

MARKETING

ISSUE #357 DECEMBER 2022

WEEKENDER

Naga DDB Tribal is Agency of The Year!

SPECIAL SPECIAL



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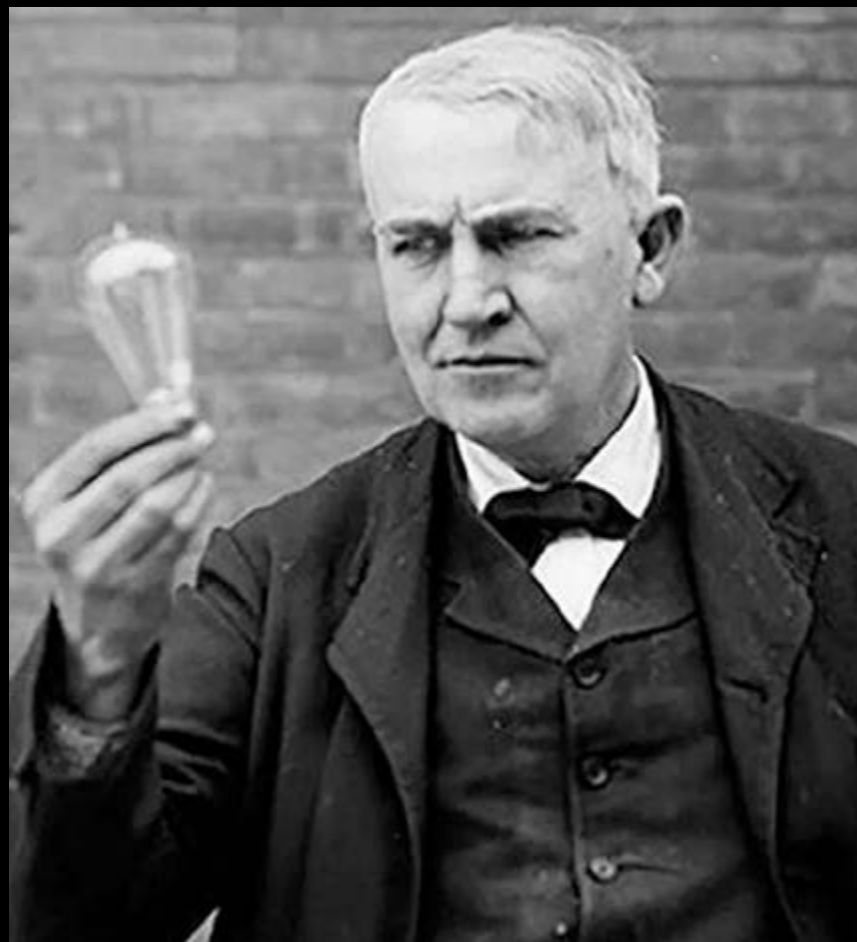
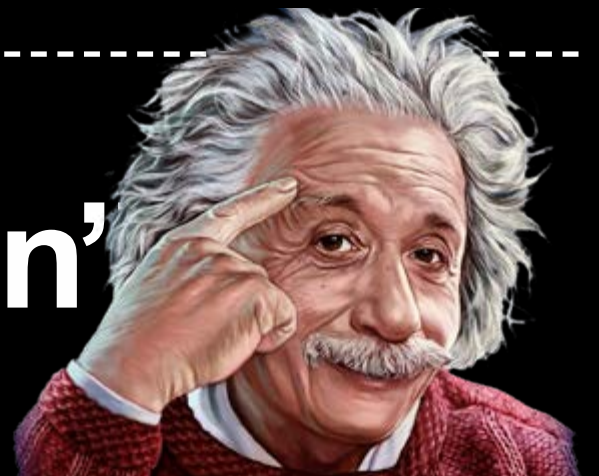


“Stopping advertising to save money is like stopping your watch to save time”

Henry Ford

“Creativity is intelligence having fun”

Albert Einstein

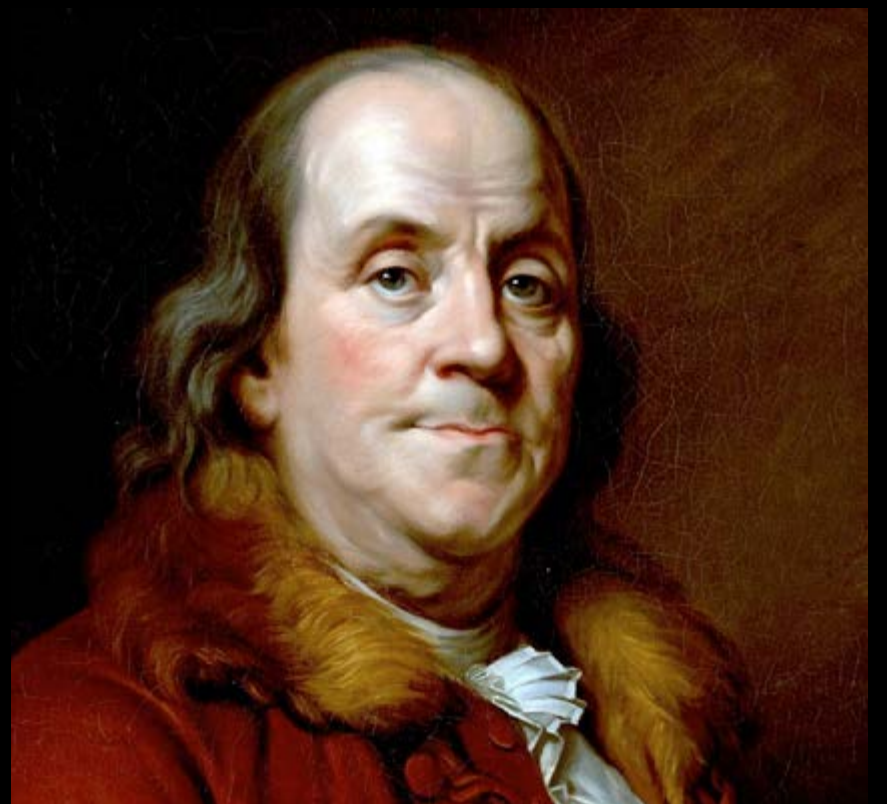


“I have not failed. I've just found 10,000 ways that won't work”

Thomas Eddison

“Either write something worth reading or do something worth writing about”

Benjamin Franklin



EDITOR'S NOTE



Here's to the fighter cocks

Here's to those who stand up for doing the right thing in our industry!

To those who believe in the best way to woo the consumer, and make it happen through sheer perseverance and tenacity.

To those who do not whine when their best people leave them. Life is short, the best always returns to the best.

Here's to those who tire of crusaders preaching about sustainability but do not even carry a handkerchief and take showers twice a day. Bathing out of a bucket saves 50% water.

These environmental do-gooders love to dumb you down, and yet have not heard of the two-bucket car wash method.

Hanky, not panky, beats paper towels any day: paper towels

emit 10 grams of carbon dioxide per sheet.

Here's to those who see through jargon designed for client's egos. Words that leave all feeling good about nothing: "end-to-end solutions". This term miraculously resolves everything and can even displace real work.

Here's to those who fight the good fight to preserve our self-worth, battle those bent on diminishing our true value, and uphold dignity in our profession.

And in case some of you think I have disenfranchised female readers with all this cock talk, the picture featured here is of a female fighting hen.

That's gender balance for you.

A stylized, handwritten signature in black ink, appearing to read "Kamran".

A woman with dark hair tied back, wearing glasses and a patterned sweater, is sitting at a desk and writing in a notebook. The background is a blurred office setting. The text is overlaid on the image in a yellow box.

**COPYWRITER.
CONTENT EDITOR.
TRANSLATOR.**

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

giggle

Marketing Madness



10 FEBRUARY, 2023.



Contact vishnu@adoimagazine.com for details

“We are the Experience Makers”



The journey of making an experience wholesome basically takes a lifetime and has its challenges. But when a client is willing to jump into that journey together with their chosen agencies, these experiences begin to take shape.

Marking their journey in building some of Malaysia's favourite brands for over 37 years now, Naga DDB Tribal's new rally cry “We are the Experience Makers” is one that comes with a proven track record and a forward looking vision to move the agency beyond its

COVER STORY



legacy as one of the country's most established independent agencies.

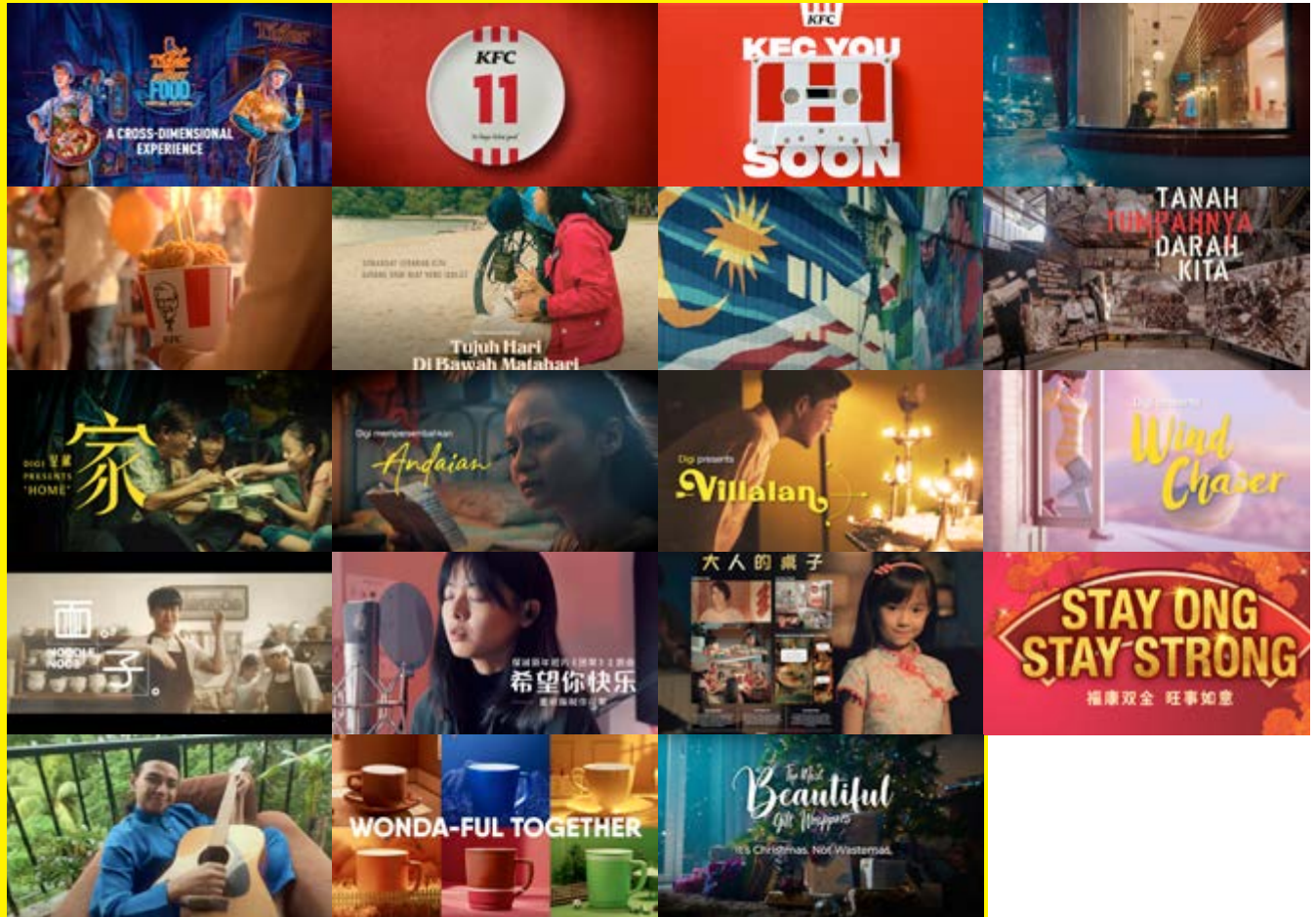
Genuine storytelling with a powerful insight touches people's hearts and builds positive relationships for clients with their customers.

After a two-year hiatus, Naga DDB Tribal emerged as the Agency of The Year at the

PETRONAS Kancil Awards 2022, walking away with a total tally of 2 Gold, 10 Silver, 25 Bronze and 57 Merit.

Naga DDB Tribal CEO, Clarence Koh said, "We have focused our efforts in the last 3 years on evolving our creative approach, with a deliberate focus on embracing ideas that are not bound by traditional media but

...Born out of that spirit to uncage the extraordinary...



take on the goal to create relevant and engaging experiences that people want to spend time with."

"We are overjoyed by this recognition as it is a testament that the agency is headed in the right direction - not just for one client or one particular campaign but across the body of work produced for all our key clients."

Contributing the most number of metals to Naga's Kancil tally is the Tiger Street Food Virtual Festival which snagged 8 metal wins, including 2 Gold, 4 Silver and 2 Bronze.

"The pandemic has presented an unprecedented challenge for brands and agencies but we were blessed to be working with a client who pushed us to look past the hurdle and keep pushing for innovation in the face of adversity.

Supported by an extended integrated team comprising The Chariot Agency, Mediabrands Content Studio, Dentsu Redstar and Ministry XR, Tiger Street Food Virtual Festival was born out of that spirit to uncage the extraordinary."

COVER STORY

**Campaign****Tiger Street Food Virtual Festival**

- BEST DIGITAL-LED BRAND EXPERIENCE & ACTIVATION
- BEST BRAND EXPERIENCE & ACTIVATION-LED INTEGRATED CAMPAIGN



- BEST USE OF DIGITAL COMMERCE
- CREATIVE EFFECTIVENESS: DIGITAL EXPERIENCE
- INNOVATION IN BRAND EXPERIENCE & ACTIVATION
- CREATIVE EFFECTIVENESS: BRAND EXPERIENCE & ACTIVATION



- BEST DIGITAL-LED INTEGRATED CAMPAIGN
- INNOVATION IN DIGITAL EXPERIENCE

Client**Tiger Beer Malaysia****Product/Service****Beer****Brief**

During the lockdown, thousands of street food vendors were going out of business despite the fact that Malaysians were longing for an authentic street food experience. As a brand that has been championing street food for years under its Tiger Street Food banner, it was important that Tiger did something to save street food. But with Malaysians stuck at home and a food festival outright impossible, how can the brand continue championing street food in the pandemic era?

Solution

Knowing that every Malaysian was spending most of their time in lockdown in front of their screens and ordering food online, we decided to create the Tiger Street Food Virtual Festival—the world's first fully immersive virtual street food festival. To ensure a cross-dimensional experience, we partnered with vendors throughout the nation so that users could enjoy the festival online while savouring street food at home. The festival vibes were in full swing with OOTD options, games and activities, and even a live concert.

COVER STORY

“It’s really fulfilling to see the fruition of all the hard work both from our agency as well as the industry as a whole”

The Ultimate KFC Plate, which started as an agency’s initiative to ride on Kedah JPJ’s announcement that KFC car registration plates were up for bids, was awarded four silvers.

“Creativity should not be bound by budget limitations. The team hit the jackpot when they spotted this creative opportunity to tell a refreshing and interesting story that only-KFC-can-do,” says Alvin Teoh, Naga DDB Tribal Chief Creative Officer.

Naga DDB Tribal also brought home a total of 14 metal wins for nine individual festive campaigns (including CNY, Raya and Merdeka) with a notable silver for Tanah Tumpahnya Darah Kita - a full-length Merdeka documentary produced for Astro Malaysia which included an art collaboration with Red Hong Yi.

“It’s really fulfilling to see the fruition of all the hard work both from our agency as well as the industry as a whole. It’s a constant reminder of the potential that we all possess, to constantly try to seek out the hidden opportunities to create something of beauty and impact that will remain with audiences. We saw a lot of it at the Kancil awards across many agencies. It feels great to be a part of this crazy family,” Alvin adds.

“On growth and partnerships, we are very cognisant of the fact that clients requirements are ever evolving, and we always have to stay one step ahead. Hence collaborations and partnerships in areas which add value to our core services and offerings are critical.”

COVER STORY



Campaign
The Ultimate KFC Plate



- BEST SMALL-SCALE BRAND EXPERIENCE & ACTIVATION CAMPAIGN



- BEST USE OF SOCIAL & MESSAGING PLATFORMS
- BEST USE OF CULTURAL INSIGHTS IN DIGITAL EXPERIENCES
- BEST USE OF EVENTS & LIVE EXPERIENCES



Campaign
KFC You Soon



- BEST FILM & BRANDED CONTENT-LED INTEGRATED CAMPAIGN



Campaign
It's More Than Finger Lickin' Good



- ENGLISH COPYWRITING, CONTENT WRITING & SCRIPTWRITING: SINGLE



Campaign
Sedap Sehingga Jadi Memori



- BM COPYWRITING, CONTENT WRITING & SCRIPTWRITING: SINGLE

COVER STORY



Campaign
Astro Tujuh Hari Di Bawah Matahari



- BM COPYWRITING, CONTENT WRITING & SCRIPTWRITING: SINGLE



Campaign
Gemilang Bersama Astro



- BM COPYWRITING, CONTENT WRITING & SCRIPTWRITING: SINGLE



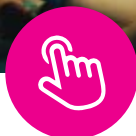
Campaign
Astro Tanah Tumpahnya Darah Kita



- ILLUSTRATION: CAMPAIGN

Client
Astro

COVER STORY



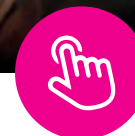
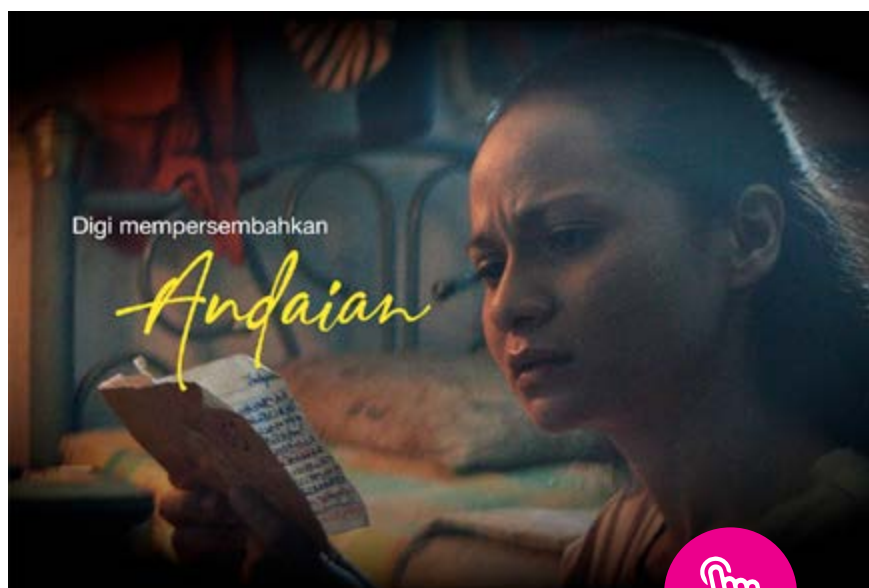
Campaign
Digi CNY 2020 - Home



- MUSIC IN FILM CONTENT



- FILM (ONLINE): SINGLE
- FILM DIRECTION: SINGLE
- CINEMATOGRAPHY: SINGLE



Campaign
Digi Raya 2021- Andaian



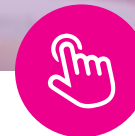
- FILM (ONLINE): SINGLE
- FILM DIRECTION: SINGLE



Campaign
Digi Deepavali 2020 - Villalan



- BEST USE OF CULTURAL INSIGHTS IN FILM & BRANDED CONTENT



Campaign
Digi Christmas 2020 - Wind Chaser



- FILM DIRECTION: SINGLE
- ANIMATION: SINGLE

Client
Digi Telecommunications

COVER STORY



Campaign
Prudential CNY 2020 - The Noodle Noob



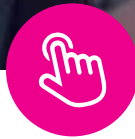
- FILM DIRECTION: SINGLE



Campaign
Prudential CNY 2021 - The Reunion



- MUSIC IN FILM CONTENT



Client
Prudential Assurance Malaysia Berhad



Campaign
HLB The Grownups' Table



- CHINESE COPYWRITING, CONTENT WRITING & SCRIPTWRITING: SINGLE



Campaign
HLB Ong Lai Tart



- CHINESE COPYWRITING, CONTENT WRITING & SCRIPTWRITING: SINGLE



Client
Hong Leong Bank

COVER STORY



Campaign
Wonda-ful Together

Client
Etika



- FILM DIRECTION: SINGLE
- MUSIC IN FILM CONTENT
- ART DIRECTION: SINGLE



Campaign
Tesco Raya Jimat, Raya Selamat



- BM COPYWRITING: CAMPAIGN



Campaign
Most beautiful Gift Wrapper



- ENGLISH COPYWRITING, CONTENT WRITING & SCRIPTWRITING: SINGLE

Client
Tesco Malaysia

COVER STORY

“The agency has evolved in so many ways over the last couple of years that we no longer view ourselves within the confines of being an advertising agency, rather a total solutions provider for our clients’ marketing & communications needs.

The ability to deliver brand experiences that engage our clients’ customers through the marketing funnel is at the top of our priority list in 2023.

In early 2022, we crystalized our mission of becoming the Experience Maker.

This is true not just for our clients, but for our talents as well. We have already begun to see the results of a single minded mission in the form of better work and signs of better talent retention. I believe we have the right strategies in place to continue to propel the agency to greater heights in 2023.”

Farrah Harith-McPherson, Chief Growth Officer shares, “We have had an amazing new business momentum in 2022 and we hope to continue this into the next year. As we are in an industry where our

product really is our talent, we are committed to investing in their development and training while also widening our offerings by forging new partnerships with skilled and likeminded service partners. All of this will ensure that we continue to better our position as an attractive workplace while improving the quality of our end product.”

“It is challenging to justify spending in the face of an anticipated recession, expectations on better cost efficiencies from the agencies and rising talent costs. However, the toughest job being in the management position isn’t just about meeting the number targets but to preserve the unique agency culture that has played a part in this agency’s success for the last 37 years.

I heeded the advice of our Group Executive Director to keep fostering an environment where entrepreneurship and creativity can thrive hand in hand. With the support from my fellow management team, I believe we have the right balance to do just that”, says Clarence.

COVER STORY



... Every new experience brings its own maturity and a greater clarity of vision...



“My hope for the agency in 2023 is pretty basic; that we all help each other find some sort of fulfilment in some of the things we do.

So somehow pursue the thing that matters and have some fun in the thinking of things and experiencing the joy of seeing good ideas come to life.

We have been so overtly serious, so fearful, so overburdened with being responsible, we’ve complicated so

many things and have forgotten the power of play and the potential that comes with child-like wonderment where magic happens.

Can this be achieved in the stressful environment of adland? Of course it can.

We just need to remind each person is a gift and has untapped potential to grow as a person and as a creative. My 2023 dream? Play harder.”

Alvin



“My hope for 2023 is that as we continue to grow, we remain focused on our strategy and rooted in our culture so we never lose sight of what we stand for.”

Farrah

“While we couldn’t have asked for a better way to conclude 2022 with the recent recognition as Agency of the Year again at the Kancil Awards, we are setting the bar higher for 2023.

Whether it’s a client or a talent, who wouldn’t want to work with a winning agency? We need to do just that - to put our best foot forward in creating meaningful and engaging experiences for our clients’ brands that their consumers want to spend time with, and hopefully pick up a Gold or two while doing it.”

Clarence

“To do work with a smile on our faces. To make the people our work touches smile. And to deliver the results that make our clients smile.”

Alex



When creative work creates memorable experiences, the audience cares enough to spend time watching, engaging with the brand and writing feedback, then sharing it with a friend

because they feel so good about the whole experience. When you turn audiences into advocates, you know you've created an experience that will stay with them.

Personalise or Perish: How AI-led personalisation can be a powerful marketer's tool for unmatched customer experience

*By Pavan Sondur, Co-founder and CEO and
Prashant Kumar, CTO, Unbxd*



Nobody wants to be just another face in the crowd. Brands want to stand out, individualise themselves and be one in a million. The ones that successfully crack this code can effectively amplify their sales manifold and, in fact eventually become an extension of their customer's personalities.

Personalisation empowers your brand to treat every customer as a unique individual unto himself and not as a cog in the larger machine of users, accounts, or prospects.

NETCORE

... personalisation is now a standard gadget in the marketing toolbox of any modern-age marketing firm...

Therefore, personalisation marketing strategies junk the old batch-and-blast methods and replace them with marketing communications that immediately strike a note and establish the brand's relevance in the customer's life.

Of course, such marketing leapfrogs can only be driven by technological advancements like AI, ML and data analytics that permit B2B and B2C businesses to create customised experiences via smart targeting solutions. Thanks to this data-driven approach, firms can now extract key insights that can be utilised to strengthen personalised experience and boost conversion rates.

In fact, personalisation is now a standard gadget in the marketing toolbox of any modern-age marketing firm and any company that is not

leveraging it only stands to lose market share in the coming years. No surprise then that, as per Netcore Cloud's Ecommerce Personalization Benchmark Report 2021, personalisation increases the conversion by 45% for retailers and has reduced the abandonment rate to 46% from 60%.

What does the future hold?

The writing on the wall is clear: A new brand without the guiding light of personalisation will find itself lost in the thicket of modern consumer behaviour, bogged down by the complexity of the marketplace and in fear of competitors eroding its market share. Au contraire, companies that adopt a hyper-personalisation approach can leverage their customer data to ensure higher conversions, better brand recollection and inflated customer satisfaction levels.

A result case which validates this study is how Indian multinational educational technology company, BYJU'S achieved a whopping 1/3rd increase in feature discovery and adoption using SaaS Company, Netcore Cloud's no-code Product Experience platform.

NETCORE

By its very nature, traditional marketing lacks the ability to compute different data points that present a better understanding of customer behaviour at scale. Our study indicates, AI-driven personalisation has been so impactful that 71% retailers have seen at least 4x ROI on personalisation and that 91% shoppers would abandon their journey with little to no AI-driven personalisation.

The final word: There is no marketing without the effort to understand the person behind the purchase.

Brands that get this right continue to pivot while the others eventually perish. While it's important to personalize, it is also important to get it right without seeming intrusive. Success in this area assured unbeatable brand loyalty as a result of reduction of customer acquisition costs and a clear increase in retention rates, revenues, and the efficiency of marketing spends.

Today, entrepreneurial initiatives are divided into two camps: In the first camp are those who put all their

... AI-driven personalisation has been so impactful that 71% retailers have seen at least 4x ROI on personalisation...

faith in the jaded application of traditional marketing tools, which have diminishing returns and marginal utility. The second camp is populated by those who are waking up to the transformative powers of AI-powered personalisation and scaling it across their channels and customer touchpoints in tandem with traditional marketing.

Going forward, it is the firms in the second camp, those that are actively deploying personalisation capabilities that will be witnessing first-hand the wonders it can work for their business.



*Pavan Sondur,
Co-founder
and CEO*



*Prashant
Kumar, CTO,
Unbxd*

Amazon Alexa, “Colossal Failure”



“Voice is the new navigation. Voice is the next navigation. It’s happening now, and it’s becoming more obvious with each passing day...”

“About 50 per cent of all searches will be done through voice by 2020...”

“Voice is making the exchange of information almost ubiquitous in the lives of users...”

Yeah, right.



... Advertising agencies were hysterically hustling their clients to create ads for “voice” or be left behind...

It was just a few short years ago that the “voice” hype machine was promising us “voice” was going to be the next marketing miracle that was going to “change everything.”

You heard all the bullshit.

Voice assistants were going to do all our shopping, get us medical advice, control everything in our house, change our diapers, rotate our tyres, and do a million other things that were going to make life heaven on earth.

Advertising agencies were hysterically hustling their clients to create ads for “voice” or be left behind.

Sadly, like so much marketing tech horseshit that was going to change everything (blockchain, 3-D printing, NFTs, self-driving cars, drone delivery, 5G, crypto, virtual reality and, god help

us, the metaverse) “voice” has turned out to be mostly hot air from marketing cretins to whom every new gimmick becomes an obsession.

Alexa has turned out to be the world’s most expensive way to get a weather report.

According to a piece in *Ars Technica*, “Just about every plan to monetise Alexa has failed, with one former employee calling Alexa ‘a colossal failure of imagination.’”

One report said, “By 2020, the (Alexa) team stopped posting sales targets because of the lack of use.”

As a result of the failure of Alexa, Amazon is losing about \$10 billion a year in its Alexa-dominated hardware division, and is planning to lay off 10,000 employees.

BTW, is there a big tech company that isn’t planning to lay off 10,000 people?

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.

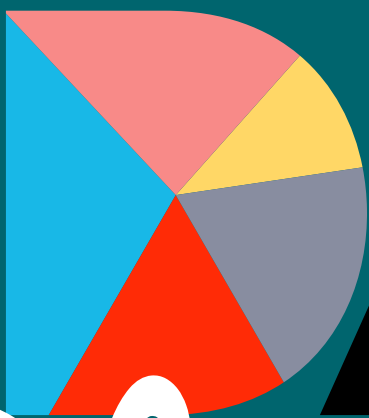
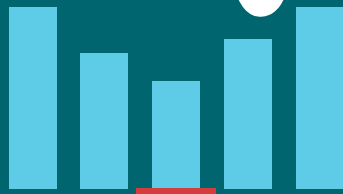
CREATIVE SHOWCASE



An awareness campaign in the US featuring an unusual scene: a beach towel-wearing man sitting on rooftops, tree branches and even the billboard itself, followed by a shot of a VOSKER camera and the line "There, like you're there."



the
Art of



DATA

Storytelling



by Dheeraj Raina

28th February, 2023
8.30am - 5.30pm

Eastin Hotel
Pusat Dagang, 13, Jalan 16/11, Seksyen 16,
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APPROVED HRD CORP
TRAINING PROGRAM
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