

MARKETING

ISSUE #386 OCT 2023

WEEKENDER™



NEXT STOP: CEO

**Because CEOs
inspire CMOs
to greatness**

CMO
MALAYSIAN

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“Malaysia’s multiracial democracy must be defended. There is no need to be apologetic about attempting to uphold both needs-based empowerment and the bumiputera agenda.”

Nik Nazmi Nik Ahmad

“MYAirlines Sdn Bhd has suddenly suspended all operations yesterday, with the company experiencing ‘significant financial pressures’, barely a year in operation.”

MYAirlines co-founder and CEO Rayner Teo has resigned, citing health reasons.



“I read the report from Al-Jazeera about the Palestine-Israel conflict and how a lot of fake news is on social media. Unfortunately, they highlighted Malaysia as a prime example of fake news.”

Communications and Digital Minister Fahmi Fadzil, after the MCMC Capacity Development Awards Night 2023.

“Either you change, or you will be changed.”

CID director, Datuk Seri Mohd Shuhaily Mohd Zain who recently shot to viral fame for a video on his strict stance issued to officers on corruption.



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EDITOR'S NOTE



CMO NOW: WHAT'S NEXT?

This year, we celebrate the best of CEOs in CMOs.

I have elevated the mission of the Malaysian CMO Awards CMO with a new theme, criteria and process. I am now focusing towards a new goal for all winners - Next Stop: CEO.

The CMO award is more than an award, it's the stepping stone to a sustainable career in leadership and success, with a powerful marketing mindset at the fore. 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.

NEXT STOP: CEO

There is no entry fee, a shortlist of contenders will be finalised by a group of Advisors, and we have commissioned global growth and advisory firm Ipsos Strategy3* to engage

EDITOR'S NOTE



Here are some quick 30 sec videos that explain our mission with my trademark punctuations!

with contestants to complete the nomination dossier by mid November, based on the following:

1. **Marketing Performance (30%)**
KPIs for most significant campaign for the year.
Campaign Objective.
Campaign Strategy.
Campaign Success. Campaign Uniqueness.
2. **Business Performance (30%)**
Company's revenue growth and profitability. Market share, market expansion.
Brand equity and traction.
Customer satisfaction and acquisition.
3. **Leadership Performance (30%)**
Strategic Brand Vision.
Team Building & Culture.
Tech Optimisation. Growth Sustainability. ESG factors.
4. **Popularity Performance (10%)**

Taken from an online poll among **MARKETING** magazine's 30,000 readers in November, based on "Marketers I'd like to work with". So you get to have a say too!

We are also doing a commemorative book to showcase selected CMOs in Malaysia.

A "Hall of Fame" style 180-page Coffee Book for posterity.

This is the first time we are taking this direction, so please wish us well.

**Ipsos Strategy3 is one of the world's best management consulting firms - Forbes 2022 & 2023. Assessments will be based on both evidence-based information and qualitative insights.*

CMO growth strategies succeed in collaboration with CEOs



As we grow, the business of marketing is increasingly about the business of business.

There is no question CMOs and CEOs need to be close partners in order for business to succeed.

CMOs nowadays lead transformation, bottom lines, long term business strategy, market expansion and more. They truly drive the business unlike most C-suite players, with responsibility for P&L, COGS and ROI...

We are proud our CMO winners have gone on to head companies and sit on boards. Winners have also expanded their roles to include regional and Asia footprints.

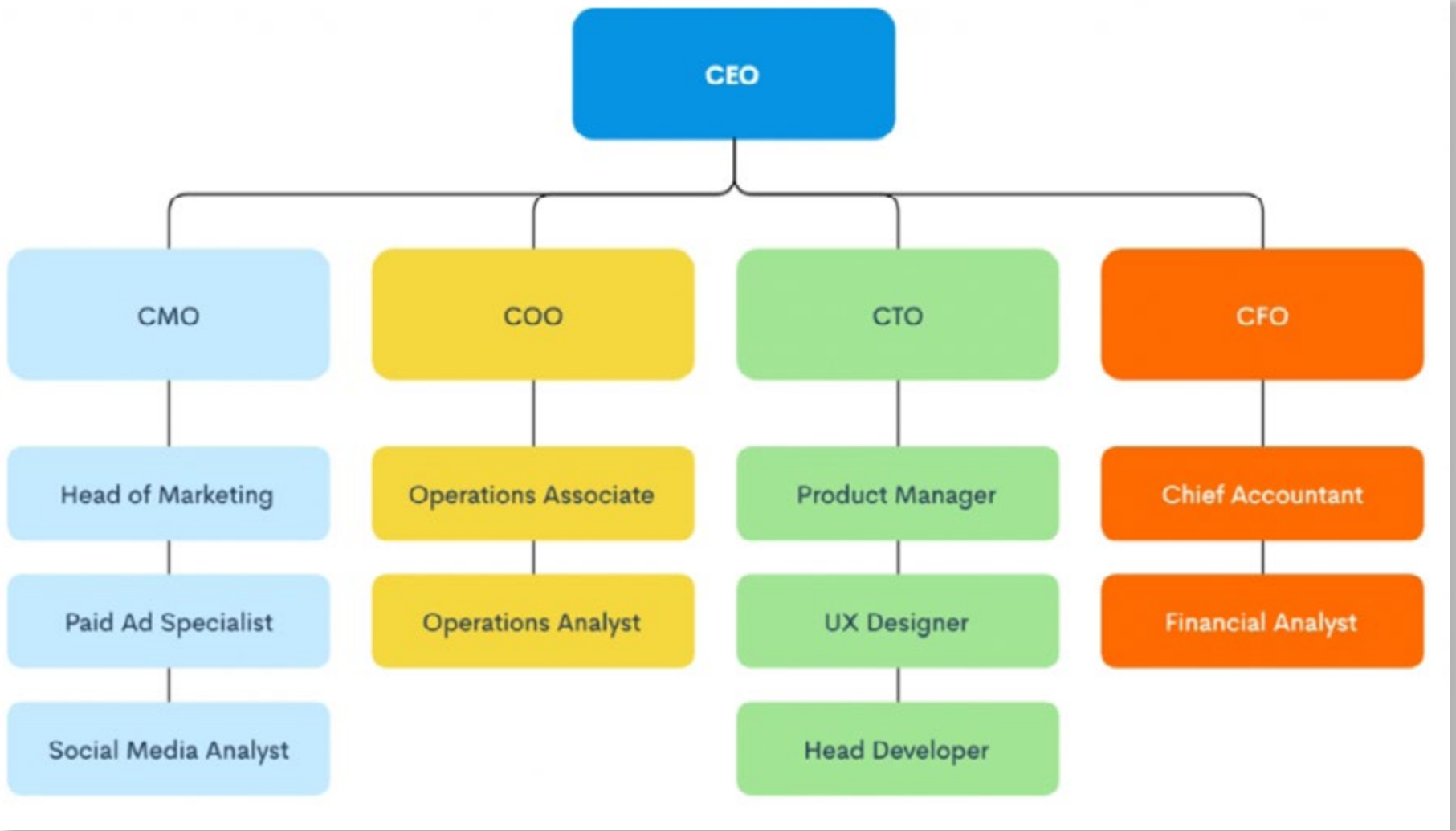
From Marketing ROI to Company ROI.

This **year**, we have not just pivoted our focus and criteria for CMO Award winners, we have taken a leap of faith. Adding value to their accomplishments....

Nominations hand-picked by industry leaders

The editorial committee of **MARKETING Magazine** and key industry watchers independently curate a list of potential marketing high-performers who fit the criteria.

They will then be invited for a 20-30 mins face to face “interview” session with reputable CEOs and Board-level



players, who have evaluated their dossier, on December 9.

Global growth and advisory firm Ipsos Strategy3 has been engaged by the CMO Awards Organisers as their Knowledge Partner to prepare all nominations. Nominees are not required to submit their details via online forms anymore.

Instead, Nominees will be contacted for phone interviews to complete their details. There are also no categories, as nominations will compete openly, industry categories will be attributed in their victories subsequently.

Here are some global CEOs who began their careers in marketing. These CEOs

CMO AWARDS EXPANDED CRITERIA

Marketing Performance (30%)
Business Performance (30%)
Leadership Performance (30%)
Popularity Performance (10%)

highlight the potential for marketing professionals to ultimately ascend to top leadership positions within their organizations, leveraging their strategic marketing expertise, brand management skills, and customer-centric mindset to guide their companies to success on a global scale.

COVER STORY

What Does a CMO Do?

A CMO is responsible for planning, developing, implementing, and overseeing the overall business marketing strategy.

Some specific duties might include:

- Market research
- Pricing strategy
- Product performance analyses
- Marketing communications
- Public relations
- KPI tracking
- Campaign design and execution
- Customer experience analyses
- Marketing budgeting



 QUANTIC

CMO TO GLOBAL CEO



Alan Jope: Former CEO of Unilever. Jope began his career in marketing and held various brand management positions within Unilever. He went on to become the CEO of several Unilever divisions before assuming the CEO role in 2019.



Brian Chesky: CEO of Airbnb. He initially worked in marketing roles for companies like NBA and Horizon Air before co-founding Airbnb. He later took on the role of CEO and has been instrumental in its growth and success.

COVER STORY



Brian Cornell: Brian Cornell served as the Chief Marketing Officer at Safeway before becoming the CEO of Target Corporation. He implemented various marketing strategies to enhance Target's brand image drive its growth.



Greg Creed: Former CEO of Yum! Brands. Creed started his

career in marketing and held various marketing and brand management positions before becoming the CEO of Taco Bell in 2011. He later served as the CEO of Yum! Brands, overseeing a portfolio of prominent fast-food chains such as KFC and Pizza Hut.



Indra Nooyi: Former CEO of PepsiCo. She started her career in marketing and strategy roles at Johnson & Johnson and later joined PepsiCo. Nooyi served as CEO from 2006 to 2018, during which time she drove significant innovation and growth for the company.

COVER STORY



Irene Rosenfeld: Former CEO of Mondelez International. Rosenfeld started her career in marketing at General Foods Corporation and held various marketing roles before becoming the CEO of Kraft Foods in 2006. She later led Mondelez International, a multinational food and beverage conglomerate.



Mary Barra: CEO of General Motors She began her career at General Motors as an intern and worked her way up

through various marketing and management positions before becoming CEO in 2014.



Roberto Goizueta: Former CEO of The Coca-Cola Company. Goizueta began his career in marketing and worked his way up through various marketing and management positions within Coca-Cola. He served as CEO from 1981 to 1997 and is credited with leading the company's expansion and global success.



Satya Nadella: CEO of Microsoft. While he didn't start his career in marketing, Nadella held various roles within Microsoft, including

COVER STORY

Senior Vice President of the Online Services Division, where he focused on marketing and business development.



Tim Cook: CEO of Apple Inc. Although Cook's background is primarily in operations and manufacturing, he worked in marketing at Compaq Computer Corporation and later joined Apple, where he played a significant role in the company's marketing strategies before becoming CEO in 2011.

"I really have come to see that servant leadership is absolutely the best form of leadership for multiple reasons. I think a servant leader gets better results, particularly in leading people."

Mike Duke worked as CMO at Walmart before eventually becoming its CEO.

CMO TO CEO - MALAYSIA

Here is a short list of CEOs in Malaysia who started their careers in marketing:



Dato' Sri Mohammed Shazalli Ramly: He cut his teeth in branding and marketing at Unilever, BAT and Astro before coming CEO at ntv7, Celcom Axiata, Telekom Malaysia and Boustead Holdings respectively.



Johan Dannelind: He had served as both Chief Financial Officer (CFO) and Chief Marketing Officer (CMO) in DiGi before becoming CEO in 2008. He had also been CFO, CMO and deputy CEO of Telenor Sweden.

COVER STORY



Rudy Khaw: With over 16 years of experience in brand management, Rudy is a seasoned brand expert who has served as the Chief Brand Officer of AirAsia and airasia Superapp where he successfully led several strategic branding initiatives that resulted in significant revenue growth. He was appointed Chief Executive Officer of airasia brand co. recently.



Santharuban Thurai Sundaram: Inaugural CMO of the Year winner, Ruban was appointed CEO of Etika Holdings Sdn

Bhd in early 2022. Under his leadership, the FMCG industry in Malaysia has seen several innovative campaigns and strategies that saw the rise of brands like WONDA Coffee and Goodday Milk and prompted further growth of brands like Pepsi, Mountain Dew and Tropicana.



Tan Sri Tony Fernandes: Former Chief Marketing Officer of Warner Music Southeast Asia and founder of AirAsia, he became CEO of AirAsia and revolutionized the Malaysian aviation industry.

COVER STORY

GLOBAL TRENDS

Companies are increasingly realizing the importance of marketing expertise and the ability to understand customer needs and market dynamics in driving business success.

Several studies and reports have noted this trend:

1. **Spencer Stuart's CEO Index:** According to a study by executive search firm Spencer Stuart, the percentage of CEOs with a marketing background in S&P 500 companies has been steadily rising. In 2020, 10% of CEOs had marketing experience, an increase from 5% in 2011.
2. **Accenture CEO Success Study:** Accenture's research found that the proportion of CEOs with a background in sales or marketing has been rising steadily since 2007. In 2019, 24% of the world's largest 2,500 companies were led by CEOs with sales or marketing experience, up from 17% in 2007.
3. **HBR Study on CMO to CEO Transitions:** A Harvard Business Review study analyzed CEO transitions across Fortune 500 companies. It found that among the CEOs

who started their careers in the company's marketing and sales function, around 30% were promoted internally, highlighting the increasing recognition of marketing professionals' leadership capabilities.

4. **Korn Ferry's CEO Succession Study:** Korn Ferry, a global organizational consulting firm, conducted a study on CEO succession trends. Their research revealed that marketing and sales executives are increasingly being chosen as CEOs, surpassing executives from other functional areas like finance or operations.
5. **Weber Shandwick's CEO Reputation Premium Study:** Weber Shandwick, a global public relations firm, conducted a study that examined the reputational impact of CEOs from different backgrounds. The study found that CEOs with a communications background had a higher reputation premium compared to CEOs from other backgrounds.
6. **Deloitte's Global Marketing Trends Report:** Deloitte's annual Global Marketing

COVER STORY

... The specific industry, company culture, board preferences, and individual qualifications all play a role in determining the ideal candidate for the CEO position...

Trends report emphasizes the rising importance of marketing in shaping business strategy.

While these reports provide valuable insights, it's important to note that the CEO selection process is complex and involves multiple factors. The specific industry, company culture, board preferences, and individual qualifications all play a role in determining the ideal candidate for the CEO position.

LEARNINGS FROM GLOBAL CMO SURVEY

According to the global Growth CMO Survey 2022/23 by the CMO Alliance:

- Brand and Customer Marketing are becoming much more important aspects of growth-focused marketing teams.
- CMOs who regularly collaborate with Finance departments are 21.7% more effective at meeting growth goals.
- Roughly half of all CMOs have gaps in their tech stacks preventing them from meeting their goals.
- CMOs who have their growth goals dictated to them without any collaboration are 15.11% less effective at meeting their goals than those who collaborate with their CEO and the C-suite.
- A lack of clear, shared goals is the biggest obstacle to inter-departmental collaboration.
- Marketing teams built with meeting growth goals as a top priority are 44.18% more effective at meeting their goals than those built without it as a consideration.

C-Suite Tenure in the 1,000 Largest US Companies by Revenue

	CEO	CFO	CIO	CMO	CHRO
Average Tenure	6.9 years	4.7 years	4.6 years	3.5 years	3.7 years

COVER STORY

CMO 2023 LEAGUE OF JUDGES:

**Prof. John D Chacko**

Chairman

45th IAA World Congress 2024, Penang

**Renzo C Viegas**

Founder and Executive Director

Crescer Sdn Bhd

**Karen Chan**

Group Chief Commercial Officer

AirAsia

Independent Non-Executive Director

QSR Brands (M) Holdings Bhd

**Dato' William Ng**

Founder & Group Publisher

Business Media International

Chairman

Small and Medium Enterprises

Association Malaysia (SAMENTA)

**Santharuban T. Sundaram**

Chief Executive Officer

Etika Holdings Sdn Bhd

**Dato' Samson Anand George**

Chief Operating Officer & Director

KIA Malaysia Sdn Bhd

COVER STORY



Datuk Yvonne Chia

Chairman

Standard Chartered Bank Malaysia
Berhad



Surina Shukri

Board Director



Charles Brewer

Group Chief Executive Officer
Pos Malaysia Berhad



Krishnamurthy Sriram

Chief Executive Officer
Wipro Unza Malaysia



FROM CMO TO CEO, A GROWTH FOCUS

Highlights from the 19th Annual CMO Summit townhouse session, where two leaders, Mary Dillon, executive chair and former CEO of Ulta Beauty and Michele Buck, President & CEO of The Hershey Company shared their experiences on the path from CMO to CEO.....

“If you aspire to be CEO,” Dillon said, “sitting by the side of your CFO or your head of investor relations and learning about that is really helpful preparation.”

A second challenge is learning how to manage the board of directors; your success in many ways depends on a strong relationship with the board.

“If you think about coming up in your career, you usually have one boss that you build a rapport with,” Buck said. “But the move to having 10 to 12 highly seasoned people

COVER STORY

“I’d hope it’s close to all, but I would say at least in my experience, there have been times that I’ve had bosses that truly had my back and there are times that I didn’t,”

with tremendously different backgrounds and figuring out how to bring them along the journey, how to listen to them, and how take the good of what they bring to you, but also how you stand up if you’re in a different situation or have a different perspective, that honestly was my greatest learning curve when I became CEO.”

The power of mentorship

During the discussion, the attendees to the virtual event were invited to answer a polling question: “Does your current boss help guide your career

path?” Perhaps surprisingly, only 36 percent of the participants answered yes. Buck and Dillon described themselves as “shocked” by the low number.

“I’d hope it’s close to all, but I would say at least in my experience, there have been times that I’ve had bosses that truly had my back and there are times that I didn’t,” Dillon said.

Both Dillon and Buck pointed to people who advised them, guided them, and advocated for them as they embarked on their career journeys. These “sponsors,” as Buck described them, not only gave advice, but invested themselves in helping her reach her potential. Coming from humble roots, she said that they helped her map out a career path that matched the potential they saw in her.

“I was frankly a little surprised about what I had been able to accomplish,” Buck said. “One of the things I benefited from was the confidence my advocates instilled in me to ... encourage me to take some of the roles that would be really important in rounding me out. I can look back at the person who gave me my first GM job and really told me, ‘You can do this.’”

COVER STORY

“...How do we really turn some of the traditional growth levers on their heads a bit? How might digital transformation across every part of our business unlock commercial growth? It’s a holistic way to look at transforming to get growth.”

The future of the CMO

Buck described the CMO as the “growth architect” of a company, and as a key person in determining how a company will grow in future years. Data analytics and insights are critical in everything the CMO does, in order to connect with the marketplace and the capabilities that exist out there. In particular, she said, the CMO has to be an innovator, and not just with product innovation.

“Innovation is so broad today,” Buck said. “For example, I’m looking for innovation in how we do pricing. How do we really turn some of the traditional growth levers on their heads a bit? How might digital transformation across every part of our business unlock commercial growth? It’s a holistic way to look at transforming to get growth.”

Dillon noted that the CMO of today has to meld the analytical with the tried-and-true qualitative skills that make marketers so unique. With data playing such a key role in marketing today, she said that she worries that marketers’ ability to be empathetic or to use their imagination to capture new growth opportunities can get lost in the mix.

“If we had to choose one member of the C-Suite to step into the CEO role at the drop of a hat, take one guess who we’d choose. We’re not biased or anything – the CMO has a clear view across the org that no other function does, and the function itself is geared towards driving growth. Don’t just take our word for it though.”

Karen Starns of OJO Canada shares her journey from CMO to CEO, a beacon of inspiration for B2B CMOs who aspire to the top leadership role.

A Wonda-ful Creative and Media Innovation: How the Longest Magazine was Made



This week, across LinkedIn and social media, top CEOs and CMOs of Malaysia started posting pictures of a really long magazine, this magazine in fact. A very special, very long edition of **MARKETING** Magazine, created by Wonda Coffee, that celebrates the Original Taste of Malaysia. This media innovation has created spontaneous appreciation from some of the leading and experienced industry veterans who have seen it all and are not easily impressed.

Measuring a humongous 7 metres, this accordion-shaped delight celebrates the world's longest Kopi Tarik in print, a play on the iconic "pulling" or "tarikkk" of tea that is loved by Malaysians of every race and culture. The idea was conceptualised by Ampersand Advisory, working on a challenging yet empowering brief from the Etika clients: Amy Gan, VP of Marketing and Oliver Kau, Marketing Manager.

PRINT INNOVATION



The copy for the magazine was written by the one and only Hammer, Professor Hamandar Singh. He is an expert at punchy headlines, and we read his long copy too, but this is the longest copy he has ever written for a client!

This special edition is the latest in a long series of clutter-breaking, industry-redefining innovations from Wonda. In a short span of 10 years, Wonda Coffee has made a huge mark in Malaysia. Starting with its memorable 5 senses launch in 2013 which blew the minds of marketers, Wonda has set many milestones along the way, grabbed market share from an

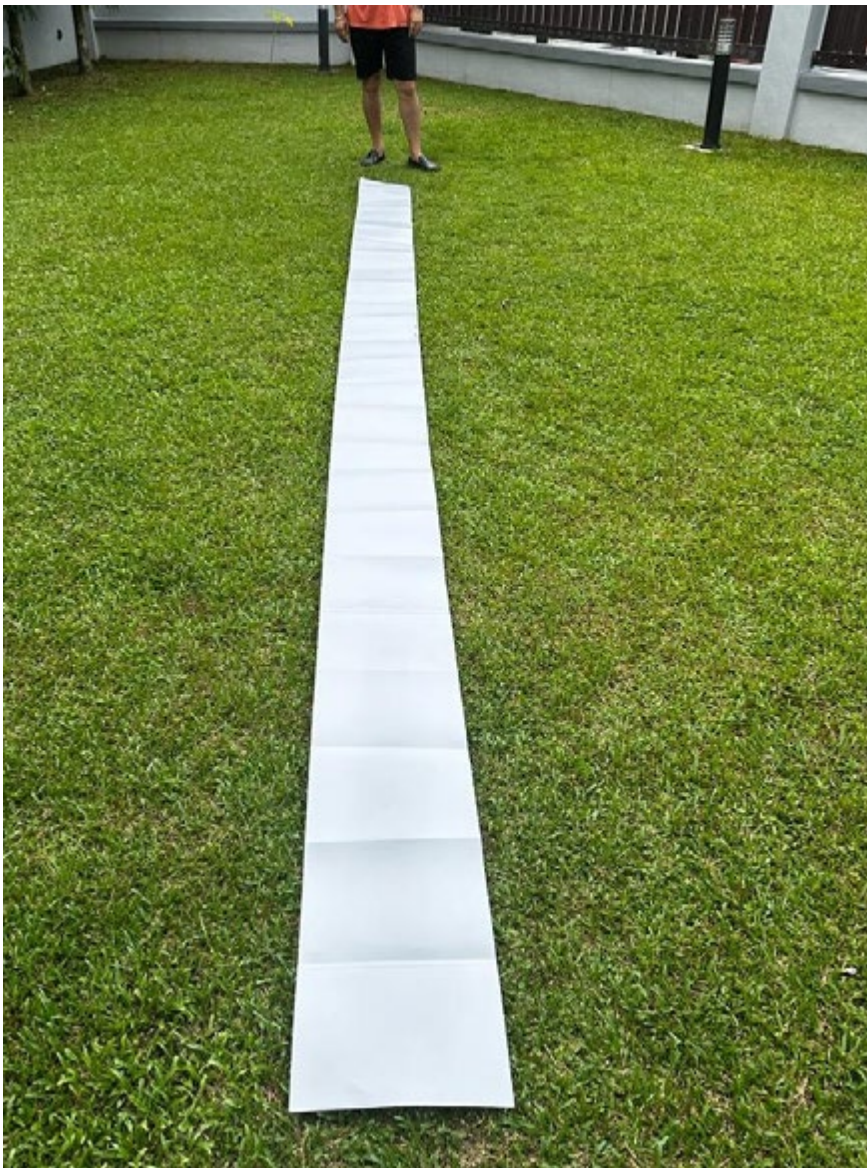
unsuspecting competitor and as an aside, has won more than 70 awards including everything you can think of: Effie, APPIES, Dragons, Kancils, MSA Awards, MARKies and Marketing Excellence Awards.

The client brief: break through the clutter of conventional marketing, and celebrate Wonda as the Original Taste of Malaysia. Own consumer mindspace by innovating and not imitating.

The Ampersand Advisory media team that works on the business, led by Mandy Chan, was returning to office from the Raya company dinner when inspiration struck. Says Mandy,

PRINT INNOVATION

“We wanted to create the longest ad, to celebrate the long pull or tarikkkkk. That’s when we thought of a long ad in print.”



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

“We wanted to create the longest ad, to celebrate the long pull or tarikkkkk. That’s when we thought of a long ad in print.”

That’s when other team members like Nadine Hor and Cindy Khoo set about making this post-dinner vision a reality. They worked the phones and

mail servers trying to get media owners to come on board. Some of the leading print publications in Malaysia could only stretch their editions to 6 continuous pages. They were also limited by their printing technologies, standard operating procedures and conventional ways of working.

When the idea was presented to the client, and the limitations were discussed, that’s when Oliver Kau came up with an alternative. “Why not ask Professor HAM?” For those of you who don’t know him, Professor HAM, founder of this magazine you are reading, is always up for a challenge and to push boundaries. This innovative idea got the juices flowing in this former agency ECD. He jumped at the idea, and got cracking to see how to make the idea come to life. And from there onwards, things moved at breakneck speed.

He found a printer who could print and undertake the task of manually sticking 24 pages together for the first sample copy of this magazine. He banged away at his trusty laptop for a week, deep in the zone and oblivious to his family’s growing

PRINT INNOVATION

concern for him, as he honed and crafted the multi-faceted content.

He needed it to be engaging, authentic and readable. He worked with the printer to create a sample, which was then shown to the client and used to fine-tune both the concept and the content. The timeline had to be carefully calculated. In the end it was like those math problems we dreaded in school: how many days will it take 40 people who stick X pages in a day to stick 60,000 pages together? Did they have enough glue and enthusiasm?

The paper went from white to brown, to celebrate the drink that keeps us buzzing.

The content went through various rounds of ideation and revision.

Prof HAM's laptop was getting banged mercilessly.

And then, finally, it was done.

But the excitement wasn't over yet: after all, the magazine had to be delivered safely, securely, intact and speedily. That's when Pos Malaysia rode to the rescue. They packed each copy carefully, along with a refreshing can of Wonda Kopi Tarik. The delivery process would eventually take 3 weeks, as the September issue of

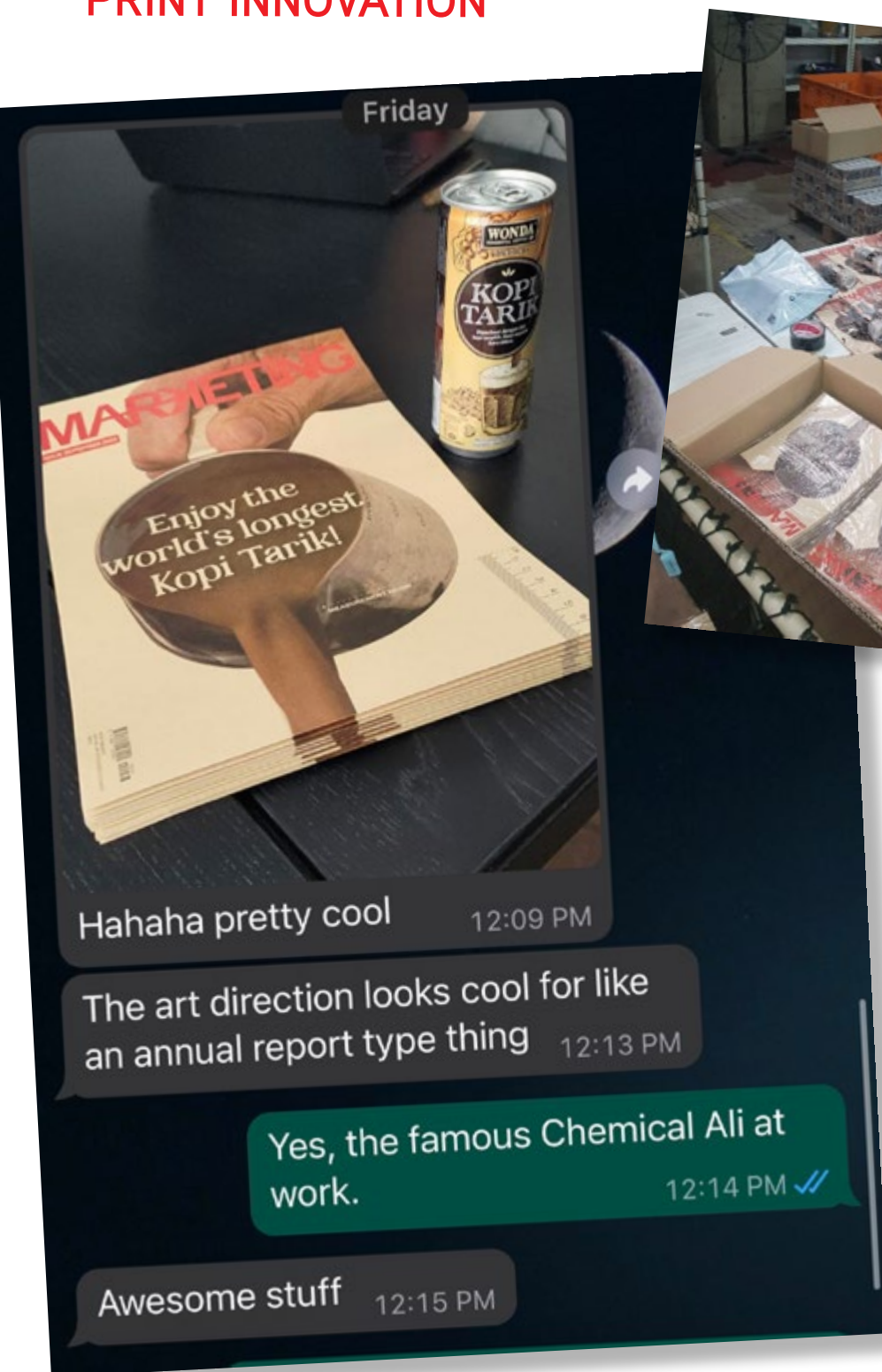


... The timeline had to be carefully calculated. In the end it was like those math problems we dreaded in school: how many days will it take 40 people who stick X pages in a day to stick 60,000 pages together?...

Marketing Magazine found its way to the office desks, boardrooms, dining tables, bedrooms and even lawns and gardens of marketers, influencers, media owners and consumers.

The response has been eye-popping and smile-inducing.

PRINT INNOVATION



Here are some verbatim, organic, not paid for quotes from recipients, with the identities protected since some are even competitors who worry about being seen in public expressing their admiration!

“nicely done...flipped open the “accordion” across the floor, reading it with a WONDA in hand”

“Bro, this piece is really nice”

“Thank you for sending me a copy Ham...so well executed!”

“Creative!!!”

“My God! How can we do one as well? I want to do something as impactful!”

“Hahaha pretty cool! The art direction looks cool... awesome stuff”

Clearly, innovation takes time,

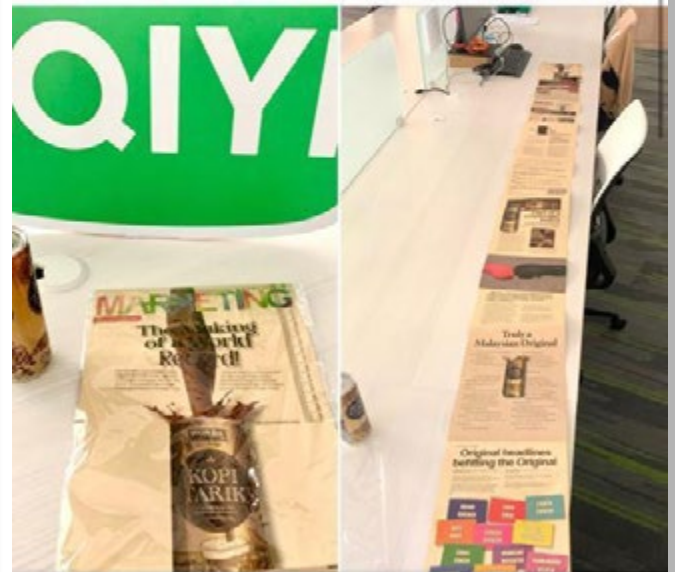
PRINT INNOVATION



Sukhbir Sidhu · 1st
Head Of Sales (Advertising/Media/Brand),
International Business Department, Malaysia at iQIYI...
now · Edited · 🌐

Was eagerly waiting for this and finally got mine!
Brilliantly done campaign [Santharuban Thurai Sundaram Prof Harmandar Singh Vishnu Devarajan Marketing Magazine Asia](#) ! Kaw kaw kopi tarik!
[Sandeep Mark Joseph](#) am sure you and your team worked on this!

Wonda Kopi Tarik is my fav instant coffee both canned and 3 in 1. Kudos for always thinking out of the box!



Love this... Well deserved... Congrats...

Leave your thoughts here... @ Post

effort and teamwork, but it pays off. In this case, through earned media reach, credible PR value and brand goodwill.

So what can all of us in the industry learn from this?

The over-riding requirement and differentiating factor of this campaign, and that of the Wonda brand itself, is BRAVERY.

If you are a client, be brave if you want to make a mark. Treat agencies like partners, and you

will succeed.

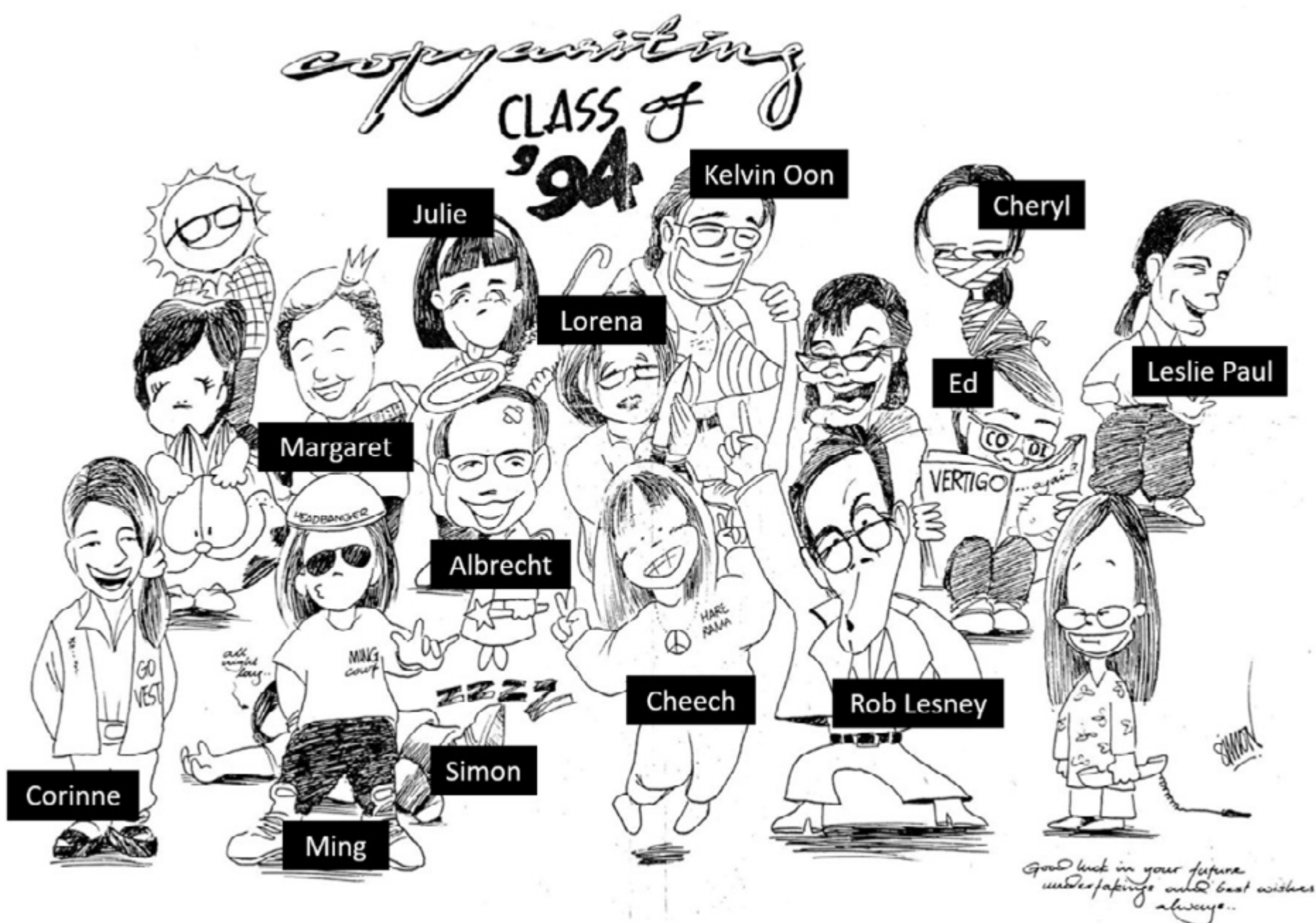
If you are an agency, be brave enough to think big. Then execute with diligence and persistence.

And if you are a media owner, be brave enough to step outside the familiarity of your comfort zone and go the extra mile.

Let's inspire you and we leave you with some pictures from the making of.

30 years later, a copywriting workshop by Ham....

THE HAMMER



The first Copywriting programme handled by me was in 1994 for industry training arm IACT. Here's a rare caricature of that class by wordsmith student Simon Fong who is Creative Director of BBDO Worldwide in Shanghai now.

MASTERCLASS FOR WRITERS

A recent gathering of the Class of '94, can anyone spot Copywriting luminary Edward Ong and Ming of thecopyshop? Also in the picture is Julie (Naga DDB Alvin Teoh's wife).

The 3-month programme was taught by industry professionals, including myself, creative maestros Jude Mohan, Vernon Adrian Emuang, Paul Loosely and more....

What sort of writing do Copywriters do these days?

Mid-journey prompts.
Keyword searches. Branded

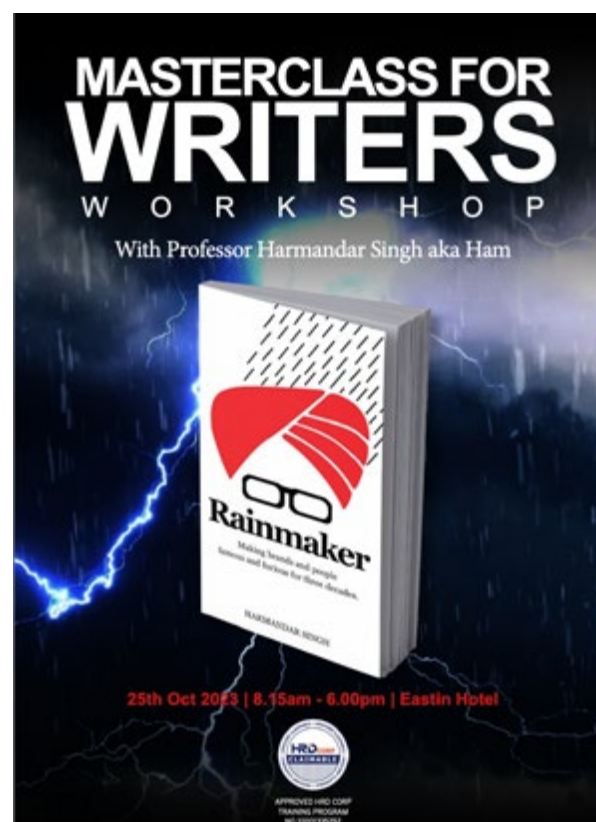
content series, Print ads, InstaStories, Facebook promotional copy, proposals, web content, memes, TV scripts, TikTok hashtag challenges, social media, captions, Always-On (hygiene) postings, write a lot of decks, ie. how to rationalize, present and sell ideas.

So after 30 years, 4 countries, 394 editions of the magazine, two published books, do you think I can still teach copywriting? If so, see you on October 25 at <https://hams.top/hamclass>

This a hands-on workshop, so bring your briefs, your pain

MASTERCLASS FOR WRITERS

points and needs. Ham will deal with the challenges, campaign by campaign. A full-day workshop for advertising, media and marketing professionals by a published author, award-winning copywriter, columnist, publisher, Award Shows and Conferences organiser, humanitarian worker, anti-corruption activist.....



Wanna write like this?

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ISSUE292MAY 2021 | WEEKENDER

EDITOR'S NOTE



Fixed.

As a nimble-footed teenager, I hopped off the bus from Rawang at Globe Silk Store. Swiftly, I darted across the busiest road in the country to Malaysia's first A&W restaurant in the centre of the city for my weekly fix.

It was my oasis in the city.

It was 11 March 1975, a hot Tuesday afternoon, and Malaysia was playing champions Netherlands and the city was flushed with World Cup Hockey fever.

I respectfully placed a large frosty mug brimming with the milk of human kindness and double scoops of "always happy to float" vanilla ice cream.

We now call it Rooty, since the word "beer" is not allowed, marking 46 years of semantic

progress.

Apart from that, the experience is quite spectacular.

Use the straw that comes with the glass like a surgical instrument. Don't whirl it about as those mountains of happiness will overflow from stirred carbonation.

Every drop counts. Even sin deserves respect.

Slowly sip, every now and then, savouring the dark nectar from the Gods lingering on your tongue as you long for the embrace of life-changing fulfillment that's to come.

When the mug is half full, start tickling your blobs of cold sunshine. Eventually you disappear all the ice cream into the drink. Then rest, and just stare at the miracle.

Rich, bobbly and creamy with a heavenly taste, I firmly grab the strong handle of the dripping mug like a man and stand up to whish down the only reason thirst was created.

Ahhhhh.. I now own a piece of America!

And we beat the world champions 2-1 that day.

Or like this?

Truly a Malaysian Original

You stood there like looking at me
through the glass.

I was amazed how
slim and tall you were.

Shall I make the first move?

Yes!

I could not hold my thirst
any longer, I opened the door
gently and reached out to
touch you.

I noticed glistening drops of
condensation on your smooth
skin as I felt you in my palm.

All 240ml of pure pleasure
wrapped up in a constant quest
for absolute perfection.

I slowly snapped opened your
promise of "Taste Like Just Brewed".

I am not disappointed, in fact I am
impressed.

You see, I've got taste.

And you are special.

I am enamoured by
your aura and aroma.

Plus I want to *tumpang* your
award-winning glamour.

Who doesn't?

I enjoy the bold taste of
Arabica beans, achieved
through a unique brewing and
roasting process.

You go by so many names,
Extra Presso, Kopi Tarik,
Original, Mocha & Latte, Zero
Max, Extra Shot...

Forgive me for being choosy, but
today is Kopi Tarik day for me.

You could say, this is the longest
encounter I've had with coffee.

In the magazine with the longest
Kopi Tarik ever published.

See you tomorrow. Can?



MASTERCLASS FOR WRITERS

This old dog can teach new tricks on Oct 25



9.00am

Introductions & Expectations

Introspection: What sort of writing do you do these days?

Do the guiding principle of copywriting still work? Less is more, in a world where more has become more!

9.30am:

The Creative Journey – A lecture by Prof Harmandar Singh

Basic, Thinking inside the Box, What is original? Ham shares how he works and thinks in a rare sharing session that will spill the truths and fallacies of being creative. The Copy Book. We learn about some awesome Cannes work and trends.

10.45am:

Shootout Session

One pain-point question from each participant!

Topics: advertising, pitch deadlines, client management, Agency expectations, Rejection of Ideas, Selling vs Creating, Thinking vs writing, challenges in the new way of working,

11.45am:

Ideas Generation & Solving Session

This a hands-on workshop, so bring your brief, your pain points and needs. We will deal with the challenges, campaign by campaign. See Ham either make it happen together with you, or fail miserably. Don't bring confidential work. Unfinished work also welcome... Work in collaborative setting with Ham Exclusive one-on-one for doubt clearance

1.45pm:

How ChatGPT is a Writer's co-pilot?

Guest Speaker: Indhran Indhraseghar - Prompt Engineer, PromptBarn.com

Recent findings from the University of Montana and partners indicate that artificial intelligence can rival the creative abilities of the top 1% of human participants based on a standard test for creativity. Led by Dr. Erik Guzik, an assistant clinical professor at UM's College of Business, the team employed the Torrance Tests of Creative Thinking (TTCT) – a well-known tool used for decades to assess human creativity.

The researchers submitted eight responses generated by ChatGPT, the application powered by the GPT-4 artificial intelligence engine. They also submitted answers from a control group of 24 UM students taking Guzik's entrepreneurship and personal finance classes. These scores were compared with 2,700 college students nationally who took the TTCT in 2016. All submissions were scored by Scholastic Testing Service, which didn't know AI was involved.

3.00pm

Matchless Session - Proof is in the Words

A hands-on no-holds barred live session where we all write together some copy and headlines to a 3 set briefs set by the participants/trainer.

4.40pm

CAMPAIGN SHOWCASE: Mak Kata Jangan

From Concept to Reality, a no budget campaign for #RasuahBusters. We journey from ideation to execution of a real campaign done last year.

5.30pm:

Summary, and learnings sharing.



FOR ENQUIRIES:
CONTACT Ruby
+603-7726 2588
ruby@adoimagazine.com

Download [Workshop PDF](#)

APPROVED HRD CORP TRAINING PROGRAM
NO 10001335252

THE MALKETEER STRIKES!

IGNITING THE GREEN FLAME:

HOW SUSTAINABLE-DRIVEN
PR & COMMUNICATIONS
AGENCIES WILL INSPIRE
THE NEXT GENERATION
OF MALAYSIANS

A recent report released by the non-profit organisation, Bridgespan, covering the job markets in Malaysia, Indonesia, Singapore, Thailand, Vietnam, and the Philippines, reveals an astounding prediction. Southeast Asia could see up to 30 million sustainability-linked jobs by 2030, and Malaysia is at the forefront of this transformation.

Malaysia's journey towards a

green economy is not just about environmental sustainability. It's about economic growth and job creation. As the region races towards a projected US\$1 trillion in annual economic opportunities, those in PR, communications, and marketing agencies also stand poised to prosper their businesses in this transformative surge of sustainability.

THE MALKETEER STRIKES!

... Around the world, PR and communications agencies have become the vanguards of sustainability storytelling. Their strategies go beyond words...

Let's explore how the world of PR and communications, especially in sustainability, is becoming the beacon for young Malaysians, calling upon them to embark on a career path that not only impacts businesses but also the world. It's about inspiring the next generation of Malaysians to become the torchbearers of change.

The Great Malaysian Green Renaissance

Malaysia is at the cusp of a monumental transformation, with sectors like solar energy, electric mobility, sustainable farming, waste management, and the built environment leading the charge. These are the sectors pioneering Malaysia's green

transformation. As corporations are pouring investments into these domains, this green wave is creating a multitude of career opportunities for the youth of Malaysia.

It's not just about the jobs, but it is also about crafting the narratives that will accompany this phenomenal change.

Global PR Pioneers: Leading by Example

Around the world, PR and communications agencies have become the vanguards of sustainability storytelling. Their strategies go beyond words. They evoke emotions and inspire action through powerful narratives.

Let's share a sprinkling of inspiration from these global pioneers:

- a. Edelman (USA) teaches us that authenticity is the cornerstone of sustainability communication. Their "Trust Barometer" reminds us that actions speak louder than words, and businesses are trusted more when they genuinely embrace sustainability. As a young

THE MALKETEER STRIKES!

...Sustainability isn't merely a selling point; it's a commitment to a brand's values...

Malaysian, you can champion authenticity in your communication strategies.

- b. FleishmanHillard (Global) shows how sustainability and social justice can converge to create powerful narratives. Their “Diverse Voices” initiative demonstrates that our interconnected world requires communication professionals who can weave sustainability into broader social causes. Malaysian youth can explore the intersection of sustainability with social causes to engage a target audience.
- c. Weber Shandwick (Global) excels in sustainability reporting by extolling transparency and compelling

storytelling. Their “Engaging on Purpose” report provides a blueprint for transparent and sustainability communication. As a young communicator, you can learn from their playbook to drive positive change in Malaysia.

Marketing with Purpose: Crafting the Green Story

In Malaysia, marketing agencies are no longer just selling products; they're selling principles. Sustainability isn't merely a selling point; it's a commitment to a brand's values. You, as a young Malaysian, can be part of this transformation by crafting compelling narratives that resonate with eco-conscious consumers.

ESG: The New Corporate Frontier

Environmental, Social, and Governance (ESG) criteria are reshaping the corporate landscape. As a young Malaysian, you could translate these principles into relatable stories that inspire, educate, and drive change.

THE MALKETEER STRIKES!

...Malaysia's transition to a green economy is not just a story of business growth. More importantly, it's a story of hope, innovation, and youth empowerment...

Seizing Opportunities: Threshold of an Exhilarating Journey

As a young Malaysian, you stand at the threshold of an exhilarating journey. You can craft sustainability reports, steer eco-conscious campaigns, and engage stakeholders on ESG matters. Your skills in PR and communications will be the driving force behind a sustainable Malaysia.

Marketing Agencies: Your Green Advantage

Malaysian advertising and marketing agencies are redefining their strategies to align with the green economy. You, as a young professional, can be at the forefront of this transformation. You can help brands shine a spotlight on their

sustainability efforts, turning them into powerful selling points in an era where consumers value eco-conscious products.

Malaysia's transition to a green economy is not just a story of business growth. More importantly, it's a story of hope, innovation, and youth empowerment. You, as a young Malaysian, can be the author of this narrative. The world of PR and communications is not just a career path; it's a calling to become a change-maker.

Take inspiration from global leaders and be the storyteller who shapes Malaysia's green future. By crafting authentic stories, intertwining sustainability with social causes, and embracing transparency, you can inspire change in your nation and beyond.

In a world where sustainability is the new currency, PR, communications, and marketing professionals are the storytellers, crafting the narrative of a greener, brighter tomorrow for Malaysia and the world. You are a torchbearer of change for generations to come.



Why should a CMO's career stop at CMO?

By **Chris Jaques**, CEO of Transformation:
The Growth Business @ www.YourTransformers.com

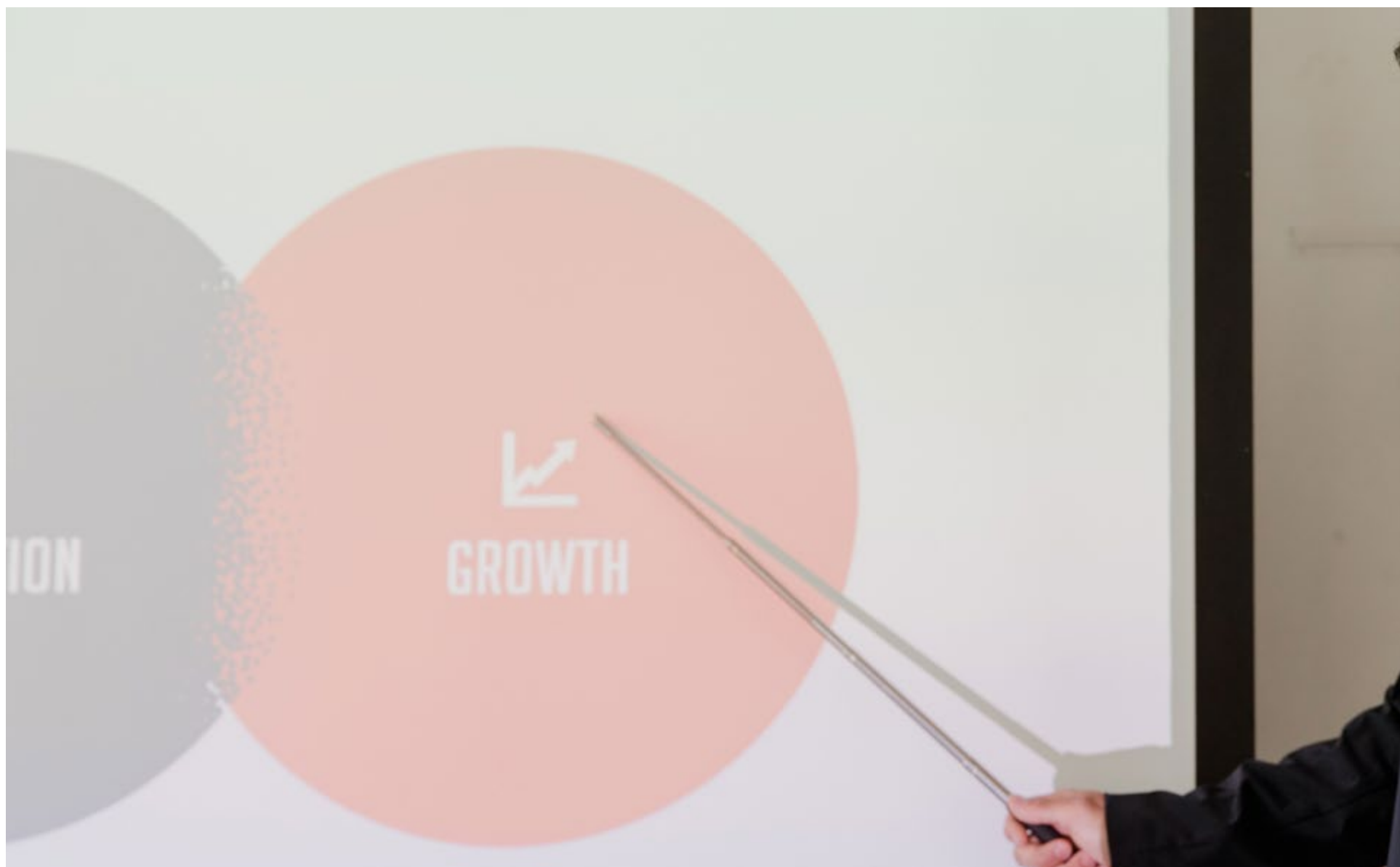
CMOs have never been more important to business. Today, CMOs are at the heart of corporate performance: Customer Experience, Customer Retention, Data, Personalisation, Automation, Innovation, Transformation, Sales, Growth, Margins – and Financial Performance.

It's no surprise, therefore,

that more and more CMOs around the world don't settle for remaining CMOs.

Many are moving on up – to become the new generation of global CEO.

A few years ago, for example, Spencer Stuart conducted an analysis of the world's CEOs - and the results were extraordinary.



They found that:

- 18% of Fortune 500 CEOs came from a marketing background
- 21% of FTSE 100 CEOs were ex-marketers
- 24% Private Equity CEOs rose to the role out of marketing

That's right: Marketing people accounted for around 20-25% of all the world's most important CEO positions.

So – what's stopping YOU? Whatever it may be – I can tell you how you can overcome any limitations to your career progression.

We've advised hundreds of CEOs over the years – including many who have become CEO from a marketing background.

And we consistently find that CMOs who become CEO have followed 6 simple principles of career development:

1. **Choose the Right Industry:** FMCG and Telco are more fertile industries, for example, that finance or hospitality. If you're not in a fertile industry – change industry!
2. **Reposition Marketing in your company:** don't get too concerned about brand or content – turn marketing into

GROWTH BUSINESS

...You must become a business leader; you must seize the future – and then you will fulfil your potential...

a critical financial driver of the business

3. **Get General Management Experience:** become deeply involved in pivotal areas like finance and operations
4. **Build Broad-Based Influence across the enterprise:** build deep networks with the finance people, operations, IT, sales. Debate the big issues. Find solutions for these issues that transcend marketing.
5. **Help your CEO shape Strategy:** become your CEO's most trusted advisor, offering intelligent, objective opinion on the company's most important issues. Go far, far beyond marketing and become a trusted advisor on profitable growth
6. **Have Stature, Confidence and Guts:** don't be humble. Don't be shy. Be confident in your role, your ability, your contribution and your opinions. Speak up. Be

seen, noticed, respected and admired – internally and externally.

Now is the most exciting time to be in marketing. The role is more dynamic and influential than ever. And the career opportunities have never been greater.

But to realise those opportunities – you must be seen, be heard, be admired.

As CMO, it is your duty to transcend marketing – and to establish yourself as a powerful, admired business leader, respected by your peers.

You must become much more than a marketer.

You must become a business leader; you must seize the future – and then you will fulfil your potential.

If you'd like to know how – just get in touch: connect@YourTransformers.com



Budget 2024: Thoughts of Leaders



By the time you read this, the Malaysian Budget Speech for 2024 would have already been made by our Prime Minister. Before that, I asked leaders from various industries for their wish list and suggestions that will help the economy and businesses....

BUDGET 2024

“While the nation anticipates the specifics of Budget 2024, it is evident the SMEs and the middle class will not just be its primary beneficiaries but will serve as the very engines and fuel that will propel Malaysia ahead. The onus is on businesses to find their foothold and seize the opportunities.”

Claudian Navin Stanislaus
President, Malaysian
Advertisers Association

... it is evident the SMEs and the middle class will not just be its primary beneficiaries but will serve as the very engines and fuel that will propel Malaysia ahead...



... There should also be more marketing funds to promote brand Malaysia overseas...

“There should be funds allocated to trial and test Generative AI and to perfect it. Also assistance for smaller agencies who meet legit criteria to setup and stabilise - so they are able to attract talent and compete against the big agencies. For this, there must be controls in place to ensure they are utilising the assistance rightfully and producing good quality products. There should also be more marketing funds to promote brand Malaysia overseas.

Ms Lau Yin May
Group Chief Marketing &
Customer Experience Officer
Malaysia Airlines

BUDGET 2024

“We need to strengthen our efforts in driving digitisation for smaller corporations. Applying the right support towards marketing and digitalisation effort for SMEs would have a stronger circular effect on both the growth in consumption of local products as well as the creative industry as a whole. Another area is to increase support for local content and local talents. While there may have been budgets set aside for local content in the past, the effectiveness of the use of these budgets is what that needs to be evaluated with tighter criteria. It needs to ensure the disbursement of these budgets lead to an elevation in industry standards as opposed to quantity of local content.”

Santharuban Thurai Sundaram
CEO, Etika Holdings Sdn Bhd



“For the common good of the entertainment and media industry; and to protect the rights of paying customers, Astro hopes that in the 2024 Budget, the government will establish a centralised task force to combat digital piracy, any form of content infringement and harmful online content. This task force should have the mandate to sanction Internet Service Providers to work together in taking down pirated networks or content infringement/harmful online content. The task force should also be assigned to conduct raids on those selling illicit streaming devices (ISDs) and operating server farms.

To further stimulate investment in production of local content, we hope the government will offer tax credits to companies that invest in the production or promotion of local content. By implementing multi-

... By implementing multi-tiered tax credits or incentives corresponding to the amount of investment, the government can ensure that the incentives are directly tied to the level of support for local content...

tiered tax credits or incentives corresponding to the amount of investment, the government can ensure that the incentives are directly tied to the level of support for local content. Leveraging the tax benefits, businesses will be incentivised to allocate more resources to support homegrown creative works.”

Euan Smith - Group CEO
Astro Malaysia Holdings Bhd



“Incentives or tax reliefs in advertising will give new consideration for companies to invest into their brands. Great brands are instrumental as a gateway to global markets. As brands take time to be built and are long term investments, incentives must be continuous and not once-off. This consideration will be beneficial to Malaysian companies as they expand into the region and international markets.”

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

... Great brands are instrumental as a gateway to global markets. As brands take time to be built and are long term investments...

BUDGET 2024

“Given the factors of inflation, etc., the budget will have to be deficit. Emphasis has to be on productivity and efficiency. In digitalising the economy faster, productivity in civil servants and other GLCs will rise. For foreign companies, digital advertising tax rates need to be raised so that local platforms can compete in digital marketing.”

Renzo C Viegas
Founder & Executive Director
Crescer Sdn Bhd

... In digitalising the economy faster, productivity in civil servants and other GLCs will rise. For foreign companies, digital advertising tax rates need to be raised so that local platforms can compete in digital marketing...



... making Malaysia a competitive market for tech incubation and foreign tech investors...

“I hope for investments or grants from the government to support industry’s challenge in the lack of digital measurements for advertising expenditure, or a common measurement currency for Television. I’d like to see increased support and investments in the digitalization of the economy by helping SMEs; making Malaysia a competitive market for tech incubation and foreign tech investors. There is also a need to review withholding tax on digital services.”

Eileen Ooi
CEO - Omicom Media Group
(OMG) Malaysia
President - Malaysian Digital
Association (MDA)



“The government should review the tax for ads on global digital platforms, with part of the payment used to help develop digital capability for publishers. They should also continue the matching grant for digitalisation. And finally, a RM 20,000 matching grant for SME

packaging and branding - I've seen many SMEs using the government export grant to promote their products overseas - but with less-than-attractive designs - naturally they did not get too many orders or if they do - that's often for OEM. We need to help the SME transition from OEM to OBM - and a matching grant for packaging is a first step in changing that mindset.”

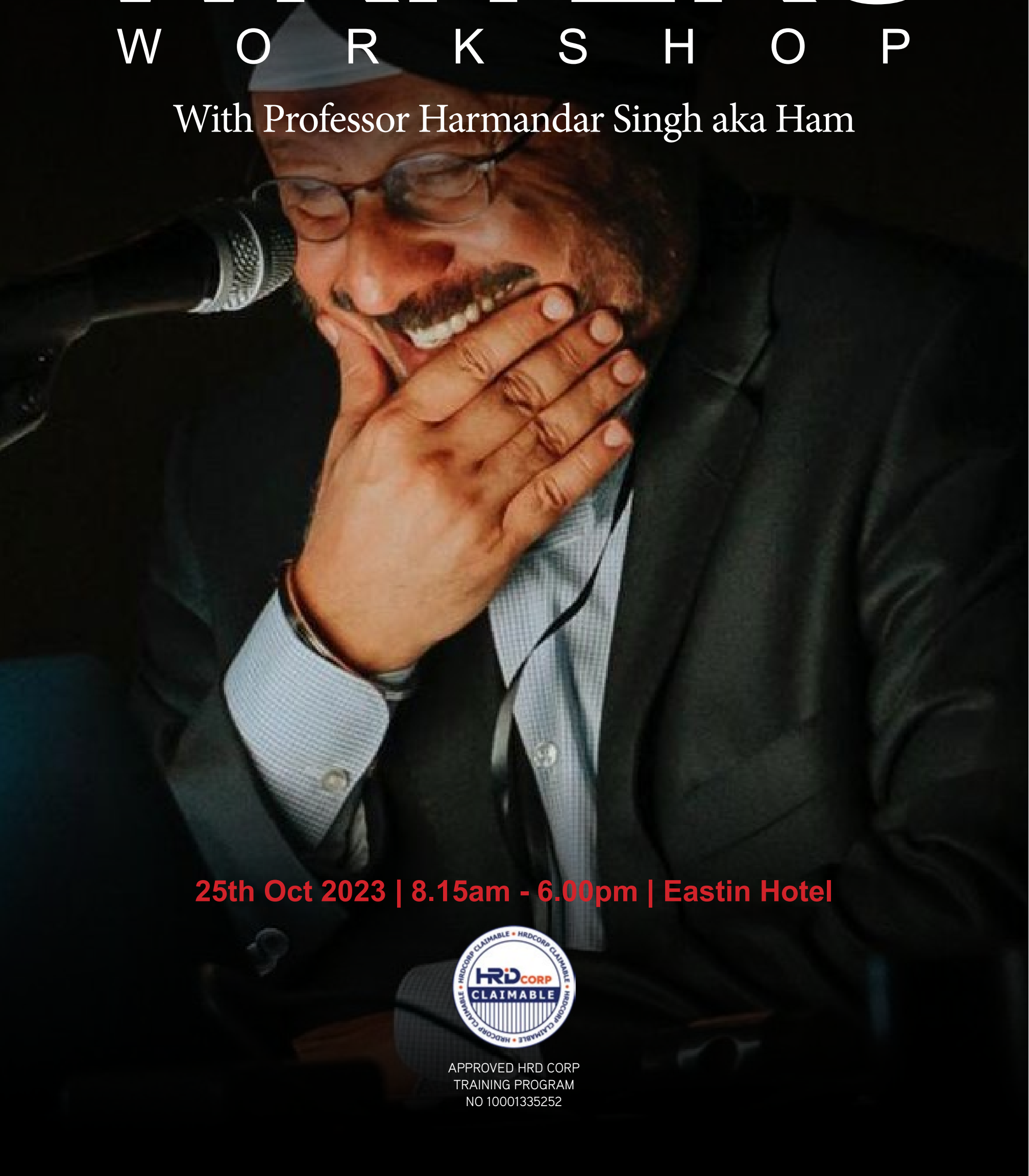
**Dato' William Ng - Founder & Group Publisher, Business Media International
Chairman - Small and Medium Enterprises Association
Malaysia**



MASTERCCLASS 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



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