

MARKETING

ISSUE # 394 JAN 2023

WEEKENDER™



Meet
**Pearly
Teong**

**Hivestack's
programmatic
DOOH power
player in SEA**

COVER STORY

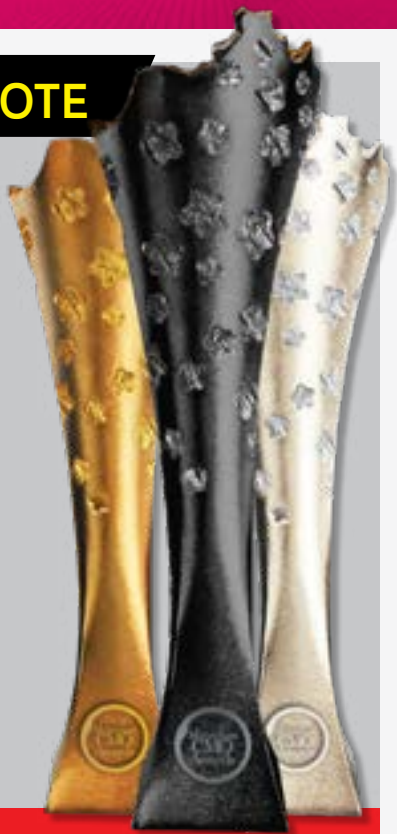
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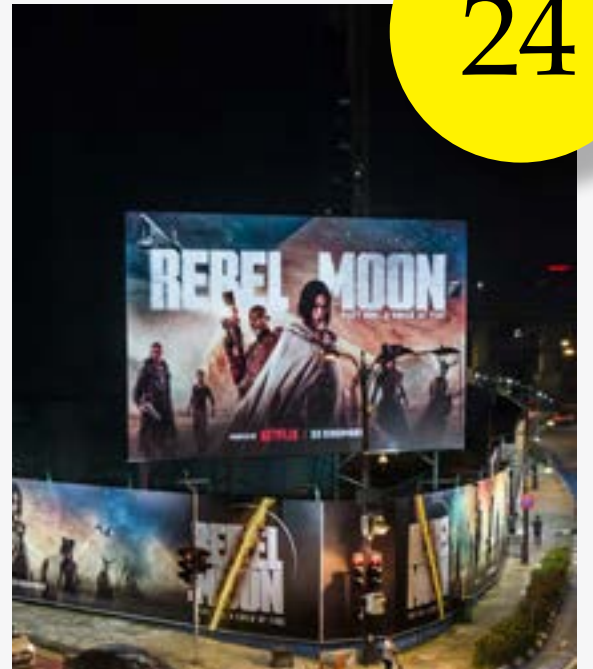
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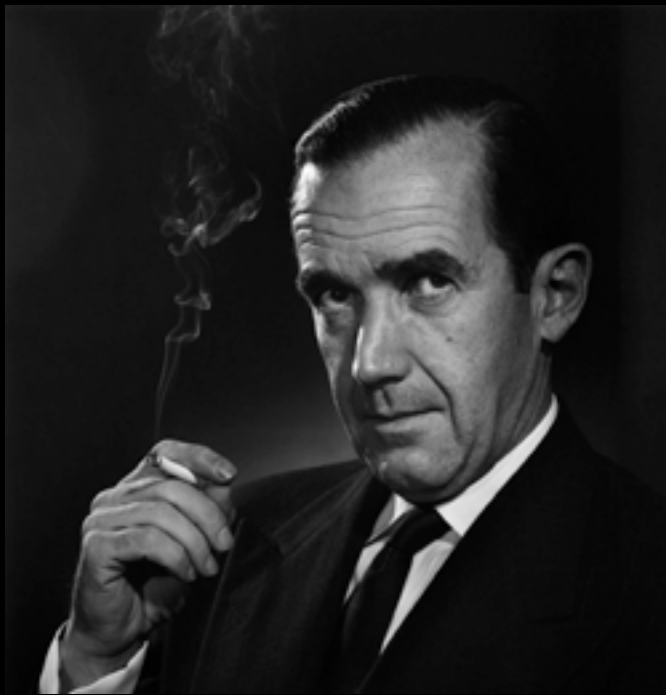


A CANVAS OF DREAMS RISES IN THE HEART OF KL

NO EQUAL NO SEQUEL



A full-colour 200-page coffee table book showcasing some of the finest marketing minds in Malaysia. Limited copies for sale.



“Most truths are so naked that people feel sorry for them and cover them up, at least a little bit.”

American journalist Edward R Murrow

“For last year’s words belong to last year’s language, and next year’s words await another voice. To make an end is to make a beginning.”

TS Elliot



“Crowdfunded local movie Pendatang which bypassed the Malaysian Film Censorship Board and premiered on YouTube chalked up almost a million views in less than a month.”

“From my great-grandfather, we were great hunters. KL is a concrete jungle, so what do I hunt? I’m going to hunt all the corrupt people, and I make sure I bring back results.”

Incoming Malaysian King, Sultan of Johor Sultan Ibrahim Sultan Iskandar.



EDITOR'S NOTE



Making of a winning Malaysian CMO

We wanted to take the Malaysian CMO Awards to a new level.

And Chris Jaques was in town. Chris used to run the worldwide agency network Y&R USA, and helps Fortune 500 companies figure out marketing strategies.

So Vishnu and I cornered Chris into a Conference Room at the Eastin hotel for a brainstorm. In less than 20 minutes, we finalised the whole concept and added a purpose-driven theme to the Awards – NEXT STOP: CEO.

This aligned perfectly with our passion to champion growth, talent and leadership.

Several CEOs we spoke to see CMOs as ideal candidates for CEO roles, because they are responsible for the positioning, differentiation and development of brands (which are increasingly valuable corporate assets), and because it is their business to understand consumers and their needs.

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.

EDITOR'S NOTE

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

Geo-politics plays a significant role in marketing dynamics and 2023 was a battleground for marketers to prove their mettle. The year was a testament to their tenacity, verve and leadership.

We strengthened our processes and criteria to encompass these growth values.

We engaged global growth and advisory firm Ipsos Strategy3 as our Knowledge Partner to prepare all nominations. It is one of the world's best management consulting firms, Forbes 2022 & 2023. Assessments were based on both evidence-based information and qualitative insights.

NOMINATIONS

Nominees were not required to submit their details via online forms anymore.

The editorial committee of **MARKETING** Magazine and Industry Watchers independently curated a list of 30 potential marketing high-performers who fit the criteria. There is no entry fee.

Nominees were contacted for phone interviews, over a two-months process, for Ipsos to complete their nomination dossiers. All nominations competed openly, industry categories are attributed in their victories subsequently.

Finally, shortlisted nominees were invited for a face to face "interview" session with reputable CEOs and Board-level players on December 9.

CRITERIA

- Marketing Performance (30%)
KPIs for most significant campaign for the year. Campaign Objective. Campaign Strategy. Campaign Success. Campaign Uniqueness.
- Business Performance (30%)
Company's revenue growth and profitability. Market share, market expansion. Brand equity and traction. Customer satisfaction and acquisition.
- Leadership Performance (30%)
Strategic Brand Vision. Team Building & Culture. Tech Optimisation. Growth Sustainability. ESG factors.
- Popularity Performance (10%)
Taken from on an online poll among **MARKETING** Magazine's readers, based on

EDITOR'S NOTE

... Generative AI will drive multiple manifestations of the marketing function...

the simple premise: "Marketers I admire the most." Almost 900 votes were recorded during this poll.

2024

The world is going through a tumultuous time with two horrific wars, factors affecting supply chain management and brand boycotts testing the resilience of brands.

2024 is projected to witness the rise of retail, e-commerce, DOOH, and Connected TV (CTV) ad spend, propelled by the evolution of the creator economy.

Generative AI will drive multiple manifestations of the marketing function, having marked 2023 with Chat GPT, DALL·E and Midjourney.

The marketer's playbook has never looked more diverse and adventurous.

The government projects GDP to grow by 4-5% in 2024, and media pundits expect adex to grow correspondingly by 3-4%.

Operational agility, hybrid solutions, tech stack optimisation and customer experience (CX) will remain as critical differentiators and SOPs in the race to compete.

Congratulations again to all winners, I always wanted to showcase you in a proper book, and here it is. This is what the Malaysian CMO Awards is all about, marketing you *even* after the show is over.



Prof Harmandar Singh aka Ham
President - Malaysian CMO Awards



NEXT STOP: CEO

Official Partners for the Malaysian CMO Awards 2023 are Ipsos Strategy3 (Knowledge Partner), The Marketing Academy (Global Advisory), Visual Retale (Creative Partner), Insider Global and Zoomer Media.



NEXT STOP: CEO

THE ULTIMATE AWARD

After much rigorous think tank shortlisting and research, a two-months nominees dossier study by Ipsos, face to face sessions with CEOs, and even an online popularity poll, we are now ready to celebrate the winners of the Malaysian CMO (Chief Marketing Officers) Awards 2023 Induction Ceremony.

6 February, 2024 (Tuesday)
3.45pm, Registration & Welcome.

Malaysian Petroleum Club
Level 42, Tower 2,
PETRONAS Twin Towers,
Kuala Lumpur City Centre.

Everything you need to know about programmatic digital out of home (DOOH)



Pearly Teong

Hivestack's VP of Demand,
Malaysia & Thailand

Out of home advertising has become, without a doubt, the best turnkey solution to capture consumer attention in the most impactful way. Whether it be large-scale, one-off brand activations, such as Maybelline Sky High Mascara building takeover in the center of KL City Centre, or smaller promotions on bus stops, alongside highways, or within retail environments, the ongoing effectiveness in OOH is reflected in the continued growth of ad budgets, with the global advertising expenditure for OOH set to reach \$45B by 2024.

Who are we?

Hivestack is the leading, award-winning, global and independent programmatic DOOH technology partner that powers both the demand side and supply side of the DOOH ecosystem. Founded in 2017 and now operating across over 33 markets, we are a truly global entity connected to over 2,000 agency partners, omnichannel DSPs and media owners across the globe.

COVER STORY

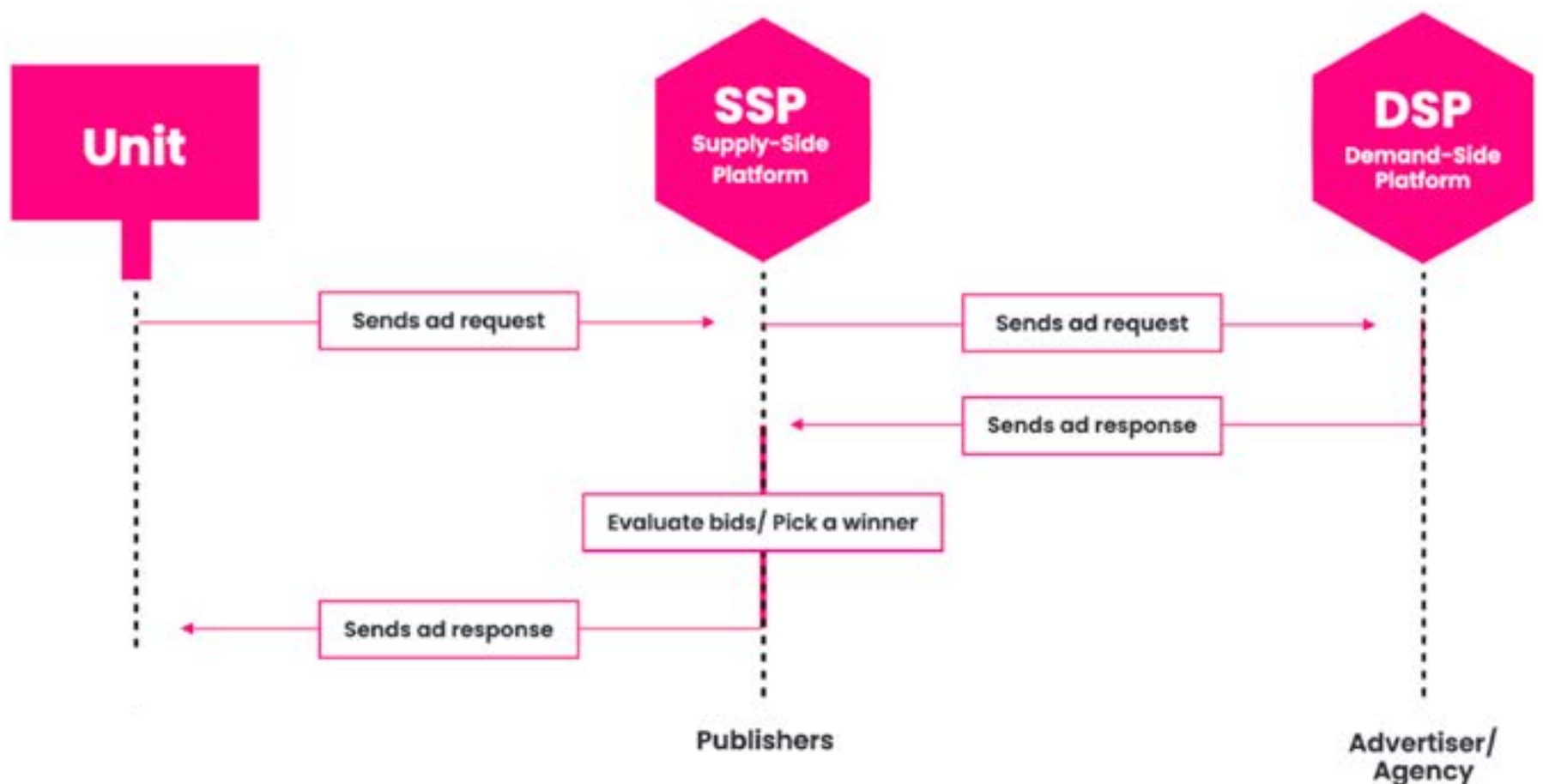
Automation vs Programmatic

Programmatic advertising refers to the use of technology and algorithms to automate the buying and selling of impression-based advertising in real-time. This can be done through an auction style model in an open exchange, which is facilitated through real-time bidding (RTB) and/or via Private Marketplace Deals negotiated by the buy and sell side partners.

On the other hand, *automation* (in the DOOH advertising model) refers to the use of software to simplify the process of buying and selling OOH ads. It focuses on streamlined processes that is an evolved

form of direct buying with insertion orders instead of manual management.

That being said, if you're just looking to simplify the process of buying and selling DOOH advertising at scale, automation would be sufficient. However, if there is an appetite to dive deeper into data, dynamic capabilities and achieve greater, measurable outcomes, then programmatic offers more options. We will explain why in the next section.

The mechanics of Real Time Bidding (RTB)

COVER STORY

DOOH more with programmatic - Top 5 trends

1. Precision targeting – Every successful DOOH campaign is rooted in strong messaging, creative and the ability to reach audiences in the right place and at the right time.

This audience-centric approach allows for advertisers to customise their targeting strategy using pre-built or bespoke customised segments that can be further leveraged for retargeting across mobile and other digital channels, maximising effectiveness of the campaign from a holistic perspective.

Earlier this year, popular toothpaste brand Sensodyne used weather forecasts to activate a campaign on DOOH screens at key moments in Malaysia. Sensodyne used the Hivestack DSP to geofence key areas where there was a high propensity of their target audience in close proximity to the DOOH screens.

Relevant creative variations were served in real-time according to the weather forecast i.e. ads showing cold sensitivity were shown on hotter days when audiences were likely to be reaching for ice cream, while hot sensitivity ads were played when the temperature dropped below 25°C and audiences were likely to opt for hot food.

For full Sensodyne case study and campaign results, read more [here](#).

“Creative that evolves increases contextual relevance and ad recall. We leveraged both location and weather data to ensure we would reach a high concentration of Sensodyne’s target consumers at key locations, driving higher product consideration.”

- Shiza Javed, Senior Brand Manager at Sensodyne Malaysia



COVER STORY



2. Geo-location targeting – When combining DOOH geo-location data with unique sources of audience data, marketers can better understand audience movement patterns, density and concentration of people relative to a point of interest (POI), business or DOOH-enabled screens.

Targeting by location is as easy as creating a geofence around points of interest using automated polygon tools. These targeting parameters play a very crucial role in effective ad delivery as they set the foundation for an impactful location-based targeting campaign.

3. Retargeting – Advertisers can re-engage potential leads who have been exposed to the ads but haven't converted. Channel or cross-channel retargeting

allows advertisers to maintain consistency across different channels, whether from DOOH to other channels or vice versa. This approach maximises reach and boosts conversions, ultimately delivering a seamless and effective omnichannel strategy.

4. Seamless omnichannel approach

With a click of a button, from one consolidated touchpoint, advertisers can activate campaigns leveraging a DSP from within their market anywhere else over the world, connecting with audiences in a combination of different countries at the same time, across both oceans and timezones.

Harnessing the flexible, dynamic and creative nature of programmatic DOOH, Samsung Malaysia was not only able to target key audience segments



with The Trade Desk's DSP, they were able to dynamically serve 105 versions of day and night creatives seamlessly across 50 screens, featuring different Samsung phone features such as Samsung Wallet, Quick Share and Nightography. Furthermore, The Trade Desk platform provided consumers insights from time of day and day of week with the highest traffic which helped Samsung to validate their hypothesis on their consumers' behavior.

Leveraging the Hivestack SSP, creatives were served at the best possible times when there was a high concentration of target audiences in close proximity to the DOOH screen. Real-time targeting was also activated in terms of dayparting, where Nightography ads were run at night (6pm – 6am), while other ads were run in the day (6am – 6pm).

“We aimed to test and harness the technology capabilities of programmatic DOOH to deliver a high impact product launch. Key audience segments were targeted with The Trade Desk's DSP and through Hivestack's SSP, it enabled us to differentiate our day and night creatives. By increasing contextual relevance with dynamic ads, the campaign results were incredible. Flexibility, dynamic and measurable - 3 benefits how brands can get ahead and gain a competitive edge with programmatic DOOH!”

- Agnes Wong, Head of Media and Digital Marketing at Samsung Electronics

COVER STORY



COVER STORY

5. Measurement and attribution –

Measuring the effectiveness of a DOOH campaign is critical and programmatic DOOH provides valuable tools for this purpose. Brand lift studies can assess awareness and brand recall by surveying exposed and unexposed audiences, providing valuable insights into the campaign's impact. Custom awareness dashboards offer a concise infographic report of the results against key KPIs like brand awareness, brand lift, brand opinion and consideration.

Ready to supercharge your campaigns?

There's still so much more to discover! For additional reading material including thought leadership pieces and inspiring success stories from around the globe, visit our website [here](#).

Programmatic DOOH is an ever-evolving landscape of opportunities for marketers. Among them, dynamic creative optimisation and dynamic media optimisation stand out as remarkable avenues to explore. Don't forget to flip the page to download the complete guide to programmatic DOOH on the next page!

“The evolution of outdoor advertising has been a real needle-mover as it is reshaping how advertisers are looking at audience targeting, dynamic creatives and contextual relevance. Team Hivestack is so proud to have championed highly technical and award-winning campaigns, harnessing the true capabilities of programmatic advertising.”



Download Hivestack's 2024 Trends & Predictions for DOOH



Speak to our omnichannel partners or drop me an email at pearly@hivestack.com to explore options on how you can activate programmatic DOOH for you campaigns.



SHOWCASE



Fragrance that



fills the room.



Global Marketing Confluence: Penang Gears Up for the 45th IAA World Congress

In the dynamic landscape of global marketing and communications, the International Advertising Association (IAA) World Congress stands out as a venerable legacy, shaping industry discourse since its inception in 1938. This biennial event, held in major cities worldwide, including New York, London, Paris, Tokyo, Sydney, Beijing, Dubai, Moscow, and most recently in Kochi, India has become a hallmark of innovation, knowledge exchange,

and celebration within the advertising fraternity.

IAA Malaysia and the picturesque state of Penang are set to host the 45th IAA World Congress from March 6-8, 2024. This milestone not only underscores the global significance of the event but also positions Malaysia as a focal point for discussions on sustainability, diversity, equity, inclusion (DEI), and Environmental, Social, and Governance (ESG) principles. The Congress also expands



John D Chacko
President of IAA Malaysia and
Chairman of World Congress

its impact into the domains of technology and artificial intelligence (AI), acknowledging them as crucial catalysts for transformation across various industries, and illustrating how the synergy of creativity, compassion, and technology can construct substantial brand value.

This transformative process aims to turn brands into impactful forces for positive change.

“In collaboration with the UN, Google, META, BBC News,

Media Prima, ANA, WARC, Brand Finance, Cannes Lions, and SeeHer, we partnered on a global, industry-wide CMO Growth agenda for the upcoming Congress in Penang on March 6-8. This marks the first time we’ve worked together with the largest and most influential industry bodies from around the world to launch one global framework to Re-Code Brands by positioning sustainability, AI, creativity, and DE&I as incremental growth drivers.”
quoted Sasan Saeidi, the IAA



Sasan Saeidi
IAA Chairman and World
President

Chairman and World President.

The IAA World Congress is renowned as the largest gathering in marketing and communications technology, encompassing diverse facets such as marketing, media, creativity, communication, technology, and education & professional development. Its upcoming edition in Penang promises to be a melting pot of ideas, insights, and innovations.

“IAA Malaysia and Penang proudly stand as the hosts for the groundbreaking 45th IAA World Congress, a historic event

that marks the first of its kind in South East Asia. Under the overarching theme, “Brand: RE-CODE, for a Better World, Better Life,” this Congress is not just a convergence of ideas but a celebratory moment, commemorating the 85th Anniversary of IAA Global, the 30th Anniversary of IAA Malaysia, and International Women’s Day” said John D Chacko, the President of IAA Malaysia and Chairman of World Congress.

Attendees will have the opportunity to connect with



peers from the global advertising industry, fostering collaborations and partnerships that transcend borders. With expert insights shared by industry stalwarts during enlightening sessions, talks, and interviews, participants can gain a deep understanding of current trends and future trajectories.

The Congress places a special emphasis on sustainability, AI as a force for good, diversity, equity, and inclusion (DEI), showcasing how these principles are not just theoretical concepts but driving forces propelling brands forward in the modern landscape. Moreover, attendees will find inspiration from leaders actively shaping the future of marketing and communication, providing valuable insights into industry best practices.

The Congress is set to be the stage for valuable and on-trend insights, featuring a stellar lineup of 30-plus C-suite speakers ready to delve deep into its compelling content. The roster includes luminaries such as Simon Cook, Chief Executive Officer of LIONS, Cannes Lions, WARC, Contagious, and Equity Pricing, as well as Sasan Saeidi, the Chairman and World President of IAA. Among the distinguished experts are Caroline Yap, the Global Managing Director of AI Business and Applied Engineering at Google Cloud, Laura Maness, the Global CEO of Grey, Maher Nasser, Director Of The Outreach Division at the United Nations, Daryl Lee, the Global CEO of McCann WorldGroup, and David Haigh, Founder & CEO of Brand

IAA



“IAA Malaysia and Penang proudly stand as the hosts for the groundbreaking 45th IAA World Congress, a historic event that marks the first of its kind in South East Asia.”

Finance. This extraordinary gathering of thought leaders ensures an exceptional and impactful experience at the Congress.

Recognising the importance of professional development, the Congress is fully HRD Corp claimable under the public conference scheme. Last December, a strategic Memorandum of Understanding (MOU) was exchanged between John D Chacko, President of IAA Malaysia, and Mr. Soffian Mohammed Amin, Chief Programmes Officer of HRD Corp. This significant event was witnessed by The Honourable

Wong Hon Wai, Executive Councilor for Tourism and Creative Economy, and Ashwin Gunasekeran, CEO of PCEB, reinforcing the collaborative spirit of the industry.

This partnership’s streamlined process ensures a smooth and cost-effective participation experience. Organisations can seamlessly manage their delegates’ attendance logistics with direct debiting from the company’s levy account and no upfront payment required. Malaysian participants can enjoy daily allowances of up to MYR 400, flight ticket reimbursements, and the added benefit of HRDC claimables.

This transformative approach transforms the Congress into more than a knowledge-sharing platform; it becomes a strategic investment for companies, ensuring that participation transcends learning and becomes a proactive step toward shaping the future of businesses and industries.

For further information on the Congress, visit www.iaawc.com. For queries on registration via the HRD Corp Claimable Courses Scheme, kindly contact Amy Chia at amychia@iaawc.com.

EXPERTS' CHOICE AWARDS

TOP 10 CHINESE NEW YEAR TVCS 2024

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A CANVAS OF DREAMS RISES IN THE HEART OF KL

... Born from a dream, a vision that stemmed from the desire to connect with the people of Kuala Lumpur...

In the busy streets of KL city, at the junction of Jalan Sultan Ismail & Jalan Ampang, stands a wide imposing structure. A blank space for creativity to be born.

The canvas slowly unveiled, bit by bit over the course of 5 working days at the heart of the bustling city, where the urban pulse is measured by the constant hum of traffic and the ceaseless chatter of pedestrians. With its unveiling over the 900+ foot stretch, passers-by, a monthly

OUT OF HOME



... This is a chance for brands to explore myriad possibilities of content, to unleash their creativity through digital and static content...

traffic count of approximately 3.9 million, pause to appreciate the fusion of creativity, innovation and sheer magnitude of space, giving a spontaneous sense of unity in the crowd.

This is a space that holds much promise. A space for dreams and possibilities.

The OOH site by SPECTRUM is a collaboration with landowner, 88 Ampang Land Sdn. Bhd

Born from a dream, a vision that stemmed from the desire to connect with the people of Kuala Lumpur – the pedestrians, cyclists and road users – this canvas lures the bustling lifeline of the city –

our people. It beckons, not to be ignored.

At this busy junction in front of Renaissance Hotel, Kuala Lumpur sprung a canvas of dreams spanning over 900 feet, the biggest billboard in the Country (pending Malaysia Book of Records) paired with a Digital Outdoor LED Screen, a testament to the vibrant spirit of the city, creating an iconic landmark in the midst of urban chaos.

Attractions in the vicinity include the Bangkok Bank Head Office, Berjaya Sompo Insurance, Berjaya Central Park, KL Tower, Hard Rock Café, Concorde Hotel, Renaissance Kuala Lumpur Hotel and the Ritz-Carlton Residences KL, making this site a surefire visit for work and play.

Commuters are also impressed, as they view the stretch of hoarding in their direct line of sight from inside the train and station.

This is a chance for brands to explore myriad possibilities of content, to unleash their creativity through digital and static content for 100% share-of-voice domination to create a new wave of OOH (DOOH).

In conjunction with the upcoming Festive seasons, brands

OUT OF HOME



Client's Agency
Fastbridge Malaysia Sdn. Bhd.
 Creative Team
The Clan
 Printer
YL Image Graphics Sdn. Bhd.
 Installer
Neon City Builders Sdn. Bhd.
 Photographer
Marv Seven
 Special Thanks
Datuk James Yap Wee Chun
 (88 Ampang Land Sdn. Bhd.).
Malaysia World Book of Records



have the opportunity to play and create. To tease and excite. To lure and tempt. As they unleash their latest OOH + DOOH campaigns into the market with a strategically tactical exposure that is next to the Bukit Nanas Monorail Station.

A station that never sleeps and is busy during rush hour as well as public holidays, weekends, and

school holidays when patrons use the monorail to reach the iconic KL Tower. "Size does matter" when it comes to out-of-home, and in this case the screen encompassing static exposure of 900ft in length makes it the **longest**, most attractive OOH site in the country, with an application within the Malaysia Book of Records.



PUBLIC SPEAKING Masterclass



Rozina Aziz Kudsia Kahar

**Be a High-Impact
Power Speaker**

28 FEBRUARY 2024

08:30 AM - 05:30 PM

EASTIN HOTEL

FOR ENQUIRIES:

Contact Ruby

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ruby@adoimagazine.com

MOST READ ON MARKETINGMAGAZINE.COM.MY

(1st Jan - 12th Jan 2024)

Viu Appoints Sukhbir Sidhu as Head of Advertising to Expand Lifestyle Content Offerings and Drive Growth

Pageviews: 3,305



Datuk Michael Chan acquires Ganad Media

Pageviews: 3,102



IAA World Congress Unveils Blueprint for Transformative Business Across Industries: Navigating the New Reality Together

Pageviews: 3,011



Experts' Choice Awards TOP 10 CNY TVCs edition is back!

Pageviews: 2,975



CAN AN AI REPLACE A CREATIVE JUROR?

Pageviews: 2,587





THE
APPIES
2024

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your
BEST

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