

MARKETING

ISSUE #373 MAY 2023

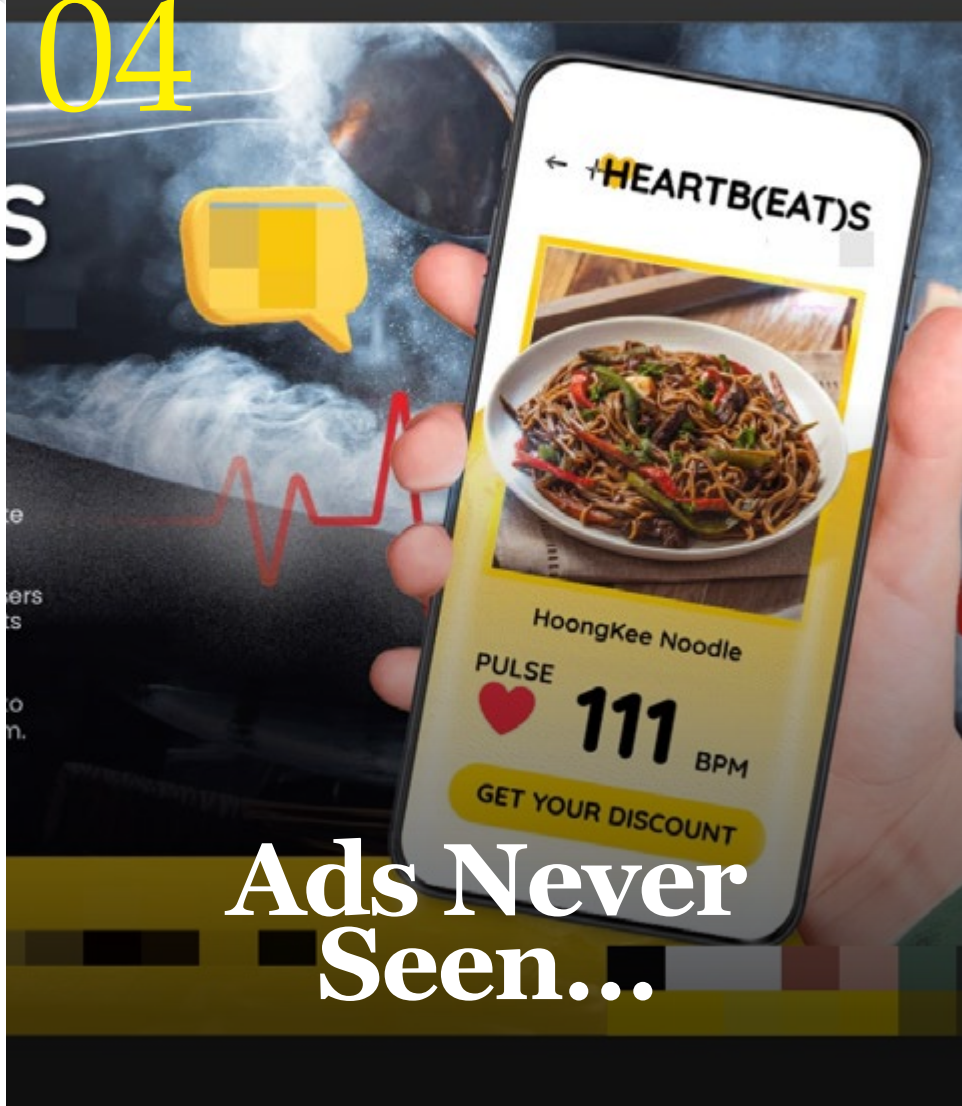
WEEKENDER



**Brands come
out to play with
World's No.1
selling band**

EDITOR'S NOTE

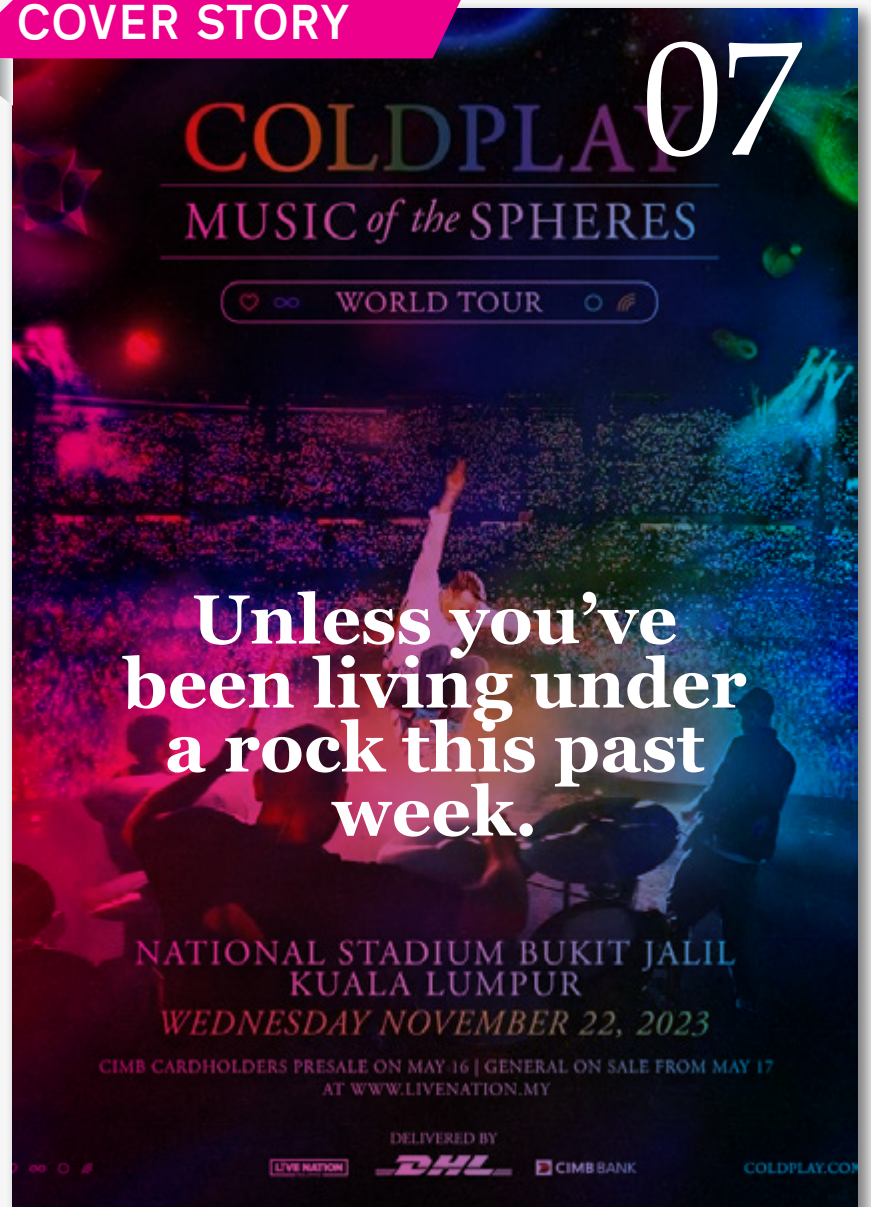
04



Ads Never Seen...

COVER STORY

07



Unless you've been living under a rock this past week.

NATIONAL STADIUM BUKIT JALIL
KUALA LUMPUR
WEDNESDAY NOVEMBER 22, 2023

CIMB CARDHOLDERS PRESALE ON MAY 16 | GENERAL ON SALE FROM MAY 17
AT WWW.LIVENATION.MY

DELIVERED BY

LIVE NATION

DHL

CIMB BANK

COLDPLAY.COM

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**MALAYSIAN AD AGENCIES
READILY EMBRACING
SUSTAINABILITY**

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**TOP TEN RAYA
TVCs 2023**



FORGET THE MOVIE, GET THE BOOK!



Multi-awarded creative director and acclaimed advertising commercial film director Professor Paul J Loosley has applied his writing genius to a biography about the making of Ham. He says the movie will cost too much.

[BUY IT HERE](#)

HEARTB(EAT)S

Using heartbeats to help users determine what to eat

Introducing, HEARTB(EAT)S. An experience that uses the heart rate monitor on phones to help users determine what to eat.

We flash pictures of delicious dishes on ! as users place their finger on the heart rate monitor. The more their hearts race for a particular dish, the more discount they'll get.

Now, when users aren't sure what to eat, they can always listen to their hearts and eat what makes them go dudum dudum dudum.

For all your heart's desires, you can

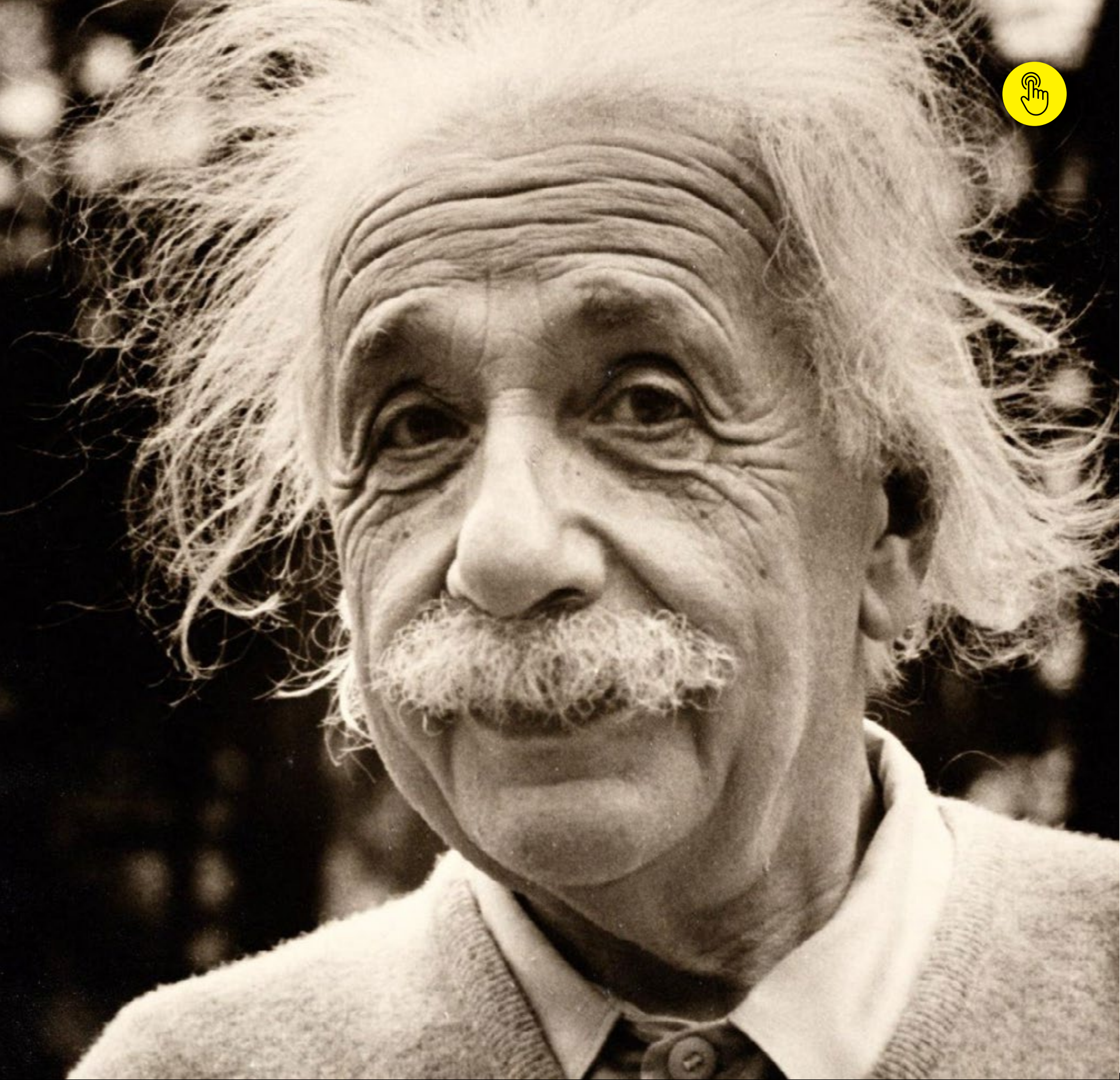
Ads Never Seen...

From Lim Min Tze - Creative Director at Entropia, Part of Accenture Song and Digital Craft Juror at Cannes Lions International Festival of Creativity 2023.

“We were tasked to come up with ideas to boost the usage of a particular food ordering app. We were competing with many more popular options, so we knew we had to serve up something

unique to get people to try us out. It was during a time when most phones still had heartbeat sensors on the back, and we saw an opportunity for this fun and whimsical idea to solve the age-old question... “What to eat ah?” ...

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SPEND ONE DAY WITH A DATA SCIENTIST

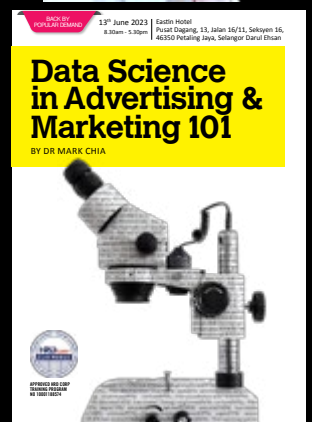
Question is: how often do you meet a Data Scientist?

Last I checked, there about 300 of them in Malaysia, both local and foreign. And they are in “deep-dive” roles with leading tech companies. Which also makes them tight-lipped about what they know and can share.

Not anymore. We have ace trainer Dr Mark Chia in the house.

Journey with him on 13th June 2023 and you’ll discover that he speaks like a media and marketing pro. Or at worst, you’ll get to see how good Dr Chia looks.

Sign-up now for this rare workshop, click for details [here](#).





Don't play play

BY THE HAMMER

Unless you've been living under a rock the past few days, the only thing bigger than the coming state elections is Coldplay.

Just a day after Prime Minister Datuk Seri Anwar Ibrahim welcomed Coldplay with a tweet, a PAS leader called for British rock band Coldplay's

COVER STORY



concert to be cancelled. He says Coldplay frontman Chris Martin is an outspoken advocate for LGBT rights, while sharing photographs of Martin holding up a rainbow flag during a concert in London.

Islamist party PAS central committee member Nasrudin Hassan added on Facebook: “Does the government want to nurture a culture of hedonism and perversion in this country?”

“That’s right, let’s ban all companies named rainbow or pelangi, next let’s ban all rainbow-coloured buildings and

“Every time I meet Malaysian people, I feel such a sense of love and warmth. We love all people, all kinds of people, all religions. Anyone who is not happy we are coming, we’re sorry, but we love you too.”

finally, let’s ban looking at a rainbow,” said another Facebook user.

Chris responded to criticism of their concert with the HITZ Morning Crew, “Every time I meet Malaysian people, I feel such a sense of love and warmth. We love all people, all kinds of people, all religions. Anyone who is not happy we are coming, we’re sorry, but we love you too.”

Click [here](#) for full interview.

All tickets to the concert were sold out within three hours,



including the exclusive pre-sale tickets for CIMB cardholders on May 16. Over 700,000 people joined the virtual queue for tickets for the Nov 22 concert in Bukit Jalil Stadium, the largest stadium in Southeast Asia, which can hold up to 85,000 people.

However, some unscrupulous scalpers had taken advantage of enthusiastic Coldplay fans by purchasing multiple tickets and reselling them at a much higher price for personal gain.

“RM43,000 for Coldplay tickets is just too much,” said Communications and digital minister Fahmi Fadzil.

The demand for tickets is so overwhelming, one buyer on e-commerce marketplace Carousell is offering to pay RM111,111 for the concert tickets.

Grammy Award-winning Coldplay will be performing

in Bukit Jalil National Stadium on November 22 as part of the record-breaking Music Of The Spheres World Tour, but the buzz and fuss has already begun...

Coldplay kicked off the tour in March last year in Costa Rica and is expected to perform in Tokyo, Kaohsiung (Taiwan), Jakarta and Perth, apart from Kuala Lumpur this November. The band has pledged to cut carbon dioxide emissions by 50% for the current tour compared with their 2016-17 World Tour.

Fans have tagged the official accounts of Coldplay, Live National and GoLive Asia, asking for a second show in Malaysia.

Clearing up our trash for years

This band has sponsored river cleaning for Malaysia -

COVER STORY

“That’s right, let’s ban all companies named rainbow or pelangi, next let’s ban all rainbow-coloured buildings and finally, let’s ban looking at a rainbow,”

Coldplay’s sponsorship of a watercraft in 2019 was placed in the Klang River to remove plastic trash from rivers.

“We’re proud to sponsor Interceptor 005 which will catch thousands of tons of waste before it reaches the ocean. This will be the second Interceptor to be deployed to Malaysia this year, after the first one was received in August 2019 and placed in the Klang River,” said Coldplay.

Prime Minister Datuk Seri Anwar Ibrahim said in a brief [video](#), “Welcome to Kuala Lumpur! Let us work together, protect the environment and keep the world safe.”

Non-profit organisation Ocean Cleanup Founder & CEO,

Boyan Slat (picture on previous page) said Malaysia is the first to receive the Interceptor 005 which is the first of two produced for series production and the first of the third-generation design, to tackle the world’s 1000 most polluted rivers. The machine is expected to collect up to 100 tonnes of trash, especially plastic waste, on a daily basis. According to Slat, since plastic wastes can stay in the slow-moving whirlpools for years, lack of action to prevent pollution will increase the adverse impact on the ecosystems, health and econ

The Malaysian Nature Society (MNS) has also lauded the move to sponsor a watercraft for the clean-up of Malaysian rivers, but called on more local champions to educate the public in preventing rubbish from entering the river systems.

In 2020, Coldplay launched their “Everyday Life” album with a live-streamed performance that had a carbon-neutral footprint. They implemented various measures to reduce the environmental impact of the production, including using solar energy, minimizing waste, and utilizing sustainable transportation.

WONDA™
WONDERFUL COFFEE

**WHEN YOU TRY YOUR BEST
BUT YOU DON'T SUCCEED**
WONDA WILL FIX YOU

WONDA™
WONDERFUL COFFEE
ワンダコーヒー

**EXTRA
PRESSO**

Signature Brew

HALAL

Brands Start Singing

With Coldplay coming to town in November this year, many brands in Malaysia are already jumping on the bandwagon of this pop culture moment. McDonald's drew a lot of reshares, with their clever rephrase of a famous lyric: "Look

at the fries, look how they shine for you"

Maggi went for the simple "And it was all yellow", in keeping with their brand colours. Carsome, Boba tea, Nestlé LA Cremeria all tried their best.

Wonda, from Etika, was the first to play on the theme of the

COVER STORY

hottest tickets in town, which would prove very hard to get as people waited online for hours only to see a sold out sign. First, they posted this message, using a popular lyric to capture the mood of millions who tried and couldn't get the tix..

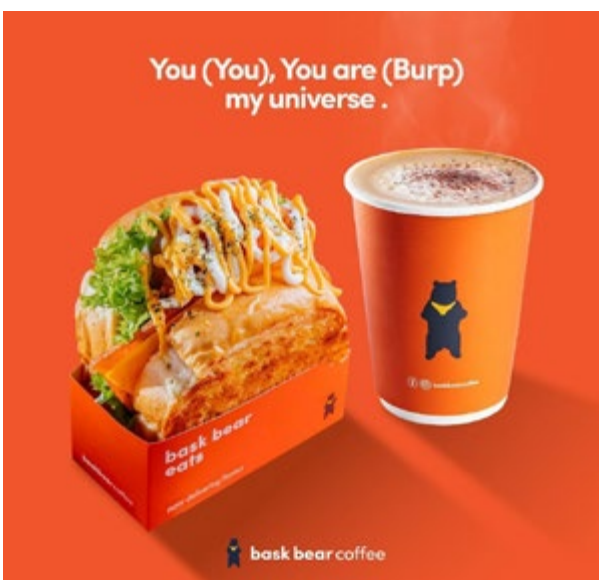
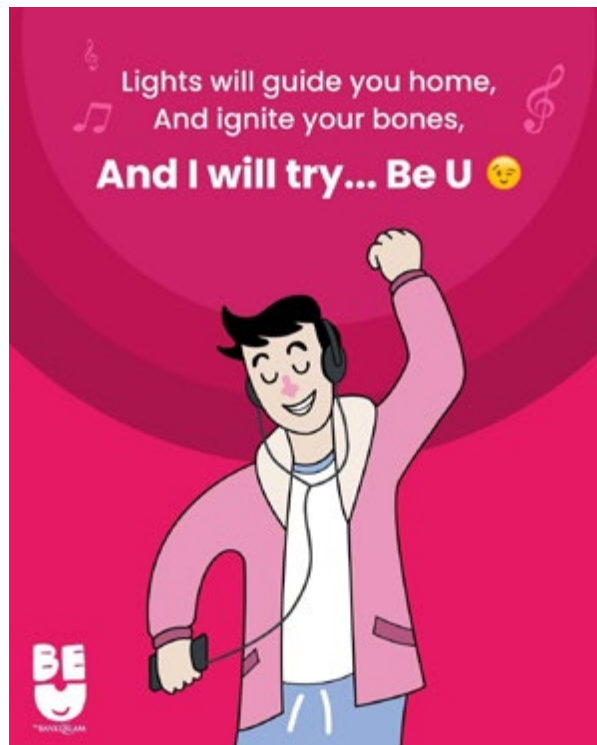
But in keeping with its history of pushing beyond the normal, Wonda the brand didn't stop there. While others had blown their shot, doing the expected, Wonda went on to differentiate itself. The brand launched a

contest where lovers of Coldplay could post their creative messages using the band's lyrics, and win cartons of their drinks.

The game of marketing one upmanship has just begun, and consumers should have fun to see where it goes.

Joining the Bandwagon

Many brands have joined the Coldplay hype by advertising their products using song lyrics from the band with their very own twists.



COVER STORY

FIX YOU - COLDPLAY
Fly FM

When you try your best, but you don't succeed.

Status last updated: 9:58:00 PM

AUDIO+

And it was all **yellow.**

Now Playing **Yellow**

Lights will guide you home

IKEA

"llaollao For The Weekend"

llaol

And it was all yellow...

Maggi

You (you) are my universe, and Maybank wants to put you first

Look at these fries
Look how they shine for you

DISAMBAK HALAL **McDonald's**

NANOSTIX
I WILL TRYYYYYYYYY

TO FIX YOU

STOP SMOKING WITH NANOSTIX

WE CAME ALONG,
WE HAVE *a pint* FOR YOU

LA CREMERIA

Fuel up for an adventure of a lifetime.

PETRONAS

"I WANT SOMETHING JUST LIKE THIS.
DOO-DOO-DOO, DOO-DOO-DOO"

FOR A LIMITED TIME ONLY. WHILE STOCKS LAST.

TEXAS | **10 BOLD YEARS**

giggle



Fill Those Vacancies!

**EXPERIENCED TALENT.
IMMEDIATE HIRES.
SIMPLIFIED PROCESS.**

Scale up with Giggle.

THE MARKETEER STRIKES!

A hand is pointing to a world map on a dark surface. A paper airplane is resting on the map. The map is highlighted in a glowing blue and purple color.

MALAYSIAN AD AGENCIES READILY EMBRACING SUSTAINABILITY

The concept of sustainability has gained significant traction in recent times, with more and more companies incorporating sustainable practices into their operations and standard operating procedures.

MATURING REGULATORY FRAMEWORK

Another factor for the increased focus on sustainability in advertising and marketing is the maturing of the regulatory environment in Malaysia.

The Malaysian government has introduced regulations and policies aimed at promoting sustainable practices, such as the National Sustainable

Consumption and Production (SCP) Action Plan. This has created a regulatory framework that encourages companies to adopt sustainable practices and to communicate these efforts to consumers through their advertising and marketing campaigns.

SUSTAINABILITY IMPACTS BRAND REPUTATION

Furthermore, sustainability is also becoming an important factor for companies when building their brand reputation. A company that is seen as committed to sustainability can gain a competitive advantage and appeal to consumers who

THE MARKETEER STRIKES!

are increasingly concerned about environmental issues.

BEWARE OF GREENWASHING

However, while the focus on sustainability in advertising and marketing is a positive trend, it is important that companies do not engage in greenwashing or “green sheen” by misleading consumers with false claims of sustainability.

Sustainable Packaging: Many companies have started using sustainable materials in their product packaging to reduce environmental impact. For example, a cosmetic brand could promote its use of recycled paper or biodegradable materials for its packaging to highlight its commitment to sustainability.

Carbon Neutrality Campaigns: Ad agencies are helping businesses launch campaigns that emphasises their efforts to achieve carbon neutrality. These campaigns can educate consumers about the company’s carbon reduction initiatives, such as investing in renewable energy (RE), renewable energy certificates (RECs), promoting energy-efficient (EE) practices, or

... Ad agencies are encouraging companies to develop campaigns that educate consumers about recycling and waste reduction. For example, a beverage company could run a campaign promoting the use of reusable bottles and the availability of recycling bins in public spaces....

supporting carbon offset projects.

Sustainable Supply Chain: Malaysian ad agencies are working with companies to promote their sustainable supply chain practices. This involves highlighting partnerships with suppliers who follow environmentally friendly processes, such as sourcing ethically produced raw materials, reducing waste generation, or implementing fair labour practices.

Recycling and Waste Reduction: Ad agencies are encouraging companies to develop campaigns

THE MALKETEER STRIKES!



that educate consumers about recycling and waste reduction. For example, a beverage company could run a campaign promoting the use of reusable bottles and the availability of recycling bins in public spaces.

Sustainable Event Management:

Another area ad agencies in Malaysia are focusing on promoting sustainability is in event management. They help companies organise eco-friendly events by incorporating practices such as minimising single-use plastics, promoting paperless communication, implementing energy-saving measures, and encouraging responsible waste management.

Collaboration with NGOs and Environmental

Initiatives: Ad agencies are facilitating partnerships between companies and non-governmental organisations (NGOs) on environmental initiatives to create impactful sustainability campaigns. These collaborations can involve supporting conservation projects, promoting environmental awareness, or raising funds for sustainable causes. By aligning with reputable organisations, companies can leverage the expertise and credibility of these partners to reinforce their sustainability messaging.

Sustainable Influencer

Marketing: Collaborating with influencers who have a genuine interest in sustainability and a dedicated following can help companies reach a wider audience of environmentally conscious consumers. These influencers can share personal experiences, provide product recommendations, or raise awareness about sustainability-related issues through their social media platforms.

Sustainability will be a benchmark in measuring ad agency deliverables.

MOST READ ON MARKETINGMAGAZINE.COM.MY

(12th May 2023 – 19th May 2023)

APAC wins 52 Pencils in The One Show 2023, Malaysia nil

Agencies, studios and brands in 11 countries and regions in APAC won 17 Gold Pencils, 17 Silver, 18 Bronze and 116 Merits in The One Show 2023, it was announced at a special 50th anniversary awards...

Pageviews: 2,902



The Pepsi Rebrand and Why Nostalgia Is Important in Marketing

If you've been following the design world lately, you would've noticed a seemingly growing trend where many companies have been doing a complete...

Pageviews: 2,804



A New Partnership – Meltwater and Malaysian Advertisers Association

Meltwater, a global leader in media intelligence ...

Pageviews: 2,711



McCann Worldgroup Southeast Asia gears up for growth

McCann Worldgroup Southeast Asia today announced several leadership team appointments. The network has recently restructured in Southeast Asia...

Pageviews: 2382



First Asian and Malaysian elected as president of PR Global Network

The Public Relations Global Network (PRGN), one of the world's largest networks of independent public relations (PR) and communications agencies, recently...

Pageviews: 2,587



Our homunculus is showing

BY SETH GODIN

The little person at the control panel, the one who sees what the retina produces, the one who decides, the one who speaks up.

When we encounter something complex, we imagine that, like us, it has a little person at the controls.

A tiger or a lion isn't a person, but we try to predict their behaviour by imagining they have a little person at the controls. Our experience of life on Earth is a series of narratives about the little people inside of everyone.

When computers beat us

at chess, we said, "that's not artificial intelligence, that's simply dumb code that can solve a problem."

And we did the same thing when computers started to "compose" music or "draw" images.

And now, LLM and things like ChatGPT turn this all upside down. Because it's essentially impossible, even for AI researchers, to work with these tools without imagining the little person inside.

The insight that might be helpful is this: *We don't have a little person inside of us.*

We're simply code, all the way down, just like ChatGPT.

It's not that we're now discovering a new sort of magic. It's that the old sort of magic was always an illusion.



10 ASIAN
COUNTRIES
AGREE TO
DITCH THE
U.S. DOLLAR

Joe, your next Asian visit I suggest
you change some Bahts, Dongs or
even Ringgits also can.

TOP TEN RAYA TVCs 2023



AL KISAH MALAM RAYA 2023

Client

Takaful Malaysia

Agency

Ampersand Advisory

Production House

Mastermind Group



RAYA SERBA BAHARU, BARULAH RAYA!

Client

Mr. DIY

Agency

FCB Shout

Production House

Motionlab Production Sdn Bhd



TOP TEN RAYA TVCs 2023



PROTON RAYA 2023: SARJAN SAGA

Client
 PROTON
 Agency
 VMLY&R COMMERCE Malaysia
 Production House
 Playhouse Pictures Sdn Bhd



RUMAH TERBUKA

Client
 celcomdigi
 Agency
 Naga DDB Tribal
 Production House
 Reserve Tank



TOP TEN RAYA TVCs 2023

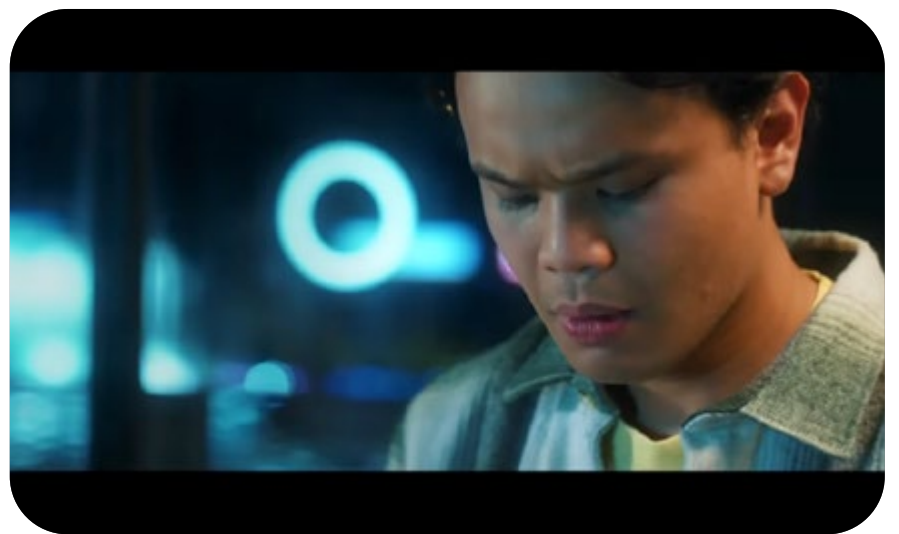


MANIH-MANIH PODEH

Client
 Delima Oil Products Sdn Bhd
 Agency
 Invictus Blue Sdn Bhd
 Production House
 Tangerine Films Sdn Bhd



Hello, apa khabar semua hari ini lham nak tanya puasa penuh ke tidak?



ETIQA RAYA 2023- PANORAMA ABAH DEN

Client
 Etiqua
 Agency
 Imagineers
 Production House
 Imagineers



So, when he sees things from the city
Jadi, bila nampak benda dari bandar



These tall buildings in Kuala Lumpur look amazing
Cantiknya bangunan tinggi-tinggi di Kuala Lumpur ini

TOP TEN RAYA TVCs 2023



PERTEMUAN DUA HATI

Client
 Astro Malaysia Holdings Berhad
 Agency
 Talon Creative Sdn Bhd
 Production House
 D Moving Pictures Sdn Bhd



AL KISAH MALAM RAYA 2023

Client
 Sime Darby Property
 Agency
 M&C Saatchi
 Production House
 Reservoir World

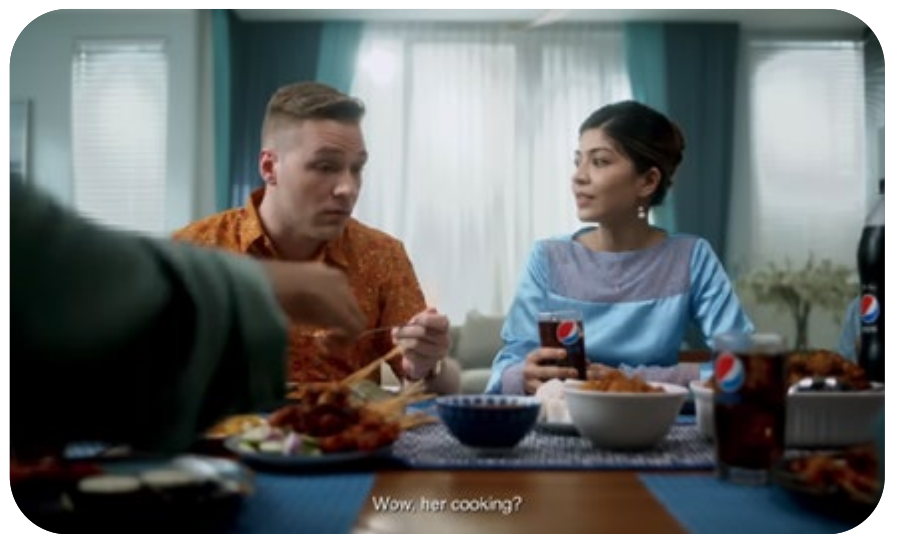


TOP TEN RAYA TVCs 2023



MENJALINKAN HUBUNGAN BERMAKNA BERSAMA PEPSI

Client
 Pepsi
 Agency
 FCB SHOUT
 Production House
 KDCO



RENTAK RAYA

Client
 Mitsubishi Motors Malaysia
 Agency
 Cogent Ideas (South East Asia)
 Sdn Bhd
 Production House
 Mastermind Group Sdn Bhd



PRASOON JOSHI WILL NOT BE JUDGING THE APPIES...

Prasoon is a superstar at any level.

Prasoon Joshi is the CEO of McCann Worldgroup India, Chairman Asia Pacific and Chairperson of the Central Board of Film Certification. In 2014, he was the first Asian to serve as Jury President of Titanium and Integrated at the Cannes Lions Festival.

His campaign for Afghanistan's Ministry of Public Health won a Grand Prix for Good (Health), four Gold, Six Silver and two Bronze Lions in 2017.

His campaign for HappyDent gum, "The HappyDent Palace," was ranked as one of the "Top 20 Campaigns of the 21st Century."

Prasoon has also been designated a Young Global Leader by the World Economic Forum.

He has won National Awards, a number of Filmfare, Screen, IIFA awards and his work as an award-winning Film writer and lyricist has moved hearts and impacted mass consciousness.

In recognition of all these varied contributions, Prasoon was honored with The Padma Award by the Indian Government, one of the highest civilian honors in India.

Many of his fans were looking forward to seeing him. But we told him (not that he asked) that only brand marketers from the client side judge The APPIES.

Sorry brother.

