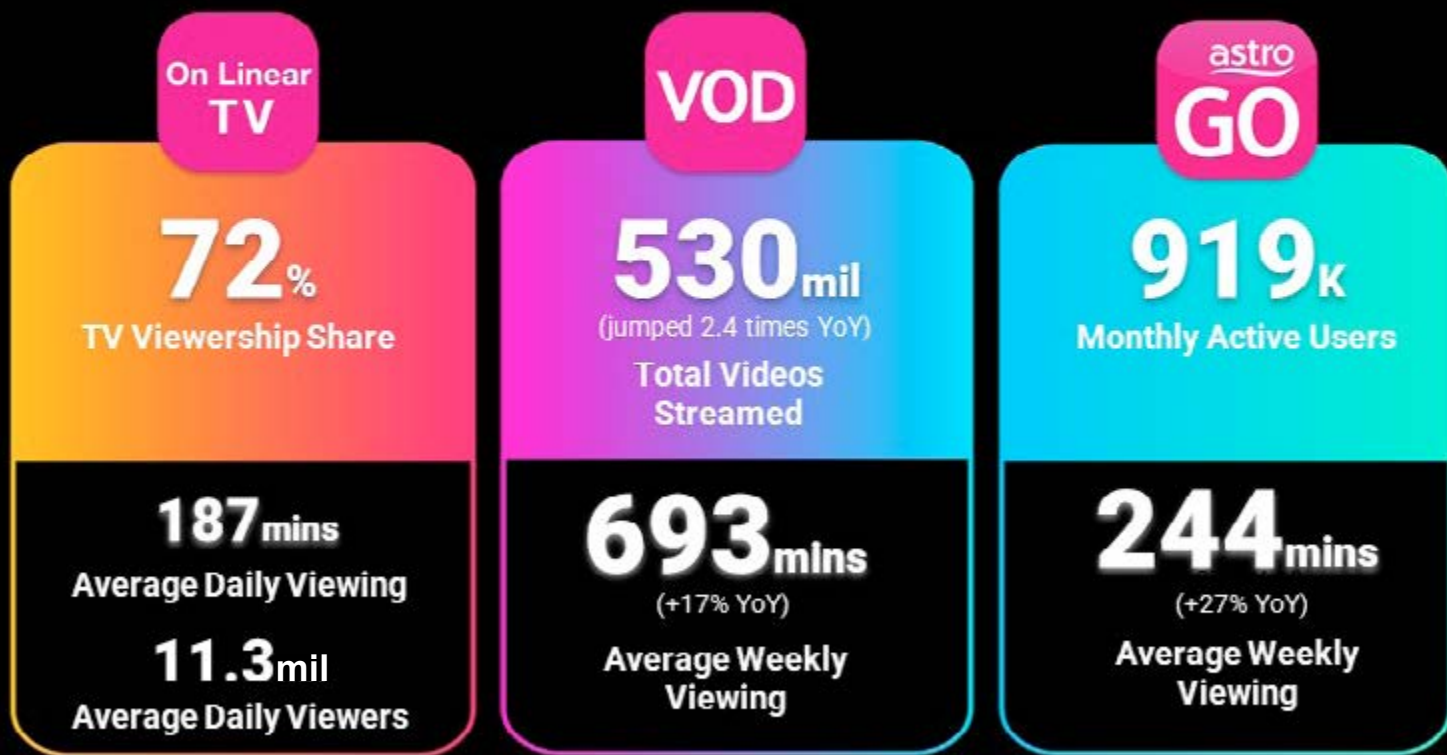
Jamie West
Founding Partner of Innov8TV &
Former Deputy Managing Director of Sky Media

Astro's ambition to establish the addressable advertising ecosystem supporting the full life cycle of campaigns, aided by enhanced capabilities in planning, reporting, optimisation, and cross platform measurement on ROI and effectiveness means a great deal for the Malaysian market. With Astro's addressable, TV advertisers will see a lot more innovation and enhancements in the coming years.

In addition, what was apparent to me was that the market, agencies, advertisers and of course the team at Astro are ready and excited to embrace this new opportunity.

The plans shared led me to believe that the Malaysian market is well set to capitalise on Addressable Advertising, and transform the role of TV in marketing campaigns. Exciting times ahead!

ADDRESSABLE AD SOLUTION ON OUR CONTENT-BASED ECOSYSTEM



Source: Astro Q4FY22 Analyst Presentation

... where clients, agencies and even SMEs are able to present their products against specific audience segments within any geographic location...

Astro's platform-agnostic strategy generates a rich and holistic view of its customers' video consumption habits across Linear TV, Video-on-Demand and Astro GO.

On Linear TV, Astro has a viewership share of 72%, with average daily viewers of 11.3mil and average daily time spent of 187 minutes

On Video-On-Demand, videos streamed on its connected boxes jumped 2.4 times y-o-y to 530mil while average weekly viewing time increased by 17% y-o-y to 693 minutes

On Astro GO, its monthly active users is at 919K while average weekly viewing time increased by 27% y-o-y to 244 minutes.



Shafiq Abdul Jabbar, Group Chief Financial Officer of Astro

“We are excited to be pioneering addressable advertising in Southeast Asia. Our audience-first, experience-led, and data-supported approach to addressable advertising enables us to place highly relevant advertisements against highly relevant audiences.”

“Astro’s Addressable Advertising unveils a new era of possibilities where clients,

agencies and even SMEs are able to present their products against specific audience segments within any geographic location.”

“Early results have been very encouraging with independently commissioned studies demonstrating advertising efficacy, for one client positive shifts in brand consideration by up to 40 percentage points and for another consideration shifts of more than 2.6 times, against target audiences.”

What The Industry Experts Are Saying

“With most of the developed countries getting great results with the various opportunities from CTV and Addressable Advertising, it goes without saying that these will definitely drive the future of TV.”

Vivek Couto, Executive Director, Co-Founder & Owner, Media Partners Asia



“Because of addressable TV, you will now start seeing new advertisers who are interested in TV. There are many advertisers out there who don’t really need to advertise nationally, but want to target certain niche audiences, and this gives them a fantastic new opportunity!”

Bala Pomaleh, Chief Executive Officer, Mediabrand Malaysia



“Advertisers are always excited to explore new avenues, especially if that serves and delivers a different outcome for the brand, then they will always look up those opportunities. Although it will always be tested and explored at the beginning, eventually it will pick up. So, the formatted way of media planning and buying will be changing, and for that to happen we will need both hands to clap, it has to be the agencies who are putting forward the recommendation, and clients being receptive to the ideas.”

Sheila Shanmugam, Chief Executive Officer, Mindshare Group and m/SIX Malaysia

“This development from Astro is very exciting for us, and we are also excited for the SME community and the emerging start-ups in the country. Addressable TV allows us to understand customers better and hopefully have the right fit for the right moment, making this innovation very unique and appealing. Looking forward to working together with Astro.”

Tai Kam Leong, Head of Brand & Marketing, Maxis



COVER STORY



COVER STORY



Astro Addressable Advertising service has been rolled out across Video On Demand on Astro GO and Ultra and Ulti Boxes since November 2021; with Linear addressable launching in stages this June 2022 to reach a high value audience of Astro households.

Among the big and emerging brands which were early

adopters of Astro Addressable Advertising, some have reported a notable improvement of brand consideration as high as 40% and high brand awareness with strong user conversion ratio at 67%.

For more information, please contact **Astro Media Solutions** at mediasolutions@astro.com.my or **visit** <https://quake.com.my/aaa>

The Magic of Content

And what it can do for your brand

By Adonymous

Content is such a wonderful thing!

I was watching this reel on Insta yesterday where some lumberjack based in Ohio demonstrates the efficiency of an industrial electric saw, using a completely irrelevant and slightly creepy background audio that scared the bejesus out of a lot of the viewers.

Comments were pouring in even while I was watching the reel, and if you know Insta, you know that reel isn't longer than 15 seconds.

People were cringed, scared, annoyed, but most importantly, intrigued by the audio - to the extent that it compelled them to post a comment about it. Not much about the super efficient electric saw though.



I dug in a little deeper to clear my suspicions, and yes, this brilliant lumberjack used his content along with this particular audio just to catch attention, and has been successful so far. After 1,025 posts about similar reels, this guy has over 52.2K followers, thousands of comments and reactions and is getting business rolling in.



... The lumberjack with great knowledge of content is just one of the many examples out there as to what great content can actually do for your business...

The lumberjack with great knowledge of content is just one of the many examples out there as to what great content can actually do for your business.

Giant corporations like your favourite privacy-friendly brand of phone named after Newton's best friend, the marketplace that's named owned by another rich baldy, or even your beloved local airline that's struggling to keep their ticket prices down - are all dependent on great content. Because content drives results, often better than ads.

It's mostly because of how content allows people to get noticed, to interact with each other, to be part of campaigns that make them feel good about themselves.

Take for example the aforementioned smartphone maker. They've got this campaign where instead of using super expensive tools and expertise, they just used the photos taken by their users, and informed viewers that their phones were used to take those photos.

Simple campaign to let potential customers know how good their phone camera is, and also let existing customers know the quality they'll be getting once they upgrade to the new model.

The cost? Significantly lower than what it usually is when a large production crew is involved. But it's good business sense and a great lesson right?

Interactive content isn't the

... Content went so far that it created a global movement!...



only way to go though, there are so many other varieties that you can use for your brand.

Every piece of content out there has a set purpose. Some are about raising awareness, while some give inspiration, then there are ones that teach you how to DIY, try to persuade you towards switching to a different brand, some entertain you, and many of them try to generate sales.

I for one love DIY stuff! Not the 5-minute crafts ones though, I'm completely against cutting off perfectly good pieces of clothing to make something that can be bought for a few dollars.

Great content always makes sure that a viewer gets something out of it. And in my opinion, it works best when you as a content creator leave them wondering and interested to know more, do some CTA's for instance.

Another great example was the recently closed case between our favourite pirate and Aqauman's love interest who likes to blame it on the dog. An ocean full of content was produced in all possible formats - but the live videos, clips, GIFs and memes stood out the most. Content went so far that it created a global movement!

The last time that happened was probably during President Orangina's term at the White House. US citizens or not, the whole world got a piece of that action.

Content is magical, whether you're pure blood or muggle-born, you can always use your passion coupled with some common sense to create stuff that can take your brand to the next level and beyond.

Just don't do fake news, okay?

MOST READ ON MARKETINGMAGAZINE.COM.MY

(11th June – 17th June 2022)

Malaysia Airlines Invites Guests to 'Satu Dua Tiga, Jom!' in New In-Flight Safety Video

Pageviews: 2,201



FCB SHOUT strengthens Brand Management team

Pageviews: 2,179



M&C Saatchi bolsters senior management team with new MD hire

Pageviews: 2,025



Why OOH Media Owners need a more efficient way to manage Multiple Revenue Streams

Pageviews: 2,012



iQIYI Joins Hands with foodpanda for Sorry Naik Lori First Malaysian Original Drama

Pageviews: 1,997



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