

MARKETING

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WEEKENDER™



**Dragons of Asia
and Malaysia
FINALISTS
REVEALED!**

EDITOR'S NOTE

05



Not My Last Love Letter

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COVER STORY

07



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The 22nd Dragons of Asia & the 10th Dragons of Malaysia Marketing Communications Industry combined Awards Event will be held on Friday, 14th October...



17

Why advertising is on a blind-folded mission to wipe itself out

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Say What

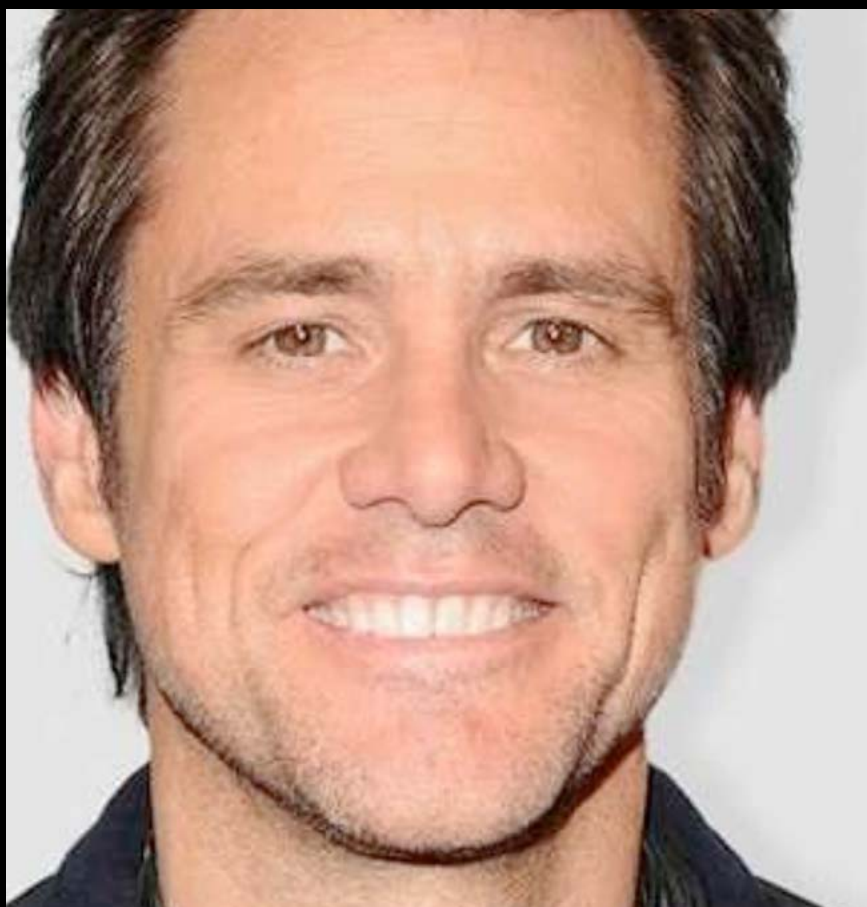
“Mistakes are a fact of life. It is the response to the error that counts.”

Nikki Giovanni, American Poet, Writer, Commentator, Activist and Educator



“After 30, a body has a mind of its own.”

Bette Midler, American Actress, Comedian, Singer and Author

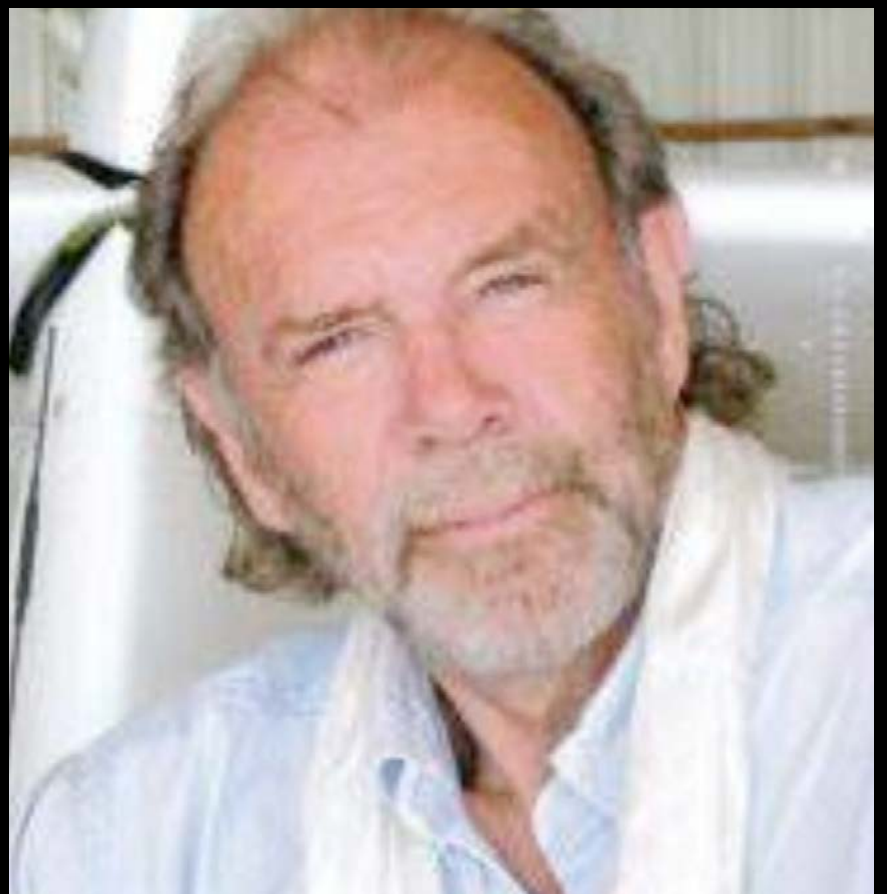


“Behind every great man is a woman rolling her eyes.”

Jim Carrey, Canadian- American Actor and Comedian

“You teach best what you most need to learn.”

Richard Bach, American Writer





**YOUNG SPIKES
COMPETITIONS**
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ASIA'S #1 FESTIVAL FOR CREATIVITY & EFFECTIVENESS

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Not My Last Love Letter



Can you ever really say goodbye to your family?

I guess the answer to that will always be “no”, because families are never to be parted with.

They're not always connected by the strings of DNA, but the invisible cellular structure that creates that covalent bond with families you choose to be associated with throughout the journey of your life is stronger than any physical being.

In case you haven't figured it out already, *sigh*...I am embarking on a journey away from my family at **MARKETING Magazine**, so I decided to leave

a love letter at the exit - as a glimpse at my not-so-long-yet-not-so-short-journey of a lifetime as a Sledgehammerian.

My history with the team dates back to the times when everyone came in full time, and I was looking for the ropes in Malaysia. Special shoutout to the amazing Sivananthi, who despite never having met me in person back then, figured someone like me would find the rope at Prof. Ham's hands.

And how right she was! The kind of freedom I have enjoyed as a writer (with a Marketing major) under The Hammer's

EDITOR'S NOTE



turban-shaped umbrella has been my most treasured experience to date. Before I knew it, I was already a member of a family, inducted into the business of making people famous.

This man is made of something different you know? (Fanboy moment alert) The way he has taught me to engage with a hundred different stories simultaneously while also keeping an eye on the business end of things and continuously nurturing my creative side, only goes to show that he's no normal human being, no matter what he has you believe.

There have been instances when Sandesh and I faced some rough Australian speedbumps, or when Jarrod and I came back empty-handed from erstwhile sure-shot catches, or even when Vishnu and I...no...that story can

never be mentioned here *lol*

I've also had the good fortune of working with expert Jedis like Ruby, Siti, and Hamdy, as well as training a kickass content writer like Najihah (she'll be surprising you soon I promise).

Together, we've tackled a pandemic, thrown some amazing workshops, award shows and conferences, and most importantly - made a lot of friends across the country, whose stories will keep coming out through this outlet every Friday night.

And it's all been worthwhile, because all of those experiences prepared me for my next journey, which I believe is the next phase of my training as a Jedi. But hey, I'll still be in town and will always be up for coffee whenever you want.

As you can see, I'm not great with parting words, so before this becomes a sob story, I'll take my leave...

Signing off!

Raihan Hadi
(Immediate Former) Chief
Content Officer



2022
DRAGONS
OF MALAYSIA



2022
DRAGONS
OF ASIA

2022 DRAGONS OF MALAYSIA

& ASIA MARKETING AWARDS

The 22nd Dragons of Asia & the 10th Dragons of Malaysia Marketing Communications Industry combined Awards Event will be held on Friday, 14th October, 2022 in Kuala Lumpur, Malaysia. Join over 200 guests, from all over APAC for a delightful meal and the opportunity to rub shoulders with marketing and agency professionals, key decision makers and industry peers. But most importantly, who will carry off a prestigious 'Dragon' this year?



FINALISTS REVEALED!

The 10th Dragons of Malaysia Marketing Communications Recognition Programme is in its final stages. The following Campaigns are winners of Bronze, Silver or Gold, Dragons of Malaysia Trophies.

For the full list of Finalists, click [here](#).



Shining the spotlight on Malaysian resilience with the power of storytelling

**Ally Against
Adversity**
RHB Bank

**Atlas Dispenses Delight
this Raya & Ramadan**

ATLAS

**RAIKAN
RAMADAN**
BERSAMA TROPICANA

hanya RM1*

Dari 6pm - 9pm
Tempoh promosi: 13 April - 13 Mei 2021

*Promosi eksklusif untuk semua produk Tropicana Twister

**Tropicana
Twister**



2022 DRAGONS OF MALAYSIA

DRAGONS OF MALAYSIA



Lady Gaga. A Star is Born
Dom Perignon



Can't get Cheesier than this.
Dominos



Happee PPEs
Goodday's

astro Hada Labo SKIN BEAUTY CONFIDENCE

GEM PAK FESTIVAL LIVE *Kecantikan* - HADA LABO -

Hada Labo Launches Virtual Beauty Festival to Upgrade Malaysian Women's Skincare Game

Joey Leong, Samantha Ko, Cheryll Lee, Han Xiao Ai, Danny Ahboy, Kevin, Daiyan Trisha, Phei Yong, Najeeb Azami, Yaya Zahir, Syed Faizal, Sharifah Rose, Isha Norsham, Nadiyah Shahab

Hada Labo
Astro



DRAGONS OF MALAYSIA

Magnum x Money Heist. The Sweetest Goodbye Magnum



Maxis Business
Astro

astro maxisbusiness

Astro 网络独家论坛

Maxis Business Fast Tracks SMEs into Digitalisation

主要赞助: maxisbusiness

媒体伙伴: 热点, MELODY, SHANGHAI, 企业家, Money精明理财

合作伙伴: SMZ, 马来西亚-中国商会

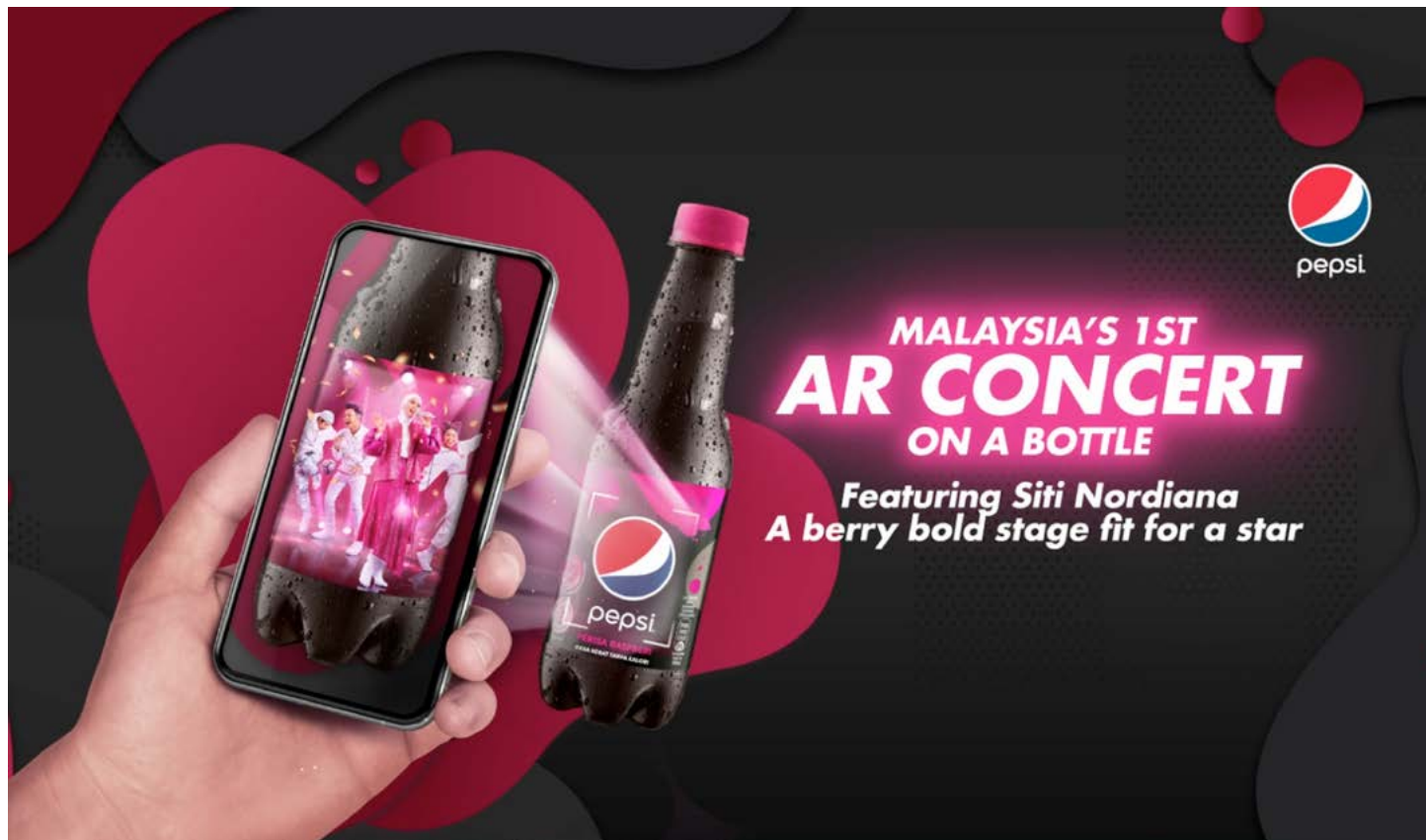
Panelists: 颜生建博士 (创世纪商学院 创办人), 李元强 (Maxis 通讯中小企业部 主管), 小马 (《企业大联盟》《企业帮帮忙》《小生意大学网》节目主持人), 孔令龙 (马来西亚中小企业机构 (SME Corp. Malaysia) 董事局成员), 陈子辉 (VentureGrab Sdn Bhd 执行董事), 林柯延 (MEET MEE 创办人), 陈德豪 (World Masterclass 创办人), 李秀宗 (无宗并有创办人)



Meal Prep Kit
Foodpanda

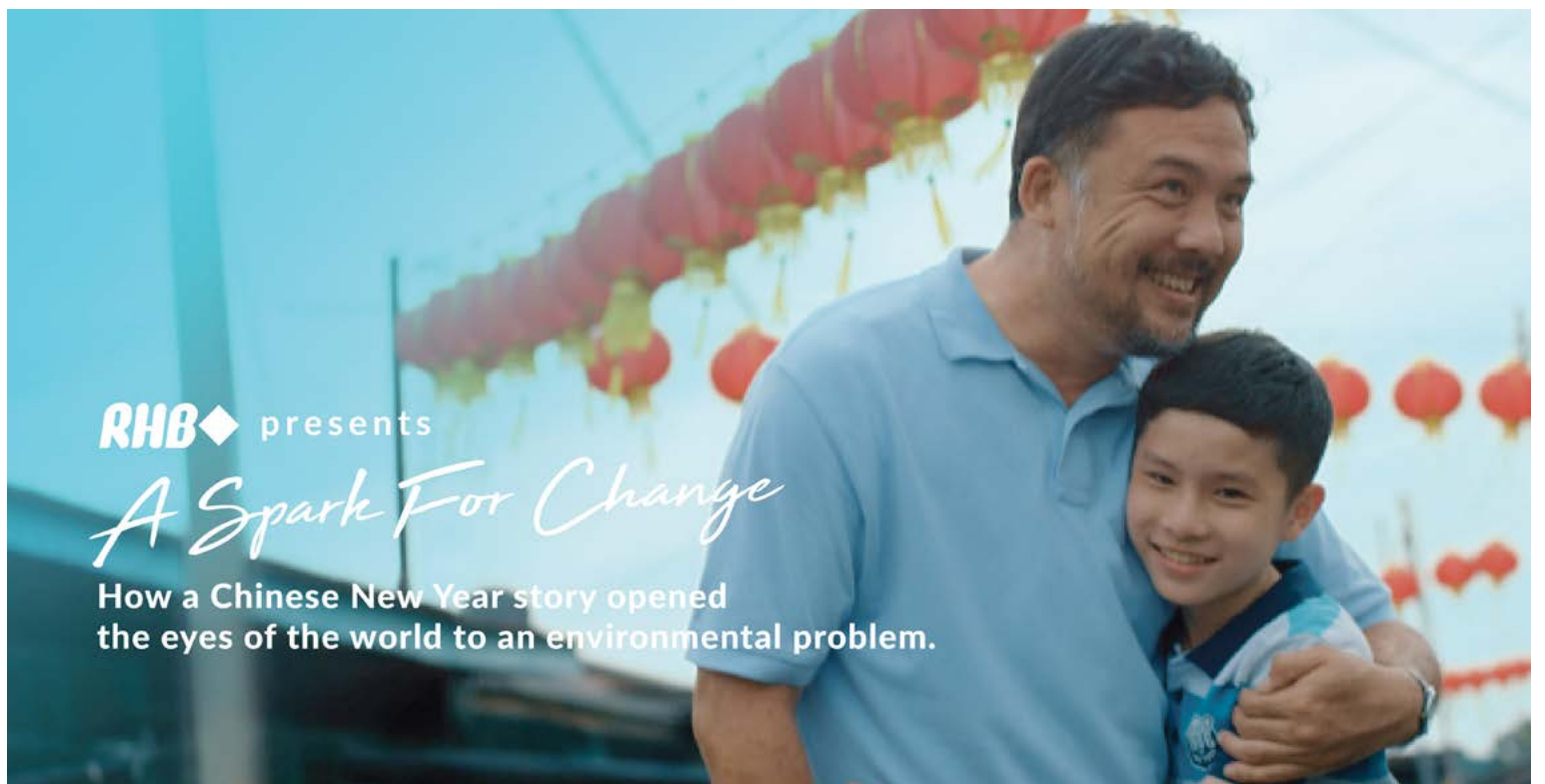


2022
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Malaysia's 1st
AR Concert.
Pepsi AR

A Spark For
Change
RHB Bank



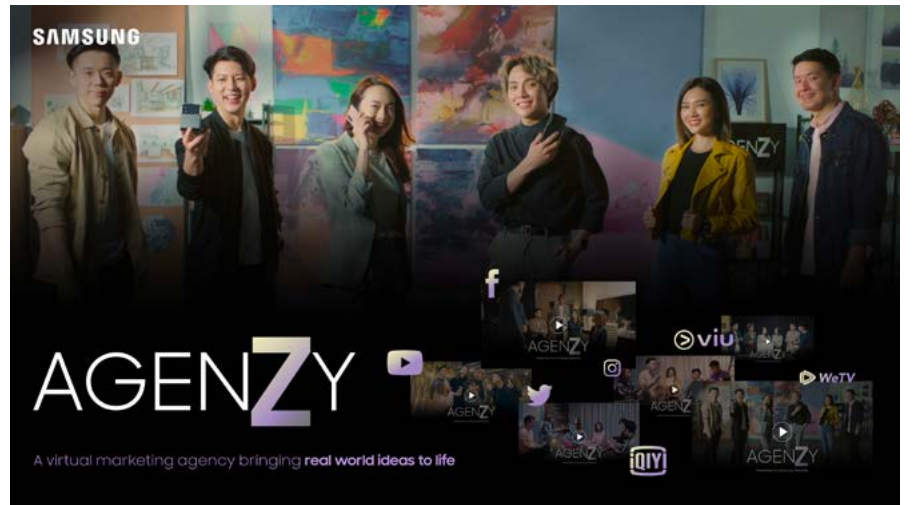
The Spectrum of
The Seas
Royal Caribbean



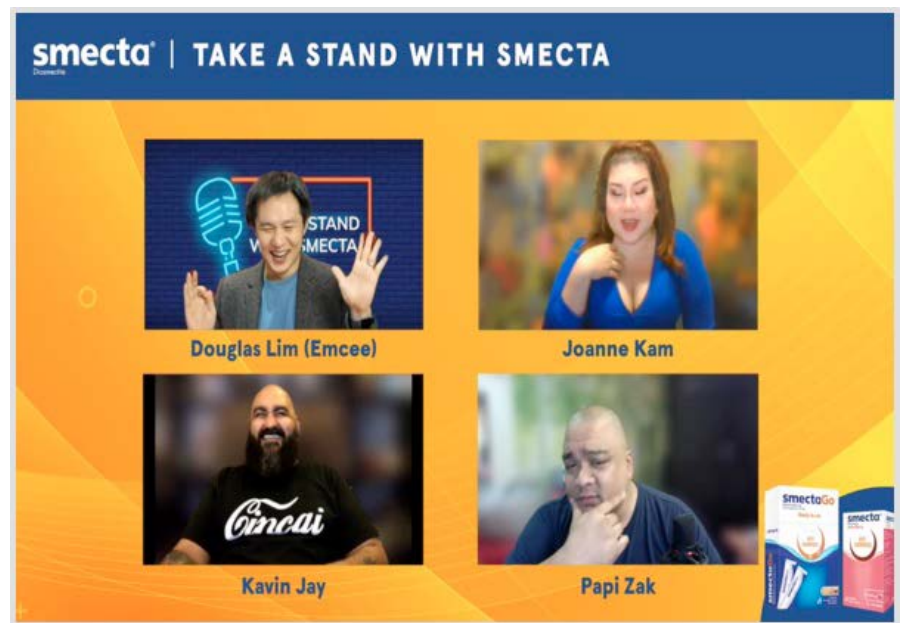
2022 DRAGONS OF MALAYSIA



Get Moving Challenge.
Sime Darby Oils Malaysia



Agency
Samsung



Take A Stand with Smecta
Smecta



Extra KM Feel The Difference
Shell



Sooka



DRAGONS OF ASIA

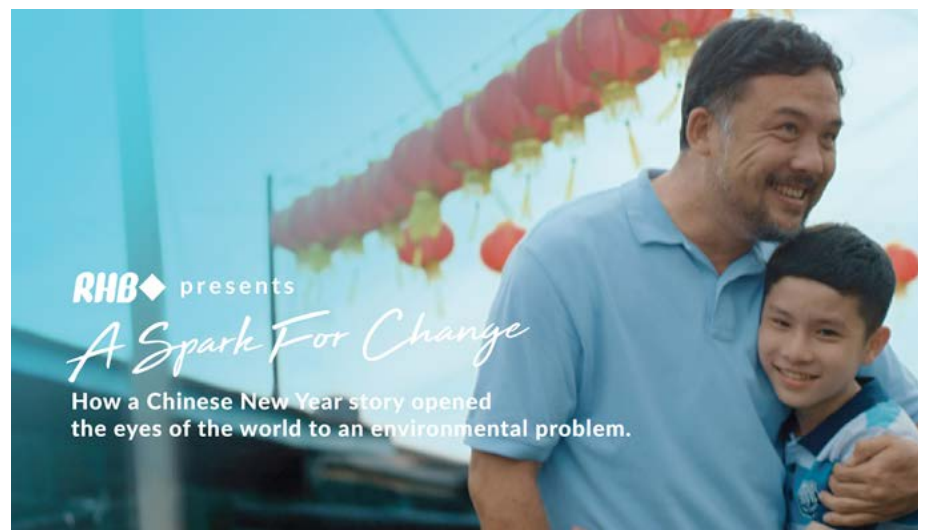
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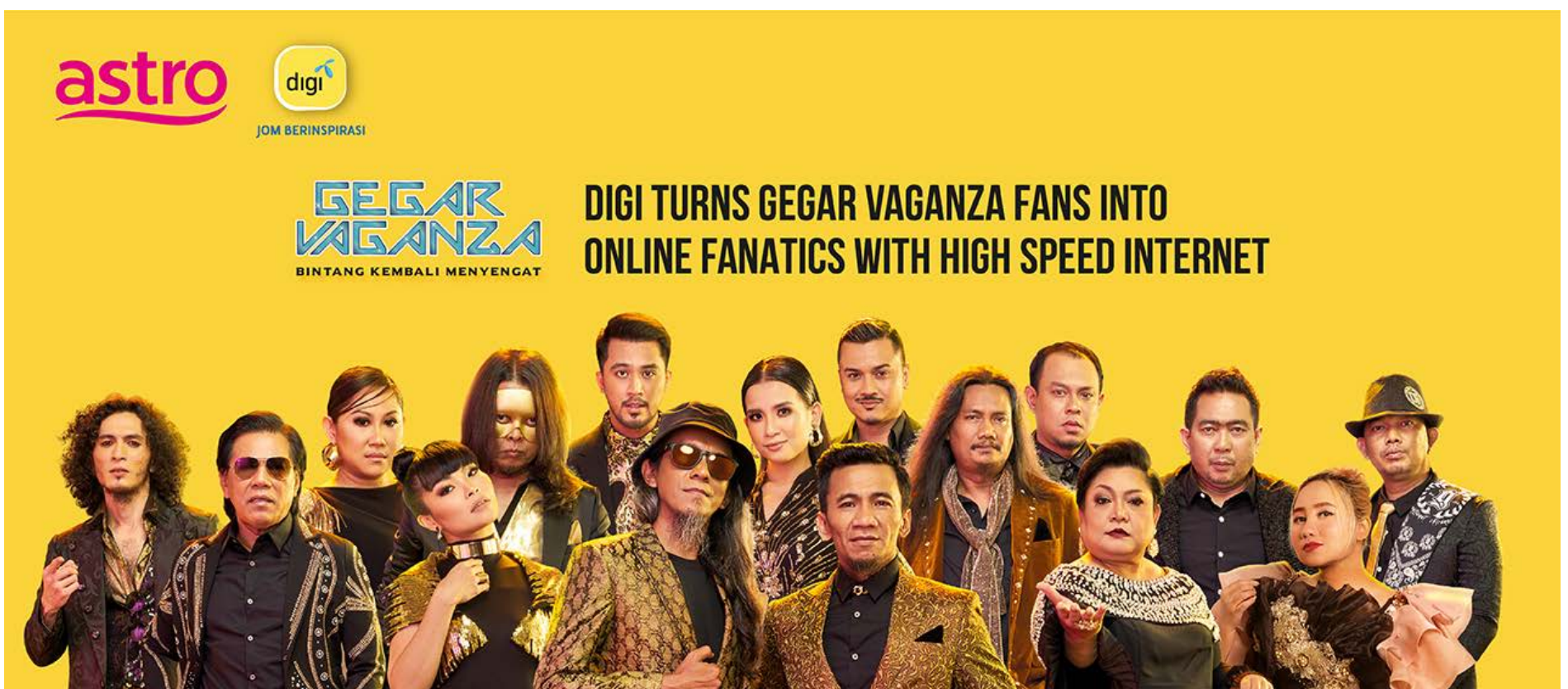
Ally Against Adversity

RHB Bank



A Spark For Change

RHB Bank



Digi Turns Gegar Vaganza Fans Into Online Fanatics With High Speed Internet

Digi



HackWashing



Lady Gaga. A Star is Born
Dom Perignon



Celebrating Sheroes That Inspire Hershe
Hershey's



Rejuvenation
Johnnie Walker

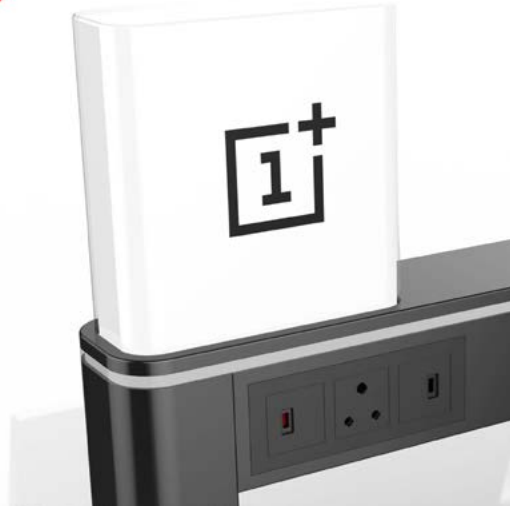
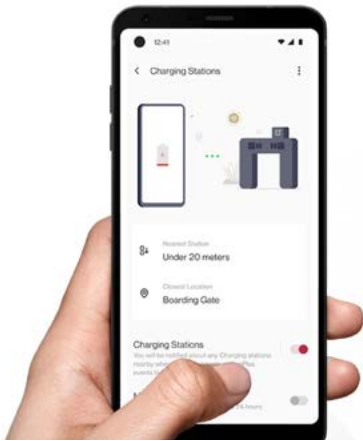


#ChangeTheCourse
Lifebuoy

Lifebuoy Shampoo has taken a pledge to make space for girls in schools' curriculum



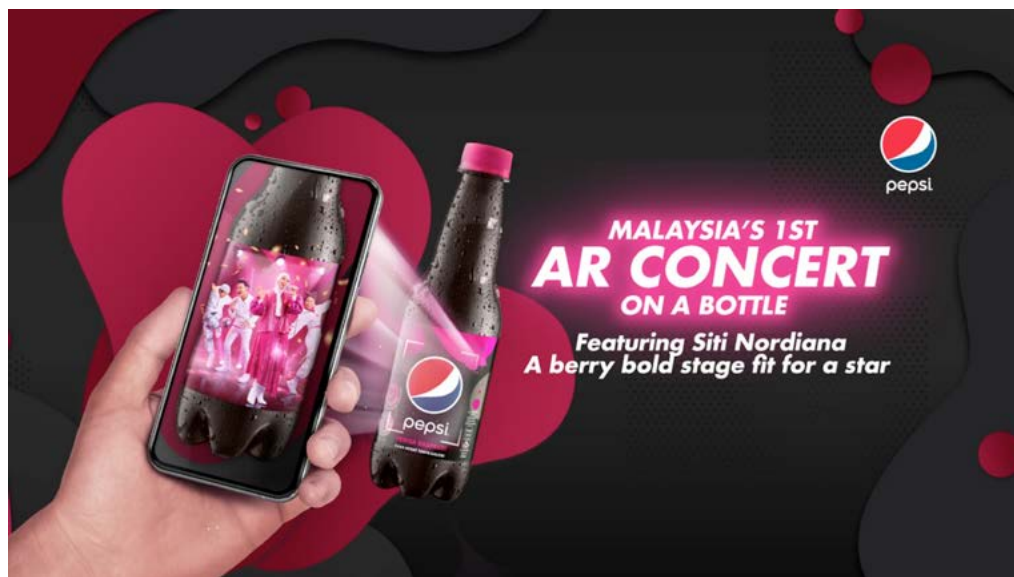
ONE PLUS CHARGING STATIONS



Charging Stations
One Plus



Get Moving Challenge.
Sime Darby Oils Malaysia



Malaysia's 1st AR Concert.
Pepsi AR



Smart Fill
Unilever



Staying Touchless
wePAY

Satu Kaki Lebih Mesra
Subway



Spirit of Perseverance
Tao Ti



'Live Life. Love Life'
Train



Why advertising is on a blind-folded mission to wipe itself out

by Paul Arnold

I spend my time facilitating workshops with agencies and clients around the world. Here are some key themes I seem to be observing and hearing:

1) Trust has evaporated– The relationship between client and agency has shifted dramatically over the past decade.

This is due to a mix of both being ‘let-down’ in the past and also the ‘decoding’ of communication (which means clients believe they know how to ‘do’ communications).

This is leading to an increasing trend for clients to move many communications function ‘in-house’.

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2) Execution devoid of thinking- Such is the contagion of digital 'always on', that agencies are often reduced to becoming just production lines of execution - often devoid of any real strategic thinking.

People have no time to think. Everyone has their 'heads down' trying to feed the hungry monster of digital. People on both sides are rarely applying critical thinking. No-one is asking, "Why are we doing this?"

I know of very few people (including Senior management) who are really enjoying working in agencies at the moment. Where's the mental stimulation of solving complex problems? Where's the fun (so often necessary in creatively stimulation environments). Where's the debates and banter? All I see are people rushing around or wired into their computers, zoning-out in mass isolation.

3) The devaluation of creativity- With AB testing, algorithms and improved targeted messaging, it's easy to dismiss the role of creativity (e.g. If I can target a mother who has had a car accident, then merely

saying 'Volvo's are the safest cars' is enough to catch her attention - so why do I need Van Damme doing the splits?).

But this misses the key point. In a world of decreasing and fragmented Brand budgets, creativity is a critical competitive edge as it leverages the power of the media spend. It can make a \$2m budget feel like \$3m (and weak creativity that just follows past precedent will make that same budget feel like \$1m).

Critically in a world of over-stimulation, creativity is THE vital ingredient to cut-through the cacophony of noise that bombards our senses every-day.

Furthermore, the work by the IPA (amongst others), has shown that creativity not only builds brand values, but it also increases sharing.

That said, the 'science' of communications will never replace the 'art' of creativity. The reality is a data driven, deconstructive approach to how comms work is always rearwards facing. Take all that evidence and all you ever produce is derivative communications. The very art of creativity is about breaking the code and doing new work that is unexpected.

... No wonder agency finances are in a real pickle. It's a downward spiral. Since clients feel they are not getting the 'value' from their agencies, they are allowing Procurement to slice their budgets to pieces...

Sure, AI may help deal with low value ECRM/social media postings, but brand building will still need to be in the hands of gifted creatives rather than machines or diagnostic tools.

4) Lack of added value- The perceived added value from agencies is rapidly disappearing.

I often say, if all we are is a production house, then we are like the printers down the road. How do you think you would react if they called you up and said, "Hey, could you share with us your business plans? Oh, and whilst at it, that brochure you want us to print? We have a better idea for you!" You would

no doubt retort, "Just print what we told you to and make sure they are delivered by 4.30 tomorrow - Oh and remember you promised to do it for me for a 10% discount on last year's rate!"

No wonder agency finances are in a real pickle. It's a downward spiral. Since clients feel they are not getting the 'value' from their agencies, they are allowing Procurement to slice their budgets to pieces. Furthermore, since agencies are increasingly part of a global network, their invisible bosses in HQ are demanding the same if not higher margins (especially as the stock market is increasingly questioning the comms industry as a stable and transparent place to invest in).

Thus, local MDs are forced to reduce their largest cost - staff - often by over-promoting younger, more inexperienced staff. The result is these people often do not have the skills or experience to add any real business value. They have little influence or authority over the client, and end-up just being 'post-people' running back and forth between Client and creatives. Thus, no surprise when

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the brand team feel a lack of added-value and want to cut the fee even further.

Yet the sad reality is the client is facing the biggest challenges both within their own organisation (where marketing is being asked to step up and 'show them the money') and also struggling to negotiate the right strategy in a very confused, constantly changing new media world and changing consumer expectations.

So, Clients need Communications' Consultants MORE than ever – and if agencies cannot deliver this, they will have to seek answers from other Consultancies (ironically at much higher rates).

So, what can we do about it?

The answer is simple but difficult to implement – ADD REAL BUSINESS VALUE. There are five immediate strategies for this: Focus, The Balance sheet, Proving Effectiveness, Revaluing Creativity and Training.

1) Focus - The simple answer is 'focus only on the important' and stop doing the unimportant. Less is always more.

Too many pieces of comms are

being produced unnecessarily. The agency and client need to reduce the amount of executions produced and serve what I call 'filet steak' pieces of content that serve their customers' needs rather than the 'popcorn' messages that clutter and confuse. (As my grandmother used to say, "If you have nothing worthwhile saying, say nothing").

With so many messages now, it's even more critical to be brutally focused on what our brand stands for and its benefits to our customers.

Agencies and clients are like magpies, chasing any bit of glittering new technology/media opportunities. Just because you can, does not mean you should.

Some brands warrant some forms of activity and other brands need other activities to connect with their potential customers. As someone once said to me, "I don't want a relationship with my toilet cleaner!"

2) The Balance Sheet– In 'Grow', Jim Stengel raises a great point about how Brand is driving the value of a company. In the old days, an organisation was

... All agencies need to invest more time proving to their clients that their work is generating real business growth...

valued primarily by its tangible assets. Nowadays, we are seeing the value of an organisation becoming increased valued by its intangible assets. The key intangible asset is 'brand'.

If a CEO wants to build the value of their organisation, THE most effective way of doing so is building the brand.

So, who are 'experts' in brand building? Communication agencies. We are missing the real point of communications – rather than helping to devise big brand building ideas, we are clogging up the airways with meaningless topical bits of 'engagement' which last a nanosecond before being replaced by another brands pointless chattering.

Only this week another major brand (Lloyd's bank) announced a reversal in social media spend. The IPA, as well as How Brands Grow, suggests brands often grow through increasing its user base. This lends itself to broadcast media that reaches new people (rather than social media that is primarily seen by current users).

3) Proving Effectiveness - The IPA advertising effectiveness awards and the Global Effie awards are fantastic testaments to the power of communications in building business.

They prove time and time again that strategic communications drives brand growth. In the board room the focus is always about return on investment – where ROMI wins-out over idea or insight.

All agencies need to invest more time proving to their clients that their work is generating real business growth (We need to be business people - who just happen to wear advertising suits).

4) Revaluing creativity- Our whole 'raison d'être' is to be business consultants who solve

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their business problems through the power of creativity. Without creativity we do not exist.

Indeed, as we move into VUCA situations (Volatile, Uncertain, Complex and Ambiguous), rational thought no longer provides the answer. We need lateral leaps to find new solutions.

You only need to look at where the main Management Consultants are investing-in to see that they are also realising that we need to find new ways of thinking. The trouble is, left brain, logico-deductive cultures of most organisations will not allow creativity to thrive (including these Management Consultancies). It needs a completely different cultural space for creativity to germinate – that is why agencies can do what they do – and client based in-house teams find it more difficult to re-create that same level of creativity.

So, rather than creativity (and creative agencies) being an outmoded concept, it is actually more important than ever. I think the brief every agency needs to be working on is 'How to convince clients of the real added-value creativity brings to

... The trouble is, left brain, logico-deductive cultures of most organisations will not allow creativity to thrive (including these Management Consultancies)...

their business'.

5) Training- We need to properly invest for the future of our industry by training-in the skills to becoming proper business consultants (as training is significantly cheaper than hiring-in the skills).

Key areas include training in Business (e.g. a mini MBA), Strategic Planning, and how to evaluate the effectiveness of a campaign.

So, in conclusion, if agencies carry on the way they are, they are destining themselves to becoming a low value, commoditised category ('The colouring-in department'), allowing a new breed of consultancies to attempt to add the creative spin that builds true company and brand value.



2022
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2022 DRAGONS OF MALAYSIA

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SEATS NOW!**

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