

MAR MARKETING NG

ISSUE #345 SEPTEMBER 2022

WEEKENDER

AMPERSAND
ADVISORY



THE BEST IN ASIA-PACIFIC GOES GLOBAL

3rd at Media Specialist Awards 2022
2nd at Agency of the Year Awards 2022
1st and APPIES Asia Pacific
Media Agency of the Year 2022

EDITOR'S NOTE

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Pumping up for the pitch

The world of agencies pitching for business usually ends up down and dirty. And when the stakes are high, there will be some muscling going on to become the favoured one. Well, start your engines. The PETRONAS great media pitch is on...

COVER STORY

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HOW THIS AWARD-WINNING AGENCY IS AMPING UP THE GAME TO GO GLOBAL!

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ORACLE'S DOSSIERS ON 5 BILLION PEOPLE

In 2017 our minds were blown when Cambridge Analytica revealed that they had files on 250 million Americans. That was kid stuff compared to what Oracle has...



What Say

“If we can be entertained by your story, it becomes memorable, and the product that’s associated with it can become memorable for the same reason.”

Frank Rose



“Creative ads aren’t just more memorable and likeable, they make regular ads less memorable and likeable.”

Quote from Contagious magazine

“I have to be seen to be believed.”

Queen Elizabeth II



“Generic medicines can be not as effective as the original medicine.”

lawyer Muhammad Shafee Abdullah



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Pumping up for the pitch

The world of agencies pitching for business usually ends up down and dirty.

And when the stakes are high, there will be some muscling going on to become the favoured one.

Well, start your engines. The PETRONAS great media pitch is on the tracks.

Leading the race and looking good is incumbent Invictus Blue, now further pumped up by its tie up with HAVAS Worldwide - one of the world's largest global communications groups.

But the race is not over yet, until it's really over.

About a dozen or so media specialist companies have apparently been invited to present their case for handling the business.

Our queries to client PETRONAS yielded this,

"A media specialist contract tendering process is currently on-going and, as such, we are not at liberty to disclose any information pertaining to this."

So to quote comedian Bill Maher, "I Don't Know It For a Fact... I Just Know It's True.", I will endeavour to read the race as best as I can.

I am told that many agencies were invited and results will be known in January. Some say about 30 agencies have been invited (shocker), as apparently most GLCs usually love being wooed by a large field of contenders. Maybe more agencies make the process democratic?...

Probably about 15 agencies will make the final shortlist. The real media players that is.

Interestingly, most international agencies already handle some oil and gas brand, and may

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need to pivot to manage conflicts... deploy the infamous 'fire wall strategy'.

The media budget is big, and if it encompasses all their brands and activities globally, should reach some hundred million ringgit over two years.

How am I doing so far?... I am wide off the mark? Let's see...

PETRONAS is very diverse and more new brands (read ESG note forthcoming) are being added to the fold. Their Creative/Brand agencies include ensemble (ATL), McCann (BTL), Bonsey Design, and others.

PETRONAS also says it is not parting ways with Mercedes-Benz as the title sponsor for the Mercedes-AMG F1 team and it has been the title and technical sponsor for the F1 team since 2010.

Recently, PETRONAS retained its position as Malaysia's most valuable brand for the 12th consecutive year, with its brand value rising strongly by 13% to US\$13.6 billion, according to brand valuation consultancy Brand Finance.

The same report cites that the brand value of PETRONAS is worth just over three times as much as the second-ranked

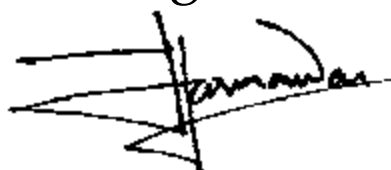
Malaysian brand, Genting (brand value up 44% to US\$4.5 billion).

Malaysian Petroleum Resources Corp operations head Mustafa Akbar Reza said at the recent Oil and Gas Asia 2022 event, "Everyone is jumping and toeing the line to support this whole environmental, social and governance agenda, which transcends beyond the O&G industry. So you cannot just think of your profit and loss without addressing all the elements of sustainability."

One analyst shares that expenditure on all fronts will be amplified in 2023 to meet investor/fund manager expectations to maintain share valuations for all PETRONAS linked equities.

He adds, "Escalating tensions between US, China and Russia do not augur well for both Asian and European economies, as supply chain disruptions, both in the energy and logistic sectors, will chart the mood and tempo for the last quarter of 2022.

The jury is still out on the future narrative, impacting all of the above, and also in view of the resurgent US dollar.



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HOW THIS AWARD-WINNING AGENCY IS AMPING UP THE GAME TO GO GLOBAL!

Ampersand Advisory is embracing data-led solutions for five years running now.



Ampersand Advisory is having a stellar year, and no other media agency has displayed this level of performance across 3 important award shows in 2022.

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So what exactly is driving excellence at this agency that celebrates its 5th anniversary this year?

We spoke to their team, and here is their secret sauce, in their own words.

What drives this award spree?

Sandeep Joseph, Co-Founder and CEO:

We've been working hard trying to live up to our motto "business results, now!" That tagline comes directly after conversations with branding legend and our Chairman, Tan Sri Vincent Lee.

We have never focused on awards: our focus has been trying to do the best things for our clients' businesses, and to look after our people. But after growing steadily for the first 3 years and doubling our size in the pandemic, we wanted to test ourselves in the sphere of awards.

Our logic was simple: let's see if we have what it takes to compete against agencies with more people, more resources, more clients and more money to invest in award shows. Awards are a gauge of how good we are compared to our peers, and how

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much value we can bring.

We decided this year we wanted to prove ourselves across different award shows, each with their own judging criteria, their own evaluation methodology and their own set of diverse judges, whether agency personnel or client side or a mix of both.

Our performance clearly shows “It’s not a flash in the pan”. One award show can be a blip. Some agencies only focus on one award show, and flood it with many entries. But if we are winning strongly across all manner of awards shows, it’s a clear sign that we are bringing serious value to our clients and their businesses.

This is the first time in our history that we entered Media Specialist Association Awards and the APPIES. Our people had to present to, and be grilled by a jury of agency experts and clients with deep marketing expertise. In the case of the APPIES, the judges were from across Asia, ranging from India to Japan and everywhere in between.

And even though we were debutants, we won big at these award shows. So the bar is really set high for next year.

...we don't indulge in media or creative ideas for the sake of it...

What is our secret sauce?

Sandeep: We're data-led and business-driven. Which means we don't indulge in media or creative ideas for the sake of it. The leader of our creative business, Janice Kiew, will not go forward with ideas she does not think will drive the client's business, even if it is the prettiest visual or a path-breaking idea. And our media people, led by Lee Tse Yoon, will have a big say in what rolls out, because we ensure that media has informed, underpinned and strengthened creative thoughts. Ampersanders know which creative format works best, what are the benchmarks, what does not work and what must strictly be avoided. We've built a databank of norms and we run Bayesian simulations to understand how best to combine creative and media.

It's not the easiest approach to implement, but we have always

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believed that integrating creative and media, underpinned with smart data analytics, is truly the best way brands can get the most of the changed communication landscape.

EXPLORING NEW TECHNOLOGIES IN THE NOW

Everyone talks about Virtual Reality, NFTs, the Metaverse.

But what are they doing in that space?

Are they able to impact their client's business?

We deploy new tech to drive business.

Let us share with you a case study of our work for Shiseido Malaysia that has won 16 awards this year, across multiple award shows.

The Challenge Facing Our Client:

Mira, Senior Strategist:

One year into the pandemic, Malaysian women had adjusted skincare rituals, sought new brands, simplified routines as they WFH and traded down to hedge against an uncertain economy. Traditional channels like department store retail counters were closed.



Shiseido's competitors were outspending them and conventional E-commerce platforms offered little branding and differentiation.

Facing these challenges, we had to re-launch Shiseido Ultimune Power Infusing Concentrate.

The Ampersand Advisory approach:

Due to limited budgets, it was critical to find the right audience and create a differentiated proposition for our relatively expensive product.

Three key data insights drove us:

Insight #1 – Malaysians flocked to online entertainment and gaming, viewing increased 5x for casual gaming videos from March 2020. (*source: Google Malaysia*) Women outnumber men for casual games by 3:1. (*source: YouGov*)

Insight #2 – Skincare searches include growing informational intent, signaling a behaviour shift towards self-discovery fuelled by the rise of 'prejuvenation' – preventing tell-tale signs of skin aging

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before they begin. (*source: Google Trends*)

Insight #3 – Covid-19 cases soared in Q12021. Consumers were more pessimistic about 2021 vs 2020. (*Invoke poll: Statista*)

Honing In On Ultimune's Prime Prospects

The gaming tribe had high affinity for skincare, wellness, technology and had strong passion for understanding how things work. They admire brands that innovate, embrace trends authentically and actively empower.

The Strategy: /* Lifting Brand Prestige Through Transformation Of Ecomm Journey */

Janice Kiew, Head Of Creative Services:

The challenge for our e-commerce was to create engagement that drove purchase. Traditional digital marketing would follow a funnel: run ads for reach on other media channels, generate some engagement with a trickle down to sales on client website. Instead, we decided to broaden the funnel and Reimagine it: high

engagement in a seamless new *Virtual Reality Digital Space* where product experience is similar to a real-world store, and purchasing can happen seamlessly on the client's website with one simple click.

Given the target audience (ie. gamer girls), the experience needed to be smooth and engaging, without the drawbacks of traditional video (don't convert, slowburn) we worked hand-in-hand with our passionate and committed client to bring the glamour and style of Shiseido's flagship store in Tokyo to Malaysia. We collectively decided to launch a category-first Virtual Reality Tokyo Ginza Street, an E-commerce enabler that would excite interest and boost better conversion on their existing Shiseido Virtual Store.

How: Re-Engineering Brand Delight

We crafted a premium, cool yet geeky experience with gamification for skincare edutainment, instilling charm together with science via a new, interactive, immersive medium.

Our VR world had 7 engagement levels:

1. The Ultimune Museum

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uncovered the secrets behind previous generations of this prestigious product, creating credibility.

2. In the Botanicals Boutique, users interacted with key Ultimune ingredients learning of the brilliant anti-aging effects of Reishi Mushroom Extract and Roselle Extract, to help achieve their personal skin rejuvenation goals.
3. The Beauty Lab provided users a front seat into

understanding Shiseido's technological prowess in science and botanical expertise fusing together in pure skincare synergy. Users were then quizzed to give them a chance to win the product itself.

4. Shiseido Virtual Store gave users a novel experience of shopping in a VR world. At the beauty product bar a user could browse products just like in a physical store, and

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- buy immediately.
5. To lower the barrier to entry, samples were offered. Prospects could register when they learnt of Ultimune's key USP of 'visible change in 3 days'.
 6. We built an Entertainment Hub, a virtual arcade 'Red Power Game' situated on Tokyo Ginza's Game Street for the Girl Gamer Tribe to try their hand at winning prizes worth RM450 each.
 7. Recognizing women's interest towards holistic wellness, the platform offered invites (FOC) to real world Flow Studio Pilates and Yoga Classes.

Mandy Chan, Head Of Performance:

We drove traffic to our VR platform using paid search, Facebook and Instagram ads, targeting the Gamer Girl Tribe by age, gender, geo-locations, handset type, psychographics, and more.

We constantly optimized the media process, based on feedback data from our platform, to drive better quality traffic. By using re-marketing, lookalikes and other custom audiences, we could find the highest quality

audiences not based on last click attribution, but based on conversion and business ROI.

Reaching Goals And Crossing Borders

Lee Tse Yoon, Head Of Media:

The virtual world surpassed all expectations within the campaign period. We overachieved all our targets for video views, campaign reach and traffic to the VR experience. Sampling goals were achieved, and the growth in e-commerce was gratifying.

What started as a challenge caused by the pandemic had become a Category First Reimagined Consumer Funnel via VR.

But that was not the end of the story, there was a beautiful twist to the tale.

Our work caught the attention of Shiseido Japan and Shiseido Europe and we are currently exploring a very exciting project where we adapt and augment our Virtual Reality work for several countries in Europe. We can't say much more at this stage, but it does prove Ampersand Advisory, a Malaysian company, can do world-class work for a progressive, global client.

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...With our background in data and insights, we can de-risk uncertainties of the future...

What Does The Future Hold For Ampersand Advisory?

Sandeep: The first 5 years of our company have been action-packed. We have recently started buying media for clients in Singapore too, and we are thrilled at the possibility of exploring that new market and making a mark.

Now that we're growing our reputation, we need to be able to scale effectively. The engine of our growth is our people, and we need to ensure that our growing team of 60+ talents stay passionate and stay together.

As we forge new experiences for consumers, we want to attract open-minded clients who want to do something bold, modern and different. With our background in data and insights, we can de-risk the uncertainties of the future for them. And we ensure for our clients we deliver business results now!

Awards won by Ampersand Advisory's Shiseido Virtual Reality campaign...

APPIES Asia Pacific 2022

Best in Marketing Innovation - Gold
Best In Customer Experience - Silver
Best in AdTech/MarTech - Bronze

MARKies 2022

Most Creative Campaign Pivot - Silver
Most Creative Launch/Relaunch - Silver
Most Effective Use - Consumer Insight and Market Research - Gold
Most Effective Use of Mobile - Silver
Most Effective Use - Experiential - Bronze

Media Specialists Association Awards 2022

Best use of MarTech - Gold
Best use of E-Commerce - Silver
Best use of data & analytics - Bronze

MDA d Awards 2022 (Malaysia Digital Association)

Best Platform Development - Silver
How business beat covid - Silver
Best use of Digital Innovation - Silver

Marketing Excellence 2021-2022

Excellence in Customer Engagement - Bronze
Excellence in Marketing to a specific Audience - Silver



ORACLE'S DOSSIERS ON 5 BILLION PEOPLE

In 2017 our minds were blown when Cambridge Analytica revealed that they had files on 250 million Americans. That was kid stuff compared to what Oracle has recently disclosed.

According to Oracle CEO Larry Ellison, Oracle has personal files on 5 billion people.

According to the U.N. there are 4.9 billion people in the world with internet capabilities. If Ellison is to be believed, Oracle has a file on every man, woman, and child on Earth with an internet connection. And what does



Oracle do with all this ill-gotten knowledge about us? They sell it to anyone they fucking please.

If there was any sanity left on Earth this level of spying would create global eruptions of outrage and create a wave of fury in anyone with half a functioning lobe. But it hasn't even created a ripple.

This week, the great Dr. Johnny Ryan and others filed a class action lawsuit against Oracle. The lawsuit filed in California alleges that Oracle is guilty of violations of the Federal Electronic Communications Privacy Act, the Constitution of the State of California, the California Invasion of Privacy Act, competition law, and the

common law.

Dr. Johnny said: *"Oracle has violated the privacy of billions of people across the globe. This is a Fortune 500 company on a dangerous mission to track where every person in the world goes, and what they do. We are taking this action to stop Oracle's surveillance machine."*

We are zombies sleepwalking into a nightmare.



Bob Hoffman is author of "Advertising For Skeptics", "BadMen: How Advertising Went From A Minor Annoyance To A Major Menace" and several other books about advertising.

MOST READ ON MARKETINGMAGAZINE.COM.MY

(10th September – 15th September 2022)

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...

Pageviews: 2,703



How important is Malaysia's middle class to the marketing industry

Long perceived as Malaysia's 'engine for economic growth', the middle class or the M40 economic...

Pageviews: 2,479



Roblox will be one of the first major platforms to launch in-game ads

Roblox announced on Friday that it's taking the...

Pageviews: 2,225



Queen Elizabeth II's Royal Warrants On 100 Brands Now Rendered Invalid

During her 70-year-long reign on the throne, Queen...

Pageviews: 2,182



Creative Ladder co-founder David Griner announced as Epica Awards jury President

The Epica Awards have officially announced that...

Pageviews: 1,936





2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jul 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins	
1	1	VMLY&R	QSR Brands for KFC Project	8.7		8.69	17	
2	2	Havas Worldwide	Lipton Project, Pizza Hut	2.5		2.50	6	
3	3	FCB	AllsWell (Frutara), Vinda (Drypers) Project, Amway (Nutrilite) Project	0.8		0.83	7	
4	4	Dentsu	FMCG Client	0.8		0.82	19	
5	5	DDB	Nippon Paint Project, Luno, Genting Skyworld	0.8		0.75	5	
6	6	Ogilvy	Heineken, MSD, TGV Cinemas Sdn. Bhd.	0.3		0.30	4	
7	7	Leo Burnett	FrieslandCampina	0.3		0.30	1	
8	8	Publicis Worldwide		0.2		0.20	1	
9	9	Isobar	Nando's Chickenland Project, AmBank Project, Heineken	0.2		0.19	7	
10	10	M&C Saatchi Group	Hong Leong Bank, MDEC	0.0		0.04	2	
						2022(Jan-Jul)	14.6	69
						2021(Jan-Jul)	9.1	49
						YoY Comparison:	61.0%	40.8%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jul 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins	
1	-	Starcom	MAYSTAR Beauty Sdn Bhd, Luno Pte. Ltd.	2.5		2.5	11	
2	1	Zenith	L'Oreal	1.1		1.1	2	
3	2	Mindshare	ASTRO, Sime Darby Property, Malaysia Health Tourism Council	0.8		0.8	7	
4	3	dentsu X	Telecom Client	0.2		0.2	6	
5	4	Universal McCann	TYSON	0.2		0.2	1	
6	6	OMD	Tune Protect, Edaran Tan Chong Motor	0.13		0.1	2	
7	7	iProspect	Perusahaan Otomobil Kedua Sdn Bhd Project	0.0		0.0	3	
8	5	Wavemaker	Danone, Wipro Consumer Care	0.6	L'Oreal	-0.5	2	
						2022(Jan-Jul)	4.4	34
						2021(Jan-Jul)	2.9	37
						YoY Comparison:	49.4%	-8.1%
						2022 Creative & Media (Jan-Jul)	19.0	103
						2021 Creative & Media (Jan-Jul)	12.0	86
						YoY Comparison:	58.2%	19.8%

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and Apr keting ROI.



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