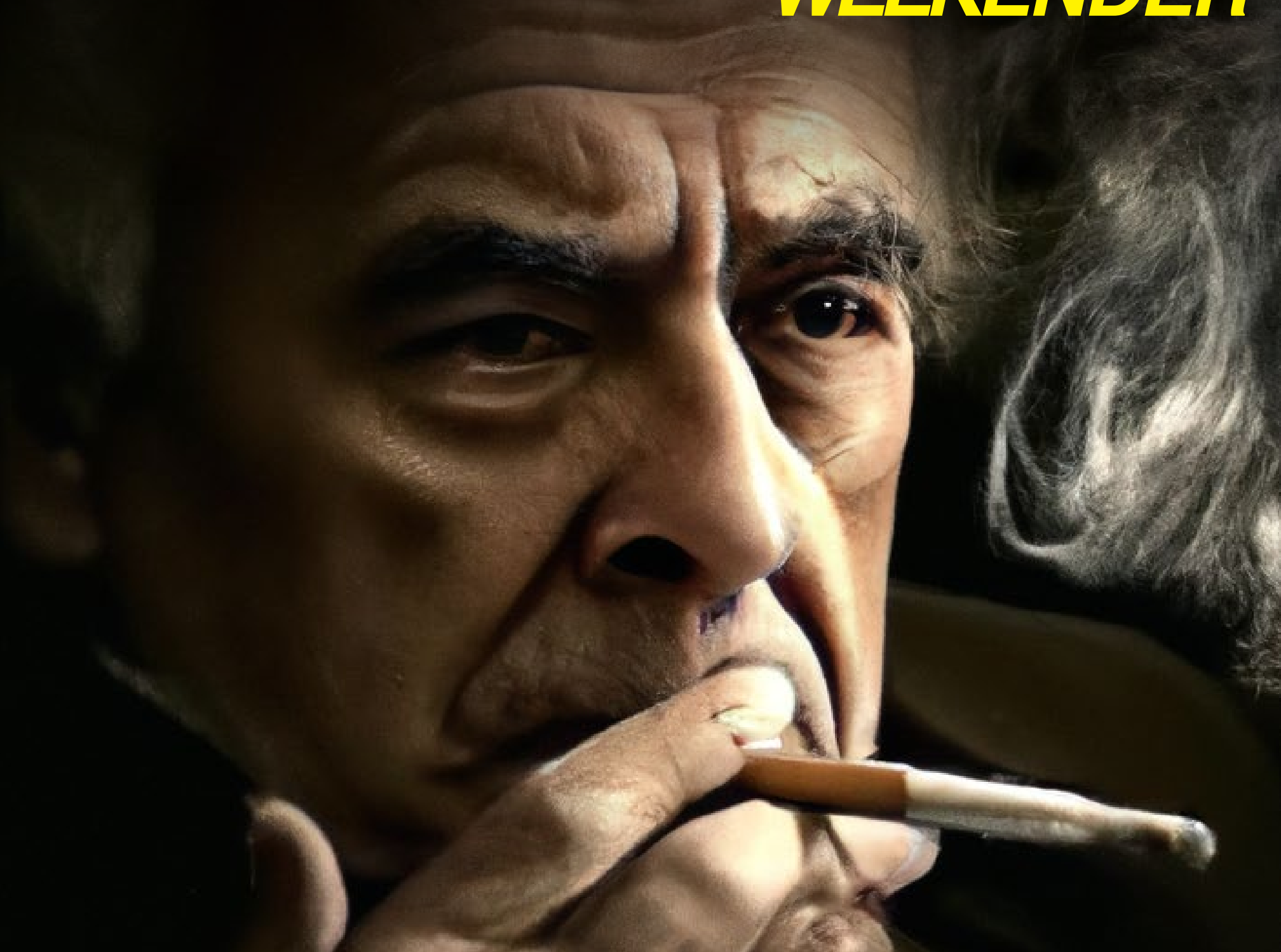


# MARKETING

ISSUE #380 AUG 2023

**WEEKENDER**



# WHEN THE CLIENT PLAYED GOD

DAYS WHEN DEATH MERCHANTS  
RULED ADVERTISING

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## THE MINDSET, MUSINGS AND MILEAGE OF A LONG-DISTANCE RUNNER

**Indian expats think I am from India.**

**Interns think I run an advertising agency.**

**My advertising friends think I am from Rawang.**

**My Bidayu relative from Serian in Sarawak thinks I am a doctor.**

**My friends in RTM think I'm the newscaster Harjit Singh Hullon.**

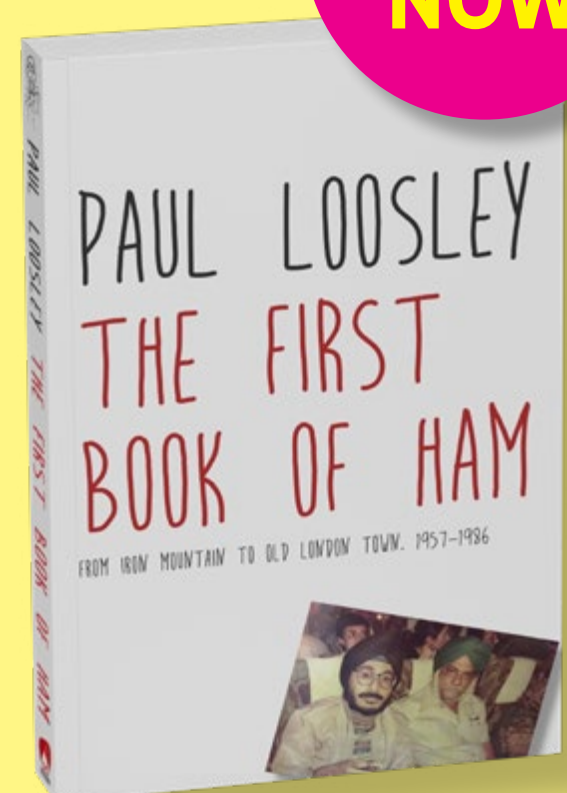
**Singaporeans think I am Singaporean.**

**My Malay friends cannot believe I'm from Terengganu.**

**Google thinks I'm not worth thinking about (they are half right).**

**Who am I?**

**Paul J Loosley explains....**



**BUY NOW**





**“Don’t get upset with me if there is a call or a radio car outside of your house. We are monitoring, behave yourself”**

**Fahmi Fadzil**

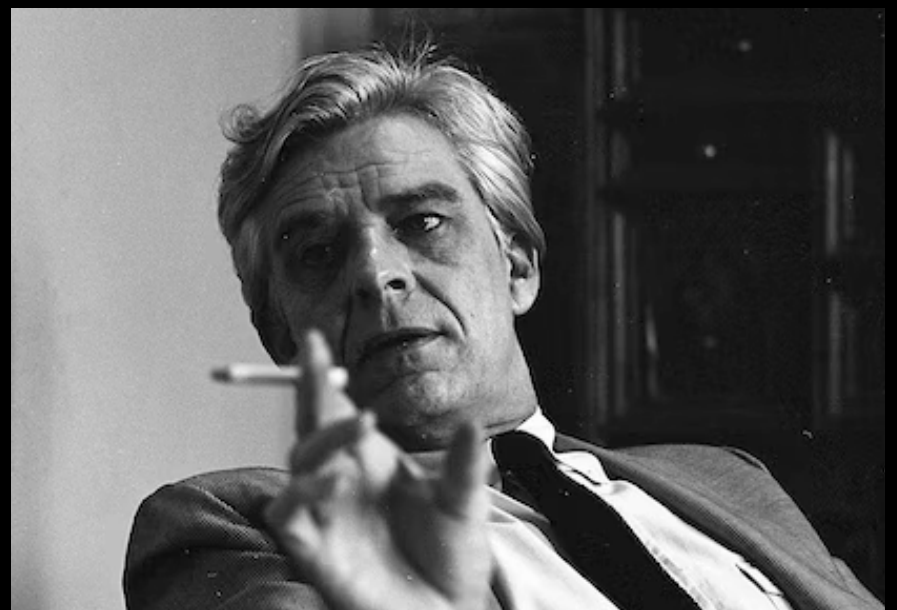
**Minister of Communications and Digital**



**“AI’s greatest weakness is that humans do not understand how it works.”**

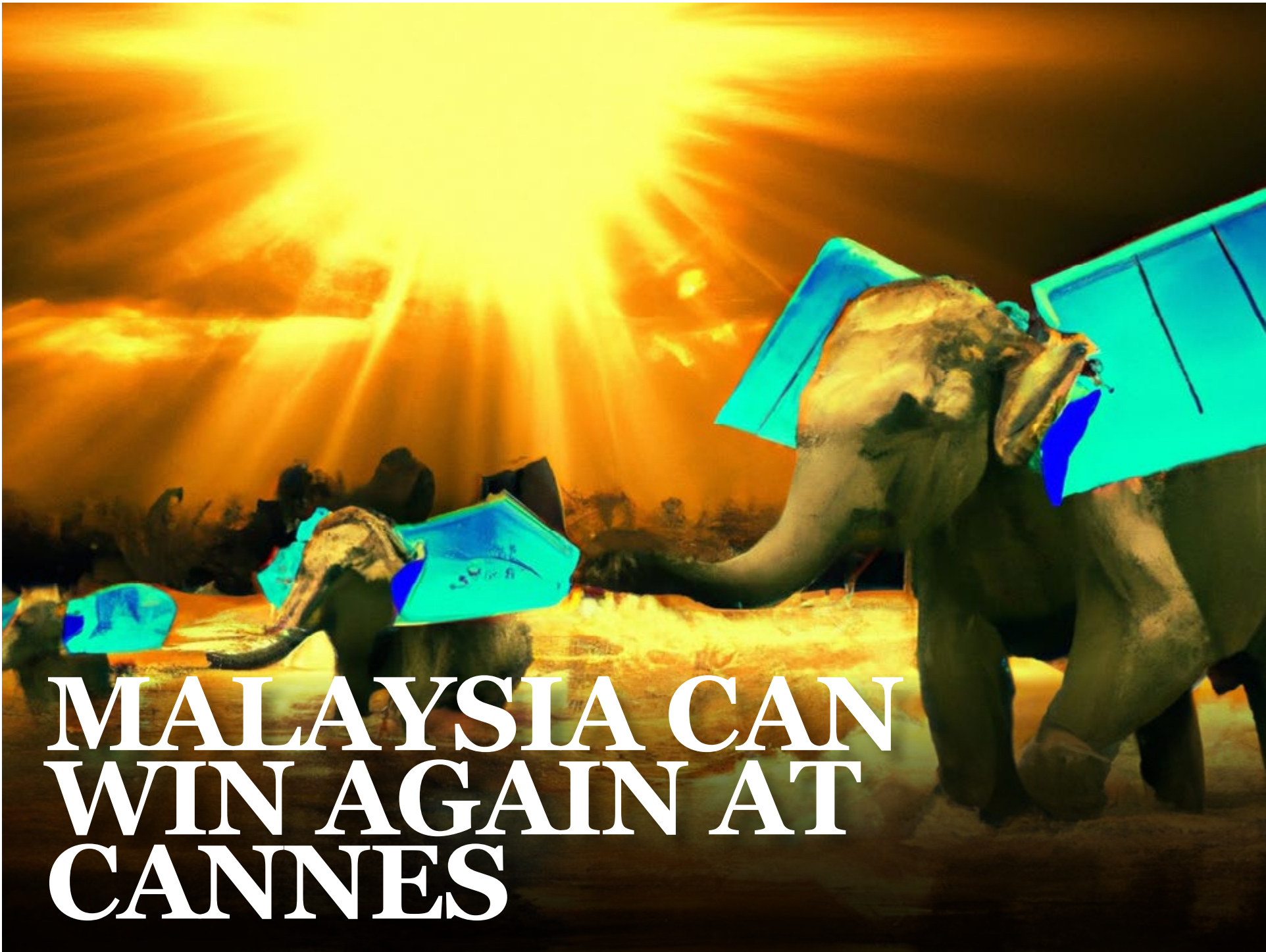
**“It turns out that considering the downside of confidence might be a worthwhile investment. Resilience is an asset.”**

**Seth Godin**



**“The real fact of the matter is that nobody reads ads. People read what interests them, and sometimes it’s an ad.”**

**Howard Luck Gossage**



# MALAYSIA CAN WIN AGAIN AT CANNES

The year was **2006**. Malaysian creative talent descended on the French Riviera town of Cannes, the epicentre for celebrating global advertising excellence.

And we were good. I mean really good. It was a wonder to watch.

Tan Kien Eng and his band of trophy hunters from Ogilvy will swoop in for the early kill on Day 1 and 2, in the Direct & Activation categories.

Followed by the Eds, Edmund Choe, Edwin Leong and Edward Ong, lapping up the metals in Print and Poster (a Finalist was considered a pitiful win in those days).

Finally, our great dame Yasmin Ahmad would storm in and cap it off with wins in Gold for Film, and more.

I apologise if I left anyone out, but Sonal Dabral, Ted Lim, Adrian (metal) Miller, Ronald

## EDITOR'S NOTE

# “Will elephants with solar powered wings saving people in floods using AI-generated human sensing GPS win?”

Ng, Primus Nair, Gigi Lee, Gavin Simpson were also flanking that collective assault.

It was like a Die Hard cast; they made a dent so big, we eventually won the Cannes Lions Grand Prix for Outdoor.

But can someone first convince our government that the creative economy is not all about Upin & Ipin (kudos to the creators).

Advertising *is* the Creative Economy and advertising is a business stimulant.

And since fortune follows fame, give us a bloody grant to make all this happen for Malaysia again.

The talent is here.

Our pioneering global award winners made it look easy but

today's younger troopers say it is more difficult to win now...

Award show judges are looking for stuff that will save the planet it seems.

One needs to impress them with tech miracles that take years to create and execute.

One judge explains, “It is the thinking behind the invention that we value.”

My question: “But an entire AI-industrialised village was on it, it wasn't just the agency. And since when has advertising been about inventing?”

Judge replies, “We reward the creative solution.”

I continue: “Will elephants with solar powered wings saving people in floods using AI-generated human sensing GPS win?”

Judge blurts, “You can change the world now with Tech, so get on with it.”

OK, ok....

*Disclosure: The writer of this feature is the Official Cannes Lions country rep for Malaysia, and also the rep for Spikes Asia. He wishes to declare that he receives zero income for being a rep, except have a say in the choice of judges from Malaysia.*



# Tobacco players are doing just fine

*They haven't gone up in smoke, as diversification adds to coffers.*



**... Agencies who handle a cigarette brand or two were bound to become rich beyond their dreams...**

Once upon a time, it was the era of the cigarette brands. And the ad budgets were astronomically high. You could say they were the last of the big spenders. Agencies who handle a cigarette brand or two were bound to become rich beyond their dreams. The offices of these clients were so opulent, the boardroom of one such office could hold up to 50 people with probably the longest meeting table I had ever seen.

And at the head of the table sat the top dog, the big cahuna like a White Rajah.

Just to get some perspective of their affluence, check this out....

## COVER STORY



The Carreras Cigarette Factory building in Camden, London is noted as a striking example of early 20th Century Egyptian Revival architecture.

The building's Egyptian-style ornamentation originally included a solar disc to the Sun-god Ra, two gigantic effigies of black cats flanking the entrance and colourful painted details - large 8.5 foot-high bronze statues of cats, stylised versions of the Egyptian god Bastet.

The image of a black cat was a branding device which Carreras used on the packets of their Craven A range of cigarettes.

So you see, there are oil magnates and there are tobacco royalty.

Winston-Salem town has been called "a city of reluctant millionaires".

For a few years, I worked on a few cigarette brands in Malaysia,

namely Camel, More, Rothmans, Perilly's, Dunhill and Peter Stuyvesant (named after the man who founded New York). The budgets we worked with were huge and it always seem like there was no limit to what we could spend.

The people charged with marketing the brands didn't do much really. Days were spent intellectualising about the colour of a certain pack (and hundreds of variations were made for them to choose from). While they fell in love with their voices on an hourly basis, sometimes they would turn around and ask a mundane question like "Where were you born Ham?"

More like virtue signaling to show they were also in touch with reality, and do care what happens on earth.

If you wanted to see how to talk for 25 hours a day without

## COVER STORY

getting anywhere, just sit in one of their meetings. All will be gathered deep in thought as if they were going to change the world, until someone blurts I “think” we go with the red colour, and with that mention of “think” starts another marathon dissection of every microscopic pixel possibility available in the rainbow.

They were geniuses from another planet.

As a writer, I learned a lot of words from them. And then they will stare at me for not knowing them. Being a Marketing person for a cigarette brand gave you God-like status.

It was very rare to see an agency challenge the client on anything from headlines to pack design. Their role in most meetings would be to wear a dumb smile and nod to every utterance that spilled from the client’s mouth. Like collecting their nuggets of wisdom on a gold-plated tray.

The clients were so well paid, they just had to dress well for the office.

The agencies was also paid very well, so they just had to buy all the lunches.

In fact, the clients were so rich,



if you took their dog for a walk or tissue-cleaned the fake plants in their offices, they’d even pay the agency in advance.

I once shot a series of TV commercials worth a few million ringgit in the snowy alpenes of Europe for Peter Stuyvesant travel, which the client did not like for no reason known to man. So I asked, “Do you want me to dump these commercials and shoot new ones?”

They answered, “Yes, do that and we’ll pay for the new ones too.”

See? You have to be God to make a call like that!

This was a long time ago, but they were great times, as

## COVER STORY

many egos got bruised and many brands were set on a trajectory to failure just to move all the money around.

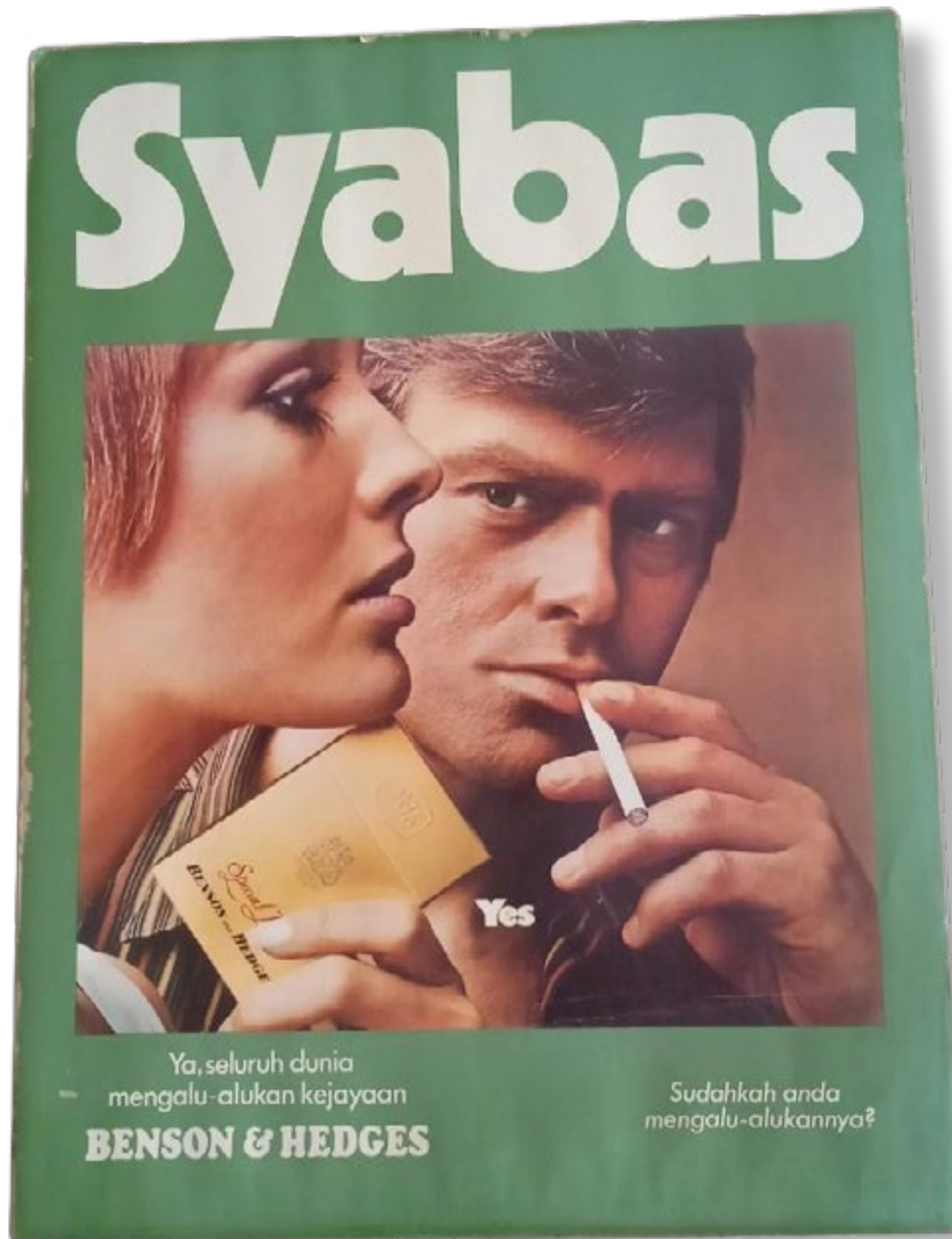
### When was it going to end?

The Malaysia cigarettes market size was MYR4.89 billion in 2021.

About 120,000 people are involved in tobacco farming, and 360 independent curers employ about 25,000 workers. Mainly in the states of Kelantan, Terengganu, Kedah and Perlis.

Young people are not stopping their use of tobacco products, they actually using them in multiple forms. So, while yes cigarettes sales are falling especially for those under age 35, they are aggressively moving to other forms of nicotine delivery that produce more profit for the major companies.

In the meantime, the government has had a much



difficult time in trying to create similar sin-taxes on a product that only looks like smoking. Some governments also face the challenge of balancing the revenue generated from tobacco taxes with the costs associated with healthcare expenditures and other

negative externalities caused by smoking, such as increased healthcare costs due to smoking-related illnesses.

According to Kementerian Kesihatan Malaysia, more 20,000 deaths are attributed to smoking-related complications annually.

How much did Malaysia spend in 2020 on treating lung cancer, heart disease and chronic obstructive pulmonary disease, the three major smoking-related illnesses? RM6.5 billion.

How much did the country earn from tobacco sales that year? RM3 billion.

## COVER STORY

**Lawyers replaced marketers.**

We all knew those golden times would not last, and one day the anti-smoking movement won.

And the tobacco companies were being slapped with so many lawsuits for health damaging reasons, it was rumoured they employed more lawyers than the Attorney General's Chambers.

According to the World Health Organization (WHO), tobacco use kills more than 8 million people each year, and if current trends continue, tobacco-related deaths are projected to increase to more than 10 million deaths annually by 2030.

Many jurisdictions throughout the world have implemented laws prohibiting advertising of tobacco products on radio, television and billboards.

As a result, comparably less restricted point-of-sale opportunities have become a critical component of tobacco company marketing strategies.

**New order, new language**

Tobacco companies have a new narrative now and they sound like saints.

They don't talk about smoking anymore. But they still make a lot

of money from it.

You don't see top management holding cigarettes at Press photo ops anymore.

British American Tobacco (BAT) Malaysia says, "Our marketing is not designed to 'sell smoking'. We are working in a long-established, mature product category, where people already know what the basic product is. There would be no commercial sense trying to market to informed customers who don't want the product."

Philip Morris International says it is leading the marketing and digital function to shape the next generation strategy through consumer-centricity and a purpose-driven vision towards a smoke-free future.

Some new language in their ethos highlight....

- Delivering on Harm Reduction for Adults Who Smoke
- Driving Solutions that Reduce Underage Use
- Educating on Why Prohibition is the Wrong Choice
- Improving Enforcement Against Illicit Markets

*A thriving underground market in tobacco products is a serious threat to effective regulation and public health and more importantly,*

## COVER STORY

profits for the Cig boys)

- Supporting Risk-Based Taxation

*Tax classifications written many decades ago make little sense today given the science showing major risk differences between combustible and smoke-free products.*

JT (Japan Tobacco) International Berhad says it is committed to investing in Reduced-Risk Products (RRP). Our tobacco business reported solid growth and continued market share gains.

“We are accelerating investment towards heated tobacco sticks (HTS) for our future growth. We have committed to be Carbon Neutral (making or resulting in no net release of carbon dioxide into the atmosphere) as a result of carbon offsetting and aim to hit Net-Zero across our entire value chain by 2050.”

Imperial Brands is the fourth largest tobacco company in the world, and now focusses on investment behind heated tobacco opportunities in

Europe, and in selective market opportunities in vapour.

“Guided by science, Imperial can build a healthier future for our consumers through Harm Reduction Engagement.”

Altria, another Big Tobacco Brand in the US is “moving beyond smoking”.

For us, ‘Moving Beyond Smoking’ means advocating for a harm reduction future in which the industry is operating within

science-based regulation, underage tobacco use continues to decline and adult smokers who can’t or won’t quit are moving to smoke-free products authorised by the Food & Drug Administration (FDA). They also “discovered” overwhelming public support for harm reduction as the best path forward for tobacco products.

All the right words are there: sustainable future, funding reforestation, DIE, ESG, Gender-Balancing, you name it.

I almost forgot three more: Gaya. Mutu. Keunggulan.



## THE MARKETEER STRIKES!



# In The Blink of An Eye: How Micro-Moments Can Drive Marketing Success

The stealth-like impact of micro-moments in marketing campaigns cannot be ignored.

As consumers' reliance on mobile devices continues to grow, brands now have an incredible opportunity to take advantage of these micro-moments to make a profound impact on sales by meeting their customers' needs in real-time and delivering personalised experiences.

### Understanding Micro-Moments

Micro-moments occur throughout the consumer journey and can be classified into four key categories: "I-want-to-know," "I-want-to-go," "I-want-to-do," and "I-want-to-buy" moments.

In these fleeting seconds, consumers are seeking immediate answers, and brands that deliver relevant and helpful information during these

## THE MARKETEER STRIKES!

moments can stand out and influence purchase decisions.

### Leveraging Micro-Moments to Catapult Sales

**Mobile Optimisation:** Brands must ensure their websites, apps, and content are mobile-friendly to cater to consumers who seek instant information on their smartphones. This includes quick-loading pages, easy navigation, and a seamless user experience.

**Relevant Content:** Crafting relevant and engaging content is crucial in capturing consumers' attention during micro-moments. Brands must provide concise, value-driven information that directly addresses consumers' needs at that precise moment.

**Personalisation:** Utilising consumer data to deliver customised content during micro-moments can significantly impact sales. Tailoring recommendations and offers based on past behaviours can further enhance the likelihood of conversion.

**Real-Time Engagement:** Social media platforms provide an opportunity for real-time engagement with consumers during micro-moments. Responding promptly to inquiries and feedback demonstrates a brand's commitment to customer satisfaction.

### Brands Thriving on Micro-Moments

**Google:** As the pioneer of micro-moments, Google has developed tools like "Google My Business" that allow brands to provide essential information such as location, operating hours, and contact details in local search results, catering to the consumers' "I-want-to-go" moments.

**Starbucks:** Starbucks leverages mobile ordering and payment options, allowing customers to satisfy their "I-want-to-buy" moments swiftly and conveniently.

**Nike:** Through their Nike Training Club app, the brand

## THE MALKETEER STRIKES!

harnesses on consumers' "I-want-to-do" moments by offering quick and accessible workout routines, establishing Nike as an authority in fitness.

### What is the impact of Micro-Moments in the upcoming state elections?

#### **Social Media Engagement:**

Social media platforms like Facebook, Twitter, Instagram, Tiktok, and WhatsApp are essential channels for reaching voters during micro-moments. Political parties can use these platforms to share bite-sized information, infographics, and videos, addressing voters' questions and concerns.

**Live Streaming:** Organise live streams of political rallies, town hall meetings, and candidate debates to allow voters to engage in real-time, fostering a sense of participation and involvement.

#### **Geo-Targeted Messaging:**

Utilise geo-targeted advertising to deliver campaign messages specific to each region or

constituency. This will enable parties to address local issues, building a more endearing connection with voters.

**WhatsApp Campaigns:** Given the popularity of WhatsApp in Malaysia, parties can set up WhatsApp chatbots or broadcast lists to send timely updates, event invitations, and policy highlights to voters' phones.

**Mobile Apps:** Develop a dedicated mobile app that offers quick access to party manifestos, candidate information, and updates on campaign events. The app can also provide a platform for voters to voice their opinions and feedback.

**Short Video Content:** Create short, impactful video content that highlights key campaign messages and showcases the candidates' vision for the state. These videos should be easily shareable and optimised for mobile viewing.

**Gamification:** Gamify certain aspects of the campaign to

## THE MALKETEER STRIKES!

engage younger voters. For example, create quizzes or challenges related to political issues or party policies, offering rewards for participation.

### **Influencer Partnerships:**

Collaborate with local influencers or community leaders who have a significant following in specific regions to amplify campaign messages and connect with a broader audience.

### **Real-Time Response:**

Rapidly respond to queries and feedback from voters on social media, showcasing the party's attentiveness to citizens' concerns.

**Data Analytics:** Utilise data analytics to understand voter behaviour and preferences, helping to tailor messages and campaigns to resonate better with different segments of the electorate.

### **Mobile Voting Information:**

Offer voters easy access to information on polling stations, voting procedures,

and registration details via mobile apps or social media to encourage higher voter turnout.

**Micro-Targeting:** Employ micro-targeting techniques to identify and reach specific voter segments, delivering tailored messages and policy information that align with their interests.

By creatively and strategically harnessing micro-moments in election campaigns, political parties can increase their visibility, engage voters on a personal level, and potentially influence election outcomes at the ballot boxes on 12 August 2023.




SHOWCASE



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## The mindset, musings and mileage of a long-distance runner

*What does it take to create great campaigns year after year after year?*

*Mark Fong answers.*

*Edited by Edward Ong.*

About two years after starting as copywriter, I learnt the one lesson that would change everything I thought I knew about advertising.

In less than 20 months, I had been promoted out of the open cubicles and into the second largest room in the creative department which I shared with a senior art director.

I had just hung my latest framed award and was wondering where to display my first London International Advertising statute.

“This needs to be somewhere prominent”, I thought to myself, “as a sign of gratitude to my ECD

and Deputy Creative Director for paying and freighting the bloody thing from London to Singapore.”

(I definitely wasn't going to spend half my not-yet-senior writer's pay check on that naked idol).

“Why are you looking so pleased with yourself?” asked my ECD as he adjusted one of my awards on the wall.

“20 international awards in 20 months”, I replied. “For almost all the agency's major clients.”

“Not bad”, he smiled “but get ready to keep doing the same thing year in and year out for the next 20 years.”

**BORDERLESS**

**... Nothing is more cerebrally demanding than working on the same brief year after year- knowing that the product benefit is marginal...**

That's when Patrick Low- my Deputy Creative Director/ mentor/ partner and all-round goodfella- uttered these immortal words: "Life isn't a sprint but a long-distance race."

And every day since, life just keeps confirming that no truer words were ever spoken.

**Advertising is all about the moment. It's about now.**

It's all very transient, isn't it?

Today's print ad is tomorrow's nasi lemak wrapper.

Tiktok videos have a 2-second shelf life, if you're lucky.

The awards we strive for have a Best-By Date.

Red-hot-must-hire teams are barely lukewarm after two agency Christmas parties.

Maybe that's why many canny creative teams choose to cash in their creative chips from one agency and dash to another.

Rather than stay and take on the same brief from the same client.

Patrick Low stayed on in the same agency for over 22 years. He went on to retain and grow a demanding telco client for 19 years, the same car brand, same bank account for over 10 years and an FMCG client now in its 4th decade.

Not by doing the same-old same-old but coming up with consistently fresh campaigns that connect with new generations of customers across different media platforms - on briefs that are fundamentally the same over the years.

His advertising relevance and personal tenacity in raising the creative bar has never fazed this creative marathoner's mindset.

**Going the distance scares the hell out of flash-in-the-pan creatives.**

Nothing is more cerebrally demanding than working on the same brief year after year- knowing that the product benefit is marginal and the brand promise is identical.

Anyone can make a great impression on a first date. Making a marriage work is an

**BORDERLESS**

entirely different ball game.

With the hindsight of over 3 decades, I can count on one hand the number of creatives who can create consistently fresh ideas for the same brand.

Likewise, there is no shortage of teams, who after achieving some measure of success on one-off ads- job-hopped themselves out of agencies and countries as soon as the next award cycle hits.

Their follow-up ideas never get off the ground.

Their proposed ads never run. Instead, they do.

**This short-sighted mindset and inability to create a killer follow-up is killing our business.**

When award-winning creators giddy after one great campaign choose to cut and run because they dread the pressure and expectations of a sequel, the brand has no opportunity to build on its initial success.

Without a track record, clients begin to doubt the value of consistent brand building.

Clients stop seeing advertising as an investment but a budget to woo the ever-fickle customer by any means.

Insecure clients dangle it like a

**... Clients stop seeing advertising as an investment but a budget to woo the ever-fickle customer by any means...**

pitch prize for shops to compete for.

If their current agency cannot capture lightning in a bottle once again, they begin to wonder whether if the spark exists in another agency.

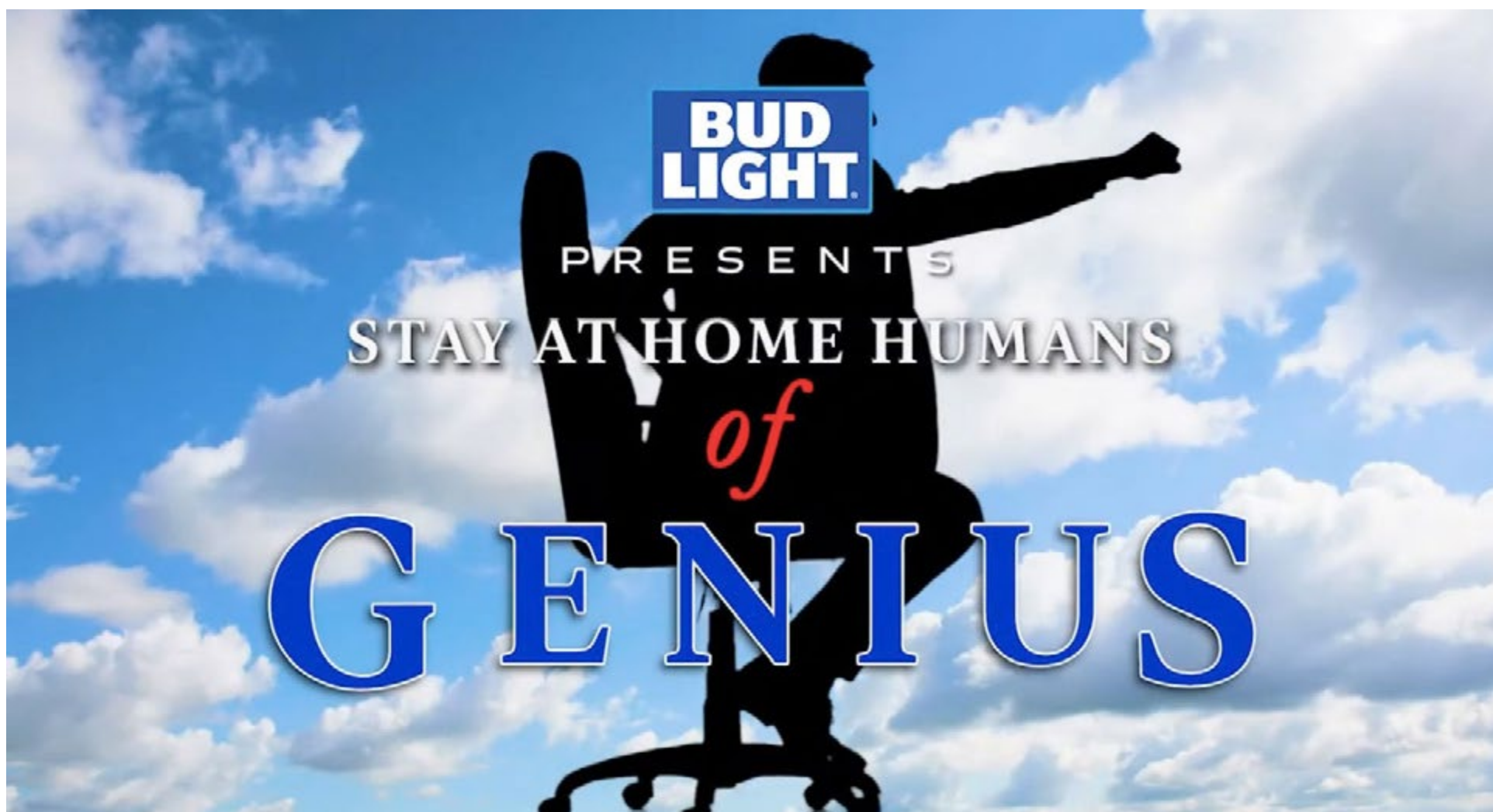
If one-off campaigns, creative sprinters and agency hopping clients are a three-legged stool, it explains why agency-client relationships are so wobbly.

Great long running campaigns is the only glue keeping agencies and clients together.

**“Creating one great campaign is hard enough. Doing it year after year is impossible”**

Is it, really?

Let's look at some examples. Bud Light's Real Men of Genius started as a regional radio campaign, then went national and jumped from radio onto tv.



Each script was better than the last.

Bud Light drinkers looked forward to new versions year after year.

Americans could recite their favourite ones.

The multi-year Men of Genius campaign became a cultural touchstone inspiring spoofs, memes and riffs.

Did this campaign win awards?

By the truck loads and for over a decade.

### Want more examples?

How about 'Got milk.' There's even a coffee table book featuring all the ads.

Hungry for more? 'You're not you when you're hungry.'

Ah, so it's all about the tagline? Well, Silk Cut had none.

Mainly because the British ad body banned headlines (and pack shots) for cigarette advertising.

Is it all about rigidly following a given creative discipline?

The Economist campaign showed anything is possible if the work continues to respect the intelligence of their subscribers.

### Are there any Asian examples?

A small local shop on a small island created a global brand and held the account for over three decades.

The brand promise was

**BORDERLESS**

# ... You are not just a gun-for-hire but mature creators who can continue Build the brand and sail it at the same time...

anchored on 'inflight service even other airlines talk about'.

They kept the message consistent.

They made sure production values were always on par with the best. And often even better.

Their work may not have won many awards.

But it won something more valuable-the loyalty of frequent customers.

And this was before the advent of air-miles.

## Consistency is better than freshness

Mature clients take a less disposable view of tenured agencies.

As brand guardians, these agencies are not mere vendors but co-pilots who have earned their seat at the captain's table.

To the teams working on the umpteenth campaign on a brief that was carved in stone before they joined the agency- keep doing what you do best.

Instead of a reel with one-offs, you'll have a personal brag book that shows your creative versatility and strategic discipline to the core promise.

You are brand custodians of the past, and business creators of the now - before handing over a stronger brand to the next agency team tomorrow.

You are not just a gun-for-hire but mature creators who can continue Build the brand and sail it at the same time.

In my view, you're worth more than your weight in gold.

24-karat gold, mind you. Not the worthless, spray-painted gold on ad trophies that lose their shine after 365 days.

In the long run, isn't that what every creative professional truly wants?

*Mark Fong has been a copywriter, creative director, agency CEO for 22 years before becoming a client for the last 13 years. He doesn't run. But his ads have.*

*Edward Ong is the Founder and Creative Director of Borderless.*



# Are Media Agencies Human?

*By Chris Jaques, CEO of Transformation:  
The Growth Business @ [www.YourTransformers.com](http://www.YourTransformers.com)*

This is weird.

I've just sat through a series of media pitches – and I've realised something very strange.

Every pitch was basically the same.

The tools were almost identical. So were the analyses, the recommendations, the costs.

But the scariest part was this:  
So were the people.

It felt like every agency had been cloned and the industry was staffed by androids.

Each team was made up of the same young, educated elites who were living in urban, privileged bubbles – totally detached from the real world.

## Media Agencies live in Bubbles

Here's some obvious examples:

### 1. Demographic Bubbles

An IPA analysis found that a massive 87% of staff in UK Media Agencies were younger than 40.

It's probably similar in Malaysia.

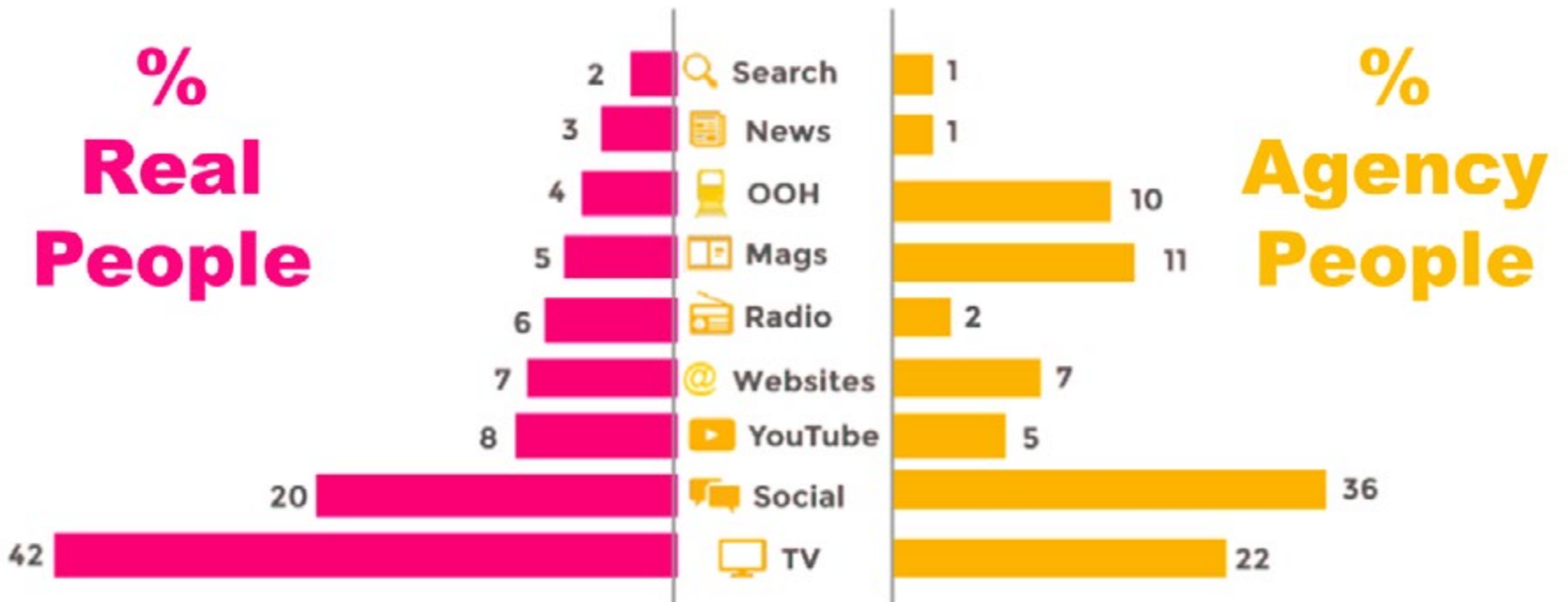
As a result, media agencies obsess over Gen Z and Millennials – because they're obsessed with themselves.

Yet as Malaysia ages, the most important demographic is increasingly 40+.

### 2. Big City Bubbles

All the main media agencies are based in KL. All their staff

## Which medium has the advertising that you like the most?



live in Klang Valley. They shop in Klang Valley. They party in Klang Valley.

Yet their audiences don't.

As you well know, 94%+ of Malaysians live and work outside of KL.

### 3. Cultural Bubbles

Most of Malaysia's media staff are Indian or Chinese. Yet in the real world, of course, almost  $\frac{3}{4}$  of Malaysians are Malays and other Bumiputras.

Also:

A survey reported in this very publication found that 60% of people working in Malaysia's media agencies don't speak the national language.

If you don't speak the

language, how can you understand the people and media that do?

Bubbles like these create bias – and bias clouds judgement.

### 1. Values Bias

Reach UK measured the personal values of people who work in Media Agencies – and compared them to the values of real consumers in the real world.

Not surprisingly, they found dramatic differences.

Staff in Media Agencies were more motivated by achievement and power; less concerned about tradition and conformity.

But more significant was this: When Media Agency people were

**GROWTH BUSINESS**

## ... If media agencies are going to deliver real value, they must burst their Bubbles and diversify their teams – fast...

asked to estimate the personal values of ‘real consumers’ – they were completely wrong.

Because they believed that ‘real people’ would share values similar to their own – which they didn’t. At all.

Such bias leads to bad judgements – like this one:

### 2. Channel Bias

A study by ThinkTV in Australia compared the attitudes of both ‘Adland People’ and ‘Real People’ to different media channels.

The results?

Digital-obsessed ‘Adland People’ thought that social media was the most impactful medium in the market.

Whereas ‘Real People’ didn’t.

They preferred television. By a lot.

They felt that TV advertising was much more enjoyable, impactful and trusted than any other.

Such basic biases can destroy the value of media agencies.

### It’s time to burst your Bubbles

Decades of research into high-performance teams has identified one critical ingredient above all:

Diversity.

Every high-performance team combines diversity of skills, races, personalities, backgrounds and beliefs.

If media agencies are going to deliver real value, they must burst their Bubbles and diversify their teams – fast.

If they don’t – I’m afraid AI awaits.

If you’d like to know how – just get in touch: [connect@YourTransformers.com](mailto:connect@YourTransformers.com)



# MASTERING

## MARKETING 4.0 MINDSET for the Customers of Tomorrow

BY ANIRBAN GANGULY



**24<sup>th</sup> August 2023**

8.30am - 6.00pm

**Eastin Hotel**

FOR ENQUIRIES:

**CONTACT**

**Ruby**

+603-7726 2588

[ruby@adoimagazine.com](mailto:ruby@adoimagazine.com)



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