

# MARKETING

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## WEEKENDER™



**FISHERMEN INTEGRATED  
IS EFFIE MALAYSIA'S  
AGENCY OF THE YEAR  
FOR 2023**

COVER STORY

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**"THIS MAY BE A FEATHER IN MY TURBAN, BUT IT IS A CROWN IN THEIR CAPS."**

**HOT FM CONTINUES TO REIGN SUPREME AS MALAYSIA'S #1 MALAY RADIO STATION**



**BOYCOTT MISINFORMATION NOT THE LIVELIHOOD OF INNOCENT MALAYSIANS**



**“The best way to improve your golf is to chop down the rainforest... We get too much rain in Sarawak - it stops me playing golf.”**

**Amar James Wong, Sarawak's environment and tourism minister in 1988.**

**“Toilets are like new brides after they are completed. After some time, they get a bit spoiled. Even if you do not use them frequently, you need someone to clean them every 25 minutes.”**

**The late works minister S Samy Vellu in 2005.**



**“If you cannot fight rape, better lie down and enjoy it.”**

**Kota Kinabalu Umno division head Roselan Johar Mohamed in 2004.**

**“We can't have everyone sit in Parliament for the whole day for 15 days in a row. You just can't. The seat will get very hot and if you sit too long, you may get piles.”**

**Nazri Aziz, minister in the Prime Minister's Office in 2004.**



## EDITOR'S NOTE



The Guinness World Record which was presented by Guinness World Records Adjudicator Sonia Ushirogochi, at Tiffin-at-the-Yard, also saw *Wonda* unveil a fresh new look for their range of Wonda Coffee products.

**“This may be a feather in my turban, but it is a crown in their caps.”**

Wonda, Malaysia’s leading ready-to-drink coffee brand, sets another Guinness World Record for the longest magazine.

I have never won a world record, so you could imagine how excited I was to be invited for the Certification presentation ceremony this morning. When I was younger, someone joked I may have the longest nose in the world, but let’s not go there.

In a collaboration with this magazine, a special edition September issue was produced in an accordion style and when fully opened, cover to cover measures at 751.2cm in length.

The concept was to highlight the longest *Kopi Tarik* in print.

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When we started this project, I never thought we would make it into the Guinness World Records as the longest magazine. Building upon our previous partnership with Wonda Coffee, where we sent out 3,000 personalised magazines to Malaysia's advertising and marketing industry readers (with their face on the cover!), I have always enjoyed the creative freedom in bringing their concepts to life.

Fresh from their recent Guinness World Records achievement for *The Largest Online Video Chain of People Performing Football Juggle*, participated by football enthusiasts across Malaysia in March 2023, this amazing feat was conceptualised together with their agency partner Ampersand Advisory to create a *Kopi Tarik* in a magazine that would surpass the current record holder who measures at 16ft.

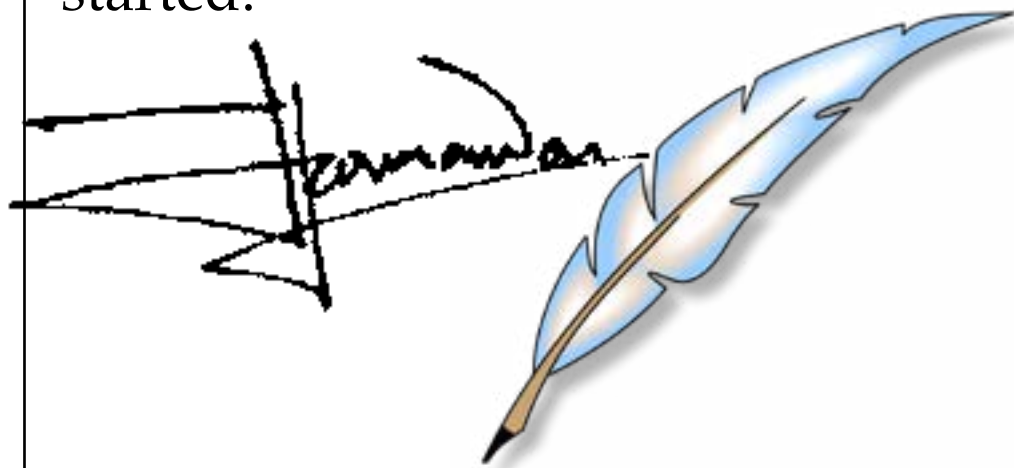
This Guinness World record is part of their broader vision of increasing their global presence as a competitive disruptor in the coffee industry. This can be seen in their collaboration with the Football Association of Malaysia and Astro Radio for the OR1 FM campaign.

But this record-breaking issue of the longest *Kopi Tarik* was a technical accomplishment and even my Art Director Ali put all his years of experience to the test. The people behind this success are the Wonda(ful) people, the awesome team at Ampersand Advisory, my never-say-die printer Sekaran, the amazing people at Pos Malaysia and my family.

Etika's Vice President of Marketing, Amy Gan, shared, "Over the past decade, Wonda Coffee has proudly stood as an innovative brand. We are grateful to be able to stand hand in hand with MARETING Magazine and our partners in celebrating this together. We hope and look forward to more industry-first collaborations with Professor Ham and his team."

My daughter just told me, "Well done Dad, you are now a world record holder."

And the weekend has just started!





# Effie Malaysia's 2023 Agency of The Year: Fishermen Integrated - An Inside Look

Disruptive. Entertaining. Inspiring. Impactful. These are words commonly used to describe campaigns headed by Effie Malaysia's Agency of the Year for 2023, Fishermen Integrated.

11 years in the making, this astounding achievement by one of Malaysia's finest has been slowly brewing, thanks to the many collaborations it has established with renowned local and international brands

over the years. Through strong local insights and bold creative ideas, Fishermen have produced brilliant, locally-driven campaigns for its clients that resonate with Malaysian audiences.

## **A Steady Growth**

Local with a global heart and a presence in Singapore, Fishermen Integrated is the first locally-owned independent agency to take home the Effie

## COVER STORY



*The teams from Fishermen and Grab, Effie Malaysia's 2023 Agency and Brand of the Year.*



*The teams from Fishermen and TIME Internet.*

Malaysia Agency of the Year Award, beating out some of the more established players in the country.

Apart from clinching the top agency award at the 2023

Malaysian Effie, Fishermen also scooped up 4 Silver and 2 Bronze awards at the same event for its work on campaigns for TIME Internet, Grab, Gaviscon and WONDA Coffee.

## COVER STORY

**“Fishermen’s evolution is not one of a sharp incline. Our 11-year journey consisted of several developmental phases, beta testings, experimentations...”**

With these achievements, Fishermen has reinforced its position as a small yet powerful presence that commands the attention of the industry. Apart from the Effie, Fishermen has won the Kancil Awards’ Golden Kancil twice (in 2015 and 2019), as well as a Kancil Gold for Creative Effectiveness. It has also been honoured with the Grand Prix at the Malaysian Digital Association’s (MDA) d-Awards in 2022, and named Advertising Agency of the Year at the APPIES 2022 Malaysia Marketing Campaigns Awards.

Looking back at their steady growth, the team at Fishermen is immensely grateful for the trust and confidence given to them by their clients, as well as their partners – Reservoir, Graph Studio, Think Tank, 30 Grid, Societe Films and Green-i – who have helped bring their ideas to life.

For Joyce Gan, co-founder and Group Brand Director, Fishermen’s journey may seem like a pretty amazing ride, but the team has also encountered its fair share of challenges and obstacles.

“Fishermen’s evolution is not one of a sharp incline. Our 11-year journey consisted of several developmental phases, beta testings, experimentations, and even a puberty phase. These led us to where we are today, and we are grateful for this journey which was made possible through our clients and partners who took a chance on us and believed in our capabilities.”

Regardless of the challenges that lie ahead, Fishermen is ready and looking forward to more exciting years with new partnerships and new opportunities.

“We are all geared up and thrilled to be heading into the second decade of our journey. At Fishermen, we call it the teenage years. We promise our clients (present and future) that we will continue to hone our craft and develop our skills in this uncharted world that’s full of potential,” she added.



*Joyce Gan, co-founder and Group Brand Director*

## **Merging Local Insights With Entertainment**

Fishermen has come a long way since its humble beginnings. What started off as another creative and digital agency in Malaysia's very competitive advertising industry, is slowly but surely making its mark, particularly in the branded entertainment zone.



*Andrew Tan, co-founder and Executive Creative Director*

“Creative businesses are never easy in this fast changing landscape, especially for a young agency like Fishermen. From the get go, our creative philosophy has always been about combining honest insights that are locally relevant, and executing our ideas in the most entertaining way possible to generate talkability. Of course,

## COVER STORY

it's easier said than done.

Fortunately, our creative philosophy has been well received by our clients. We created work that drove talkability for brands like Bank Simpanan Nasional, TIME Internet, Grab, BFM 89.9, Nando's, Pizza Hut and many more. Our work was also well received by our industry peers through our wins at the Kancils, Effie, APPIES and the Marketing Excellence Awards, among others," said Andrew Tan, co-founder and Executive Creative Director of Fishermen.

**"... Our work was also well received by our industry peers through our wins at the Kancils, Effie, APPIES and the Marketing Excellence Awards, among others,"**





*Stephanie Vincent, Head of Web Development*

## **Web Development, SEO and Conversion Optimisation**

Fishermen also has a web development division led by Stephanie Vincent that is dedicated to assisting clients in constructing a meaningful online presence in the vast digital landscape. It also assists clients in devising digital solutions aligned with their specific

business aspirations. Beyond the usual website development scope, Fishermen is committed to creating user-centric experiences that resonate genuinely. This dedication to innovation is evidenced in collaborations with respected Malaysian brands such as PETRONAS, Sime Darby Oils, Gibraltar BSN, BIX Malaysia, Sharp Malaysia, and the Northern Corridor Economic Region (NCER).

While many agencies overlooked the SEO and conversion optimisation factor, Fishermen equipped itself with the analytics expertise, allowing it to gain the trust of its clients in keeping their websites and SEO in good standing, some for over five years.

For David Alan Bates, co-founder and Managing Director of Fishermen Analytics, improving the customer experience goes a long way, and looking back at their steady track record, they have been able to help their clients, who come from a variety of industries, increase their clicks by over 300% because they were attentive to the gaps that needed better brand storytelling.



*David Alan Bates, co-founder and Managing Director of Fishermen Analytics*

“The decision to put emphasis on analytics to drive our decision making, even creative ones, came ten years ago when the analytics team within Fishermen was formed. This was when many brands were not even looking at their website data with any consistency, much less anything else.



*The Fishermen Analytics Team*

But we strongly felt that the industry as a whole was going to undergo a big shift towards being more data driven, and thankfully we were prepared with a strong team, and also the trust of our clients who shared the same belief and the ‘big data dream’ that we had,” Bates added.

### **The Hook: Connecting Influencers With the Right Brand**

Fishermen has also branched out into influencer marketing recently via its new division — aptly named The Hook — which focuses on working with key opinion leaders to promote brands and services more effectively.



*Tan Lih Wern, Head of The Hook*

Formed in response to a steady demand for influencer marketing in the country, The Hook is envisioned as the bridge that connects the right influencer with the right brands, paving the way for a seamless 3-way relationship between clients, influencer and agency.

The Hook is led by Tan Lih Wern, a dedicated and talented member of the Fishermen team who has played an instrumental



*Kimberly Hii, Head of Layan Studios*

role in the company's growth. Recent notable campaigns she oversaw include with Jenn Chia for Alcon's PRECISION1 campaign; xNova, Malaysia's top eSports athlete for the Goodday Charge re-launch; and Ms. Puiyi for the Durex Academy.

The team also has plans to integrate AR/VR and other tech solutions for their clients in the near future.

**COVER STORY****Layan Studios, Jom!**

Fishermen has also expanded their team to include another new brand called Layan Studios. Getting its name from a Malaysian colloquial term that means “relax” or “sit back and enjoy”, Layan Studios is Fishermen’s own in-house production team which focuses on churning out insightful and impactful social media content and film production.

Kimberly Hii, Fishermen’s own in-house director, leads a team of content creators and video editors to realise the dreams of their clients in the best and most creative ways possible.

**Fishermen Singapore: Creativity Meets Entertainment in the Lion City**

Moving across the border down south, Fishermen Integrated’s presence in Singapore, led by co-founder and Executive Creative Director Adam Miranda, aims to fill the gap in the country’s advertising industry and bring vision to reality for clients across the border...and even beyond.

“From Day One, our adventurous plan was to sail as far as our little boat could take us. After setting up our Malaysia office, we opened up our Singapore office a year later. Both

*Fishermen Singapore*

## COVER STORY



### *The Leaders of Fishermen Integrated*

*Back Row (Left to Right): Stephanie Vincent, Fish Cheng, Tan Lih Wern, Andrew Tan, Elaine Liao, Andrew Perera and Kimberly Hii*

*Front Row (Left to Right): Chong Wei Ling, Mark Darren Lee, Joyce Gan, Adam Miranda and Theresa Arthur*

sides have steady foundations with talented people making ‘unboring’ creative work. And we run both sides like it’s one office. In the near future, we will be looking for our next venture beyond Malaysia and Singapore. That’s all I should be saying right now on that topic,” Adam teased.

Some of the current clients under Miranda’s purview include Nando’s, the National University of Singapore (NUS), Jollibee, Betadine, Yeo’s, Shake Shack, and many more.

We look forward to more

engaging content down south, as Miranda and his team weave the classic Fishermen magic.

### **People, the Driving Force to Success**

For Fishermen, people are the driving force behind its success, be it their clients, the audience or their team.

The agency makes investing in its own talent a priority – many of its team members have in fact grown from junior roles to heads of departments.

Mark Darren Lee, co-founder and Managing Director of

## COVER STORY



*Mark Darren Lee, co-founder and Managing Director*

Fishermen Integrated, affirms the importance of nurturing its talent to see them grow with the company.

“It’s always been about the people for us. Our team members are the true heroes, crafting ideas that bring smiles to our clients. That’s why it’s important that we nurture a workplace where it’s not just about work, but also about building friendships while

growing in knowledge with like-minded people,” Mark said.

At their headquarters, Fishermen applies an open concept and flat structure work process. They adhere to the needs of their team members and are constantly looking for ways to harness positivity in their daily work life. They are ideas and solution-driven people, and hope that both their staff and clients can be proud of the work they do and the accolades they receive.



*Adam Miranda, co-founder and Executive Creative Director*

## COVER STORY



*#FishermenFam at Club Med 2023*

**“It’s always been about the people for us. Our team members are the true heroes, crafting ideas that bring smiles to our clients...”**

Fishermen will soon be moving to a larger office space to cater to the demands of a post-pandemic work culture. The new workspace will include an in-house mini studio, a play area, and open spaces for



## COVER STORY

brainstorming. And in line with providing more rewards for their long-term staff, Fishermen is also looking to implement up to one month of paid leave for their team members who have been with them for three, five, seven and ten years. “A longer break will help refresh and reinvigorate their minds further before coming back to work,” said Mark.

The team is also taken for yearly retreats to Club Meds in the region for a fun time away from work. Staying true to the theme of “work hard, play hard”, the Fishermen are also no strangers to quarterly parties for a boost of positivity. Fresh minds = fresh ideas, always!

With a firm footing, a solid foundation and a clear vision



## COVER STORY



of what they hope to achieve, Fishermen continues to strive hard in their endeavour to become one of the best agencies, not only in the country but also across the region.

Proudly Malaysian and relentless in spreading the Malaysian pride to the world through their work, it is undeniable that Fishermen is well on its way to creating more awe-inspiring masterpieces that will tug on your heartstrings and tickle your emotions.

“To all our clients, we say a big thank you. Your trust in our work means the world to us and we are committed to keep finding new ways to achieve your goals and excel even further together!” concluded Mark.



**“To all our clients, we say a big thank you. Your trust in our work means the world to us and we are committed to keep finding new ways to achieve your goals and excel even further together!”**

# WHO'S WHO IS THE MALAYSIAN MARKETING LANDSCAPE



NEXT STOP: CEO

A READY REFERENCE TO THE LEADERS  
WHO ARE MAKING A TRANSFORMATIVE  
DIFFERENCE IN THE INDUSTRY.

O U T S O O N

# Hot FM Continues to Reign Supreme as Malaysia's #1 Malay Radio Station



Hot FM, a prominent radio station in Malaysia, has firmly established itself as the leading Malay radio station in the

country, boasting an impressive 3.73 million listeners, according to the most recent Nielsen Consumer & Media View (CMV)

## HOT STATION



July 2022 till June 2023 Based On Past Week Listership, \*Peninsular Malaysia Among Individuals Aged 15 Years & Above. This reflects its enduring popularity and innovative approach to radio broadcasting.

Several key factors contribute to Hot FM's success. The station

consistently rolls out engaging campaigns that capture the hearts of its listeners. For instance, the "Piknik Hot" campaign encourages listeners to embark on picnics with their favourite radio personalities, featuring performances by local celebrities for a unique and interactive

**HOT STATION**

**... Hot FM has truly set the bar high in the Malaysian radio industry, and with their unwavering dedication to excellence, they are likely to remain a beloved choice for years to come...**

experience. Initiatives like these forge stronger connections with the audience, resulting in increased listener loyalty and steady growth in avid fans.

Another noteworthy campaign, “Hot Hular Wang Sama Pendengar (HWSP),” sees the station generously awarding RM 300,000 to a fortunate winner, enhancing the captivating and enjoyable nature of its broadcasts and fostering a strong sense of community among listeners.

The introduction of “KJ Jadi DJ,” where prominent Malaysian politician Khairy Jamaluddin assumes the role of a radio DJ, marked a significant turning

point. His charisma and wit have expanded the station’s reach, and the inclusion of well-known figures in the radio lineup has broadened its appeal. Notably, “KJ Jadi DJ” secured a Gold award in APPIES Malaysia 2023 and a Bronze in the Hashtag Asia Award 2023.

In contrast, Fly FM remains the second most popular English radio station in Malaysia, securing a substantial 2.1 million listeners, positioning it as a formidable competitor in the market.

Hot FM’s innovative campaigns, community engagement, and the inclusion of well-known personalities have played pivotal roles in maintaining its status as the number one Malay radio station in Malaysia. The station’s ability to resonate with its audience, foster a sense of belonging, and deliver exciting content keeps listeners coming back for more. Hot FM has truly set the bar high in the Malaysian radio industry, and with their unwavering dedication to excellence, they are likely to remain the beloved choice for years to come.

Contact us at [solutions@mediaprima.com.my](mailto:solutions@mediaprima.com.my).

## THE MALKETEER STRIKES!



# Boycott misinformation not the livelihood of innocent Malaysians

In the hustle and bustle of my beloved Madaniland, a nation seemingly entangled in its own web of boycott fervour, I found myself seeking solace at a ZUS Coffee outlet. As I sipped on a cup of ZUS Coffee Gula Melaka,

contemplating the chaos of incessant boycott calls and the alarming depreciation of our ringgit, I couldn't help but wonder if our priorities were misplaced.

While the Middle East

## THE MALKETEER STRIKES!

grapples with a barrage of rockets and the Iron Dome air defense system in action, Malaysians seem to have become preoccupied with an incessant volley of boycott calls and the ready deployment of our indigenous Coconut Dome to shield us from perceived liberal threats that threaten the inner sanctum of our thinking.

Boycott calls, fuelled by misinformation circulating on social media, have been relentlessly targeting brands deemed “sympathetic or supporting” of Israel in the ongoing Israel-Palestine conflict since October 7. McDonald’s, Starbucks, and Grab have found themselves in the crosshairs, responding to stakeholders and clarifying their positions.

A peculiar shift in consumer allegiance from Starbucks to the homegrown halal-certified brand, ZUS Coffee, has garnered attention. Founded by eight Malaysian entrepreneurs in 2019 and boasting 197 locations nationwide, ZUS Coffee’s success attracted the interest of Philippines’ billionaire restaurant mogul Frank Lao who purchased

a 35 percent stake in March this year.

Yet, amidst this coffee controversy, misguided influencers and self-proclaimed ‘holier-than-thou moral activists’ have accused ZUS of “paganism,” linking its name to the mythological Greek God Zeus. A Facebook page carrying the moniker Berita Malaysia urging Muslim consumers not to patronise ZUS Coffee outlets alleging that it is syirik (polytheism) and therefore, “unIslamic”. The post has generated over 20,000 likes and 24,000 shares.

Vice President Stephy Foong has debunked these claims, asserting that ZUS is an acronym representing “zealous, unify, and us,” and has absolutely nothing to do with the so-called “God of Thunder” – Zeus.

As I enjoy ZUS Gula Melaka coffee, I am struck by a moment of “intoxicated high-octane creativity.” I coin the term “ZUSreka” – a fusion of ZUS and Eureka – and envision a new frontier in Malaysia’s prowess: the art of boycotts.

In the spirit of turning

## THE MALKETEER STRIKES!

**... Malaysians seem to have become preoccupied with an incessant volley of boycott calls and the ready deployment of our indigenous Coconut Dome to shield us from perceived liberal threats that threaten the inner sanctum of our thinking...**

negativity on its head, I propose the establishment of the world's first Boycott Consultancy in Kuala Lumpur. A hub for unparalleled strategies and award-winning campaigns, it could redefine the very nature of boycotts. Venture capitalists might even consider funding a Boycott Academy, producing Chief Boycott Officers (CBOs) and Chief Conflict Officers to navigate the complexities of global conflicts.

Amidst the escalating insanity of boycotts, it's time to redirect our energy.

Let's vehemently Boycott Misinformation. Boycott Hatred. Boycott Violence. Boycott War. Boycott Apartheid. Boycott Extremism. Boycott Misogyny. Boycott Racism. Boycott Depraved Thinking. Boycott Bigots. Boycott Misanthropes.

Instead, let's cease boycotting the livelihoods of hardworking individuals and their families at McDonald's, Starbucks, Grab, ZUS Coffee, and others in Malaysia. Boycotts are hurting ordinary Malaysians like Grab Riders.

Our nation grapples with more pressing issues — the soaring cost of living, a plummeting currency, low wages, unemployment, and rising poverty. It's time to unite for the well-being of all Malaysians.

In hindsight, I propose a shift in perspective: The UnBoycotting Consultancy, with myself as the Chief UnBoycotting Officer, dedicated to promoting unity and addressing the real challenges our nation faces.



NEXT STOP: CEO

**“CMOs are the heartbeat of a company. They set the pace, build the culture and face of the brand. They are responsible to deliver the numbers and strong believers of the impossible. Some are even loved by their CFOs! The Malaysian CMO Awards is one of the few platforms that recognises the nation’s best talents who are on their journey to be great future leaders.”**

Albern Murty  
Previous CEO of Digi,  
now Deputy CEO  
of CelcomDigi.

