

MARKETING

ISSUE #392 NOV 2023

WEEKENDER™



BADMEN

SEX, LIES AND
ADVERTISING

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**Is the
Malaysian
advertising
industry
sexist?**

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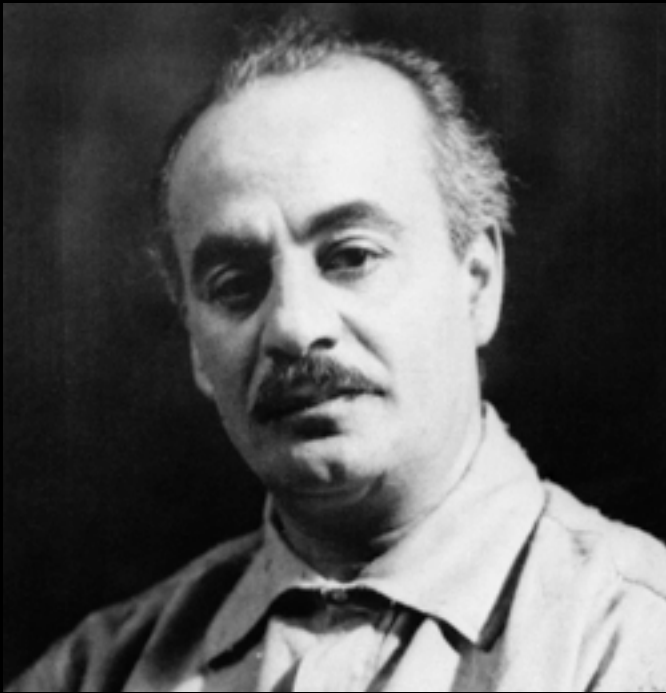


**A HOLISTIC TRIBUTE
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**LOVE WILL
KEEP US
ALIVE.**



“Beauty is not in the face, beauty is a light in the heart.”

Kahlil Gibran

“Majority of youth supported us; only the old, ignorant and ‘rusty’ oldies didn’t.”

PAS president Abdul Hadi Awang speaking at a ceramah in Kemaman two nights ago.



“To be the kind of leader who can do the best for the country, one must be whiter than white to realise the Malaysian dream.”

Said MP Syed Saddiq Syed after being sentenced to 7 years jail, a RM10mil fine and 2 strokes of the cane for misappropriation of funds and money laundering.

“The only people who care about advertising are the people who work in advertising”

George Parker





Ham Havoc Down Under



A ham bag has been removed from [Australia's Kmart website](#) after the Australian Jewish Association complained that its message, "Merry Ham-mas," looked too similar to Hamas.

The text is printed on the ham bag in festive red and green lettering, with a Christmas tree replacing the first "A."

In an update posted about an hour after its first post about the subject, the AJA wrote that the organization had been contacted

EDITOR'S NOTE



“We got it wrong on this occasion, and we apologise unreservedly,”

by Kmart senior management and that the ham bag had been taken off store shelves and the Kmart website.

“We got it wrong on this occasion, and we apologise unreservedly,” a spokesperson for Wesfarmers told The West Australian. “When designing this product we clearly didn’t think through all the implications and the product has been removed from sale.”

A Christmas ham or Yule ham is a ham often served for

Christmas dinner or during Yule.

One reader commented, “HAM-MAS is a play on Xmas. Not bloody HAMAS. We’re smart enough to know the difference. But honestly at the moment your effort should be on reducing the slaughter of innocents in Gaza.”

Is the Malaysian advertising industry sexist?



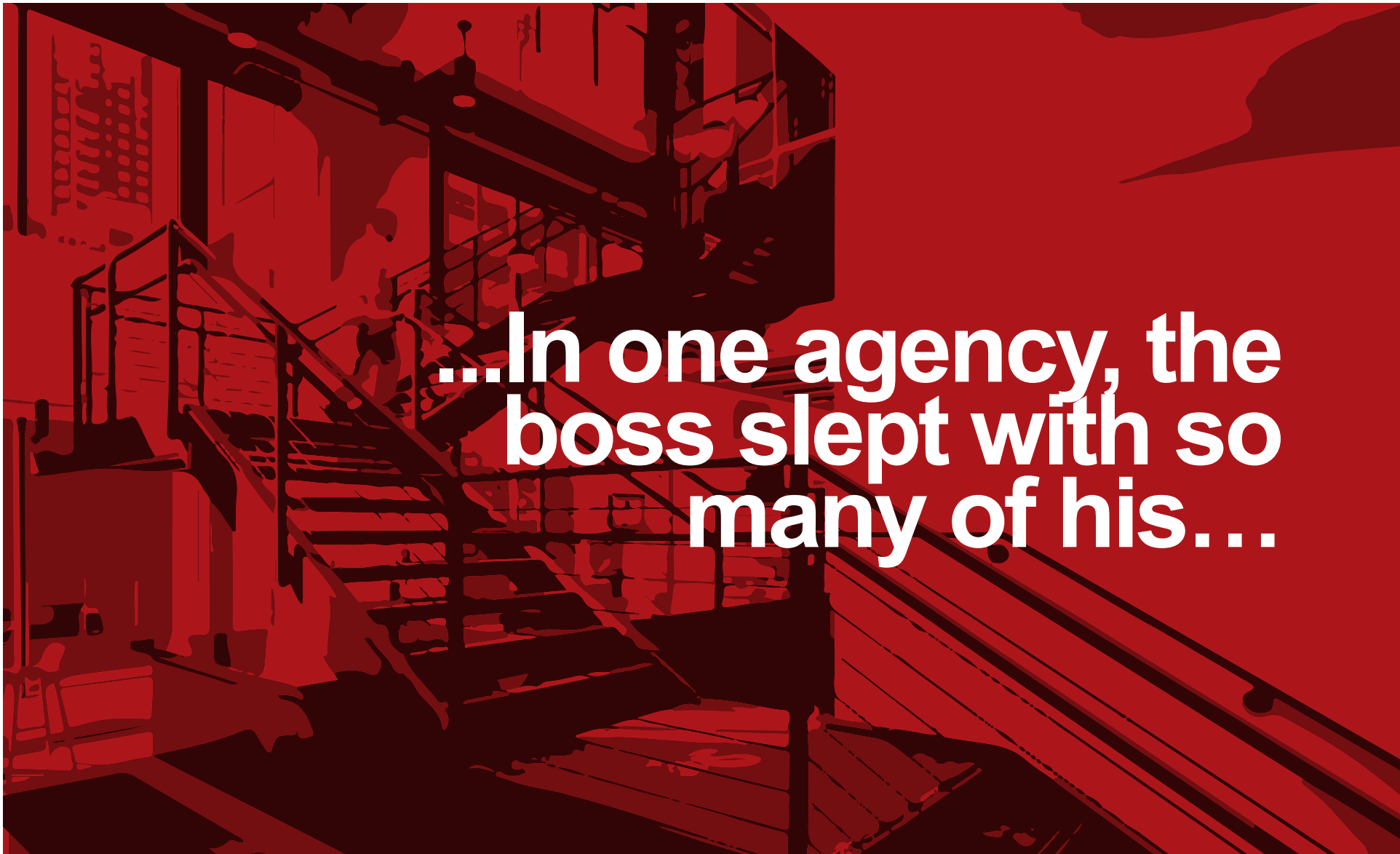
Circa 1980s...

We were all bad people.

The Chairman of the agency was a well-heeled big shot. And he called the shots. But one day the expat creative

director of his agency “crossed the line”. The creative director was caught sleeping with the Chairman’s mistress and despite being warned, continued his shenanigans.

When the well-married Chairman finally found out, the



...In one agency, the boss slept with so many of his...

Creative Director was thrown out of the country never to be allowed back again in less time than it takes to say Testosterone.

And who was that feared global creative director who went on a global tour with a talk titled “Sex Sells”? When he visited KL, he had his fair share of romps and did more than reward the faithful.

When you look close enough we are not different from other industries. If anything, people think we hang around with models. But boy (girl/they), have I seen some really ugly people in the industry....

Stairway to Heaven.

In one agency, the boss slept with so many of his gorgeous female staff they ended jealously fighting over him. And the boss was a married man.

He was suave and there was a private spiral staircase from the ground floor to his office in the sky. When there was a meeting in his office, people were wary where to sit. He had generous sofas but there were too many used tissues on the carpet and such.

Those days cigarette brand name advertising was legal, and money was aplenty in the business.



A cigarette client was like a God, they had ample millions to shoot a few tv commercials and then just can them never to be used. POWER!

Thank God for Grab

One day, my Art Director and I decided to take time out and pop into a cinema for a mindless movie just to chill, and we saw our Account Director joined with his secretary at the far end of the row in front of us. Reserved class, it was. Reserved for married men to slide down to their sweet young things under cover of darkness, since the halls were chilly.

When they saw us, they started looking at the screen throughout as if it was the greatest film on earth.

But let me tell you about our ride to the show.

My Art Director and I went downstairs to catch a cab to the cinema in Bukit Bintang.

Taxi drivers were all high and mighty and their rudeness was next level. Pre Grab days.

I flagged down a taxi, and the irritated crusty old driver rolled down the side window and blurted, "*Lu puki mana?*".

There was no time to correct his language as it was raining, so I barked back, "*Saya p#### Jalan P#### Bintang.*"

He replied, "*Masuk, masuk,*" like he had just handed out scholarships to Yale to some ungrateful bastards.

All I could think of that whole day was there was actually a taxi driver going around KL asking passengers, "*Lu puki mana?*"

Watch your language

Back to the office, the MD asked the voluptuous Account Manager who'd come late for the meeting, "*Why are you late?*".

The flustered lady caught her breath, and blurted, "*I was tied up.*"

The MD responded with a signalling glare, "*I bet you were.*"

COVER STORY

Bad, bad, bad... Trump calls it Locker Room Talk.

Compared to today, those times in the office seemed like scenes from a soft porn movie.

Some strange consensual law on all things forbidden ran the universe like a non-spoken perversion.

There were no tree-hugging, "don't touch the papayas, the insects will die" movement to save the planet then.

Slut was not a 4-letter word. In fact, it was the theme for Friday night parties at the Wine Bar in Wisma Stephens. If you are above 50, you may have been to one of these Slut Parties. The Invite read "bring out the slut in you", and this was before someone invented Ladies Night.

PC was a computer on the accountant's table.

We just sold products, consumed them and lived.

And you thought AMC's *Mad Men* tv series was bad.

Michael Jackson's "Bad" was the theme song for the bad boys, and the girls who just "wanna have fun".

I could go on and on, but comedian Bill Maher sums it up best, "Humans are not good people."



The biggest bad ass our side of the planet then was the awards-slut Neil French. Every creative wanted to be like him. He was God, in fact his name card in later years read Godfather.

Then came the bald head craze, quickly followed by mini pig tails and finally ear rings and bulky bangles.

Not for me; I was happy with my turban and a bangle I wore since birth. You see the Sikhs were always ahead of any trend. We even found the cure for baldness; opting for the glorious all-weather, timeless turban. And saved a fortune on barbers.

COVER STORY

Wild, willing and wily

Those days, everybody was bad. People drank like fish, smoked like young soldiers and life was all about the next raise. Awards were a bonus; they were not deal breakers.

Most senior executives had the office keys and some would bring their “catch” to the office late at night for further *briefing*. Nothing like walking around an empty office with a girl in hand pretending you owned everything, I suppose. Worse still, boasting that you came up with the ideas postered in the hallways.

...People drank like fish, smoked like young soldiers and life was all about the next raise...

Once a group of inebriated lads brought two pretty girls to the boardroom after midnight, and convinced them to pose naked on the boardroom table. Photos were taken (with permission) but sense kicked in the next day and the film was destroyed.

Those days art director's handling photo shoots are known to persuade the model to go naked for special pictures just for his own “artistic” portfolio.

There were quite a few gays in our industry, they were bad too. Hitting on young vulnerable prey who were just underlings. One famous advertising gay CD committed suicide at his apartment, apparently over a lover's quarrel.





Talking about work-life balance, I remember working late was the norm. One local ad agency even ran a full page ad showing the two floors of their office building with the lights on late at night. The copy I think went something like, “we burn the midnight oil for our clients.” The ad caused a lot of buzz and was an effective recruitment tool: people wanted to work at an agency that did not sleep!

Opened AI

After CEO Sam Altman was fired from OpenAI last week, for being “not consistently candid in his communications with the

board”, he was rehired when staff threatened to leave. This included co-founder and former chair Greg Brockman.

The unspoken news is that Greg has a little more explaining to do: his use of discriminatory language against a gender-transitioning team member. Despite many promises to address this issue, no meaningful action was taken, except for Greg simply avoiding all communication with the affected individual, effectively creating a hostile work environment. This team member was eventually terminated for alleged under-performance.

COVER STORY

...Why aren't ads intelligent, engaging, entertaining and rewarding anymore?...

How do you regulate favouritism?

Reverse discrimination

It is an unwritten rule that award shows favour male over female judges, challenging the very concept of meritocracy the industry is built on.

A few years ago, white male creative directors at a UK ad agency sued the firm claiming they were fired because they were men.... and won. They claim they were sexually discriminated after a presentation to a diversity conference pledged to "obliterate" its Mad Men reputation of being full of straight, white men.

The lawsuit revealed that the financially struggling agency had changed course on its layoff plans amid revelations of its gender pay gap, resulting in terminations for the five men who'd raised concerns around how issues of diversity were being discussed. **Our value system is driven by education**

We are already seeing more religiousness and geo-political posturing in the world.

Which brings me to a sober conclusion for Malaysia....

A messed-up education system produces a messed-up population who become messed-up ad people, messed-up clients and a messed-up audience. Why aren't people watching ads anymore? Why aren't ads intelligent, engaging, entertaining and rewarding anymore? Where's the insight, the strategy, the concept?

The often mentioned "Shit Well Shot" is truer today than ever. They insult our intelligence?

Or cater to an audience that lacks intelligence?

It all goes back to the education or the lack of a good one.

SHOWCASE



STOP BUYING TRASH

Overshopping leads to waste.
If you are not going to use it, leave it on the shelf and save it from the bin.



A holistic tribute to Festive Advertising

... Some call it the shopping season and there's much truth in that...

Festive Advertising* is a big deal in Malaysia. With almost a quarter of a billion Ringgit recorded adex every year, festive advertising is a barometer of consumption trends and retail spend. Some call it the shopping season and there's much truth in that. It is also a time when a hike in ad spend by brands and collectively festive advertising has driven a lot of marketing activity with heightened consumer anticipation.

FESTIVE ADVERTISING

MARKETING magazine Malaysia has consistently recognised the significance of this with its regular Experts Choice Awards amongst its **readers**.

While year-end spends were always a sort of watershed moment for marketing with the looming new year and sales season, one can see that Raya trumps Christmas through the festive adex lens. Almost 35% of total television adex is being utilised during festive periods.

But with the digital platforms (including OOH) factoring as much as 70% of adex, the need to marry television with festive brand films is the optimal route for advertisers embracing a multi-platform strategy that allows a deeper connection with a more receptive and engaged consumer.

*_Includes Merdeka/National Day.

Source: Nielsen and Kantar _

Astro nurtures a home for festive TVCs

Astro has created a highly accessible and integrated platform for Malaysians to watch multicultural stories through a branded film marathon. This allows brands to optimise their marketing budgets by reaching

... Astro has created a highly accessible and integrated platform for Malaysians to watch multicultural stories through a branded film marathon...

a broader audience beyond the digital realm, connecting with quality and engaged consumers across Astro's ecosystem.

This initiative aims to provide a cinematic feel on TV that resonates with viewers and enhances the festive mood.

They have created several new content initiatives focusing on delivering originality, creativity, and relevance for brands...

Phase 1 - Pre-Promo

Astro's Dedicated 24/7 Festive Brand Channel: an exclusive pop-up channel that's available for all Astro subscribers.

- You can brand the channel according to the festive period e.g. for CNY, the channel can be branded as '兔(tú) Too Fun', for Hari Raya 'Cerita Raya Kita', etc.

FESTIVE ADVERTISING

- Past films can also be shared here, while teasing upcoming films by revisiting memorable and evergreen brand films.
- This will be done through pre-promos across high-rated vernacular channels, as well as amplified on their popular social platforms for radio and digital.

This helps brands to extend their exposure and visibility and increase audience anticipation for the upcoming campaigns.

Phase 2 - Amplification

Shorties Celebration Series: a cinematic event on a pop-up channel presenting the latest brand films in episodic format, with fresh runs and repeats during the festive period.

- You can tailor it to a specific festive or occasion, such as Merdeka, where multiracial hosts from different vernaculars come together and present the best short film of the year. This approach adds a personal touch to the content by reflecting the cultural and linguistic diversity of the audience, creating a sense

of inclusivity that connects with viewers on a deeper level, ensuring that everyone feels represented and engaged during the festive.

- Leverage popular entertainment talk shows on Astro Ria, such as MeleTOP and HLive, Astro can remind audiences to watch the brand films.
- Additionally, sponsor segments, lower third banners, branded advertorials, and social media postings on Facebook and Instagram will be incorporated, for higher recall.
- Brand integration opportunities on popular news segments such as Astro Awani, Astro AEC, and Astro Vaanavil, including thematic discussions, interviews with brands and creators as well as a vox pop. A dedicated news segment will be aired to announce the initiative, allowing brands to have their films discussed in news context, gaining additional exposure and credibility.
- A dedicated VOD Catalogue

2023 BEST FESTIVE BRAND FILMS WITH 360° MARKETING CAMPAIGNS

VIDEO HIGHLIGHT IS AVAILABLE [HERE](#)



Chinese New Year (CNY) 2023

Theme: 兔(tú) Too Fun!

Brands: IJM Land, PayNet, Hong Leong, U Mobile, Bio Essence and Sun Strong Entertainment

Key highlight: Hong Leong garnered high brand film reach at 1.2 million audiences and extended on demand viewing reaching 1,322 households in just 2 weeks.



Hari Raya 2023

Theme: Cerita Raya Kita

Brands: Grab, Celcom, Maxis and IJM Land

Key highlight: Celcom recorded a high peak at 7.6 million TVC reach, while Grab achieved high On Demand viewing reaching 40,484 households.



Merdeka Brand Film 2023

Theme: Tentang Kita, Kisah Malaysia

Brands: CelcomDigi, OPPO, PLUS, U Mobile

Key highlight: PLUS' Merdeka brand film wowed 4.2 million TV viewers during a 4-week campaign, alongside a shorter version impressively reaching 7.6 million viewers.

FESTIVE ADVERTISING

... Festive season is a time when poignant stories count the most in marketing. Now you can make the most out of it by powering up your brand films with Astro's 360° transmedia...

offers a seamless viewing experience. Astro can curate a dedicated reel on Astro's VOD interface, exclusively housing all the Short Film Stories. This allows viewers to easily access and enjoy the films at their convenience, increasing engagement and repeat views.

Phase 3 - Engagement

The brand films can be transformed into prelude shows leading up to the main

festive programming across multiple channels. Full-length brand films will be aired across key Astro Channels with high frequency, featuring one brand per channel daily. Additionally, there will be a 30-second cut down as well.

Phase 4 - Sustenance

Harness the power of audio films to drive storytelling, Astro can extend the brand's festive message into a one-minute audio brand film format.

This will be distributed across Astro radio stations, maximising exposure to a vast audience of 17.9 million weekly listeners.

So, what are you waiting for?

With 30 days left to plan for CNY and about 60 days until Hari Raya 2024, anticipation is fast building up.

Festive season is a time when poignant stories count the most in marketing. Now you can make the most out of it by powering up your brand films with Astro's 360° transmedia ecosystem for wider reach and the exposure it truly deserves.

For further enquiries, reach out to Astro Media Solutions team [here!](#)

BOB HOFFMAN

SOCIAL MEDIA'S DARK AGES

By Bob Hoffman



Lies are truth. Science is fiction. Imbeciles are gurus. Welcome to the New Dark Ages, presented by social media and sponsored by the advertising industry.

We start with Elon Musk. When Musk changed the name of his toy from “Twitter” to “X” he signaled what was coming. “Twitter” is a chirpy, cheerful name. “X” is dark and dangerous.

A couple of years ago in this space I wrote, “There’s a uniquely nauseating type of arrogance we have gotten used to from tech ceo’s. It’s not enough for these creeps to be outrageously wealthy, they also regard themselves as gurus...”

“X” has become a slime-filled pit of racism, antisemitism, hatred and ignorance. It is a commercial disaster. But Musk doesn’t care. He wasn’t satisfied being the world’s richest man, he wanted to be the world’s loudest.

BOB HOFFMAN

This week a slew of big name companies, including Apple, Paramount, IBM, Disney and the European Commission pulled their advertising from “X” over Musk’s endorsement of some idiotic nonsense about Jews conspiring to replace white people with “hordes of minorities.” This idiocy is very popular among the QAnon geniuses. The only plot I can reliably pin on Jews is conspiring to replace donuts with hordes of bagels.

Linda Yaccarino, X’s chief executive, who was once-upon-a-time a well-respected advertising executive at NBCUniversal, said that “X” has been “extremely clear about our efforts to combat antisemitism and discrimination.” The only thing



not true about that statement is every single word.

Meanwhile, over at Truth Social, the one-man social media platform and bedwetting forum, things ain’t going so good. According to its independent accounting firm, Truth Social (aka

Trump Media and Technology Group) is in deep snow. Its “financial condition raises substantial doubt as to its ability to continue as a going concern.”

For the first time, financial info about the company has been made public, and it’s a pig’s breakfast. As you’d expect, the “truth” about Truth is buried under a dumpster load of bullshit about “change in fair value of derivative liabilities” and other financial hocus pocus.

But according to the Hollywood Reporter the bottom

BOB HOFFMAN

... For the first time, financial info about the company has been made public, and it's a pig's breakfast...

line is this:

- Since its inception the company took in just \$3.7 million in net sales, and lost tens of millions of dollars.
- The company has lost \$60.5 million since it launched. Other sources put the loss at over \$70 million.
- While TMTG was once valued at \$875 million, Trump revealed in his latest financial disclosure form that his controlling stake is valued at between \$5 million and \$25 million.

Finally we come to TikTok. As we've noted in previous posts, TikTok is probably the most successful spy operation in history. This week, the big story on TikTok was that a letter written by that great humanitarian Osama Bin Laden, yes the same Osama Bin Laden who brought you 9/11, went viral and was praised to the sky by our brilliant Gen Z TikTok-ers who have TicTacs for brains.

Not missing a chance to give us a good chuckle, our leaders in Washington -- who can't find their asses with a flashlight and a map -- yapped for the 100th time about banning TikTok. Yeah, when refrigerators fly.

This is a bad time for social media, and a very bad time for the world. I'll give the last word to The New York Times. A couple of years ago The Times wrote, "a society that outsources



the tending of its social interactions to people who behave like sociopaths is a society asking not for freedom but for tyranny."



With Sherilyn Shackell, CEO of The Marketing Academy...

Let's start by you sharing why & how The Marketing Academy even exists.

The Marketing Academy exists because we believe that marketing, media and advertising at its best is the

means to create a powerful & meaningful impact on the citizens of our planet. The only function and industry that truly influences the way people think, the choices they take and the decisions they make. For this

MARKETING ACADEMY

... We unite a powerful, committed and engaged community of client-side CEOs & CMOs, media and creative agency CEOs...

collective power to be wielded in a positive way, our talent needs to be nurtured & developed. And that's where we come in.

We deliver world class leadership programs annually across the globe. Each program serves a unique purpose, tailored to the specific needs of our diverse community. At our core, we are dedicated to shaping the future of leadership through these transformative programs;

The Scholarship – for emerging leaders in Marketing, Media and Advertising with between 8 and 18 years work

experience, based in UK, USA or Australia.

The Fellowship Program – exclusively for Client side CMOs with a minimum of 15 years leadership experience based in EMEA, USA or APAC.

The Virtual Campus Program – an online program delivering world class learning for our Alumni, Mentors, Sponsors and their teams, globally.

Our programs are unique in that they are highly selective, aimed at the top 1% of talent, yet completely free of charge.

How do your programs equip marketers with the skills they need to fully embody the principle of the modern-day, adaptable marketer?

Our programs ensure that both the commercial & social impact of marketing, media and advertising is felt in every board room, now and in the future.

And we do this by ensuring our curriculums are delivered by the best brains in the industry, globally; We unite a powerful, committed and engaged community of client-side CEOs & CMOs, media and creative agency CEOs and subject matter experts from every marketing

MARKETING ACADEMY

discipline in the industry who share their wisdom and knowledge within our programs on a pro bono basis.

How do you specifically develop Board leadership capabilities in your CMO Fellowship Program?

We are privileged in that our Fellowship Program is delivered in partnership with McKinsey & Partners. Together with McKinsey we have developed a curriculum which provides CMOs with access to board-level thinking and development in all elements of Board stewardship not usually provided to marketers.

The curriculum includes Corporate Finance, Operational Effectiveness, Leading Transformational Change, Corporate Strategy, Organisational Health, Delivering Shareholder Value and so much more. Our 'Fellows' also gain access to Mentors; high profile board chairs, non-executives, CEOs and board members and each Fellow is assigned a Board level Executive Coach who works with them throughout the program.

Added to this is the powerful peer-to-peer learning they share

... The best CMOs have an extremely broad set of capabilities. They are superb communicators, storytellers...

within the cohort and the holistic nature of the program ensures they accelerate their knowledge and experience to take on a future CEO or main board roles.

What can CMOs bring to the boardroom table that other organisational roles don't?

The best CMOs have an extremely broad set of capabilities. They are superb communicators, storytellers and innovators with the ability to influence, engage and take risks. They also have a deep understanding of the commercial drivers of their business, intellectual breadth, a well-honed ability to spot the opportunities and an unfailing ability to understand what their customers want in every context.

MARKETING ACADEMY

... The most effective CMOs now and in the future will take direct accountability for growth...

The same can't be said of most other organisational roles so in my opinion every company should harness these abilities by ensuring their CMO is bang smack in the centre of their Board room.

Looking to the future, we can see emerging trends coming through with the rise of AI, automation, and similar. Paint us a picture of the CMO of the future.

Well, I can assure you that the CMO of the future will not have to be an expert in AI!

What they will need to be is a superb leader...albeit with a few AI experts in their team. My point being that if CMOs become exceptional at inspiring, developing and empowering their teams, the results will follow.

But the remit is growing. The most effective CMOs now and in the future will take direct accountability for growth and, in addition to brand & comms, will be responsible for pricing, product, innovation, customer experience, technology, data & insight...with increasing remit for P&L.

What's the single biggest thing a CMO should be concerned about getting right in regards to their marketing talent?

Leave them better than you found them. By this I mean invest time, energy, money and resources into ensuring your teams are operating at the highest level possible. Focus on leadership and personal development (assuming you've already hired for attitude as well as skill) because its only when they are performing at their best will they produce the best outcomes.

You run the Fellowship Program in 3 regions, what are you seeing to be the differences in roles & leadership culture across the regions?

Yes there are differences - in style and culture mostly which



would be odd if this wasn't the case. But also stature of the function can differ between countries, specifically between global & domestic brands. There are differences in hierarchy, status, attitude, and also levels & scope of the actual role. Communication styles vary hugely between Europe, USA and Asia and then are different between countries. E.g in the APAC Fellowship we have CMOs from 8 different countries across the region and some of the differences are profound.

Fortunately we're all humans, and once we give permission to drop the 'learned' behaviour,

provide an environment of psychological safety and enable a human to human connection, we find that differences reduce and magical things happen.

You recently announced the CMOs selected to join the inaugural APAC Fellowship Program. What sort of selection process takes place for selecting marketers for this cohort and what are some of the qualities you look for?

Being selected for a place on the Fellowship in any region has always been an extremely competitive. We're specifically looking for current CMOs at

... CMOs who meet the core selection criteria submit a 3 part application which includes essays about their aspirations and achievements plus a written endorsement from their CEO...

the height of their CMO career, who are seeking to become CEOs or broader main board level business leaders. So we're looking for ambition, seasoned commercial experience, broad scope of role running complex teams & budgets, superb leadership capability, and they are in the most senior marketing/customer role their company has.

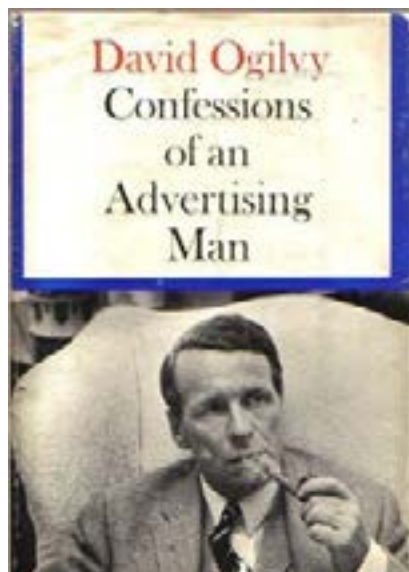
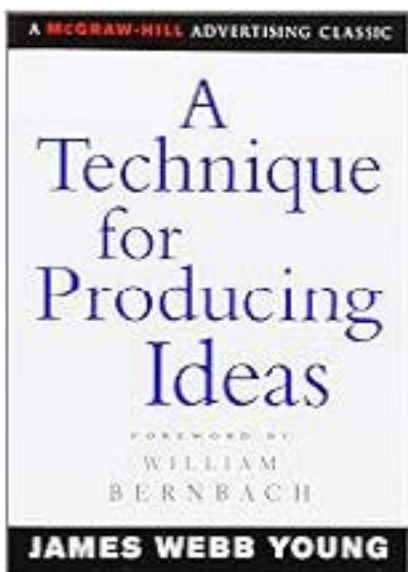
CMOs who meet the core selection criteria submit a 3 part application which includes essays about their aspirations and achievements plus a written endorsement from their CEO. If they are shortlisted following that, they'll be interviewed by a member of the selection panel ahead of final decisions being made. Curating the final cohort is a vital exercise for us as the more diverse the cohort (in every context) the richer the experience is for the entire cohort. The decisions are not taken lightly.

And finally, what's next for The Marketing Academy?

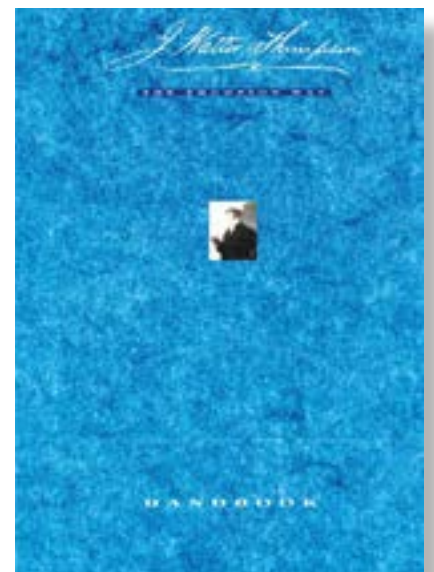
We're in the first year of the APAC Fellowship and its already attracting interest from across the region for our other programs; The Scholarship Program for emerging leaders and the Virtual Campus Program an online program of world class learning for our community of Alumni, Mentors, Coaches and sponsors. So in the future we're keen to enable companys across Asia to access our other programs.

<https://themarketingacademy.org/>

Love will keep us alive.



PAUL
LOOSLEY'S
CIVIL
WRITES



Instead of weeping about the death of ads, how about saying something positive I hear you squeak?

OK then, how about passing on the adverts baton, something that, rather than clutching at pearls, the old and wretched, the whiners, cry-babies and bed-wetters should be doing. Keep alive the tenets of the agencies they profess to love so much before we are all gathered up ourselves. Keep alive the values that should outlive us even if

replaced by eminently forgettable new acronyms.

To begin - write.

Acquired learning is sadly lacking in the industry. Last time I mentioned Ogilvy's comment about advertising going unrecognised as a profession. Ask yourself, how much learning is available about advertising compared to the mountains of reference produced about law? How many agencies actually have libraries, eh?

BRITISH ADMEN

In all fairness, David did his bit. *Ogilvy on Advertising*, *Confessions of an Ad Man* to name the most prominent tomes. I didn't agree with much of what was written, but it's the thought that counts.

I had a crack at writing myself. I assembled all my ad articles together in a book called *Civil Writes* (it was available at Borders who immediately went out of business). And I edited/wrote a handbook on the theories and practical application of J. Walter

Thompson's ideas on effective advertising, immodestly called *The Thompson Way*.

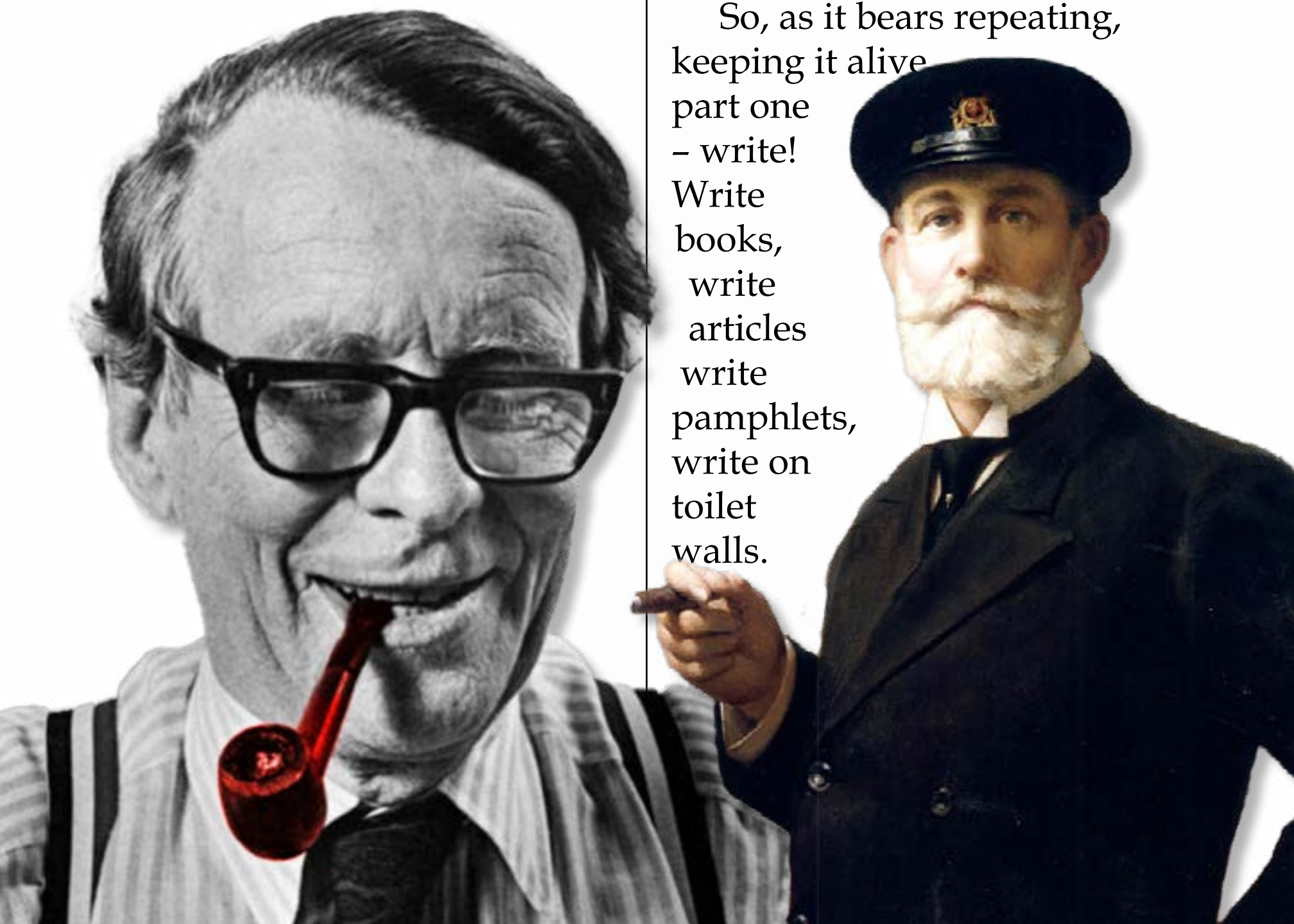
There's a great book called *From Those Wonderful Folks That Gave You Pearl Harbor* by Jerry Della Femina; required reading as the blueprint for the TV show, *Mad Men*.

But my particular 'bible' is a little book from a long departed alumni of J Walter Thompson, it's called *A Technique for Producing Ideas*. It's magic and it's available on Amazon. But that's about it from the agency lot.

So, as it bears repeating, keeping it alive

part one
- write!

Write
books,
write
articles
write
pamphlets,
write on
toilet
walls.



BRITISH ADMEN

... Ask yourself, how much learning is available about advertising compared to the mountains of reference produced about law?...

Secondly, possibly more importantly.... teach.

A few folks lecture. I try. This comic's beloved publisher and editor, Ham, does. (*That's Professor Ham to you. Ed.*)

Some agencies, not all, spent a lot of time and intellectual energy in developing practical ideas and theories on the creation of the most effective advertising. I certainly try my best to pass on the things I learnt, much of which I wrote about in the handbook I mentioned above; things like, 'The Buying Cycle', how people make purchase decisions. 'Brand Personality', how brands actually take on anthropological human characteristics. 'A Scale of Advertising Effect' how different products are purchased in different ways. 'Stimulus and Response', the best way to make viewers respond to adverts. And more.

I recently gave a talk to a bunch of university students (I was told 300 of them but it was online, so they were mute and invisible, but unfortunately for them they got to see me!). The topic was again from that booklet, *A Technique for Producing Ideas*, they seemed to like it - I did. There is, for me at least, a great deal of satisfaction in passing on worldly wisdom - it does the ego a world of good.

So there you are. Mourn if you must. But I assure you, if you really love the agencies that have been unceremoniously interred, then practice the things I spoke about above - write and teach. Or indeed anything else to ensure the essence of the agencies, if not the names, are not lost.

And dry your lying eyes.



Paul J Loosley is an English person who has been in Asia 40 years, 12 as a creative

director and 26 making TVCs. And still, for some strange reason, he can't shut-up about advertising. Any feedback: mail p.loosley@gmail.com (please keep it lively).

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