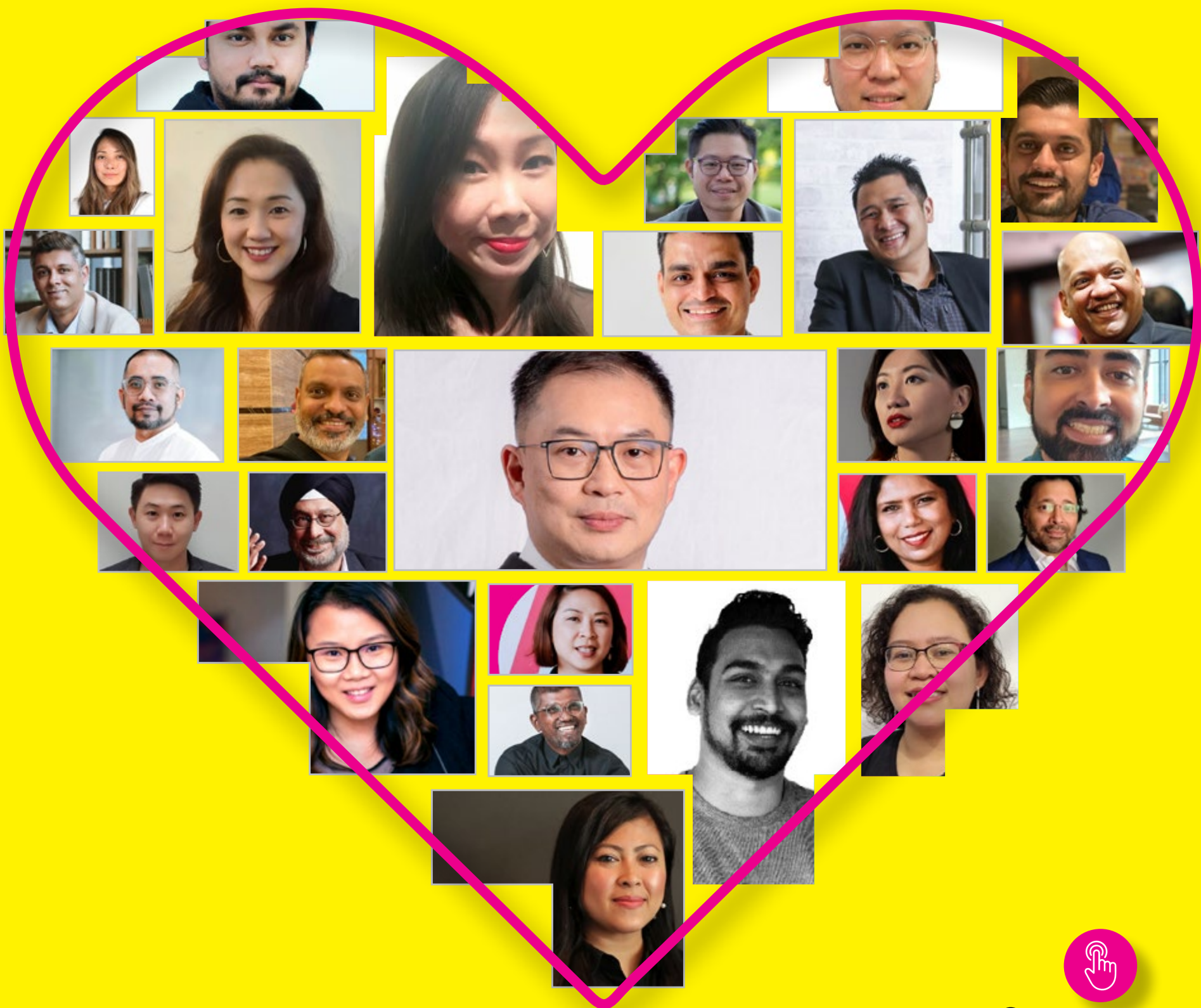


MARKETING

ISSUE #382 AUG 2023

WEEKENDER

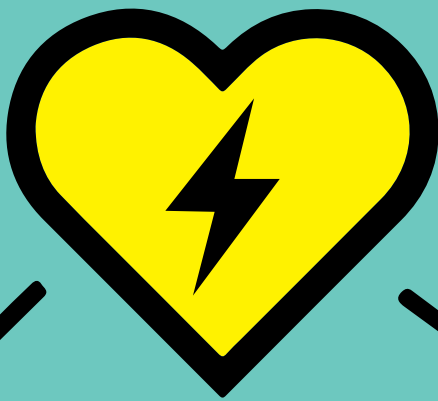


WHO'S
HOT?



COVER STORY

07



MarTech's Love-Hate with Media and Marketing

MALAYSIAN MEDIA CONFERENCE 2023

September 13

EDITOR'S NOTE



18

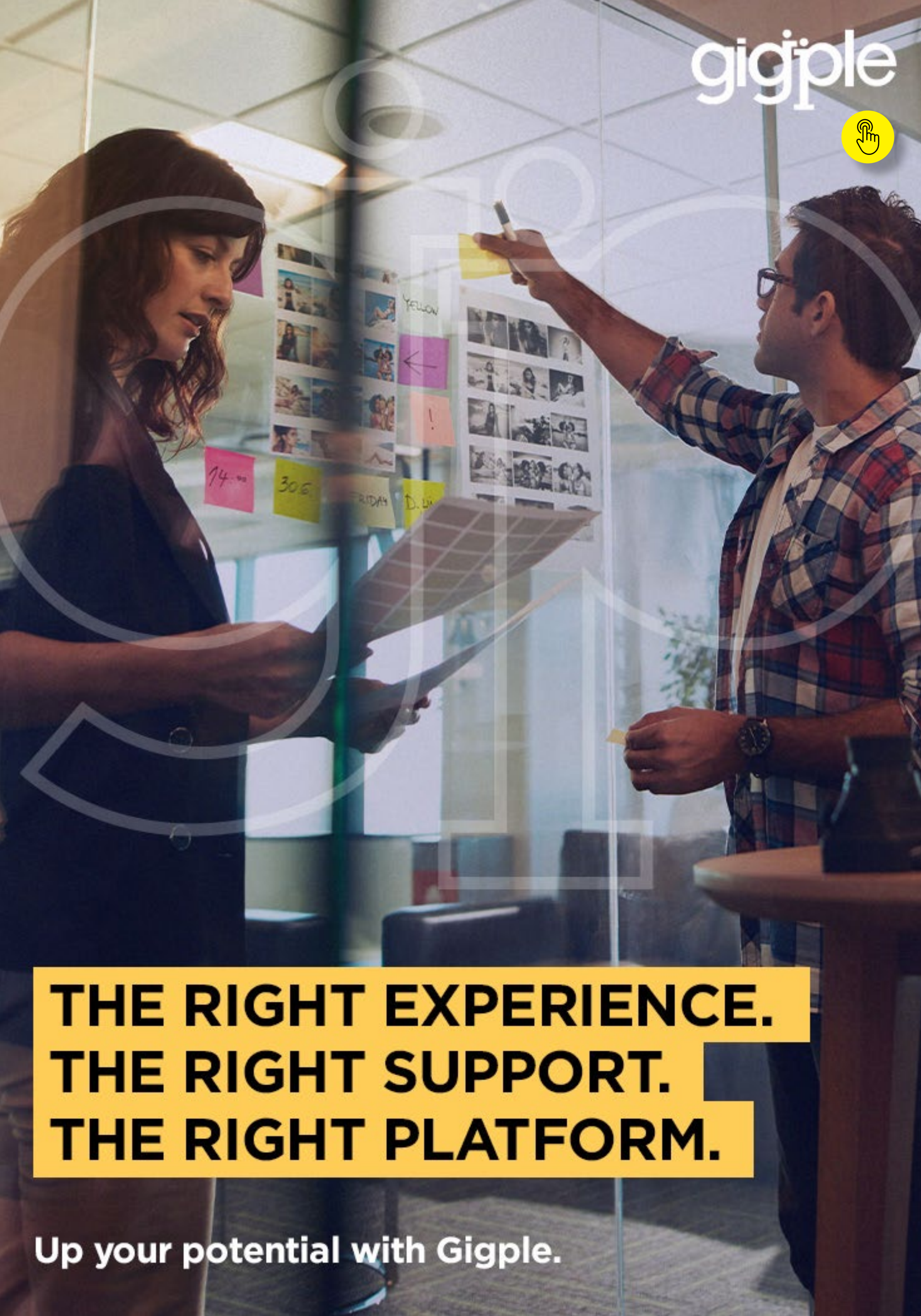
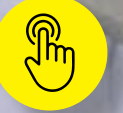
05

**LOGO LAND
MALAYSIA**



**IGNITING
CREATIVITY:
DRAWING
INSIGHTS FOR
MALAYSIAN
ADVERTISING
AGENCIES
FROM INDIA'S
VIBRANT
CREATIVE
LANDSCAPE**

giggle



**THE RIGHT EXPERIENCE.
THE RIGHT SUPPORT.
THE RIGHT PLATFORM.**

Up your potential with Giggle.



“You are only young once, but you can stay immature indefinitely.”

Poet Ogden Nash

“Singaporeans are concerned their politicians are screwing each other. Over this side of the Causeway, we are concerned they are screwing us.”

Malaysian social commentator Sharaad Kuttan

“Books **not seized, they were just taken to check contents.”**

Home Minister Saifuddin Nasution Ismail on his Ministry's recent raid of bookstore Toko Buku Rakyat, owned by local author and educator Benz Ali.



“Watches cannot bring a nation down, but religious extremism can destroy a nation.”

BobbyO commenting on MalaysiaKini after the authorities seized colourful Swatch products, allegedly celebrating LGBT rights.



EDITOR'S NOTE



LOGO LAND MALAYSIA

There's much ceremony in Malaysia.

We seem to love pomp and protocol. Emblems, coat of arms, all manner of insignias, and of course... logos.

We have a flag for every state, three for our Federal Territories, a Flag of the Federal Territories, for state capitals, and royalty.

So the recent fixation about having multiple logos for Merdeka and Malaysia Day comes as no surprise.

The official logo for this year set by the federal government is "Malaysia Madani: Tekad Perpaduan, Penuhi Harapan".



EDITOR'S NOTE

But fresh after making headway in the state elections, Perikatan Nasional's youth wing launched an alternative National Day logo and theme contrary to the one set by the federal government. It shows the national flower with five petals, taking the colours found in the Jalur Gemilang and with the theme "Teguh Muafakat Malaysia Sejahtera".

This is proposed for the PN-led states of Perlis, Kedah, Kelantan, and Terengganu.



So far, Terengganu says it will be using Putrajaya's logo and theme for this year. But hey, this is politics.... PN's component party Gerakan has objected to the coalition's proposed alternative logo saying that the National Day should not be politicised.

And so begins the confusion....

Apparently, Selangor did not use the Federal Government's logo last year too. They went with this....



**#KITASELANGOR
TEGUH BERSAMA**

While this was the official logo launched by Putrajaya...

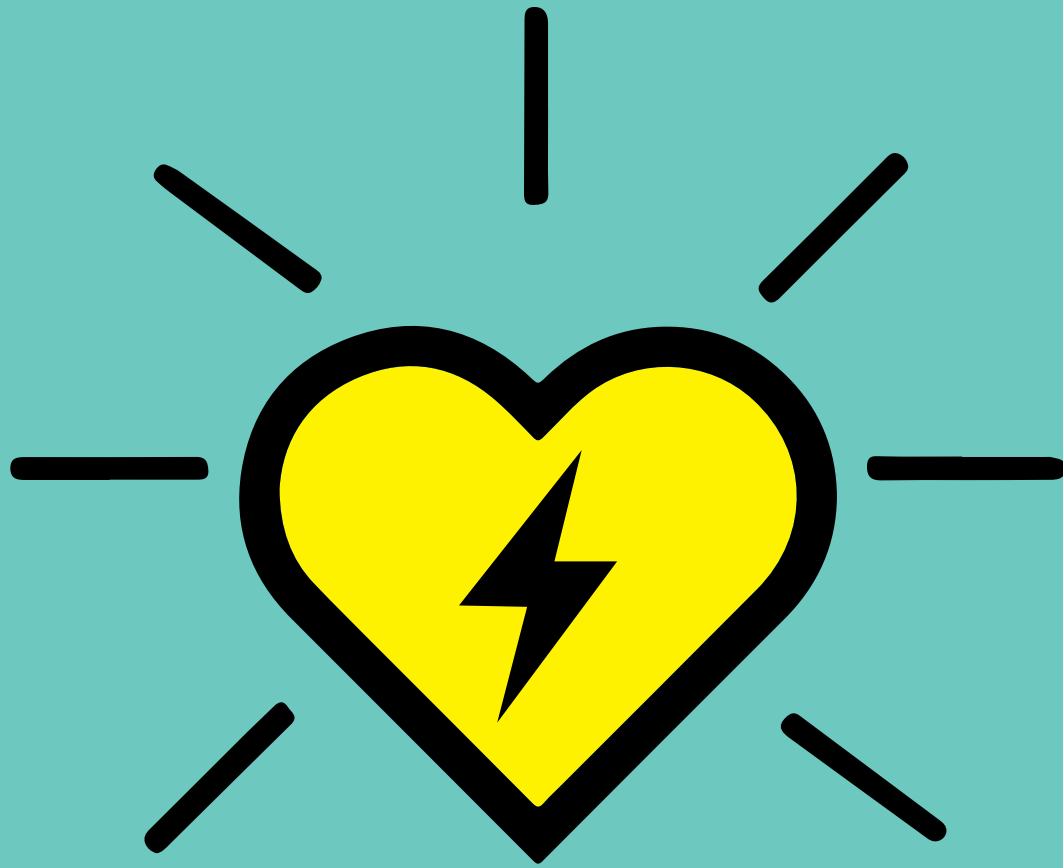


**#KELUARGA
MALAYSIA
TEGUH BERSAMA**

So much for Unity.

More juice on Malaysian logo fever [here](#) and [here](#).

MarTech's Love-Hate with Media and Marketing



MALAYSIAN MEDIA CONFERENCE 2023

September 13

MarTech, AdTech, MediaTech and all manner of tech, have radicalised the way we consume, handle and think about media.

As automation and math collide, we are in an era of abundant marketing power supercharged by AI. The pain and pleasure of that power is

not going away.

Is it even possible to love technology while shielding ourselves from the things we fear about it?

The Malaysian Media Conference will openly dissect this dilemma.

Here are the speakers....

WHO'S HOT?



CHAN MAY LING

Head of Brand & Marketing
Services, CelcomDigi.



CHAYENNE TAN

Head of Marketing, Consumer &
Private Banking
Standard Chartered Bank Malaysia



DATUK LAI SHU WEI

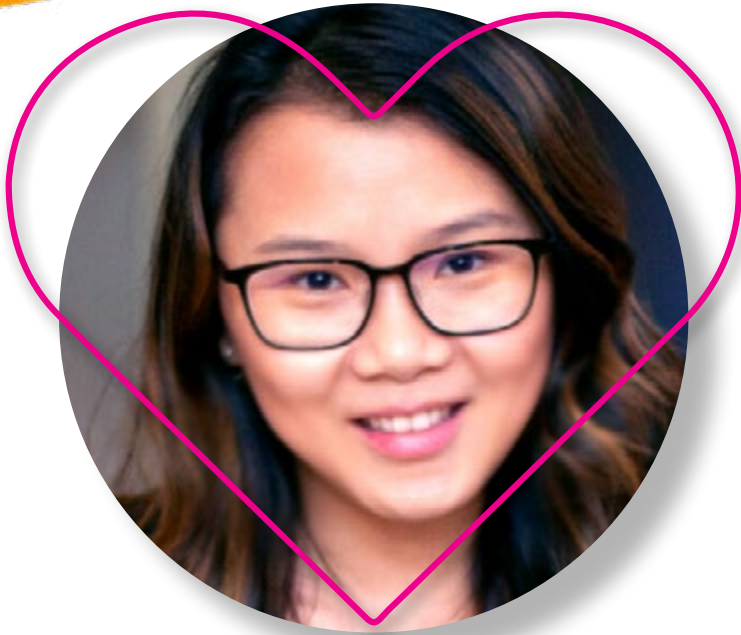
Chief Marketing & Sales
Officer, Sime Darby Property



DARREN YUEN

CEO, Initiative Malaysia

WHO'S HOT?



EILEEN OOI
CEO - Omnicom Media
Group, Malaysia



VICTORIA CHU
Head of Client Engagement,
VMLY&R



LINDA HASSAN
Group CMO Singapore, Malaysia &
Cambodia
Domino's



Neal Pravin Joseph
Associate Director of Strategy,
Mindshare Group

WHO'S HOT?



SAI PHAIK CHENG
Head of Agency, m/SIX Malaysia



RANGANATHAN SOMANATHAN
Co-Founder & Curator, RSquared Global Ventures



ARQAM TABANI
Strategy Director, Mindshare Group Malaysia.



SHEILA SHANMUGAM
CEO, Mindshare Group Malaysia

WHO'S HOT?



STANLEY CLEMENT
CEO, MBCS (Mediabrand Content Studio)



SAILENDRA KANAGASUNDRAM
Founder & Managing Director, Visual Retale.



WELDON FUNG
Area Director - SEA Meltwater



TRITON DSOUZA
Senior Vice President - SEA Netcore Cloud

WHO'S HOT?



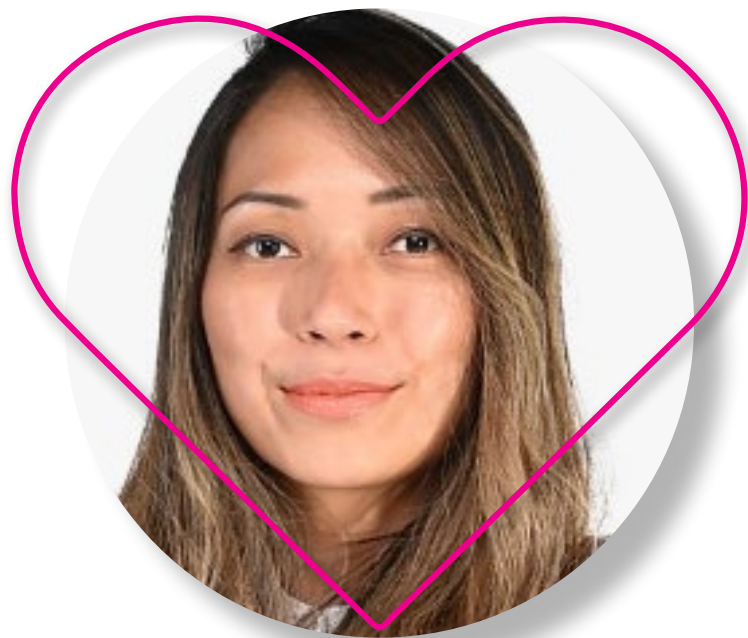
PROF. HARMANDAR SINGH

Founder + CEO
MARKETING Magazine



GURMIT SINGH GILL

Brand Solutions Director
Audience2Media



LIANA JASMIN

Head - Corporate Branding &
Marketing
KWSP



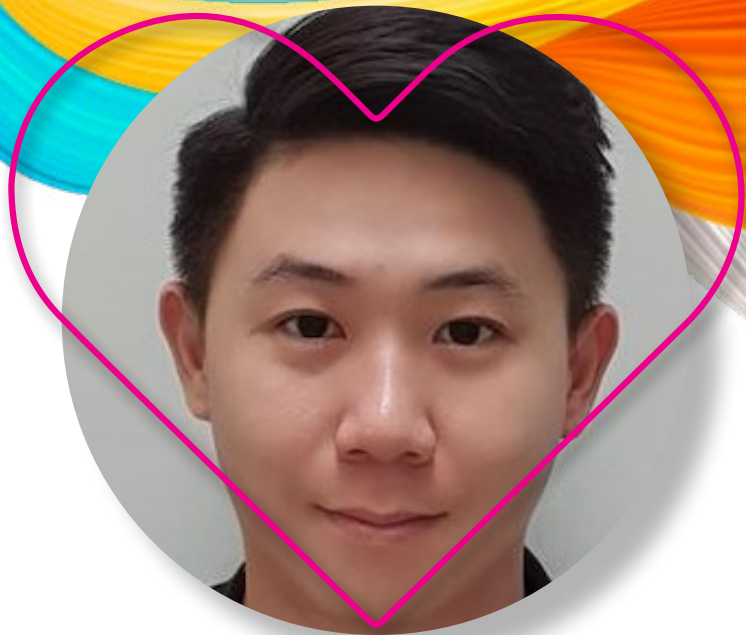
SAIFUL AMEEN HARUN

Lead - Digital Strategy &
Performance
TNB

WHO'S HOT?



MELWINDER GILL
Vice President
Audience2Media



KEN YAP
General Manager
iMoney

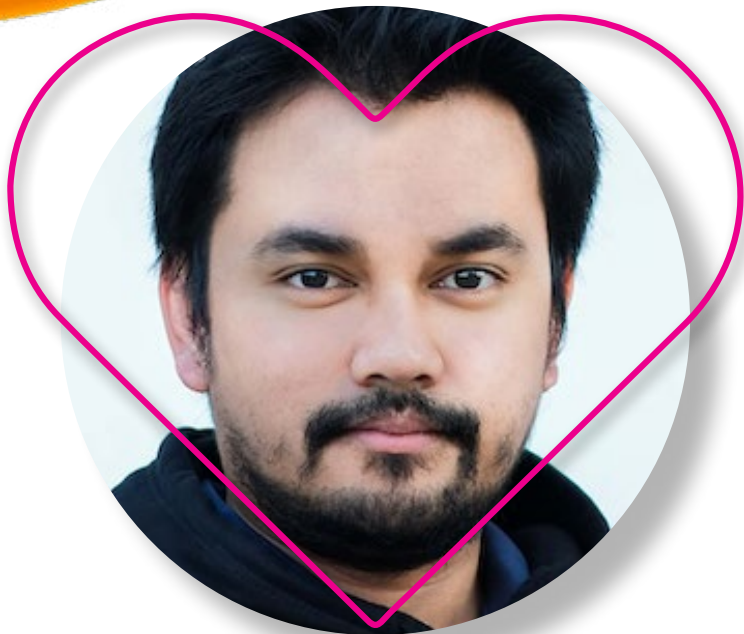


BENNY CHEE
Co Founder & CEO
Mulaaa



TONY LASKAR
Global CEO
BCMA

WHO'S HOT?



AZEEM ABU BAKAR
Managing Director
FMT News



SALIHAH NOH
Head of Digital
Boost

WHO'S HOT?

MORNING SESSION

8.30am Registration

9.00am Welcome Speech by **Prof. Harmandar Singh aka HAM - MARKETING MAGAZINE**

9.15am **KEYNOTE ADDRESS - MarTech's Love-Hate with Media and Marketing**
By Ranganathan Somanathan, Co-Founder & Curator - RSquared Global Ventures
 Ranga is a marketing and communication expert, with experience leading teams across Asia. Proven to grow business by enabling people to realise their potential with strategic guidance. Recognised as a trusted advisor by clients and media partners, have nurtured strong relationships with leadership amongst Agency, Media and Advertiser ecosystems across APAC.

10.00am COFFEE BREAK / NETWORKING

10.30am **SPOTLIGHT SESSIONS**

These are the popular 15-mins power Q&A sessions with each star speaker at our Conferences, spotlighting marketing leaders with direct questions from MARKETING magazine. Random questions will be posed to the speakers who will answer in a rapid-fire format. Pass is an option. Delegates are advised to keep their note pads ready, as these quick exchanges are both fleeting and fascinating.

SPOTLIGHT SPEAKER 1:

Datuk Lai Shu Wei - Chief Marketing & Sales Officer, Sime Darby Property.

SPOTLIGHT SPEAKER 2:

Linda Hassan - Group CMO, Malaysian, Singapore & Cambodia for Domino's.

SPOTLIGHT SPEAKER 3:

Chan May Ling - Head of Brand & Marketing Services, CelcomDigi.

- Is the consumer still in charge when machines are the interface between brand and customer?
- As Martech stacks up the odds in favour of technology, is enhanced reality the new reality?
- What have FMCG brands learned as early adopters of MarTech?
- How do you track and measure customer experience across various media channels?
- How do Marketers integrate MarTech into their mobile app and loyalty programs.
- How important is creativity is key to brand success?
- Making of a SuperBrand

WHO'S HOT?

11.30pm

THINKING OUT LOUD - EVERYTHING, ANYTHING, NOTHING.

Media Owners play a pivotal role in the marketing ecosystem as drivers and investors in a very competitive and sometime brutal landscape. The constant challenge for them is to get their platform in front of those who decide how to deploy and spend money with them. Media decision makers on the other hand are hounded like moving targets to the point of irritation, and fatigue levels are high. These hotbeds of stress make every player anxious beyond the grid. How to we reduce these stress levels in our industry? By just being. We triangulate a marketer, media person and creative person in a 3-way discussion scripted to explore how peace and happiness is possible in a business environment that does not help, by adding more to more...

- Should creative drive the choice of media?
- Is the validation of media under scrutiny?
- Is sales the ultimate gauge of media performance?
- Do we overpromise and then under deliver?
- What should media platforms do to better leverage their roles?
- Are marketers offloading their decisions to agencies?
- What terrifies you about your job?
- ChatGPT masks its mistakes by spitballing, can marketing do the same?

Starring: **Neal Pravin Joseph (Mindshare Group), Victoria Chu (VMLY&R) and Chayenne Tan (Standard Chartered Bank).**

MODERATOR: **VK Sailendra - Founder, Visual Retale.**

AFTERNOON SESSION

12.30pm

LUNCH BREAK / NETWORKING

1.30pm

Screening of Campaigns from Cannes Lions, AdFest and some old footage of creative gems

200pm

DEUS EX MACHINA: THE AI SOLUTION TO MARKETING & COMMUNICATION PLOT CHALLENGES By Weldon Fung Area Director SEA - Meltwater

From Skynet to Her; AI has been popularised as either a doomsday or a human like partner. The reality is that it's somewhere in the middle. Machines have been solving human problems and issues for ages, and most of its has been for manual and tedious work. But just as the title foreshadows, what if machines could do more including augmenting our creative and intellectual spark? From a writers block, to analysing your creative output to even helping you co-create your creative output, AI is on its way to help with your irresolvable situation.

2.30pm

HOW TO HARNESS THE POWER OF GENERATIVE AI IN MARTECH

Delve into the intersection of Artificial Intelligence and MarTech and explore the strategic incorporation of Generative AI in marketing strategies. Discover how AI-powered content creation, personalised campaigns, and enhanced customer interactions are reshaping the MarTech landscape. Gain insights into maintaining brand consistency and ethical considerations while deploying AI-generated content. This discussion offers practical guidance on selecting appropriate AI tools, optimizing implementation strategies, and measuring the impact of Generative AI in MarTech.

MODERATOR: Triton Dsouza - Senior VP, SEA Netcore Cloud

PANELISTS:

Salihah Noh - Head of Digital, Boost

Azeem Abu Bakar - MD, FMT News,

Benny Chee - Co Founder & CEO, Mulaaa

3.00pm

THE POWER OF CONTENT MADE MEANINGFULLY

In an era where technology has reshaped the landscape of media and advertising, the quest for meaningful content has taken centre stage. The Malaysia Media Conference presents a curated panel discussion which encapsulates the dynamic interplay between technological advancements, ethical considerations, and the pursuit of authentic engagement in today's media ecosystem.

MODERATOR: Gurmeet Singh Gill

PANELIST: Tony Laskar, CEO BCMA, Melwinder Gill, VP Audience2Media

Saiful Ameen Harun, Lead, Digital Strategy & Performance - TNB

Liana Jasmin, Head, Corporate Branding & Marketing - KWSP

Ken Yap, General Manager - iMoney

3.45pm

COFFEE BREAK / NETWORKING

4.15pm

MARTECH - BOON vs BANE DEBATE

A robust but light-handed pros and cons argument on MarTech as it invades everything we know. There is no right or wrong in this debate, but we bring all points to the fore in a lively, table thumping session in the name of good fun and discovery. Witness eagerness battle experience. Bring your cheers and boos and share them generously.

TEAM BOON:

Stanley Clement - CEO, MBCS

Eileen Ooi - CEO, OMG

Darren Yuen - CEO, Initiative Malaysia

TEAM BANE:

Sheila Shanmugam - CEO, Mindshare Group

Arqam Tabani - Strategy Director, Mindshare Group Malaysia.

Sai Phaik Cheng - Head of Agency, m/SIX

MODERATOR: The Hammer

5.30pm

Moderator announces Final Results.

5.40pm

END OF CONFERENCE

THE MALKETEER STRIKES!

IGNITING CREATIVITY:

**DRAWING INSIGHTS FOR MALAYSIAN
ADVERTISING AGENCIES FROM INDIA'S
VIBRANT CREATIVE LANDSCAPE**



In the realm of advertising, where creativity is the currency, and innovation the heartbeat, some nations have emerged as veritable powerhouses of inspiration. Among them, India stands tall as a land where ingenious ideas take root and flourish.

From heartwarming narratives that tug at heartstrings to humour that transcends cultural borders, Indian advertising agencies have woven campaigns that resonate globally.

As Malaysian advertising agencies strive to carve their own creative paths, there are invaluable lessons to be gleaned from India's dynamic marketing and advertising landscape.

Cultural Nuances as Creative Catalysts

India's advertising magic lies in its ability to infuse cultural nuances into its campaigns.

THE MALKETEER STRIKES!

Indian advertisers have adeptly tapped into the diversity of their country, weaving stories that resonate deeply with local audiences while retaining a universal appeal.

Take the “Dabur Vatika Brave & Beautiful” campaign, which celebrated the strength and beauty of cancer survivors. This deeply resonant message not only brought attention to the brand but also established a heartwarming connection with viewers.

The generosity, kindness and compassion of ordinary Malaysians in helping fellow humanity cuts across race, religion and creed. These colourless Malaysians are indeed, our greatest assets in our marketing and advertising campaigns.

Cultural Universality through Storytelling Mastery

Indian advertising agencies understand the power of storytelling in creating emotional connections. The “Google Reunion” campaign is an excellent example of this narrative prowess.

The heartwarming tale of

two childhood friends separated by the 1947 partition of India and Pakistan touched the hearts of millions worldwide. By intertwining history, emotion, and technology, the campaign showcased how storytelling can transcend borders and create a lasting impact.

Perhaps, brands can look at creatively exploring narratives of unity and reconciliation in their marketing and advertising campaigns in Malaysia. For example, how a tea brand can help reconcile fellow Malaysians over a cup of teh-tarik at their favourite stall.

Social Commentary and Thought-Provoking Messaging

Indian advertisers often leverage their campaigns to address social issues and effect positive change. The “Share the Load” campaign by Ariel challenged traditional gender roles, sparking positive conversations about equality within households. This campaign not only elevated the Ariel brand but also sparked a larger societal dialogue.

Malaysian agencies can

THE MALKETEER STRIKES!

draw inspiration from such an approach, using their creative platforms to contribute to meaningful discussions in our great nation.

We look forward to some thought-provoking national day gem of campaigns as Malaysia celebrates her 66th Merdeka Anniversary next week.

Humour as a Cross-Cultural Bridge

India's advertising landscape is punctuated with humour that transcends linguistic and cultural differences. The 'Dumb Ways to Die' campaign by the Mumbai Metro seamlessly combined humour with a critical message about safety.

Brands like Fevicol have crafted humorous campaigns that remain etched in memory, such as the iconic "Fevicol Bus" commercial. These ads showcase how humour can break down barriers, appeal to a wide audience, and create a lasting impression.

Malaysian advertising campaigns are in dire need of a generous dose of humour to

break the rigidity of our everyday life. We have become too serious and overly sensitive to the most trivial of issues. How can a simple Swatch watch be deemed a threat to Malaysia? It simply defies logic.

It is high time our politicians start sharing laughter instead of spewing bigotry and hatred through misinformation and disinformation. Interestingly, we have no shortage of comedians as talents amongst our misquoted politicians readily available for casting.

Unconventional Thinking

Indian advertising agencies are renowned for their ability to think outside the box. The "ZooZoos" campaign by Vodafone employed animated characters to convey complex messages, capturing attention and curiosity. This bold approach demonstrated the power of creativity in captivating audiences in unconventional ways.

The late Malaysian creative icon, Yasmin Ahmad, was a master of unconventional thinking. She could dissect complex messages into

THE MALKETEER STRIKES!

extraordinarily simple and internationally acclaimed commercials. She was a master storyteller who could melt the hearts of the most difficult of clients into accepting unconventional ideas.

Boldness in Creativity and Risk-Taking

India's advertising sphere is defined by its audacious creativity and willingness to take risks. The 'Make Love Not Scars' campaign challenging beauty norms showcased this fearlessness. Malaysian agencies can take inspiration from this boldness, pushing boundaries to create campaigns that challenge the status quo and redefine industry norms.

Amplifying Regional Diversity

India's linguistic and cultural diversity has led to advertising campaigns that cater to specific regional sensibilities. Malaysian agencies can certainly draw inspiration from this approach, tailoring campaigns to resonate with the unique characteristics of different states or communities within Malaysia.

Who knows such ad campaigns could ignite a renaissance in the Hadi led states for a change?

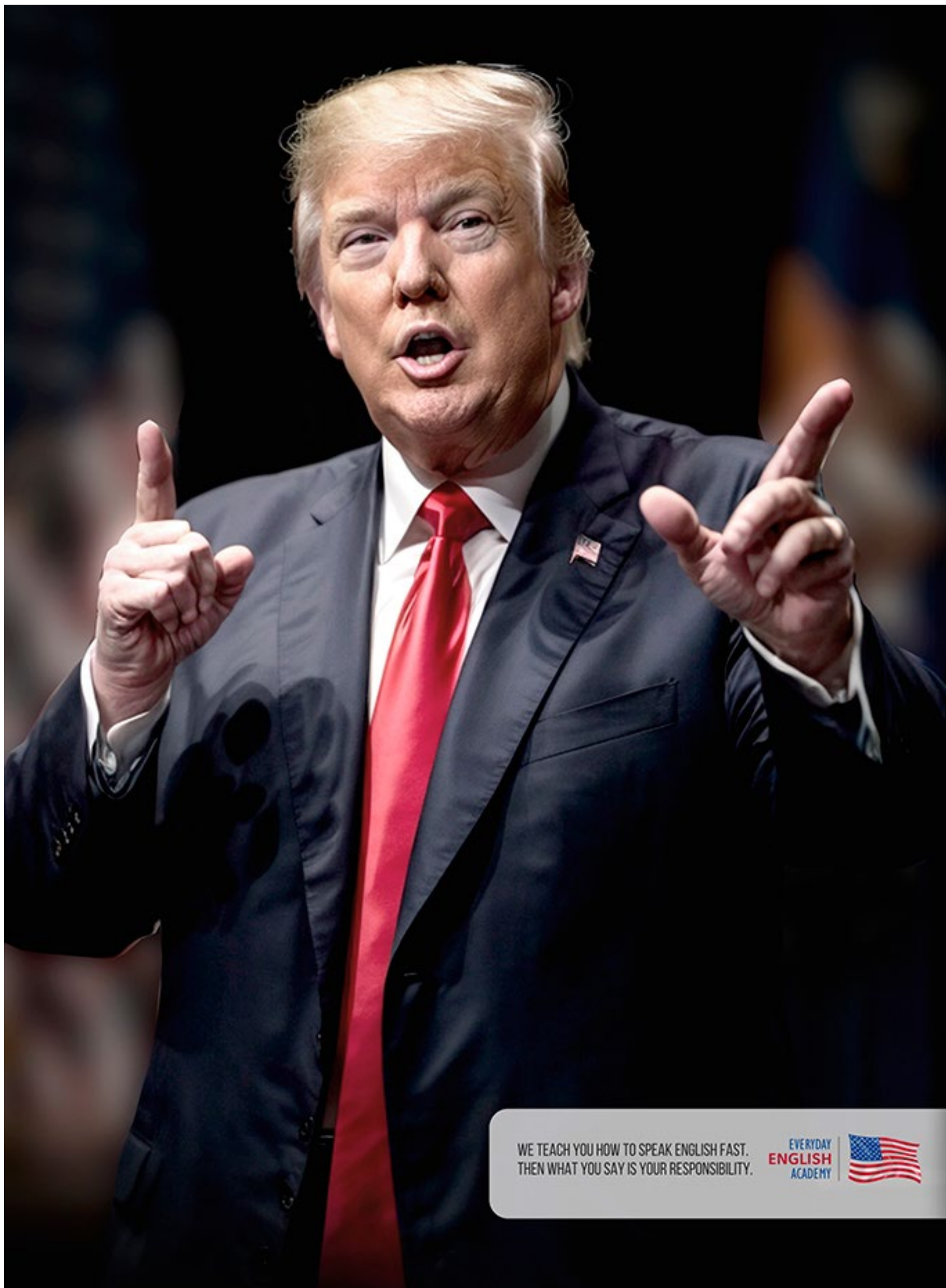
Crafting a Trailblazing Path

As Malaysian advertising agencies chart their course in the ever-evolving landscape, the vibrant canvas painted by Indian advertising agencies offers an inspiring roadmap. From universal storytelling to culturally nuanced narratives, from thought-provoking messaging to embracing humour, the lessons are clear.

By infusing campaigns with local flavours, embracing technology, and daring to be creatively audacious, Malaysian agencies have the tools to craft campaigns that resonate globally.

Just as neighbouring Thailand's ads have become synonymous with an uncanny sense of humour, Malaysian agencies have the potential to carve their own narrative in the global advertising arena by infusing their campaigns with the rich hues of Malaysian life and culture.

CREATIVE SHOWCASE



WE TEACH YOU HOW TO SPEAK ENGLISH FAST.
THEN WHAT YOU SAY IS YOUR RESPONSIBILITY.

EVERYDAY
ENGLISH
ACADEMY



Power of Creative Thinking

With Sonal Dabral

20th Sept 2023

8.30am - 6.30pm

Eastin Hotel



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001327966

FOR ENQUIRIES:

CONTACT

Ruby

+603-7726 2588

ruby@adoimagazine.com