

MARKETING WEEKENDER™

ISSUE #359 JANUARY 2023



MALAYSIA'S MARKETERS OF THE YEAR ANNOUNCED!

10 Feb 2023

7.30 pm

S I M E D A R B Y C O N V E N T I O N C E N T R E

EDITOR'S NOTE

05

BE BRUTAL

That's what I told the jury at the Malaysian CMO Awards judging.

We discussed how marketing has become an increasingly cross-disciplinary function. And how this represented real-time expectations in the marketplace.

Judges shared their experiences and what they were looking for from marketing leaders.....

COVER STORY

06

MARKETERS OF THE YEAR...

ABDUL SANI ABDUL MURAD • DANNY HOH • ERIC WONG • GIGI LEE • KYLIE BEH • EDDY DORAIRAJAH • LINDA HASSAN • MANPREET SINGH • MARK TAN • MAYLING CHAN • TEH WEI SEONG • NOREEN SABRINA • SITI HAJAR

15

viu
UPFRONT
2023

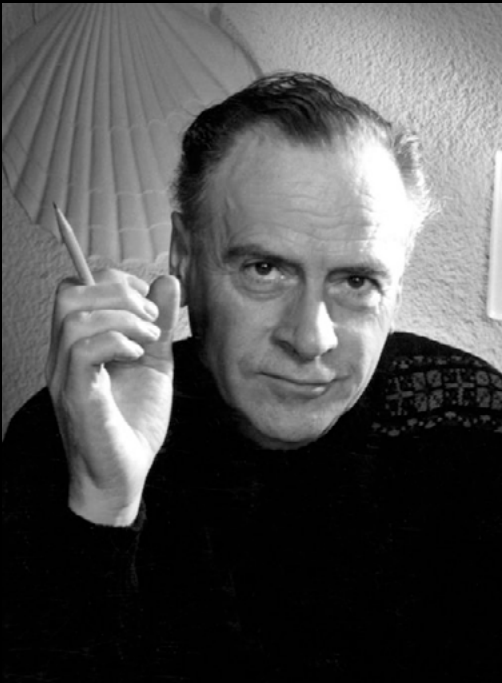


Viu Malaysia announces five Viu Original titles for 2023

18



Only bad marketers think more messages mean more effectiveness



“Today it is not the classroom nor the classics which are the repositories of models of eloquence, but the Ad Agencies.”

Marshall McLuhan

“Original thought is like original sin: both happened before you were born to people you could not have possibly met.”

Fran Lebowitz

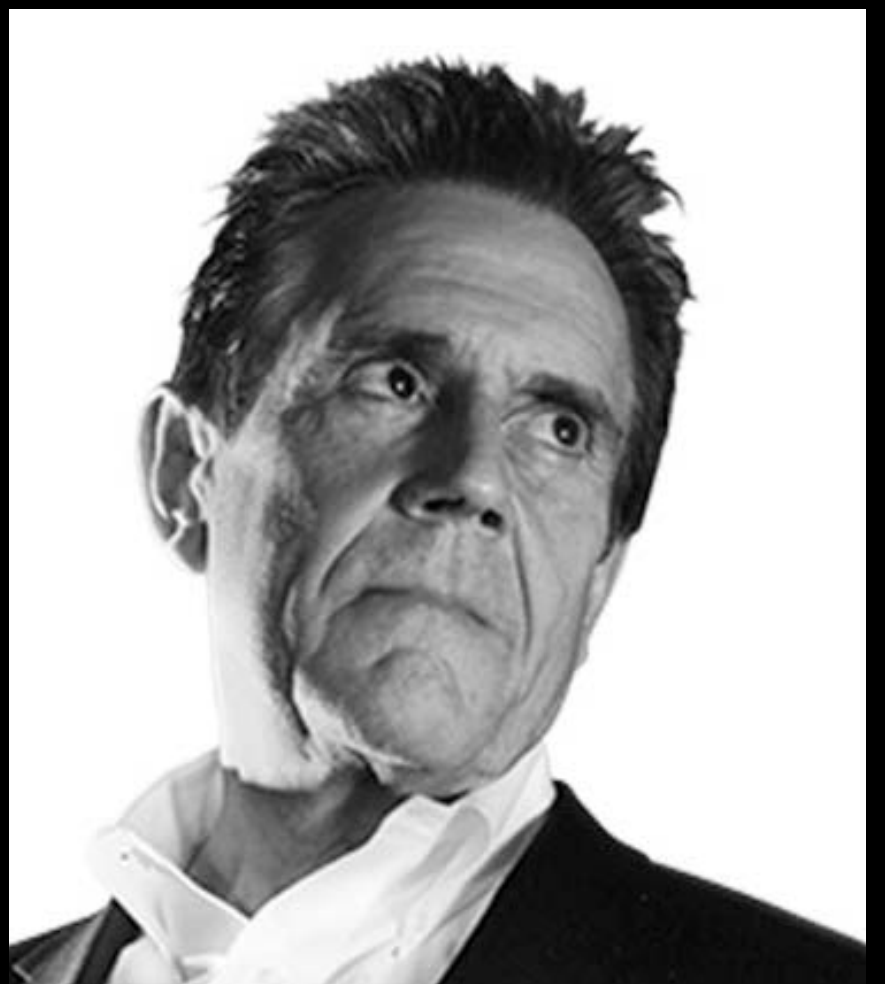


“We know what happens to people who stay in the middle of the road. They get run over.”

Aneurin Bevan

“You don’t have to lead a horse to water, just make the horse thirsty.”

Dave Trott



Celebration of Malaysia's Finest



CMO
Conference &
Awards
2023

10 FEBRUARY, 2023



Contact vishnu@adoimagazine.com for details

BE BRUTAL

BY THE HAMMER

That's what I told the jury at the Malaysian CMO Awards judging.

We discussed how marketing has become an increasingly cross-disciplinary function. And how this represented real-time expectations in the marketplace.

Judges shared their experiences and what they were looking for from marketing leaders.

We also decided to up the ante in our robust evaluation of all candidates.

We received some 60 submissions this year and most of them were good candidates.

In some categories we had no submissions, but that's ok. It just reflected that it was not a dynamic year for marketing to shine there.

In most instances, the judges also had a conversation with some of the candidates in the final stage.

So while the price of gold has been rising in fear of a looming slowdown, the value of our Gold Award has similarly sky rocketed.

This year we have the least

number of winners since we started this show five years ago.

Our selection of judges has been consistent over the years. They need to be leaders in their own right, and astute about the changing face of marketing.

We spoke about trends like AI, automation, the creator economy, ESG - issues much talked about in the business of marketing - and at the end of the day the judges focussed on the bottom line:

RESULTS.

Sustainability was also the big thing we bandied about in our exchanges. And if it was marketing's job to save the world.

The judges put themselves in the shoes of marketers when they were judging the submissions.

They signed an NDA before the process and were not allowed to judge candidates who were in their direct chain of command.

And these are the champions who made it, in alphabetical order....

MARKETERS OF THE YEAR...

A B D U L S A N I A B D U L
M U R A D • D A N N Y H O H •
E R I C W O N G • G I G I L E E •
K Y L I E B E H • E D D Y
D O R A I R A J A H • L I N D A
H A S S A N • M A N P R E E T
S I N G H • M A R K T A N •
M A Y L I N G C H A N • T E H
W E I S E O N G • N O R E E N
S A B R I N A • S I T I H A J A R



CMO AWARDS



Abdul Sani Abdul Murad
Group Chief
Marketing Officer
RHB Bank Berhad



Danny Hoh
Customer Director and Marketing Director
Watsons Personal Care Stores Sdn Bhd



Eric Wong
Chief Marketing and Partnerships
Distribution Officer
Prudential Assurance
Malaysia Berhad



Gigi Lee
Head, Group Business Banking Marketing
& Customer Insights
RHB Bank Berhad



Noreen Sabrina
Group Head, Corporate
Communications and Branding
edotco Group Sdn Bhd



Eddy Dorairajah
Vice President, Consumer Marketing
CIMB Bank



Linda Hassan
Group CMO
(Malaysia, Singapore & Cambodia)
Domino's Pizza



Manpreet Singh
Group Head, Customer Experience
Management, CIMB Group

CMO AWARDS



Mark Tan
Deputy General Manager
IPC Shopping Centre



May Ling Chan
CMO
KFC



Teh Wei Seong
Director, Analytics & Customer Experience
Prudential Assurance



Siti Hajar Rizlan
CMO
Syarikat Takaful Malaysia
Keluarga Berhad



Name of Finalist	Category
Kylie Beh	Rising Marketing Star
Leong Cheh Teng (Ken Leong)	Rising Marketing Star
Zulhilmi Izzuddin Bin Kamaruddin	Rising Marketing Star

WHAT MAKES THE CUT

Business Results:

The winning candidates will have shown their influence and involvement in positive business outcomes – whether its market share, revenue growth, or profit... in a responsible manner.

Case Study:

Case studies are assessed to see how the CMO led, adapted and managed the new way of working while delivering campaigns, launched new initiatives that progressed the business health of the company, people and brand. How engagement and impact working together got results.

Team Results:

Attention is paid to how the CMO showed leadership in these critical times, mapping out cohesive and collaborative approaches while optimising team resources in a constantly changing environment.

Track Record:

Breakthrough marketing is far more effective than marketing that borders on mediocrity. Judges study the work of marketers, look at industry recognition and awards won, and identify those that are truly taking the risks to succeed.

JUDGES JOTTINGS

“Judging is never easy. The ability to tell your story is critical. Judges are not robots. They need to hear your human, business and brand stories that exude empathy and compassion for the plight of people. If you don’t have a real one that you can tell passionately, don’t enter. As a judge, I look for examples of the truth well told of how you made a difference to people’s lives. Brave businesses and brands that put people before profit fosters Trust and must be recognised”.

Head of Judging Panel

Prof. John D. Chacko

President, International

Advertising Association (IAA)

Malaysia



“All of them are of high quality as they have achieved a lot and I can see that their experiences are indeed vast. Also, the nominees have put in their heart and soul to provide their best to their organization”

Judge

Caryn Loh

Managing Director

Watsons Malaysia



JUDGES JOTTINGS

“The criteria’s set and submissions are pretty detailed. It is a rigorous process and I think it sort of guides us towards finding a worthy winner. From judging many award campaigns, it has always centered around the campaign and the business result. Here, you can see a holistic view of an individual, their leadership style, how they have groomed others and processes that are set to structure their team where all these things are steps taken by an individual to build a successful marketing team and campaign.”

Judge

Santharuban T. Sundaram
Chief Executive Officer
Etika Holdings Sdn Bhd



“I have been judging these awards from year one, and I can say that the task is not a walk in the park. Judges must bring all their experience to the judging table when poring over entries. You can imagine the results as each of us make our own judgement on submissions. Inevitably, the cream rises to the top. Congratulations to all winners”

Judge

Renzo C Viegas
Founder & Executive Director
Crescer



JUDGES JOTTINGS

“I think what I’ve seen is that the level of people who are passionate towards marketing and all aspects of marketing, especially how people have managed to think out of the box and evolve in situations we have today such as post-pandemic, pre-pandemic etc. So, it is a very good touch as where I come from, we only look at macro level while here there are more micro details being managed for the good of society and the business itself”

Judge

Dato’ Samson Anand George
Chief Operating Officer &
Director
KIA Malaysia Sdn Bhd



“This year continues to be a watershed year for the marketing profession. The pandemic continues to create uncertainty and unpredictability; and this calls for greater creativity and courage from marketers looking to break through both the clutter and fear prevailing in the market. This year’s entries to the Awards continue to be of very high quality and exemplifies how adversity is indeed the mother of innovation.”

Judge

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



CMO AWARDS: JUDGES JOTTINGS

“The entries are very high caliber and across multiple industries. There are common things across most of the campaigns we have seen which are sustainability. Nowadays, it is no longer just a brand governance statement instead how do we actually cascade the need to be environment positive. Not just in profit, but also in the way we actually interact with consumers”

Judge

Karen Chan

Group Chief Commercial Officer
AirAsiaIndependent Non-Executive
Director

QSR Brands (M) Holdings Bhd



“Chief Marketing Officer, the category itself is very wide ranging and it is very difficult to attribute something specifically to someone or take credit for it. The nominations coming through are very comprehensive and there is also quite a bit of mention of collaboration from holders to get to the market.”

Judge

Jeffrey Seah

Partner

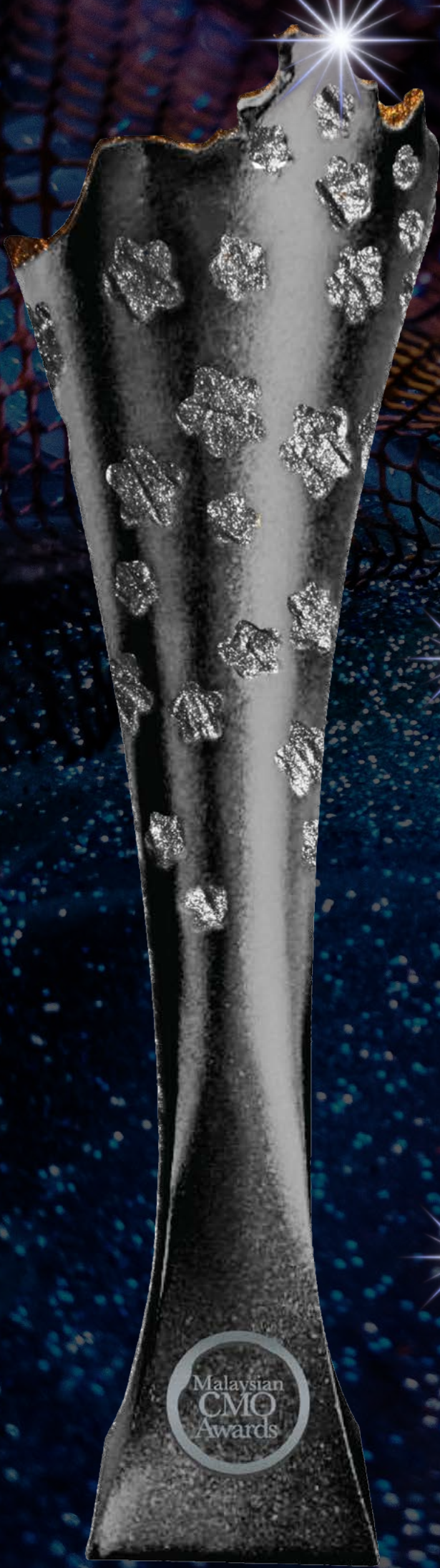
Quest Ventures

Vice Chairman

HEPMIL Media Group



CMOs OF THE YEAR



2018

SANTHARUBAN T. SUNDARAM



2018

EUGENE LEE



2019

DATUK LAI SHU WEI



2020

ANGELINA VILLANUEVA



2021

MELATI ADBUL HAI



2021

SUTAPA BHATTACHARYA



From left: Steven Lim, Juliana Low, Kingsley Warner, Imilya Roslan and Kee Wee Khaw

Viu Malaysia announces five Viu Original titles for 2023

Viu, has announced five Viu Original dramas to be released in 2023, after a post-pandemic year which saw recognition for local productions by industry peers and consumers alike.

The announcement was made at its inaugural Viu Upfront

event, which was the platform's gathering with key media agencies, business partners, clients and Malaysian film and arts stakeholders.

Mr Kingsley Warner, Country Manager of Viu Malaysia, said, "Viu has been wanting to do this

ORIGINAL STREAMING



Steven Lim, Dato Yusry and the cast members of Nenek Bongkok Tiga



From left: Imilya Roslan, Kingsley Warner and Steven Lim



Steven Lim with Alter Naratif cast members

for a while but was disrupted due to the pandemic.

Now that we are at the end of 2022, we are establishing our Viu Upfront event to share with key partners and stakeholders a recap on what we have done in 2022 and what we are looking to do in 2023 from a content perspective.”

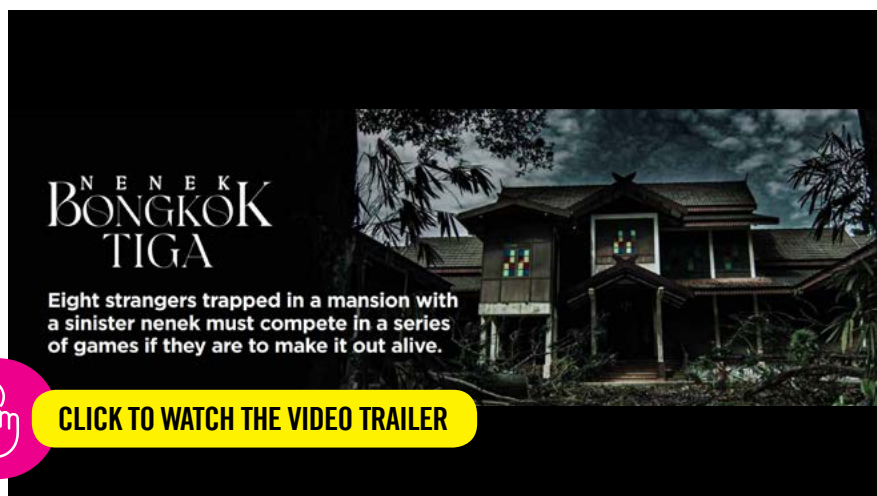
These dramas and more can be found on the Viu app, which is available for free download on App Store, Google Play, and

selected smart TVs, as well as on the web at www.viu.com.

Rewinding 2022

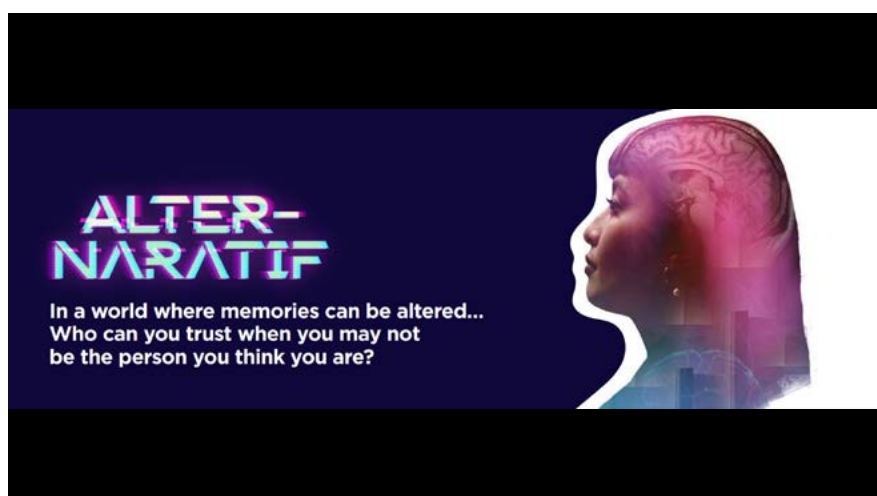
2022 has been a successful year for Viu Malaysia, with *She Was Pretty* and *Seribu Nina* scoring wins at the national level from Asian Academy Creative Awards (AACCA) after already picking up a slew of other awards. Both were among the five Viu Original titles released in 2022.

ORIGINAL STREAMING



Nenek Bongkok Tiga

When eight strangers wake up in a mansion guarded by an elderly woman with a hunched back (Nenek), they soon realise that they are being held hostage...



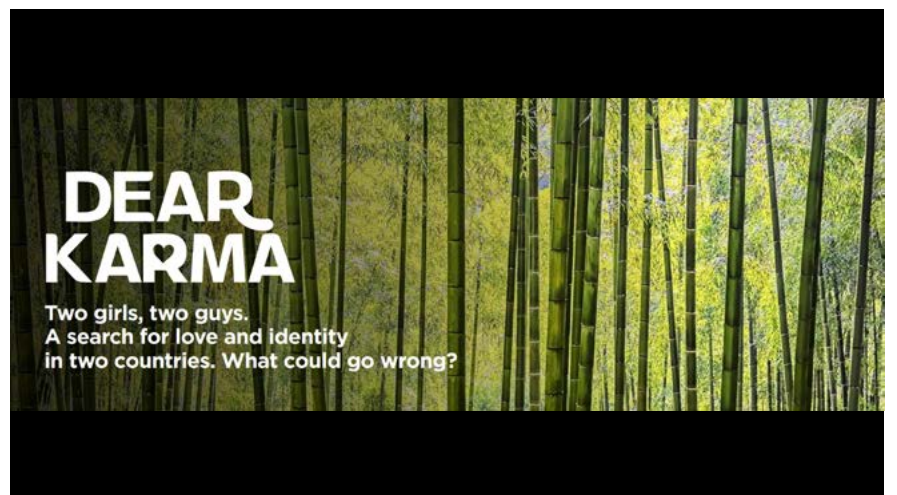
Alter-naratif

Alter-naratif is about a company renowned for its innovations in the field of memory alteration – the ability to delete memories and replace them with artificial ones...



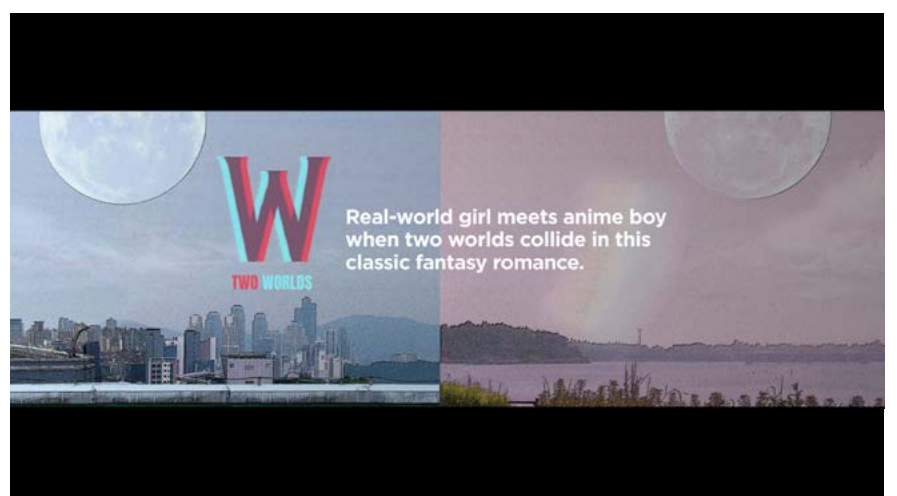
Terlanjur Cinta

To save her drug addict brother, Salleh, from prison and lift her family from poverty, Hidayah decides to accept a marriage proposal from the much older widower, Pak Majid...



Dear Karma

The story follows Karma, an idealistic dreamer trying to make it as a beauty influencer. She unexpectedly lands a job opportunity to go to Japan with Bianca, an actress who's looking to rehabilitate her bad girl image...



W: Two Worlds

After Ika's father (the creator of popular webtoon series W) disappears without a trace, her search for him inexplicably transports her into the webtoon world...



Only bad marketers think more messages mean more effectiveness

You might increase total message recall by adding more of them, but you'll lose credibility, as shown by the World Cup protestor who couldn't pick one cause.

By Mark Ritson

There I was, deep into Monday night, happier than a pig in shit. The family had long ago emigrated to the land of sleep. A fridge full of fine, fresh ale sat chilling. The late-night delights of Portugal versus Uruguay now sprawled out before me.

Mid-way through the second half of what was, I have to confess, a relatively underwhelming affair, the game was suspended as a lone protestor sprinted across the pitch. He was waving a flag and made it all the way into Portuguese territory chased by a

PROTEST MARKETING

burly security guard dressed in black.

The protestor showed a surprising turn of speed and seemed to have the beating of the guard. But his speed proved his undoing as a second guard came in from the right and took him out with what can only be described as the tackle of the tournament. He was escorted quickly from the ground while the match referee gingerly collected his flag and removed it from the playing area.

The whole episode lasted less than a minute but went on to make quite a few headlines the next day. Most of the articles focused on the protestor, his eventual fate and the generally supportive response of the crowd. Interestingly, very little of the coverage examined what he had been protesting.

And there was a reason for that. Our anonymous protestor might have been tasty over 25 metres but his marketing skills were shithouse. One of the core lessons of positioning is to be choiceful. To sacrifice ancillary messages and focus your marketing bullets on a tight, enduring message. Less is more.

In contrast, Monday night's protest was a four-fold affair.

On the front of our protestor's chest was a **superman symbol and the words 'Save Ukraine'**. On the back of the T-shirt **the message was 'Respect for Iranian Woman' [sic]**. The protestor also proudly flew the rainbow flag of the LGBTQIA+ community. And super-imposed across the flag was 'Pace', the Latin word and global symbol for peace.

At first sight, one might assume that going for broke like this was a clever, value-for-money move. Given the Qataris and FIFA are not exactly welcoming dissent at this year's World Cup, best to cram in as many protests as possible for maximum impact. That's a logic commonly called the 'kitchen sink' approach and many marketers adopt it in their own strategic sessions. They often start with a singular focus on a powerful, key attribute or two but then cannot subsequently resist adding more and more and more to the final brand messaging.

Missing the point

A magic bullet becomes a messy onion. And any subsequent attempts at execution are lost because of the vacuity that results from a lack of strategic choice and the spreading of the peanut butter

PROTEST MARKETING

of communication too thinly across the audience bread.

Take our unfortunate protester – because he decided to promote as many causes as possible, he ended up promoting almost none. When TV crews interviewed the player of the match, Portugal’s Bruno Fernandes, he was appropriately unsure of the protesters ultimate goal. “To be honest,” the Portuguese star confessed, “I didn’t really see what was the message that was trying to be conveyed.”

There is a famous chart to explain all of this. It’s so old it has been variously attributed to Millward Brown, then Kantar Millward Brown, and now just Kantar. Its empirical origins are famously murky and, given it’s more than a decade old, it is a chart ripe for a retest. In an assessment of ads on the Link database Millward Brown showed that, as you increase the number of intended messages in an ad, the likelihood that the audience will remember each of them decreases in direct proportion.

It’s a tricky chart to initially interpret. So, I’ve reproduced it here using – ahem – new ‘data’ from the Portugal vs Uruguay game, just to make the point. If

we were to look at ads that just went with a single key message or a protester wearing just a ‘Save Ukraine’ T-shirt, we can treat this singular message as our index of 100.

Add a second message and those remembering the Ukraine message now falls by a third but this is offset by equivalent levels of recall for the second message,



The more protest messages you try to communicate, the lower the likelihood of each being recalled (Source: Mark Ritson, with apologies to Millward Brown, Kantar Millward Brown and Kantar)

in this case women’s rights in Iran. Add a third LGBTQIA+ message and the original Ukrainian message loses a little recall, the Iranian message loses a lot, and the new gay rights message makes very little impact at all. Add a message of global peace and all four causes take a major hit and – for the first time – the total number of recalled messages declines. We are now

PROTEST MARKETING

“By communicating four things badly, you lose the opportunity of communicating one or two more powerful arguments well.”

officially throwing shit against the wall.

Really bad marketers have looked at this chart in the decade it has been circulating and not only misunderstood it but come away with exactly the wrong conclusion: four messages still generates 139 indexed message recall in the market, significantly more than a single-message campaign, ergo more is more.

True, but this assumes something that is rarely the case: that each of the four propositions is equally persuasive to a target customer. In reality, there is usually one – perhaps two – big, hairy important drivers of brand switch or trial that need to be communicated. Other arguments

exist but have significantly less persuasive power. By communicating four things badly, you lose the opportunity of communicating one or two more powerful arguments well. Less is therefore more.

Be choiceful

And there is another argument for the superiority of fewer messages. There is a lot more to persuasion than simple recall – which is all this particular advertising test measures on the Link database. I might recall an ad telling me three things about its brand’s performance, but do I believe them?

When I saw our brave protester/shithouse marketer racing across the pitch on Monday night, I was struck with a number of conflicting thoughts. Several of them revolved around my refrigerator and whether there was time for top up. But as the plethora of protest messages about his body became apparent, the authenticity and impact of his message did not grow – it receded.

Here was a man who wanted to protest lots of things from all around the world at the same time. Rather than one

PROTEST MARKETING



A protester invades the pitch during Portugal's World Cup match with Uruguay

empowering cause that had made him run onto the pitch, he was a serial protester intent on protest in general. Nothing wrong with that. His bravery remains unquestionable. But the passion and commitment and impact of his protest were all diluted by his general attempt to protest stuff. Message plurality led to source incredulity.

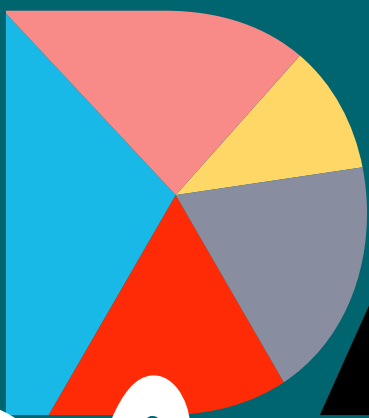
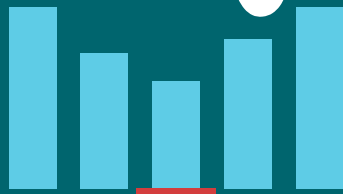
Within a minute, they'd taken our protestor off to jail and the game resumed. But the lesson for marketers should endure. Many manage brands with lots of potential advantages, claims

and benefits. The temptation is always to add more to get maximum value for money from your media and tactical executions.

But be choiceful here. Focus on the messages that will most likely make an impact and draw a semantic line under them. Avoid the kitchen sink, the double-sided T-shirt with flag and logo. Decide on the most powerful attribute or two and don't deviate from their communication. With the exception of World Cup penalty shoot outs, less is always more.



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,
46350 Petaling Jaya, Selangor Darul Ehsan



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