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MARKETING

ISSUE #347 SEPTEMBER 2022

WEEKENDER™

Malaysian CMO Awards 2022

EXCLUSIVELY
RESERVED

COVER STORY

07



Marketing performance meets rare prestige.

STOP PRESS

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Immediately after an urgent UMNO meeting just now featuring the top 5 echelon of the party, the critical outcomes are some party members will be suspended, ex-dg tommy thomas will have his goose cooked...

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**Build to Last:
25 Years of
Netcore Cloud
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& Beyond**

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**MOST READ ON
MARKETINGMAGAZINE.
COM.MY**

Say What

“Malaysia loses RM3 trillion within 25 years due to corruption.”

Emir Research CEO Datuk Dr Rais Hussin Mohamed Ariff said the total represented almost 4% of GDP since 1997.

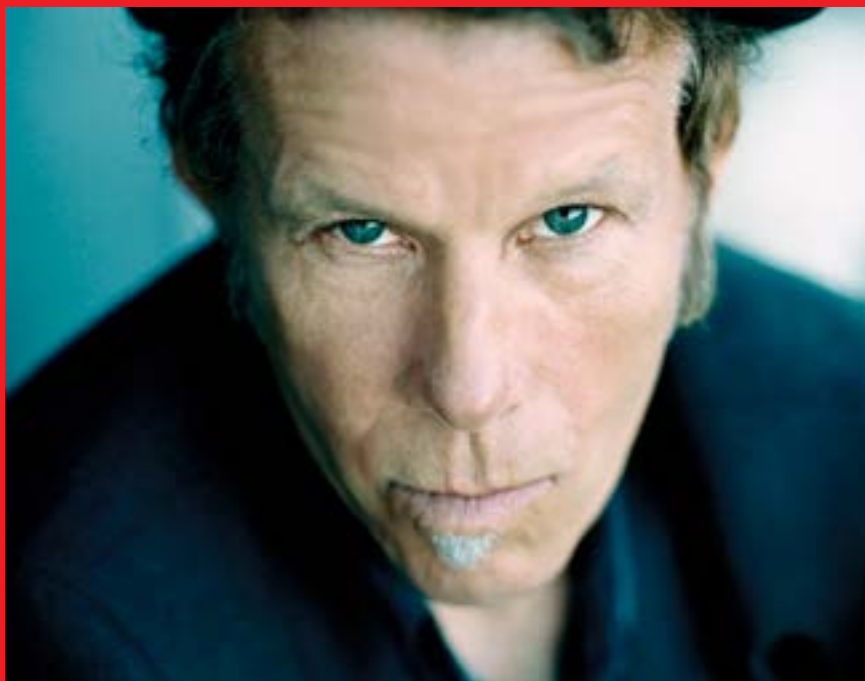


The most misunderstood phrase at restaurants: “Kurang Manis”.

#hasbeemasputra

“Most artists you hear are really doing bad imitations of other people. And they’re afraid you’re going to notice it.”

Tom Wait



“If you’re not ready to be wrong, you’ll never create anything original.”

Tham Khai Meng



**YOUNG SPIKES
COMPETITIONS**
MALAYSIA 2022

Are Your Young Ones Ready For National (and Regional) Fame?

OPEN FOR ENTRY

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STOP PRESS

IMMEDIATELY AFTER AN URGENT UMNO MEETING JUST NOW FEATURING THE TOP 5 ECHELON OF THE PARTY, THE CRITICAL OUTCOMES ARE SOME PARTY MEMBERS WILL BE SUSPENDED, EX-AG TOMMY THOMAS WILL HAVE HIS GOOSE COOKED OVER A SLOW FIRE AND THE 15TH GENERAL ELECTIONS ARE ON.

TENTATIVE DATES

12 OCTOBER:
ANNOUNCE GE 15 ELECTIONS
& DISSOLUTION OF PARLIAMENT

29 OCTOBER: NOMINATION DAY

12 NOVEMBER: POLLING DAY



**SATU
JARI**

**BEBAS
RASUAH**



#SatuJari
#MalaysiaTanpaRasuah
#TolakCalonKorup

     **RasuahBusters**



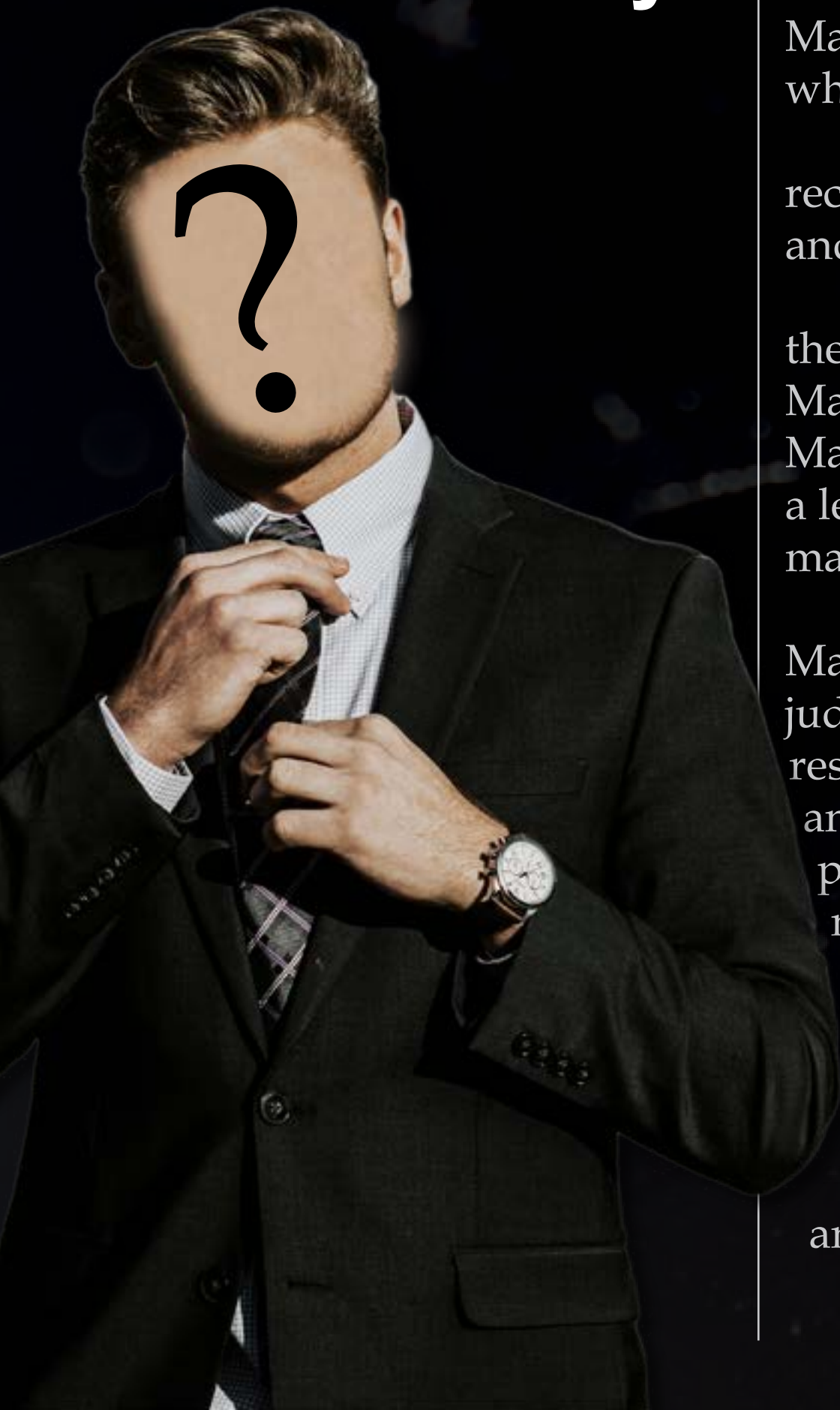
Marketing performance meets rare prestige.

Now in its fifth year, the Malaysia Chief Marketing Officer (CMO) Awards is the finest statement of excellence for brave, bold and path-breaking marketers.

No other award brings true significance to the amazing work done by marketers in the face of overwhelming odds in a market where consumers demand differentiation.

Taming technology to advantage, diving into data for meaningful connections and demonstrating the kind of

...Our mission is to identify and recognise talent, transparency and tenacity in the industry...



leadership that moves brands, marketers deserve their place in the sun too.

These crème de la crème awards are a befitting pedestal to their amazing drive and awesomeness. Less than 35 awards are given out every year and we also have a special section for Young Rising Marketing Stars in the business which is free to enter.

Our mission is to identify and recognise talent, transparency and tenacity in the industry.

A CMO is also defined as the GM of Marketing, A&P, Marketing Director, Group Marketing Director or simply a leader in the company's marketing quest for excellence.

The Malaysian Chief Marketing Officers Awards is judged exclusively by CEOs and respected heads of companies and industries. Our eminent panel of judges is second to none. They decide the winners following performance-based criteria like real results, team leadership, case studies, peer recognition, business thinking, marketing acumen and managerial success.

COVER STORY



Prof. John D Chacko
President
International Advertising
Association (IAA) Malaysia
Chairman, 45th IAA World
Congress 2024, Penang.

John is not just an industry leader here, but actively carries our country's flag proudly around the globe in his capacity as Chairman of the IAA World Congress in 2023.

He was also the inaugural Chief Judge of the Malaysia Effie Awards and has led the CMO Awards jury since its inaugural year. John has over 35 years of global experience in multinational FMCG companies across Australia, NZ, UK, Africa, Middle East, Latin America and Asia with brands like Kraft, Coca-Cola and McDonald's.

He was also Group CMO, CEO/MD of Khazanah National subsidiaries, Proton and LeapED.



Greg Paull
Principal & Co-Founder
R3 Worldwide

Greg heads R3 - a global consultancy focused on improving the effectiveness and efficiency of marketers and their agencies.

They enable clients to get the competitive edge and a better return on investment from agencies, media and marketing spend.

With over 100 people in the US, Asia, EMEA and LATAM, R3 works with nine of the world's top twenty marketers including Coca-Cola, Unilever, AB InBev, MasterCard, Mercedes Benz, Johnson & Johnson, Samsung and Kimberly Clark.

COVER STORY



Dato' Sri Mohammed Shazalli Ramly
Group Managing Director
Boustead Holdings Berhad

A brand warrior par excellence he has led so many companies in the regional corporate landscape.

He had the mind of a creative person and the tenacity of a brand champion, having painted a rich tapestry of leadership across media, broadcast, brand, advertising, marketing and industry.

His last company position was Group CEO of Telekom Malaysia and served on several boards including Axiata, Celcom and Malaysia Airlines.

He was also a judge at the inaugural Malaysian CMO Awards.



Santharuban T. Sundaram
Chief Executive Officer, Etika Holdings

Ruban is a shining example of a marketing leader who now leads a group of companies. He also has the distinction of winning the first Malaysian CMO of the Year Award five years ago in shining glory. He is the CEO at Etika Holdings, a unit under Asahi Group Companies, overseeing the Malaysia, Singapore, and Brunei markets. He remains CEO of ATLAS Vending. He was previously Etika's senior vice president marketing and alternate business but took on the role of CEO of

ATLAS has since worked with brands including SC Johnson, Pepsi, Tropicana, and FWD Takaful. Before that, he was VP of marketing, as well as Group GM at Etika. He also worked at Celcom Axiata as head of communications and planning, group digital services.



Caryn Loh
Managing Director
Watsons Malaysia

A dynamic leader with strong interpersonal, commercial skill and business acumen that led to the strong profitable and sustainable growth. Attained market leading positioning (Watson's became No. 1 Omnichannel retailer, No.1 in brand equity, No. 1 in market share growth and No. 1 top of mind brand in Malaysia) and company recognized results as key strategist, contributor, and decision maker in the organization to deliver and exceed the company goals and objectives.

Accomplished the restructuring and change management in placed in resulting increased sales, profitability and reduction of cost.



Renzo C Viegas
Founder & Executive Director
Crescer Sdn Bhd

Renzo held senior positions in various Asia Pacific countries including regional responsibilities until year 2008. His last held position was Chief Operating Officer and Chief Financial Officer of Citibank Malaysia.

He was also CEO of Group Consumer Banking at CIMB after serving as Executive Director and Deputy CEO of CIMB Group from 2012-2015. Before CIMB, he was Deputy MD of RHB Bank having started his working career with Citibank in 1985 where he progressively held senior positions across Asia Pacific.

He also served as Adviser to the Group CEO of CIMB Bank, where he was responsible for the development of overall business strategies until March 2019.



Dato' William Ng
Founder & Group Publisher,
Business Media International
Chairman, Small and Medium
Enterprises Association
Malaysia (SAMENTA)

William is a writer publisher par excellence and he set up the Enterprise Asia Center for Entrepreneurship at HELP University to promote business leadership. He is also Group Publisher and editor-in-chief of Business Media International, Southeast Asia's largest business-to-business media owner and publisher. A regular CMO Awards judge since year one, William dissects marketing strategies and marketplace successes with a pragmatic business mindset. He is also managing director of SGX-listed Audience Analytics Limited. For over 20 years, he championed of SMEs in various capacities and now chairs SAMENTA.



Dato' Samson Anand George
COO & Director
KIA Malaysia Sdn Bhd

Dato' Samson Anand George is COO & Director of KIA Malaysia Sdn Bhd, the official distributor of KIA vehicles in Malaysia. Dato' was previously Group Chief Executive Officer of the Automotive Group, Naza Corporation Holdings.

A true veteran of the automotive industry, he has been conferred the Ordre National du Mérite by the French government, underlining his contributions to the French nation through the automotive industry.

He rose from a General Manager to Naza Group CEO for Automotive Division and was Automotive Man of the Year 2012. Dato' was instrumental in bringing Peugeot and Citroën to Malaysia.



Karen Chan

Group Chief Commercial Officer, AirAsia
Independent Non-Executive Director, QSR Brands

Karen is a rare business navigator in our midst. She served in regional marketing leadership roles for The McDonald's Group and Coca-Cola, before becoming Chief Digital Officer for Pizza Hut Asia Pacific for almost three years.

Karen was also Senior VP of Digital for Clarks across Asia Pacific Middle East and Africa before joining AirAsia as Group Chief Commercial Officer last year.

She was also CEO of AirAsia.com, leading business transformation and creating a travel and lifestyle platform that is poised to change the face of the business.



Jeffrey Seah

Partner, Quest Ventures
Vice Chairman, HEPMIL Media Group

Jeff focuses on the development of the Data, Tech, Media and Content industries. An ex advertising and media leader, he worked with Asia business organizations/MNCs, Venture Builders/Private Equity/Family Offices/Sovereign Funds, Corporate M&A units, Start-Ups and Individuals to realize the potential of people and their ideas, investments and businesses.

His current projects cover Industry Development facilitation, commercial Go-To-Market advisory and Digital Transformation/Corporate Reorganization implementation in Asia Pacific and Middle East markets.

COVER STORY

CONTINUOUS EXCELLENCE

Deserving marketers enter every year and win consistently every year, displaying admirable consistency in their marketing prowess.

Every show is reflection of the year that passed, and the coming event is about year 2022.

Organisers are also considering an interview session as part of the judging process this time.

We have watched the career progression of our winners and are very proud of their successes. Some have been entrusted with larger responsibilities in their companies, some have been given regional footprints, some are now in their dream job leading business performance through brand imaging, diversification, digital transformation, etc., and some are even running companies now.

WINNERS	THEN ROLE	CURRENT ROLE
Santharuban T. Sundaram (CMO of the Year 2018)	VP, Marketing, Etika Holdings	CEO – Etika Group of Companies
Eugene Lee (CMO of the Year 2018)	Marketing Director, McDonald's Malaysia	Regional CMO (Asia), McDonald's
Andrew Pinto (2018, 2019, 2020)	Head of Marketing, mudah.my	Head of Brand & Marketing, TM Group
Chayenne Tan (2018)	VP (Growth Marketing), CIMB Malaysia	Head of Sustainable Finance (Consumer Banking), CIMB Group
Linda Hassan (2018, 2020)	SVP, Marketing, Domino's Pizza (Malaysia & Singapore)	Group CMO, Domino's Pizza (Malaysia, Singapore & Cambodia)
Shiv Sahgal (2018)	Marketing Director – Foods & Refreshment, Unilever Malaysia	General Manager - Home Care, Unilever Indonesia
Zaid Hasman (2018)	Director of Digital, McDonald's Malaysia	Chief Technology Officer, McDonald's Malaysia
Datuk Lai Shu Wei (CMO of the Year 2019)	VP, unifi Marketing & Communications	Chief Marketing & Sales Officer, Sime Darby Property Berhad
Emily Chong (2019)	Deputy GM Marketing, Pizza Hut Malaysia	CMO Pizza Hut Malaysia
Moharmustaqeem Mohammed (2019)	EVP, unifi	CEO, TM Net
Angelina Villanueva (CMO of the Year 2020)	CMO, KFC Malaysia	Marketing Director, KFC Asia
Andrew Yeoh (2020)	Head of Marketing & Innovation, IKEA SEA	Head Of Marketing, TIME dotCom Berhad
Nizam Sani (2018, 2020)	Senior VP, Marketing & Communications, Bank Rakyat	Chief Marketing & Communications Officer, Bank Rakyat
Schrene Goh (2020)	EVP Marketing, Pos Malaysia	Chief Marketing Officer – Lazada

COVER STORY

Closing Date for all nominations is **October 26**, so start collating your nomination info now. Maybe agencies have a marketer-client or two they feel should be nominated.

Click [here](#) to enter.

CONFIDENTIALTY CLAUSE: All nominations and their contents are accepted in the strictest of confidence, judges also sign an NDA before judging. All non-winners are never revealed to anyone.

TROPHY TRIVIA

Once upon a time, Ham who devised the show, was having lunch with a close friend who accidentally tipped his Pilsner glass to the floor in his haste to want to pay the bill first. Ham picked up the tall broken glass, stared at it for a bit, and decided that would be the design for the trophy. After all, happy accidents come to those who are happy. The trophy, which is custom-made in China, takes 3 months to arrive and is worth about RM1,000 a piece. Of course, its real value as an award is priceless.

**CATEGORIES:****Best Marketer in B2B Marketing**

This category recognises the marketer who has transformed a space where marketing is usually considered as 'boring' to one that is creative and generates positive ROI.

Best Marketer in SME Marketing

Limited budgets and resources are not a deterrent for our marketer in this category. This category recognises the marketer who has grown their brand in the ever evolving SME landscape.

Best Marketer in Omni-Channel Marketing

This category recognises the marketer who understands all touch points and has effectively created a seamless Omni-channel marketing customer journey for his or her brand.

Best Marketer in Millennial Marketing

It is not easy to understand today's TikTok generation but the Marketer who will take home this award knows exactly what makes Millennials tick.

Best Marketer in e-Commerce Marketing

This category recognises the seasoned e-commerce marketer who has successfully generated profitable interest for their e-commerce brand in a borderless world.

Best Marketer in Travel & Hospitality Marketing

The travel industry today is more than a glossy ad in a magazine. This category recognises the marketer who understands the travel industry and has produced cutting edge, multi-platform campaigns to inspire today's travellers.

Best Marketer in Sustainable Brand Marketing

This award pays tribute to the marketer who understands and demonstrates the role of brands in pursuit of the definition of a fair and sustainable future. For taking conscious steps to maintain the environmental, social, and economic balance for our present and future generations.

COVER STORY**Best Marketer in Education & Training Marketing**

This category applauds the marketer who has raised the bar in today's education and training industry with messages that inspire today's learners to empower their careers with the right education and direction.

Best Marketer in Media & Content Partnership Marketing

This category accolades the marketer who has utilized the powerful tools of media and content in their campaign executions through smart and valuable partnerships.

Best Marketer in Customer Experience Marketing

The essence of good marketing lies in how you make your customer feel. This category recognises a marketer who understands this golden rule and has implemented the right strategies to give their customers the best experience.

Best Marketer in Event & Experiential Marketing

This category recognises a marketer who blends experiential marketing with campaign success. Including landmark events, memorable experiential campaigns with strong ROI results.

Best Marketer in Retail & Promotions Marketing

This category recognises a marketer whose sound insight in the retail industry has led to the success of their retail brands while harnessing the power of online retail.

Best Marketer in Festive Communications Marketing

There is nothing that pulls the heartstrings like a Malaysian festive ad. This category recognises a marketer who has been able to make a lasting impact for their brand through their festive ad campaign.

Best Marketer in Data & Technology Marketing

This category recognises a marketer who is driven by data and unafraid of exploring new technologies to power their campaigns.

Best Marketer in Loyalty & Engagement Marketing

Today's consumers are able to choose between one brand from another in a heartbeat thanks to the rapid evolution of technology. This category recognises a marketer who is able to capture brand loyalty with today's fickle consumer using path-breaking strategies.

Best Marketer in Influencer Marketing

KOLs have quickly become an important, sometimes necessary platform for almost every marketing campaign. This category recognises the marketer who has creatively engaged with influencers in campaigns and leveraged their power to produce results.

Best Marketer in Social Media Marketing

This category recognises the marketer who has been consistent in driving buzz-worthy campaigns on social media. While achieving results that defy the norm.

Best Marketer in Mobile Marketing

Today's consumers are able to choose between one brand from another in a heartbeat thanks to the rapid evolution of technology. This category recognises a marketer who is able to capture brand loyalty with today's fickle consumer using innovative mobile-first strategies.

Marketing Trailblazer Awards

The award will be bestowed on marketers who are never afraid to push the boundaries of innovation within their category. The award will go to the marketer who made a difference with fresh thinking and breakthrough work.

- Marketing Trailblazer - Telco
- Marketing Trailblazer - Financial Services
- Marketing Trailblazer - F&B
- Marketing Trailblazer - Digital
- Marketing Trailblazer - FMCG
- Marketing Trailblazer - Media & Entertainment



NETCORE



Build to Last: 25 Years of Netcore Cloud - Going Onward & Beyond

B2B SaaS Giant, **Netcore Cloud** celebrated 25 years with grand social gatherings around the world. Kuala Lumpur in Malaysia saw Netcore Cloud's 'Glitz & Glam' highlighting the two and a half decade long journey of the company, with five years being in Malaysia. Following the grandeur, Netcore kickstarted their flagship event - "Martech Excellence Awards

- Malaysia 2022" where they recognized nine brands who are leading the way for MarTech strategy and implementation. Congratulations to all the winners who are leading the Martech game from the front.

What a great journey it has been for Netcore Cloud, let's deep dive into it!

In 1997, India tech entrepreneur, **Rajesh Jain**,

NETCORE

AWARD CATEGORY	AWARD WINNER NAME/NAMES
Marketing Technologist of the Year	Lee Yee Hew (Photobook)
Best MarTech Strategy Award	Wai Fong Ong (airasia rewards)
MarTech Team of the Year	Photobook Worldwide
MarTech Project of the Year	BonusLink Malaysia
Omni-channel Journey Master	Team Pizza Hut Malaysia
Mastering AI and Personalization	Team Flower Chimp
Innovative Email Campaign of the Year	Team McDonald's Malaysia
Best Engagement Strategy - App	Team Star Media
Best Engagement Strategy - Web	Team Flower Chimp
Best Engagement Strategy - Email	Team Celcom Malaysia

launched Netcore Cloud (then known as Netcore Solutions), as the tech wing of India World Communication which had a slew of portals such as Khel.com and Samachar.com, etc., under its wings. **It was one of the first players to offer cloud-based anti-spam, antivirus Statistical Analysis and Data Visualization (SAS).**

In 2006, following the growing popularity of mobile phones, the company launched an SMS marketing platform, which is now recognised more easily as bulk SMS. Shortly after, as the internet and mobile phones grew, they ventured further into campaign management, personalization solutions as well as combining the benefits of email, SMS, **webpush**

notifications for a more unified experience.

Apart from these **contextual nudges, In-app messages** and walkthroughs have enabled their customer-base to deeply enhance their engagement with their audience. In 2015-16, Netcore debuted its Omni-channel **customer engagement** and retention platform, a marketing automation tool with an aim to keep customers engaged across several channels without compromising messaging or brand retention. More recently Netcore Cloud's **Whatsapp Business API integration** and Voice Solutions have gained immense popularity amongst the end-users.

In 2014, Netcore Cloud ventured into South East Asia.

NETCORE



Today, Netcore represents one of the biggest MarTech players in the region, with close to 50% of Asia's email traffic going through Netcore Cloud. It delivers 17+ billion emails, tracks 100+ billion marketing events every month and offers solutions to 6500+ of some of the biggest brands globally. In Malaysia this includes Standard Chartered,

Celcom, Touch 'n Go, AirAsia, Fave, Pizza Hut, McDonald's, Tealive, The Star, Photobook and BonusLink.

Recently Netcore Cloud deployed their AI engine, Raman, to help Malaysia's top telecom brand which has 200+ million customers across 9 Asian markets, drive a 5X increase in unique click rates and a 3x

NETCORE



increase in open rates. The brand was able to understand behavior in real-time across multiple touchpoints using historical data. It led to the email marketing campaigns receiving the highest engagement.

Since 2019, Netcore Cloud has undertaken four major acquisitions - Quinto.ai (Conversational AI platform), Boxx.ai (AI-First

Omnichannel Personalization & Recommendation Engine) and Hansel.io (Real-time no code, product experience platform) and one of the biggest SaaS acquisitions in India at **\$100 million of US-based search personalization company, Unbxid**. The company is now all set to release an IPO by March 2023.

AUGUST 2022:

NATIONAL CELEBRATIONS RESULT IN 7% ADEX GROWTH

Month-on-month spend movements for August vs. July were as follows:

- +9% vs July**
FTA TV
- +12% vs July**
Newspaper
- +24% vs July**
Magazine
- +5% vs July**
Radio
- +39% vs July**
Cinema
- +11% vs July**
In-Store Media
- 2% vs July**
Digital

Malaysians were excited to celebrate Merdeka day after 2 years of relatively subdued festivities, resulting in a +7% adspend growth in August 2022, from the previous month. FTA TV was the main contributor towards this growth (+9%), and accounted for 71% of August total media adspend of RM 525.3mil.

Sectors and product categories with the highest increases for the month, included the following:

<p>RM47.5mil +42% vs July Communication Phone & Accessories +51% vs July Communication –Corporate Ad +84% vs July</p>	<p>RM37.9mil +14% vs July Beverage-Non-Alcoholic Health Food Drink +33% vs July Dairy-Kids growing Up Milk +9% vs July</p>
<p>RM142.4mil +3% vs July Government, Social & Political Organizations Government Institutions-Local +5% vs July Associations +19% vs July</p>	<p>RM40.7mil +4% vs July Toiletries Hand & Body Care +33% vs July Cosmetics +51% vs July</p>
<p>RM21.9mil +7% vs July Foodstuff Fish, Meat & Egg +76% vs July Biscuit, Bread, Cookies & Cakes +16% vs July</p>	

With strong growth seen in August, we hope to see a continuously growing pattern into September onwards, as campaigns for the big virtual retail sales such as 9.9, 10.10, 11.11, and 12.12 will be activated, as well as those for National Day celebrations.

1. Source: Nielsen AdIntel: August 2022.
 2. Total adspend summary value includes FTA Television, Digital, Newspapers, Radio, Cinema, In-Store Media and Magazines
 3. Adspend for some newspaper and magazine titles is not reflected due to late delivery of print.
 4. Sectors exclude "Miscellaneous".

MOST READ ON MARKETINGMAGAZINE.COM.MY

(24th September – 30th September 2022)

Henry Tan retires, serves as Advisor

Astro Malaysia Holdings Berhad wishes to announce that Henry Tan Poh Hock will retire as Group Chief Executive Officer on 31 January 2023...

Pageviews: 3172



Petronas, and the next big cash client.

The ongoing PETRONAS media pitch accepted submissions from invited agencies on Monday. After making a few calls to media agencies whose media acumen is of note, I was surprised to find...

Pageviews: 2986



Wipro fires 300 employees for moonlighting

Wipro had fired its 300 employees after finding out that they were working with one of its competitors at the same time, Wipro Chairman Rishad Premji ...

Pageviews: 2863



AI overuse – Are businesses in SEA relying too heavily on AI for PR measurement and monitoring?

AI simply means a clever data analytics algorithm...

Pageviews: 2791



Are online retailers damaging the environment?

The pandemic lockdown has accelerated the openness to digital marketing and online purchasing...

Pageviews: 2674





2022
DRAGONS
OF MALAYSIA



2022
DRAGONS
OF ASIA



TWO TABLES LEFT

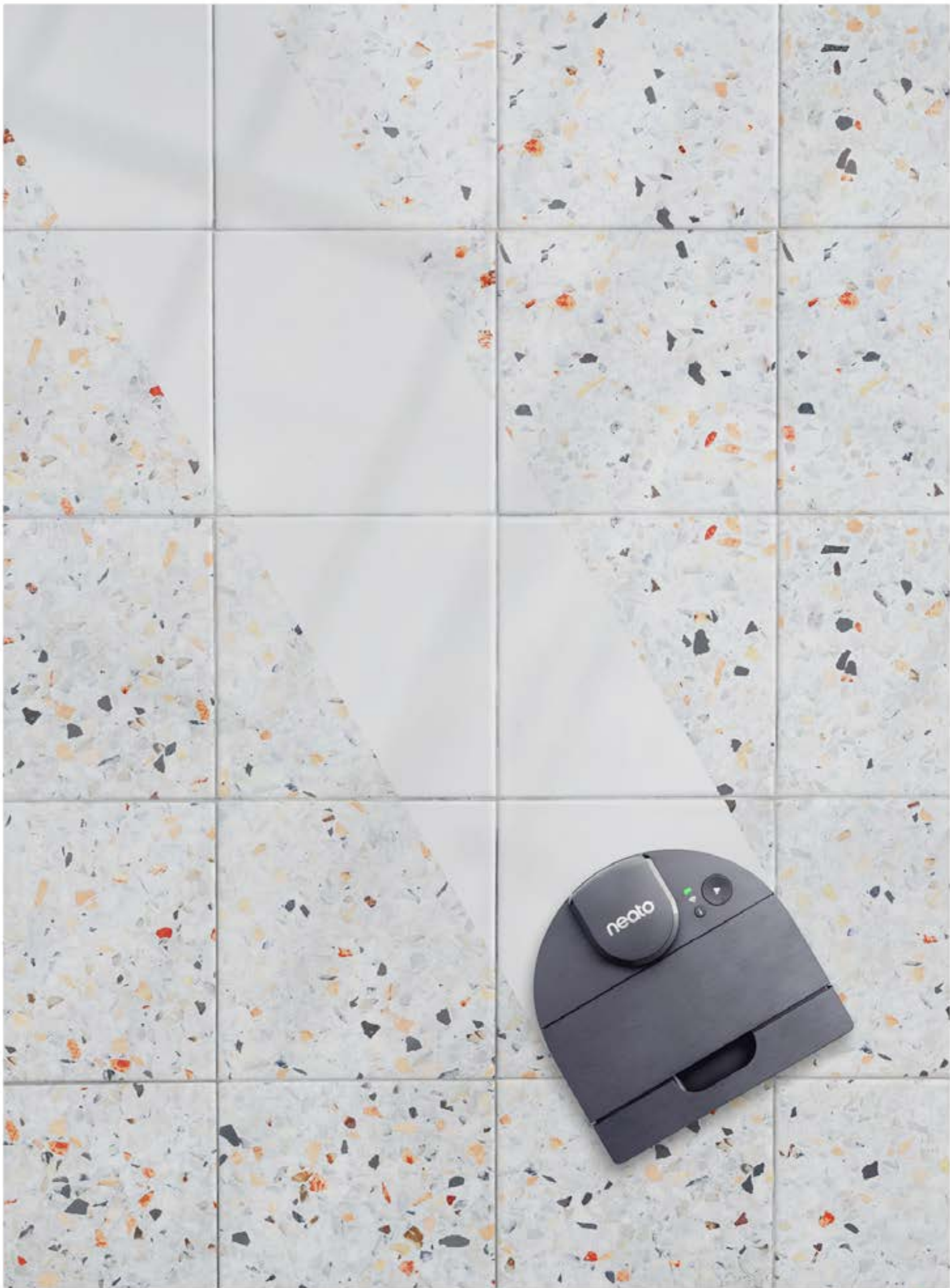
14th October 2022

6.15pm till 11.00pm

Eastin Hotel, Kuala Lumpur

Formal Attire – Dress to Impress!

- Please Contact Us for Table &
- Seats Booking:
- ruby@adoimagazine.com
- vishnu@adoimagazine.com



Extremely powerful

