

MARKETING

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WEEKENDERTM



Today's Media Powerhouse

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How Musk spies
on you.



“It is a tale told by an idiot, full of sound and fury, signifying nothing.”

PM Anwar Ibrahim quotes Shakespeare and accuses opposition leader Hamzah Zainudin of launching personal attacks.

“5,994 football fields of forest reserve may soon be timber plantation.”

MalaysiaKini report on Kledang Saiong Forest Reserve in Perak.



“Deliveries at McDonald's now consistently make up 30% of our business in Asia vs just 10% pre-Covid 19.”

Eugene Lee - Regional CMO (Asia) McDonald's, commenting in the Grab SEA Food & Grocery Trends Report 2022

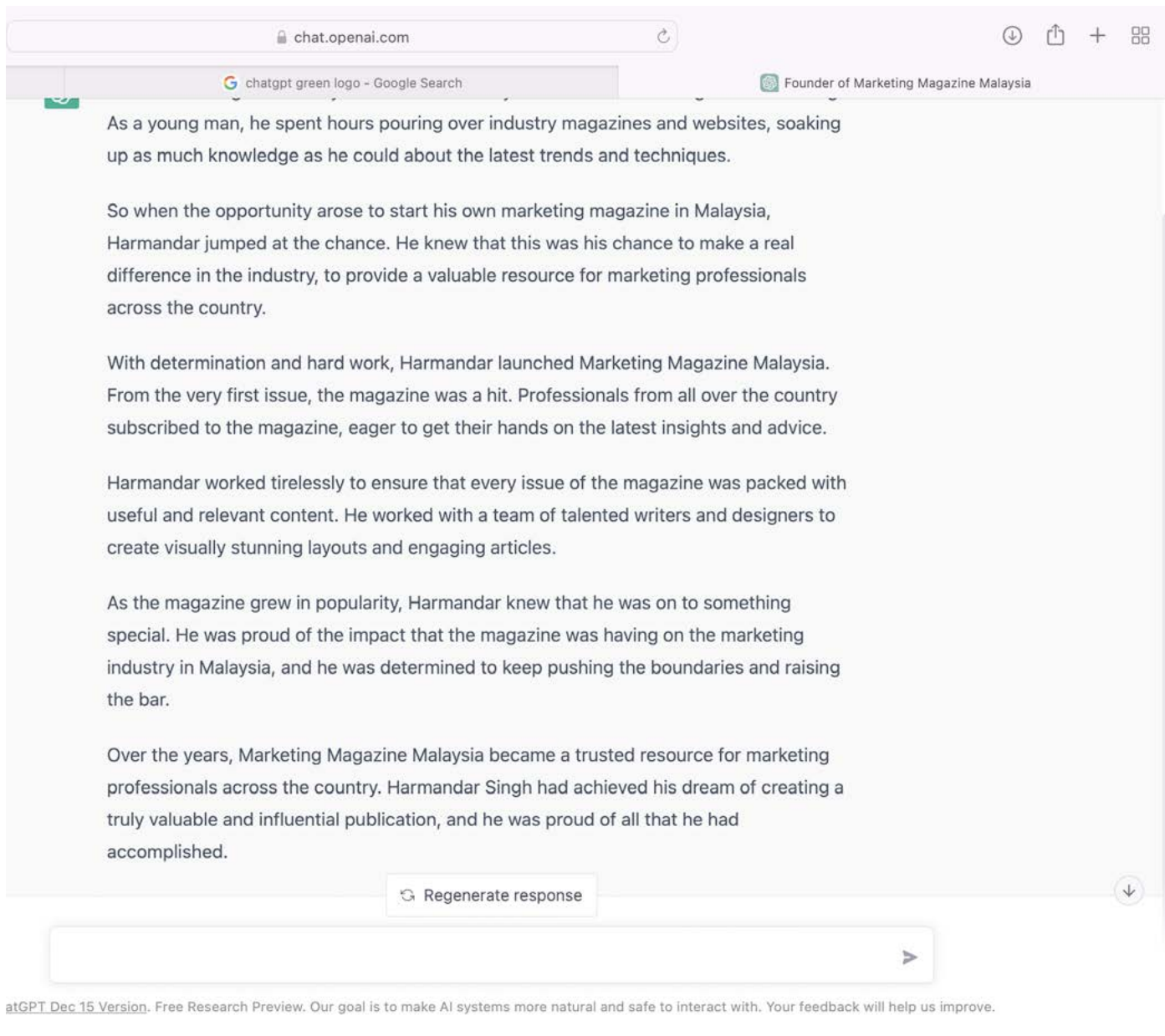
“Nothing to fear, as I have nothing to hide.”

International Trade and Industry Minister Tengku Datuk Seri Zafrul Tengku Abdul Aziz regarding alleged irregularities in the use of RM600bil worth of funds.





ChatGPT



Some say if you still haven't explored ChatGPT, you are so 2022. So I dived straight into it during Christmas, before that the only AI in my 2022 was Anwar Ibrahim.

This is what Google search says about it, "a free AI chatbot that can spit out long-form answers to just about any question, in a way that sounds eerily human."

I am sure we'll hear non-stop super sermons about this AI tool

from new experts, so before I got preached out, I decided to quickly type this:

"Write me a story about harmandar singh founder of Marketing magazine Malaysia", and above is what it spat out....

Go on, have fun at openai.com
And you'll be in 2023 in an instant!

Marketing Madness

CMO
Conference &
Awards
2023

10 FEBRUARY, 2023



Contact vishnu@adoimagazine.com for details



Leading the Way with Groundbreaking News Delivery

Brands everywhere want the most bang for their buck.
As media leader and disruptor,
FMT delivers maximum visibility and reach.



EXTENDING OUR LEAD



FMT HAS RISEN TO A WHOLE NEW LEVEL, ALL THANKS TO YOU. YOU HAVE SHOWN US OVERWHELMING SUPPORT ALL THESE YEARS, ESPECIALLY DURING THE 15TH GENERAL ELECTION.

▶ YOU HAVE MADE US

The English language news site with the **LARGEST AUDIENCE BASE** and the third largest overall.¹

The site with the **HIGHEST SHARE OF VOICE** across major online platforms.²

The English news site with the highest number of online impressions, at **20.1 BILLION** in 2022.³

▶ WE NOW HAVE

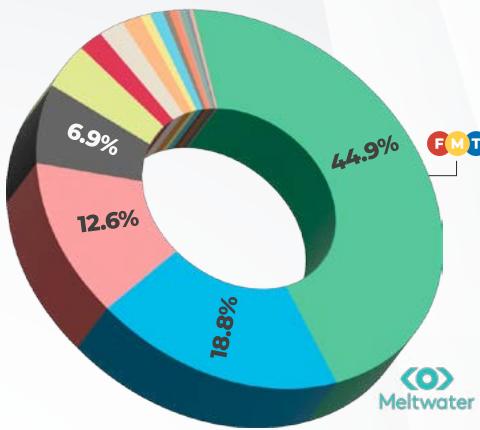
SIX MILLION unique visitors on the website in a month.⁴

108 MILLION views in a month.⁵

¹ Similarweb's November 2022 media ranking by number of unique visitors to the official website.
² Linkfluence Radarly by Meltwater number of mentions of FMT across online platforms i.e. websites, social media and forums.
³ Meltwater Explore number of times FMT appears online i.e. websites, social media and forums as of 31 December 2022.
⁴ Google Analytics.
⁵ Google Analytics, YouTube, Facebook, TikTok, Instagram, Twitter, LinkedIn, Daily Motion and FMT App.

▶ SHARE OF VOICE

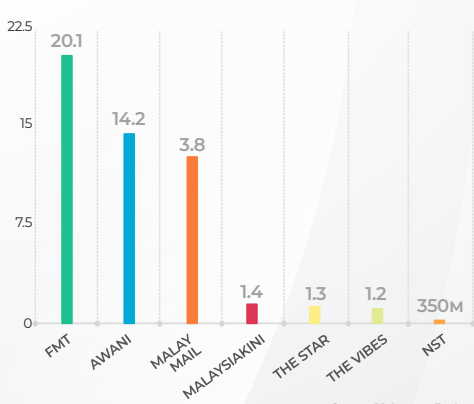
NOV 13, 2022 – DEC 13, 2022 | SHARES, MENTIONS, POSTS, REPOSTS, COMMENTS



FMT	139K	SINAR HARIAN	3.07K
AWANI	57.9K	MALAY MAIL	3.04K
BERNAMA	39K	TV3	1.95K
MALAYSIA GAZETTE	21.4K	BFM	1.49K
THE VIBES	13.6K	HARIAN METRO	1.21K
MALAYSIKINI	7.16K	KOSMO	1.04K
BERITA HARIAN	6.14K	SIN CHEW	936
NST	5.1K	THE EDGE	150
THE STAR	3.78K	SAYS	44
UTUSAN	3.11K		

Source: Linkfluence Radarly by Meltwater

▶ ONLINE IMPRESSIONS IN 2022 (BILLION)



Source: Meltwater Explore

similarweb		
No.	Domain	Unique Visitors ↓
1	astroawani.com	6.325M
2	bharian.com.my	4.882M
3	freemalaysiatoday.com	4.404M
4	malaysiakini.com	4.322M
5	hmetro.com.my	4.316M
6	sinarharian.com.my	3.787M
7	thestar.com.my	3.581M
8	yahoo.com	2.922M
9	nst.com.my	2.760M
10	siraplimau.com	2.325M

Source: Similarweb – Nov 2022

RIDE THE WAVE WITH US

advertise@freemalaysiatoday.com
018-220 0682
(Jarrod Solomon)

Numbers don't lie.

In November 2022, media trailblazer Free Malaysia Today or commonly known as 'FMT', continued to steamroll ahead,

driven by its savvy coverage of the 15th Malaysian general elections (GE).

In that month alone, FMT racked up six million visitors and 108 million views, crowning it



as the English news site with the largest audience base and third overall in Malaysia. Meltwater, the world-renowned online media monitoring company, confirmed FMT's leadership with the highest "share of voice" across all major platforms in the country at 44.9%, way ahead of Astro Awani (18.8%), Bernama (12.6%) and Malaysia Gazette (6.9%). Share of voice refers to shares, mentions, posts, reposts and comments across online platforms.

These numbers underscore FMT's inimitable relevance to readers and viewers. From a fledgling news site looking to find its place in a daunting arena, FMT's brand and platforms are today eagerly followed by an intelligent audience base hungry for a fresh approach and courageous, real-time reporting.

"FMT has always led conversations about key national issues but the elections have taken us to a whole new level. As our society becomes more

COVER STORY

educated and information becomes easily accessible, the media must be intelligent and balanced to be relevant,” said Jasbant Singh, managing editor.

This commitment to balanced reporting enthrals a massive audience whose size reflects a deep level of trust towards the FMT brand. “This trust is key to ensure that all messages from news to commercial content resonate with the masses,” attested Azeem Abu Bakar, managing director.

Maverick media powerhouse

“Today, FMT differentiates itself from the competition by bringing to the market a robust ecosystem of powerful writers, social media platforms, production capability, state-of-the-art technology and extensive connections in the corporate world and in politics,” said Azeem. He added that leading brands are taking advantage of FMT’s cutting-edge media solutions to drive their strategic communications advocacy



Jasbant Singh *Managing Editor*
Azeem Abu Bakar *Managing Director*



Robin Augustin
Chief News Editor



Nicholas Chung
News Editor



and business development campaigns, with impressive results.

Never content with its already vast knowledge in current affairs and its social media expertise, chief news editor Robin Augustin says that FMT is always looking to innovate and strengthen its resources to stay ahead of the curve in news delivery. This enables FMT to better support collaborators and appeal to diverse audiences that comprise decision-makers from all walks of life, including board members, C-suite executives, policymakers, regulators, professionals, government officials, business

owners, SMEs, and students.

Diversified content is definitely a pull for audiences desiring broad, deep and novel coverage. “While the elections cemented FMT’s leadership position as Malaysia’s foremost news site, our six-million strong audience has now come to expect richer and more diverse content in multiple other fields, especially in business, lifestyle, sports, property and human-interest stories,” emphasised Nicholas Chung, news editor.

Seasoned editors Yeoh Guan Jin, who heads **FMT Business**, and Lee Min Keong run FMT’s fast-growing business section

COVER STORY



which is rapidly gaining traction for its coverage of important local and international business news and stories.”

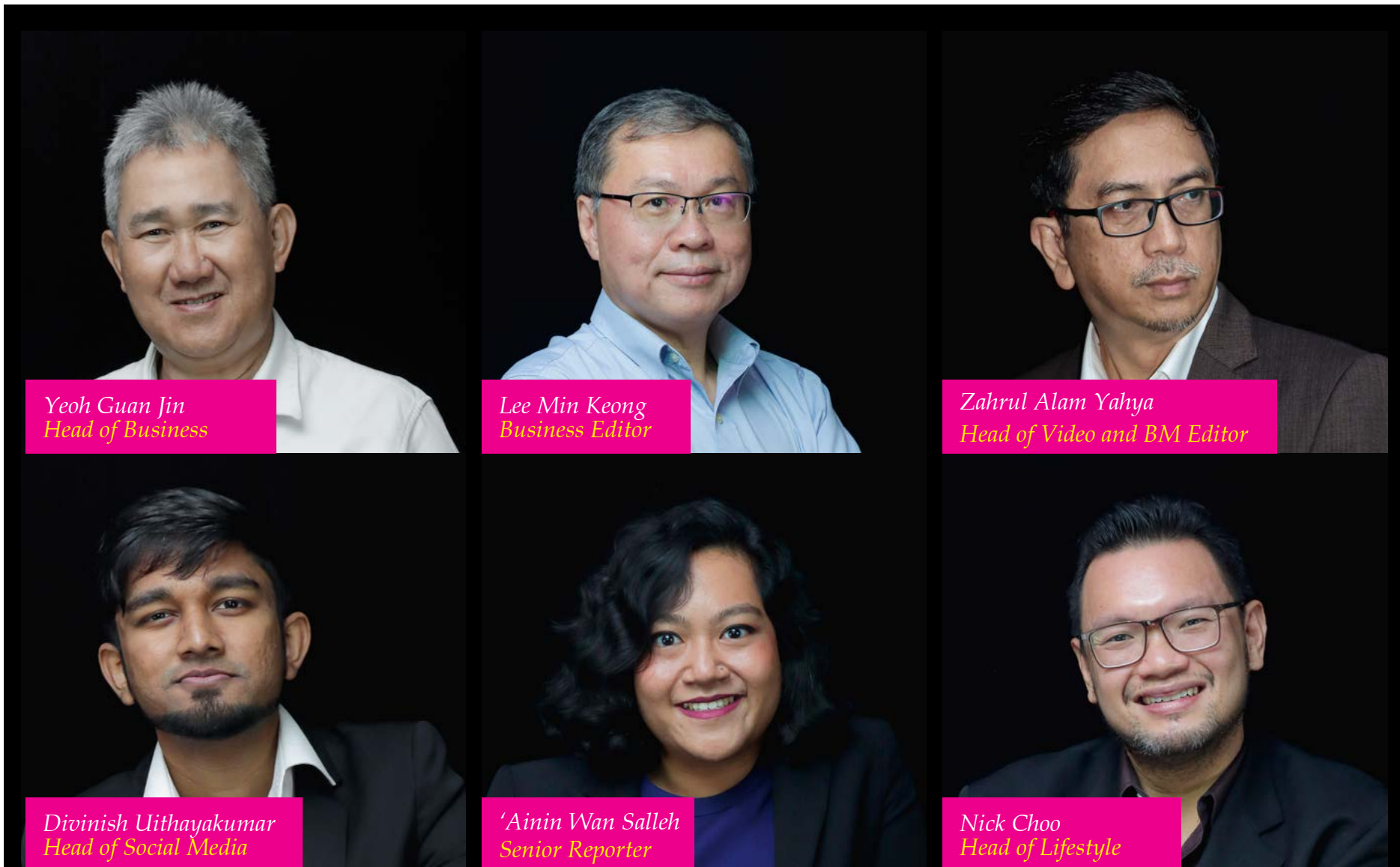
As one of FMT’s most visited sections focusing on human interest stories and culture, **FMT Lifestyle** steered by Nicholas Choo, offers excellent potential for building brand and product visibility and recognition.

FMT’s vision in developing **FMT Bahasa Melayu** to meet the key Malay demographic’s increasing appetite for intelligent content has also borne fruit, allowing it to gain a sizeable

foothold in a largely untapped market.

FMT Video has successfully kept an increasingly visual audience up to date with the day’s key stories by expertly producing high quality one-to two-minute video capsules which are published on all its social media platforms. These are complemented by its best-in-class video explainers for more in-depth coverage. “Attesting to the sheer importance and growing footprint of video, FMT video numbers are on par with FMT

COVER STORY



web traffic,” said Zahrul Alam Yahya, who doubles up as head of video department and BM editor.

Despite its growing status as the new darling of Malaysia’s media landscape, FMT promises to remain true to its DNA and roots in social media.

“From day one, FMT’s follower base has grown organically on each of our social media platforms.

Our communities are real and are highly engaged — sharing our content, commenting on our stories and advocating on our behalf,” said

Divinish Uithayakumar, head of social media.

An honest infrastructure is the essence of FMT’s success — authenticity, engagement with real communities, and telling the stories that matter to them.

Senior reporter ‘Ainin Wan Salleh expressed that the sense of fulfilment comes from the impact that FMT creates when advocating a cause and educating the society.

She added, “Anyone would be lucky to make a real difference to the world once in his or her lifetime. In **FMT**, we get to do it often.”



MBCS shows three's a company for 2023

How a small-time organic granola businesswoman is driving culture with a new trifecta of values

BY THE HAMMER

This integration of three agencies under Mediabrands Content Studio (MBCS) spotlights Managing Director Phang Mei Jeng (MJ), right at the centre of this change and culture.

MJ is no ordinary leader, with two decades of industry experience across six agency networks.

Multi-tasking as a part-time waitress through college,

INSIDE THE AGENCY



overseeing the call centre for an automotive brand and learning hard lessons during her four years in the merciless yet meaningful industry scene in Shanghai, MJ has seen it all.

Upon her return from China, she started a small organic granola business but after a while, got back into advertising saying she missed the adrenaline rush too much.

Her latest challenge is no walk in the park....

She says, “We needed to break away from our norms and find new ways to get our 200 staff to come together, feed off each other’s energy, and appreciate the ability to bounce things off with each other again. While we are proud of our 7-year creative journey in Mediabrands across various award-winning brands,

“Original content is our next big thing, and we’re going to be leveraging the power of our partners...”

we needed to consciously build platforms so everyone within MBCS has a voice.”

MBCS is the integration and transformation of three creative agencies under Mediabrands into a single content agency with its own approach to the business of business. MBCS embodies a trifecta of values in its culture: Having Boundaries and Respect, Building Craft, and Play.

This is a recap of our conversation...

“I get inspiration by talking to people around me.”

Creative story-telling has always been our core, but now, we’re looking to see how we can bring things to the next level through innovation with media partners and better tech applications. From traditional campaigns to immersive content experiences, spanning

INSIDE THE AGENCY

every platform including the metaverse, gaming, and OTT, we see opportunities to drive performance creative - our crucial partnership with media that will tip the scale to drive performance.

A major push has been to embrace the lower funnel while still uplifting brands, through addressable, social, and e-commerce content.

Original content is our next big thing, and we're going to be leveraging the power of our partners including media, production partners and influencers to develop more bespoke original content with clients.

Work, Play and getting Social

The importance of separating our work and personal lives to support our values of respect and boundaries is key. An example of how we are starting off with that is something small and simple like migrating work chats to Teams. At the same time, the appointment of craft champions to spread their infectious energy to lead and improve on craft has gotten everyone excited.

The social sphere has evolved greatly. In fact, we've now come

full circle to a time where things were more intuitive, and we find we can have a lot more fun with content rather than always needing to have something so crafted.

To have content that is reactive and on trend, we do need to restructure and have less layers, with more content creators to address social briefs. The idea is to have an agile and nimble structure and thinking within the team to drive the 'always on' agenda.

On building society and talent

While MBCS is still building on its strength in unity, the agency is looking ahead to see how else they can address issues of the industry and help to shape the creative community as a whole.

To this end, MBCS is launching the MBCS Academy this - an academy to support underprivileged youth with job opportunities, address the issue of the scarcity of talent and spread awareness of the industry amongst Malaysian youth.

Not bad, for a girl who started work in her uncle's noodle shop as her first exposure to the service industry!

SaaS Bootstrapped and Profitable Centaur, Netcore Cloud goes for a strategic rebrand



... The rebranding is a step towards appealing to the younger brands that engage with us in global markets and reinforcing our capabilities as a legacy company with new-age offerings...

Netcore Cloud, a profitable SaaS company and global leader in customer communication, engagement, and retention, today unveiled the revamping of its brand identity after over two decades of its successful journey in MarTech.

The new visual identity stems from Netcore's core philosophy of empowering brands around the world to build enduring relationships with customers.

NETCORE

Resonating with the bold and modern appeal of the brand, the new logo and branding elements are reflective of its twenty-five-year legacy combined with its new-age expertise. After having completed multiple acquisitions, and expanded its global presence, the new brand identity ensures consistent communication across all group companies and international offices.

Speaking about his milestone, **Kalpit Jain, Group CEO Netcore Cloud** said, “Netcore Cloud has witnessed multiple transformations over the last twenty-five years. As one of the leading brands in MarTech we feel responsible towards reinventing and moving the needle up on the overall quality of consumer experience that brands offer users. With SaaS industries booming, it’s essential for B2B brands to stand out and Netcore was looking out for a visual identity that helps it to be recognised for its bold, relentless energy. The rebranding is a step towards appealing to the younger brands that engage with us in global markets and reinforcing our capabilities as a legacy company with new-age offerings.”

Adding to this, **Chris Higgins, Senior VP - Marketing, Netcore Cloud**, said, “We are very excited about our new visual identity and communication approach that captures the spirit of Netcore in 2023. Our upgraded brand now communicates the boldness and innovation of Netcore as we continue to drive innovation and success for our clients around the world.”

Finishing 2022, Netcore Cloud completed 25 years since its founding back in 1997. The company today serves over 6500 clients across 20+ countries, delivers over 20 billion emails a month, and tracks upwards of 120 trillion marketing events every year. Global brands like Tommy Hilfiger, Crocs, Hamleys, McDonald’s, Bonuslink, AirAsia, Pizza Hut Malaysia, Star Media, and Photobook trust Netcore Cloud to scale their customer experience, engagement, and retention initiatives.



*Kalpit Jain,
Group CEO
Netcore Cloud*



*Chris Higgins, Senior
VP - Marketing,
Netcore Cloud*



Creative Director
and Art Director Bobby Chan
could visualise ideas to life even
before the camera rolled.
Bobby Chan Chee Kok passed
away peacefully on the first day
of the year 2023.

How Musk spies on you.



It was reported last month that Twitter has spyware (known in the dark art of adtech as “ad tracking pixels”) embedded in over 70,000 websites. This means that every time you go to one of these websites, they report your activities back to the great and powerful Musk.

Do you need to have a Twitter account to be in Musk’s files? *No.*

Do you need to have *ever* had a Twitter account to be spied on by Twitter? *No.*

Are you aware that information about you is being reported to Twitter by tens of thousands of companies? *No.* Have you ever given Twitter informed consent to collect this information about you from tens

of thousands of websites? *No.*

Do Twitter, the ad industry “leadership,” or regulators give a flying shit about any of this? Don’t make me laugh.

A **shocking report** released by *Adalytics* found Twitter ad tracking pixels on the websites of some of the world’s largest organizations. These are companies that advertise on Twitter. According to the great Krzysztof Franaszek, founder of *Adalytics*, these organizations “*may not be aware that they are sharing terabytes of their visitors’ and audiences’ data with Twitter.*” This is also true of companies that may not carry the Twitter pixel, but embed tweets.

Who are these organizations?
No one very important, just...

- the FBI
- The New York Times
- General Motors
- Coca-Cola
- US Department of Homeland Security
- Congressman Kevin McCarthy
- US Department of Health & Human Services
- Wall Street Journal
- The Washington Post
- Volkswagen
- Mondelez (Oreo, etc)
- Chrysler
- Ford
- Dentsu
- Pfizer
- Disney
- Citibank

...and about 70,000 other government agencies, retailers, carmakers, healthcare groups and academic organizations.

What does Twitter do with all this data about you after they get it? Who the hell knows. But if you want to get paranoid... remember that Musk's partners in Twitter include the sovereign fund of Saudi Arabia and some other lovely people who were promised special access to Twitter data in return for their

investments.

Can we trust an erratic, loose cannon like Musk - who is largely reliant on the good graces of the Chinese government for the success of Tesla - with information like this? I wouldn't trust him to feed my cat.

There is also inexplicable incompetence and stupidity. The idea that Ford, General Motors and VW would allow Twitter to place tracking pixels on their websites is an indication of the cluelessness and carelessness of supposedly responsible organizations about the ramifications of adtech and online tracking.

Authors of the report say «there does not appear to be any legislation, laws, or legal mechanisms in the US that would allow organizational entities to direct Twitter to delete large amounts of log data.» In other words, it looks like Twitter can do whatever the hell it wants with this information.



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.



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



APPROVED HRD CORP
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