

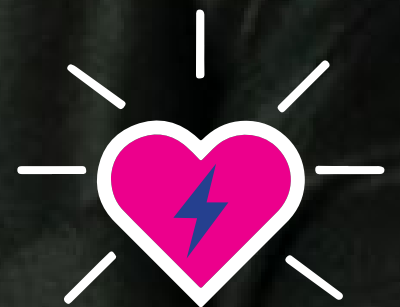
MAR~~→~~MARKETING

ISSUE #384 SEPT 2023

WEEKENDERTM



MarTech's Love-Hate
with Media and Marketing



MALAYSIAN MEDIA CONFERENCE 2023

September 13

SPOTLIGHTING THE FINEST

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Playing with Technology



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I travelled to KK one and a half times



Young people are not replacements. They're reinforcements



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Personalisation - Promises and Potential.





“I haven’t committed a crime; what I did was fail to comply with the law.”

David Dinkins, the 106th mayor of New York City

“People may forget what you said. Some may recall what you did. But they are unlikely to forget how you made them Feel.”

Maya Angelou



“The problem with selling minutes is there is only one minute in a minute.”

Telco titan in movie BlackBerry

“A bunch of money grubbing’ greenhouse gassing, seal clubbing, oil drilling, Bible thumping, missile firing, right to life-ing, lethal injecting hypocrites, whose idea of a good time is strapping a dead panda to a pick-up truck and running through a gay parade.”

Comedian Richard Jeni, on the right-wing in the US.



I Travelled To KK One And A Half Times



The first time was when my MH2646 flight took off from KLIA at 11.35am for a well deserved (people tell me) weekend break in the Land below the Wind.

One cup of coffee, half an in-flight meal and midway through the movie *BlackBerry*, the pilot announces we have a technical problem and we must return to KLIA.

I noticed that after the return-to-base announcement, not one passenger panicked and the pilot swerved back to KLIA as if he had done it a million times.

This has never happened to me before, unlike my good friend Harrienath Pillay of the London Speaker Bureau who has a gravitational gift to attract bad weather and turbulence on any flight or airport in the world.

EDITOR'S NOTE

... And quite a few foreign tourists looking forward to celebrate Malaysia Day on the island of Borneo...

Harry is also a disaster on the ground.

We stayed at the Kimpton Hotel in Washington DC once, and had gone for a meeting at Hillary Clinton's office.

When we returned there was pandemonium at the hotel as Harry had hung his coat on a fire sprinkler before leaving, and it rained the whole floor.

The rest of the story was the talk of the hotel guests invited for that evening's Cocktail Hour hosted by the Manager.

Harry missed the party, I don't know if he was invited, but I attended and delighted everyone in spinning the story about Harry's experiments with gravity.

Flight changes or delays actually allow us to mingle with passengers concerned as we are all sharing the same wings....

I met an expedition team going up Mt Kinabalu; a father who came from Rompin going to KK for the first time to visit his daughter and grandchildren.

And quite a few foreign tourists looking forward to celebrate Malaysia Day on the island of Borneo.

Back to my second flight to KK in one day, they've just announced the final call....

As I rush this Editor's Note, I am scheduled to fly to KK at 3.30pm now on a different plane. I don't know what to expect, but since I had Fish earlier, I will go for the Chicken this time.

And guess what? Our official photographer, Mr McCain is on the same flight, apparently going for the weekend to cover a wedding there.

Not known to many of you, McCain is an accomplished wedding photographer.

And his famous prompt before shooting group shots is "Stomach in, Chin down."

We never age.



giggle



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BY THE HAMMER

September 13 is not just International Chocolate Day. This September 13, about 170 delegates huddled at the Sime Darby Convention Centre for the annual Malaysian Media Conference (MMC), as the event entered its 16th year.

**A day of
madness,
laughter,
and a little
technology.**

*28 Speakers, 3 Panel Discussions,
3 Spotlight Sessions plus a full on
parliamentary-style debate!*

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**MALAYSIAN MEDIA
CONFERENCE**

September 13, 2023
Sime Darby Convention Centre, Kuala Lumpur



The Debaters

The theme MarTech's Love-Hate with Media and Marketing tackled the world of MarTech and tickled the imagination of delegates for its balanced perspectives and exploration of AI, IoT and more...

MMC is when industry players gather once a year to revisit pain points, trajectory thinking, tech tools, and everything in between.

As automation and math collide, we are in an era of



Keynote Speaker Ranganathan Somanathan

COVER STORY

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 openly debated this dilemma in an honest and though provoking way.

Opening Keynote Speaker Ranganathan Somanathan, Co-Founder & Curator of RSquared Global Ventures laid the

roadmap for the discussion as he dissected with pros and cons the theme “MarTech’s Love-Hate with Media and Marketing” to set the tone for the day.

Spotlight Sessions

Next came the popular 20-mins power Q&A sessions with 3 marketing leaders, all winners of the Malaysian CMO Awards, spotlighting them front and centre with direct questions from **MARKETING** magazine. Random questions were posed



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*Linda Hassan in
the spotlight*

to the speakers who answered in a rapid-fire format. Delegates kept their note pads ready, as these quick exchanges were both fleeting and fascinating.

Spotlight Speaker 1, Datuk Lai Shu Wei - Chief Marketing & Sales Officer of Sime Darby Property, took on some bid questions with his trademark charm delighting the audience with personal take on...

- Do you think customer service and marketing requires the same attention?



*Chan May Ling,
on the making of a
SuperBrand.*



VK SAILENDRA

Founder & Managing Director
Visual Retail

NEAL PRAVIN JOSEPH

Associate Director of Strategy
Mindshare Group Malaysia

VICTORIA CHU

Head of Client Engagement
VMLY&R

CHAYENNE TAN

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



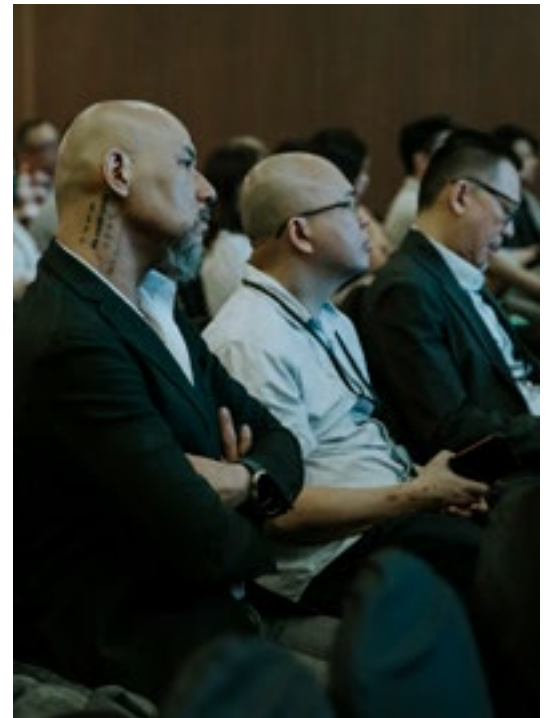
- How has the home buying journey been since you join Sime Darby Property?
- How are you deploying Martech in your challenges?
- Having works across many categories, what is the biggest marketing challenge you've faced?
- Can you tell us about your real-time customer journey tracking system?

Spotlight Speaker 2,
Linda Hassan - Group CMO,
Malaysian, Singapore &
Cambodia for Domino's, always

the crowd favourite, addressed the role of MarTech and how it affected her business directly...

- How do you track and measure customer experience across various media channels?
- Top marketing skill you look for in a team member?
- What do you expect from the brand and data team in leveraging MarTech?
- What is your most successful brand+data collaboration that produced best results
- What is your favourite way to de-stress after a long day?

COVER STORY



And finally, Spotlight Speaker 3 Chan May Ling - Head of Brand & Marketing Services at CelcomDigi, was put on the spot (in the blinding light) for 20 minutes....

At the end of last year, Axiata Group Berhad and Digi.com Berhad completed the merger of Celcom and Digi. The two telcos not only form the single largest mobile telco in the country but also the largest local-

listed technology company on Bursa Malaysia.

Before joining CelcomDigi, May Ling spent more than two years as CMO of KFC Malaysia. Her challenge at CelcomDigi is to help build the first telco superbrand in Malaysia...

- With two brands in one basket, how do you work with your respective agencies moving forward?
- What strategies are used to

COVER STORY



retain and engage customers during the brand fusion process?

- What marketing possibilities do you see as the No.1 telco now?
- What strengths do each brand bring to the table, or you think of all the strengths as one.

Everything, Anything, Nothing.

The morning panel discussion was titled: Thinking Out Loud-

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Everything, Anything, Nothing. PREAMBLE: 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. We triangulated a marketer, media person and creative/client management 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...

Starring: Neal Pravin Joseph (Mindshare Group), Victoria Chu (VMLY&R) and Chayenne Tan (Standard Chartered Bank). Moderated by the charismatic VK Sailendra, Founder of Visual Retale.

Over the later part of lunch, delegates were treated to a special screening of winning

campaigns from Cannes Lions, AdFest and some old footage of timeless creative gems.

The AI Solution

Lunch, Weldon Fung, Area Director for SEA at Meltwater hit the stage for an inspiring session on "The AI Solution to Marketing & Communication Plot Challenges."

PREAMBLE: From Skynet to Her; AI has been popularised as

COVER STORY



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 it 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 writer's block, to analysing your creative output to even helping you co-create your creative output, AI is on its way to help.

Power of Generative AI

Then came the turn for Netcore to flesh out the topic:

How to Harness the Power of Generative AI in MarTech... some of the key takeaways...

- Generative AI delivers customer delight at much higher levels through hyper personalisation
- Gen AI helps brands and marketers Ideate (create content, campaigns, journeys, segments, etc.) and Accelerate (high efficiency and much faster experimentations at scale).
- To ensure that generative AI doesn't breed complacency or over-dependence, it should be strategically harnessed to enhance communication, ideation and cognitive

COVER STORY



functions. Humans may still need to work with Generative AI to make it more organised get the best outputs.

The lineup was moderated by Triton Dsouza - Senior VP, SEA Netcore Cloud and featured panelists Salihah Noh - Head of Digital at Boost; Azeem Abu Bakar - MD of FMT News; and Benny Chee - Co Founder & CEO of Mulaaa.

Power of Content

And finally, Audience2Media discussed the topic of The Power of Content Made Meaningfully.

PREAMBLE: In an era where technology has reshaped the landscape of media and advertising, the quest for meaningful content has

taken centre stage. This panel presented a curated discussion encapsulating the dynamic interplay between technological advancements, ethical considerations, and the pursuit of authentic engagement in today's media ecosystem.

Moderated by Audience2Media's Brand Solutions Director Gurmeet Gill with panelists Tony Laskar, CEO of BCMA; Melwinder Gill, VP Asia of Audience2Media; Saiful Ameen Harun, Lead, Digital Strategy & Performance for TNB; Liana Jasmin, Head, Corporate Branding & Marketing at KWSP; and Ken Yap, General Manager of iMoney.

MarTech – Boon or Bane

The highlight of the day was

COVER STORY

an hour-long 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.

TEAM BOON

(in the affirmative):

Stanley Clement

- CEO of MBCS.

Eileen Ooi - CEO, OMG.

Darren Yuen

- CEO, Initiative Malaysia.

TEAM BANE

(in the negative):

Kshitij Pradeep

- Head of Digital Strategy,
Publicis Malaysia.

Chen Shi Yen

- Strategy Director, Mindshare
Group Malaysia.

Arqam Tabani

- Strategy Director, Mindshare
Group Malaysia

MODERATOR: The Hammer

To say that this session was exciting is an understatement. Electrifying is the word. Sparks flew, there was much power play, sudden jumping into the fray, microphone grabbing and there was even a hammer in between.

After all the fun and fury, Team Boon edge out Team Bane in the final count by micro-points. Best Speaker went to Eileen Ooi, and close runners-up were Stanley Clement and Arqam Tabani.

A special Thank You to our sponsors, supporters and friends, notably Audience2Media, Meltwater, Netcore, Zoomer Media, Visual Retail and RUP.



MMC 2023 Pictures



MMC 2023 Website

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CMO QUOTES



“To de-stress, I like to drive fast. I still have my Mazda RX8, dressed in Yakuza stickers.”

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

.....



“I see many of you are lying. Of course, you use AI in some way or another in your work.”

Weldon Fung - Area Director SEA, Meltwater.

.....



“After a long day, I chill on truncated 10-12 minute versions of movies I haven't watched.”

Gurmeet Gill - Brand Solutions Director, Audience2Media.



“At SDP, from viewing the home to getting the loan approval, and everything along that ecosystem, can be done online.”

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

.....



“You can be in Singapore, yet manage and deliver to expectations for a client in South Africa, being in a geographical location is not a box to tick.”

Ranganathan Somanathan - Co-Founder & Curator, RSquared Global Ventures.

CMO QUOTES



“On a proposal to a client, one by our contractor with over 20 years of experience, and another one done using ChatGPT by a recent inhouse hire, and.... the client picked the AI version!”

Azeem Abu Bakar - Managing Director, FMT News.

.....



“I have things in my life that gives me balance, like my collection of computer games, that go back to Atari days.”

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

.....

“Even ChatGPT doesn’t just churn out stuff; it depends very much on how specific you are in your prompts.”

Eileen Ooi - CEO, Omnicom Media Group Malaysia.



“MarTech need not run your business, but it can certainly boost it along with your life; there’s no escaping it.”

Triton Dsouza - Senior VP, SEA Netcore Cloud.

.....



“We’ve policies in place, in that agencies and media owners are entitled to what they are entitled to.”

Chayenne Tan- Head of Marketing, Consumer & Private Banking, Standard Chartered Bank Malaysia.



Young people are not replacements. They're reinforcements



Logan's Run, 1976

In the 1976 movie *Logan's Run*, nobody lives past age 30.

At 30, each person is sent for 'rebirth'. When the crystal on your left hand, implanted during birth, starts blinking, you know your time is almost up.

Keeping the population young conserves precious resources, and increases society's overall happiness and well-being.

In ad-land, agency executives like to boast that everybody in their creative department are '30 and below'.

Management proudly tell clients they have young creatives

BORDERLESS

(people with less than 5 years of experience) working on multi-million Ringgit accounts.

The mantra being “We need to empower millennials and not be afraid to fail.”

Undervalued and underappreciated, enterprising seniors have set up their own shops. Or joined the client side or leave the industry to do something else altogether.

This week, Campaign UK published an article titled ‘The upward talent drain: Pressure on juniors as ‘gurus’ depart’.

An article that should have come out 10 years ago

Nobody will deny that the juniorisation of agencies has irrevocably changed the landscape.

Just look at Campaign Brief Asia’s recent annual agency rankings.

Besides the usual MNCs, there are lots of small independent shops.

You’ve probably never heard of them. They weren’t in the list the year before.

If the trend persists, next year there’ll be newer shops in the list.

Not surprisingly, inhouse-client studios have also overtaken established agencies.

Granted, being young biologically doesn’t necessarily mean one is creatively immature.

Then again, nobody really grows up in advertising. We either grow old or grow tired.

Lest I get cancelled, this isn’t an article about putting down young people.

Nor is it about elevating one generation over another.

Rather, it’s about recognizing and building on each other’s strengths.

It’s about acknowledging that nobody has a monopoly over ideas.

{Although, being senior- one tends to have a monopoly over experience}.

Living in multicultural Malaysia should at least make us realise one thing:

We are better together. We are stronger together.

The motto on our coat of arms isn’t there by accident.

Bersekutu Bertambah Mutu. Unity is Strength.

When we let the media department go in the 90s, we lost a crucial component of the marketing mix.

We also lost market intelligence and our biggest



source of income- and conveniently forgot about all the amazing ideas developed while shooting the breeze with media people.

In my experience, some of the best media folks can also sell in great ideas, and make great ideas happen.

Today, media agencies with in-house creative depts are growing faster than 'traditional' agencies.

In China, clients are even setting up in-house media departments to complement their in-house creative studios.

How long before Malaysian clients follow suit?

Juniors and seniors.

Media and creative.

Malay, Chinese, Indian, Eurasian, Peranakan and everybody else.

Orang Semenanjung and Orang Sabah and Orang Sarawak Better together. Stronger together.

They say it takes a village to raise a child.

Likewise, it takes all generations to make a brand.

You don't need a glowing crystal to tell you that.

Edward Ong is the Founder and Creative Director of Borderless. Besides mentoring young people, he also develops ideas with and alongside clients' in-house studios.



THE
MALKETEER
STRIKES!



Personalisation - Promises and Potential.

THE MARKETEER STRIKES!

... Indeed, the magic of personalisation lies in its ability to create one-on-one connections that captivate, convert, and inspire...

Just like the rich diversity of cultures in Malaysia, personalised marketing isn't just a strategy - it's a testament to the profound understanding that every consumer is unique.

It's about transcending the one-size-fits-all approach and crafting experiences that resonate deeply. Indeed, the magic of personalisation lies in its ability to create one-on-one connections that captivate, convert, and inspire.

As we commemorate and celebrate on the formation of the Federation of Malaysia on 16 September 1963, let us delve into some of the lessons we can reflect upon.

The Benefits of Personalised Marketing: Beyond the Transaction

Resonance: Just as Malaysia's diverse society finds unity in its harmony, personalised content resonates with consumers on a personal level, creating a sense of familiarity and rapport. This resonance elevates brands from being mere vendors to trusted companions on the consumer's journey.

Engagement: Just as the vibrant street markets in Malaysia captivate your senses, personalised content garners attention and engagement. When a brand tailors its message to an individual's needs, it triggers genuine interest and a willingness to interact.

Conversion: Similar to how Malaysian street food stalls customise dishes to individual tastes, relevant recommendations and tailored offers result in higher conversion rates. Consumers are more likely to purchase when they feel the brand understands their personal desires.

THE MALKETEER STRIKES!

Retention: The warmth of Malaysian hospitality translates to personalised experiences that breed loyalty. When consumers feel valued and catered to, they're more likely to remain loyal to a brand over time.

Challenges and Considerations:
Balancing Personalisation

While the potential of personalised marketing is vast, there are challenges that demand attention:

Privacy Concerns: Just as Malaysia values its cultural diversity, striking the balance between personalisation and consumer privacy is paramount. Brands must ensure that data collection and usage are transparent and ethical.

Overwhelming Content: Just as the bustling city life can overwhelm, personalisation gone awry can lead to content overload. Bombarding consumers with too much personalised content can be overwhelming and counterproductive.

Data Accuracy: Just as accuracy matters in every cultural context, the accuracy of data is crucial in personalisation. Mistakes in personalisation can lead to consumer frustration and erode trust.

Data Collection and Analysis: Similar to the harmony in Malaysia's fusion cuisine, invest in robust data collection methods to gather information about consumer preferences, behaviours, and purchase history. Utilise analytics tools to gain insights into trends and patterns.

Segmentation: Just as Malaysia's diverse population is divided into meaningful ethnic groups, divide your audience into segments based on demographics, behaviours, interests, and preferences. This segmentation forms the foundation for crafting personalised content.

Dynamic Content: Reflecting Malaysia's dynamic cultural tapestry, implement dynamic content that adjusts based on user behaviour. This could

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be personalised product recommendations or tailored messages.

Location-Based Offers: Similar to Malaysia's regional specialties, use geolocation data to provide location-specific offers and promotions. For instance, offering discounts on a product available at a nearby store.

Predictive Analytics: Just as Malaysia's diverse festivals are anticipated and celebrated, leverage predictive analytics to forecast consumer behaviour and anticipate their needs. This enables brands to be proactive in their personalisation efforts.

Feedback Loops: Embrace the spirit of dialogue found in Malaysia's cultural exchange by encouraging feedback from consumers about their experiences with personalised content. This helps in refining personalisation strategies over time.

Experimentation: Similar to the

exploration of various Malaysian dishes, continuously test and refine your personalisation strategies. What works for one audience might not work for another, so be open to adaptation.

In a world where consumers are inundated with content, personalisation stands as a beacon of relevance. It's an investment in the power of understanding – an acknowledgment that every consumer is unique and deserving of an experience tailored to their individuality.

Unity Government Harnessing the Brilliance of Personalisation

The power of personalisation holds tremendous potential for the Unity Government led by Prime Minister Anwar Ibrahim. Just as the art of crafting one-on-one connections captivates consumers in the digital realm, so too can it win the hearts and minds of the various communities that make up Malaysia's rich cultural tapestry.

Happy 60th Malaysia Day!

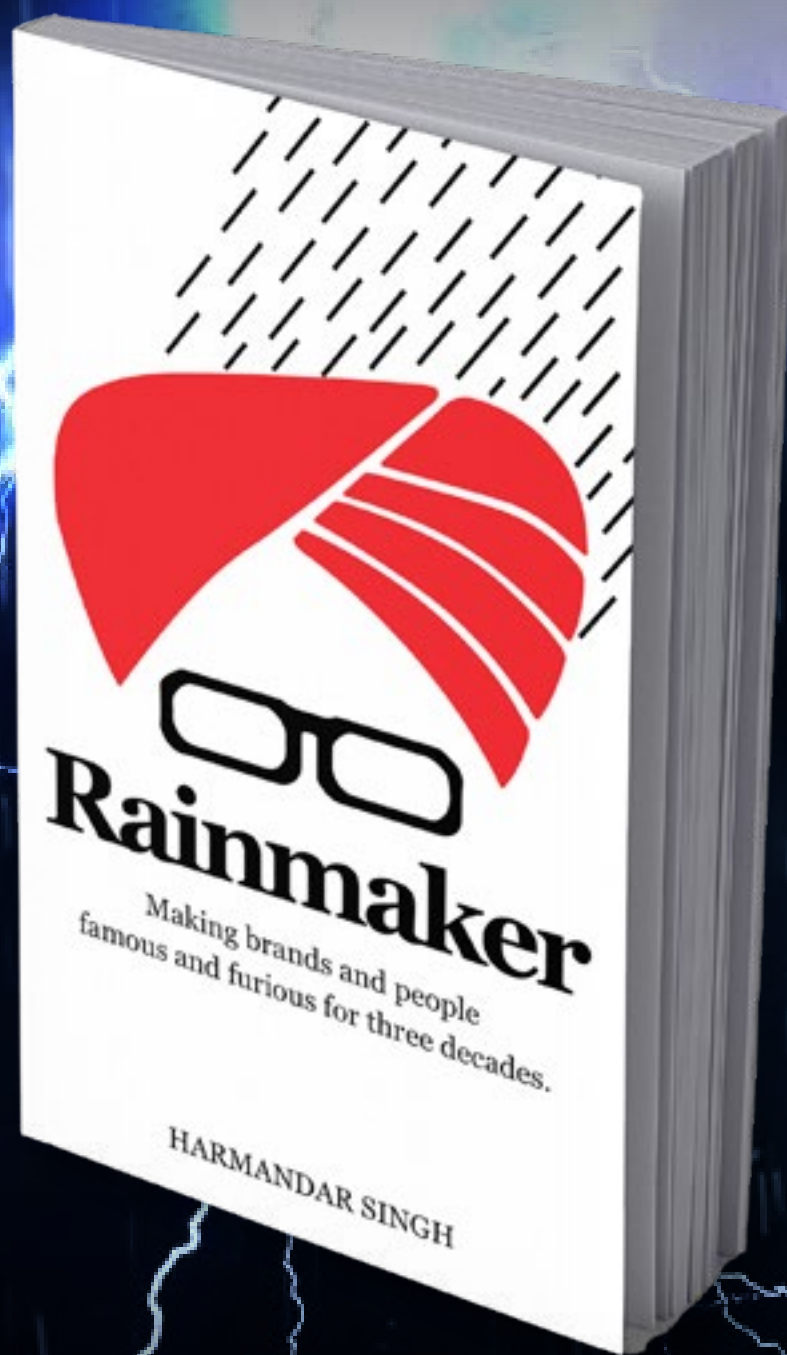


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