

MARKETING

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WEEKENDERTM

Fishermen Integrated Turns 10



EDITOR'S NOTE



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Freedom - the mirage of goodness that has been used as a bait for votes by power-hungry control freaks around the world since time...

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Fishermen Integrated Turns 10

100% locally-owned independent ad agency celebrates major milestone . A disruptive and challenger agency. This was the shared vision of Fishermen...



Programmatic Out-Of-Home – Promise or Curse?

As markets emerge from the constraints of Covid the out of home media sector is rapidly recovering lost ground. The growth numbers are impressive albeit from a diminished base driven by Digital Out-Of-Home...

Say What

“A brand is no longer what we tell the consumer it is — it is what consumers tell each other it is.”

Scott Cook, Co-Founder of Intuit



“My greatest challenge has been to change the mindset of people. Mindsets play strange tricks on us. We see things the way our minds have instructed our eyes to see.”

Muhammad Yunus, Social entrepreneur, banker, economist and Nobel Peace Prize winner



“Nothing in life is to be feared; it is only to be understood. Now is the time to understand more, so that we may fear less.”

Marie Salomea Skodowska-Curie, Scientist

“I always believe that if you have a good heart, you just want to do what’s right. You don’t want to step on anyone.”

Heart Evangelista, Artist & Businesswoman



In pursuit of true freedom



Freedom - the mirage of goodness that has been used as a bait for votes by power-hungry control freaks around the world since time immemorial.

Freedom - what you and I consider to be the right to be ourselves in modern day and age.

Freedom - what Marvel thought it had to make their characters do whatever the @\$%^ they wanted on the screen, that is until "Thor - Love and Thunder" **lost screening**

rights in Malaysia because of something Atheist Bale said, coupled with the fact that the franchise believes in representing many gods rather than just one.

Freedom - what Hero Alom, a Bangladeshi "independent" artist (worth only about USD 4 million), perceived to be his right to **publish parodies of songs** that offended the very people who promised him that freedom.

Hurts my core even having to think about the need for freedom of speech, association,

EDITOR'S NOTE

“Our work changes mindsets,
albeit slowly.”



self expression in this day and age where we as a race should've been able to concentrate on the more important things such as reducing inflation, eradicating poverty, etcetera etcetera.

But the truth of the matter is we are not free yet. Despite lives being lost, martyrdom being glorified as a means for blood-thirsty buffoons justifying their efforts in establishing order and control through chaos and war, “protecting” the rights of the civil society whilst those considered not so civil suffer the consequences of failed diplomacy - we are not really free.

But there's a beauty in what we do in this industry. Our work changes mindsets, albeit slowly.

We have the power to create the urge to love, smile, be happy and most importantly - feel free. Which is why I believe we do this.

So in the words of Bill Hader's 'Barry' - “Starting Now” - let's step on those gears a bit harder and work our asses off towards reaching that realm where freedom isn't a mirage any longer, but something we all can truly enjoy.

Cheers to freedom!

Raihan Hadi
Chief Content Officer

Writers who swim in rivers of words can now swim in the oceans....

MARKETING magazine Malaysia is hiring budding writers who want to change their lives and make a difference in Malaysia's advertising industry.

They will source and write content for marketingmagazine.com.my and [https://weekender.com.my/](http://weekender.com.my/)

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This is an opportunity is to shape the next star/s who will probably be poached (with love) from us in two years' time.

ham@adoimagazine.com



A decade of not being boring

100% locally-owned independent ad agency celebrates major milestone

A disruptive and challenger agency. This was the shared vision of Fishermen Integrated's founders when they launched their *sampan* back in 2012.

The team has come a long way since its humble beginnings. Fishermen is

currently one of the top independent agencies in Malaysia and Singapore, with two Golden Kancils, a YouTube Malaysia Ad of the Year award, and several gold APPIES among its collection of growing accolades.



From left: David Alan Bates, Andrew Tan, Mark Darren Lee, Joyce Gan and Adam Miranda

How it began

Two of the co-founders, Mark Darren Lee and Adam Miranda, happen to be childhood friends who grew up in the same neighbourhood and went to the same school, same church, and played in the same football field. They worked on many projects together and coincidentally ended up in the marketing and advertising industry.

“Mark and I would regularly brainstorm business ideas whenever we hung out. One particular idea seemed to stick

— a new kind of agency. Our ideal version that produced work differently,” said Miranda, Fishermen’s executive creative director.

Lee, Fishermen’s managing director, explained further: “Looking at the landscape back then, there were many ATL, BTL and digital agencies but not many that merged everything together. So Adam and I thought of combining our expertise to form an advertising agency that offers integrated solutions to our clients.”

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The duo pitched the idea to their friends, Koh Boon Ki, Joyce Gan, Andrew Tan and Richie Khaw. They were keen on the venture and agreed to come on board as business partners, with Koh opening the doors for Fishermen to Nestlé, Gan as the Group Brand Director and Tan as Fishermen's second executive creative director.

Deciding on the name

Picking a name for their new enterprise proved to be quite a challenge for Lee and Miranda.

"We kept rejecting each other's ideas. Mark wanted digital agency sounding names, while I wanted creative agency sounding names that also sounded like a band. It was endless rounds of brainstorming until we finally hit the jackpot when Mark

suggested 'Fishermen'. It's catchy, meaningful, and it works because we use the Internet. And it sounds like a band!" said Miranda.

The fun factor also played a part. "Fishing is a fun activity and we're all about bringing enjoyable experiences to our clients and colleagues," said Lee. Miranda chimed in: "But beyond the name, we needed to live by a philosophy. And that philosophy is - *Don't Be Boring!*"

The journey so far

With the core team in place, they set sail on their journey, focusing on branded entertainment, social media content and digital solutions. They operated out of shared spaces in the early days before moving to their own premises in 2016.



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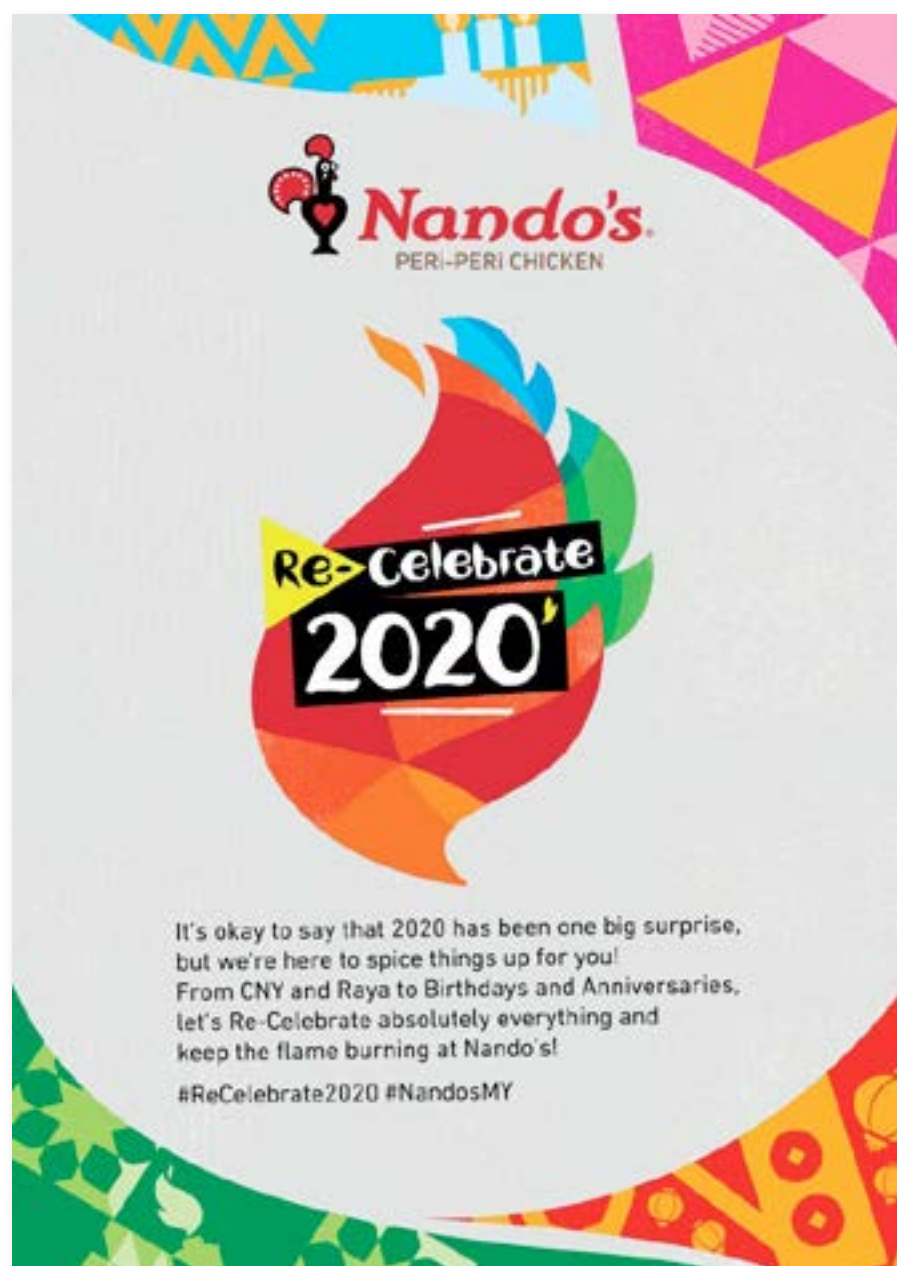
Along the way, they began building a team in Singapore, led by Miranda. Shortly after, they roped in David Alan Bates

as another business partner to lead Fishermen Analytics which focuses on websites, data and SEO optimisation.

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BFM Bersatu Makan



Nandos-Recelebrate-2020



Kucing-happy

Some of their early clients and collaborators include Nestlé, DiGi, and BSN Bank. “These clients and partners gave us our start and we’re very thankful for their belief and trust in us,” said Lee.

Fishermen’s big break arrived when they won their first Golden Kancil in 2015 for BSN Bank’s

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*The Partners Early Days*

Kucing Happy. The team went on to win the Golden Kancil again in 2019 for their work on BFM 89.9's **#BersatuForMakan**. The same campaign resulted in the **Grand Prix at the 2020 MDA Awards**, alongside winning Digital Impact of the Year.

Other notable achievements include **Best Ad for Pizza Hut Malaysia's "So Light So Tasty" campaign** at the 2021 #YouTubeWorksMY Awards. The agency also walked away with the most gold awards at the 2021 APPIES for their **Pizza Hut** and **Nando's** Singapore and Malaysia campaigns.

Tan is proud of the people they have in the team. "I love the level of talent we've successfully harnessed over the years. Big fish, small fish, we appreciate all our *anak-anak ikan*. No matter who they are, we value their opinions, even the most brutal and honest ones," he said.

Gan added that they apply the same principle towards their clients. "We're not afraid to say no or to push creative boundaries. This is why we've had so many long-term partnerships over the years that allowed us to drive memorable campaigns and more

COVER STORY

importantly, deliver successful business results,” she said.

Elaine Chiew, senior marketing manager for Nando’s Malaysia said her team has enjoyed a wonderful journey with Fishermen since they started collaborating.

“We have created memorable and award-winning campaigns together such as Nando’s Re-Celebrate 2020 and Nando’s Juicy Secret. However, my best memories with Mark and his team are whenever we have discussions on the future of our client-agency partnership. They have always been open and supportive of our direction as a brand and shown commitment to the partnership. We are excited to create more great work together. And through our work, we hope to bring out the best of Nando’s and Fishermen’s teams.”

Andrew Yeoh, TIME dotCom’s chief marketing officer, had this to say about Fishermen: “As the cliché goes, every client gets the agency they deserve. Thankfully, we’ve gotten more than we bargained for — a creative partner that goes above and beyond with crazy yet culturally grounded ideas that

terrify and excite us in equal measure.”

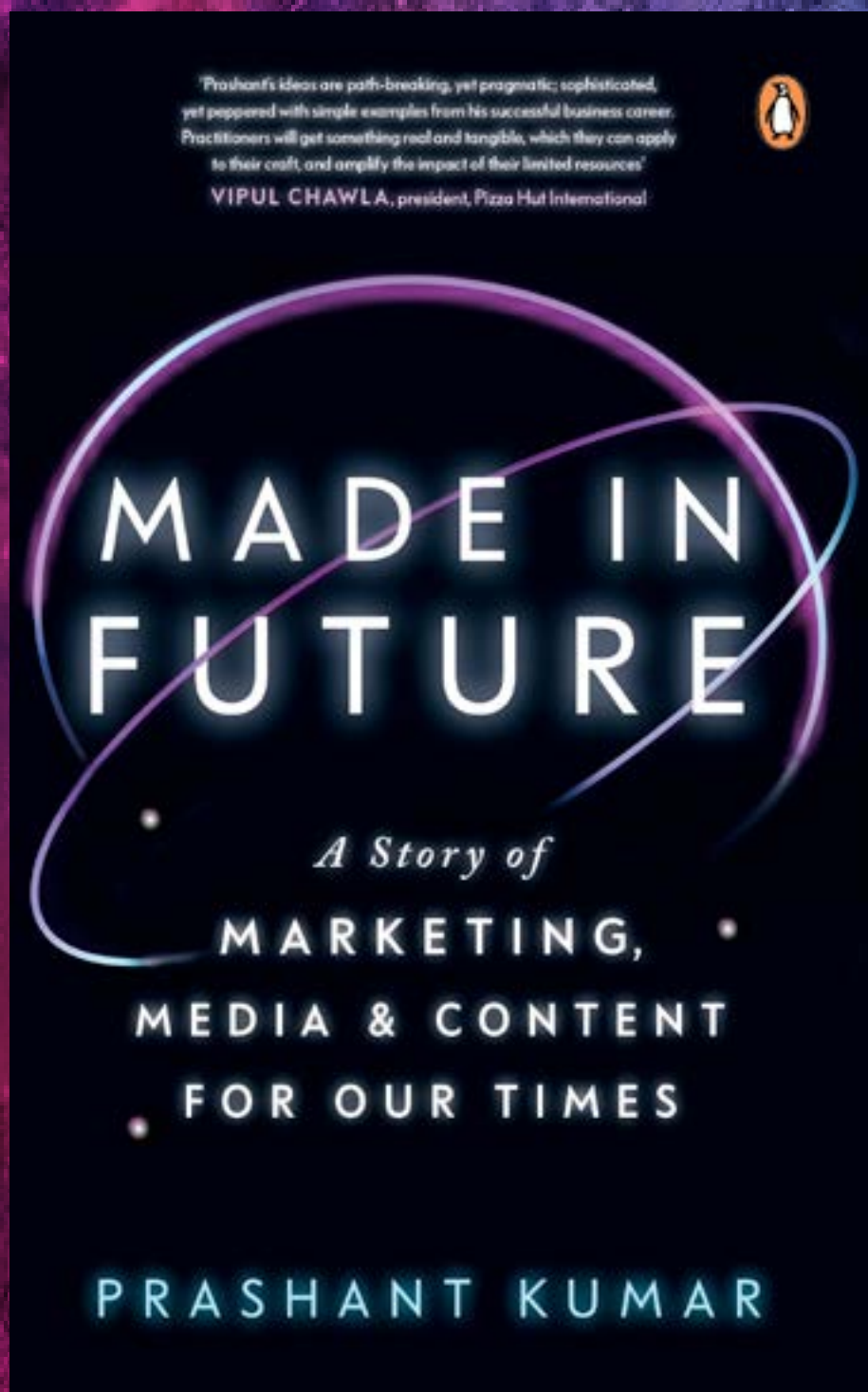
The next 10 years

Fishermen’s achievements in its first decade is one that’s pretty impressive for a locally-owned, independent agency. And it has certainly motivated the team to keep going.

“We’ve been very fortunate in our journey so far. Today we have over 70 Fishermen in Malaysia and Singapore. Our list of clients has also grown bigger — apart from the ones mentioned earlier, we’ve since worked with the likes of Grab, PETRONAS, Maxis, OCBC, AIA, Bayer Group, Eastspring Investments, INTI International University & Colleges, Suntory Group, Sime Darby Plantation, Shake Shack, Asian Food Network, BETADINE, MR.DIY and more,” said Gan.

“Our hope is to continue growing and challenging ourselves, pushing more creative boundaries, and building more lasting partnerships and friendships with new clients and colleagues. And doing it in our humble, unborring way,” said Tan.

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Programmatic Out-Of-Home – Promise or Curse?

by Ron Graham



DOOH



As markets emerge from the constraints of Covid the out of home media sector is rapidly recovering lost ground. The growth numbers are impressive albeit from a diminished base driven by Digital Out-Of-Home (DOOH) which is attracting attention of PE funds and stakeholders betting on digital OOH growth.

At the end of 2019, OOH had witnessed more than ten consecutive years of growth due to fundamental factors such as digitisation, improved measurement, rich location data plus a realisation that as a mass reach medium, OOH is a perfect partner to Online, Mobile and Social. Case after case showed us how OOH amplified digital

media and provided a real-world on-ramp to the online world.

Furthermore, Digital OOH was showing its strengths for targeted and contextual advertising able to engage and activate audiences. One more benefit was the ability to measure attribution with dataset cross-overs from the physical world and the online world, leveraging on location, geofencing and retargeting.

There is an almost frenzied expectation about DOOH growth and the main driver is automation whereby the cumbersome nature of OOH media planning, buying, deployment, verification and reporting is benefitting from systems and tools which

DOOH

automate the exchange of information between the buyers and sellers of OOH and DOOH media. With the right data, media buyers can buy DOOH the way they buy other digital media, programmatically.

Programmatic Digital Out of Home or pDOOH, is happening especially in markets where there is an established 'currency' for audience measurement and where the media formats have scale and uniformity. Here in Malaysia pDOOH is small but growing quickly with local and international Programmatic platform providers.

The promise of pDOOH is the ability to be included in the world of online media, which in many markets, accounts for more than half of all media spends so this represents incremental revenue for out of home media providers.

Supply-side platforms (SSP) and Demand-side platforms (DSP) aim to connect sellers and buyers – programmatically. The prevailing situation in Asia however is that many media operators do not have SSP systems. As the DSP folks try to get the buying information, they realise a break in the chain. The



Giant digital screen in Times square. There are many other smaller screens, parallel viewing, with competing panels side by side, all with same audience but big differences in impact and quality.

major DSP providers are also offering a SSP solution, (often free in return for access to the media operators' inventory data), oblivious to the potential conflict

Programmatic providers also promise that CPM's for pDOOH must be higher than a media

pDOOH is happening but if we ignore data reliability, standardised multipliers and quality adjustments, then pDOOH will fail to deliver its promise.



Federal Highway share on LED vs Static domination

owner's existing CPM thereby booking unsold inventory, at a premium price from new sourced budgets. If this is true, then media owners should grab pDOOH with both hands... but have we really considered if DSP's will deliver these advantages? And what does it mean in practical terms for the media operators?

Flexible access to digital out of home screens assumes highly targeted DOOH media at places and times of most value, such as peak-hour commutes, Mon-Fri which tends to leave odd shaped gaps in the loop at off-peak times. Can those peak times really command a price premium to offset vacant spaces which

cannot sell? Anxiety to get scale of supplier data is resulting in DSP's offering private market place deals (PMP) for standard play loop time slots. This early practice could also create benchmark CPM expectations that may be hard to adjust when more flexible trades happen and price premiums are proposed.

CPM or impressions-based trading, essentially requires a common approach to audience measurement, to determine the impressions delivered as a basis for CPM calculations. Malaysia does not have a common adopted source of audience measurement for OOH and DOOH media. The contingency relies on traffic data; (vehicle counts for roadside

DOOH

media and footfall traffic for indoor environments such as malls or rail stations). This is quite acceptable but traffic data must come from reliable sources, only for direction of viewability, modified for vehicle occupancy.

Traffic data is often used as a proxy for one-to-many exposure, sometimes referred to as impressions multiplier. This is a blunt solution which fails to account for wide variations of size, format, dwell time and environments.

CPM cannot stand alone, without an adjustment for quality, impact and effect. A 200 sq mtr billboard has more impact than a 50 sq mtr. Digital OOH screens have added effect over static posters. Play loops of 2-minutes offer frequent exposures versus those with longer loops.

DOOH media operators must retain the opportunity to differentiate their products on quality, visibility, impact and effect. Media buyers need scale of access to supply for comparative assessment and to optimise their media investment choices. Brands are already concerned over lost value in the chain of

platforms and services between their dollars spent and the net media value delivered and they risk lower ROI with pDOOH.

Advocates claim that Programmatic DOOH is an evolving process which will get better and we should carry on to test-and-learn. This is not good enough when there are clear issues which devalue the medium but can be addressed.



Ron has experience in both media owner and media buying sides of the business and can draw on vast knowledge to contribute at multiple levels in the OOH industry, with advertisers, agencies, media owners, technology providers, property owners, Government agencies and institutions. With focus on strategy, business development and best practice, from an independent and objective standpoint, Ron's aim is to address the challenges facing OOH media business, identify what is next, what is possible and provide actionable plans for achievable results.



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