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MARKETING™

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WEEKENDER



**This man
is a catalyst
for positive
change**

EDITOR'S NOTE

05

NO!

Corruption in advertising

“Corruption is a form of dishonesty or a criminal offence which is undertaken by a person or organization entrusted in a position of authority, to acquire illicit benefits or abuse power for one’s gain.”

COVER STORY

10

A KAMPUNG BOY AT HEART

I have always taken pride in being able to pronounce Andreas’ last name (Woh-Ya-Zaki), but over the years he has become more than a household name in the industry. Andreas,...



20

EEEEK IT’S ESG! *Sustainability and what brands should do*

The melting Antarctic. Abnormal weather and hail in Dubai. Unseasonal pelting rain in Malaysia. Italy’s hottest summer for 30 years, destroying the cheese and wine...

What Say

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

Alvin Toffler



“He who will not reason, is a bigot; he who cannot is a fool; and he who dares not is a slave.”

Sir William Drummond



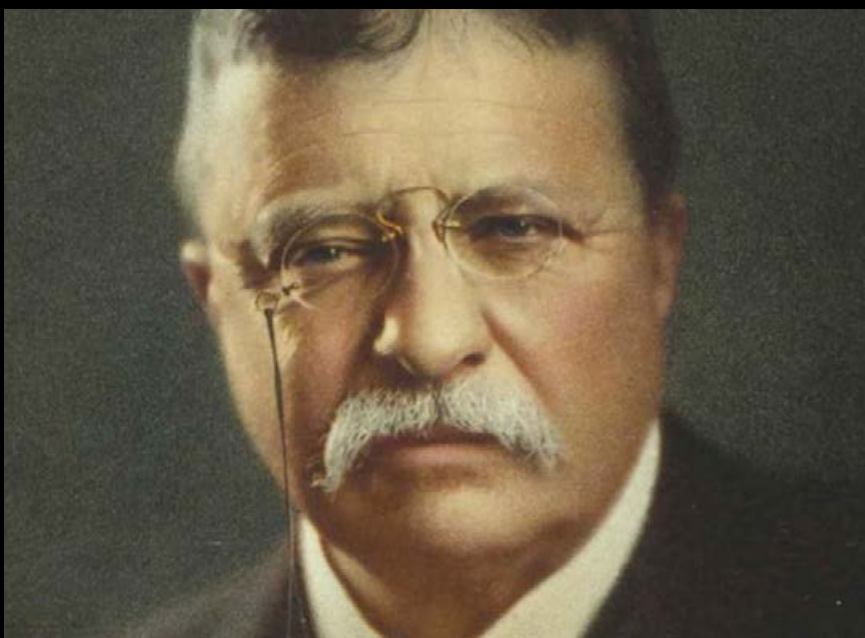
“A man who has never gone to school may steal from a freight car but a man who has gone to university may steal the whole railroad.”

President Theodore Roosevelt



“Reason has been a part of organised religion, ever since two nudists took dietary advice from a talking snake.”

Political satirist, Jon Stewart






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Corruption in advertising

NO!

“Corruption is a form of dishonesty or a criminal offence which is undertaken by a person or organization entrusted in a position of authority, to acquire illicit benefits or abuse power for one’s gain.”

So we are back again talking about the most discussed subject in Malaysia. I have written extensively about it in the past [here](#) and [here](#).

I must confess even a book is not sufficient to cover this subject.

As business gets more competitive, how do we define corruption in our RM10 billion industry?

What about PR Companies sending gifts to entice the writer to favour the product in his review. That may be an innocent product briefing, but what about the big drink after the job is done.

One thing is for sure...

Clients do not bribe agencies (if they did, they’ll want a 99% discount!), and it’s mostly agencies and their downstream that are the givers. The form in which this happens is as mysterious as the hunt for Jho Low.

As it stands, the advertising and media businesses have always been paid by a commission system, whereby they earn a certain percentage on media investment by advertisers or straight out fees for work done. While the

EDITOR'S NOTE

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That is if
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trade practice of 15% media commission and 17.65% on third party cost was the norm eons back, it's anybody's guess how compensation is worked out these days...

It is also anybody's guess who is telling the truth or half-truths.

Or any truth at all.

Like a top security expert who recently claimed, "8 in 10 Twitter accounts are fake." He told *The Australian* that more than 80% of Twitter accounts are bots - a massive blow as Twitter says only 5% of its users are bots.

But then let's get to the meat of my headline...

This is my definition of corruption in our business.... and it is most apparent in new business pitching.... where corruption is "worked out". Some call it "transparent corruption". Transparent only to the parties involved.

Flawed pitching processes in most government and GLC account reviews have not changed. How can 20 companies pitch for one piece of business and get a fair shake?

I can't imagine a client going through 20 presentations and giving any objective judgment. That is if they haven't passed out from acute fatigue.

There are also many power players in the industry who won't hesitate to play gangster when muscling out their competition. Rules set do not apply to all; it's a fallacy to assume that fairness reigns for every player. Hey, life is not fair!

EDITOR'S NOTE

... So everyone won, but the bigger players were not happy....

And more so in the advertising business.

This is what is happening on the ground in Malaysia, we have a deep state of our own and it is an open secret.

Once when the Tourism Malaysia account was being pursued ferociously by 11 shortlisted agencies, the then Director-General Datuk Seri Mirza Mohammad Taiyab took a deep sigh and chopped up the business into 11 parts, because he could not fight the deep state. So everyone won, but the bigger players were not happy....

Deals are made on commissions that defy any attempt at logical comprehension. So now we come to the money part. Who polices when corruption is disguised as gifts, junkets and favours. Should they be called bribes? Lessons from 1MDB?

Forgoing media commission on an advertising campaign, only to be offset by another project that has nothing to do with the original brief (now fewer takers) is as creative as transfer pricing.

As for the online giants, they are all liars when it comes to falsifying data. At times even incestuous in their domination strategy. Their businesses thrive on algorithms created by them. You have zero say. So I won't waste my life (a better word for time) talking about them. Because we need new laws here.

If you read between the lines of what I am saying, you will get the full picture.

Please send me your thoughts at ham@adoimagazine.com



Respectfully
Professor Harmandar Singh
Core Team, #RasuahBusters
Mak Kata Jangan

RASUAH BUSTERS

22nd Sept 2022

8.30am - 5.30pm

Eastin Hotel

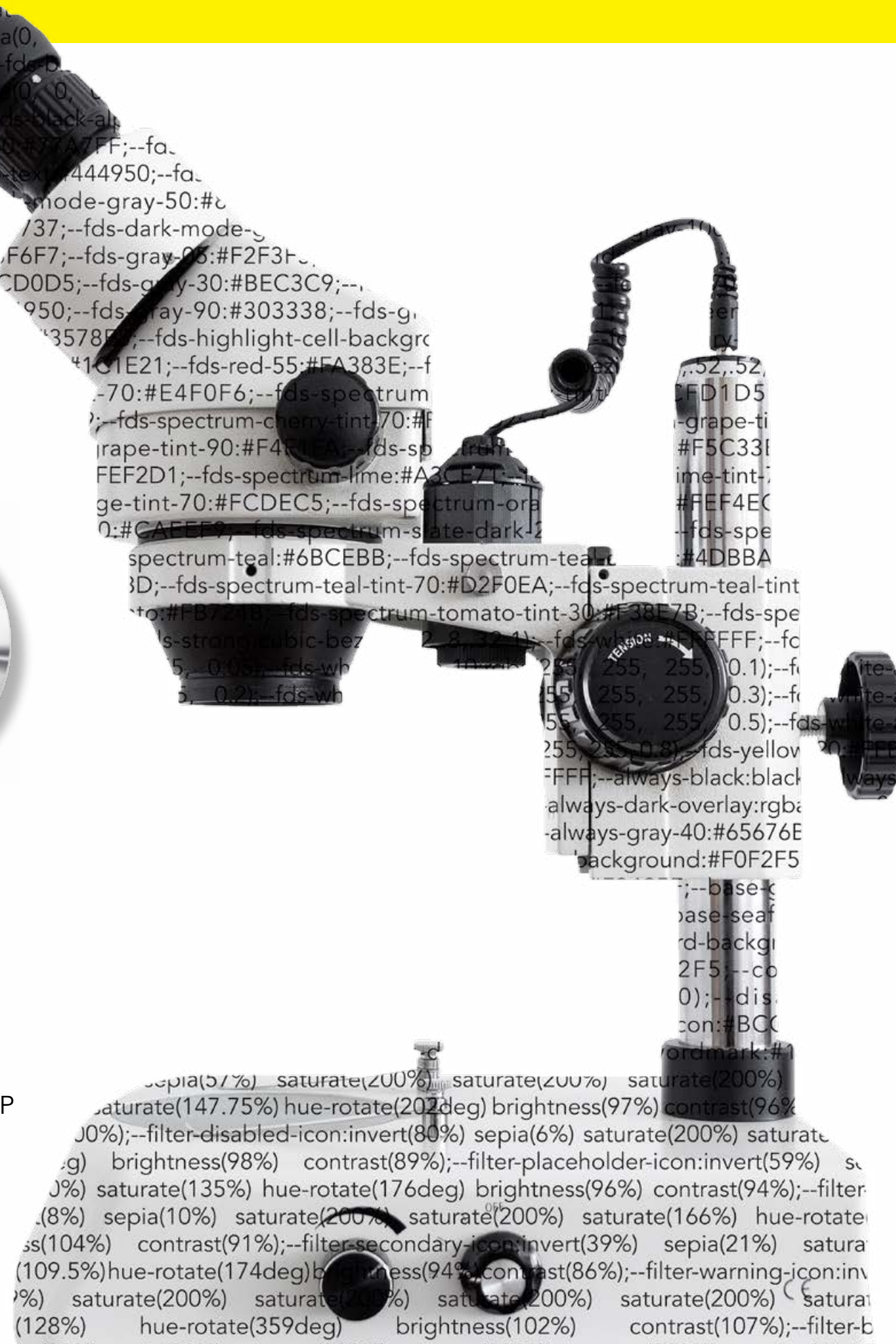
Pusat Dagang, 13, Jalan 16/11, Seksyen 16,
46350 Petaling Jaya, Selangor Darul Ehsan

Data Science in Advertising & Marketing 101

BY DR MARK CHIA POH CHUAN



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001188574

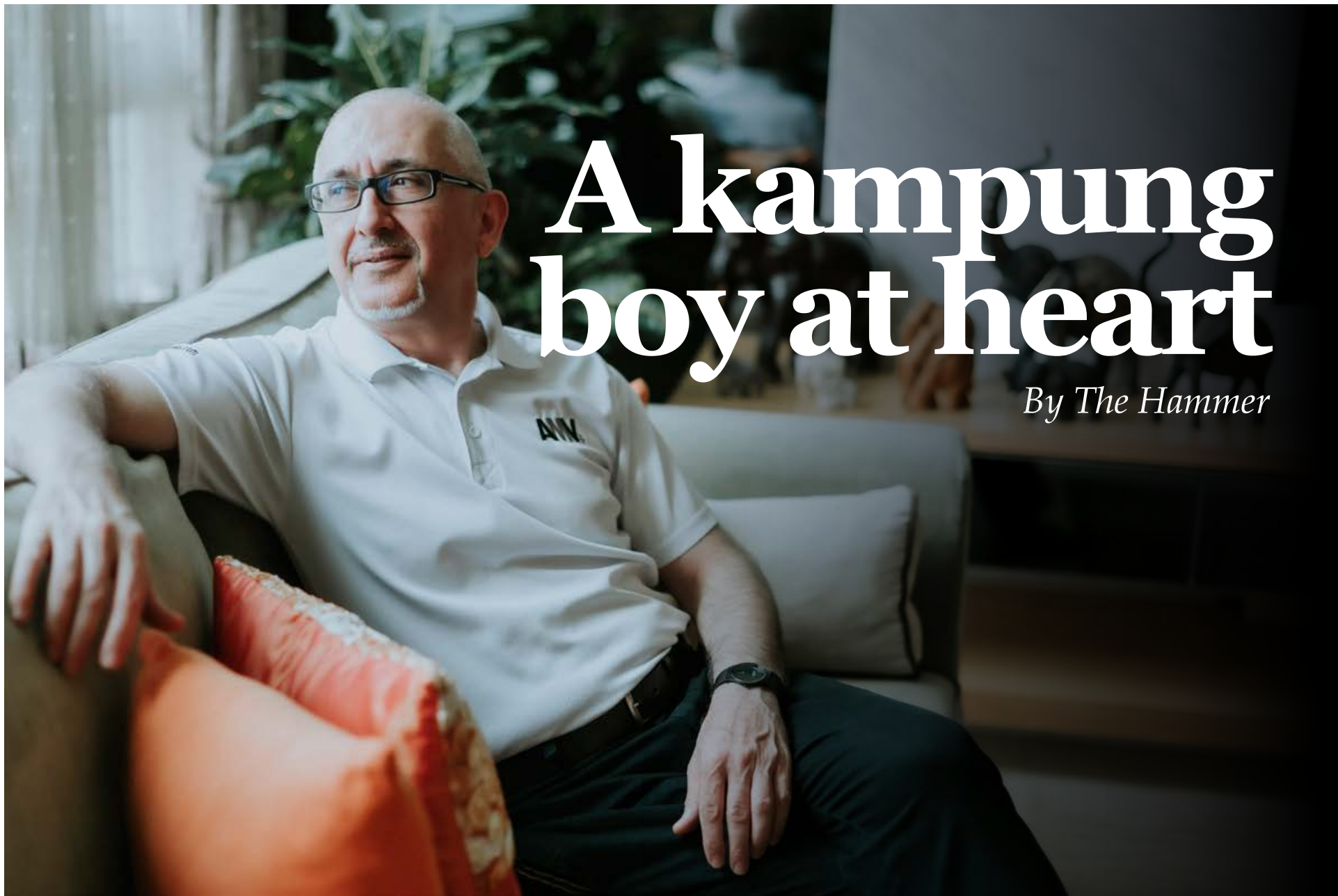




**COPYWRITER.
CONTENT EDITOR.
TRANSLATOR.**

**You have the gigs.
We have the platform.**

giggle



A kampung boy at heart

By The Hammer

I have always taken pride in being able to pronounce Andreas' last name (Woh-Ya-Zaki) Vogiatzakis, but over the years he has become more than a household name in the industry. Andreas, or AV as he is better known, has seen media from all sides of the coin: from agency to media specialist and even media owner. Plus now his Wiki page can also include him as a published author!

From Greece to New York to Asia and finally Malaysia, AV is a highly sought after speaker on the trainer circuit. Never one to

“I am a ‘learning partner’, not a trainer.”

turn down a speaker invitation, I stand corrected, as he adds, “I am a ‘learning partner’, not a trainer.”

In other words, he is a sifu. That settles that.

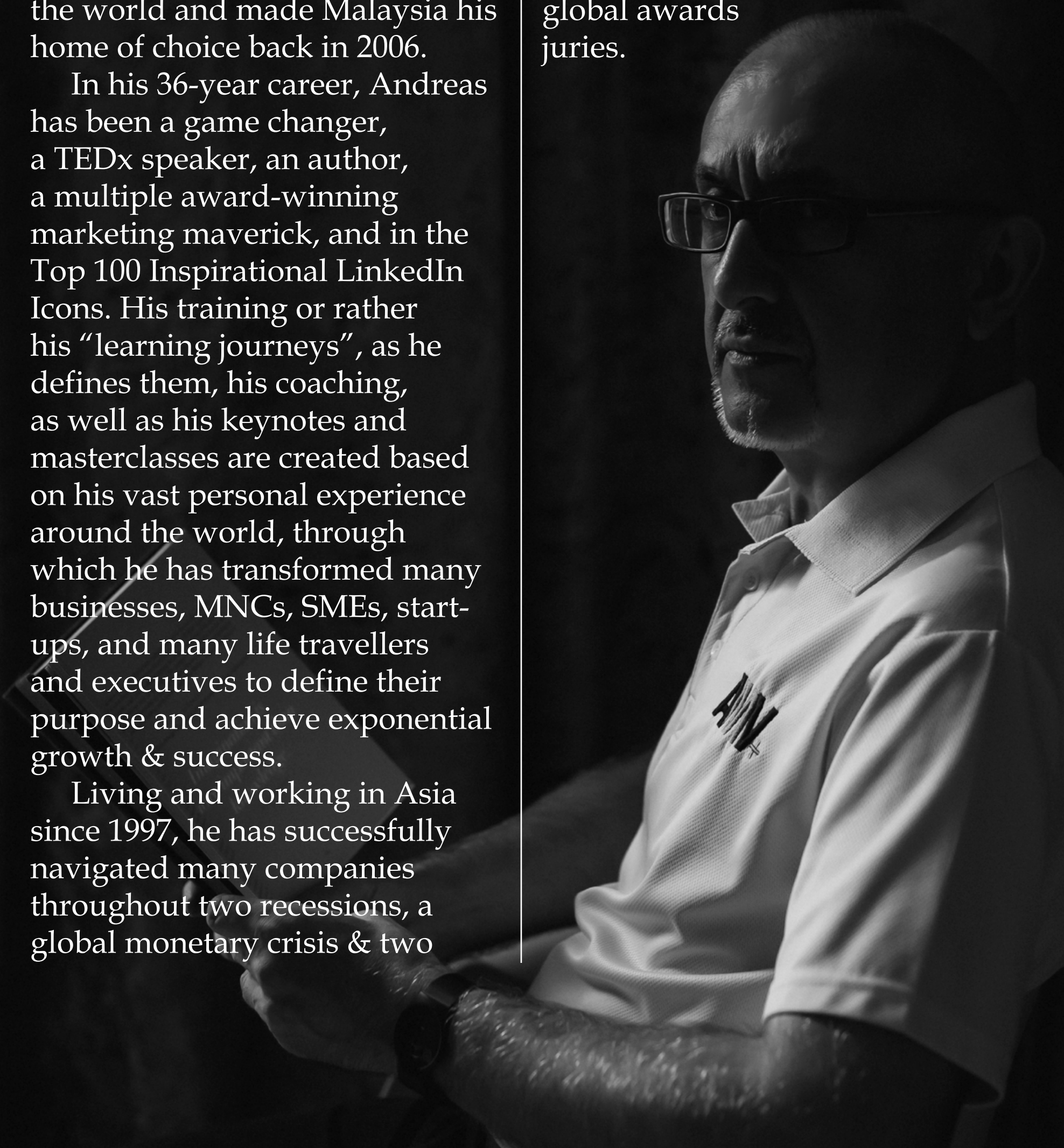
COVER STORY

A kampung boy at heart, Andreas is moulded by simple, yet powerful family values, and guided by divine intervention to an unplanned life journey of self-discovery, Andreas sailed the world and made Malaysia his home of choice back in 2006.

In his 36-year career, Andreas has been a game changer, a TEDx speaker, an author, a multiple award-winning marketing maverick, and in the Top 100 Inspirational LinkedIn Icons. His training or rather his “learning journeys”, as he defines them, his coaching, as well as his keynotes and masterclasses are created based on his vast personal experience around the world, through which he has transformed many businesses, MNCs, SMEs, start-ups, and many life travellers and executives to define their purpose and achieve exponential growth & success.

Living and working in Asia since 1997, he has successfully navigated many companies throughout two recessions, a global monetary crisis & two

pandemics. Over the years, he has served in numerous industry associations, industry committees/boards, university advisory boards and multiple local, regional and global awards juries.



COVER STORY

AV has built and managed several media agencies for Publicis, Omnicom, WPP and Havas Vivendi, leading them to flagship positions in their respective markets in Japan, Taiwan, and Malaysia. Serving Malaysia's media industry, he was the first non-Malaysian Group CEO of the Star Media Group.

Living and working in Asia since 1997, he has successfully navigated many companies throughout two recessions, a global monetary crisis & two pandemics. Over the years, he has served in numerous industry associations, industry committees/boards, university advisory boards and multiple local, regional & global awards juries.

In 2020, with over a thousand hours of training, speaking, and coaching under his belt and with rich multi-cultural experiences living and working across the world, he launched his own company, AMVPLUS ADVISORY (AMV+), focusing on experiential training and transformational coaching.

He shares, “now more than ever, we need guidance to transform, develop higher

“Now more than ever, we need guidance to transform, develop higher standards of leadership, and create a higher purpose that will guide us to a better tomorrow, with courage and a strong belief in the possible”

standards of leadership, and create a higher purpose that will guide us to a better tomorrow, with courage and a strong belief in the possible”.

To top it all up, a year ago Andreas authored and launched his own book, *Courage at the Crossroads*, a book that teaches leadership in ways that textbooks don't. His book is available worldwide on Amazon, Book Depository, IHUB, as well as all major bookstores of MPH and Borders. It is a book filled with stories of successes, failures, determining values and life-changing decisions, all meeting at the crossroads.

We got talking....

COVER STORY



What is one skill you believe is the most important that practitioners can learn and subsequently excel in?

Attitude. And what precedes it is self-awareness. It is self-awareness that I believe will be our winning ticket into navigating this increasingly fractured world. Once self-aware, we can start working on

all these areas that will give us the opportunity to be successful. And while I single out self-awareness, which in fact is my “public secret” as I call it, the rest of the power skills, become critical. What are the power skills, you might ask? These are the well known “soft skills”, which I prefer to call “power skills” as this is exactly what

COVER STORY

“... for us to move to conscious competence, to master our practice and become unconsciously competent, we need to start from within. That’s the beginning and the end...”

they do: empowering us to be better. It is all about following an open heart and adopting a growth mindset, listen actively, question with purpose and power, being emotionally intelligent, communicating with presence, having empathy, being vulnerable, being resilient and flexible, being determined and tenacious, being collaborative, and of course, above all, having courage.

What do you bring to the table having been a CEO of several companies previously?

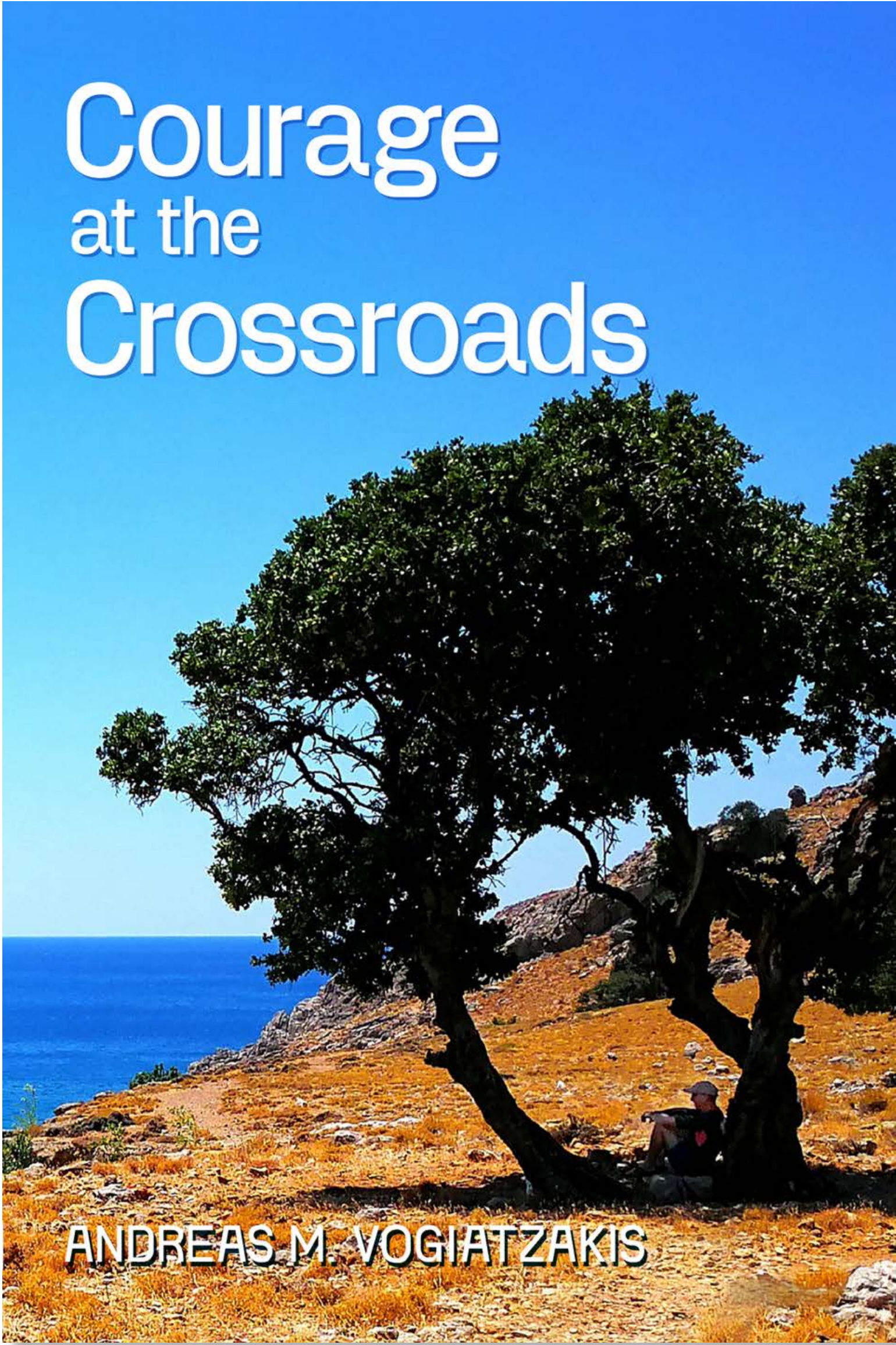
It is important not to be a “theoretical” “trainer / learning partner”. Being a CEO at

various companies, cultures and environments, grounds my knowledge into practice. I have worked with the Americans, the Greeks, the French, the British, the Australians, the Japanese, the Chinese, and of course the Malaysians. This smorgasbord of ethnicities, working cultures, and diverse business practices and processes, has given me an edge that is instrumental into building learning programs that cut across borders, cultures, ethnicities and life outlooks. Being high up in the hierarchy, and climbing the corporate ladder from the ground up, gives me perspective, experience, and depth. I had good bosses, bad bosses, amazing mentors, and brilliant coaches that I learnt from.

And along the way, I reached the highest successes, won some of the most prestigious awards, I got financial rewards, fame and money poured in, and of course, I also was gifted with some of the worst failures and disappointments along the way.

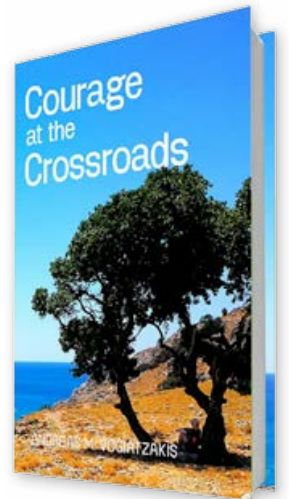
What makes your training and coaching different?

It is immersive and experiential. This means that it revolves around our collective

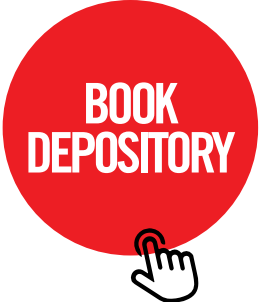


Courage at the Crossroads

ANDREAS M. VOGIATZAKIS



Andreas' book is available here:



Resting the soul under the shade of his favourite tree, soaking his thoughts in the Greek deep blue of southern Crete.

COVER STORY

experiences, juxtaposed to theory and teachings, enabling oneself to immerse into a journey of introspection, self-awareness, and self-evaluation, with honesty and courage to become vulnerable in front of the mirror and embrace change within. What is within becomes our base, our blueprint, our cement where all the rest are built upon. And therefore, for us to move to conscious competence, to master our practice and become unconsciously competent, we need to start from within. That's the beginning and the end.

Having worked across many countries and cultures, how are things similar or different?

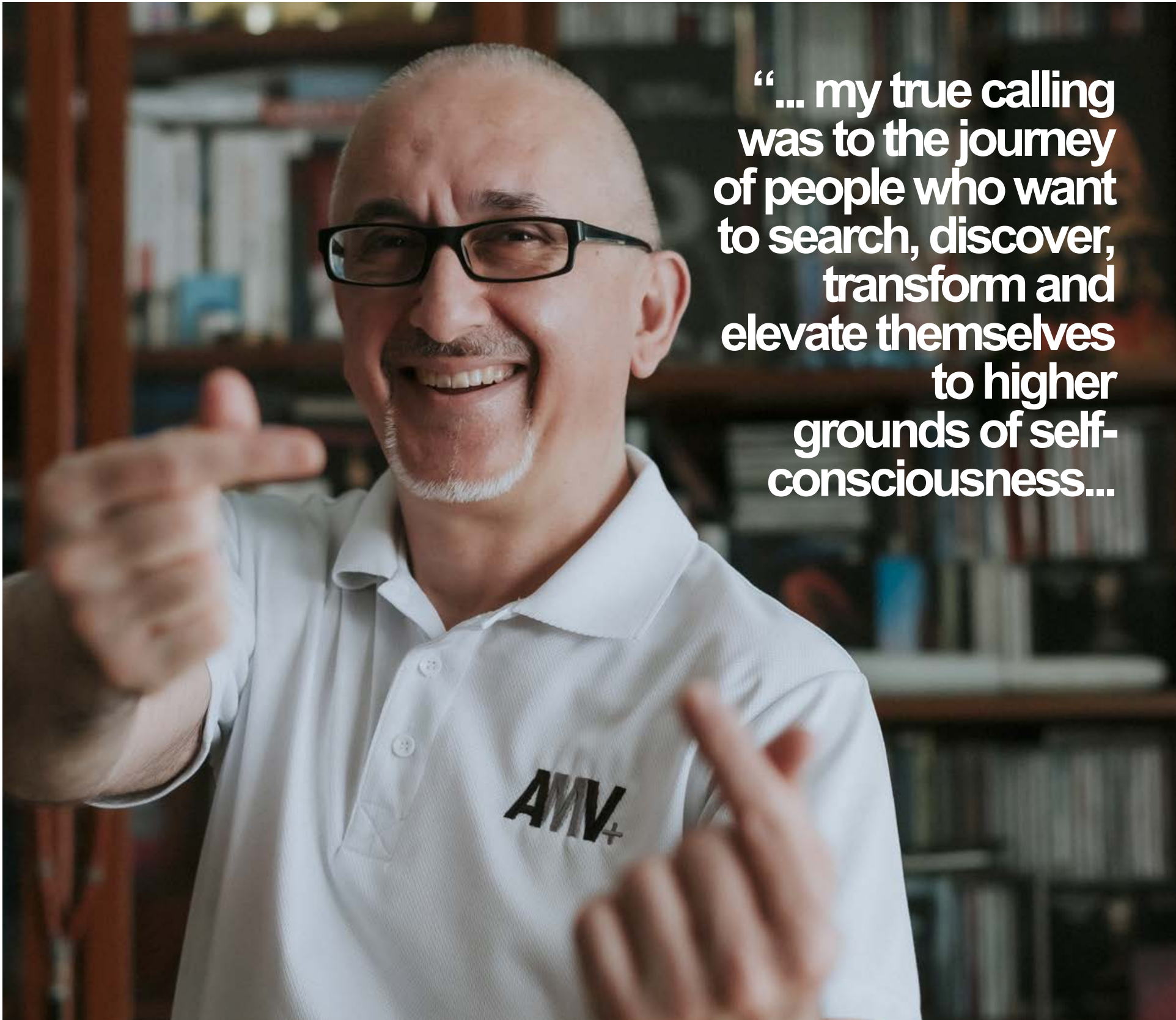
The human psyche is the same everywhere. All human beings desire happiness, regardless of color, ethnicity, religion, or language. We all crave success, connection, and relevance. And we all start with the best intentions in mind. That is a fundamental truth. Having said so, there are cultural nuances, as societies galvanize their citizens in uniform ways, majority speaking. And thus, the Japanese are different from the Americans, the French from the British, the

Chinese from the Australians, and the Malaysians, well, are unique too.

On the surface, as the deeper fabric of humanity is the same, we are all one race. Understanding these "surface" differences, however, how the game unfolds differently in different environments, how the relationships are built, how trust develops and nurtures closer connections under different circumstances, what is the inner meaning of communication, and how leadership needs to adjust its style to serve the people, depending on the situation, the culture, the readiness of the team and their orientation in its country of origin (and all the nuances that go with it) is important.

What makes you happy?

When I add value to people's lives and enrich their experience, when I become a reason for them to look inside their soul and heart, discover more about themselves, and then decide what to keep, what to adopt, what to change, I am complete. I have been a high-flying CEO for years, across many markets and companies. I have run



“... my true calling was to the journey of people who want to search, discover, transform and elevate themselves to higher grounds of self-consciousness...”

companies, built companies, restructured companies, you name it, and armed with my successes and, mostly, my failures, embracing them all, I finally realized that my true calling was to the journey of people who want to search, discover, transform and elevate themselves to higher grounds of self-consciousness.

And I do not do it for a living, I live for it.

With love.

Andreas is the Chief Learning Partner & Leadership Learning Coach of AMVPLUS ACADEMY and Executive Director of AMVPULS ADVISORY SDN BHD. amv@amvplus.com, www.linkedin.com/in/andreas-vogiatzakis

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(03th September – 09th September 2022)

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...

Pageviews: 2,201



Invictus Blue forges partnership with Havas Worldwide, appoints new Chairman

Havas Group, one of the world's largest global communications groups has entered into...

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To us, this is the new "traditional agency" model

HeyLet'sGo! is breaking away from the traditional mould of the agency model and instead applying an...

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Banning billboard advertising, Here's why you should.

Campaigner Charlotte Gage says that the outdoor adverts you see on billboards and bus stops should all be removed...

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KFC Bucket Session Taps Into Experiences To Defy Differences With Commonalities

Over the years, KFC's very own 'The Bucket Sessions'...

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100% NATURAL



EEK IT'S ESG!

Sustainability and what brands should do



The melting Antarctic.
Abnormal weather and hail in Dubai.

Unseasonal pelting rain in Malaysia.

Italy's hottest summer for 30 years, destroying the cheese and wine crop for 2023. Catastrophic floods and loss of life in Pakistan.

The world is witnessing disturbing phenomena, and some scientists now believe we have past the point of no return, when the consequences of the climate change we see everywhere cannot be reversed. Here's a scary statistic recently discovered

HEAT IS ON

DELAY.
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**WRECK THE
BRIEF.**

Fossil fuel companies need your talent to hide the truth.
They're drilling wells and pumping gas like there's no tomorrow.

Your creativity can make or break their chances
of destroying our future.

So come in like a wrecking ball.
Join the sabotage.



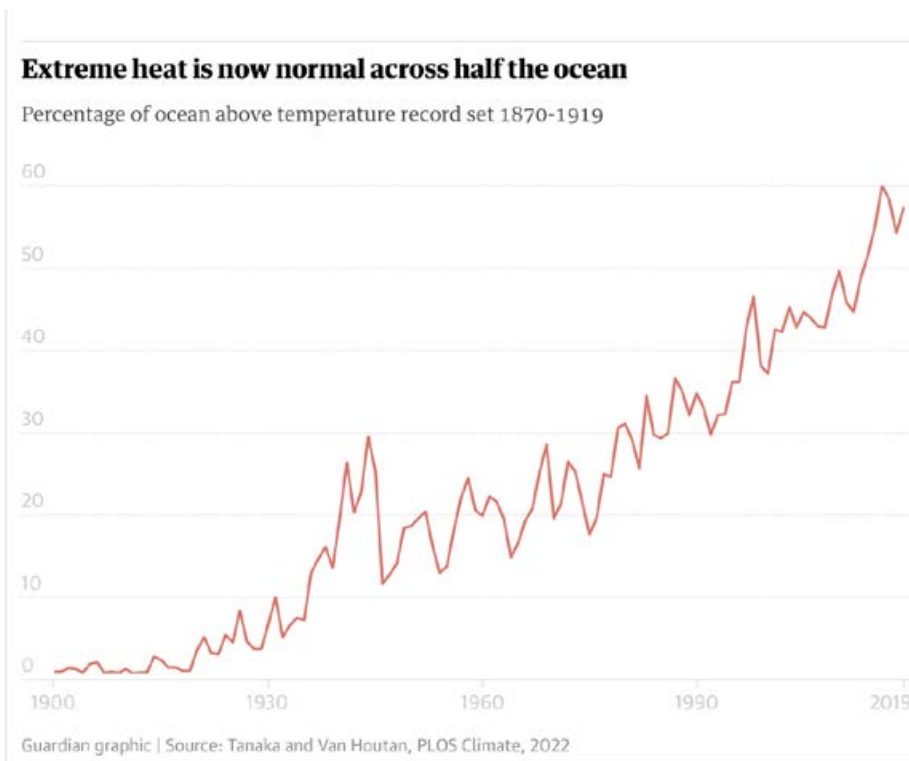
in 2022: 50% of the world's oceans show extreme heat from 2014 onwards. That number was 2% 120 years ago. And this is irreversible. The South Atlantic passed this point 24 years ago. In other words, we're discovering the damage we have caused to the Earth 24 years after we caused it.

Given this doomsday scenario, it's no wonder that ESG (environment, social, governance) based "moral" investing has been on a rapid rise for the last few years. A graphic from the Financial Times shows

that, worldwide, ESG funds have grown from less than USD 1 trillion to USD 3 trillion+ in 3 years. The financial world has rushed helter skelter into ESG.

But is this investment merely greenwashing or something practical for the future? The war in Ukraine is now seeing ESG funds go back to investing in defence companies for instance, something they had sworn off as being non-ESG. Fossil fuels are suddenly kosher and back in vogue, when Russia ratchets up the price of gas to Europe. The very definition of ESG grade

HEAT IS ON



funds is being doubted.

The German financial watchdog (officially the Federal Financial Supervisory Authority, but since that's a mouthful it's called BaFin) has realized the shifting goalposts are not tenable.

"Against the backdrop of the dynamic situation in regulation, energy and geopolitics, we have decided to put our planned directive for sustainable investment funds on hold," said BaFin president Mark Branson. "The environment isn't stable enough for permanent regulation." (copyright the Financial Times)

Thus there is a real risk that ESG funds may soon turn out to be a deceptive product, or not so sustainable after all.

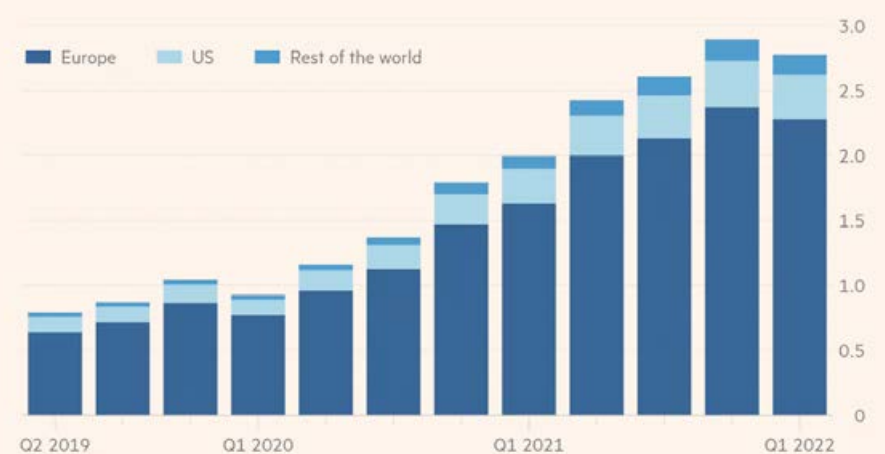
Oil and gas majors globally are getting more heat from

watchdogs and the public. In late August the chic French government became the first country in Europe to ban fossil fuel advertising. In London there were public protests urging WPP companies not to work on petroleum companies briefs. Protestors outside WPP's Ogilvy and Wunderman Thompson offices targeted the agencies for their work with Shell and BP, while protestors at Edelman's offices are targeting the communications agency for its work with oil and gas company Exxon Mobil. Using humour this campaign urged creative folks in these agencies to "Delay. Dither. Bungle. Wreck the brief."

In such a topsy-turvy environment, what is the ethical and sustainable approach for brand builders to follow? And how can they communicate

The global rise of ESG funds

Assets (\$tn)



Source: Morningstar
© FT

HEAT IS ON

... However, sustainability needs to be mainstream, and integrated with regular marketing, not treated as a little whisper in the wings...

effectively with consumers who are becoming increasingly skeptical?

Here are some ground rules for marketing conduct:

1. Build internal momentum to find relevant solutions:

When trying to communicate sustainability and responsible corporate citizenship, the first and best is to be truly responsible and sustainable. There is no substitute for genuine efforts. When companies pledge to be sustainable, they must ensure they are straining every corporate sinew to achieve that in their operations. The road isn't easy, the costs can escalate, the options may be limited. Internal momentum

and consensus needs to be built about where the company wants to go, because only when the rank and file embrace sustainability will the biggest leaps happen. Profit above the planet is a short-sighted strategy, but thankfully many companies are seeing the importance of ESG.

2. Communicate sustainability in the mainstream, and not as a sidelight:

Historically, sustainability has been seen as an aside, something done by the way, like a token offering paid from vast income made through unsustainable practices. However, sustainability needs to be mainstream, and integrated with regular marketing, not treated as a little whisper in the wings. Over 25% of Malaysians believe sustainability is critical for the future of the country (Ampersand Advisory study), and many of them are young and vocal.

3. Co-create, don't preach: it is critical to include NGOs, consumers and concerned

HEAT IS ON

citizens in your actions and your communications around sustainability. Consumers trust most the voice of other consumers, and they are sceptical about claims made by advertisers. When your brand makes rigorous efforts to be sustainable, it is vital to work with credible allies who can amplify and attest to your work. Also, it is important to let consumers see first-hand the genuine efforts you are making. I remember a successful ESG campaign we ran for Blackmores where we tentatively asked for volunteers for a community outreach and put a KPI of 20 volunteers for ourselves. We ended up getting over 300, and had to turn many away: such was the volume of interest and concerned citizens.

4. Be transparent, and own up fast:

Mistakes and missteps are unavoidable, and bad news travels fast through social networks. For bosses used to controlling every aspect of the company's messaging and actions, dealing with

... Crises come and go, but the brand needs to endure and continue on its path to sustainability...

such backlash seems new and difficult. But it is better to own up, apologize, and highlight other positive actions over the following weeks and months, than to stay silent in denial. Fear of those missteps should not derail the overall agenda. Crises come and go, but the brand needs to endure and continue on its path to sustainability.

Clearly, ESG concerns are multiplying and proliferating as climate change hits hard. Brands and brand directors need to recognize that sustainability is mainstream and imperative, for their children to have a liveable future.

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 including APPIES Asia Pacific Media Agency of the Year 2022. The views expressed here are the author's own: you can debate with him at sandeep@ampersand-advisory.com



2022
DRAGONS
OF MALAYSIA



2022
DRAGONS
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