

# MARKETING

ISSUE #369 APRIL 2023

WEEKENDER



## Malaysia's Gold Standard In Industry Rankings

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**COVER STORY**

03



**Happy  
Vaisakhi!**

04

**13  
agencies in  
three and a  
half days**

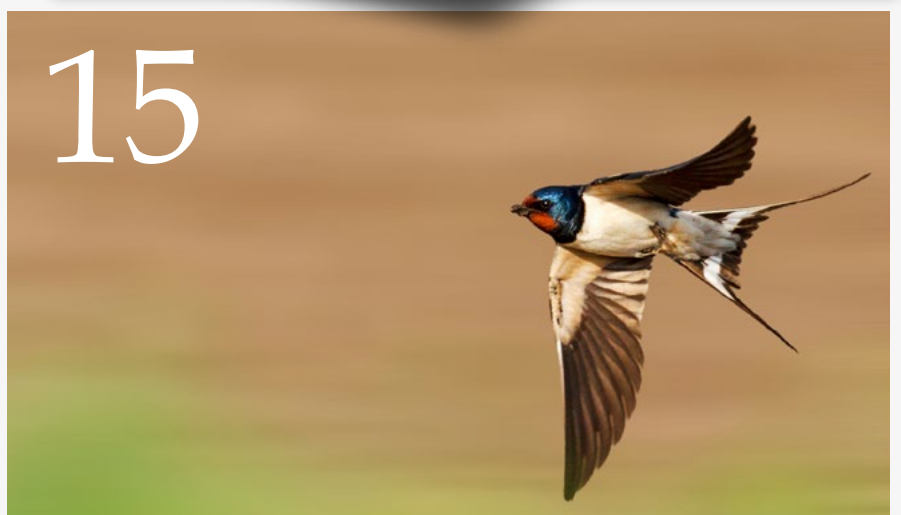


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**One swallow  
does not a summer  
make**

## EDITOR'S NOTE



Despite attempts to join my Muslim brothers and sisters (with limited success) in their Ramadan fast, today is a day for much rejoicing for Sikhs around the world.

Baisakhi, or Vaisakhi, is a **harvest festival** celebrated in the state of Punjab. It falls on April 13 or 14,, and marks the beginning of the new solar year and harvest season.

Today is an important day for the Sikh community (globally about 26 million) as it marks the founding of the Khalsa Panth by the last of the ten Gurus, Shri Guru Gobind Singh Ji in 1699. He created a community of the faithful who wore visible symbols of their faith and trained as warriors. Today, the Khalsa comprises of all practising Sikhs. Today is also Puthuvarudam or Varusha Pirappu - the beginning

of the Tamil new year Puthandu.

Tomorrow is the Vishu festival which is observed by the Malayalee community.

On a separate note, I spent the past few days on a 13-agency tour to award the Gold Standard agencies in The Ham Report - a study that ranks Gold winners from six award shows in Malaysia. I want to thank all those who received us in person; I truly value the opportunity to meet and chat in person after so many years.

You are all special, but let's now take Malaysia to even greater heights on the regional and global level.

As I shared, I am happy to help bring back the glory days when Malaysia was an Asian beacon on the Cannes stage. My support remains **unconditional**.

Meeting all of you this week has made my Vaisakhi extra meaningful this year!

Thank you.

*"Seva" means to serve humanity and that's what all Sikhs stand for.*

*To view the video, click [here](#).*



# 13 agencies in three and a half days

## THE HAMMER



*Hamobile on the move  
- Ham Report Gold Tour*

That's what we did this week!

With our ace driver and Head of Despatch En Hamdy and COO Vishnu Devarajan, we hit the roads of KL and PJ on a whistle stop tour for The Ham Report.

"Thank You" to all the Gold Standard agencies who received us and gave us a chance to present them with their deserving "gold ingot" trophies.

The tour continues after Raya week as we look forward to

**BEST SELLING  
BOOK EARLY**



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NO 1000167498



making good

# resentations great

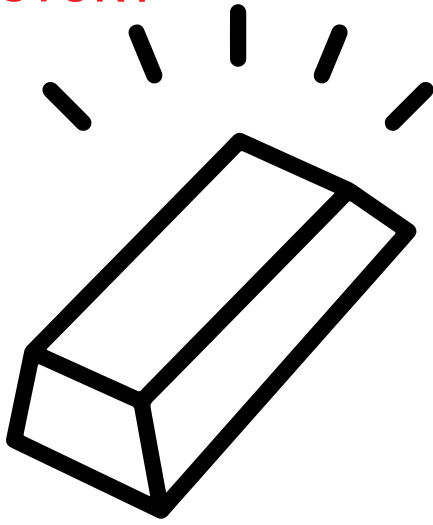
BY JOE NAJIB

(AHMAD NAFIZUL MAF'UZ  
BIN AHMAD NAJIB)

10 MAY 2023  
8.30AM - 5.30PM

EASTIN HOTEL  
PUSAT DAGANG, 13, JALAN 16/11,  
SEKSYEN 16, 46350 PETALING JAYA,  
SELANGOR DARUL EHSAN

## COVER STORY



## **Fame brings fortune is the success formula for most players, in a battleground where brands that shine are seen as examples to copy**

meeting a few more remaining Gold Standard agencies.

The Ham Report is an annual industry benchmark that provides a ready reference and guide to the Gold-award winning players for the year, based on 6 award shows.

The Malaysian advertising, media and marketing industries spend millions on award shows every year. Fame brings fortune is the success formula for most players, in a battleground where brands that shine are seen as examples to copy.

### **How The Ham Report was born?**

My life as an industry observer has always been peppered by calls from friends and marketers asking me for recommendations – be it agency, people, or simply for juicy gossip that I will never publish.

As an accidental journalist and self-employed copywriter, it is my business to poke my nose in other people's business.

There is even a running joke that if someone is bored with his or her job and does not know where they will heading next, they can call me to find out.

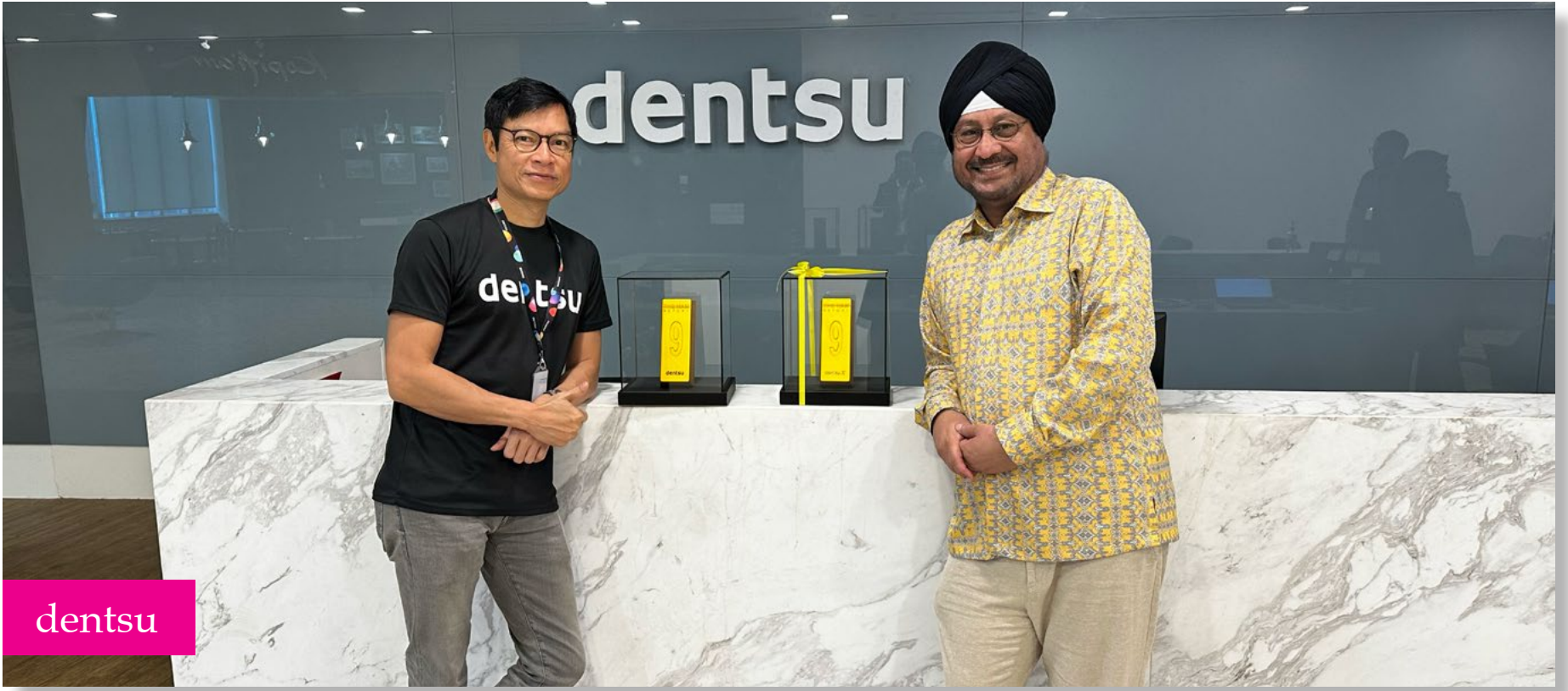
In the absence of any industry guide, and to avoid marketers digging through all the award shows, this Report can serve as a lighthouse in the darkness.

When push came to shove, less than 30 agencies/companies made the cut for the Gold standard.

### **Why this report?**

You need clarity, amidst a mountain of over 1,000 awards dished out in 2022. We sifted through the stones to bring you the finest sand. The rankings are only a road map and a

**GOLD STANDARD AGENCIES**



dentsu



Entropia



FCB Shout



Invictus Blue



GO Communications

**GOLD STANDARD AGENCIES**



iMedia



Naga DDB Tribal



Ampersand Advisory



VMLY&R

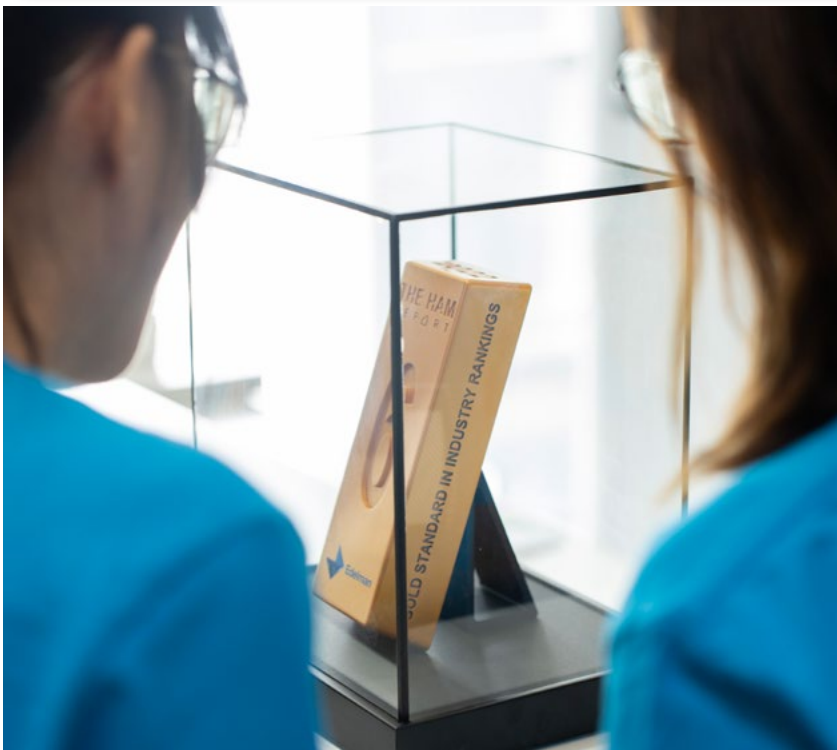


REV Media Group

**GOLD STANDARD AGENCIES**

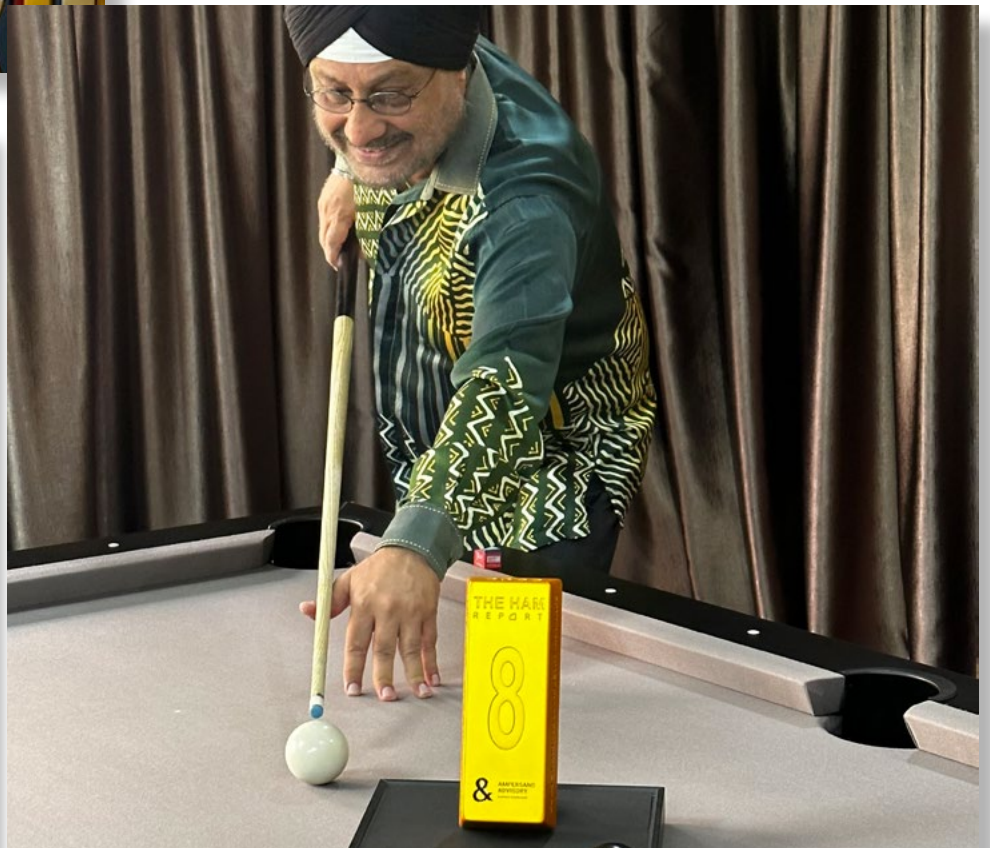


**Edelman**



**Leo Burnett**

**GOLD STANDARD AGENCIES**



## COVER STORY

# ... Whether it is a Gold for craft, singular entry, idea or pure science and imagination, a Gold is a Gold if it scores top metal in these shows...

culmination of two months of non-stop work.

It is not definitive, nothing in life is.

## Agency functions overlap

Let's face it; every agency claims it can do everything. Marketers are equally ambiguous in their needs, one minute they want a specialist and the next minute an integrated communications agency.

So I have decided not to pigeon hole any of the winners. A media agency can also be a great creative ideas resource, or a brand-creative agency could innovate with path-breaking media ideas.

## Methodology

Rankings are raked from shows hosted in Malaysia: APPIES, Dragons and the industry-sanctioned Digital Association d'Awards, Media Specialists Association Awards,

Effie Malaysia and the Petronas Kancil Awards, for the year 2022.

Only Gold winners (5 points) are counted. Entries or campaigns that win multiple Gold in the same show, or across the six shows in our rankings, are factored as ONE Gold win (unique).

Whether it is a Gold for craft, singular entry, idea or pure science and imagination, a Gold is a Gold if it scores top metal in these shows.

These are the shows that matter to us and we are aware of their processes and credibility. Malaysian Gold winners on the regional level have a slightly higher weightage (7 points), as is the case for APPIES AsiaPacific and Dragons Asia.

Download full report [here](#).



# AdTech thinks you're an idiot. Are you?

by Chris Jacques



Over 90% of your digital advertising budget is purchased programmatically today. But do you know what % of your budget actually buys any ads?

If you don't, you're not alone. Neither does your media agency. Nor do most other marketers.

That's why ISBA (The Incorporated Society of British Advertisers) engaged PwC to find out the answers: to reveal what happens to marketing budgets along the programmatic supply chain.

Incredibly, it took PwC two whole years of investigation to get some of the answers (but not all).

Yes – it took two whole years – even though PwC had the full

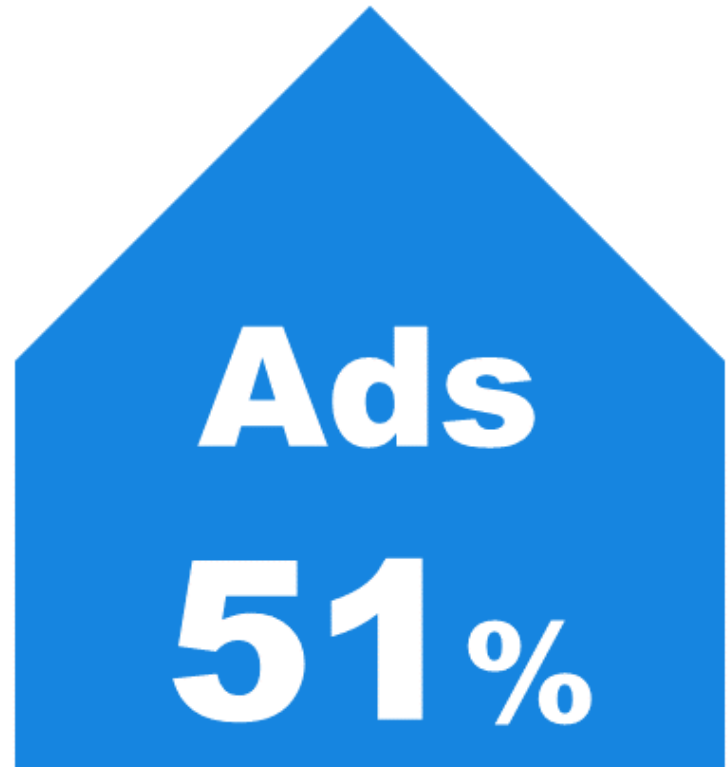
support of some of the world's most respected marketers, media agencies, tech exchanges and online publishers.

And here's what they (eventually) discovered:

Out of every US\$1 that an advertiser spends on programmatic advertising – on average:

- 7% goes in fees paid to their media agency (fees which are commonly packaged in indecipherable proposals designed to minimise the chance of competitive comparison).
- 8% goes in fees paid to the DSP (the Demand-Side Platform – which enables agencies and advertisers to

# Where Your Budget Goes



buy inventory from Supply-Side Platforms and Ad Exchanges)

- 10% goes in Demand-Side Tech fees (mainly ad serving, verification tools and data)
- 8% goes to the SSP (Supply-Side Platform) that enables digital media owners and publishers to sell ad space through real-time bidding (RTB)
- 1% pays for Supply-Side Tech fees (whatever those are)

- 15% goes... 'WHO KNOWS WHERE?' ... Seriously.... NOBODY knows where it goes!

PwC and ISBA call it 'The Unknown Delta'. And after two years of analysis and investigation throughout every part of the programmatic supply-chain...they still had no clue where this 15% goes!

All they could say about this massive missing 15% was this:

## PROGRAMMATIC ADVERTISING

**... Yes – you read that sentence correctly: Up to 86% of your entire budget just evaporates. It disappears into nothingness....**

“In our sample of 31 million matched impressions, the winning bid in the DSP often does not match the gross revenue recorded in the SSP.

“This ‘unknown delta’ averaged 15% of advertiser spend, ranging from 0% to 86%, with the majority from 2% to 23%.”

Yes – you read that sentence correctly: Up to 86% of your entire budget just evaporates. It disappears into nothingness. The only thing we know – is that it doesn’t pay for any advertising at all. None. Nothing. Nada. Zilch.

Oh...and finally (if you’re not on the phone to your media agency already):

- Just 51% of your budget goes (eventually) to pay for any advertising.

Yes – that’s right:  
HALF OF YOUR  
ADVERTISING BUDGET  
DOESN’T BUY ANY  
ADVERTISING AT ALL.

It disappears into the pockets of sleezy, automated parasites that feed throughout the sordid underbelly of the programmatic supply chain. (And, presumably, allows their owners to purchase an occasional Maserati or a boob-job for their mistress).

How can you prevent these vermin from stealing your budget?

It’s simple. Forget the ‘spray & pray’ approach of programmatic buying.

Instead, choose to work only with sellers and publishers you can trust to give you the data and transparency you need to make smart business decisions.

In other words – stop being an idiot.



# One swallow does not a summer make

*It may take a swarm of swallows, or in postal parlance, more homing pigeons, but things are really looking up for Pos Malaysia.*

BY THE HAMMER



*Barn swallows are signs of positive change, flying up to speeds of 80km/hour and covering 320km a day.*

There is no taking away the fact that everyone has an opinion about Pos Malaysia. Apart from them being an inescapable part of our lives, a few legacy issues have thrown Pos Malaysia's reputation into question in the past, the worst of which is the non-delivery of people's mails.

In this article, I revisit Pos Malaysia starting with a sceptical lens and journey with you why I have enough reasons to believe things have not just changed, but they have changed dramatically.

The first is a personal experience, when I engaged them

to deliver 3,000 copies of The Ham Report issue in January to my own targetted database that took four months to edit and enrich.

Without lamenting about my previous experience years ago, this time everything went so smoothly it was a happy shocker to say the least. The folks at DataPos called me daily to keep me abreast of my shipments, and surprised me even further when the job was completed by asking how else they could be of service.

Well, this is not the Pos Malaysia I knew of. But do not

**SERVING MALAYSIA**

take my word for it....

Ask any distributor why they “eventually” use Pos Malaysia and they will tell you that, when push comes to shove, no one knows Malaysia better than them. That’s why there is a sense of accomplishment that once it is in the post box, it is as good as delivered. Over 15,000 staff, 635 post offices 3,800+ retail points make sure it is so. And truth be told, when other delivery companies can’t do it, Pos Malaysia is their failsafe option.

I know that letter-shopping companies also use Pos Malaysia, because whether it is the first mile or last mile, this Gold standard exists: if it is inside the post box or post-office, it is as good as delivered.

This confidence stems from the fact that we vehemently insist Pos Malaysia must be held accountable to us citizens and we will cry foul if anything goes awry. We cannot deny that this “right for service” is inherent in all of us when we deal with Pos Malaysia.

Because Pos Malaysia serves the people, failure is not an option. And when they falter, it’s magnified a million-fold to the point it is almost sadistic.



Correct? Don’t temberang you don’t love to bantai!

Well, consumers have good reason to feel privileged. After all, Pos Malaysia is a lawfully gazetted public service that must deliver at all times: through natural disasters, pandemics, endemics, civil unrest, and even when everything comes to a stop (you know what I mean).

The good news is Pos Malaysia has become a re-energised organisation in recent years, and the time has come to give credit where credit is due.....

### **Service Levels**

“We track our service levels daily. As of end 2021, we constantly achieved above 90% of our SLA delivery commitments. In fact, 70% of our courier shipments are delivered



Fiona Liao, Group Chief Marketing and Communications Officer

next-day,” says Fiona Liao, Group Chief Marketing and Communications Officer at Pos Malaysia Berhad.

“Did you know that Pos Malaysia is the second oldest company in Malaysia with a track record of over 220 years?”

### **Post to Parcel**

The ongoing transformation has taken on a scale not seen in most companies. The group has diversified beyond the traditional provision of mail and parcel delivery to also offer retail, logistics and aviation products and services. It has also

pivoted from a mail company that also delivers parcels, to a parcel deliver company that also delivers mails.

The pace of technological advancements has disrupted the business landscape and traditional mail volumes have declined while parcel volume is rapidly growing with the booming eCommerce sector. Tech-savvy customers now expect more agile, superior, and digital-to-door services.

### **Marketing Magic**

The Pos Malaysia Group has progressed from a traditional postal service into a dynamic mail and parcel services, financial services and supply chain solutions provider with the largest delivery and touchpoint network in Malaysia. It has the most extensive last-mile reach, delivering to more than 11 million addresses across the nation. It also has a network of more than 3,500 touchpoints with presence across the country providing Malaysians the most comprehensive retail network. Yes... Retail.

Brands use their e-fulfilment services and hubs that serve logistical needs. Pos Malaysia



has many marketing solutions for brands, including ad mails, pre-paid options for targeted planning of budgets deployed in real time, etc.

While delivering end-to-end mail and parcel services, financial services, and supply chain solutions, Pos Malaysia also equips individuals, SMEs, large organisations, communities and society at large with tools and solutions to catalyse their growth, welfare and needs.

### **Delivering Delight**

Pos Malaysia has a unique business model where they employ over 15,000 workers and community members to deliver products and services. In other words, people are not just a critical, but they are central to the value creation process as both catalysts and

beneficiaries.

As the national courier under Pos Laju, it offers express parcel delivery service across the country serving a diverse customer base through post offices, Pusat Pos Laju, and their SendParcel online shipping portal. The network includes two fully-automated Integrated Parcel Centres, nationwide delivery centres and robust logistic network for on-time delivery.

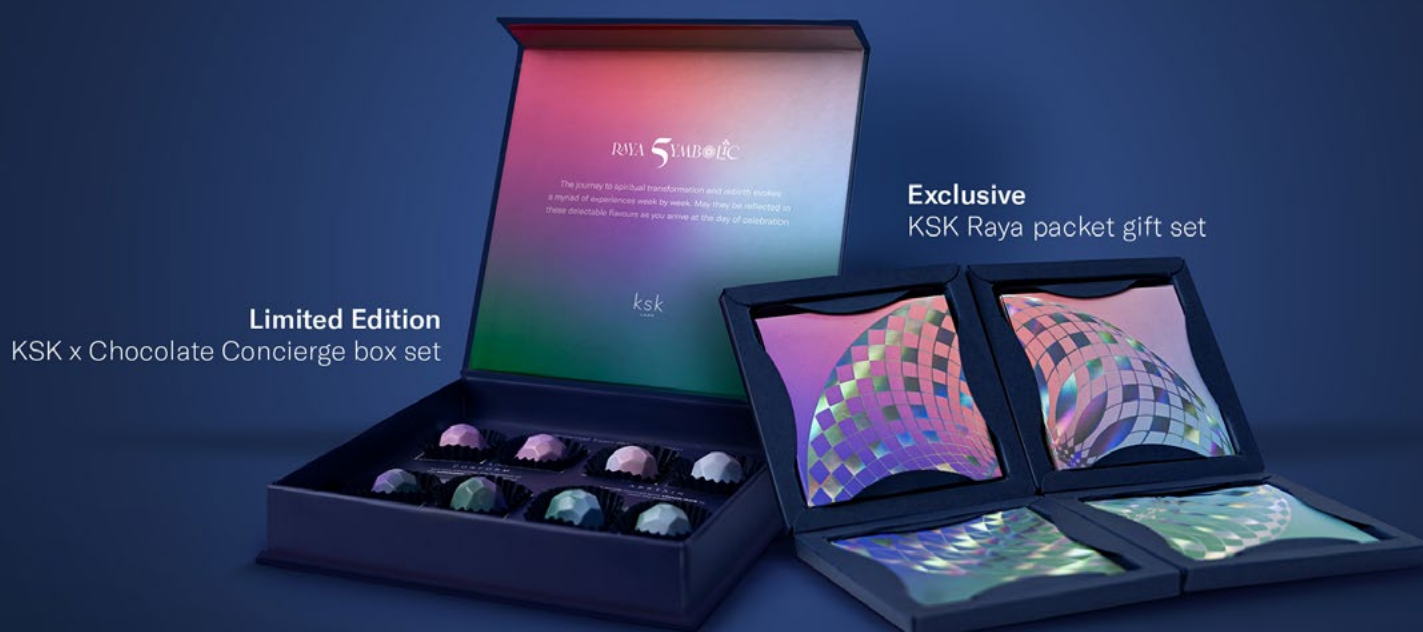
It is no secret that postmen over the years have memorised faces and places. Some, if not most, can tell the correct destination from the street number or name alone.

So don't shoot the messenger. You've got more to look forward to than just mail and deliveries now.

Watch this space...

# RAYA 5YMBOLIC GIVEAWAY

What does Ramadan mean to you?  
Tell us and win!



The holy month of Ramadan marks a very special journey for Muslims, one that comes with spiritual renewal week-by-week that leads to a triumphant day of celebration.

In the spirit of Ramadan and Hari Raya Aidilfitri, KSK Land celebrates the beauty and meaning of this transformative journey through its **Raya 5symbolic** campaign.

'5ymbolic' represents the stages of inner transformation for a Muslim as they submit to the refining brought on by Ramadan, as they strive for purity, practice abstinence, and eagerly prepare

for the joyous festivities with their loved ones.

As part of the Raya 5symbolic campaign, KSK Land invites everyone to share what Ramadan means to them through its **Instagram contest** that runs till April 20, 2023.

Participants will stand a chance to win the KSK Land Raya Gift Set curated through collaboration with award-winning designers Fictionist Studio and artisanal chocolate maker Chocolate Concierge, and to be selected for an exclusive Raya open house experience with one-off, chef-curated dishes.

CREATIVE SHOWCASE



**APRIL  
FOOLS?  
NOPE, AI.**



WANT TO TALK ABOUT TRUMP'S SUMMER COLLECTION  
OR ARTIFICIAL INTELLIGENCE? TALK TO US [LEGENDARY.PT](https://www.legendary.pt)



## Veteran ad-tech leader Narayan Murthy joins Admatik to drive Revenue Growth & Acceleration

**Admatik** continues to strengthen its regional leadership with the appointment of Narayan Murthy Ivaturi as Chief Revenue Officer for Admatik, within weeks of announcing Sanchit Sanga's appointment as **Strategic Advisor**.

Narayan has been a driving force in the ad-tech space regionally and globally, having held key positions in multiple

leading ad-tech companies like DDB, Yahoo, Vserv, WPP, FreakOut and most recently InMobi where he served as the Director Sales South-East Asia.

With a strong foothold and network in South-East Asia as well as Global Digital markets (he served as Global COO for FreakOut), Narayan comes with critical experience of leading business growth and expansion.

## ADMATIK

**“Admatik’s story-tech approach that uniquely combines the traditional story telling with cutting edge technology solutions to create path breaking solutions for clients.”**

Admatik is a Malaysia head-quartered 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 and beginning to expand into South-East Asian markets.

Abdul Wahab, Co-Founder and COO of Admatik has deep digital pedigree across various successfully scaled digital start-ups across the region such as iBibo, Vserv and FreakOut.

Commenting on his move, Narayan said “Being part of the advertising industry for 20 years and having seen the dynamics of the industry evolve, it’s very refreshing to see Admatik’s story-tech approach that uniquely combines the traditional story telling with cutting edge technology solutions to create path breaking solutions for clients.

I am very proud of their phenomenal growth over the past few years and am absolutely thrilled to set out on this entrepreneurial adventure to drive both market and product expansion across the region and globally. Driving regional market acceleration and data-led

**“storytelling  
enhanced with  
technology  
for better  
outcomes”**



ecosystem enhancements are my key priorities at the moment.

The icing on the cake is having worked with Tony, Abdul and Sanchit for many years in the past, it feels like coming home to an all-star team of friends.

Welcoming Narayan on board, Tony Kan commented “We are truly privileged to have Narayan on board. We have worked closely together on multiple occasions, and I can confidently claim that in terms of market leadership and network, domain expertise and experience in scaling organizations, there could not have been a better person than him.

We are geared for a high-acceleration phase for Admatik and Narayan is undoubtedly the best driver of that engine we could hope for. We look forward to an exhilarating journey ahead with this team”.

Speaking of Narayan’s addition to the team, Abdul commented “Having known Narayan for over a decade, I am really excited to have him join us, which not only strengthens our leadership team but places us at a vantage point to drive Admatik’s growth plan across the region into the SEA Markets and product enhancements in the coming days”.

# *CLIENTS WAITING TO SEE YOU*

- 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>

