

MARKETING™

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WEEKENDER

TIME TO FACE REALITY

MELWIN GILL
VICE PRESIDENT ASIA
AUDIENCE2MEDIA



Real

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“We don’t do that.”

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**LISTENING TO THE
FUTURE IS NO LONGER
A LUXURY FOR
MARKETEERS**



“I think AI will eventually become an invisible part of our ecosystem. It will serve as another palette in the creativity paint pot. But the journey to get to that point will be very interesting”.

**Simon Cook - CEO, Cannes Lions 2023
(70th edition)**

“We need ‘more lighthouse work, not just fireworks’.”

David Droga - CEO, Accenture Song & Jury President, Titanium Lions 2023.



“I am based in New York, but forever Malaysian. Creativity is a team sport.”

Ronald Ng, Global Chief Creative Officer of MRM (McCann Relationship Marketing), McCann Worldgroup. He is a Malaysian who has been Jury Chair of Clio Awards 2023, London International Awards Jury President 2022, Cannes Lions Jury President 2022, and has won two Cannes Lions Grand Prix plus helped his agency become No.1 Digital Agency in the World in the WARC 100 report. This week



Majoriti7

Adrenalin Metropolitan

Reach Malaysia's Most Elite Readers

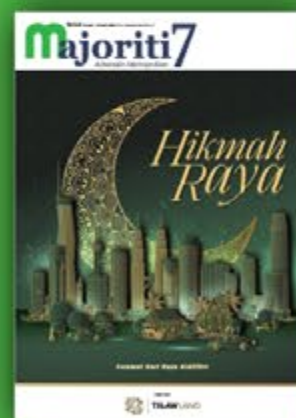
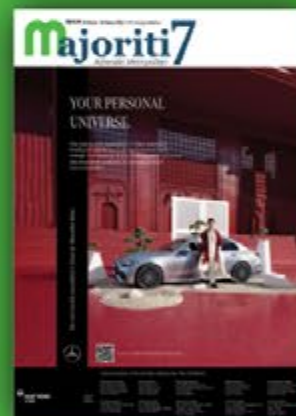
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Real

In the vibrant world of influencer marketing, authenticity reigns supreme.

Audience2Media has witnessed first-hand the transformative power of genuine connections and the indispensable role of trust in this dynamic and ever-expanding social landscape.

In this article, I embark on an insightful journey into the human side of influencer marketing with the team at Audience2Media, delving into the essence of authenticity.

Audience2Media's value proposition combines the world of programmatic advertising into the influencer marketing arena as a single solution, like no other, combining web traversal data and social data, to create the world's only global behavioural influencer marketing platform.

Join me as we navigate the exciting terrain of influencer marketing with authenticity as our compass.

BY THE HAMMER



THE BLUNT TRUTH ABOUT INFLUENCER MARKETING


I watched the opening episode of Black Mirror's latest Season (6) in horror as I was about to embark on writing this piece. It was all about AI gone rogue.

So my first question to Mel, VP Asia for Audience2Media, was painfully obvious....

Ogilvy is leading a crackdown on AI-generated influencer ads labelling influencer content on social media with #PoweredbyAI or by using a

dedicated watermark...will this work?

Hmmm.... they'll only be able to use it on content that they generate on behalf of their influencers/or brands. But to be fair, it is workable if brands and agencies adopt it across the board. And they may be able to set the benchmark for best practices, if they can get the AI Accountability Act supported by governments (like in France), then it would carry weight.



... This isn't just a new tool; it's a whole new playing field. It can certainly help us scale brand and influencer partnerships like never before, but it also comes with a dark side...

The European Parliament passed a draft law called the EU AI Act on June 14, a leap forward in regulating generative AI in the European Union.

Regulation has been an ongoing discussion in the influencer space, from the epic fallout of the Fyre Festival, a fraudulent luxury music festival, to attempts at implementing the #Ad requirement for paid collaborations. #Ad means the business featured has paid to be mentioned in social updates.

AI isn't just a new tool; it's a whole new playing field. It can certainly help us scale brand and influencer partnerships like never before, but it also comes

with a dark side. Picture it creating a tidal wave of content that's more fiction than fact, replacing authentic experiences with artificial ones.

So, what's your game plan?

As we embrace these technological advancements, we also need to tread carefully, striking a balance between the benefits of technology and maintaining the human touch in our messaging.

Missteps with AI could be like sliding down a slippery slope, potentially resulting in a loss of the hard-earned trust we've built.

The challenge for influencer marketing is to harness these



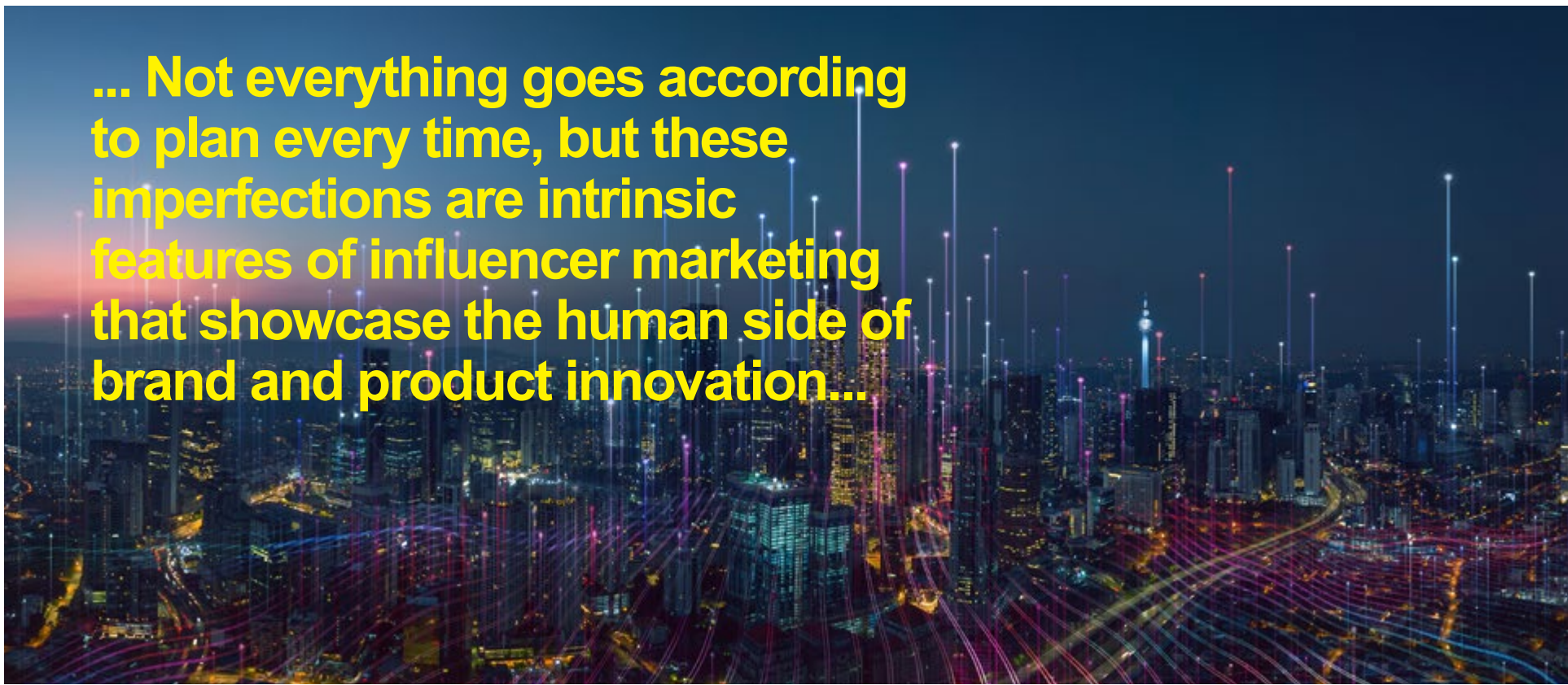
changes, establish regulation, and best practices, all while creating meaningful connections with our audience.

You mentioned connections in a new context....

Imagine yourself at a cosy dinner with friends, engrossed in lively conversation and laughter. However, there's always that one friend at the table who hijacks the conversation, constantly sharing mundane details of their daily routine and seamlessly integrating product placements into every sentence. Each brand mention is meticulously

rehearsed. Result? No fun.

Translating this scenario to social platforms, it becomes evident that audiences crave content that resonates on a genuine, relatable, and entertaining level. They yearn for influencers who connect with them as fellow human beings, rather than salespeople pushing products and showering positive reviews. Imagine the joy of having someone like Arwind Kumar, aka Makcik Rosmah, at the dinner table - despite the average food, at least laughter would be guaranteed.



... Not everything goes according to plan every time, but these imperfections are intrinsic features of influencer marketing that showcase the human side of brand and product innovation...

Do mistakes help make it real?

Elon Musk stood on stage, exuding confidence, ready to demonstrate the incredible strength of the Cybertruck's windows. A Tesla team member hurled a metal ball at the glass, expecting it to withstand the impact. But... crack! The collective gasp from the audience was palpable.

Elon Musk couldn't help but laugh at the unexpected turn of events.

With a smirk, he quipped, "Oh well, at least it didn't go through." This unintentional moment of vulnerability only added to the Cybertruck's allure. It became a symbol of the unpredictability of innovation and the genuine authenticity of the launch event.

As consultants within the influencer space, our role is to find the delicate balance between the influencer and the message they convey. Each influencer possesses a unique story shaped by personal experiences.

Finding the perfect match between influencer and brand sparks genuine connections, capturing the hearts and minds of the audience. It is this alignment that ignites the flame of authenticity and builds trust.

Not everything goes according to plan every time, but these imperfections are intrinsic features of influencer marketing that showcase the human side of brand and product innovation.

Data and Science

They provide valuable



insights into influencer behaviour, values, tonality, and style that closely align with the brand's image. On the other hand, follower interests and preferences allow us to identify influencer profiles with the highest likelihood of resonating with the desired audience. Trend analysis gives us context to the audience preferences on different platforms.

For instance, the Wes Anderson trend took social media by storm, with scores of content creators and brands

pretending to be in a Wes Anderson film as they navigated their everyday lives.

The trend quickly reached our shores, and brands like PKNS hopped on the bandwagon. These data points, when combined, enable us to select influencers with relevant followers within the context of the campaign, allowing authenticity to take centre stage. Check out the work [here](#).

Within our platform, we boast a vast pool of over 800,000 influencers in Malaysia.

COVER STORY



Surprisingly, more than 89% of them fall into the category of nano-influencers, with follower counts ranging from 1,000 to 10,000.

Influencing Influencers

As we reflect on the importance of authenticity, we realize that audiences seek genuine connections in the content they consume. By embracing authenticity and harnessing the power of data and

science, we can create influencer campaigns that truly resonate, fostering genuine connections and sparking delight among our intended audience.

Our approach goes beyond mere transactional relationships, as we believe in cultivating meaningful connections that endure beyond a single campaign.

Watch this video for the full picture [here](#).

“We don’t do that.”

By **ANDY GREENAWAY**, Creative Director at RUMBLE.



Back in 2003, when I was Group Chairman of Ogilvy, my Head of Planning, Karthik Siva, popped into my office for a chat.

“I’ve got the planning department into shape,” he said. “Now I want to do something bigger. Something that will have an impact on our business and position us as THE thought leaders in the industry.”

“What have you got in mind?” I asked.

He then went on to talk about an idea he called the Global Brand Forum, an event that would be the branding equivalent of Davos.

I thought it was a great idea. “How much will it cost?” I asked.

“A million dollars,” he replied.

“That’s chunky. We’ll have to put it in front of the board.”

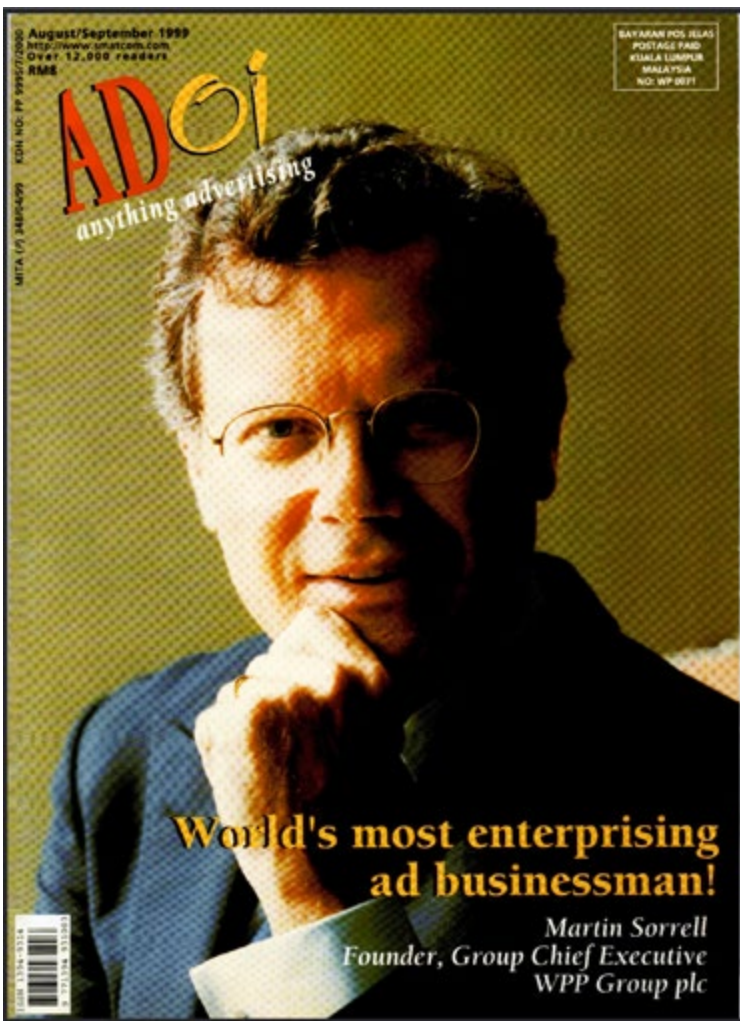
A week later, we did just that. **Karthik** did a presentation of the idea, the objectives and the projected outcomes. After he’d finished, there wasn’t much reaction to the project.

So I asked, “What do you guys think?”

Everyone kept quiet. “I’ll take that as a green light, then. Ted (my finance director), can you work out the details with Karthik!”

The **Global Brand Forum** launched a few months later. It was fantastic. We

RUMBLE



SMS on the cover of ADOi 24 years ago....

managed to get Lee Kuan Yew as our first Keynote Speaker.

In the following years, we were blessed with the company of Al Gore, Rudy Giuliani, Narayana Murthy, Deepak Chopra, Tom Peters, Jimmy Wales, Spike Lee, Francis Ford Coppola, Anita Roddick and Al Ries.

Out of all my accomplishments in advertising, I think the Global Brand Forum, was one of the highlights. It did amazing things for the Ogilvy brand. The agency's reputation went through the roof. And so did its earnings.

But more than that, it was

a meaningful thing to do. The speakers, over the next nine years while the forum existed, were amazing. It was a true joy to attend. And many sessions were inspiringly enlightening.

After the first forum. Sir Martin Sorrell turned up in Singapore. We lined up a session between him and Karthik (just before Sir Martin was supposed to leave for the airport). He literally turned up two minutes before he was supposed to leave. So obviously had no time to talk. As I walked him to his van, he said, "Andy, you're doing a great job here. You're running the most profitable agency in Asia. You're running the most creative shop in Asia. And your new business record is second to none. But this Global Brand Forum. It's just not what we do."

As I waved him off, I thought, "He's got it wrong. This is the kind of thing a 'great agency does'. And the incredible upward trajectory Ogilvy found itself on during that period, kinda proved it."

Editor's Note: Of course, Karthik Siva went on to create history with the Global Brand Forum and I'm proud to have helped him in his quest for excellence.

THE MARKETEER STRIKES!

LISTENING TO THE FUTURE IS NO LONGER A LUXURY FOR MARKETEERS



In today's mercurial world of marketing, success often hinges on staying ahead of the curve and intimately engaging with your customers.

Listening and tracking their conversations.

Keeping up with trending topics.

Optimising internal and external processes to execute an idea as quickly as possible.

With the mega accelerated evolution of technology, marketers face the perennial challenge of predicting the future

and adapting their strategies accordingly.

Therefore, "listening to the future" is a crucial ingredient for marketers to avoid extinction.

Profoundly seeking insights. Embracing innovations. Staying agile.

The Magic of Active Listening

To effectively listen to the future, marketers must first understand the present. The Now.

By actively listening, both to customers and industry

THE MARKETEER STRIKES!

influencers, marketers are able to harness meaningful insights into prevailing trends, preferences, and pain points.

By engaging in social listening, monitoring online conversations, and conducting meticulous market research, marketers can unmask emerging patterns; readily identify shifts in consumer behaviour, and anticipate future demands.

This approach aligns marketers to stay ahead and custom-fabricate their strategies accordingly.

Listening intently, Airbnb saw the growing desire for unique travel experiences and leveraged on the sharing economy trend. By providing a platform for homeowners to rent out their properties, Airbnb disrupted the traditional hotel industry and became a popular choice for travelers seeking affordable and authentic accommodations.

In a similar vein, Spotify identified the shift towards digital music streaming; by offering a vast catalogue of songs, personalised playlists, and a user-friendly interface, Spotify

became one of the leading music streaming platforms globally.

Embracing Technological Advancements

The future is heavily influenced by technological advancements.

Marketers must embrace innovation and stay attuned to emerging technologies that can catapult the industry.

For instance, artificial intelligence (AI), augmented reality (AR), virtual reality (VR), machine learning, and big data analytics offer unprecedented opportunities for marketers to derive actionable insights, personalise marketing efforts, and enhance customer experiences.

By leveraging these tools, marketers can decode patterns, predict future behaviours, and adapt their campaigns to resonate with evolving consumer expectations.

Similarly, Tesla revolutionised the automotive industry by focusing on electric vehicles (EVs) and sustainable energy solutions. By recognising the growing demand for eco-friendly

THE MARKETEER STRIKES!

... Patagonia is a renowned outdoor clothing brand that thrived by embracing sustainability and social responsibility...

transportation, Tesla became a leader in the EV market and expanded its offerings to include energy storage and solar power solutions.

Adapting to Changing Consumer Behaviour

The rise of social media, influencer marketing, and word-of-mouth (WoM) recommendations has reshaped the way consumers engage with brands.

Patagonia is a renowned outdoor clothing brand that thrived by embracing sustainability and social responsibility. They listened to consumer demands for environmentally conscious products and transparent supply chains. Patagonia's commitment to reducing its environmental impact and supporting social causes resonated with customers,

leading to brand loyalty and growth.

Agility and Flexibility

By maintaining a nimble mindset, marketers can adjust their strategies, messaging, and tactics in real-time, ensuring they are always aligned with the evolving demands of the market.

Apple is known for its ability to anticipate and shape consumer behaviour through innovative products and services. They have consistently listened to market demands and introduced game-changing devices like the iPhone, iPad, and Apple Watch, along with complementary services such as Apple Music and Apple Pay.

Collaboration and Co-Creation

The future is not just about listening to consumers but also engaging them as active participants in the marketing process.

Marketers must foster collaboration and co-creation with customers, involving them in product development, brand storytelling, and campaign ideation.

THE MALKETEER STRIKES!

... Netflix transformed the way people consume entertainment and became a dominant player in the streaming market...



By creating a sense of ownership and empowering consumers to contribute, marketers can build loyal communities and gain valuable insights for future marketing campaigns.

Listening to the future is a fundamental skill for marketers seeking to thrive in an ever-evolving landscape.

By actively listening to customers, embracing technological advancements, adapting to changing consumer behaviours, and maintaining agility, marketers can gain a competitive edge and drive

emotional connections with their target audience.

Netflix disrupted the traditional television and movie industry by recognising the shift towards digital streaming. By investing in original content and leveraging user data to personalise recommendations, Netflix transformed the way people consume entertainment and became a dominant player in the streaming market.

Interestingly, the upcoming state elections will also be a litmus test for Malaysian politicians if they too have been Listening to the Future?

Kindness.



By Rishad Tobaccowala

One of the keys to a good life and possibly success at work is kindness.

This includes not just being kind to other people but kind to oneself.

Often we spend our time regretting, self-flagellating, doubting our decisions and wondering if we can ever

measure up especially in a world filled with standards and measures that are unattainable.

In today's competitive marketplace of rapidly transforming landscapes and constant benchmarking we often forget that we are dealing not just with buyers, sellers, users, members, competitors, analysts,



scientists, management and employees but with analog, carbon based, feeling filled people.

Humans.

Messy and Moody. Dream filled and desire driven.. Anxiously ambitious. Undulating with uncertainty.

Kindness is a way to connect in a world where connections are key.

But it not easy to model in an Excel spreadsheet, display in a PowerPoint , or be described with any depth by GPT.

The machine will rapidly compute an answer, garland it with perspective, refine and

correlate what has been fed into its innards, and then emit an output in a dazzling display of verbosity.

Answers that may awe us.

But rarely move us.

Below are three takes on kindness. From GPT-4, author George Saunders, and poet Naomi Shihab Nye.

Take 1: GPT-4 on Kindness

Prompt: What is kindness?

Kindness is a type of behavior marked by acts of generosity, consideration, or concern for others, without expecting praise

... Kindness is a type of behavior marked by acts of generosity, consideration, or concern for others, without expecting praise or reward. It is often considered a virtue and is recognized in many cultures and religions ...

or reward. It is often considered a virtue and is recognized in many cultures and religions as an important value. Kindness can manifest in many ways, including but not limited to:

Helping others: This could involve assisting someone with their work, offering to carry heavy items, or helping someone cross the street. The act doesn't have to be grand to be kind.

Complimenting or praising someone: Words of affirmation can have a huge impact on someone's day. Complimenting someone genuinely can be a simple yet effective act of kindness.

Empathy and understanding:

Kindness often involves understanding other people's perspectives and feelings. This could mean listening to someone when they're having a hard time, or refraining from judgment when someone makes a mistake.

Patience: Patience, especially when dealing with difficult people or situations, can be a significant act of kindness. It involves tempering your reaction, even when you're frustrated or angry.

Charitable giving: This is another classic example of kindness. Donating to a cause you believe in, volunteering your time, or even just offering someone a meal can all be acts of kindness.

Showing respect: Treating everyone with respect, regardless of their background or beliefs, is an act of kindness. This could involve simple things like saying "please" and "thank you," or more complex acts like promoting inclusivity and fairness.

In essence, kindness involves treating others the way you'd like to be treated. It's a simple concept but can have a profound impact on the world.



“When young, we’re anxious — understandably — to find out if we’ve got what it takes. Can we succeed? Can we build a viable life for ourselves? But you — in particular you, of this generation — may have noticed a certain cyclical quality to ambition.”

Take 2: Author George Saunders on kindness

The author George Saunders gave a short and remarkable speech on the importance of kindness which everyone should listen to.

A key theme is “to err in the direction of kindness”

Some key passages of his talk to students “When young, we’re

anxious — understandably — to find out if we’ve got what it takes. Can we succeed? Can we build a viable life for ourselves? But you — in particular you, of this generation — may have noticed a certain cyclical quality to ambition. You do well in high-school, in hopes of getting into a good college, so you can do well in the good college, in the hopes of getting a good job, so you can do well in the good job so you can . . .

And this is actually O.K. If we’re going to become kinder, that process has to include taking ourselves seriously — as doers, as accomplishers, as dreamers. We have to do that, to be our best selves.

Still, accomplishment is unreliable. “Succeeding,” whatever that might mean to you, is hard, and the need to do so constantly renews itself (success is like a mountain that keeps growing ahead of you as you hike it), and there’s the very real danger that “succeeding” will take up your whole life, while the big questions go untended.

Do all the other things, the ambitious things — travel,

“Ninety-nine percent of the time if you just do your best to be kind, you’re better off. It’s the basic things, like trying to have good manners,...

get rich, get famous, innovate, lead, fall in love, make and lose fortunes, swim naked in wild jungle rivers (after first having it tested for monkey poop) – but as you do, to the extent that you can, err in the direction of kindness.”

Later George was interviewed on this talk which went viral after it was posted in the New York Times on why kindness was important and here is what he said:

“Ninety-nine percent of the time if you just do your best to be kind, you’re better off. It’s the basic things, like trying to have good manners, keeping your assumptions about the other person a little open, being willing to revise your opinion.

Perhaps it’s all a self-fulfilled prophecy. We live in an unkind world because we believe it’s an unkind world.

The thing I’ve noticed is that if you go out into the world ready for confrontation, then confrontations find you.

But if you go out with a sort of diffusing energy, the world reads that and feels more friendly toward you. So I think there’s a circular effect.

In the media and in our political rhetoric, we’re told don’t be a sucker, be firm, be strong, push back, they’re trying to get you. If you buy into that – even on a molecular level – the world smells it on you.

Whereas – and here’s where it sounds corny – the world responds to you differently if you go out thinking, alright, I’m going to pretend that everybody out there is my brother or my sister, and if they are temporarily behaving like they’re not, I’m going to pretend that they’re just confused.

I’m going to insist, through my mannerisms and my tone of voice, that I see them at their highest.”



Take 3: The poet Naomi Shihab Nye on kindness

Kindness.

Before you know what kindness really is you must lose things, feel the future dissolve in a moment like salt in a weakened broth.

What you held in your hand, what you counted and carefully saved, all this must go so you know how desolate the landscape can be between the regions of kindness. How you ride and ride thinking the bus will never stop, the passengers eating maize and chicken will stare out the window forever.

Before you learn the tender gravity of kindness you must travel where the Indian in a white poncho lies dead by the side of the road. You must see how this could be you, how he too was someone who journeyed through the night with

plans and the simple breath that kept him alive.

Before you know kindness as the deepest thing inside, you must know sorrow as the other deepest thing.

You must wake up with sorrow. You must speak to it till your voice catches the thread of all sorrows and you see the size of the cloth. Then it is only kindness that makes sense anymore, only kindness that ties your shoes and sends you out into the day to gaze at bread, only kindness that raises its head from the crowd of the world to say It is I you have been looking for, and then goes with you everywhere like a shadow or a friend.

**From Words Under the Words:
Selected Poems. Copyright ©
1995 by Naomi Shihab Nye**



Rishad Tobaccowala is an author, speaker, teacher, and advisor with four decades of experience specializing in helping people, organizations and teams re-invent themselves to remain relevant in changing times. He specializes in unleashing talent and turbo-charging productivity by delivering perspectives, points of view, provocations and plans of action but no PowerPoints!

Karthik Siva thinks I am incomparable.

Ronald Ng thinks I am irrepressible.

Andre Nair thinks I am unacceptable.

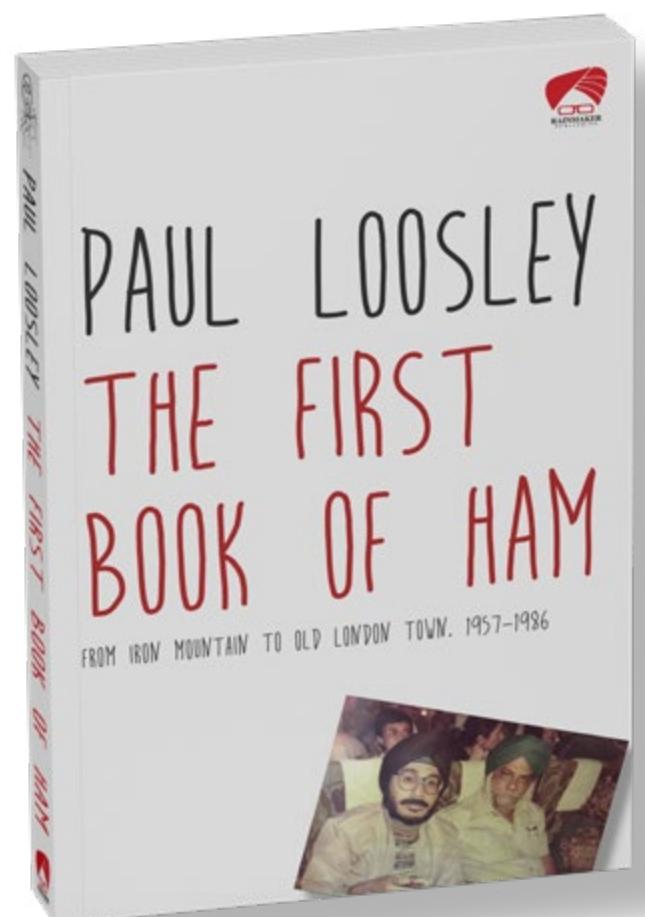
Henry Tan thinks I am irreplaceable.

Peter de Kretser thinks I am incorrigible.

**Jude Mohan thinks my sarcasm is
incurable.**

Who am I?

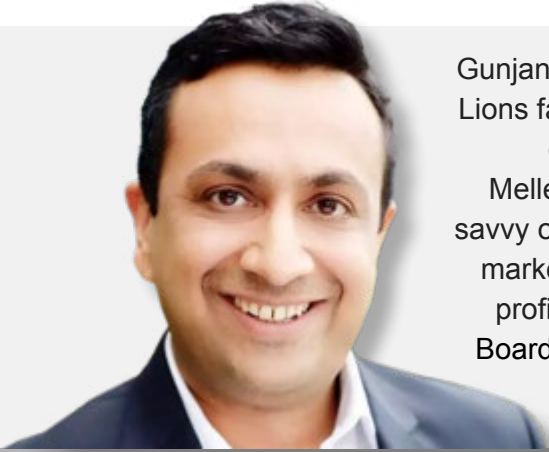
Paul J Loosley explains...



MEET OUR LATEST APPIES JUDGES



GUNJAN KHETAN
CHIEF MARKETING OFFICER
PERFETTI VAN MELLE
INDIA



Gunjan is a new APPIES judge, and is man behind the Cannes Lions fame for a series of HappyDent TV commercials. Leading one of the fastest growing businesses within Perfetti Van Melle India and has an expanding global presence. A digitally savvy outperforming business leader with 17+ years of strategy, marketing and commercial experience in building sustainable, profitable businesses. Advisor and Mentor to Indian startups, Board member at an agile media firm, regular speaker @ DX3 and distinguished judge @ Effies @ Festival of Media.

After graduating from high school, he entered a university in the United States. After returning to Japan, he started a marketing company while a student at Keio University and published six books about social networking. After graduation, he started his career at Accenture Japan Ltd., where he focused on new business strategy. He then ventured into entrepreneurship with his own C2C service and later transitioned to GREE, Inc., playing a key role in international business planning. Subsequently, he held notable positions including CMO at nanapi Inc., marketing manager, and Head of New Business at Mercari Inc. In April 2023, he joined enito group Inc. and drives "with" - Japan's top dating App with over 4 million users!



KAZUHIDE HARADA
VP OF INTERNATIONAL
BUSINESS DEVELOPMENT
ENITO GROUP, INC
JAPAN

SUNIL SETHI
EXECUTIVE CHAIRMAN
MODENIK LIFESTYLE PVT LTD
INDIA



Prior to Modenik, Sunil has been Chairman of The Board of Directors at Fonterra Future Dairy Pvt Ltd, India, after serving as Managing Director for 4 years. He was also Vice President Sales for Kellogg Asia Pacific Pte Ltd and prior to that, Sunil was Managing Director at Mondelez Malaysia for three and a half years. A true FMCG leader, he has served as Executive Director for Cadbury India Limited. He has also worked in leadership positions in Colgate Palmolive, Diageo, PZ Cussons, PepsiCo, in a career spanning 35 years across 13 countries across Asia Pacific and CE Europe.

Norisa is a top award-winning marketer and is Senior Vice President of Marketing Communication with 12 years of experience at BCA. She is an easy going person who's highly motivated in managing, developing, and executing marketing communication strategies to deliver the best customer experience. She spent her early years at McCann Worldgroup, DDB and GroupM. For the past 12 years, Norisa has been driving many marketing innovations in the financial services sphere across Indonesia.



NORISA SAIFUDDIN
HEAD OF MARKETING COMMUNICATION
PT BANK CENTRAL ASIA TBK
INDONESIA

MARCUS MA
HEAD OF COMMUNICATIONS AND
MEDIA CORPORATE MARKETING
- ZONE GREATER CHINA
NESTLÉ (CHINA) LIMITED
CHINA



As a car fan, Marcus worked on the Volvo account at Havas from 2005 to 2009. He also serviced Microsoft, Sony Ericsson, Johnny Walker and Air France before joining Grey to handle GSK's healthcare products. He was also responsible for the strategic alignment between the Badminton World Federation and China Badminton Association to bid, organize and promote international badminton tournaments. Marcus rejoined advertising in 2013 to handle the automobile businesses in Ogilvy & Mather Beijing as Vice President. Marcus is now Head of Communications and Media at Nestlé Zone Greater China, he is also the Zone Champion to Brand Building The Nestlé Way (BBNW), a global marketing platform for marketing excellence.

[FIND OUT MORE](#)