

MARKETING

ISSUE #371 MAY 2023

WEEKENDER™



The One Ringgit Question

How is The Star adding value with its cover price increase?

EDITOR'S NOTE

04



What can we learn from Thai Advertising?

COVER STORY

11



Pricing strategy drives trustworthy content expansion....

17

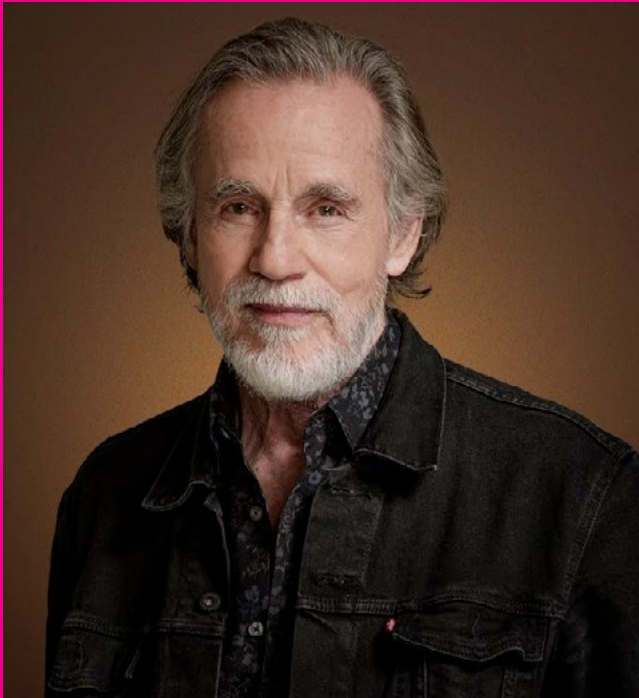


Future-Proofing Your Advertising Agency Against The Onslaught Of AI

20



MOST READ ON MARKETINGMAGAZINE.COM.MY



“Don’t confront me with my failures . I haven’t forgotten them”

Jackson Browne

“The only way to avoid the accident was if the car flew over the cyclists.”

Judge Datuk Hadhariah Syed Ismail, in unanimous ruling to overturn conviction for reckless driving causing deaths of eight boys riding “basikal lajak” in 2017.



“ Big Tech companies need to be saved from themselves. They are aware of the risks posed by generative AI, but they are in a competitive race and are not able to slow down.”

Robert Weissman, the president of the consumer rights non-profit Public Citizen

“There aren’t enough stones for the number of adulterers we have.”

Tunku Abdul Rahman, on Islamic law and its prescription of stoning for adulterers.





What can we learn from Thai Advertising?

Believe it or not, I spent more than two days last week just looking at Thai TVCs on YouTube.

You should try it sometime. The TVCs were all funny, memorable, simple, cute and weird.

They don't have any hangups

about having fun, being macho or going off tangent.

They are also not fixated that the story needs to be exactly what the brand stands for.

I think their benchmarks are simply to be impactful and leave a good lasting impression.

They've taken the math out of

EDITOR'S NOTE

... But that still does not explain why most of our work is drab, politically correct, derivative and safe...

creative filtration and embraced advertising as advertising.

That is, to dramatise and connect with consumers.

Well you may say they can do that because they have less restrictions and they can advertise beer, parade pretty girls and show bare bodies. All points well noted.

But that still does not explain why most of our work is drab, politically correct, derivative and safe.

Something any in-house agency of a brand can whip with a couple of design students.

No disrespect intended for in-house agencies and design students.

I also notice the Cancel culture quite strong in our agencies, where the agency will cancel its own ideas without showing them to their clients for fear of being too "clever", or worse still "trying to be daring."

Let me tell you where the great advertising ideas are: in the trash cans of agencies.

Take your trash can of

internally-rejected ideas to your client one day, and you may discover something.

Together.

OK, OK, every country has crap advertising and the stuff we see from Thailand is the top 10% of the lot.

I'll accept that excuse, but we don't even have 5% that is amazing enough.

Just take look at some "old" funny Thai TVCs I have compiled for you in the next four pages and see if you like them.

Click the links to view.
PLEASE view.

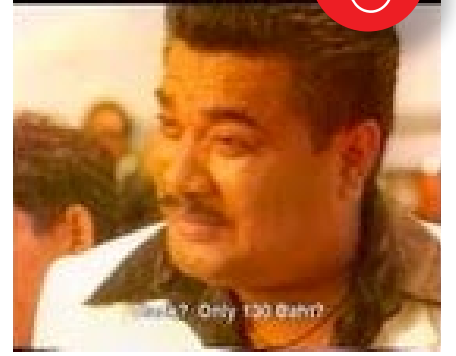


"When you entertain your audience, they will stay with you. Do it well, and they will hear what you say and remember you.

Some of this year's winning ads are great examples of how to do this both creatively and effectively."

Excerpted from Kantar's Creative Effectiveness Awards 2023 Book.

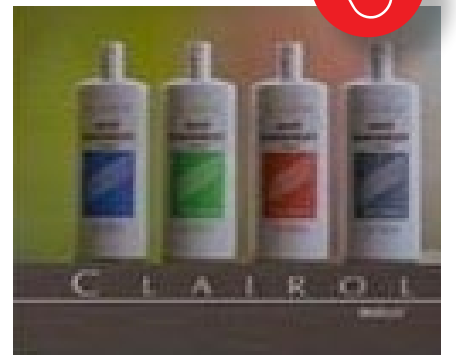
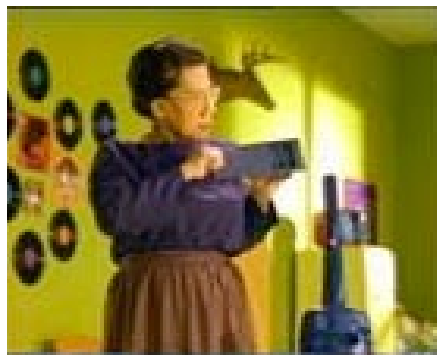
EDITOR'S NOTE



Black Cat Whisky - Black Cat 1997

Gangster mogul sits contemplating his empire and dancing girls. His flunky comes to tell him that one of his debtors is drinking 'Black' - ie, expensive whisky. Furious, he orders his men to descend on the hapless debtor. Helicopters, dozens of cars and heavies surround the man's house. He explains he is drinking 'Black Cat', that only costs Baht 130. Harmony is restored.

Agency: Results, Bangkok
 Creative Director: Suthisak Sucharittanonta
 Copywriter: Suthisak Sucharittano
 Art Director: Pechaya Rungrueng
 Production Company: Matching Studio, Bangkok
 Director: Suthon Petchsuwan
 Producer: Porntip Yaowpruekchai
 Agency Network: Independent / Non-network
 Product: Black Cat Whisky
 Title: Black Cat
 Duration: 121
 Country: Thailand
 Year: 1997

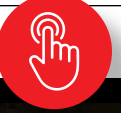
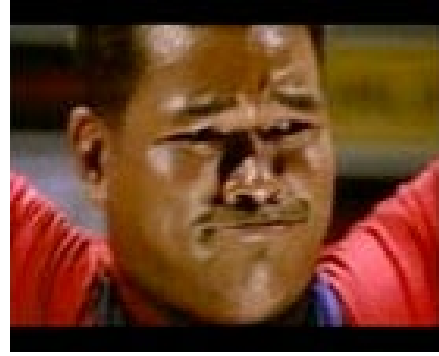


Clairol Anti-Dandruff Shampoo - Dance 1997

A young couple is letting rip in the living room, dancing wildly to a pop tune. They swing their hips and toss their long manes of black hair around. Mum, meanwhile, busily vacuums the floor under their feet as they dance. Once done, she opens the vacuum cleaner and removes the dust-box which, it turns out, is absolutely clean. "Clairol Anti-Dandruff Shampoo."

Agency: Ogilvy & Mather, Bangkok
 Creative Director: Korn Tepintarapiraksa
 Copywriter: Korn Tepintarapiraksa/
 Kulvadee Doksroy
 Art Director: Korn Tepintarapiraksa
 Agency Producer: Veera Anantaveeraphan
 Production Company: The Film Factory, Bangkok
 Director: Pon-ek Ratanareung
 Agency Network: Ogilvy & Mather

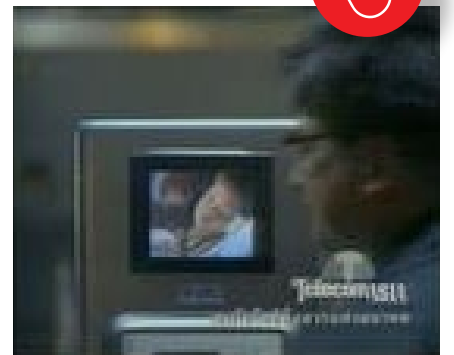
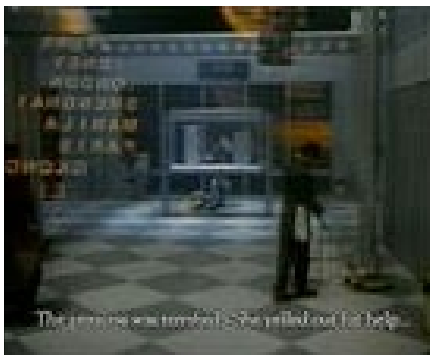
EDITOR'S NOTE



Counterpain Balm - Weightlifting 1997

A weightlifter hoists a massive weight above his head and waits for the competition steward to press the scoring button that would allow him to put the weight down. The button won't work. There's a technical problem. He is told to "wait a moment". He holds on, and on and on? sweat pouring down his face, his muscles twitching in agony. "Muscle pain? Try Counterpain."

Agency: Ogilvy & Mather, Bangkok
Creative Director: Korn Tepintarapiraksa
Copywriter: Korn Tepintarapiraksa/
Kulvadee Doksroy
Art Director: Korn Tepintarapiraksa
Agency Producer: Veera Anantaveeraphan
Production Company: The Film Factory,
Bangkok
Director: Pongpaibool Sithiku
Producer: Revat Vorarat
Agency Network: Ogilvy & Mather
Product: Counterpain Balm
Title: Weightlifting
Duration: 63
Country: Thailand
Year: 1997



Telecomasia - Daddy 1994

In an airport, late one evening. A man talking on the telephone is waving his arms around wildly, making strange noises, trotting like a horse. Has he flipped? Been overworking? No. He's telling his daughter a bedtime story via a videophone. Until she falls asleep. "TelecomAsia believes that one picture can say more than a million words... Technology for tomorrow."

Agency: Leo Burnett, Bangkok
Creative Director: Patamavalai Ratanapoom
Copywriter: Surussavadi Chuarchart
Art Director: Siri Annouybudhamate/
Wanchai Assanaugsanakul
Agency Producer: Paranee Jethsomma
Production Company: The Film Factory,
Bangkok
Director: Pongpaibool Sithiku
Producer: Mongkol Nirunpong
Agency Network: Leo Burnett
Product: Telecomasia
Title: Daddy
Duration: 61
Country: Thailand
Year: 1994

EDITOR'S NOTE



Sealect Tuna - Walking 2002

A shapely young woman, in a dinky top and tight, short skirt, stalks seductively through an office. The men stop work and drool. But alone in the sanctity of the elevator - she gasps out frantic lungfuls of air and her stomach bursts free into a bulging pot belly! "Introducing Low Fat Sealect Tuna. Suck in no more".

Agency: Dentsu Young & Rubicam, Bangkok

Creative Director: Trong Tantivejakul

Copywriter: Chokechai Kasemsripitak

Art Director: Jirasak Tungkanopas/

Agency Producer: Nareerat Aphiphunya

Production Company: Phenomena, Bangkok

Director: Thanonchai Sornsrivichai

Agency Network: Dentsu

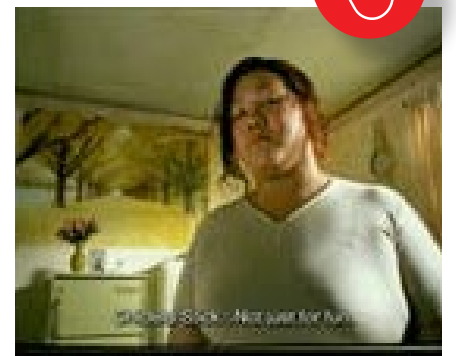
Product: Sealect Tuna

Title: Walking

Duration: 31

Country: Thailand

Year: 2002



Chiclets Stick - Home 2003

A young chap at home is chomping very rapidly. His overweight Mum sees an opportunity in this and utilises the vibrating jaw of her Chiclets-obsessed son as the energy source for her personal vibrating weight-loss belt. Chiclets Sticks. It's useful.

Agency: J. Walter Thompson, Bangkok

Creative Director: Pinit Chantaprateep

Copywriter: Thamrong Wangsawangkul/

Warawut Kaennakham

Art Director: Kittiphan Palmoke

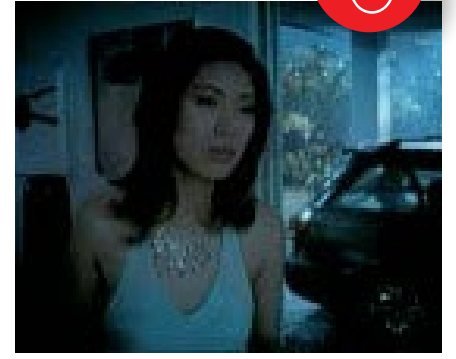
Agency Producer: Poj Rajkulchai

Production Company: Phenomena, Bangkok

Director: Thanonchai Sornsrivichai

Agency Network: JWT

EDITOR'S NOTE



Krung Thai Bank - Murder 2003

A woman comes home in a thunderstorm, enters her house, screams. She dashes to the telephone - it's dead! Cut to her husband earlier, about to scale a live fish - the lights go out. The flapping fish splashes him with red sauce - and when he goes to wash, no water flows. Thus she finds her husband in the dark, seemingly covered with blood, and holding a kitchen knife. VO: "Avoid this domestic thriller. Let Krung Thai Bank take care of your household bills."

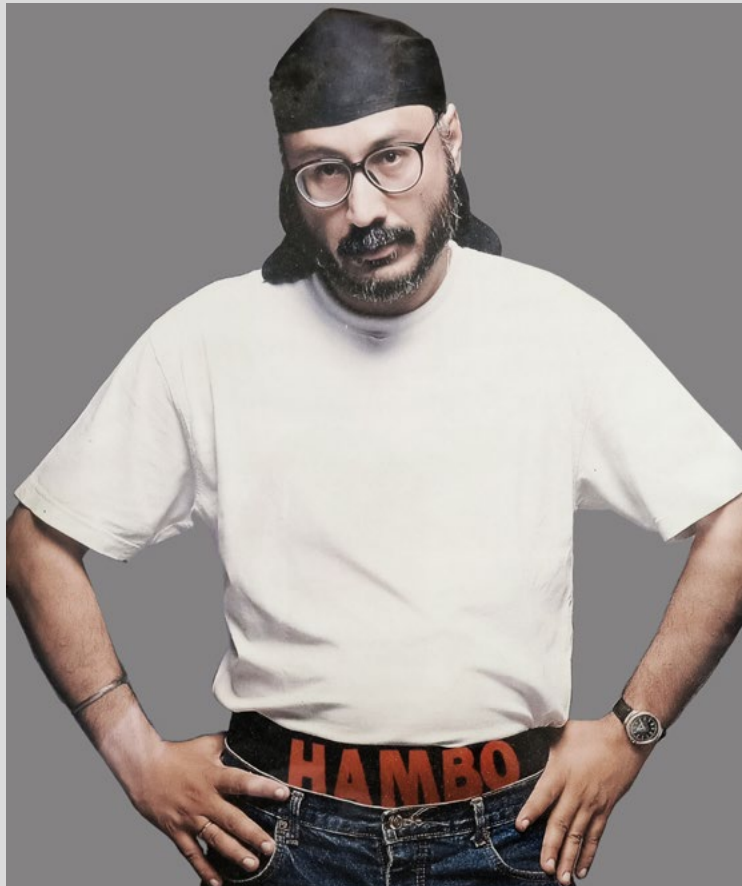
Agency: Flagship Co, Bangkok
 Creative Director: Chuckiat Jaroensuk
 Copywriter: Passapol Limpisirisan/Nucharat Nuntananonchai
 Art Director: Wiboon Leepakpreeda/Nimit Songsri
 Agency Producer: Phunyawee Intamas
 Production Company: Matching Studio, Bangkok
 Director: Suthon Petchsuwan
 Producer: Panot U-Dom
 Agency Network: Independent / Non-network
 Product: Krung Thai Bank
 Title: Murder
 Duration: 47
 Country: Thailand
 Year: 2003



Soken DVD Player - Kill Bill Kill Bill 2004

A white collar guy corners a colleague in the office kitchen to tell him about the "Kill Bill" DVD he rented. But he keeps freezing in mid-sentence and repeating himself again and again. "Then she sta..sta..sta..stabs one of the gangsters." "Suddenly, suddenly, suddenly, suddenly." Poor colleague is understandably perplexed. It seems like the man's DVD player has more than a few problems. Soken DVD - "Plays smoothly."

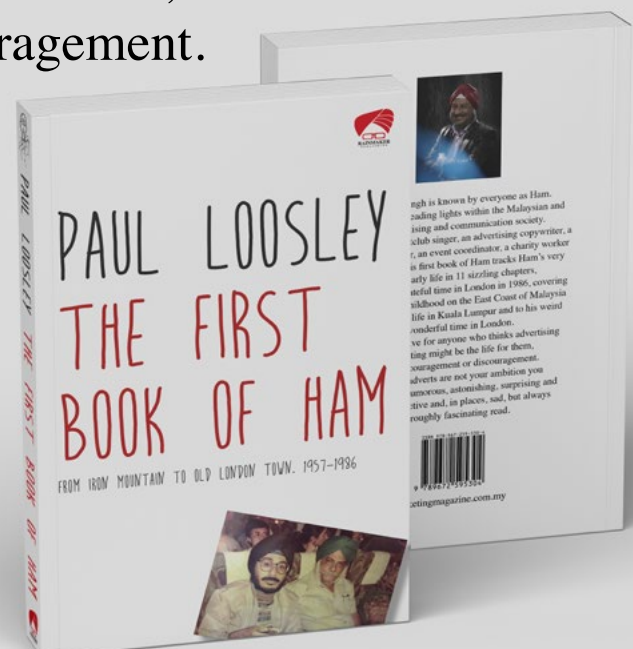
Agency: Euro RSCG Flagship, Bangkok
 Creative Director: Chukiat Jarensuk/Passapol Limpisirisan/Wiboon Leepakpreeda
 Copywriter: Sittichai Okkararajkiij/Passapol Limpisirisan
 Art Director: Wiboon Leepakpreeda/Nimit Songsri
 Agency Producer: Phunyawee Intamas
 Production Company: Matching Studio, Bangkok
 Director: Suthon Petchsuwan
 Producer: Ngamit Kruewan
 Agency Network: Havas
 Product: Soken Dvd Player
 Title: Kill Bill Kill Bill
 Duration: 47
 Country: Thailand
 Year: 2004



This is the official biography authored by multi-awarded creative director and film director Paul J Loosley about the early life of Harmandar Singh and his infant years in the advertising business - a career he accidentally stumbled into.

Harmandar, or better known as Ham, has been a nightclub singer, an advertising copywriter, a teacher, a publisher, an event organiser, a humanitarian worker, a newspaper columnist, and a published author.

This book tracks Ham's very colourful life in 11 sizzling chapters, from 1957 to his fateful time in London in 1986, covering his turbulent childhood on the East Coast of Malaysia to his outrageous life in Kuala Lumpur, and to his weird and wonderful time in London. This is a must-have for anyone who thinks advertising and marketing might be the life for them, as either encouragement or discouragement.



To purchase advance copies, contact ruby@adoimagazine.com, 03-77262588, it's @RM50 a copy.

You can also directly reserve your copies [here](#)

A portrait of a middle-aged man with dark hair, wearing a blue blazer over a dark shirt. He is looking directly at the camera with a neutral expression. The background is slightly blurred, showing what appears to be an outdoor setting with some architectural elements.

Pricing strategy drives content expansion with readers' trust...

BY THE HAMMER

Talking about 1 Ringgit, why is it that the minimum tip you can select for a Grab Food rider is RM2?

COVER STORY

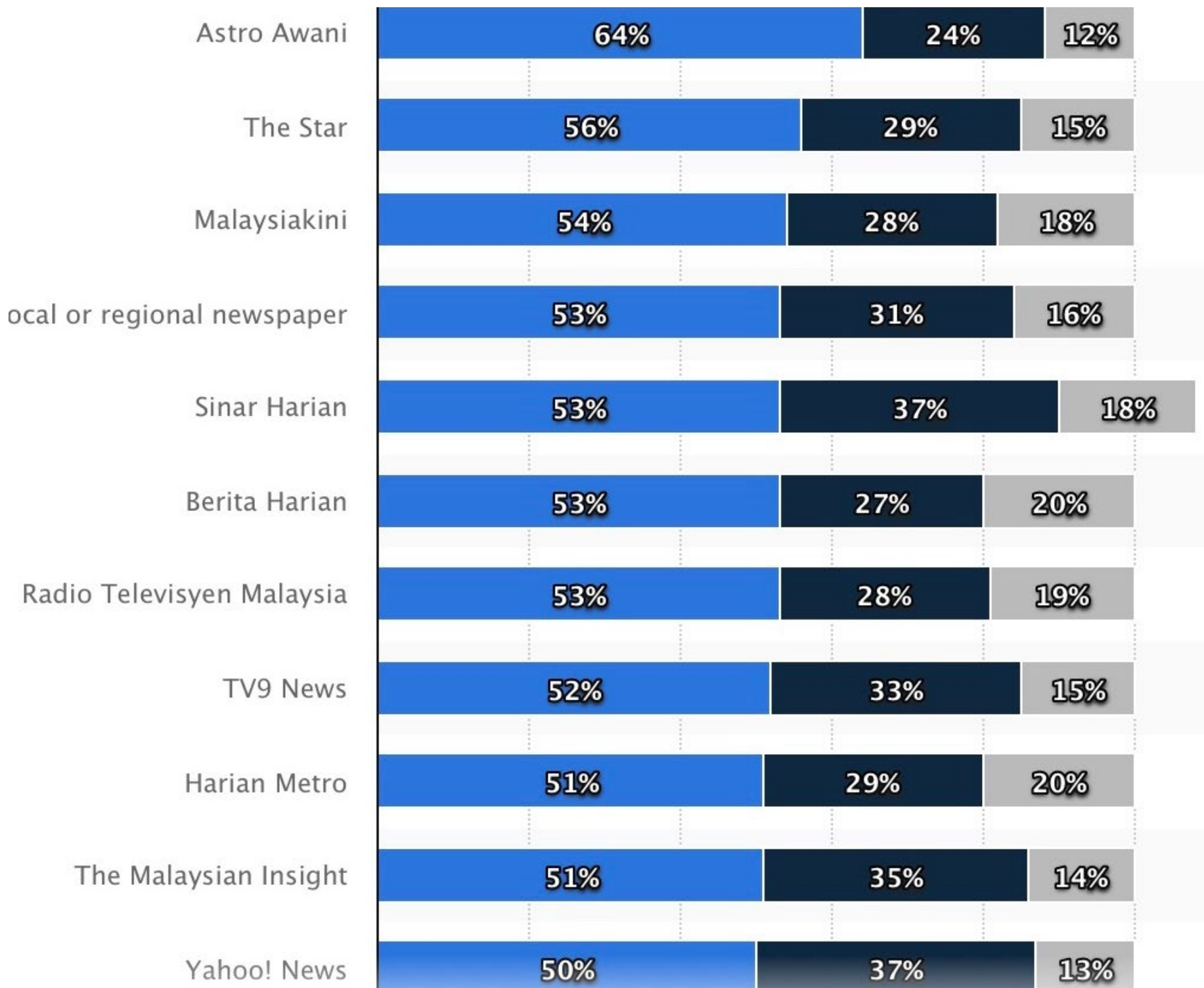
To be perfectly blunt, a price increase for content is not a seismic event in a world that's already embracing the subscription model.

In fact, news publishers expect bigger growth in subscriptions this year.*

Most content portals already have paywalls that can be hard or

soft, meaning some content may be free, while others require payment; the same freemium subscription model, used by Google, YouTube, Spotify, Dropbox...

**Data from a survey of 303 media leaders in 53 countries for 'Journalism, media and technology trends and predictions 2023'.*





Authenticity Armageddon

Creators on social networks are actually normalising the habit of paying for exclusive newspaper content and this is because of trust and authenticity issues related to most social platforms.

An annual worldwide study of news trends has ranked The Star as the top English-language news portal in brand trust scores among surveyed brands in Malaysia, year on year. The Reuters Institute Digital News Report 2022, the 11th edition in an annual series, found that when it comes to brand trust

scores in Malaysia, The Star scored 56%. See Chart A from Statista on previous page.

I spoke to Alex Yeow, Group CEO of Star Media Group (SMG); I actually bumped into him in Osaka a few days ago.....

He says, “We don’t believe in trimming content. Our plan is to increase both content and quality to make it the only read worth your while.”

“In previous years, we’ve been trimming pages to cope with industry challenges revolving around decreasing circulation and rising material cost. Now, we’re taking one of our boldest

Pagination of English & Malay Dailies

		Sat 15/4/23	Sun 16/4/23	Mon 17/4/23	Tues 18/4/23	Wed 19/4/23	Thurs 20/4/23	Fri 21/4/23
The Star	RM 3.00	96 pgs	96 pgs	96 pgs	96 pgs	92 pgs	96 pgs	88 pgs
NST	RM 2.00	48 pgs	48 pgs	48 pgs	48 pgs	48 pgs	64 pgs	48 pgs
Utusan Malaysia	RM 2.00	48 pgs	48 pgs	48 pgs	48 pgs	48 pgs	48 pgs	48 pgs
Kosmo	RM 2.00	48 pgs	48 pgs	48 pgs	48 pgs	48 pgs	48 pgs	48 pgs
Berita Harian	RM 2.00	56 pgs	48 pgs	56 pgs	48 pgs	48 pgs	40 pgs	40 pgs
Harian Metro	RM 2.00	48 pgs	48 pgs	48 pgs	48 pgs	48 pgs	56 pgs	64 pgs
Sinar Harian	RM 1.80	40 pgs	40 pgs	40 pgs	40 pgs	40 pgs	40 pgs	40 pgs

The Star
people's paper

Chrono
Travel of Future

Heritage
Trove of Future

H&G

LevelUp
A dive into game dev

East
Haaland: Earthling or Alien?

Eats
Giving thanks for the bounty

Ecowatch
ROAR

Family
A world fit for seniors

H&G
Spellbook by the stars

Silver

Outdoors

Pixel

Spotlight

New special pullouts and topics

- Star CarSifu**
- Star Heritage**
- Star Chrono**
- Star LevelUp**
- Star East**
- Star Outdoors**
- Star Eats**
- Star Pixel**
- Star Ecowatch**
- Star Silver**
- Star Family**
- Star Dots**
- Star H&G**
- Star Trends**
- Star Spotlight**

COVER STORY

... “There will be specials on the outdoor environment, food history and journeys, family activities, specials on parenting, gardening, home improvement and new tech updates besides lifestyle, entertainment, culture and fashion.”

moves yet by increasing the number of pages to bring readers expanded content and enhanced offerings.”

“We’ve listened to the feedback from readers calling for more content, and we are now excited to share daily exclusive pullouts covering readers’ favourite topics.”

He tells me, “There will be specials on the outdoor environment, food history and journeys, family activities, specials on parenting, gardening, home improvement and new

tech updates besides lifestyle, entertainment, culture and fashion.”

My research also revealed that the habit of paying for quality content is on the uptrend globally.

Alex adds, “The price of The Star ePaper will not be affected and will remain as is, to allow more readers to have access to our paper. The pricing for the Digital Access membership for TheStar.com.my and The Star Malaysia app will remain unaffected as well.

SIDE-NOTE

The Star newspaper and ePaper are read by over 5.385 million past week readers across Malaysia. 64% of its readers are PMEBs and professionals, and over 60% are decision-makers of household and consumer durables products.

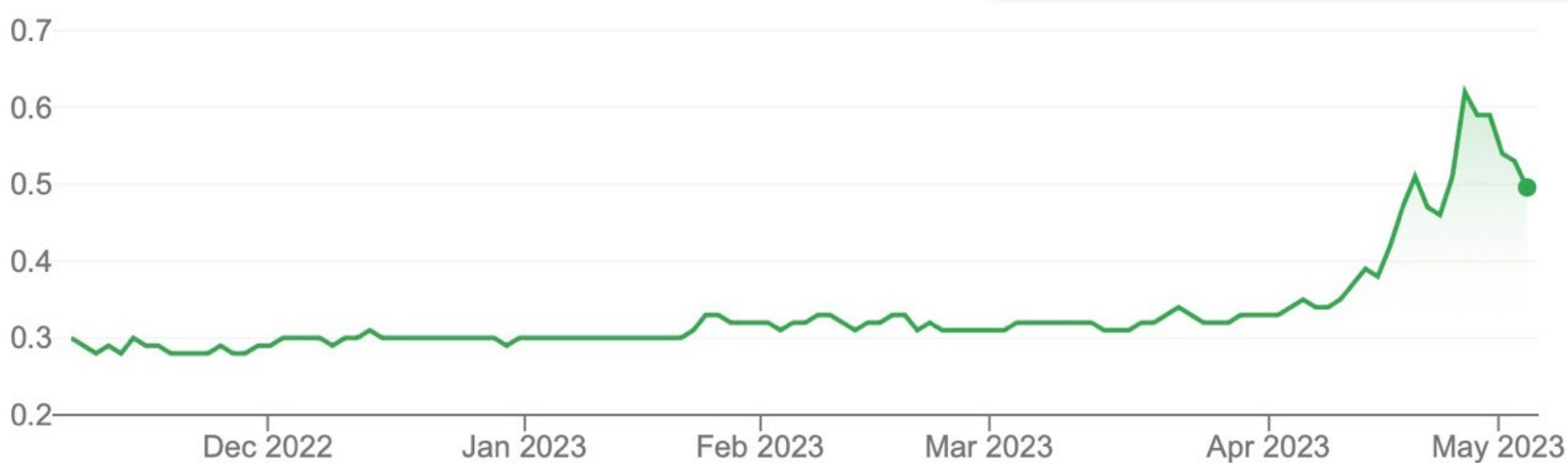
COVER STORY

Market Summary > Star Media Group Bhd

0.50 MYR

+0.20 (65.00%) ↑ past 6 months

5 May, 12:29 pm MYT • Disclaimer

1D | 5D | 1M | **6M** | YTD | 1Y | 5Y | Max

Open	0.52	Mkt cap	365.59M	52-wk high	0.64
High	0.54	P/E ratio	51.83	52-wk low	0.28
Low	0.48	Div yield	2.02%		

“This is an investment in a company whose share price and capitalisation have for several years been well below the cash it has, and the value of its property assets.”

Recent news

The Edge and its owner, Tong Kooi Ong, has bought out a 5.42% stake in Star Media Group (SMG), the publisher of The Star. Following this, The Edge will be a substantial stakeholder in SMG. This makes them the second single largest shareholder in the nation's largest English daily.

Tong added, “This is an investment in a company whose share price and capitalisation have for several years been well below the cash it has, and the value of its property assets. It has no debt and is clearly under-valued.”

A media industry leader says that The Star's share price has risen more than 60% in the past six months, which he deems could mean that the market thinks the stock has an upside.

The share price of SMG rose 57% for last month and had a high of 50 sen at mid-day today, giving it a market capitalisation of RM365.59 million. Earlier this year, SMG reported a 16% increase in revenue for its 2022 financial year to RM217million

Now that I am back in Tokyo, gotta hit Shinjuku!

THE MARKETEER STRIKES!



Future-Proofing Your Advertising Agency Against The Onslaught Of AI

Millions of jobs will be wiped out within the next 5 years, and the rate of new job creation will be drastically lower than those eliminated.

This is the alarming conclusion of the World Economic Forum's (WEF) The Future of Jobs Report 2023, released on Monday, 1 May, 2023.

It is anticipated that nearly a quarter of jobs will change by 2027, with about 69 million new

jobs being created and 83 million to be eliminated according to the report. This equates to a net decrease of 14 million jobs or 2 per cent of the current employment!

The accelerated pace of digitalisation, adoption of new technologies, transition to a green economy, localisation of supply chains and the sluggish global economic growth are the forces driving the change.

THE MARKETEER STRIKES!

The human-machine frontier is shifting gears at super high speed to a new terrain and creating massive structural churn. Tasks requiring reasoning, communication and coordinating – traits with a comparative advantage for humans – are expected to be highly automated in the coming months.

EMBRACING TECHNOLOGY RAPIDLY

Among the critical technologies advertising agencies should be investing in and harnessing include:

- **AI and machine learning:** These technologies can hasten the process of analysing data, making predictions, and automating tasks
- **Automation software:** Marketing automation platforms, chatbots, and social media scheduling tools can help streamline your workflows
- **Data analytics:** By using data analytics tools, you can gather insights into your audience, track the success of your campaigns, and optimise your advertising strategies.

CULTIVATING SKILLS AND RESKILLS

Some of the skill sets that agencies must stay focused on include:

- **Data analysis:** The role of data analytics is becoming increasingly crucial in the advertising industry to ensure the success of a campaign
- **Social media:** Social media platforms are constantly evolving at rapid-fire speed. It is absolutely essential to stay up-to-date with the latest trends.
- **Design:** Strong design skills are mandatory for creating compelling visuals and ensuring your campaigns stand out.

FOCUSSING ON CREATIVITY AND INNOVATION

Advertising agencies are competing at breakneck speed, and only agencies that are able to consistently churn innovative and extraordinary creative ideas will thrive.

To foster creativity and innovation within your agency, you must:

- **Encourage collaboration:** Collaborative brainstorming sessions can be an effective way

THE MALKETEER STRIKES!

to give birth to new ideas and insights.

- Foster a culture of experimentation: Encourage you team to try new things and experiment with different approaches. Walk on water!

- Monitor the latest trends: Stay on top of the latest trends and innovations in the industry.

BUILDING ENDURING RELATIONSHIPS WITH CLIENTS

Building an enduring relationship with clients is of pivotal importance in future-proofing your advertising agency business. In turbulent economic times, clients are more likely to work with agencies that they trust and have a rock-solid relationship with.

To build iron-clad relationships with clients, you should:

- Communicate regularly: Constant communication builds trust, credibility and ensures that your clients stay happy with your work.

- Be transparent: At all times, be transparent and brutally truthful with your clients about your processes and strategies.

- Ensure excellent customer service: Provide prompt and professional customer service to ensure that your clients stay happy and satisfied. This includes prompt response.

While disruptions will be across the globe, the new economic geography created by shifting supply chains and a greater focus on resilience over efficiency is expected to create net job growth with wins for economies namely, in Asia and the Middle-East.

Strong cognitive skills will be increasingly valued by clients, reflecting the growing importance of complex problem-solving at the workplace.

Analytical thinking and creative thinking will be the most valued skills over the next 5 years.

Future-proofing your advertising agency requires a combination of embracing and understanding the latest trends in technology, developing a diverse set of skills, focusing on creativity and innovation, and sustaining enduring relationships with clients.

MOST READ ON MARKETINGMAGAZINE.COM.MY

(28th April 2023 – 05th May 2023)

Valerie Madon appointed Chief Creative Officer for McCann Worldgroup SEA

McCann Worldgroup has appointed Valerie Madon to the newly-created role of Chief Creative Officer...

Pageviews: 3,305



Big Tree Introduces 3D-Audio OOH Advertising With the Premium Audio Timebelt @ KLCC Junction

Big Tree, Malaysia's leading out-of-home (OOH) advertising solutions provider and a subsidiary of...

Pageviews: 3,102



The coming of a super brand

Yes, I am talking about CelcomDigi. In 2021, Maxis held the largest share of mobile subscribers in Malaysia with 27.4 percent of the market share. DiGi followed closely behind with 21.6 percent....

Pageviews: 3,011



The birth of M&C Saatchi Malaysia

This is a story I have never written before, but since this year is when M&C Saatchi turns 20 in Malaysia, the time has come... Lara was already a shining star in the advertising industry about 20 years ago, and after doing senior spells in Bates...

Pageviews: 2,975



"Content creation has been democratized": Bruno Laporte, Dentsu Creative France

What is "the entertainment industry" today? While Hollywood stars still stride up the red carpet...

Pageviews: 2,587



TED LIM IS NOT INVITED TO JUDGE THIS SHOW

Ted was Jury President for Cannes Lions, Adfest, Spikes Asia and honoured by Adweek as one of 13 global creative directors whose ideas are advancing advertising worldwide. Under his watch, Dentsu Asia-Pacific won the Cannes Lions Grand Prix, the D&AD Black Pencil, the Facebook Award for Innovation and the Asia-Pacific Gold Effie. But sorry Ted, only brand marketers judge The APPIES...

<https://appies.com.my>



CLOSING DATE: 30 JUNE 2023

