

# MARKETING

ISSUE #397 FEB 2024

WEEKENDER™

Malaysian  
**CMO**  
Awards  
2023

NEXT STOP: CEO

**NO MOUNTAIN  
TOO HIGH**

<https://marketingmagazine.com.my/cmo2023/>



# PUBLIC SPEAKING Masterclass



Rozina Aziz Kudsia Kahar

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**28 FEBRUARY 2024**

**08:30 AM - 05:30 PM**

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# WHO'S WHO IN THE MALAYSIAN MARKETING LANDSCAPE

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**The Mahomes (and Chiefs) Mindset for Marketers!**

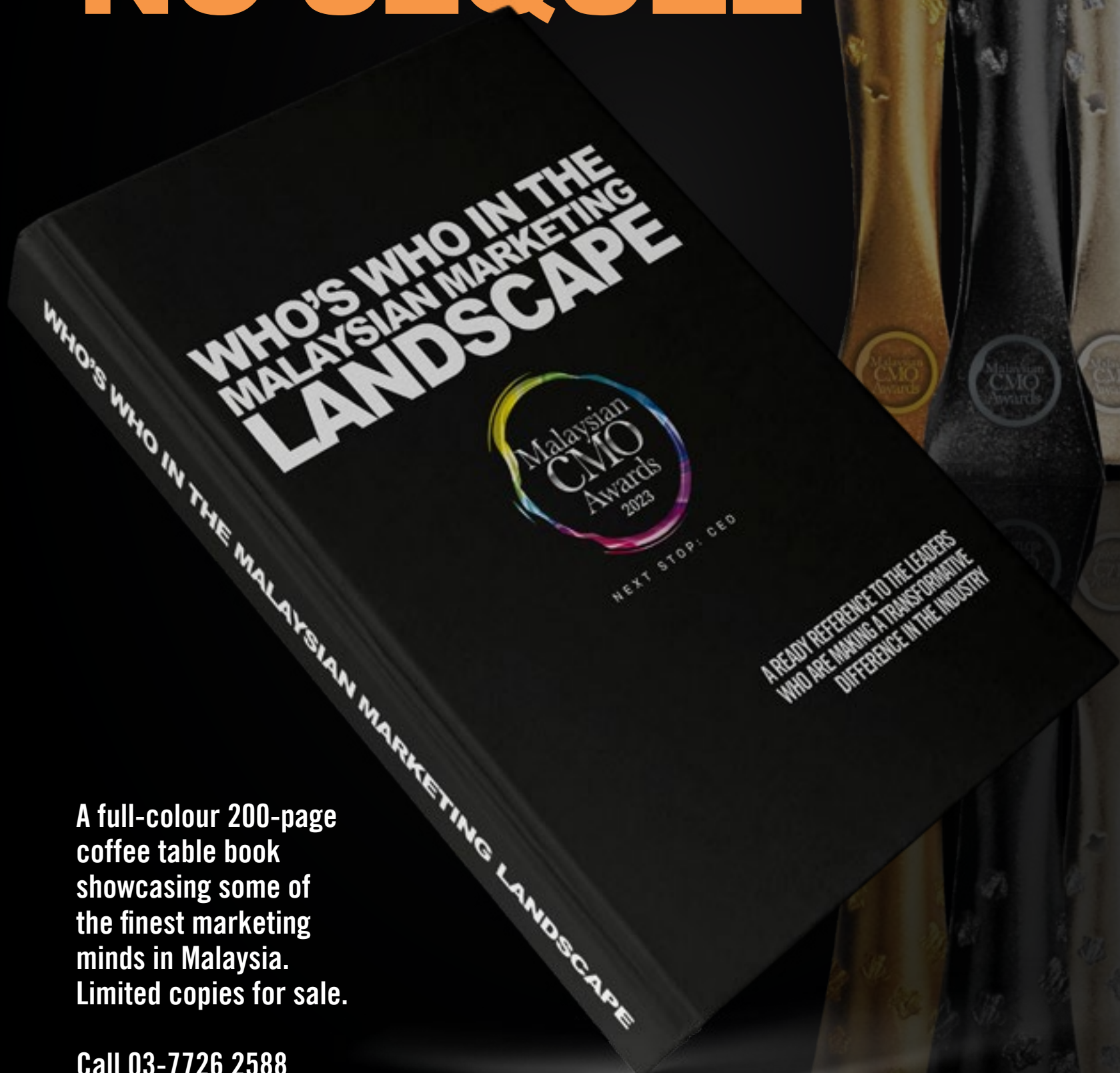
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**Coming Events**

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# 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.

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## EDITOR'S NOTE

# To spur innovation, add a Marketer to the Board

Over the years, I have been preoccupied with many things from publishing to events, award shows to NGO work, and more...

One day, the CEO of a large MNC looked me square in the eye and asked me

“What do you do?”

Without thinking, I replied, “I make people famous.”

Somehow that response has given me clarity in whatever I do in my life in advertising and publishing across three countries.

And my calling is not far from the essence of my passion for advertising, which is a business about fame too.

It is only when I penned my first book as a published author did the illustrious creative maestro Ted Lim add a twist to my book title changing it to, “Making brands and people famous and furious” that I realised honesty and curiosity can bring out the wrath in a few.

Because to make people

famous, you have to become famous first, and stand for what you believe. That path is not exactly paved with gold. Which brings me to this issue.

A study of most marketing leaders in Malaysia revealed that they were reticent to be shining examples of what they prescribe for their brands every day - a shot at fame.

So I turned my focus to make them famous, hopefully they also lift their teams to the same level through exemplary leadership.

To put the coffee table book together, it took countless hours of back breaking work, thought, design, discussion and stamina.

Few marketing professionals make their way onto corporate boards. A 2019 study found that of the thousands of members of Fortune 1000 boards, just 26 had marketing backgrounds. Previous research has shown that such directors help drive revenue growth and a new study finds that they also drive innovation.

## EDITOR'S NOTE

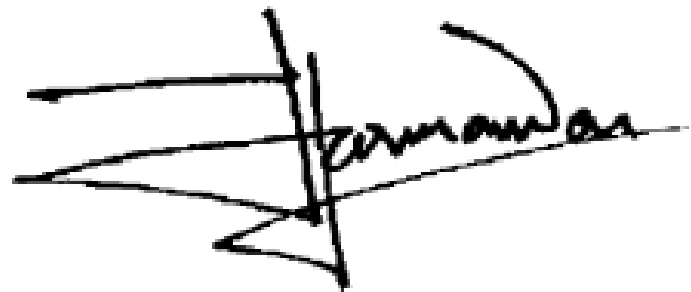
**“Our findings, however, call for a change in this mindset. Not only should firms have marketers on their boards, they need to openly value their advice and guidance.”**

The researchers studied the board composition and “innovation inputs” - new patents filed, weighted by the number of citations received - at 2,385 U.S. firms from 2000 to 2017.

Companies with a director who had held at least one marketing-related job had more than double the innovation inputs of other companies: 266 versus 104, on average. This is unsurprising, the researchers say, because marketers have been trained to identify and meet customers’ latent needs. Certain types of leaders appeared to take better advantage of their marketing board members’ insights.

Companies whose CEOs were incentivised to take risks saw even greater boosts in innovativeness from having a marketer as a director. The first type of leader typically allocates more resources than others to pursuing innovations; the second has deeper knowledge of and political capital in the organization; and the third often feels a keen sense of stewardship that feeds the pursuit of long-term strategic objectives.

Some board members say most boards do not need marketers because they believe marketers focus on tactics rather than strategic thinking,” the researchers write. “Our findings, however, call for a change in this mindset. Not only should firms have marketers on their boards, they need to openly value their advice and guidance.”



©Harvard Business Review Jan–Feb 2024: “Marketers on Board: The Influence of Marketing-Experienced Board Members (MEBMs) on Firm Innovativeness Inputs and the Moderating Roles of CEO Job Characteristics,” by Ben Lee, Shekhar Misra, and Christophe Haon.

COVER STORY



*Kiranjit and Arun Menon of Ipsos*



*Ipsos posing with Malaysian CMO Of The Year 2023 (Best of the Best) Datuk Lai Shu Wei*



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COVER STORY



*Sambal Lab's Jodh makes a point during the sky-high buffet*



*Reckitt's Tiffany Tang (centre) is CMO of The Year for Best in Non-Food FMCG Marketing*

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# Celebrating True Leadership.

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.

Geo-politics now played a significant role in marketing dynamics and 2023 was a battleground for marketers to prove their mettle. This commemorative book showcases the winners of the Malaysian CMO Awards 2023 and is a testament to their tenacity, verve and leadership.

A clearer path between chief marketer and CEO has materialized in recent years while in smaller enterprises that path from CMO to CEO can be a direct one.

To make this happen, we invested in a closed sharing session for a large group of marketing leaders.

The “By Invitation Only” talk was an eye-opener for many as the global Marketing Academy CEO Sherilyn Shackell spoke about how CMOs are the new growth engines for companies globally.

Sherilyn flew in from London

COVER STORY



*Three Little Indians*



*CMO of The Year for Best in Non-Food FMCG Marketing Saki Goh (in red) with her team, and Wipro Unza Malaysia CEO Sriram Krishnamurthy*



*CelcomDigi, Fishermen and Chan May Ling, CMO Of The Year for Best in Telco Marketing*

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## COVER STORY



and left making many new friends among our marketing fraternity. The Marketing Academy is our Global Advisory Partner.

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.

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.

## 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%).
- Business Performance (30%).
- Leadership Performance (30%).
- Popularity Performance (10%).

## COVER STORY



## JUDGES

Seasoned and new judges made up the interview panels on December 9 at the Sime Darby Convention Centre. All judges vetted the dossiers one week earlier and faced probably the largest marketing brain trust in Malaysia on that day.

- Dato' Sri Mohammed Shazalli Ramly
- Dato' Samson Anand George
- Datuk William Ng
- Datuk Yvonne Chia
- George Ang
- Renzo C Viegas
- Santharuban T. Sundaram
- Sriram Krishnamurthy

## 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.

Operational agility, hybrid solutions, tech stack optimisation and customer experience

COVER STORY




*Stanley Clement (MBCS), Mark Tan CMO Of The Year for Best in Sustainable Marketing, Phang Mei Jeng (MBCS) and Hassan Alsagoff CMO of The Year 2023 (Best of the Best)*



*Visual Retale's Sailendra, turbanned stranger, Etika CEO Santharuban and Lee Lim Meng CMO Of The Year for Best in FMCG Marketing.*



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## COVER STORY

	COMPANY	CATEGORY
Abdul Sani Abdul Murad	RHB Bank Berhad	CMO of The Year - Best Of The Best
Datuk Lai Shu Wei	Sime Darby Property Berhad	CMO of The Year - Best Of The Best
Hassan Alsagoff	GRAB Malaysia	CMO of The Year - Best Of The Best
Linda Hassan	Domino's Pizza	CMO of The Year - Best Of The Best
Amy Gan	Etika Holdings Sdn Bhd	CMO of The Year - Best in Beverage Marketing
Andrew Yeoh	TIME dotCom Berhad	CMO of The Year - Best in Telco Marketing
Chan May Ling	CelcomDigi	CMO of The Year - Best in Telco Marketing
Danny Hoh	Watsons Malaysia	CMO of The Year - Best in Retail Marketing
Emily Chong	Pizza Hut Malaysia	CMO of The Year - Best in F&B Marketing
Fernie Jasmine Abdul Ghani	Axiata Group Berhad	CMO of The Year - Best in Telco Marketing
Gigi Lee	RHB Bank Berhad	CMO of The Year - Best in SME Marketing
Lau Yin May	Malaysia Aviation Group	CMO of The Year - Best in Travel & Hospitality Marketing
Lee Lim Meng	Abbott Nutrition Malaysia	CMO of The Year - Best in FMCG Marketing
Mark Tan	IPC Shopping Centre	CMO of The Year - Best in Sustainable Marketing
Melati Abdul Hai	McDonald's Malaysia	CMO of The Year - Best in F&B Marketing
Noreen Sabrina Mohd Noor	EDOTCO Group Sdn Bhd	CMO of The Year - Best in Corporate Marketing
Saki Goh	Wipro Unza Malaysia Sdn Bhd	CMO of The Year - Best in Non-Food FMCG Marketing
Shanti Jusnita Johari	Telekom Malaysia Berhad	CMO of The Year - Best in Telco Marketing
Shazlina Suffian	Maybank Berhad	CMO of The Year - Best in Financial Services Marketing
Siti Hajar Rizlan	Takaful Malaysia	CMO of The Year - Best in Financial Services Marketing
Tiffany Tang	Reckitt	CMO of The Year - Best in Non-Food FMCG Marketing
Zalman Aefendy Zainal Abidin	Hong Leong Bank Berhad	CMO of The Year - Best in Financial Services Marketing

**... 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...**

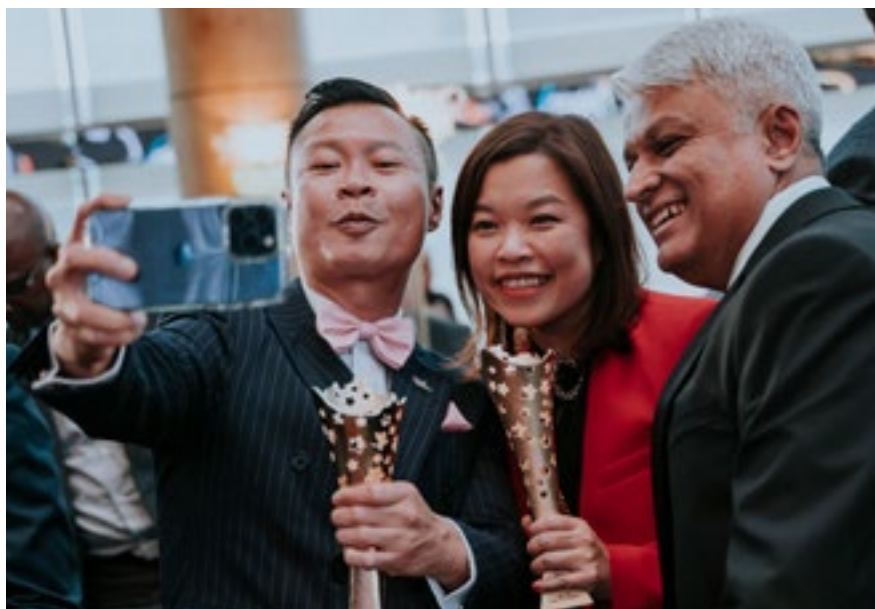
(CX) will remain as critical differentiators and SOPs in the race to compete.

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.

I would like to thank the tireless efforts of my Art Director Ali, the awesome team at Ipsos Strategy3 - Kiran, Yen Fuen



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*Danny Hoh, CMO Of The Year for Best in Retail Marketing, Saki Goh and Wipro CEO Sriram*



*The Turban with Shazlina Suffian, CMO Of The Year for Best in Financial Services Marketing.*

and Micole Goh, celebrity photographer McCain Goh, Guinness world-record printer A. Sekaran and the amazing Delani Philips.

“The first step in marketing is to market oneself”.

## **Prof Harmandar Singh aka Ham** President - Malaysian CMO Awards

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

COVER STORY



*Shaz and Ham*



*Standing in honour of Negara Ku*



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*Netcore's Triton DSouza with Zalman Aefendy Zainal Abidin, CMO Of The Year for Best in Financial Services Marketing, and Team Hong Leong.*

COVER STORY




*Kiranjit sitting in a sea of CMO mermaids*



*Siti Hajar Rizlan, CMO Of The Year for Best in Financial Services Marketing, and Shazlina Suffian.*



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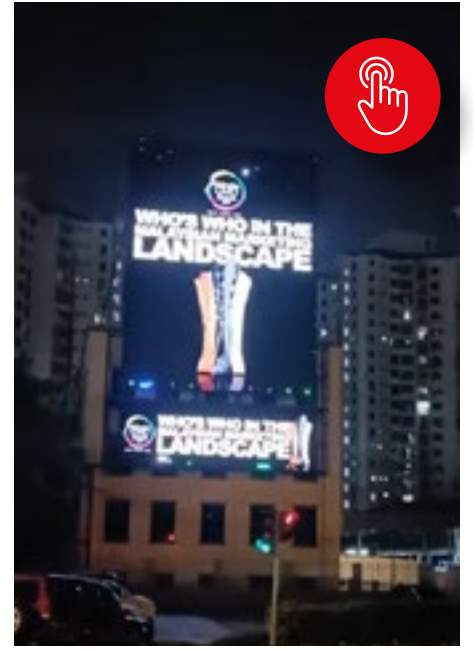


COVER STORY

# Winning CMOs blaze roads and highways



*Federal Highway*



*Puchong to Old Klang Road/MidValley*



*Jalan Sultan Ismail*



*Menara KL*



*Puchong to Old Klang Road/MidValley*



*Jalan Tun Razak*



*Jalan Duta*

COVER STORY







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COVER STORY



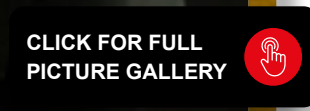
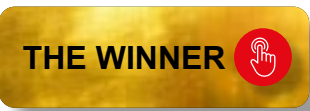
*Gigi Lee, CMO Of The Year for Best in SME Marketing steps up to the plate!*




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THE WINNER 



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COVER STORY



[CLICK FOR FULL PICTURE GALLERY](#)

COVER STORY



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# The Mahomes (and Chiefs) Mindset for Marketers

I have now watched over 15 hours of the SuperBowl LVIII, and that's not counting the ads. That's a lot, for a chap who doesn't even understand all the rules of the game. But apart from all the ads which are being discussed all over the world by all and sundry, I view the Super Bowl itself and the marketing hype around it as the acme of advertising and marketing. Along with the US Presidential

elections, they set the bellwether for marketers. For those who don't know, the US Elections, for instance, introduced us to focused segmented marketing and digital fundraising, courtesy Obama's campaign, and to dark marketing and custom audiences courtesy Mr Trump's run in 2016.

This year's Super Bowl ads, at USD 7m for 30 seconds, showed us how humour had never gone away and had huge appeal, and

**MINDSET FOR MARKETERS**

how celebrities could be used without hagiography, but in fact worked better when mocking themselves. And of course it was a special one, when Taylor Swift arrived from Tokyo and stole the show. Usher performing in the presence of Tay Tay would have created immense pressure, and Kelce, her boyfriend lost it with his coach when he was not in a play. He threw a very public tantrum which everyone is attributing to the presence of billionaire Taylor in the corporate suite.

Having said that, the actual Super Bowl game itself is what has caught my attention. With the advances in technology, the NFL actually has put microphones on the players and coaches, so you can get an audio feed. The best video to watch is actually the Super Bowl Mic'd up, and it is revealing. Some pointers for all of us marketers:

**NEVER GIVE UP, KEEP INNOVATING:**

Patrick Mahomes II was intercepted: that means his pass



**... As marketers are you facing product boycotts? Are you struggling to understand TikTok and digital in general? You need to persevere and innovate...**



was caught by the opposition. This is a rarity and a big booboo. Furthermore, he went through the first quarter with no points, and almost the first half without points on the board. Something that hadn't happened in 218 games. And yet he persevered: we can here him goading his teammates on, and thinking of different plays and formations to run, even when the chips were down.

Finally the Chiefs won the game in overtime, with 3 seconds left on the clock. This was via a play call that was a "fake" play: make it seem to your opponents that you are going the other way. This was the year the Kansas City Chiefs were supposed to be

beatable: his willpower ensured they came through.

As marketers are you facing product boycotts? Are you struggling to understand TikTok and digital in general? You need to persevere and innovate. You must not sit on the fence or keep waiting for the situation to resolve itself.

### **KNOW THE RULES:**

The Chiefs knew how overtime rules had changed, when the game was tied 19-19 in regulation time. Their opponents, the gallant San Francisco 49ers did not. So even when the 9ers won the coin toss, they chose to receive. Which may not be wise as the Chiefs, hence going

**MINDSET FOR MARKETERS**

# ... Knowing the boundaries of what you can and cannot do is sound logic for innovating in marketing...

second, would know the target they have to beat. And beat it they did.

Knowing the boundaries of what you can and cannot do is sound logic for innovating in marketing.

## ADMIT MISTAKES AND MAKE UP:

The game-winning touchdown was collected by Mecole Hardman Jr. He had left Kansas and joined the New York Jets in March 2023. Things didn't work out there, and he returned to Kansas in October. Both parties had forgiven each other, admitted they need each other, and won a Super Bowl 5 months later.

As marketers, we will get things wrong. Often. Especially with social media blunders and more. But how we own up, re-set and go forward is key.

## STAY HUNGRY IF YOU WANT TO WIN:

The Chiefs had won the Super Bowl last year. This is their 4th Super Bowl appearance in 5 years. Would they have enough motivation this year to do it again? In 20 years no team has won back to back. But the Chiefs had the hunger. They won back to back. And they are on track for an unprecedented threepeat: three in a row.

So let me leave you with the final game-winning play, a piece of mumbo jumbo that makes perfect sense:

“Trips right bunch f shuttle, Tom and Jerry right yellow!”

*Sandeep Joseph is the CEO and co-founder of Ampersand Advisory, a strategic media and data-driven consultancy. The company's mission is “business results*



*now!” and it has won numerous local and international awards. The views expressed here are the author's own: you can debate with him at [sandeep@ampersand-advisory.com](mailto:sandeep@ampersand-advisory.com)*



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