

MARKETING

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WEEKENDER™



Pole Position: In the Driver's Seat of Malaysia's Digital Economy

EDITOR'S NOTE

05

Is pity a marketing strategy?

COVER STORY

“Digital transformation is not the job of a single agency and all this could not have been achieved by MDEC alone.”

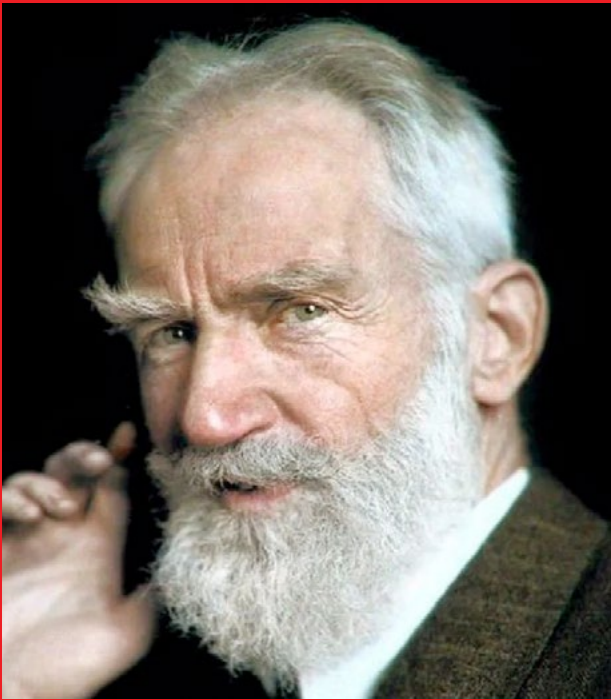
MAHADHIR AZIZ
Chief Executive Officer, MDEC



Digital pioneer Sanchit Sanga catalyses growth for Admatik, as Strategic Advisor



Meltwater Malaysia Strengthens Team for Strategic Expansion



Life isn't about finding yourself. Life is about creating yourself.

George Bernard Shaw

“Don't worry about the world coming to an end today; it's already tomorrow in Australia.”

Charles Schultz

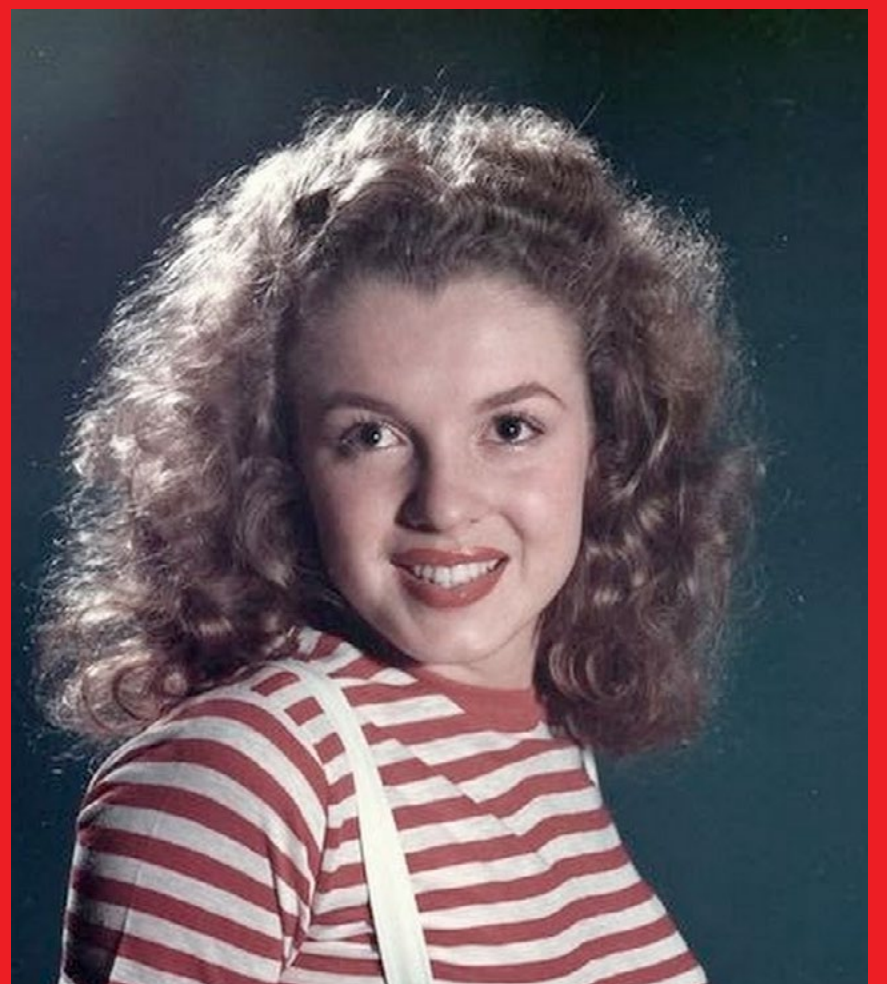


“Why suspend me? Instead, I asked to be sacked. The President obliged, and gave me the boot with immediate effect.”

Umno ex-supreme council member
Noh Omar

The circle of light is yours. You enclose yourself in the circle. You carry it with you wherever you go.

Norma Jeane





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Is pity a marketing strategy?

Ever noticed how “poor thing” a budget brand is?

They wear the budget badge as a source of pride and income.

Yes, income.

Inherent in a civilised society is a sense of sympathy for the downtrodden or disadvantaged.

In fact, if you used “pity” as a marketing ploy it can arguably become a sustainable source of income.

It can even make your customer feel magnanimous about “helping” you get over your “helplessness”.

I’m just saying.....

Crying wolf is not new.

Examples of brands that have been accused of crying wolf include:

Theranos, a blood testing company that made false claims about their technology.

Volkswagen, who was caught in the “Dieselgate” scandal for cheating emissions tests.

Wells Fargo, who faced multiple scandals involving the creation of false accounts by employees.

Takata, an automotive supplier who produced faulty airbags leading to multiple recalls.

And when you do business with them, it is always about getting the best deal out of you as if they’ll go under otherwise.

Maybe I am just being paranoid. Maybe this is a corporate culture that is too embedded to ever change.

Maybe ChatGPT is wrong.

Last Call



CMO
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10 FEBRUARY, 2023



Contact vishnu@adoimagazine.com for details

“Digital transformation is not the job of a single agency and all this could not have been achieved by MDEC alone.”

MAHADHIR AZIZ
Chief Executive Officer, MDEC



COVER STORY



Keeping up with social media, running a business remotely, or embarking on an international expansion from the digital hub of ASEAN. No one could have imagined that the digital conveniences we take for granted today was pioneered from an obscure estate in Malaysia.

The '90s was a watershed decade, thanks in no small part to the digital revolution that was unfolding globally. Tapping into this vast new potential of bits and bytes, the Malaysia Digital Economy Corporation (formerly known as Multimedia Development Corporation) was established in 1996 to help the nation embrace a bright new digital future.

As the lead agency tasked with implementing the Multimedia Super Corridor

(MSC) initiative, the Malaysia Digital Economy Corporation (MDEC) began laying the foundations of Malaysia's digital economy by driving investments in the technology sector, creating a comprehensive digital ecosystem to support its supply chain, nurturing a digital-savvy society in driving demand for digital products and services as well as preparing a future-proof workforce.

2022 witnessed the introduction of Malaysia Digital as the new national strategic initiative to groom and attract top tech talent, technology companies and investments while enabling Malaysian businesses and the Rakyat to play a leading part in the global digital revolution and digital economy. The Malaysia Digital initiative's goal was to further expedite the expansion of Malaysia Digital Status companies (formerly known as MSC Status companies) by offering fertile opportunities via competitive and progressive incentives in addition to enabling them to operate, develop, expand or invest anywhere in Malaysia.

COVER STORY



Capturing everyone's attention

As an increasingly digital-literate world evolved, so did communication strategies in leveraging upon how new ways information or content was consumed.

As a government agency, this changing landscape is compounded by the need to balance conformity, consumption habits and emerging trends.

Creative storytelling and execution, coupled with a strategic media approach was implemented to inspire and harness collaboration with partners that improve campaign

performance and efficiency via cutting-edge advertising and marketing technologies.

For each campaign, MDEC built purposeful brand experiences at every touchpoint that were designed and customised to maximise engagement, resonance, impact and desired outcome for each target segment.

MDEC corporate website, www.mdec.my, serves as the hub for prospects to learn about services and programmes offered. The corporate website had recently been redesigned to improve user experience with the Rakyat, business and investor in mind.

COVER STORY

Malaysia Digital, a national strategic initiative

Building on the groundwork MSC Malaysia had laid, Malaysia Digital aims to make digital opportunities more inclusive amongst the Rakyat, businesses and investors – ensuring no one is left behind. From digital reskilling and upskilling programmes to digital transformation assistance, MDEC aims to advance Malaysia's digital economy with participation from both public and private sectors.

The campaign theme of 'Think Possible' was a war cry to inspire Malaysians, individuals

and businesses alike, to inculcate the belief that nothing is impossible and to take action so dreams transform into reality. Beyond being an inspiring call to action, it also communicated that MDEC plays an active role in driving the initiatives that create equal opportunities for these possibilities to be realised.

Playing on juxtaposition, the artwork captures the current reality and contrasts with doodles to reflect an individual's ideal future. It's a beautiful blend of inspiration and reality, proving that every dream has the possibility and opportunity to realise its fullest potential.



COVER STORY

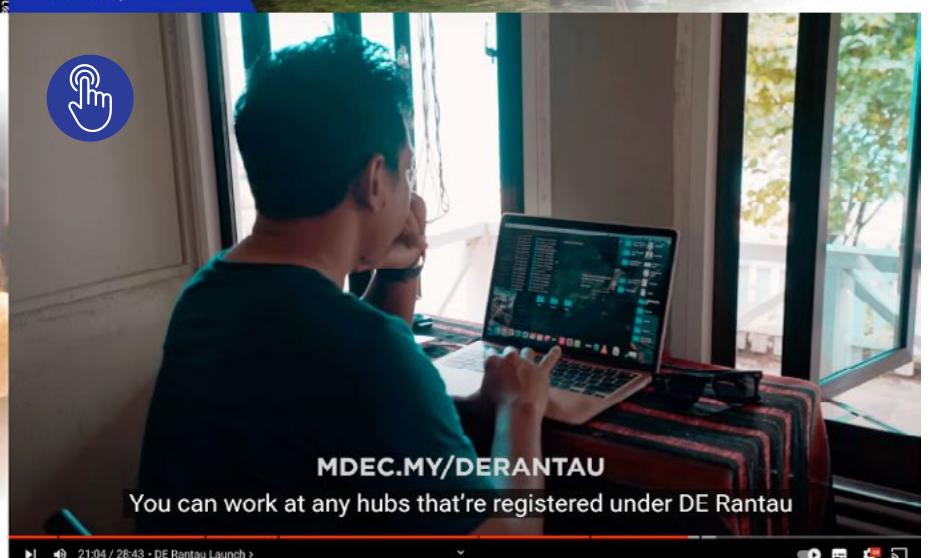
Malaysia, a haven for Nomads

The continued rise of digital nomads globally presented an opportunity to position Malaysia as the preferred digital nomad hub in ASEAN. By fostering the growth of a vibrant ecosystem that caters to digital nomads, DE Rantau programme benefits both local talents and businesses. Digital nomads can travel and work remotely across various locations in Malaysia, thanks to the access of a reliable broadband connectivity and various other facilities and services that support the nomadic lifestyle, as well as boosting digital adoption

and promoting digital mobility and tourism nationwide.

The inspiration for DE Rantau creative concept originated from the freedom and excitement that comes with being a digital nomad. Each visual captures the essence and atmosphere of DE Rantau locations, from Penang to Langkawi, and envisions the possibilities of these locations as great places to work, play and explore.

A customised digital marketing strategy was essential in attracting a targeted digital nomad population based locally and around Southeast Asia. To quickly establish a local base



COVER STORY

of nomadic advocates, MDEC collaborated with popular local digital content creator - Fikri Zamri. A digital nomad himself, Fikri acts as a reference point and programme ambassador for the nomad community. Until today, he continues to promote the digital nomad lifestyle to aspiring Malaysians and acts as the unofficial spokesperson in promoting Malaysia as a preferred locale for the nomadic community in Southeast Asia.

A time to GLOW for freelancers

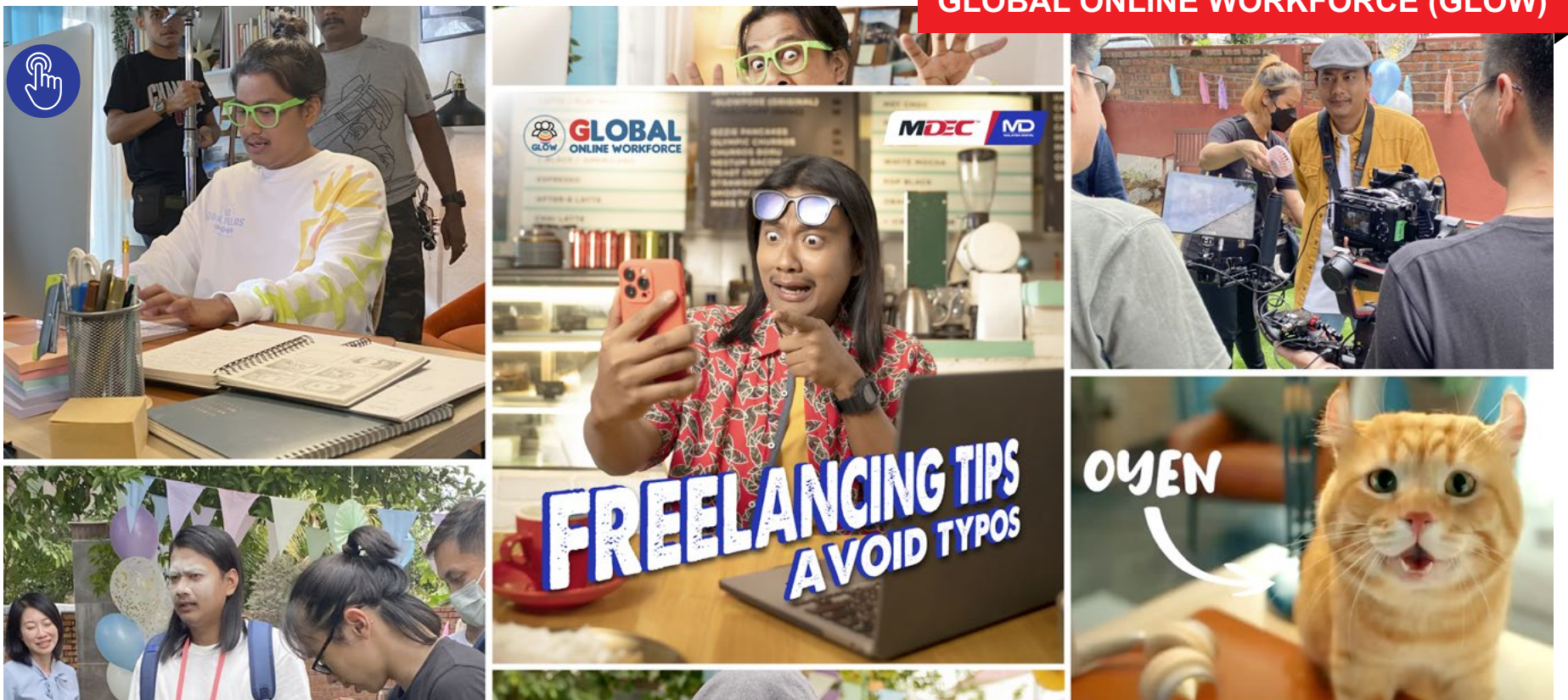
MDEC's GLOW programme (Global Online Workforce) is a platform that provides guidance and opportunities for aspiring Malaysians to take up freelancing as a career by generating a

consistent monthly income. Through extensive training and mentoring, GLOW has helped thousands of digital freelancers secure freelancing jobs via international platforms from the comfort of their own home.

To capture this audience, a popular TikTok influencer, Ryan Fahmi Bakery was engaged. **Inspired by Ryan's own experiences, a series called 'Bloopers on the Rules of Freelancing', captured the true but yet hilarious reality of being a digital freelancer and generating income as a social media influencer.**

The 'Rules of Freelancing' film was executed following the style of Hollywood movie *Zombieland* and was promoted via multiple

GLOBAL ONLINE WORKFORCE (GLOW)



COVER STORY

media platforms to increase its shareability amongst the target audience and, in turn, encouraged more people to join the GLOW programme. Ryan posted the video on his channel to drum up interest among his fans, and the public responded positively, with many signing up as a result.

DE Dagang - taking e-commerce far and wide

With the goal of ensuring SMEs survive and thrive, DE Dagang is an initiative between the government and digital platform partners (e-commerce, e-payment and sharing economy) that helps innovate Malaysian businesses in targeted sectors

such as Tourism & Craft, Halal & Agriculture and Export (Malaysian made products & Malaysian brands) and at the same time encouraging e-commerce and e-wallet spending of offline products and services available in-store.

Introducing this campaign, MDEC created a character, Abang Iz, which acted as a mentor and guide for local businesses to take the first step towards digitalisation. Additionally, Kak Lis was also created as Abang Iz's partner. Her role was to encourage consumers to be a smart spender by promoting and sharing local deals and driving footfall to local businesses.

DE DAGANG

BAJET 2022 MDEC MD MALAYSIA DIGITAL

DE DAGANG

SEKTOR SASARAN DE DAGANG

EKSPORT

PRODUK HALAL

PELANCONGAN & KRAF

PERTANIAN

Abang Iz
Teman Niaga

Kak Lis
Teman Beli-Belah

SENANG JE! JOM LAYARI [MDEC.MY/DEDAGANG](https://mdec.my/DEDAGANG)

COVER STORY

An omnichannel strategy was implemented to boost campaign awareness amongst the masses while customised approaches were deployed to target specific audience segments – buyers and sellers. In addition, platform partners were given guidelines to amplify awareness and brand recall of DE Dagang.

Everybody can be digital - savvy

The Saya Digital campaign creates awareness of digital technology and how it can improve your daily life, in creating equal opportunities for all. MDEC, through its programmes over the years, achieved considerable success in its effort to digitalise Malaysians. These programmes are now collectively categorised according to various levels of digital maturity and have been branded under Saya Digital Literasi (digital literacy), Saya Digital Pendapatan (extra income opportunities), Saya Digital Perniagaan (digital business) and Saya Digital Modal Insan (digital reskilling and upskilling).

Video and creative storytelling are critical in driving engagement

and stickiness by targeting an audience comprising youth and senior citizens. With the exponential growth of TikTok and its increasingly mainstream appeal, Saya Digital will use it extensively as its primary experimentation platform of engagement.





Top (L to R) : Zafirah Zubir, Baihaqi Ismail, Naida Athirah, Iza Ishak, Aman Awaludin, Amirah Azmi & Shareena Shahir.
Bottom (L to R) : Nafisah Arabee, Alani Sorfina, Faisal Khalil, Melissa Jailani, Nik Faidz & Nurul Yazmi.

Carving a new path forward

In spite of being a government agency bound by stakeholder expectations and public perception, MDEC has successfully broken the mould in order to deliver impactful results across diverse projects and audience segments through relevant campaign approaches. 2022 was a period of rebuilding and pivoting – attracting the marketing industry’s best professionals and complementing them with promising young talents.

MDEC’s Brand & Marketing team consists of powerful mix of individuals with the right competencies and experience

that appreciates disruptive and innovative thinking in the pursuit of driving memorable campaigns and, more importantly, delivering positive business outcomes.

2023 presents an exciting new dawn of digital-focused creative experimentation, building upon the breakthroughs of the past year. Through publishing this article, MDEC invites collaborators (media companies, technology solutions, industry associations) who dare to push the envelope by reaching out to us.



**It takes courage to challenge the norm.
Curiosity to pursue the new.
Creativity to dream the future.**

But when we strive together, we can thrive in the future.

**That is why we make knowledge accessible
and we create equal opportunities for all.**

We harness innovation for better standards of living.

**By uplifting the people,
we elevate Malaysia on the global stage.**

Transformation is vital, and it is possible.

**And those who do,
will lead Malaysia's digital economy.**





Digital pioneer Sanchit Sanga catalyses growth for Admatik, as Strategic Advisor

Sanchit Sanga, a name synonymous with the digital industry regionally and globally, has donned the role of Strategic Advisor for **Admatik**, a Malaysian born story-tech ecosystem, to guide their next phase of growth into Southeast Asia and beyond.

Since leaving his position of Chief Digital Officer -APAC+MENA role at GroupM, in 2019, he has driven

transformation across multiple blue-chip companies, built out capabilities, and helped to scale high-growth adtech businesses. under his leadership, Mindshare won digital agency of the year regionally across multiple years and multiple awards.

With Admatik, Sanchit makes another foray into catalysing the growth of an adtech business – this time one hinged upon what Admatik term “**story-tech**.”

ADMATIK

Admatik is a Malaysia based story-tech ecosystem, building effective advertising solutions across Rich Media, Creative Automation, Real Location-based data, Audience Insights, Social Display, DOOH, and all other pieces which seamlessly flow into “storytelling enhanced with technology for better outcomes” as a principle to deliver real value for advertisers.

Founded by Tony Kan, an industry veteran, who had previously worked with multiple large adtech firms like Vserv, FreakOut etc, Admatik has proudly remained profitable since its inception and is currently in its fourth year of operations, with deep penetration across clients in Malaysia.

With Sanchit on board as a Strategic Advisor, Admatik is poised to grow its footprint in Southeast Asia and bring its solutions across clients in different geographies.

Commenting on his new journey, Sanchit mentioned ‘What Admatik has achieved as a business in Malaysia under Tony’s leadership is truly incredible. Abdul, too, has been a rock in terms of tech acceleration

given his wide experience in the digital ecosystem across geographies. They have a unique vision of stitching the dots to create value for advertisers which is increasingly becoming an imperative for all brands and businesses.

They have a solid portfolio of ingredients in their eco-system, and I am really excited to partner with them in their foray into a wider region. Watch out for these guys, they have a remarkable edge and indomitable passion for greatness. I am thrilled to get on this journey with them’.

Welcoming Sanchit on the Advisory Board, Tony and Abdul commented:

‘Admatik is truly honored and privileged to have Sanchit on our team. He is an exceptional digital thinker and his passion to help new ideas come to the fore is something we are grateful to have the chance to tap in to.

We are at a defining moment for Admatik, and we look forward to learning from Sanchit and navigate our next phase of growth across South East Asia’.

To learn more about Admatik visit www.admatik.com.my or E-Mail sales@admatik.com.my

MELTWATER

Meltwater Malaysia Strengthens Team for Strategic Expansion

Last year, Meltwater appointed Kunalan Ramasamy, an industry veteran, and seasoned Media Intelligence leader, as the new Country Manager in Malaysia.

To start off the year, the business has made two crucial personnel moves, adding a new hire to the team and promoting another in anticipation of a new year of development and expansion goals.



Weldon Fung, Area Director of Southeast Asia

MELTWATER

After 12 years with Meltwater, Weldon Fung has been promoted to Area Director of Southeast Asia. Having started his career in Meltwater Hong Kong, he has spent the last decade spearheading the new business teams in Singapore. He has played a critical role in building Meltwater's presence in the region, serving as a speaker at several public relations and marketing events for interactive media.

Weldon expects this will be the decade of ASEAN, because of its fast growing economies and tech-savvy digitally wired population, a majority of which are under 40. He envisions that Meltwater will be well placed to help businesses to capitalise on an evolving digital landscape with an all-in-one media & social intelligence solution that is future proofed for Communicators and Marketers across the region.

Meltwater offers a comprehensive range of Marketing and PR solutions. In addition to their well-known Media Intelligence product, the company also provides a platform for Integrated Social Listening, Management, and Analytics; an Influencer Marketing Platform (Klear);

and Social Consumer Insights (Linkfluence).

To further strengthen their team for their strategic expansion, Fabian Selva joins them from iSentia as Senior Director of Business Development. A known go-getter, he is an award-winning media industry professional with over 20 years of experience. He has managed communications strategies and campaigns for several ministries and government agencies in Malaysia, including but not limited to PETRONAS, UMW Holdings, PETRA Energy, and Telekom Malaysia.

Fabian's decision to join Meltwater is driven by the company's global reach and specialised capabilities as; the



Fabian Selva, Senior Director of Business Development.



all-in-one media and social intelligence solution is a unique offering for the market combined with its full suite of solutions across the marketing stack, it puts it a cut above the other “traditional” players in the space. With his rich experience and enthusiasm to bring new practices to the PR & Marketing industry, he can continue to help businesses become a leader in their space

Recently, Meltwater released the 2023 Global Digital Report, in partnership with We Are

Social, which gives you a bird’s-eye view of the new, global digital landscape. Specifically to Malaysia, the average internet user in Malaysia aged 16 to 64, spends 2h 47 minutes on social media each day, higher than the global average of 2h 31 minutes. Internet users in Malaysia use more than 7 social media platforms on average – and they’re using it to learn more about brands (58.7%).

Both leadership changes are intended to propel Meltwater onto the next level in 2023.



SOME FINAL THOUGHTS

The axiom that my convictions are built on is this: nothing about advertising is absolute. All we have are likelihoods and probabilities.

No ad we make is guaranteed to work. No strategy we concoct is guaranteed to be successful. Some are more likely to work than others, and that's the best we can do.

Believing we have certainty about our advertising activities is foolish and delusional.

If you agree with this, then the rest of what I'm about to assert should sound reasonable.

If it is true that all we have are likelihoods and probabilities, we should ask ourselves what the single outcome of advertising is that is most likely to result in

BOB HOFFMAN

... Traditional marketers and advertisers will often assert that differentiation or positioning or “brand meaning” are the key advertising drivers of brand success...

business success? I believe the answer is obvious. Fame.

All of the world’s hugely successful brands have one common characteristic. They are famous. A brand that is famous has enormous advantages over its competitors that are not famous.

Traditional marketers and advertisers will often assert that differentiation or positioning or “brand meaning” are the key advertising drivers of brand success. I’ve heard them say that fame without “a reason” is empty and worthless. They say that positioning or differentiation are the first job of advertising because they give substance to fame. In other words, positioning and differentiation are the factors that make fame productive.

I think this is wrong. In fact, I think it’s exactly the opposite. I think that fame, *by itself*,

inherently creates the strongest type of positioning and differentiation.

The most powerful *differentiator* for any brand is being the most famous in its category. The most powerful *position* for any brand is being the most famous in its category.

Fame has many positive but not necessarily logical associations. These include trust, social acceptance, and credibility. Any brand can try to differentiate or position itself by claiming to engender “trust, acceptance, and credibility.” But only fame has the unique ability to communicate these attributes without having to say them.

What do most category leaders have in common? They are usually the most famous.

A famous brand that is poorly differentiated and poorly positioned will always outperform a wonderfully differentiated and beautifully positioned brand that no one has heard of.

Does this mean that fame is a guarantee of success? Certainly not. Success in business is related to several factors that have nothing to do with advertising. But fame is the most likely

BOB HOFFMAN

... The most compelling advertising objective for any brand that aspires to be highly successful is to become famous...

contribution to success that advertising *can* affect.

This begs an obvious question: How does a brand achieve fame? Some do it by being clearly superior and generating exceptional word of mouth. This is the best way to become famous. At its beginning, this is how Google became famous.

Some get lucky. They're good copy. The media love to cover them, follow them everywhere, and provide them with zillions in free exposure. This is how Facebook and Tesla became famous.

Others become famous through imaginative PR initiatives, clever stunts, the charismatic personalities of their leaders, or a combination of these things. There are many ways to achieve fame, and they're all good.

The most expensive way to become famous is through advertising. It is the most expensive, but also the most reliable. It is the only avenue to fame that you can buy your way into.

The most compelling advertising objective for any brand that aspires to be highly successful is to *become* famous. The most compelling advertising objective for any brand that is already famous is to *remain* famous. There is nothing else in advertising's bag of tricks that can reliably provide fame's contribution to business success.

One of the current obsessions of the advertising industry is "precision one-to-one" targeting. If you agree that fame is advertising's most powerful contribution, then it should be obvious that "precision one-to-one" targeting is antithetical to this.

Precision one-to-one targeting may be effective for immediate sales, but is not the route for businesses whose objective is to create category leading brands.

Talking to people one at a time does not make you famous. If you accept that fame is an

... For some reason, when it comes to advertising, marketers have been convinced by the enduringly confused that they should place their ads in low traffic environments...



essential part of being a category leading brand, you can see the problem with one-to-one media strategy.

Advertising was invented for the very reason that trying to convince people one at a time was highly inefficient. But today, we are determined to go backward. If you want to sell one vacuum cleaner, sure, go door-to-door. But if you want to sell a million, you better find some way to make your vacuum cleaner famous.

Why do marketers strive to locate their stores in high traffic areas? Why is there a McDonald's in Times Square. Why is there an Apple store in Trafalgar Square? Why not in Mayberry? Because the more people that are exposed to a business, the higher the

probability of sales.

Why is it that marketers can't see that the reason you want to physically locate in high-visibility areas is the same reason you want to advertise in high-visibility media?

For some reason, when it comes to advertising, marketers have been convinced by the enduringly confused that they should place their ads in low traffic environments. In fact, the most efficient environment for advertising, they have been told, is the lowest-possible traffic environment - one-to-one.

Precision targeted one-to-one advertising is essentially private advertising. Mass targeted advertising is public advertising. Nobody ever got famous in private.

Every

face

has
a story



Dheeraj
Raina

the
Art of



Storytelling



APPROVED HRD CORP
TRAINING PROGRAM
NO10001250422

28th February, 2023

8.30am - 5.30pm

Eastin Hotel

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