



## EDITOR'S NOTE

05



12

**“Politics,  
promises and the  
art of action.”**

## COVER STORY

06



**How Tiger  
Malaysia &  
dentsuX uncaged  
Malaysians from  
lockdown through  
Metaverse.**



15

**The Future  
is Elastic!**



“It’s not my job to tell you what I think. My job is to think about what you tell me.”

Joshua Johnson, NBA television

“Macam Yes, Maybe Not.”

Theme from Maybank’s latest latest scam awareness music video



“Misleading edits, fake news stories and deepfake images of politicians are starting to warp reality on TikTok.”

Tiffany Hsu

“If you don’t get it, don’t get into it”

Eugene Lee, McDonald’s Asia CMO on targeting gamers, talking at Campaign’s Game Changers 2022



# For clients loved by agencies



**EDITORS' NOTE**

P A K A T A N  
H A R A P A N



**You know where my vote is heading...**



# How Tiger Malaysia & dentsuX uncaged Malaysians from lockdown through Metaverse. A Malaysian first.

**The Real Story Behind Creative Metaverse-Culture in Malaysia.**

At the end of 2020, the third wave of Covid-19 cases surged in Malaysia, resulting in an extended lockdown. While Malaysians were exasperated by another call to continue 'staying at home' they were also bracing for the fact that live events and year-end festivities will no longer be an option.

But Tiger Malaysia and dentsuX weren't ready for another period of sombreness.



## COVER STORY

**“We refused to let Malaysians wither away just like that and we were also not in favour of jumping into the bandwagon of livestream events”, said Joyce, Marketing Manager of Tiger Malaysia.**

Together with dentsuX and their creative partners - Tiger Malaysia went on a mission to create an ecosystem that enables the different layers of Tiger’s stakeholders.

**“Malaysians at large suffered the hit of the pandemic, consumers were hungry for social engagements, most food traders were not able to sustain their businesses, it was a tough time for all of us,” Joyce added.**

All the brand wanted to do for Malaysians is to bring back the excitement.

Leveraging the single unifying factor that brings Malaysians

**“We mutually agreed that we should not be jumping into the bandwagon of ‘livestream events’. Malaysians were glued to their digital devices to stay connected, and entertained, but also exposed to the same type of content,” said Hemanth Jayaraman, Partner and Agency Brand Lead of dentsuX.**



The challenge was however to reconnect Malaysians with the brand.

together - and Tiger Malaysia’s strong hold in the Asian Street Food - dentsuX took up the



*From left to right: Prabhat Taneja, Joanne Wong, Joyce Lim, Hemanth Jayaraman*

challenge to craft the first of its kind solution, a diverse media architecture that connected internal and external stakeholders.

To avoid the on-going 'media fatigue', dentsuX devised a plan to not only dominate attention but also keep the audience engaged to the brand. Together with Reprise Malaysia, the team brought together Tiger's partners - from logistics, entertainment, e-hailing,

and food into an omnichannel of possibilities.

For 5 months, the radical collaboration crafted a seamless architecture that encompassed a multiverse of experience, simulation, AR, and commerce that connected consumers and traders.

In November 2020, Malaysians were introduced to Tiger's First

**COVER STORY**

Virtual Street Food Festival.

**“Some also called it the world’s first fully-immersive, 3D online street food festival experience - where consumers customized their very own avatar, played online games, and interacted with other players - while indulging in delectable street food varieties and ice-cold Tiger Beers from the comfort of their homes, it was an omniverse of gratification,” said Joyce.**

**“The excitement was back, in the form of Metaverse - before it was even termed as the metaverse,” Hemanth joked.**

**The first ever interactive Tiger Street Food Virtual Festival in 2020 eventually went on to set a benchmark, reaching over 38 million impressions, with 80% total campaign reach vs KPI 50%, 280,000 virtual visits and a 41% uplift in e-commerce sales uplift.**

However, the success of 2020 brought the team a brand-new challenge.

**“Interactive virtual events became a ‘thing’, and the challenge, which was actually within us, was to be bigger, bolder,” added Joyce.**

In 2021, the partnership identified an epic collision between street food and an integral part of street culture - streetwear.

As the only Asian beer brand in the category, Tiger took the lead to engage and indulge consumers by connecting their passion points to deliver a 360 experience of Malaysian street culture - which this time included a collaboration with renowned local streetwear brands to curate street food inspired streetwear apparels that were sold in the Hype Store within the virtual event.

The campaign captured the imaginations of the masses: Tiger Virtual Street Food Festival 2021 sales increased by 53.3%, with over 130 million impressions delivered digitally.

While Metaverse is still a mystery to many, but we know there are endless possibilities to reach. We know the powerhouse of Tiger and dentsuX, is capable to

**COVER STORY**

continuously set benchmarks in the industry.

“We are not about just being pioneers at something, we

collaborate with our brand partners, share their values and work towards continuously exciting the market with data driven solutions,” said Hemanth.

“At dentsu, we focus on solutions to solve our client’s business challenges and we celebrate the entrepreneur spirit. This a classic story of never giving up when faced with adversity and how breakthrough creative ideas can only be formed through true partnerships with great clients. Through our focus on the futurescape and understanding people and their behaviour, we’ve managed to connect people with brands on a deeper, emotional level. Our partnership with Tiger has given us the opportunity to push the boundary beyond traditional digital and advertising to create the never before,” said Kien, CEO of dentsu Malaysia.

**Tiger’s Street Food Festival was recognised and awarded by the Malaysian Media Awards (MSA) this year**

**GOLD**

Best use of Influencer Marketing for Tiger Beer

**BRONZE**

Best use of Media Collaboration for Tiger Beer

**BRONZE**

Best use of Innovation in Media for Tiger Beer

# “Politics, promises and the art of action.”

*by Alex Goh, Chief Strategy Officer Naga DDB Tribal*

As election campaigning goes into overdrive, one thing remains constant - the promise of progress and change in the air. Oftentimes, that brings us to wonder and consider: will real, positive change come from the familiar or from the novel?



## OPINION

**... people need to FEEL confident when taking that step with you or for you. That feeling doesn't come just from drowning people in more and more information...**

I would think that the ultimate winner will be the one who recognises that this is a false choice; to win the vote (be it from the rakyat, or the consumer, with their wallets) will ultimately require both - one gets you the attention; the other gives people the confidence to choose and to act on it. Success is more likely when you successfully balance the familiarity/novelty ratio.

This, in part, informs our approach as "Experience Makers" - where driving action is a function of getting 4 things right:

**ATTENTION**

This means being mindful that advertising competes not just with other advertising,

but all content that piques the audience's interest (think: cat videos, hilarious influencers, fitness athletes and movie trailers). At a time when buying a media impression has never been easier, don't forget that an impression served does not equal to attention earned? So, make it worth people's time to pay attention, by leveraging on the power of the novel.

**RECOGNITION**

In doing the novel, ensure that you also leverage on the power of the familiar. The novel and the familiar are NOT opposites of each other. So, take advantage of both. Because, when it comes to converting attention to action, consumer research around attention shows that consumers do gravitate towards noticing and interacting with brands that are already familiar to them.

**COGNITIVE EASE**

When asking people to act, be it to vote or to buy, people need to FEEL confident when taking that step with you or for you. That feeling doesn't come just from drowning people in more and more information. While we might rationalise our actions

**OPINION**

with our head, it's our emotions that compels us to act.

Recognising the fact that humans are largely “cognitive misers” (we think a lot less than we like to think), lean into the mental shortcuts people take. Which is why, ensuring that our communications are easy to recognise, and process are key to driving brand acceptance, trust, likeability and quality/value perceptions. This means:

1. Keeping messages simple. You can't expect a positive response if you have a complex message that requires a lot of in-depth thought.
2. Always remembering - and this is true in life, as it is with communications - what feels confusing, feels “wrong.”

**POPULARITY**

Speaking of mental shortcuts, one of the most useful and thus most used is that of “social proof.” The logic is simple: what's most famous or talked about within one's social circles must be right or worthwhile. Thus, driving action means validating people's (new) choices socially. Is your brand or campaign being spoken of

within online (e.g., social media) or offline public spaces (e.g., at the mamak or the bar), and/or shared between individuals?

If you've read until this far, here's an Easter egg to make these 4 points easy to remember: you might've realised that the 4 factors above can also form the acronym C.R.A.P. Because, like any good political party, winning will come from demonstrating that you give a C.R.A.P.

Oh. And a bonus lesson because you've been such a good reader - action beats analysis. Everything that came before remains just an opinion; but when expressed through action, it becomes change. So, whatever your political opinion may be, make sure you take action and go out and vote.



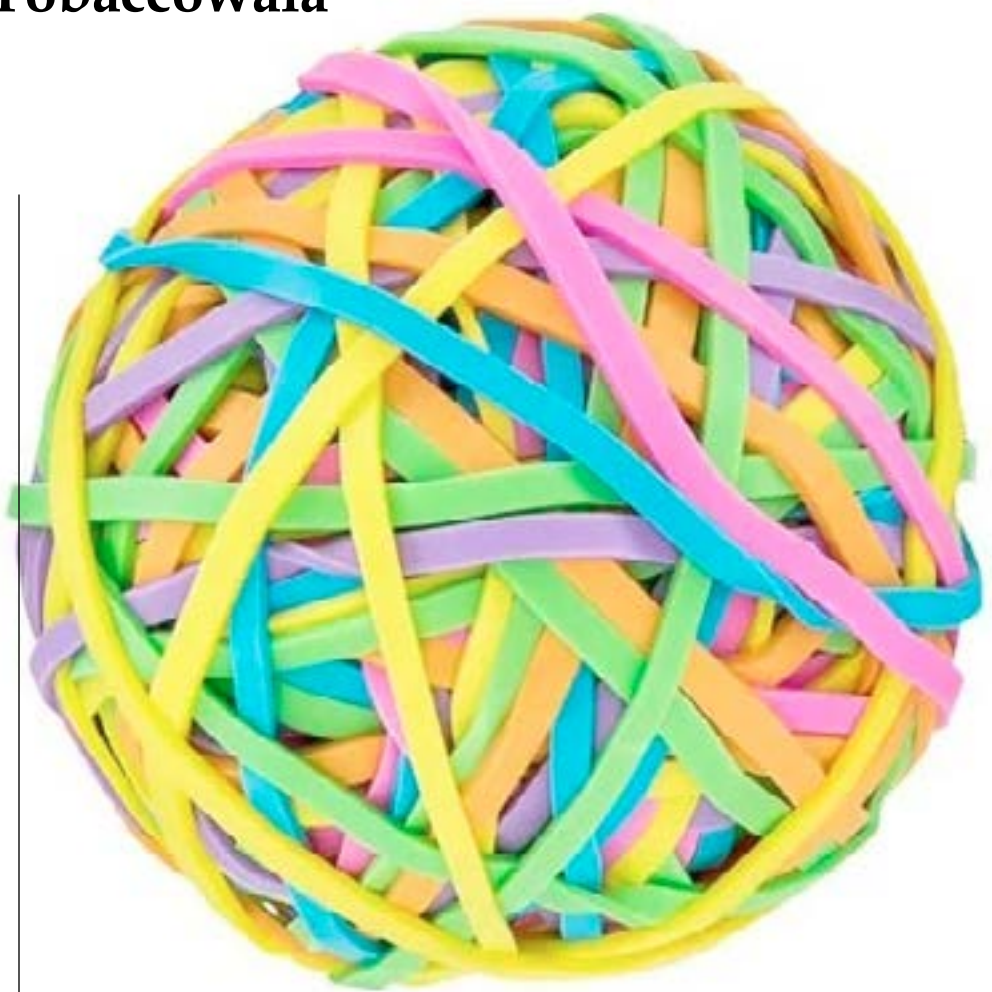
RISHAD TOBACOWALA

# The Future is Elastic!

*The Future Does Not Fit in the Containers of the Past.*

by Rishad Tobaccowala

“The Future is ‘Plastics’” was uttered 55 years ago in 1967’s groundbreaking movie “The Graduate”. The “plastics” industry then boomed for decades but “Plastic” also meant fake, or artificial, unnatural. The statement “The future is plastics” was also code for all things that needed to be changed.



Today the one word would be “elastic”.

What is a simple definition of elastic?

*Elastic, resilient, springy, flexible, supple means able to endure*



## RISHAD TOBACOWALA

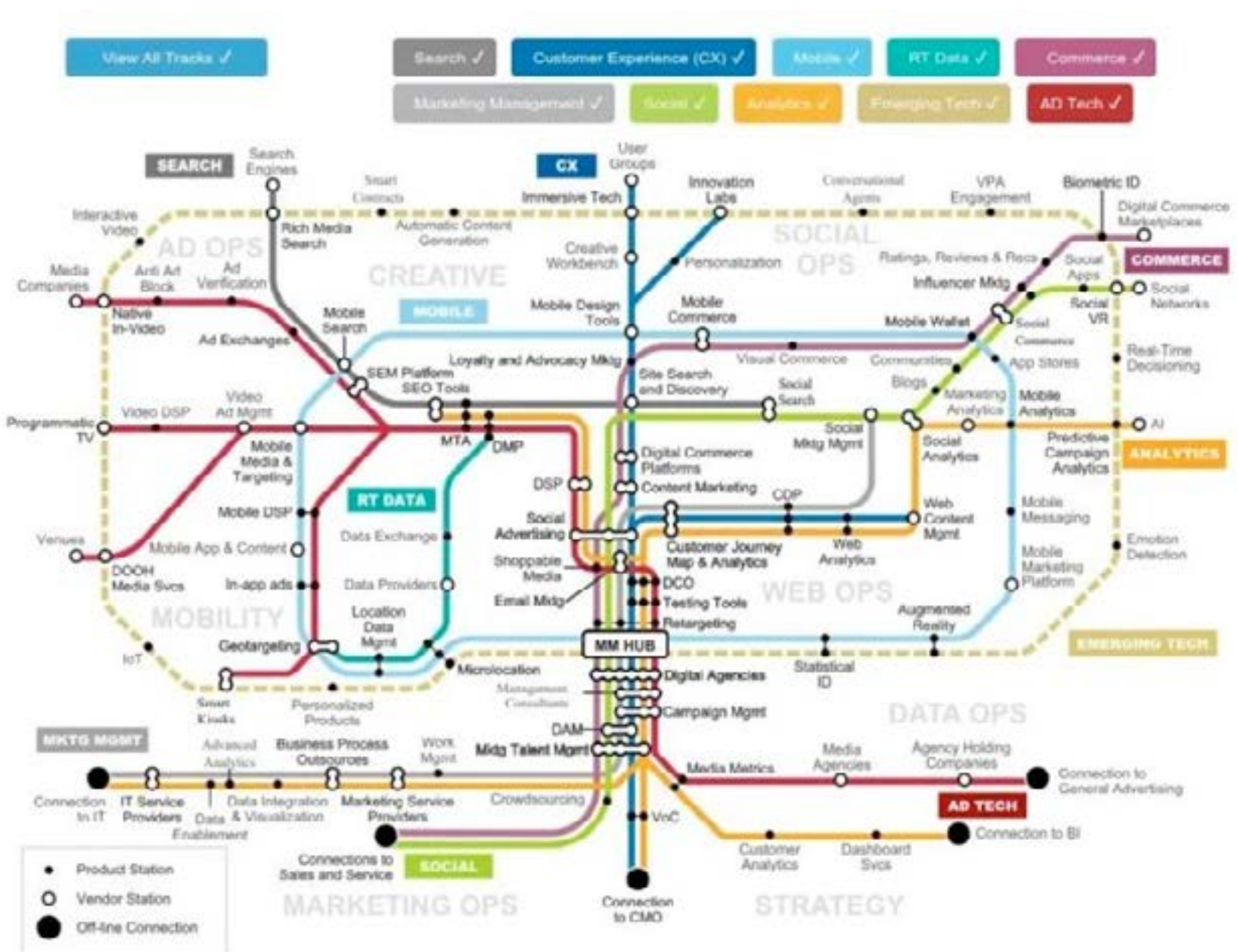
*strain without being permanently injured. Elastic implies the property of resisting deformation by stretching.*

### *The future is elastic.*

People are increasingly living elastically in the way they shop, consume media, live, and work. They are stretching definitions and flexing and twisting.

The organizations that will thrive in the future will align with peoples' new expectations and behaviors by being elastic in their structure and approach.

Those individuals most elastic in mindset who are ready to continuously iterate and adapt are more likely to thrive in transforming and changing times.



Source: Gartner

**RISHAD TOBACOWALA**

**How people shop and consume media today are increasingly elastic.**

The Customer “Journey” or “Funnel” is no longer recognizable.

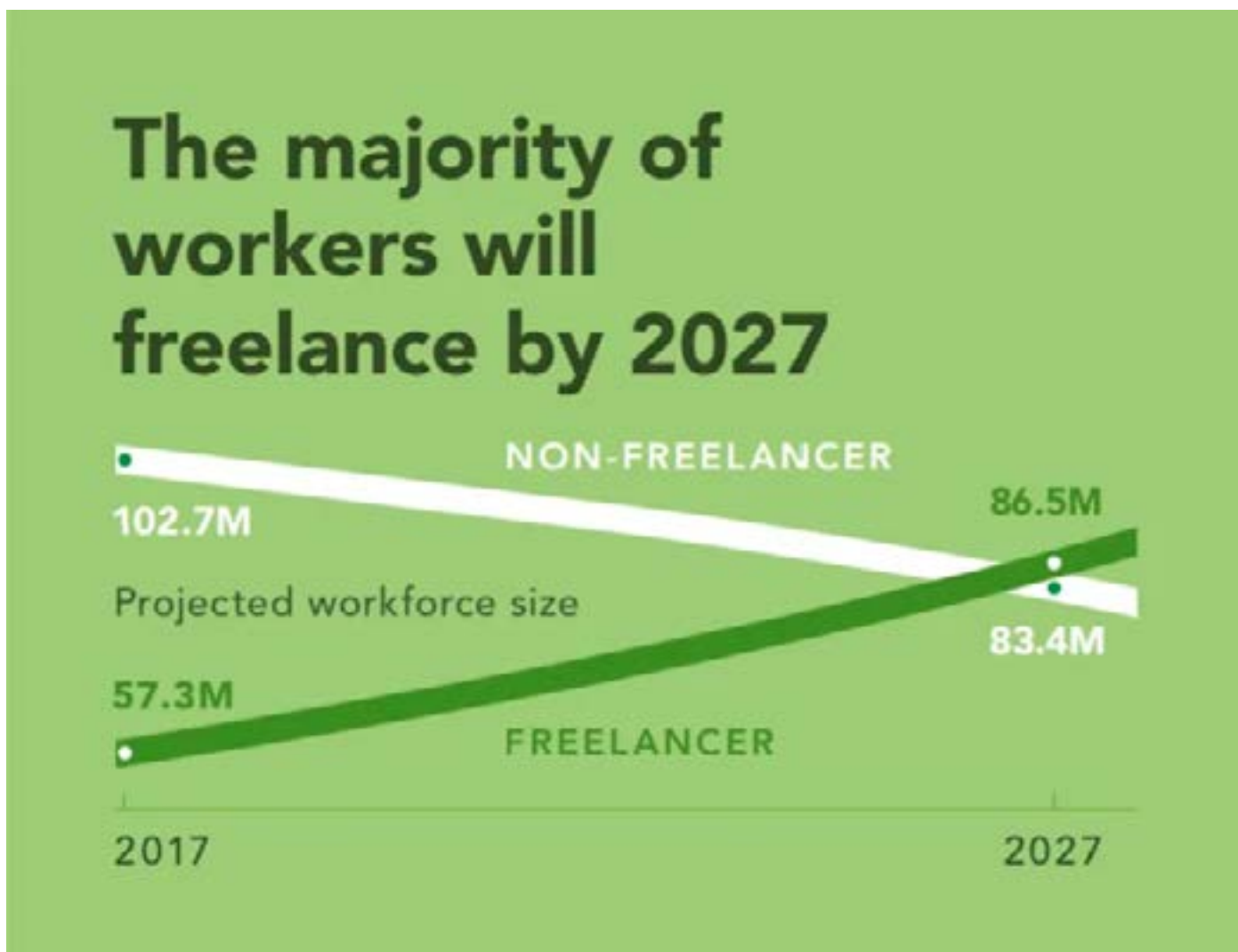
Once upon an imaginary time there was a purchase funnel with awareness, consideration, intent and purchase as its four key movements and one could map a consumer journey.

In a world of fragmentation, empowered customers with super computers in their pockets and mongrel media like Tik-Tok which collapse above the line with below the line, fuse

offline and online commerce and destroy any line between search, e-commerce, video, social and mobile, businesses are dealing with millions of journeys beginning, ending and lurching all over.

The neat little boxes and orchestrated behavior have dissolved into a cacophony of improvised jazz as the Gartner chart above illustrates.

Elastic companies will need to be not just omni-channel across all analog and digital platforms but also across multi-verses as the future of AR and VR begin to scale.



*Source: World Economic Forum and Upwork.*

**RISHAD TOBACOWALA****How people will work increasingly elastically.**

Within five years projections suggest that most workers will have multiple employers.

Today we are living in a world of distributed and unbundled work (a process that began before Covid-19 and was just accelerated) across office, home, third places and event.

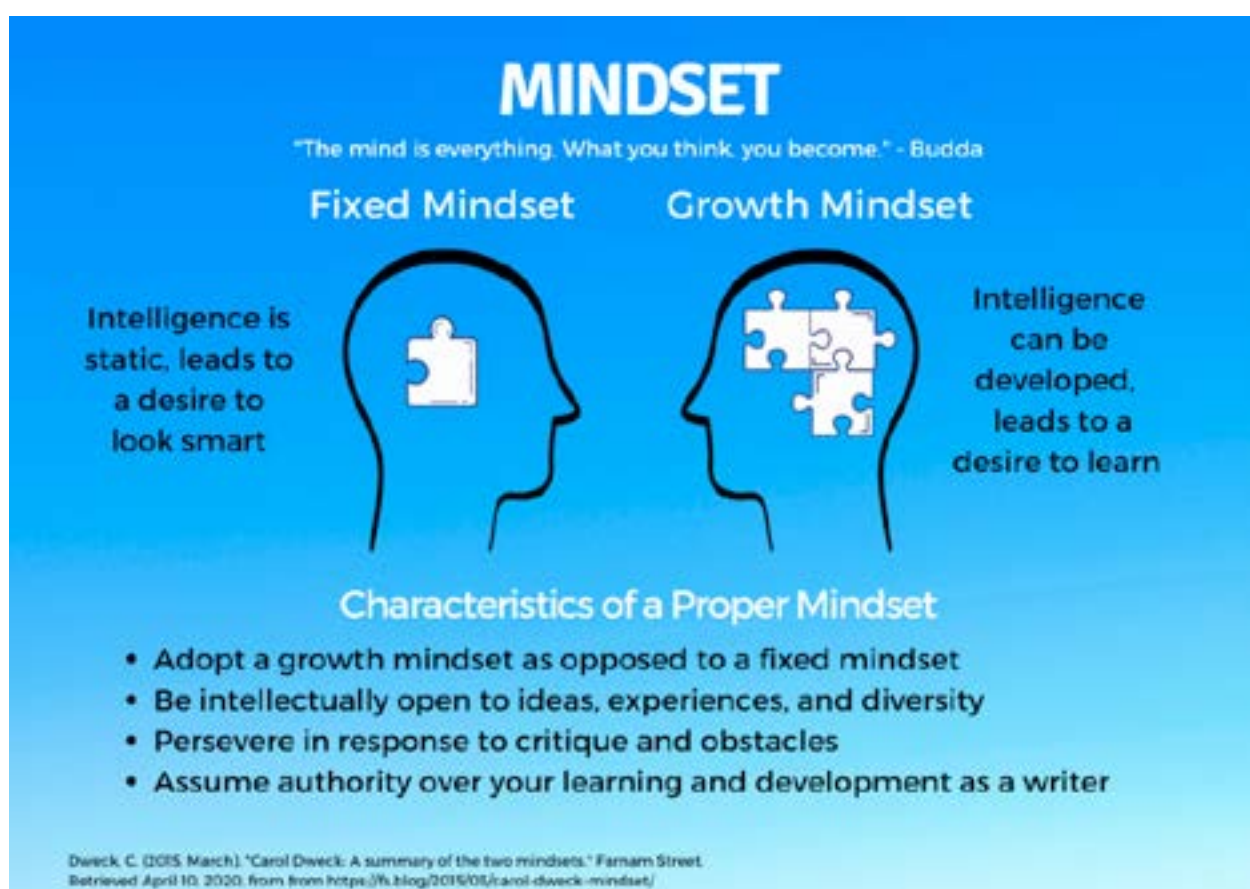
A world where software, hardware and the Cloud allows many individuals to have access to the same technologies and platforms as large firms the nature of work is in flux.

The future of employee will be a flexible combination of the full-time employee, the contract employee, the fractionalized

employee and the free-lance employee.

In addition, in most countries with declining populations (pretty much everywhere outside of Africa and for a little while India) businesses will combine advanced technology and cast a wide net for employees who are increasingly diverse, older and distributed around a multitude of locations working for a varying number of hours. The work forces will span generations, cultures, working styles and mindsets like never before.

A multi-verse of talent is what companies will need to be prepared for. Their big tent will need to be elastically stretchy offering a wide menu of ways to work.



Source: Carol Dweck

RISHAD TOBACOWALA

## ... Every modern successful organization and leader is a target for dis-intermediation if we do not stretch ourselves...

Success will require the need to stretch one's mind and skill sets.

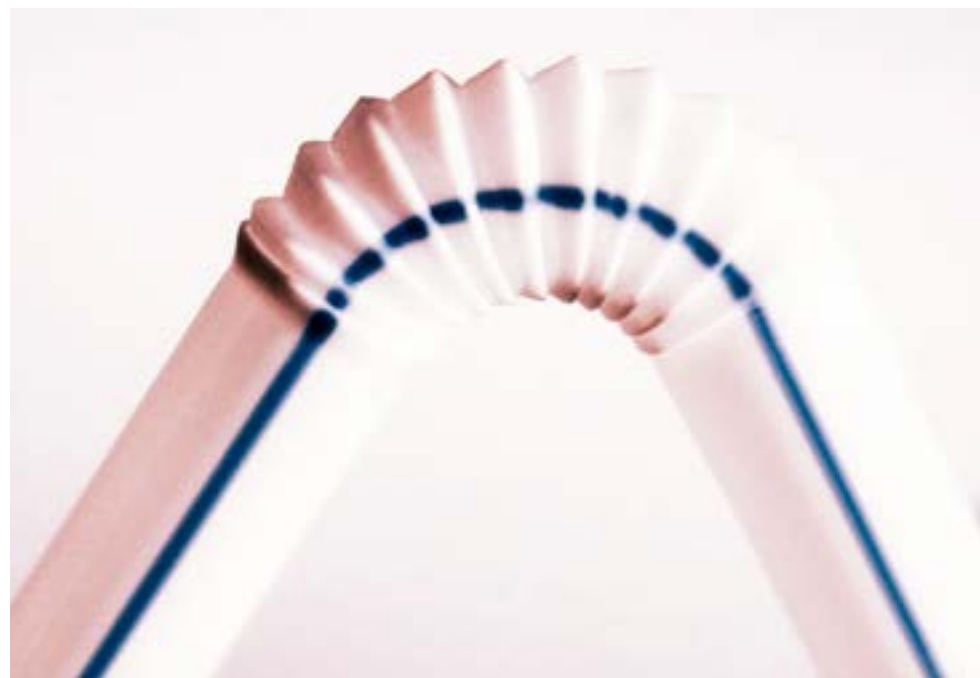
The rate of change today is speeding up and unless one is constantly learning, adapting, and questioning the status-quo we could find ourselves like the frog in the boiling water who did not pay attention to the rising temperature till it was too late to jump out before being cooked!

Every modern successful organization and leader is a target for dis-intermediation if we do not stretch ourselves.

Satya Nadella re-invigorated Microsoft after a decade of slumber increasing its market capitalization fivefold in five years by stretching out to incorporate open source (GitHub), social media

(LinkedIn), gaming (Minecraft and now Activision Blizzard), expanding into Cloud (Azure) while torching stack ranking (which pitted employees against each other which made no sense when connection and collaboration are key), dropped the Windows Operating Division (legacy roots that were poisoning the ability to see in new ways) and most importantly made sure that everyone in his leadership team read and learned about Growth Mindset from Carol Dweck.

If we do not upgrade our mental and organizational operating systems to adapt to a high velocity and increasingly connected world we will fail to thrive.



### Becoming Elastic.

Every individual, team and firm can become elastic.

**RISHAD TOBACOWALA**

Here are five ways to stretch:

1. **Align with the future.** Stop benchmarking against existing competitors and fixating just on current marketing platforms. Two years ago, many were convinced we were living in Google and Facebook world. While Google and Meta remain critical and are likely to do so for many years, we now have Tik-Tok, Amazon, and Apple that have scaled as significant marketing platforms joined by a plethora of commerce platforms like Walmart and Roundel from Target. In addition, many companies are creating their own connection platforms whether it be Marriott or McDonalds. It is no longer a two-horse race. As we enter the Third Connected Age of the Internet today's eco-system will look simple.
2. **Re-Think every aspect of the organization with a tomorrow lens.** Like never before does the future not fit in the containers of the past. The future work force will be distributed, diverse, unbundled, empowered and older. They will be highly

**... Like never before does the future not fit in the containers of the past. The future work force will be distributed, diverse, unbundled, empowered and older...**

informed with many ways of monetizing their skills and often working for multiple companies. It's no longer a question of if or when but how fast. Companies focusing on returning to the office (versus maximizing the benefits of in person interaction while ensuring flexibility) have not truly grasped the seismic changes in the future of work where this is just one of many challenges.

RISHAD TOBACOWALA

**... Elastic means to stretch but not to be deformed. It is critical that as companies and individuals create new wings to soar into the future, they do not forget the roots that made them and will continue to make them who they are...**

3. **Accelerate speed of decision making and collaboration.** Stretch one's eco-system by incentivizing teamwork, being open to external partnerships and expertise and investing in upgrading skill sets and learning.

4. **Recognize that in a world of machine learning and fragmented behavior, data will be exponentially more important.** But not data itself but the ability to use data to illuminate opportunities, partnerships, and ROI by understanding patterns, combining math and meaning to *drive data driven story telling* and create an underlying infrastructure of intelligence and form that keeps the business focused and informed in a chaotic media, consumer, and competitive environment.
5. **Combine roots and wings.** Elastic means to stretch but not to be deformed. It is critical that as companies and individuals create new wings to soar into the future, they do not forget the roots that made them and will continue to make them who they are. Whether this be purpose, values, brand reputation or culture it is key to combine what's next with what has been core.

Become elastic as the future becomes elastic.

# MOST READ ON MARKETINGMAGAZINE.COM.MY

(5th November – 11th November 2022)

## Nadeswaran's new book is about Scandals and Scoundrels

Thank you Sdr Nadeswaran for the honour to launch his book. It is indeed a pleasure to be here, among his family, friends, colleagues and admirers...

Pageviews: 2,823



## Best Marketers aim for 24 categories at prestigious CMO Awards

As the nominations pour in, Malaysia's best marketers are fast compiling their performances in year 2022...

Pageviews: 2,579



## Read how the young ones can surprise us.

Meta Platforms Inc is planning to begin large-scale layoffs this week that will affect thousands of employees, the Wall Street Journal (WSJ)...

Pageviews: 2,325



## GrowthOps Asia appoints new Talent Acquisition Head

GrowthOps Asia welcomed Shakira Pathmarajah as its new Talent Acquisition Head, managing recruitment in GrowthOps for Malaysia, Singapore, Hong Kong, and the Philippines, as well as remote hiring in India...

Pageviews: 2,282



## Leading The Charge

Angie Cutter's name is familiar to anyone who has engaged with outdoor media. She is one of the few female stalwarts in this largely male industry. With over 20 years of experience, she has worked at...

Pageviews: 1,936





**YOUNG SPIKES  
COMPETITIONS**

MALAYSIA 2022

**Born  
on or  
after  
23  
June  
1992**

[REGISTER HERE](#)

