

MARKETING

ISSUE #368 APRIL 2023

WEEKENDER



Riding the wave of change

EDITOR'S NOTE

04



Brain Freeze paid by advertisers

COVER STORY

06



Resistance is Futile

16

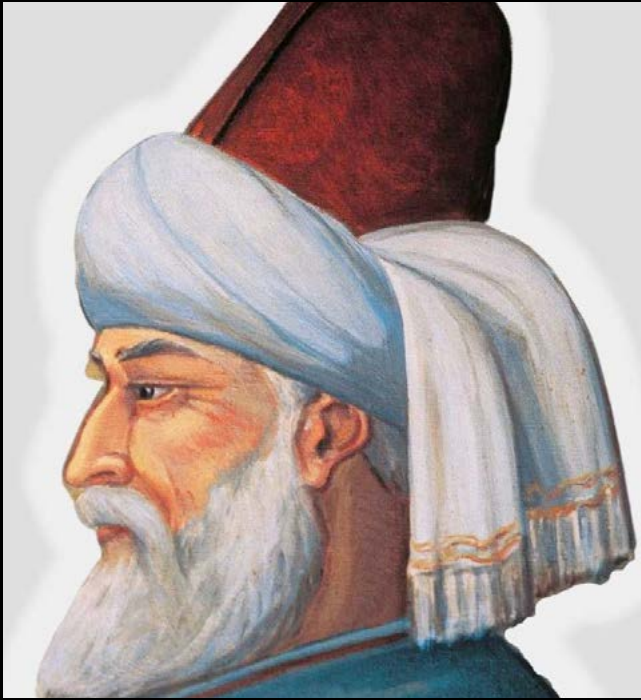


Creative Activism Is Making Malaysia Great Again

21



Time to Walk the Talk at APPIES 2023

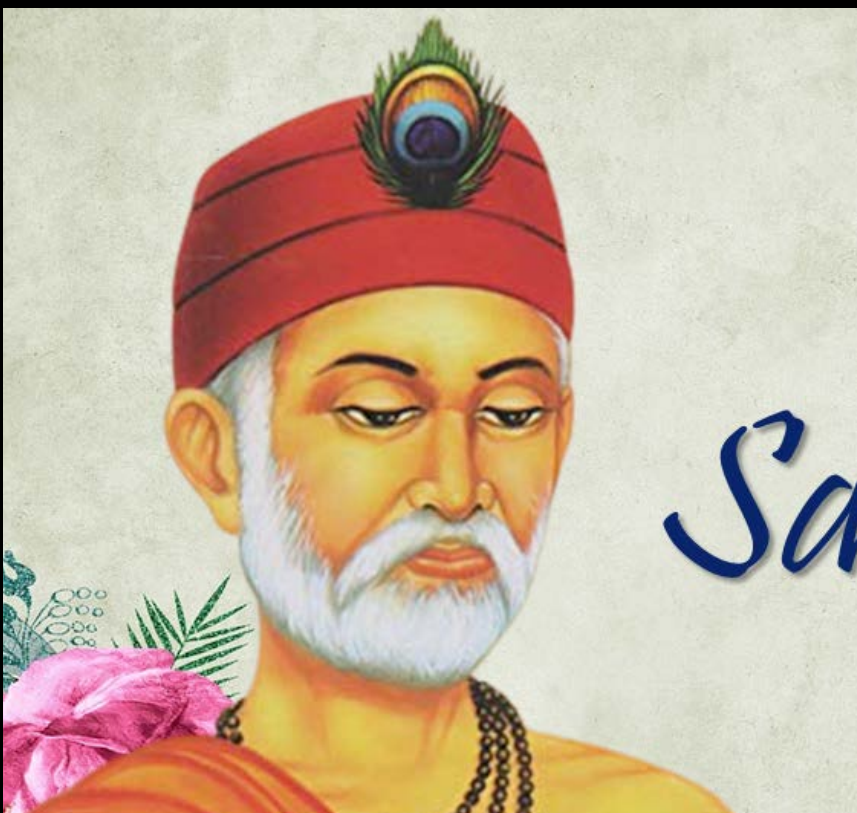


“When you fast, good habits gather like friends who want to help.”

Rumi

“The supreme council respectfully submits a request to the Yang di-Pertuan Agong to consider granting a full pardon to Najib.”

Memoranda signed by all 191 Umno division leaders



“If you want the truth, I’ll tell you the truth: listen to the secret sound, the real sound, which is inside you.”

Kabir, a 15th-century Indian mystic poet and saint.

“I don’t want to fight. He has asked for proof, I will give proof, no problem,”

Prime Minister Anwar Ibrahim during a dialogue session at Universiti Teknologi Mara in proving the former premier Tun Mahathir amassed wealth to enrich himself when he was in power.





Brain Freeze paid by advertisers

I always stare at the Skip Ad button during ads on YouTube just to move on to the real content.

Do I ever watch the complete ad? Yes, about 1% of the time.

That's called ad avoidance.

Depending on the ad buy, and duration of each, there could be two or more ads before the magical Skip button shows up.

This disruption and continued vigilance on the Skip button is a drag and adds to viewer disgust.

That's called ad hating.

Now, check this out: A video ad is counted as viewable if at least 50% of its area is visible

for at least 2 seconds, or better known as the 2 seconds brain-freeze! This prophetic metric is as mysterious as the many wonders of the world.

In other words, before you can skip the ad, usually after 5 seconds, the advertiser is already billed for the full run.

Aren't advertisers being fooled with this type of measurement standard?

Many say no, because most advertisers are looking for impressions: Cost-per-view (CPV) over Cost-per-click (CPC).

So is it possible that over 2 million YouTube viewers* in Malaysia are walking around with one-sixth of your ad in their heads, assuming 90% of them pressed the Skip button, and

EDITOR'S NOTE



provided they all watched your video ad for at least 5 seconds?

Similarly, if brain-frozen Skippers get exposed (they call it impressions) to only 16% of your message, do you need to do 30-second video ads?

Why not do 5-second **ads**, or shorter; that way you could game the system and get your CPC bonus.

But remember, you are still paying for every split second....

Then continue this madness until it becomes the shortest video ad in the world like this one from Heinz last month. View [here](#).

You can already hear the conversation:

Marketer: Love the ad. But let's put the brand logo earlier.

Creative: Can't put the logo first, then no one will watch the ad.

In general, the CPV of a YouTube ad is **low** compared to other forms of advertising:

... But remember, you are still paying for every split second....

average CPC for YouTube ads is USD0.97, significantly lower than the average cost-per-thousand-impressions (CPM) of other ad platforms.

A great reason to celebrate, for most media agencies and managers KPI'ed by the lowest media cost possible.

For me, creative work that wins in the brain-freeze space should be the ultimate goal if CPC is the objective.

Otherwise, engaging content always travels well for CPV strategies.

**YouTube claims it can potentially reach 23.6 million Malaysians in the country*



Resistance is Futile

Change is not optional. It's the only choice really, according to the Malaysian Advertisers Association.

Much has changed since the Malaysian Advertisers Association (MAA) was founded in 1964. While its objectives remain the same, namely to represent the interest of advertisers in all areas of commercial communications, it's clear that new approaches are needed to promote the importance of advertising in

driving competition in the economy. New blood, even.

As Navin puts it, "While there will always be a role for experience, experience will also tell you that for the industry to keep abreast of the market, it will be needed in support of the younger council members... not leading the charge! What we are doing with the MAA now is to consolidate this approach so the way forward is led by younger marketers who are leaders in their own right."

COVER STORY

“The advertising and marketing industry is in constant flux, with new technological innovations constantly changing the market and how we engage with consumers. The average age of the consumer is dropping and the industry too must adapt.”

Claudian Navin Stanislaus.
President of the Malaysian Advertisers Association



In a landscape that's never been as fragmented as it is today, the challenge remains to think, act, create and sell differently in order to make an impact on today's world. The MAA is riding this wave of change with a deliberate collaboration across generations that aims to leverage the spirit of innovation through young blood, and the essential experience of past masters.

To that end, a Past Masters Advisory was created to act as a sounding board and support system for the younger council members who are focused on the four key pillars of the MAA - Engage, Knowledge, Communications, and Research & Measurement.

These peer-to-peer relationships between the Past Masters and younger council members will allow for invaluable insights. “The past Presidents and Vice Presidents are a great asset to the current council, and there have been consistent quarterly meetings where our more experienced past leaders offer advice and share insights, especially in legislative areas and governmental efforts related

COVER STORY



“Formidable past to the glorious present....”

to the advertising and media industry,” echoes council member and Air Asia’s Head of Sales Sean Ter.

Change is inevitable, but progression is a choice.

Creating a more advertising-friendly business landscape requires strong engagement with government stakeholders so that policies can keep pace with the ever-changing trends in advertising. As the MAA works towards leading and advocating for a progressive industry, their Engage pillar leverages experience and youth where they each count.

Puan Raja Zalina, council member and the Head of Corporate & Government Affairs at Mondelez Malaysia, along with former MAA president Encik Kadri Taib, lead the charge

“The past Presidents and Vice Presidents are a great asset to the current council, and there have been consistent quarterly meetings where our more experienced past leaders offer advice and share insights...”

Sean Ter



COVER STORY

“We are focused on building strong relationships with relevant agencies and Government stakeholders in order to promote a collaborative and conducive environment...”

Raja Zalina



in dealing with Government stakeholders on matters that directly impact the marketing and advertising industry.

According to Puan Raja Zalina, “We are focused on building strong relationships

with relevant agencies and Government stakeholders in order to promote a collaborative and conducive environment for the industry that is based on trust, inclusivity and sustainability.”

Encik Kadri added that the MAA’s intention is to be the “first source of reference for anything related to marketing and advertising.” Some of the association’s efforts include strategically providing views on industry issues; increasing visibility by actively participating in regulatory matters; and engaging with relevant government authorities such as the Malaysian Censorship Board.

These crucial engagements allow the MAA to advocate and shape standards, ethics, and practices that govern the advertising industry. An example would be the governance framework for responsible advertising to children that was collaboratively developed by members of the industry and the Government.

Encik Kadri is currently representing the MAA in the Advertising Standards Advisory Malaysia (ASA) overlooking the Malaysian Code of Advertising

COVER STORY

Practices, and a Councillor in the Advertising Committee of the Ministry of Domestic Trade focused on protecting consumers from misleading advertisements in the digital and tradition spaces.

Navin, meanwhile, is pursuing the formation of a regional forum of Advertisers and Brand Associations to further common interests in the ASEAN region.

“The idea is to nurture a knowledge circle with a focus on the digital economy.”

Hassan Alsagoff, the Regional Head of Marketing at Grab and council member and who is currently working with tech partners said, “The MAA is cognizant of unmet opportunities in the industry, and we are exploring two different tracks – empowering current leaders to raise the industry, and equipping young marketers with the right knowledge to prepare them for the needs of the industry.”

Hassan affirms that providing c-suite and senior managers with insights and innovation updates that are specific to their needs will ultimately raise the industry. “The idea is to nurture a knowledge circle with a focus

“MAA’s intention is to be the ‘first source of reference for anything related to marketing and advertising.’”

Kadri



on the digital economy. This will facilitate two-way discourse where experts not only speak to our members, but also learn more about industry ground truths from the perspective of our panel of members. This tight knit format not only facilitates stronger networking, but is designed to foster continuity and greater intellectual exchange,” he added.

Other council members working towards the various agendas under the Engage pillar

COVER STORY

“The idea is to nurture a knowledge circle with a focus on the digital economy.”

Hassan Alsagoff



include Noelle Wong who is working with media owners and research partners to address advertising supply chain issues; as well as Foong Ai Peng and Margaret Auyong who are exploring potential collaborations with Trade Associations with the intention of building winning partnerships with SMEs and brands. A case in point would be the recent partnership with myenterpreneurship Malaysia (Yayasan Usahawan Malaysia) to expand the mix and

reach of brand advertisers to SMEs.

“I believe SMEs are the backbone of our economy, and by leveraging relevant expertise we can understand the challenges they face, share ideas and develop new ways of improving the advertising industry standards through best practices, added Ai Peng.

“I believe SMEs are the backbone of our economy, and by leveraging relevant expertise we can understand the challenges they face...”

Ai Peng



COVER STORY



Digital or Bust

As technology continues to evolve all aspects of the advertising industry, it's naturally a key consideration under the MAA's Communication pillar. Sean Ter who has been a council member since 2020, explains his Digital-focused efforts under the Communications pillar, "I'm working on behalf of the association to get our socials back up to ensure we are more active on digital platforms. Today, it's such an important channel that can help us engage with both

members and non-members, and share our key initiatives and new consumer insights," he explained.

Likewise, council member Michael Wong from Nestle explains his role in Publicity as "uplifting the role and purpose of the association by increasing the level of awareness and engagement of the MAA's programmes and activities."

Diversity is the key to growth

The importance of diversity, equity and inclusion in advertising isn't a new ideal, but

COVER STORY

with mounting global awareness of the issue, it's never been as important. And the fact is, diversity provides the spark that drives forward-thinking, innovative organisations to succeed.

“What we have now is a diverse mix of individuals with different backgrounds, experience and expertise; a fair mix of gender and age, not engineered to fit any narrative but based on merit alone!”

Margaret Au Yong

In that vein, Genting's Spencer Lee, Hassan Alsagoff, Navin, Ai Peng and Michael Wong who are working under the MAA's Knowledge pillar are proof of the pudding, with each bringing with them a wealth of differing but complementary experience and skills.

Ai Peng, who is also the Vice President of the MAA, and Michael focus on Talent Development for the association. She explained their role as, “encouraging meaningful talent development within aspiring marketers”. By matching internship opportunities to qualified and motivated students with diverse backgrounds, the MAA aims to afford them with

“What we have now is a diverse mix of individuals with different backgrounds, experience and expertise; a fair mix of gender and age...”

Margaret Au Yong



real world knowledge via on-the-job learning, coaching and mentoring by industry leaders.

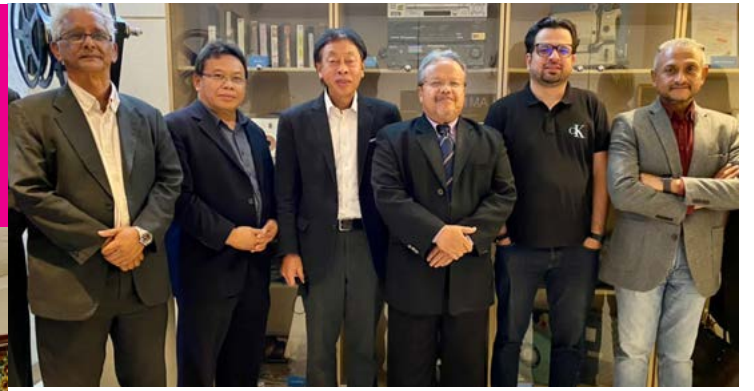
“I believe in paying it forward through opportunity and real-world experience... to empower them to grow their careers, remain at the forefront of technology, solve business challenges and create innovative solutions and learn from inspiring leaders”, she added.

As the four council members

COVER STORY



Meeting with the
Censorship Board
(LPF)



Engagement session
with the SME
Association



Group Pix from MAA's first
event with Macroiosk- Success
through creative marketing and
technology

collaborate with various stakeholders to provide thought leadership and actionable learning platforms designed to increase industry knowledge and hone the skills of existing and future industry talents, the aim is ultimately to empower through industry-endorsed certifications, conferences, internships and micro-credential programmes.

We're only as good as the minds we bring together

As the MAA continues to reengineer the way they operate to adapt to these new times, Navin stresses that, "we need younger minds to lead the path forward, and not be restricted by old practices and approaches as

we brave the future. The age of doing the same old thing under different pretexts and names while expecting different outcomes is long past. Any association that does not see this and chooses to stick to such archaic practices is doomed."

In order to create a council and industry that is quick to adapt and more inclusive, the MAA also includes non-council members who wish to contribute to be a part of their committee. Likewise, the association is open to all advertisers, of all sizes, with an intention to bring in more SME Associations via their Affiliate Members Programme, so that the benefits of the MAA's membership can reach a wider audience.

CREATIVE SHOWCASE



THE
MALKETEER
STRIKES!

Creative Activism Is Making Malaysia Great Again

By the Malketeer

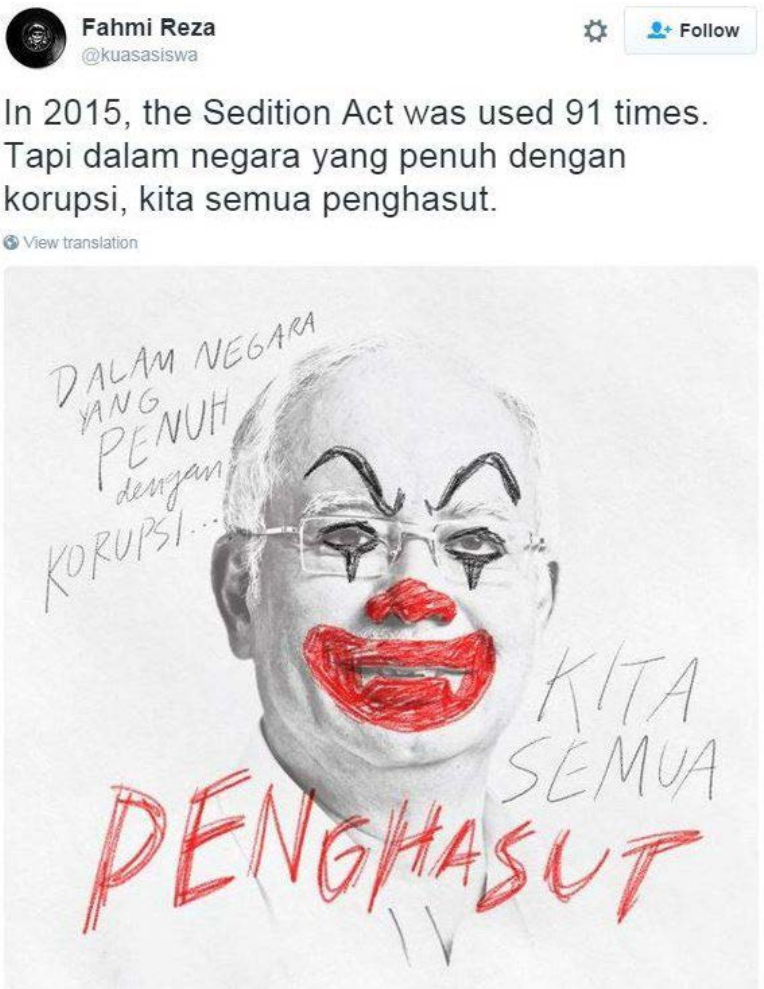
Creative activism is an increasingly popular tool in hastening positive social, economic and political change around the world, and Malaysia is no exception. Instead of being mere bystanders and whining, we can play our role as responsible citizens by leveraging on creative activism.

Graphic designer and creative activist, Fahmi Reza, is the champion. He is a

household name for his political caricatures under the hashtag #kitasemuapenghasut (We are all instigators). Famous for his tweet, “Why did I paint the portraits of Najib as a clown? Because our country is governed by fools and crooks. It is an act of protest against a corrupt government.”

Zunar (Zulkiflee SM Anwar Ulhaque) is Malaysia’s globally acclaimed political cartoonist and

THE MALKETEER STRIKES!



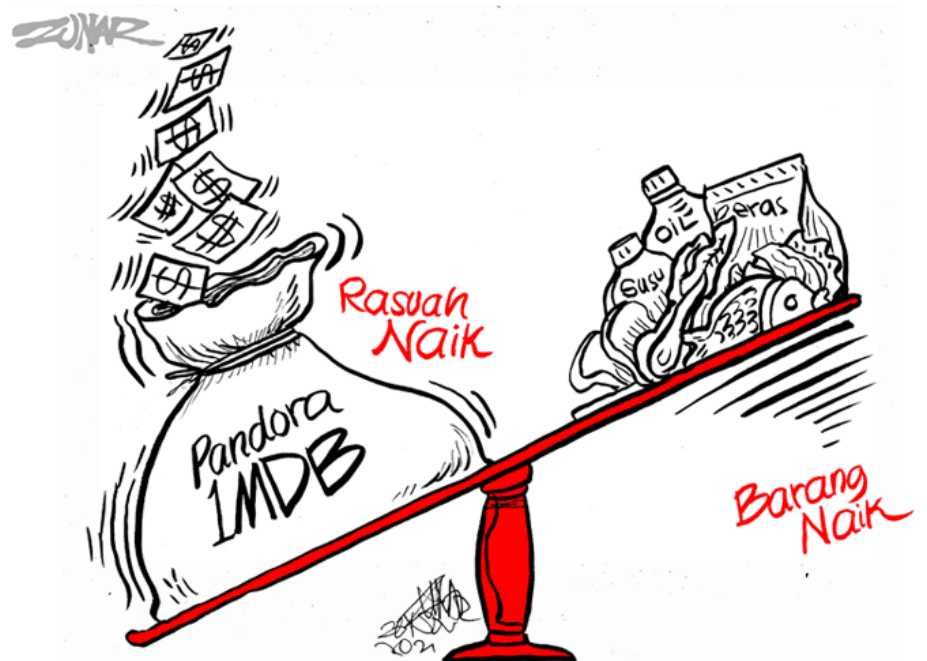
activist with the slogan, “ How can I be neutral? Even my pen has a stand.” Using the hashtag #kartunzunar, he exposes corruption and abuse of power committed by politicians through art.

Prior to creative activism becoming fashionable and into popular usage, Lat (Datuk Mohammad Nor Khalid) was already promoting it through his iconic Kampung Boy cartoons of Malaysia’s rich and harmonious cultural diversity. He depicted the closeness of all Malaysians including celebrating festivals without fear or favour.

We were colour blind.

Comedians and creative activists, Allan Perera and Indi Nadarajah, are another excellent testimonial where satire is used to expose the “double-standards and inefficiency” of our political masters.

In Malaysia, creative activism can navigate the following challenges:





THE MALKETEER STRIKES!



Pulangan Abadi

1. Political polarisation: Malaysia is a nation that is currently deeply divided along political lines. Creative activism can help bridge this divide by bringing the rakyat closer together around shared values and causes.

2. Social justice: Social justice activism aims to address inequalities based on race, gender, sexual orientation, religion, or socio-economic status. Activists work to promote equal access to opportunities and resources, and fight against discrimination and prejudice.

3. Human rights issues: Malaysia faces a plethora of never ending human rights issues related to freedom of speech and assembly, LGBT rights, and the treatment

of migrant workers. Creative activism can help inspire the rakyat to take affirmative action in addressing them.

4. Environmental concerns: Malaysia is facing significant environmental challenges, including deforestation, pollution, and climate change. It can help raise awareness and inspire people to protect the environment, reduce greenhouse emissions and promote sustainable living.

5. Youth engagement: We have a large and growing youth population. Creative activism can help engage young Malaysians in social, economic and political issues, empowering them to make a positive impact on their

THE MALKETEER STRIKES!



communities and the country.

6. Post COVID-19: The COVID-19 pandemic has had a significant impact on Malaysia, both in terms of public health and the economy. Creative activism can inspire people to take action to support those who have been affected.

7. Animal rights: Creative activism can raise awareness about animal welfare, abuse and advocate for laws and policies that protect and uphold these rights.

Malaysians can play a pivotal role in jumpstarting creative activism by:

- **Identifying issues:** The first step is to identify the issues that are important to us. This might include issues related to the cost of living, employment, human rights, environmental concerns, or political corruption.

- **Being informed:** Once

you've identified the issues, it is important to be well-informed about them. This might involve doing research, reading news articles, or attending events related to the issues.

- **Using your voice:** You can vehemently pursue this in a variety of ways, including writing letters to your elected representatives, sharing information on social media, or creating art or music that raises awareness about the issues.

- **Building a community:** You can build a community of like-minded individuals by attending events, joining organisations or connecting with people on social media.

- **Taking action:** Creative activism requires action. Whatever the action is, it should be designed to raise awareness about the issues and inspire others to get involved.

Creative activism is a journey, not a destination. It takes time, dedication and perseverance to create lasting change. Start your creative activism journey and make a positive impact in Making Malaysia Great Again.



Avenue of Dead Miracles

There's not another industry in the world that flits from obsession to obsession like the marketing industry.

Six months ago every branding genius in captivity was racing into the metaverse. Today the metaverse is a punch line.

This week Disney announced it was shutting down its metaverse division.

Recently, Microsoft shuttered a "social virtual-reality" platform it bought in 2017. "Real estate"

in these virtual worlds is also cratering.

In a metaverse area called Decentraland, real estate prices have declined 90% this year. That's almost worse than San Francisco.

For those of you who've been around long enough to experience the exhausting cycle of marketing miracles, here's a golden oldie from the Dead Miracles Hall of Fame...

Since they went public, shares of Groupon have declined 99.4%.

WALK THE TALK

- Best in Food & Beverage
- Best in Non-Food FMCG
- Best in Pro Bono/Festive/CSR/Govt/
Cultural/Entertainment
- Best in Digital & Social
- Best in AdTech/MarTech
- Best in Consumer & Business Services
- Best in Consumer Durables
- Best in Customer Experience
- Best in E-Commerce
- Best in Marketing Innovation



OFFICIAL ENTRY KIT

Online Submission:
<https://appies.com.my>

