

MARKETING

ISSUE #355 NOVEMBER 2022

WEEKENDER

GOOOOOOAL!!!!



GO COMMUNICATIONS

'GO'AL-scoring Team of the Year!

EDITOR'S NOTE



“Ya, ya, ya.”

I was casually blown-off by this pompous retort, as I was making a point, at an industry night recently...

COVER STORY



GOOOAL!

**GO Communications,
'GO'AL-scoring Team of
the Year!**

The piercing screech of the referee's whistle has been blown...Game On! Reflecting on the coach's...



How to work, play and dream with Astro



Holiday Season & Beyond: The Shift from 'Acquisition Only' to Retention & Loyalty

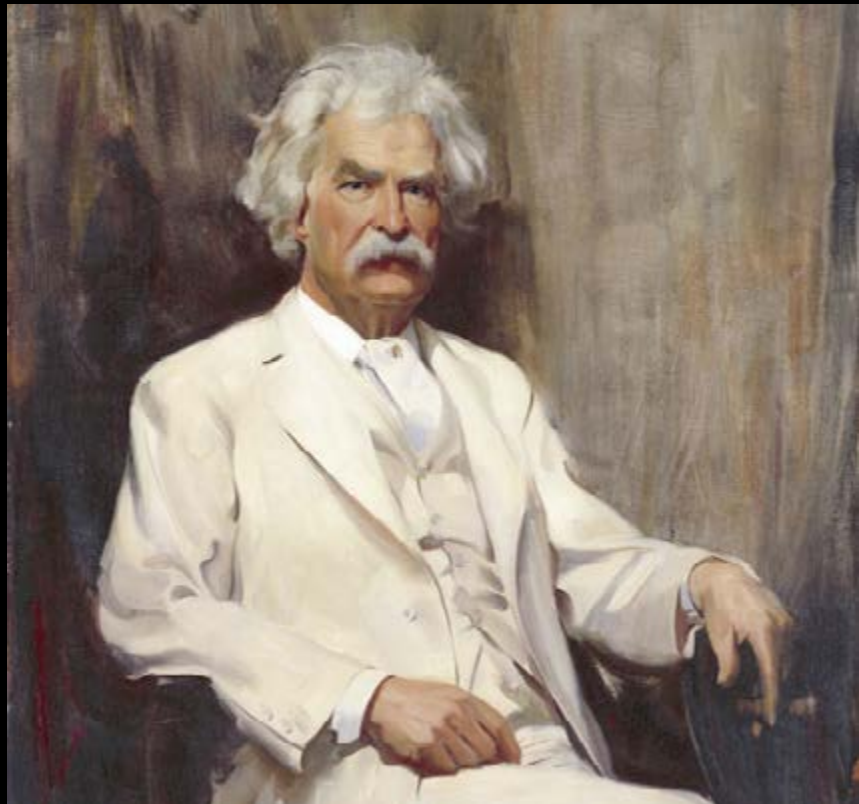
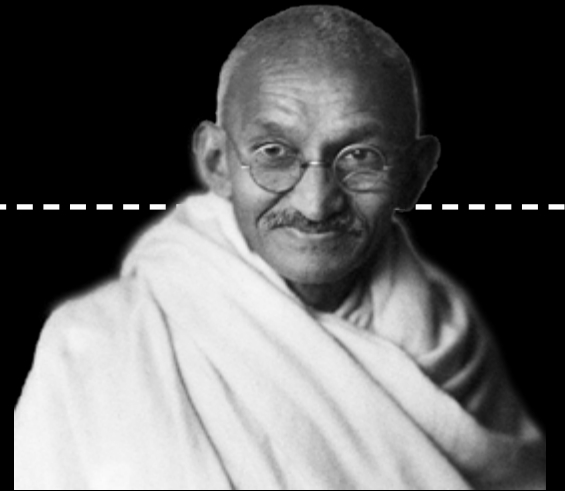


“The greatest enemy will hide in the last place you would ever look.”

Julius Caesar

“There is more to life than increasing its speed.”

Mahatma Gandhi



“If I had more time, I would have written a shorter letter.”

Mark Twain

“The word politics is derived from the Latin *poly* meaning *many* and the word *ticks* meaning *blood sucking parasites*.”

Dave Barry, newspaper columnist.

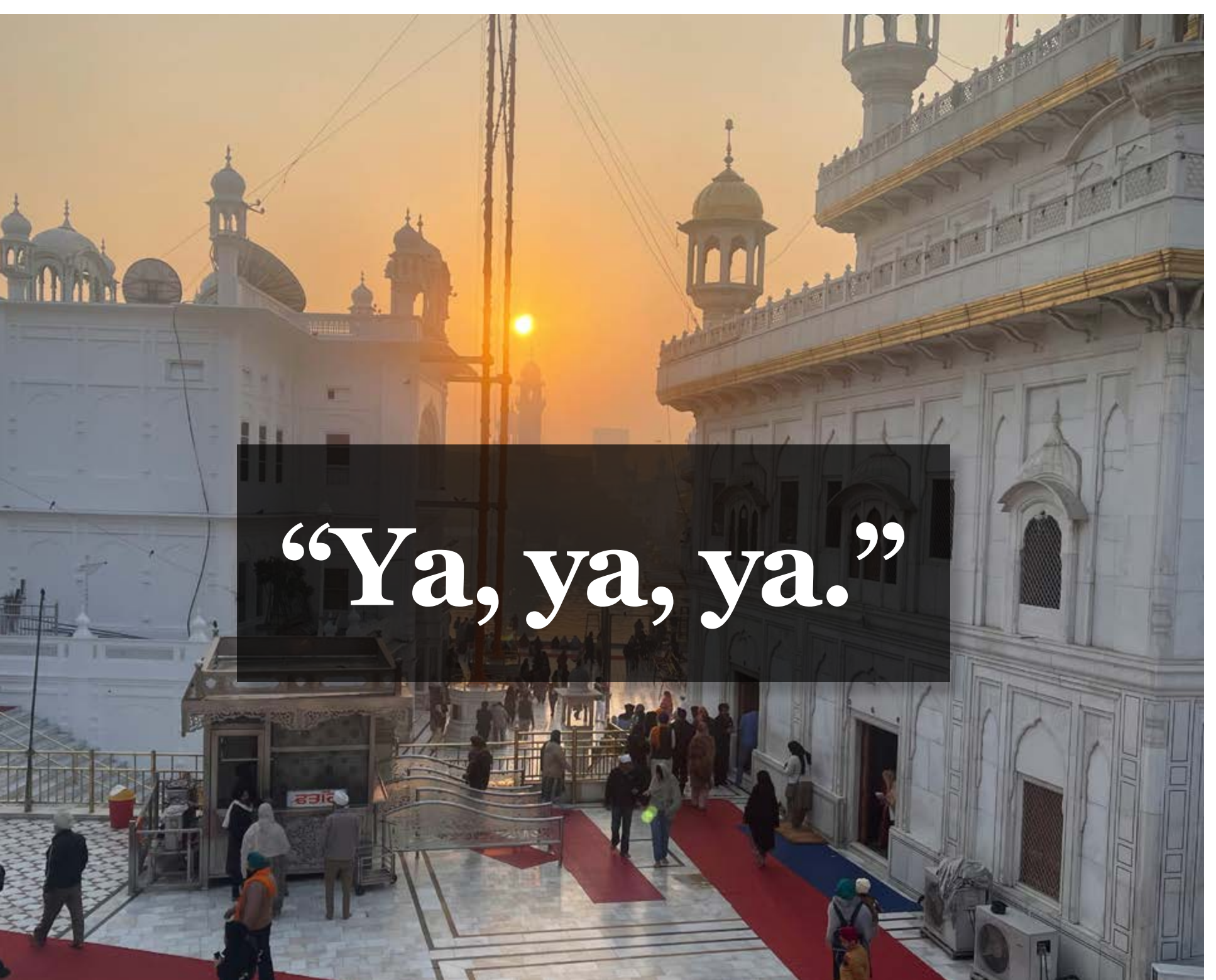




**GRAPHIC DESIGNER.
ART DIRECTOR.
ILLUSTRATOR.**

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

giggle



“Ya, ya, ya.”

I was casually blown off by this pompous retort, as I was making a point, at an industry night recently.

It brought me down to earth and reminded me that I am not the top sarcastic person on the planet. It is also cautioned me not to say the right thing in the wrong crowd.

I have heard a lot of “brave” advice in our industry, but quite

honestly, they are not dispensed so bravely when agencies talk to clients.

That’s why I relish what I do, and grateful the Almighty has blessed me with a privileged position to speak my mind.

I listen to clients and agency folk with reciprocal respect. One thing I clearly notice is that the stress levels in some agencies is life-sucking.

EDITOR'S NOTE



“Sometimes life feels like one big competition about who’s head is bigger than who’s.”

Forecasts, targets can turn an energized professional into a dumb dog in the name of profitability.

As we come to the close of another amazing year in our lives, I offered a prayer for all of you at the Golden Temple last week.

Let’s stay honest and acceptable of all the different kinds of people in the world we live in.

When a small media owner begs to be given a chance to meet, don’t be an ass hole. Just learn to say no politely and gently.

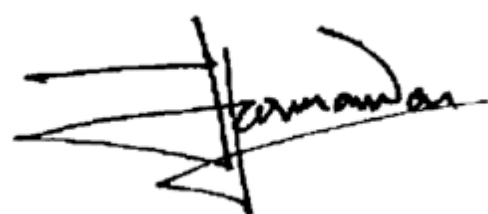
Bullies are boring.... and we wonder why our industry is not attractive anymore.

Alvin Teoh, Chief Creative Officer of Naga DDB and prime mover of the Kancil Awards said it best recently, “Sometimes life feels like one big competition about who’s head is bigger than who’s. We are so concerned about glitzy and bling things, we fail to see the greatest treasure and wealth there is; the gift of the human person in all of us.”

On that note, I remain a reporter and observer in our industry’s ecosystem.

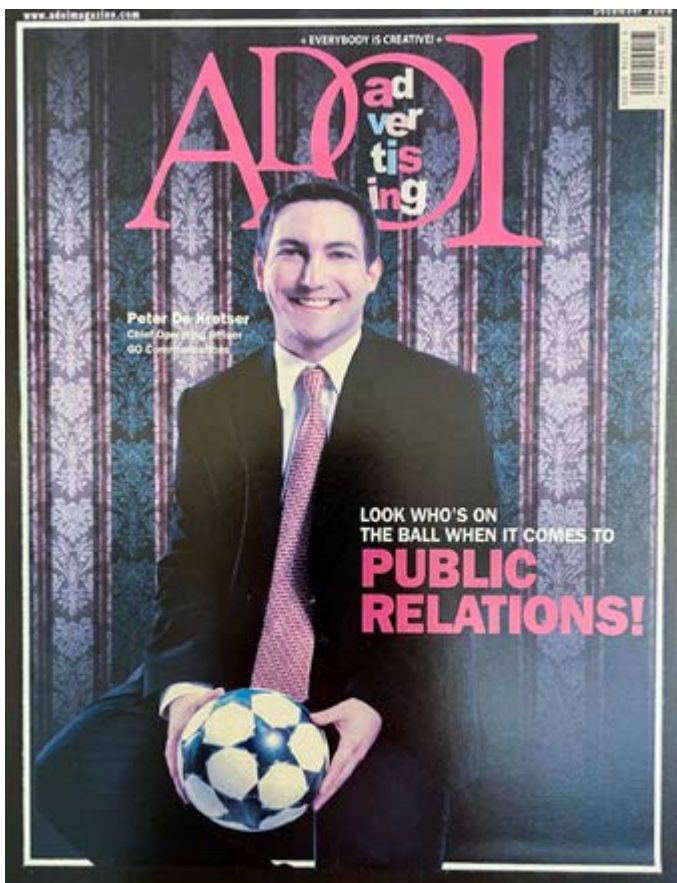
Includes one freebie - my big mouth.

Respectfully,



GOOOAL!

GO Communications 'GO'AL-scoring Team of the Year!



*Throwback to the Youth Academy,
Peter de Kretser in the early days of
GO-building*

The piercing screech of the referee's whistle has been blown...**Game On!**

Reflecting on the coach's whiteboard over the years, it's funny how things motion FULL CIRCLE... and no, we're not talking about the spheric nature of a football per se. Rather, it was 15 years ago that a bright-eyed, bushy tailed, young fella graced the cover of the formerly known Marketing Magazine (ADOI in the good ol days) with football purposefully placed in palm, set to take on the, Communications 'East End' stage.

COVER STORY



GO strikes Dragons of Malaysia and Asia awards with many GOLD awards afoot

Needless to say, football is once again dominating scores of screens on a TV, tablet or mobile near you. 17 years since the inception of GO, we are nowhere near 'extra time' but the game has certainly changed. We therefore thought it rather apt to deep dive into the GO dressing room and share more on this multifaceted, multi-talented and cohesive all-star squadron of players in concert with the wonder of the WORLD CUP. They're not gonna sit in the stands and blow their own vuvuzelas but rather share in what has become a cup-winning year both on and off the PITCH.

Much like the famed Brazilian slick counter-attacking samba sides gone by, the GO Team



Record haul of 28 awards for client campaigns at A+M's AOTY awards

... As they say, when the GO-ing gets tough, the tough get GO-ing! 2022 was a special year for the agency from both a team and performance perspective, registering its best year on the record books!...

rebounded from the Covid endemic with aplomb. As they say, when the GO-ing gets tough, the tough get GO-ing. 2022 was a special year for the agency from both a team and performance perspective, registering its best year in the record books.

COVER STORY

... GO possesses a biblical bond to football that is unmatched within the tournament realm of agencies...

The World Cup might be our interwoven theme for this particular story. However (and somewhat ironically), football has never been too far away from the agency in a literal sense. Aside from the commonality of characteristics that can be imbued from the 'Beautiful Game' such as Team Work, Communication, Determination, Leadership, etc., GO possesses a biblical bond to football that is unmatched within the tournament realm of agencies.

GO's CEO, Peter de Kretser, was once a professional player, gracing the pitches of the S-League (Singapore) and A-League (Australia) in years gone by. The late, great, Michael de Kretser (Co-Founder) was once a manager of Singapore footballing doyens, Abbas Saad and Fandi Ahmad, both going on to become Sporting Ambassadors for the agency.

Serendipitously in 2016, the creation of the GO-inspired programme, Million Dollar Feet™ was born. A FREE footballing programme/competition that would travel to major Malaysian states providing young kids aged 11-16 with an opportunity to 'strut their stuff' within the halcyon levels of Premier League clubs and players in the UK. Incorporating legendary Liverpool icon, Steve McMahon as the Head Coach, the programme successfully inducted four players into premiership clubs. Both Leicester FC and Nottingham Forest took young, promising Malaysian players as part of a scholarship programme for over two years, each valued at over RM 1 million.

Historic spectacles like the World Cup don't come around very often

Contrarily at GO, the team has been privileged and proud to have been associated with some of the most groundbreaking campaigns to have appeared on the scoreboard throughout the year! From launching the highly anticipated billion-dollar Genting SkyWorlds Theme Park to the 89th minute come-

COVER STORY

**AOTY Awards 2022**

The unstoppable GO team consisting of PR, Digital, Editorial, and Creative proudly accepting their multiple Agency of The Year award wins

**GO with Chef Nobu**

The GO-Getters cooking up a storm with famed Chef Nobu

back of the iconic Hennessy Artistry showcase, each producing player-of-the-match performances.

The agency was presented with **Golden Opportunities** to organise and hold the largest global productions such as World Congress Innovation Technology (WCIT Penang) and Defense Services Asia (DSA), of

**Million Dollar Feet**

Providing life changing opportunities for young football hopefuls across the country

**Escape Penang Longest Zip Coaster Launch**

GO'Lobe trotting! Launching a new Guinness World Record for the Longest Zip Coaster together with the Penang Governor at ESCAPE Penang

which even the renowned Italian defense would have been proud.

From launching the first-ever dry-ski slope in the country (Escape Penang) to birthing new social media platforms (AppZaloot), paving the way for global influencer ambassadors (including the infamous Ms. Pui Yi) to garner even an even larger social voice. From sharing

COVER STORY

**God of War Ragnarok Launch**

The GO Team work hard and play harder - by launching the most anticipated game of the year - God of War Ragnarok - for Sony Playstation 5!

a sliver of sushi with legendary Chef Nobu to the fast-finger-clicking launch of the latest Sony PlayStation, the intensity of the counter-press was always in play.

They say you don't win the silver, you lose the gold. And it's fair to say that GO has netted its fair share of awards, boasting its largest haul yet this year both domestically and internationally. Highlights include the GOLD for Influencer Agency of the Year – a growing marketing discipline for brands during and post pandemic.

Awards ain't the *be all and end all*. Just as exciting for this skillful squad was the always-on development of players through regimented training

**9GoPro APAC Camp 2022**

A match made in heaven - GoPro always GOes with GO for every launch of their new action cam or adventure excursion with thrill-seeking KOLs

... Awards ain't the *be all and end all*...

programmes, establishing a unique, independent culture that sets GO-Getters apart from the rest. Over the years, the agency's contribution to a variety of NGOs has been a key part of its give-back philosophy, and in 2022, they had the honour of putting their passion and pedigree forward in assisting the likes of HOSPIS Malaysia, National Kidney Foundation and the House of Hope (Penang) in both a fundraising and awareness capacity.

COVER STORY

***Hennessy x NBA 75th Anniversary Launch***

GO was instrumental in announcing the Hennessy x NBA 75th Anniversary partnership in an unprecedented launch 6,000 feet above sea level

Hennessy Artistry 2022

Ending the year with a bang, GO pulled off The Party of The Year with Hennessy Artistry attended by 2,000 fans

It's the 'Lionel Messi' magic that sometimes makes the goal-scoring difference. Adopting an innovative, strategic and above-all STORYTELLING FIRST philosophy, puts the agency in attacking positions more often than not.

GO may have put the Singapore Airline stewardess into Madame Tussauds, had a horse (and camel) walk into a bar for a drink, flown in sumo wrestlers to showcase the magnitude of a condominium and even formed a child board of directors for a prominent hotel. Through it all, they are eternally firm believers that it's the fiery



Always there to give a helping hand to NGOs, GO supported to raise funds for Hospis Malaysia's Gala Dinner for those in need of palliative care with former Health Minister YB Khairy Jamaluddin

“cili padi” sambal (in the story and the image) that makes the nasi goreng sizzle in the mouth!

COVER STORY

*Merdeka within the Metaverse*

GO forays into the Metaverse with Ministry XR launching the country's very first National Day Merdekaverse

Much like the introduction of Video Assistant Referee (VAR) technology, GO has become a digitised operation at its core... 2022 marked its involvement in the first-ever National Day in the metaverse ('Merdekaverse'), with a special Tunku Abdul Rahman avatar tribute to boot. At GO there's no flipflopping - only boots.

While many were vacillating with work-from-home processes, the agency was resolute. Even prior to the pandemic, GO was the first in the country to practice 4 ½ work-day-weeks which it maintains until today, increasing efficiency, productivity and work-life-balance. With further expansion of the team on the

horizon the agency has its sights set on collaborating with its 16th GO Group agency down under in Australia within the first quarter of 2023.

Win, lose or draw, it's ultimately how you play the game, perpetually building colleagues and clients as fans first. Culminating to the close of the cup finals and the conclusion of 2022, GO continues to bedazzle with bright colours and a new sense of optimism for a world (and nation) that's *cupping* a new dawn.

As Peter says, "Let's take a moment this Christmas to 'WAKA WAKA' (Shakira) and **GO** for it!"

WINNING PARTNERSHIPS

How to work, play and dream with Astro

Astro Universe Gala Night raises a toast to excellence in partnerships.



Astro hosted a gala dinner with the industry recently after a long hiatus. Themed ‘Glitz and Glam’, the evening showcased the top award-winners in marketing effectiveness and partnerships while sharing the full video series of case studies on [QuakeCast](#).

Kenny Ong, Director of Astro Media Solutions (AMS), Agnes Rozario, Director of Content and Feros Sayna, Head of Rocketfuel Entertainment took to the stage to share 2023’s exciting content slate powered by audience insights.

“Many audiences watch the same programme via different platforms. Our VOD and Astro GO combined will give you an additional reach above the linear TV watch. Astro is more than linear, more than streaming, we combine everything to give you a single solution, that’s what we call the Astro Universe,” said Kenny Ong.

WINNING PARTNERSHIPS

With multi-screen viewing now prevalent, TV has become connected, engaging and personalised driven by three marketing truths: Audience First, Experience Led and Data Supported.

“When our audience is engaged, 3 things happen. They share. They become active fans. Most importantly, they return for more,” added Agnes.

The speakers highlighted how content fuses multi-media platforms, working in unison to deliver brand experiences to targeted audiences supported by data.

“The average engagement time per household who watch our key signature shows via TV On-Demand and Astro GO

can go up to almost 60% more versus those who watch via linear TV!” said Kenny Ong.

Since the launch of Astro Addressable Advertising, they have been reshaping the TV advertising game. They’ve opened a new market to allow TV-taboo brands such as alcohol, to engage the right group of audience. Also, they have unlocked new opportunities for brands to reach out to audiences on OTT, complementing the linear TV campaigns.

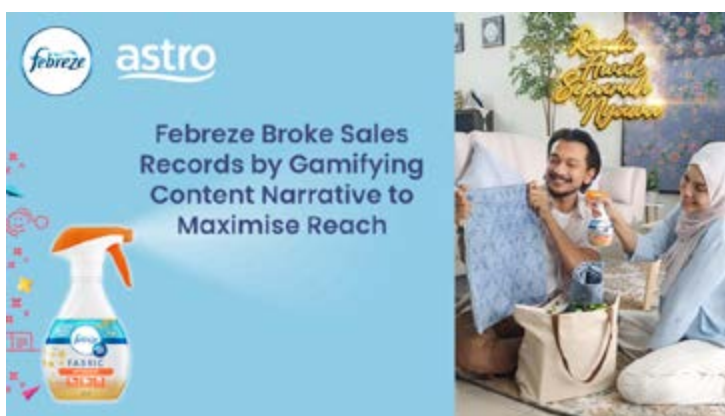
Touching on the power of Influencer Marketing, Feros Sayna, Head of Rocketfuel Entertainment, shared, “Content today is wherever you look. Everyone can be an influencer.”



Award-Winning Campaign of the Year Maxis Business Fast Tracks SMEs into Digitalisation, with agency Publicis Media.



WINNING PARTNERSHIPS



Febreze Broke Sales Records by Gamifying a Content Narrative for P&G



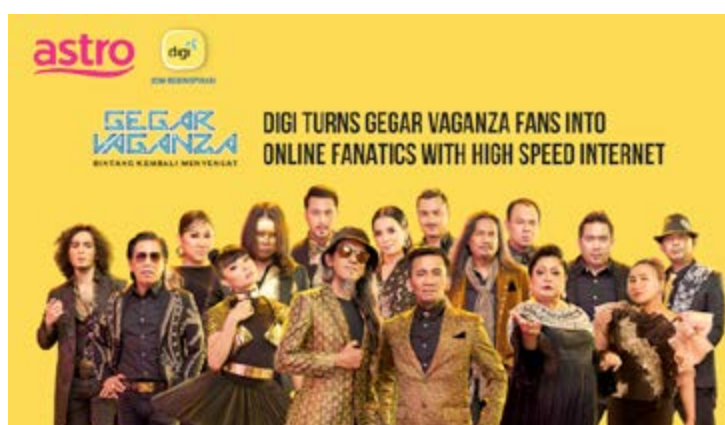
McDonald's Mempersembahkan Syukur Bersyukur, with agency OMD



Hada Labo's Virtual Beauty Festival Upgrades Women's Skincare Game for Rotho-Mentholatum Malaysia Hada Labo, with agency BPN



Resolving Millennials' Dilemma Through Bunga's Secret Garden Web Drama with P&G Herbal Essences



Digi Turns Gegar Vaganza Fans into Online Fanatics with High Speed Internet, with agency Fastbridge Malaysia



McDonald's Virtual Rock Concert for Rockin' BBQ Burger Launch, with agency OMD



Nippon Safe Space: Listen to Your Walls, with agency Accenture Song



Setting the Virtual Stage for Hada Labo's 10th Anniversary for Rotho-Mentholatum Malaysia Hada Labo, with agency BPN Malaysia

For more party pix, click [here](#). Event video [here](#).

Holiday Season & Beyond: The Shift from 'Acquisition Only' to Retention & Loyalty

By Rajesh Jain, Founder & MD of SaaS Leader, Netcore Cloud

The holiday season presents a fabulous opportunity for retailers from all industries. But have you ever wondered: why focus on optimizing your sales for just that one day? Why not use the holiday season as a gateway to earn customers for life?

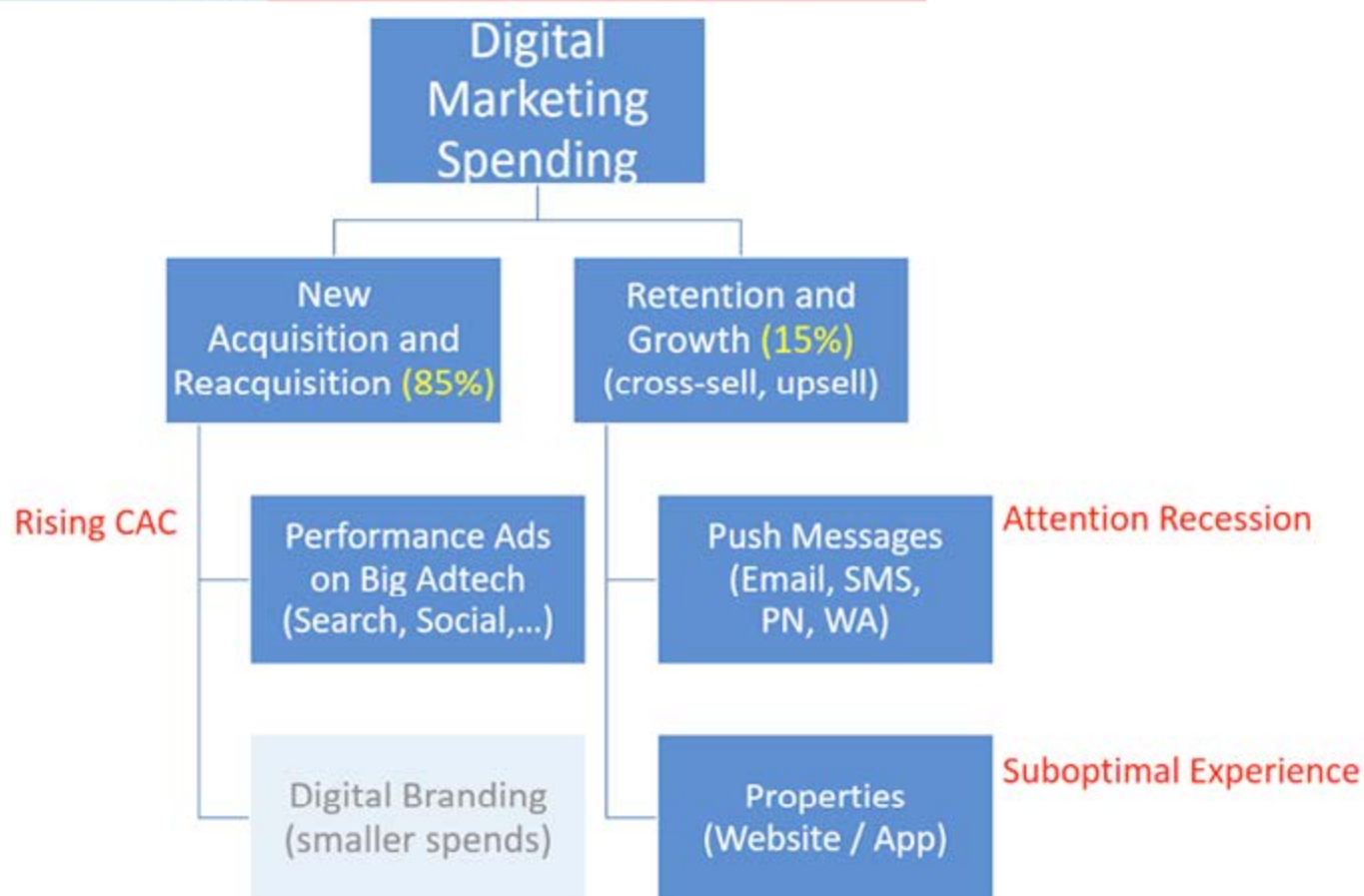
Digital Marketing

Brands who employ digital marketing tactics face threats in two ways. First is acquiring new customers, and second is retaining existing customers. Both these threats hurt profitability, creating a lot of angst among brands.

For over a decade, brands have been obsessed with acquiring new customers rather than nurturing and creating deeper relationships with existing customers. Thanks to the large ad tech platforms of Google and Meta, which provide exactly what marketers want, high ROI for low spending, brands have pumped ravenous amounts of money, which has given these two platforms an almost monopolistic control over the consumer market.

If brands want to tackle these problems, digital marketing needs to be disrupted. The

Digital Marketing and its Discontents

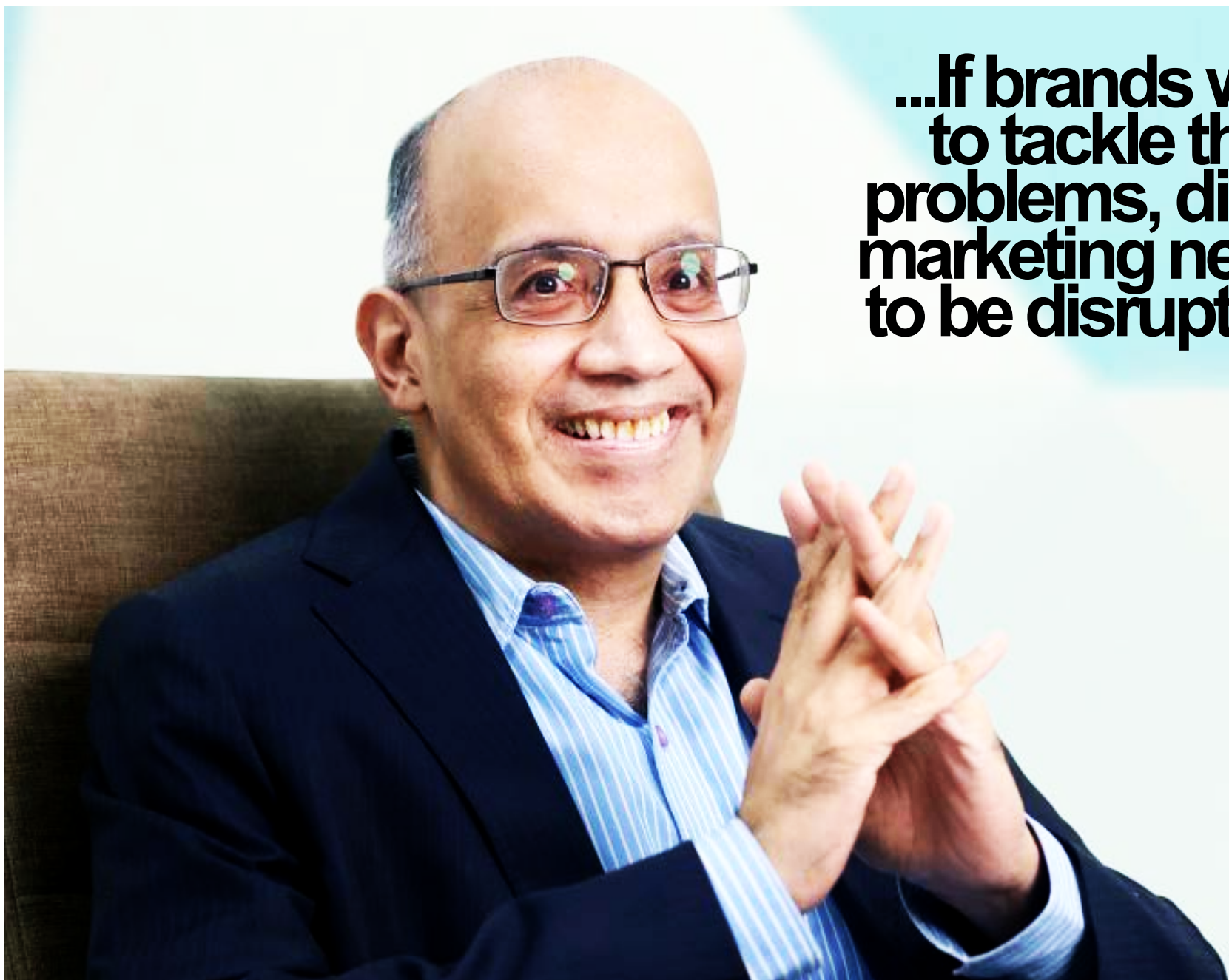


crux of the solution for brand-customer relationships lies in creating “hotlines” - a two-way **customer engagement** where customers and brands can actually “interact” with each other and not just a one-way push communication.

Four disruptions promise a change to improve the brand-customer relationship. First, Email 2.0 can drive more interactions with customers in emails through **AMP email**, solving attention recession and eliminating the need for customers to get redirected from their emails. Second, Loyalty 2.0 can enable brands to offer “micro incentives” (Atomic Rewards) at

multiple touchpoints along the **customer journey**.

Third, a full-stack Martech 2.0 platform that provides automation and journey orchestration can provide a superior **customer experience** and drive more customer stickiness with adequate data available in a single platform. Velvet Rope Marketing is the fourth, which is all about focusing on the best customers and creating differentiated experiences to maximize lifetime value. This is because 20% of customers deliver 60% of revenue and more than 100% of profits. The key here is to calculate **CLV (customer lifetime**



...If brands want to tackle these problems, digital marketing needs to be disrupted...

value) right and then follow it up by decoding the Best Customer Genome.

In Conclusion

Brands should focus on existing customers to drive exponential forever profitable growth. Earned Growth (a metric based on revenue growth from existing customers and new customers coming in via referrals) should be the North Star Metric for marketers. Email 2.0, Loyalty 2.0, Martech, and Velvet Rope Marketing 2.0

are the four horsemen to lead marketers into this new world. Get this right, and events like Holiday Season will be the best opportunity to bring existing customers back for more and ensure they bring their friends!

Netcore Cloud is a bootstrapped SaaS company that helps over 6,500 customers, B2C brands and marketers create AI-powered new-age customer experiences at every touchpoint of a customer's journey. Their customers include Bonuslink, AirAsia, TNG Digital, Pizza Hut Malaysia, Star Media, MyGroser, and Photobook Worldwide to name a few.

MOST READ ON MARKETINGMAGAZINE.COM.MY

(03th December – 09th December 2022)

Young Ones steal the action at Young Spikes

Last Saturday, Taylor's University Lakeside campus hosted 30 teams from agencies and brands at the Young Spikes Malaysia competition.

Pageviews: 2,823



Naga DDB Tribal appoints Clarence Koh as its new Agency CEO

Naga DDB Tribal has announced the promotion and appointment of Clarence Koh as its Chief Executive Officer effective December 1st 2022...

Pageviews: 2,579



People Moves in brief

CMO Awards winner Chayenne Tan, has left her position as Head of Sustainable Finance (Consumer Banking) at CIMB

Pageviews: 2,325



Graham Drew is first Malaysia Jury President at Spikes Asia!

Spikes Asia, APAC's most prestigious and sought-after award for creativity and marketing effectiveness, has revealed today its 2023 Jury line-up...

Pageviews: 2,282



AirAsia Counts Down Biggest Ever Free Seats Sale with Dynamic DOOH

On 7th November 2022, AirAsia launched its biggest ever 'Mega Sale'. A whopping 7 million free seats...

Pageviews: 1,936





YOUNG SPIKES COMPETITIONS



Young Ones steal the action at Young Spikes

Last Saturday, Taylor's University Lakeside campus hosted 30 teams from agencies and brands at the Young Spikes Malaysia **competition**.

Teams of two competed in their chosen categories: Digital, Media, Integrated, PR and Young Marketers.

Racing against the clock, they submitted their entries prior to the physical presentations on December 3.

Each category had a real working brief provided by **TM Berhad** (Digital), **Etika Holdings** (Media), **KFC** (Integrated), **GO Communications** (PR) and **Sime Darby Property** (Young Marketers). The briefs were shared with the teams by the clients themselves during a special online session.

Young Spikes Malaysia Organising Chairman **Harmandar Singh** and publisher of

YOUNG TALENT



MARKETING Malaysia briefed all the judges before they proceeded to listen and review the work in 10 mins sessions per participating team. Excited participants were seen nervously huddled in the holding room before their turn to make their presentations to the judges.

To enter the Young Spikes Malaysia Competitions the eligibility age is 30 years or younger. The number 30 strangely attracted 30 teams in total this year.

This year's jury was 14-strong, with leaders in their own right:

Gigi Lee – Chief Creative Officer, TBWA Kuala Lumpur.

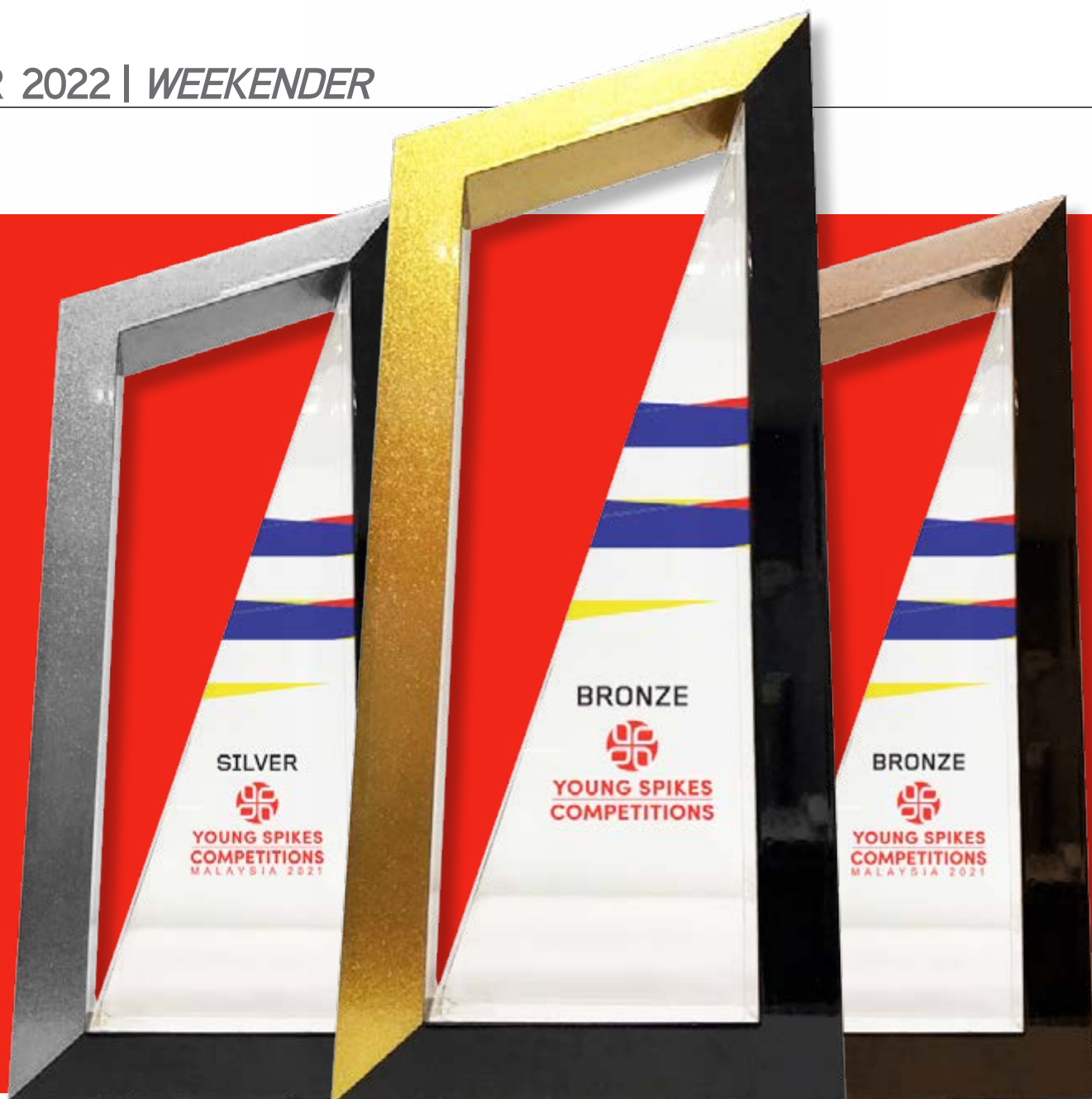
Lau Yin May – Group Chief Marketing & Customer Experience Officer, Malaysia Airlines.

Oliver Kau – Marketing Manager, Etika Holdings.

Alvin Teoh – Chief Creative Officer, Naga DDB Tribal.

Dheeraj Raina – CEO Media, Dentsu International.

Didi Pirinyuang – Executive Creative Director, Ensemble



Worldwide and MBCS.

Faizal Azlan – Head of Creative, TM Berhad.

Peter de Kretser – Founder & CEO, GO Communications.

Vijayaratnam Tharumartnam – Head of Group Communications, QSR Brands.

Phaik Cheng (PC) – Head of m/SIX, GroupM.

Jarrold Reginald – Executive Creative Director, The Chariot Agency.

Syamtriyanti Salleh – Head of Media, A&P and Agency Management, Sime Darby Property.

Stanley Clement – CEO, Mediabrands Content Studio

(MBCS).

Philip Tan – Programme Director, Bachelor of Mass Communication (Hons), Taylor's Uni.

Metal winners (Gold, Silver and Bronze) will be announced at **6pm on December 15** at Spikes Malaysia's official venue: **Taylor's University** Lakeside campus.

All Gold winners get to compete on the Asian stage at Young Spikes APAC in Singapore around the end of February 2023.

Young Spikes Malaysia supporters include **Domino's**, **Directors Think Tank**, **Visual Retale** and RUP.

Click here for **details**.



DATA Storytelling

by Dheeraj Raina

28th February, 2023
8.30am - 5.30pm

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



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