

MARKETING

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WEEKENDER™

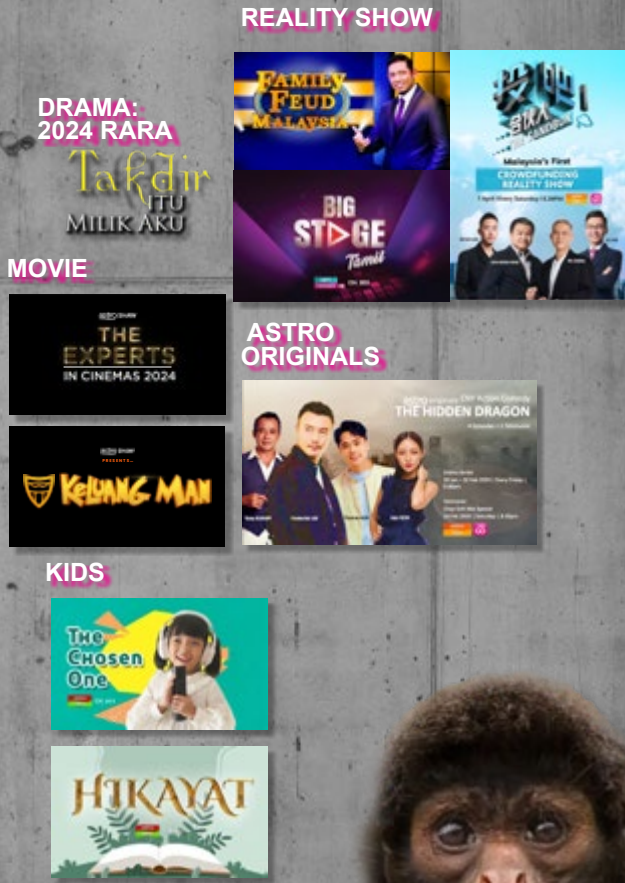


ASTRO PRESENTS

THE HARDEST SINGING SHOW, KELUANG MAN,
TAKDIR ITU MILIK AKU, THE HIDDEN DRAGON,
FAMILY FEUD MALAYSIA, PROJECT: EXIT, THE EXPERTS,
THE CHOSEN ONE, CGM CONCERT, THE SANDBOX S3,
BIG STAGE TAMIL AND MANY MORE!

COVER STORY

07



Astro Universe 2024 Upfront
 – fame magnet for brands

EDITOR'S NOTE

04



LONGEST MAGAZINE IN THE WORLD HAS BEEN RELEASED.

17



THE FOX, THE MONKEY, THE RABBIT AND THE ADMAN.

20



BUILDING BRIDGES, FOSTERING UNITY: THE TRIUMPHS AND TRIALS OF CROSS-CULTURAL MARKETING IN MALAYSIA



“We have two lives. The second begin when you realise you only have one”

Confucius

“I will never stop striving for the realisation of democracy, freedom and equality.”

Iranian activist Narges Mohammadi is the recipient of the 2023 Nobel Peace Prize for her fight against the oppression of women.

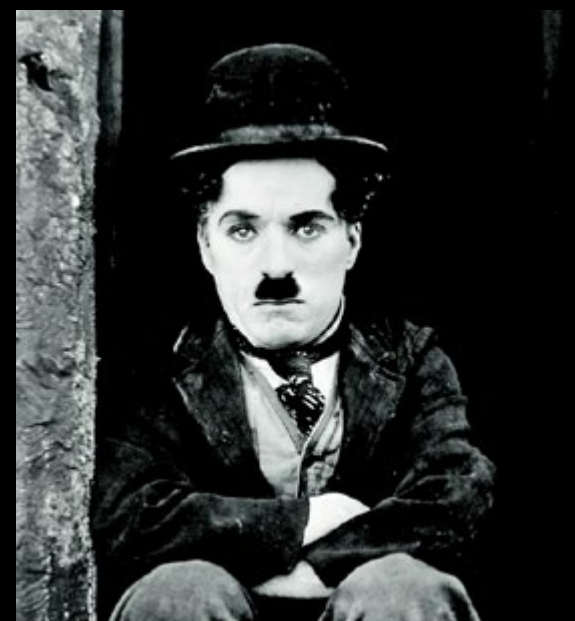


“We do not despise the sport but to allow women athletes to participate in such a manner is inappropriate.”

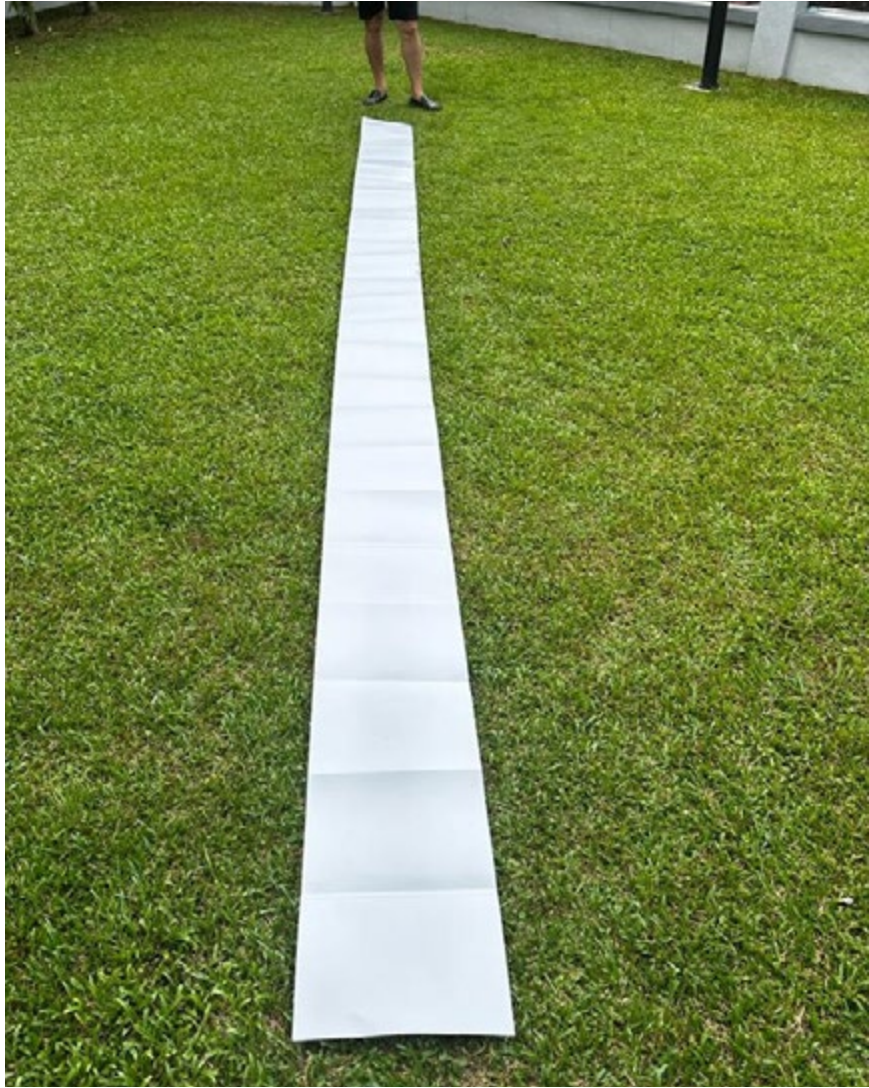
PAS state executive councillor for Youth, Sports, and NGO Development Hishamuddin Abdul Karim cited the state’s guidelines on the attire of Muslim athletes, in barring Terengganu’s women gymnasts from Sukan Malaysia (Sukma).

“I like to walk in the rain, because no one can see my tears.”

Charlie Chaplin



EDITOR'S NOTE



*This is how the magazine looks spread out -
a new world record.*

LONGEST MAGAZINE IN THE WORLD HAS BEEN RELEASED.

Ever read a magazine that looked like this before? Don't worry, neither have I.

With a little arm lifting, you might just become a little part of publishing history without knowing it.

You can also make it into a Tent Card and park it on your table for casual reading, or bragging rights.

How did all this come about?

We found out that the longest open-size magazine published in the world was

EDITOR'S NOTE

LOUPE - a photography magazine published by Art & Science Collaborations, Inc. The magazine unfolds to almost 16 feet when fully opened.

And as of September 2021, the longest magazine in the world when pulled open is "Baoji Beiyong" published by China North Industries Group Corporation Limited. It measures almost 20 feet inches when fully opened. (Source: Chat GPT)

So the idea struck to do a longest Kopi Tarik in a magazine....23.4 feet to be exact.

Wonda was game, as they had done another amazing feat with us previously.... the world's first personalised cover delivered to 3,000 MARKETING magazine readers with their face on the cover. Each issue was the only one in the world. And the intro paragraphs had a little story referencing them. There was no ChatGPT then!

This record-breaking issue of the longest Kopi Tarik was a technical accomplishment and even my Art Director (aka Chemical Ali) put all his years of experience to the test.

While Wonda is clearly a leading coffee brand in the

Malaysian market, it has been a competitive distractor and disruptor in this space by constantly innovating itself in the Ready-to-Drink (RTD) market.

This edition is a tribute to their dare and audacity to rock the market, going from zero to a highly respectable market share position.



A stylized, handwritten signature in black ink, which appears to be 'Wonda'.

Agency - Ampersand Advisory,
Printing - Cetakrapi, Distribution -
Pos Malaysia.

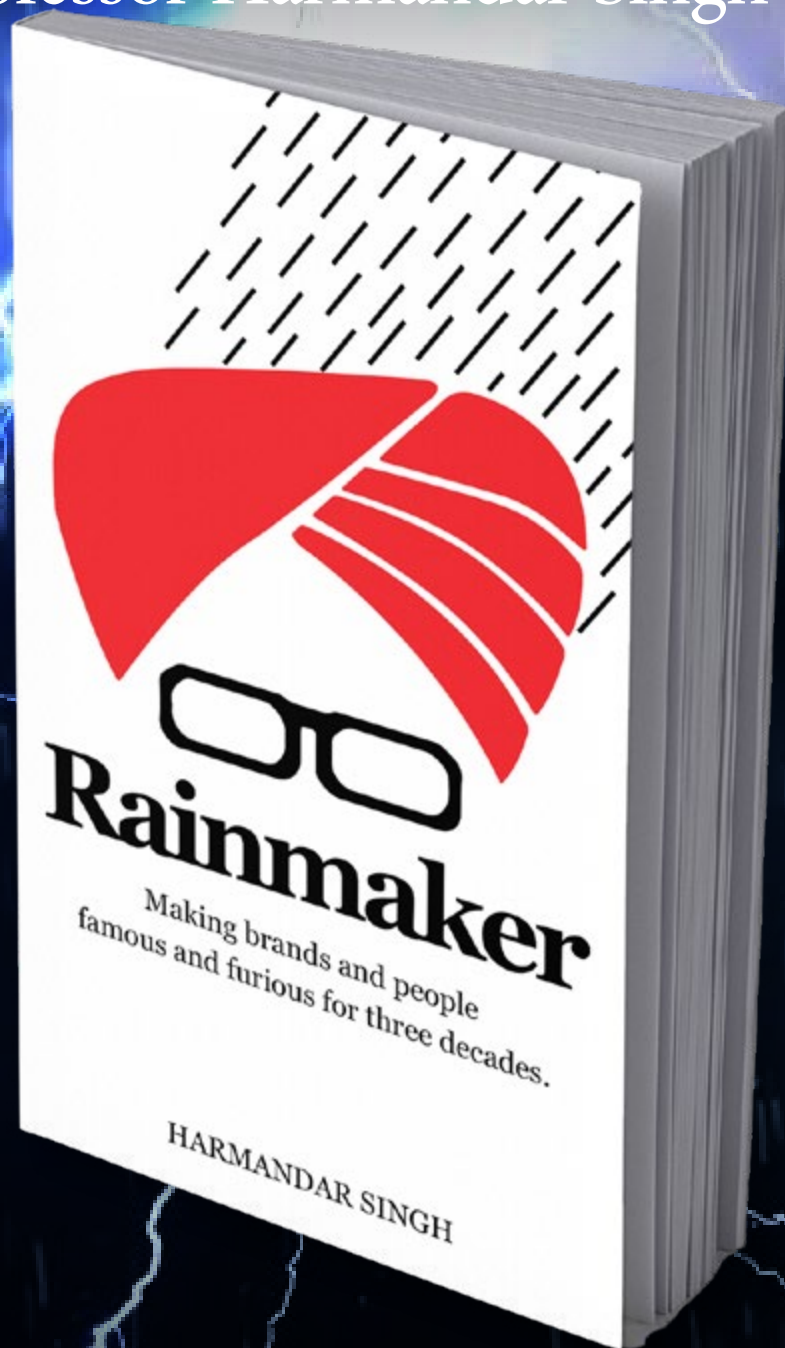
SIGN UP NOW!



MASTERCLASS FOR WRITERS

W O R K S H O P

With Professor Harmandar Singh aka Ham



25th Oct 2023 | 8.15am - 6.00pm | Eastin Hotel



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001335252

REALITY SHOW

DRAMA:
2024 RARA

Takdir
ITU
MILIK AKU



MOVIE



ASTRO ORIGINALS



KIDS



Astro
Universe
2024
Upfront
– fame
magnet for
brands



COVER STORY

Are you ready for 2024?

September 20 was a long day for me. After managing a creative workshop by Sonal Dabral at the Eastin Hotel, I was off to the Astro Universe 2024 Upfront event, nestled within the opulent confines of the One World Hotel. To be completely upfront (pun intended), it was a huge gathering and I met quite a few movers and shakers. Amidst this star-studded soirée, the ever charming hosts, Kenny Ong and Jeyapuvan Somasundram, welcomed us into a realm that felt straight out of an Astro Originals production.

Of course, the amazing Raja Jastina was in her element and during my brief but engaging tête-à-tête with Agnes Rozario, we dissected the very essence of our industry, exploring its triumphs and tribulations.

I also found a new friend among the crowd. A gentleman by the name of A. Joseph who runs his own tax firm for SMEs in Brickfields. Joseph looks like Einstein, his hairdo certainly does, and we started talking



about the economy. Long story short, he told me that the planetary cycles have defined September is the turning point for many global events. An astrologer told him that.

The fact that an astrologer's prediction was the precursor to my Astro experience for the evening was nothing short of uncanny. Unlike most Upfront events, where the future is "now" and long "game changing" speeches, Astro trooped out their finest actors and celebrities onto the stage and let them carry the narrative featuring their 2024's key content IPs.

COVER STORY



Sheila (Mindshare), Agnes (Astro), Ham and Navin (MAA). The only upfront in this picture is my tummy.

Astro is Malaysia's biggest content creator, achieving both big and small screen successes. Astro currently invests 32-35% of TV revenue in content with 77% of viewing share driven by local content.

In a style reminiscent of the nation's #1 entertainment show MeleTOP, this year's Upfront soirée was brilliantly helmed by none other than the comedic virtuosos, Nabil Ahmad and Douglas Lim. Amidst their banter, where they unabashedly poked fun at their own egos and achievements, they introduced a star-studded lineup, featuring nearly 20 celebrities and

entertainment luminaries such as the masterminds behind the most talked-about Projek: High Council, Anwari Ashraf and Zulaikha Zakaria; winners from top singing reality shows across 3 key languages: Ara Johari, Arulini, JJ Zheng 郑综宪, Putera and Suki; and many more! Astro unveiled a treasure trove of new content IPs set to make waves in 2024 and showcased the infinite possibilities for brand integrations.

**WORLD-CLASS CONTENT,
ONE ECOSYSTEM, INFINITE
POSSIBILITIES**

All the Upfront action

COVER STORY



on the stage was brilliantly choreographed into a 100-min show, where content leaders illuminated how local content deeply connects with Malaysians on both big and small screens.

The programming announcements were augmented with video reels and appearances by network stars. For the uninitiated, an Upfront is a gathering at the start of

advertising sales periods attended by advertisers and the media. Its main purpose is to offer marketers the opportunity to secure commercial airtime well in advance at special rates and/or enjoy some additional sweet treats. In this case, marketers can commit by 31 October 2023 to enjoy **Special Bonuses** all year-long across the TV, Radio, Digital and Talents ecosystem.

COVER STORY



For marketers, it is an opportunity to stay ahead of the curve, explore new ways to reach their target audiences, and build stronger, more effective campaigns by keeping an eye on these trends.

It was an evening of storytelling, where we delved into the universe of Astro's world-class content ecosystem where Malaysians are connected across six distinctive touchpoints – Listen, Watch, Read, Influence, Experience and Shop. What I enjoyed most was how the emcees toyed with the audience, flirting with possible “brand associations” for the content presented. Hence, a Caring client or a Guardian marketer, etc.

Now, back to the shows....

NEW REALITY SHOW ALERT! THE HARDEST SINGING SHOW

From the creators of Malaysia's #1 show *Gegar Vaganza & Big Stage* comes a new groundbreaking musical where Malaysian vocal titans take on the ultimate challenge in the 'World's Toughest Singing Competition' for a chance to represent Malaysia in Europe.

It's not just about singing; it's about singing under challenging gimmicks while maintaining their vocal prowess.

ADVERTISER FIT: Brands wanting mass appeal, youth and high engagement power.

ASTRO DRAMAVERSE PROJECT: EXIT

Astro continues the legendary run of the Project original series inspired by untold Malaysian stories with real-life characters, from *High Council* to the upcoming instalment, *Project: Exit*. Ika, the writer and co-director shared that the series aims to de-stigmatise mental health in society and provide representation for people with bipolar disorder on TV.

“In collaboration with NGOs, we will be conducting roadshows at universities and colleges to

COVER STORY

“We believe brands can play a significant role in this initiative.”

raise awareness about mental health. We believe brands can play a significant role in this initiative.”

ADVERTISER FIT: Brands keen on star power, youth cult status and sure runaway success. Reminder – Projek: High Council is the No. 1 On Demand Show ever on Astro, 1.9 billion views on TikTok and 4.2 million viewers on TV.

TIMA

This is not the double-peated Malaysian whiskey named after the quaint town of Taiping. TIMA stands for Takdir Itu Milik Aku (I own my destiny), and is slated to be the number 1 Megadrama in 2024, with stars like Emma Maembong and Ammar Baharin. Based on a best-selling novel by Siti Rosmizah, with sales exceeding 200,000 copies and 12 reprints in six years, this is a hot one!

Emma shares that the story about orphans and abuse is filled with suspense, touching on romance, betrayal, pain, humiliation and fate.

ADVERTISER FIT: Emotional brand bonding and strong empathy with life values.

ASTRO'S NEW BLOCKBUSTER: THE EXPERTS

Out in cinemas next year, THE EXPERTS is a roller-coaster adventure with the spoils of a crime thriller and action-packed juice. The gang's safecracker Aaron Aziz is the mastermind, Remy Ishak as the dancer, Mimi Lana in the role of femme fatale, and Ray Dapdap as the tech guy. They are all siblings on a mission to steal valuable treasures. The movie boasts of epic heists pulled off without weapons. There is going to be a big promotion for this movie, a tour to promote it on a grand scale, including a Gala night and special screenings for fans across Malaysia.

ADVERTISER FIT: Brands leveraging on star power, action film fandom and on-ground activation.

COVER STORY

KELUANG MAN

Another great IP coming up from Astro's World of Film for 2024...This live-action movie produced by Astro Shaw is directed and written by Anwari Ashraf of Polis Evo fame, based on an iconic animated series in the 90s, which will be transformed into a whole new cinematic experience. "Our audience has grown up since the 90s, so to relate with the core audience today, we have made the sentiments heavier and relatable for them," Anwari shares. This Keluang Man is a fictionalised Johor hero with a re-imagined super neon look. He says brands can look forward to working with him through...

Narrative integration, e.g. a Strepsils scene. If clients have their own brand ambassador, they can make a fun cameo inside the movie. There are many potential scenes for this. And..

1. Licensing - Use the characters to create your own exclusive product/ brand commercial.
2. Experiential events - tagging on with road tours or fan screenings or even Gala nights to showcase products.
3. Extended Content - you can even integrate your brand

in an exclusive short form animation made truly for the die hard fans. And even opt to create comic books!

ADVERTISER FIT: Brands wishing to ride on the beloved Malay superhero animation brought to life again with a modern twist, movie integrations, experiential on-ground activities, movie merchandise and more.

ASTRO SIGNATURE & FESTIVE SPECIALS: **FAMILY FEUD MALAYSIA**

Experience the most entertaining game show 'Family Feud Malaysia', which pits two families in a trivia competition based on survey responses from real people. One of the longest-running, highest rated and most-loved international gameshow, very suitable for families.

ADVERTISER FIT: Suitable to target families across different demographics.

CNY SPECIALS

Astro's latest Original drama series, "The Hidden Dragon" will premiere during CNY the Year of Dragon; it is a thrilling action comedy that blends high-stakes espionage with heartfelt family dynamics. This 4-episode

COVER STORY

drama series ending with a 90-min telemovie is a must watch, led by Malaysian Golden Awards Best Actor, Frederick Lee. Astro is also hosting its first-ever offline Feng Shui Seminar named Happy Lucky in the first weekend of December. This is an international collaboration that brings together 3 Fengshui masters: Mak Ling Ling from Hong Kong, Master Tang from Taiwan and Master Wei Xuan from Malaysia.

ADVERTISER FIT: Elevating your brand's presence during the CNY festive with diverse and captivated Chinese audiences.

WHY INVEST IN LOCAL CONTENT?

The value of local content in satisfying the diverse needs and preferences of audiences enables viewers to pivot into the era of streaming where they can pick and choose what and when they wish to view. Total streams of on-demand shows jumped 31% y-o-y to 389 mil in YTD July 2023.

Euan Smith, Group CEO of Astro says “Creating sparkling content, bringing stories that matter to all Malaysians, is what Astro has always been famous for. In 2023, we’re now

a streaming company at heart but our mission hasn’t really changed. We still aspire to be the No.1 Entertainment Destination for Malaysians and we do that through a bold content playbook that covers all the important genres, be that original series, movies, sports or kids. This next iteration of our content proposition is super-exciting and designed specifically to meet customer’s increasing demand for high quality local content on all screens.”

In 2022, Astro was the No.1 local film producer with a 50% market share, producing 4 out of the top 5 local films. Brands also benefited from major local activation to promote the movies which drew huge crowds. It doesn’t take a rocket scientist to figure out what sort of fame and following this can bring to brands.

AUDIENCE FIRST, EXPERIENCE LED, DATA SUPPORTED

Fueled by top-notch content, Astro’s audience-centric approach seamlessly bridges brands and consumers, whenever and wherever they are, how they watch, converging under one roof

COVER STORY

“Astro stands as the only Malaysian media offering certified accountability via unified reach across TV and OTT platforms.”

to deliver exceptional stories.

At its core, Astro’s innovative advancements are audience-focused, experience-led and data-driven. This amalgamation marks a seismic shift to data-driven, targeted television advertising, establishing Astro as SEA’s first addressable advertising solution provider at the cutting-edge of TV advertising.

Astro Addressable Advertising has achieved remarkable industry recognition within a year of its launch, receiving accolades both regionally and locally, including Asia-Pacific Broadcasting Award 2023, the winner of Innovation Award for Audience-Centric Multi-Platform Solutions and MDA d Awards 2023, as the

Gold winner for Best Ad Tech/Martech company.

To date, Astro Addressable Advertising has executed more than 190 campaigns with +42% more campaigns running this financial year compared to previous year. They also conducted 28 brand lift studies run across various industries – seeing an average brand consideration uplift of +18%pts.

Currently, Astro stands as the only Malaysian media offering certified accountability via unified reach across TV and OTT platforms. This groundbreaking initiative represents a game changer in the industry, with the ongoing technological advancement to Addressable Commercial Establishment (ACE) in the pipeline.

We are expanding addressable advertising beyond households to commercial outlets on TV in a single media ecosystem, setting a new benchmark for an audience-centric multi-platform solutions.

They are expanding addressable advertising beyond households to commercial outlets on TV in a single media ecosystem, setting a new benchmark for an audience-centric multi-platform solutions.

COVER STORY

PRODUCTION INVESTMENT VS AD BUY ONLY

Beyond the Upfront, I personally feel too few marketers are fluent in seeing the potential of production collaborations, even though this is the mainstay in most markets. I have written about this before; perhaps marketers are more comfortable if their agencies (both media and creative) got

into the workings early. I was told Project: Exit and the coming offerings are at moodboard stage...

NOW is the time! Speak to the **AMS team** to curate the best solutions for your brand. Watch the 2024 content highlights showreel on **Quakecast**.

2024 Upfront Offer: Save and gain with our special offer, valid until 31 October 2023.





The fox, the monkey, the rabbit and the adman.



The mid-autumn festival is upon us once again.

During this time, it's our national obligation to eat mooncakes and for some, regurgitate stories about its origin.

As with most myths, there are many versions.

This one begins with the three immortals leaving heaven and visiting earth.

To test the hearts of living beings, they disguise themselves

BORDERLESS

as three old men looking for food.

They come across a fox, a monkey and a rabbit and ask them for something to eat.

All 3 animals are happy to oblige.

The fox catches a fish while the monkey finds some fruit.

Both lay their offerings before the old men.

The rabbit, however, comes back with nothing.

No hay, no grass, no fruit, not even a half-eaten carrot.

For a moment, everybody stops and looks at Thumper.

Not one to admit defeat, the rabbit asks the fox and monkey to gather some firewood.

Both animals scurry away and promptly return with a pile of wood.

The rabbit finds the driest sticks, rubs them together and starts a fire.

When the fire is in full force, the rabbit stands up, beats her chest and announces to the three immortals, "I have failed to find food. Therefore, I willingly offer myself to be eaten."

Before anybody could say anything, the rabbit jumps into the fire.

The three immortals were amazed, and deeply moved at the rabbit's sacrifice.

They watch as the rabbit burns to a crisp until only her bones were left.

One of the immortals breaks the silence, "I am so touched. To honor the rabbit, I will let her go to the Moon Palace, so that people can see her forever."

From here, we can draw several parallels to the ad world.

The three immortals are the clients.

The fox, the monkey and the rabbit are three different agencies.

Lesson 1: Clients don't always know how to tell you what they want.

All clients have interesting problems. They don't always know how to tell it in an interesting way.

The three immortals, being immortals, obviously don't need food.

Asking for food is simply a way to 'test the heart' of living beings.

The fox and monkey answered the brief.

The rabbit understood the

BORDERLESS

assignment and was rewarded.

Lesson 2: Agencies will work without checking client's background

Not all agencies but some. Especially small agencies hungry for business.

We don't know if the animals knew who exactly was asking for food.

They brought the best grub at the expense of not feeding their own families.

They also gathered sticks and rather unfortunately, assisted in a suicide.

All because three hungry old men appeared out of nowhere demanding to be fed.

Lesson 3: The family is always neglected

The rabbit literally worked herself to death.

After which, she was summarily resurrected and dispatched to the moon.

Rest assured Thumper is not running wild and free on the sea of tranquility but working harder than ever for her new master from Day 1 and for all eternity.

On a side note, the moon does not have a conducive atmosphere

for oxygen-breathing beings but I guess that's a minor detail.

Did the rabbit get a chance to bid farewell to her family? No.

Was the family informed of the rabbit's new address? Again, nope.

Is the family still waiting for food? Given Thumper's hunting/gathering skills- they're probably used to waiting.

After the forest incident, the three immortals packed up and left for wherever immortals go to.

They didn't touch the food brought by the fox and monkey.

Also, nobody seems to like the taste of roasted rabbit.

Wishing all agencies and clients a happy and prosperous mid-autumn festival. May your plates always be full, and may you find the time to enjoy them with family and friends.

Edward Ong has already eaten too many mooncakes. Writing about mooncakes is somehow strangely therapeutic. He is the Founder and Creative Director of Borderless, a consultancy that works with clients inhouse teams. Find him at IdeasAreBorderless.com



THE MARKETEER STRIKES!



BUILDING BRIDGES, FOSTERING UNITY: THE TRIUMPHS AND TRIALS OF CROSS-CULTURAL MARKETING IN MALAYSIA

THE MARKETEER STRIKES!

...Navigating this intricate landscape requires marketers to master the art of bridging divides and forging connections...

Malaysia, a nation celebrated for its rich diversity, presents a marketing frontier unlike any other. It's an extraordinary marketplace where the complexities of cross-cultural marketing pose both a daunting challenge and an inspiring canvas for innovation.

In a land where Malays, Chinese, Indians, and indigenous communities coexist harmoniously, brands must gracefully tread the path of multiculturalism. This is where diverse traditions entwine, and festivals from different cultures resonate with equal fervour.

The Allure of Multicultural Malaysia

Malaysia is a captivating symphony of diversity, a nation where cultures converge, and create a tapestry of traditions, languages, and customs.

Navigating this intricate landscape requires marketers to master the art of bridging divides and forging connections. Here, a treasure trove of opportunities coexists with a labyrinth of challenges.

The Challenges: Weaving Cross-Cultural Marketing Minefields

Walking a Tightrope: The challenges are as intricate as the cultures they represent. The first tightrope is avoiding stereotypes, a nuanced dance where advertisers must celebrate diversity without resorting to one-dimensional portrayals. To succeed here, brands must embrace the tapestry of experiences that make up Malaysia.

Navigating Sacred Ground: Religion permeates every aspect of Malaysian life. Any misstep in this realm can lead to repercussions. Marketers must approach religious sensibilities with utmost respect and reverence, ensuring that their campaigns do not inadvertently offend.

Language as a Unifying Thread: Malaysia is a

THE MALKETEER STRIKES!

multilingual nation, where Bahasa Malaysia, English, Mandarin, Tamil, and indigenous languages coexist. Precision in language choice is paramount, as a mistranslation can quickly transform a well-intentioned message into a cultural misstep.

The Sweet Spot: Striking the balance between inclusivity and specificity is the Holy Grail. Campaigns that speak to everyone while respecting cultural nuances have the potential to resonate deeply with Malaysians from all backgrounds.

Success Stories in Cross-Cultural Marketing

Petronas: Iconic Festive Commercials

The national oil company, Petronas, stands as a beacon in the Malaysian advertising landscape. Year after year, they deliver poignant, culturally sensitive, and award-winning advertisements during festive seasons. Their commercials transcend ethnic lines, portraying unity, and showcasing diverse traditions, rendering them

as annual favourites among Malaysians from all walks of life.

AirAsia: Soaring with Inclusivity

AirAsia, the Malaysian low-cost airline giant, has proven to be a master of inclusivity and earned its wings in cross-cultural marketing. Their campaigns embrace Malaysia's diversity with open arms. AirAsia's advertisements, featuring a medley of cultures and languages, exemplify unity in diversity. Their ability to bridge cultural divides has made them not just an airline but a symbol of unity, bringing Malaysians together through travel.

Nestlé Malaysia: Sustaining Cultural Relevance

Nestlé Malaysia is another fascinating brand. They've managed to infuse cultural relevance into their product lines without losing sight of their global image. From creating festive-themed packaging to developing region-specific flavours, Nestlé's brands like Maggi and Milo remain a beloved part of Malaysian life, adapting to local tastes while

THE MALKETEER STRIKES!

...Brands that genuinely connect with Malaysians from all walks of life, respecting their diverse backgrounds while forging a sense of unity...

preserving their essence. The brand's success is epitomised by the often-quoted menu punch line at the local mamak stall, *"Satu Maggi mee goreng super pedas dan satu gelas panjang Milo ais."*

Embracing Cross-Cultural Success

Research Beyond the Surface:

The cornerstone of successful cross-cultural marketing is in-depth research. Understanding cultural nuances, consulting cultural experts, and engaging diverse focus groups provide invaluable insights.

Diversity in Creativity:

Building diverse teams is paramount. A blend of talents from various backgrounds can germinate fresh perspectives, leading to inclusive and

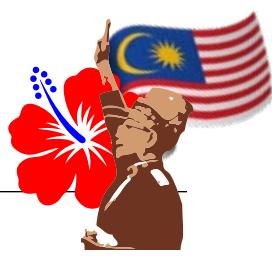
meaningful campaigns.

Adapt and Listen: In an ever-evolving multicultural landscape, adaptability and active listening are crucial. Brands that expeditiously respond to feedback and evolve with the changing cultural dynamics build formidable connections.

A Unifying Challenge

As the nation continues to evolve, so too must the marketing strategies that embrace its multicultural identity. Brands that genuinely connect with Malaysians from all walks of life, respecting their diverse backgrounds while forging a sense of unity, are the ones that leave an indelible mark on this captivating nation of endless possibilities.

In this game-changing environment, it's not just about selling products and services. It's about building bridges, fostering inclusivity, and celebrating the vibrant tapestry of cultures that defines Malaysia. It's about a place where diversity is not a challenge to overcome but more importantly, a remarkable asset to embrace.



TOP 10 MERDEKA TVCS 2023



CLIENT
TM TECHNOLOGY SERVICES SDN. BHD.
AGENCY
GREY MALAYSIA
PRODUCTION HOUSE
DIRECTORS THINK TANK

AIDENTITI™ KITA [BERSAMA MK (K-CLIQUE), SUKI LOW & BALAN KASH

CLIENT
MR.DIY
AGENCY
DEMOJO COMMUNICATION SDN BHD
PRODUCTION HOUSE
TEDDYTALK MEDIA



OLD MAN NEEDS HELP AT MIDVALLEY MEGAMALL



CLIENT
TM TECHNOLOGY SERVICES SDN. BHD.
AGENCY
GREY MALAYSIA
PRODUCTION HOUSE
DIRECTORS THINK TANK

ETIQA HARI KEBANGSAAN 2023 | POKOK OH POKOK

CLIENT
ELINA BASERI
AGENCY
BONSEY JADEN MALAYSIA
PRODUCTION HOUSE
HOT PICTURES SDN BHD

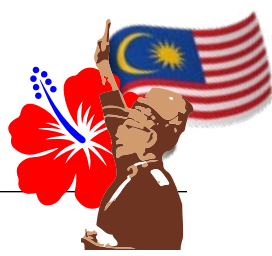


AIR SELANGOR HARI KEBANGSAAN 2023 | SAKSI



CLIENT
MITSUBISHI MOTORS MALAYSIA
AGENCY
COGENT IDEAS (SOUTH EAST ASIA) SDN BHD
PRODUCTION HOUSE
MASTERMIND GROUP SDN BHD

SINAR MERDEKA



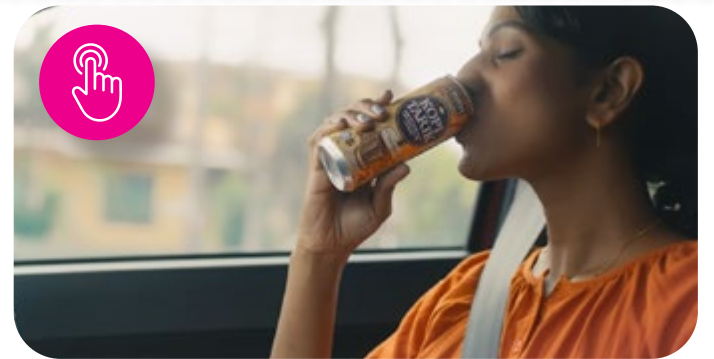
TOP 10 MERDEKA TVCS 2023



CLIENT/AGENCY
TAYLOR'S UNIVERSITY
PRODUCTION HOUSE
DENHOUSE PRODUCTIONS

CAMPUR2 | HARI KEBANGSAAN & HARI MALAYSIA 2023

CLIENT
WONDA
AGENCY
FCB SHOUT
PRODUCTION HOUSE
IMAGINEERS FILM



WONDA KOPI TARIK: THE ORIGINAL MALAYSIAN TASTE



CLIENT
DETTOL
AGENCY
KINGDOM DIGITAL
PRODUCTION HOUSE
IMAGINEERS FILM

A NEW LEGACY TO PROTECT

CLIENT
ZUS COFFEE
AGENCY
FISHERMEN INTEGRATED
PRODUCTION HOUSE
IMAGINEERS FILM



ZUS COFFEE ON TRIAL: BUATAN MALAYSIA?



CLIENT
KPJ HEALTHCARE BERHAD
AGENCY/ PRODUCTION HOUSE
FILM BY 5

HARAPAN BY KPJ



Malaysian
CMO
Awards
2023

N E X T S T O P : C E O

MARKETING RESULTS ARE NOW MEASURED AGAINST
BUSINESS OUTCOMES, COMPANY PERFORMANCE
AND LEADERSHIP METRICS.

WE HAVE STRENGTHENED OUR PROCESSES AND CRITERIA
TO ENCOMPASS THESE GROWTH VALUES.
FROM MARKETING ROI TO COMPANY ROI.

THIS IS OUR TRUE NORTH:
CMO TO CEO.

