

SPECIAL ISSUE

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WEEKENDER™



BIG TREE

Special Campaign Edition

COVER STORY

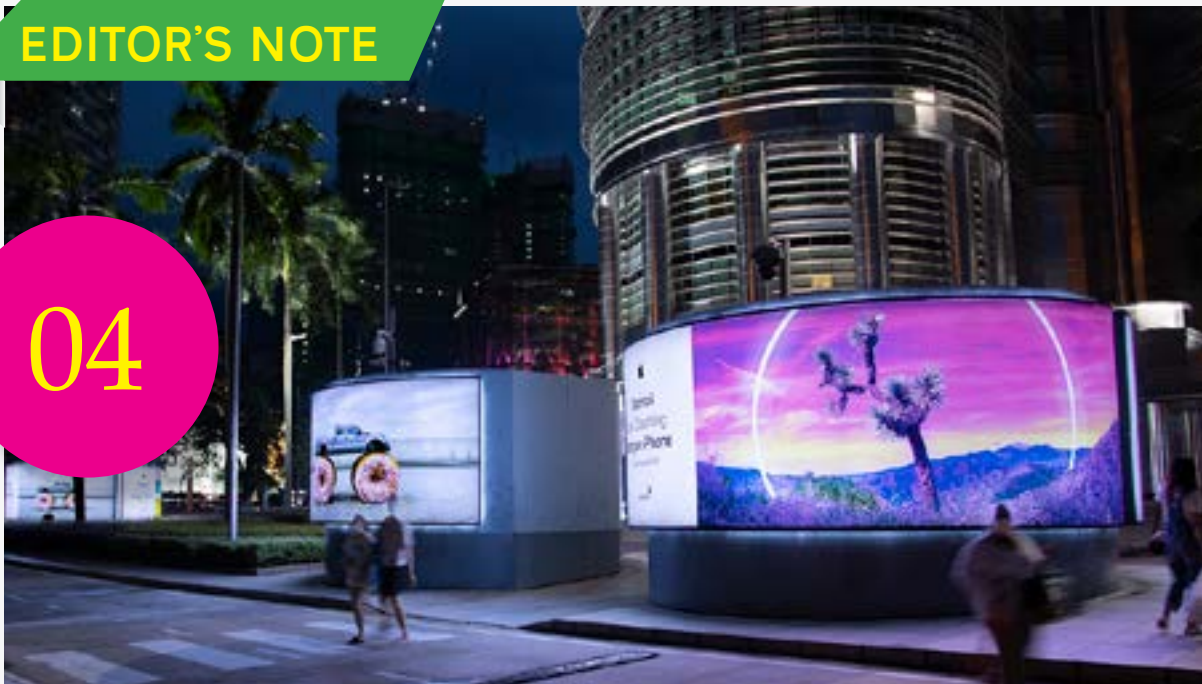
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EMPOWERING
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OF FAILURE**



“Programmatic DOOH provides flexibility. Advertisers will also get a level of transparency in trading not previously available, which will challenge buying behaviour within OOH.”

Greg Paull, co-founder & principal at R3.

“OOH has always been a mass audience driver delivering scale and impact for brands and was never meant to be a one-to-one medium,”

Simon Reid, national head of partnerships, Initiative Australia.



“Digital Outdoor media advertising is changing, with greater capability being developed and integrated every day. Advertisers are able to activate DOOH networks in ways that engage with their desired audiences in a highly targeted way, while integrating DOOH into omni-channel campaigns is easier than ever.”

Rémi Roques, General Manager, Broadsign

“When you know your audience, your audience knows.”

Marissa Bernstein (VP of marketing, Vistar Media)





DIGITAL OUT-OF-HOME (DOOH) ADVERTISING IN MALAYSIA: A GLIMPSE INTO THE FUTURE OF MARKETING

In the realm of advertising, adaptation is the name of the game. Traditional advertising mediums like billboards, posters, and flyers have paved the way for more dynamic and engaging strategies.

Among these, Digital Out-of-Home (DOOH) advertising stands out as a transformative force in the advertising landscape of Malaysia.

The Rise of DOOH Advertising in Malaysia

DOOH advertising represents a digital evolution of traditional out-of-home advertising. It

leverages digital displays, such as LED billboards, interactive kiosks, and even transit advertising, to reach and engage a wider audience.

Malaysia, a country known for its diverse cultural landscape and vibrant economy, is witnessing a rapid growth in DOOH advertising, thanks to several key factors:

1. **Urbanization and Infrastructure Development:** Malaysia's urban areas are experiencing rapid expansion and modernization. As a result, there is an increased presence of high-traffic zones

EDITOR'S NOTE**... The digital nature of DOOH advertising makes it easier for businesses to update and customize content, eliminating the costs associated with traditional print advertising...**

and commercial hubs. DOOH advertising capitalizes on these locations by offering eye-catching, dynamic, and high-resolution displays that easily attract attention.

2. **Technological Advancements:** The country's robust tech infrastructure and widespread internet access have facilitated the integration of digital advertising platforms. Advertisers are harnessing the power of real-time data analytics and programmatic advertising to deliver more personalized and effective campaigns.
3. **Interactive Engagement:** DOOH advertising doesn't just deliver static messages. It invites audience interaction through touch screens, QR codes, and mobile app integrations. In a multicultural society like Malaysia, this interactivity allows advertisers

- to tailor content to specific demographics and languages.
4. **Cost-Effective and Sustainable:** The digital nature of DOOH advertising makes it easier for businesses to update and customize content, eliminating the costs associated with traditional print advertising. Moreover, it is an environmentally friendly alternative, as it reduces paper wastage and energy consumption compared to traditional billboards.

Challenges and Future Prospects
Despite its growth, DOOH advertising in Malaysia does face certain challenges, such as regulatory hurdles, data privacy concerns, and competition from other advertising mediums. However, its promising future lies in its ability to adapt to these challenges:

1. **Regulatory Compliance:** Adhering to advertising regulations is crucial in a multicultural and diverse market like Malaysia. Clear guidelines on content, especially regarding sensitive issues like religion and culture, will be essential.
2. **Data Privacy:** As DOOH

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advertising becomes more data-driven, ensuring the privacy and security of consumer data will be a paramount concern. Stricter data protection laws and transparent data collection practices will be necessary.

3. **Integration with Mobile Marketing:** The synergy between DOOH and mobile advertising will be key. Mobile devices are integral to the daily lives of Malaysians, and the seamless integration of DOOH campaigns with mobile marketing efforts can enhance consumer engagement.
4. **Content Personalization:** Understanding the local nuances and preferences of different regions within Malaysia will be crucial for effective DOOH campaigns.

Tailoring content based on location, language, and culture will yield better results.

Digital Out-of-Home advertising is ushering in a new era of marketing in Malaysia. It's a dynamic, engaging, and environmentally friendly way to connect with the diverse and tech-savvy population.

As the industry continues to evolve and overcome its challenges, we can expect to see innovative and captivating DOOH campaigns that resonate with Malaysians and deliver a fresh perspective on advertising in the country.

#APAKHABARBIGTREE



“Apa Khabar?”

Big Tree Greets Malaysians With 12 Heartwarming Messages

When you drive through the busy roads of Kuala Lumpur, it’s hard to miss the lovable and uplifting messages the Malaysian public shares on Big Tree’s towering Digital Out-of-Home (DOOH) screens.

“Kehadiran anda bermakna buat kami. – Sharifah Syazani” or “Impian itu percuma, berusahalah sampai dapat. – Dania” – In support of mental health awareness and as part of Big Tree’s Corporate Social Responsibility (CSR) campaign, Big Tree’s massive DOOH displays serve as a canvas for spreading positivity, hope and inspiration to all who see it.

In September, Big Tree encouraged the public to submit



#APAKHABARBIGTREE

an uplifting message and photos of themselves to be displayed on their DOOH screens. The campaign had successfully garnered interest as it saw high participation and engagement from the Malaysian public.

12 selected winners were featured on Big Tree's DOOH screens across Klang Valley and won a WOWSHOP e-voucher worth RM50 on top of receiving two free consultation sessions with a Psychologist.



"We hope our campaign was able to urge more people to share positivity and keep tabs on the people around them, further fostering a loving and supportive community that understands the importance of caring for mental health," shares Stephanie Wong, COO of Big Tree, as she thanked Malaysians for participating in the "Apa Khabar?" campaign.



Big Tree leveraged its long-standing stature as the leading Malaysian Out-of-Home (OOH) advertising solutions provider to be an agent of positivity and change. Their commitment to uplifting Malaysians and reminding Malaysians to check in on loved ones through their DOOH media continues to demonstrate the power of OOH media in shaping our collective mindset and fostering a brighter and more connected society.

#APAKHABARBIGTREE

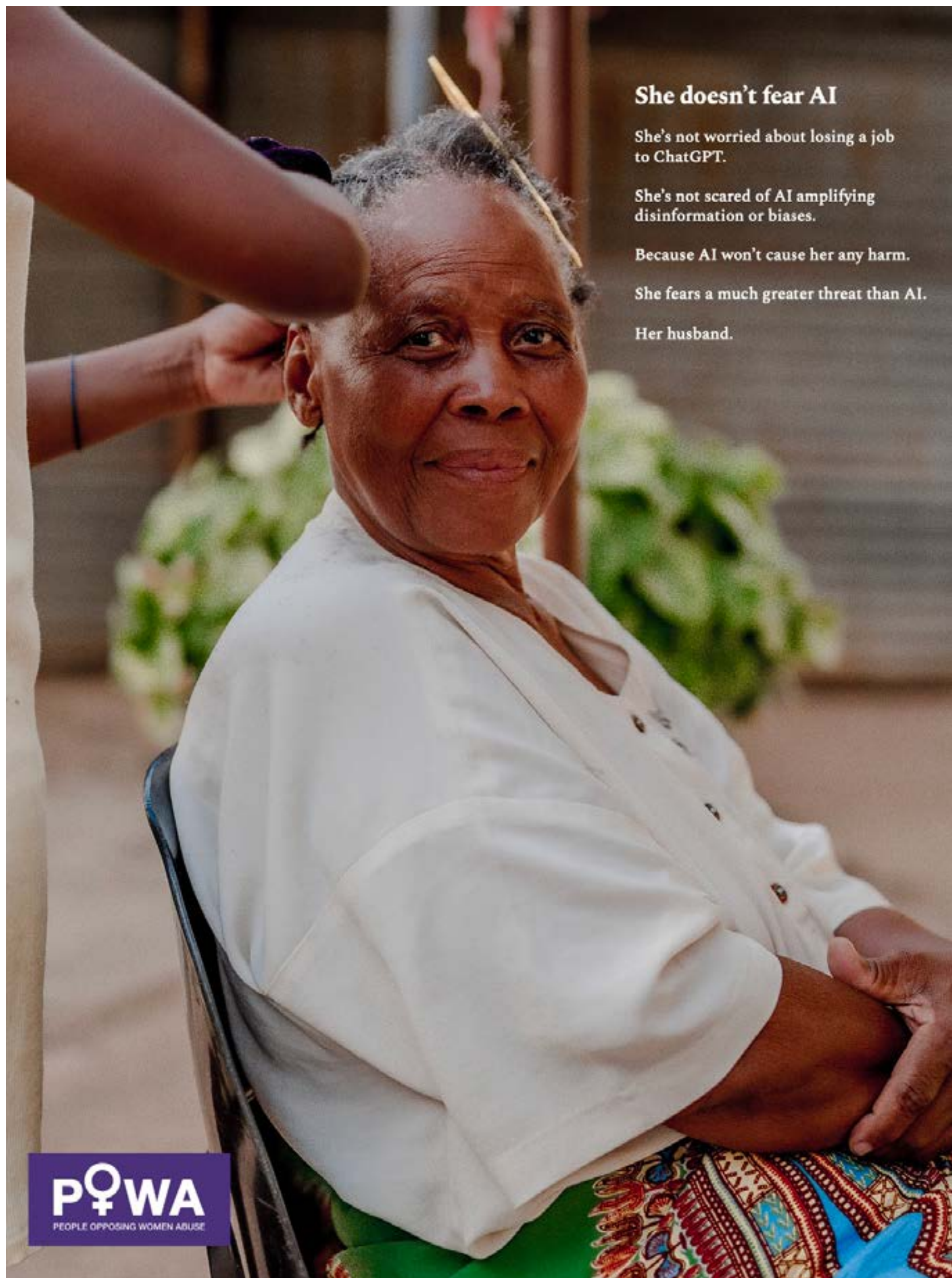


As shared by one of the 12 selected winners, Bob Adzrene, “*Jalan sesak! Senyum dulu*”. Big Tree reminds us that even simple everyday messages can profoundly and positively impact our lives.



Therefore, whenever we are stuck on a high-traffic road or patiently waiting for the train, as you read through the 12 messages, you can continue spreading positive energy and check in on your loved ones. It may start with a simple question of “*Apa Khabar?*”.

SHOWCASE



She doesn't fear AI

She's not worried about losing a job to ChatGPT.

She's not scared of AI amplifying disinformation or biases.

Because AI won't cause her any harm.

She fears a much greater threat than AI.

Her husband.

THE MARKETEER STRIKES!



LIBERATING CREATIVITY:
**EMPOWERING
MALAYSIAN MARKETING
AGENCIES TO CONQUER
THE FEAR OF FAILURE**

In the bustling world of marketing agencies, a potent but often underestimated adversary lurks in the shadows - the incessant fear of failure. This formidable foe is not limited to junior staff alone; even seasoned CEOs are not immune to its paralysing grip.

The ultimate consequence is, very often, a stifled environment where innovative ideas are ruthlessly shot down in their

infancy. Interestingly, the power to liberate creativity and innovation lies in the hands of unbridled visionary leadership.

Let us examine the origins of this fear in the context of Malaysian marketing agencies, explore its repercussions, and, most importantly, unveil how effective leadership can pave the way to conquer this fear, fostering a culture of boundless innovation.

THE MARKETEER STRIKES!

Unmasking the Fear of Failure in Malaysian Marketing Agencies

The fear of failure within Malaysian marketing agencies finds its roots in several key factors. Firstly, the intensely competitive nature of the industry raises the stakes considerably. Campaigns often require substantial investments, and the outcomes can be unpredictable. It's no wonder that apprehension takes root when considering the dire consequences of a failed campaign.

Secondly, the marketing landscape in Malaysia is in a state of constant flux, mirroring global trends while embracing its unique cultural nuances. This rapid evolution, while exciting, introduces an element of uncertainty. The fear of making misguided decisions in this ever-changing environment can suffocate, and hold to ransom the spirit of innovation.

The fear of failure is often exacerbated by corporate cultures that do not encourage calculated risk-taking. When

leaders themselves shy away from embracing risk and stifle new ideas, employees are less inclined to venture beyond their comfort zones and propose groundbreaking solutions.

Leadership's Role in Empowering Malaysian Marketing Agencies

In this dynamic milieu, visionary leadership plays an instrumental role in liberating creativity and conquering the fear of failure. Here's how leadership can lead the charge:

Setting a Resilient Example:

Malaysian CEOs and executives must lead by example, openly acknowledging that failure is an integral part of the innovation journey. By sharing personal anecdotes of challenges and setbacks, leaders humanise themselves and reveal that on the contrary, failure is, indeed, a steppingstone to triumph.

Creating a Sanctuary for Ideas:

Leaders should cultivate an environment where employees feel secure in sharing their

THE MARKETEER STRIKES!

ideas, devoid of the immediate fear of criticism. Encouraging open communication and active listening is key. Constructive feedback should focus on refining ideas rather than dismissing them.

Rewarding Bold Endeavours:

Implementing a reward system that recognises and celebrates calculated risks leading to innovation, even in the absence of immediate success, can be a game-changer. These rewards can take various forms, from bonuses to public recognition and career advancement opportunities.

Championing Experimentation:

Leadership should allocate both time and resources for experimentation. By designating a safe space for exploring new concepts, marketers can take risks without jeopardising ongoing campaigns.

Supporting Growth and

Learning: Offering training in areas such as AI-driven creative problem-solving, adaptability,

and resilience empowers employees to face challenges and failures with confidence. Leadership can also provide mentorship and coaching to help employees glean valuable lessons from their personal experiences.

In the vibrant tapestry of Malaysian marketing agencies, the fear of failure has long cast a shadow over innovation and creativity. However, by fostering a culture that embraces failure as a vital learning opportunity and providing unwavering support and resources, leadership can spearhead an extraordinary transformation.

In a rejuvenated environment, marketers will rise to the occasion, unafraid to face even the most daunting of interrogators, for the fear of failure will no longer hold sway. Instead, it will fuel a blaze of continuous improvement and unprecedented success, positioning Malaysian marketing agencies as pathways of innovation in the global arena.

The time for liberation is now! Not tomorrow, or the distant future.



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.

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