

MARKETING

ISSUE #398 MARCH 2024

WEEKENDER™



MALAYSIA'S TOP CNY COMMERCIALS 2024

COVER STORY

**Top 10
Experts'
Choice Awards
CNY 2024
winners!**

10



EDITOR'S NOTE

06



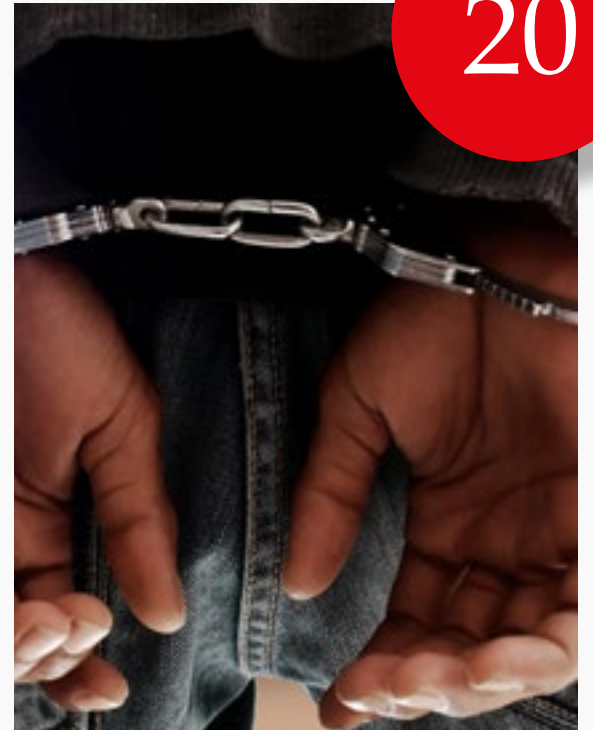
SUPER SURINA

16



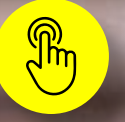
**A COMPANY
OF ONE.**

20



**DOGMA WILL
HOLD BACK
YOUR BUSINESS.**

giggle



Rustle up

**MORE INCOME
WITH A SIDE HUSTLE.**

Do it with Giggle.

What Say

“Sometimes we forget that when people produce content, it’s actually manufactured. Content is content. It’s not real life.”

Fahmi Fadzil



“We are all born ignorant, but one must work hard to remain stupid.”

Benjamin Franklin



“Should any of you want to play politics, then wait until the next election”.

Yang di-Pertuan Agong, Sultan Ibrahim Sultan Iskandar in his royal address when opening Parliament.

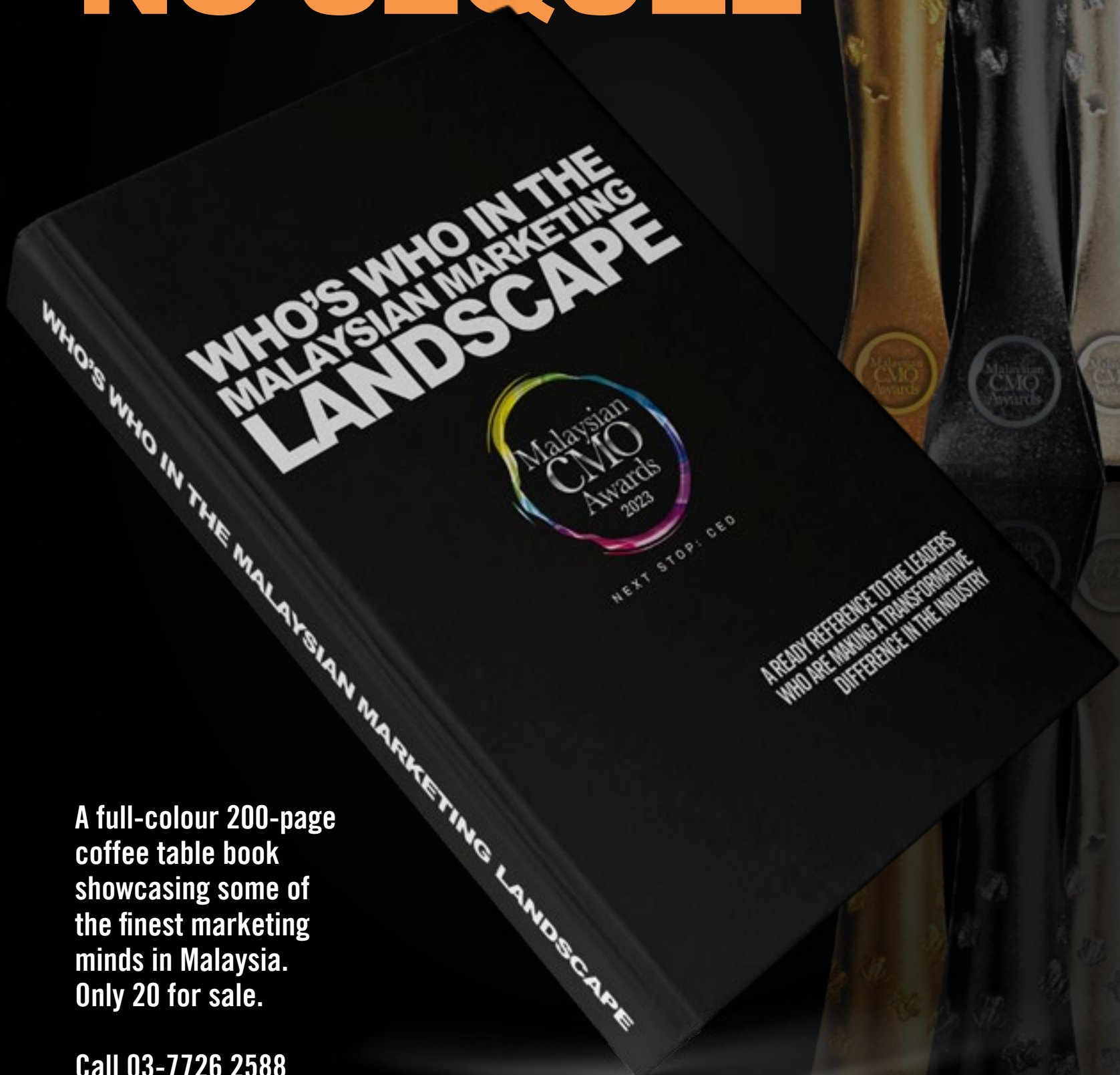
“I cannot wait until the Tourism DG retires in March 2025. I want better results now.”

Tourism, Arts and Culture Minister Tiong, demoting (not sacking) DG Ammar Abd Ghapar because he could not perform the given task of attracting more tourists, despite being given multiple chances.





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Super Surina

This week we witnessed the passing of one amazing Malaysian after a long battle with cancer.

She was 48 years old.

Surina Shukri spent the bulk of her professional career in New York City, including 17 years as an investment banker, strategist and leader at JPMorgan Chase & Co.

Surina is a Taman Tun girl who made it all the way to New York.

She was already enjoying entrepreneurial success when her country called her to return and serve as CEO of MDEC. So the Manhattan morning jogger uprooted herself and her family from New York to come and serve Malaysia in January 2019.

She led MDEC during the turmoil of the pandemic's onset and adapted to the leadership of three prime ministers in two years.

In 2019, she inspired a **reskilling programme** with MDEC called Empowering

EDITOR'S NOTE

Women in Cyber Risk Management to encourage women to return to the workforce.

To speed up digitalisation amidst the lockdowns, MDEC hosted **e-Dagang Expo** during Surina's tenure. A five-day virtual event, it aimed to educate 500,000 local businesses regardless of size on the benefits of ecommerce. MDEC achieved this by hosting webinars and panel sessions that gave practical advice to succeed in the digital marketplace.

As a result, the e-Dagang Expo attracted over 23 million participants over two weeks.

One of her most notable contributions was helping Malaysian businesses shift into the digital realm during the pandemic. This included eRezeki that was introduced in 2020 to assist low-income groups earn additional wages. By completing digital projects via crowdsourcing platforms, 339,000 participants collectively earned an income of RM1.1 billion.

There was also an eUsahawan entrepreneurship programme that onboarded micro-enterprises onto ecommerce platforms.



Running from January to June 2020, it trained 41,789 entrepreneurs and generated RM65.4 million in total sales value.

Through the Digital Free Trade Zone, 4,367 SMEs were able to engage in cross-border e-commerce. Meanwhile, The Global Acceleration & Innovation Network (GAIN) helped grow 130 local digital companies into global players.

In 2020, Surina was named one of the World's 50 Most Influential People Revolutionising Governance in the inaugural Agile 50 list – a joint initiative by Apolitical and the World Economic Forum's Global Future Council on Agile Governance.

EDITOR'S NOTE

“If your why is not strong, you’re not purpose driven, mission driven, then you’re not going to be very successful and you will have trouble with most challenges.”

Providing financial services to the underserved - another milestone of hers in MDEC is eBerkat - an online platform to increase awareness of digital financial services to SMEs and B40s. Consequently, MDEC onboarded 2,000 SMEs where 13% successfully secured funding.

When Surina left MDEC in August 2021, she became an independent non-executive director at Capital A (formerly known as AirAsia Group) and CIMB Investment Bank Bhd.

Till the very end, Surina was a governing board member of UNESCO’s Mahatma Gandhi Institute of Education for Peace and Sustainable Development.

Some business portals sought to undermine her time in MDEC, including reports undermining

her leadership. But Surina didn’t let them get under her **skin**.

She once said, “If your why is not strong, you’re not purpose driven, mission driven, then you’re not going to be very successful and you will have trouble with most challenges.”

On a personal note, I was privileged to work with Surina alongside Team Gobind, when I served as a Senior External Advisor on Branding & Communications to the Minister.

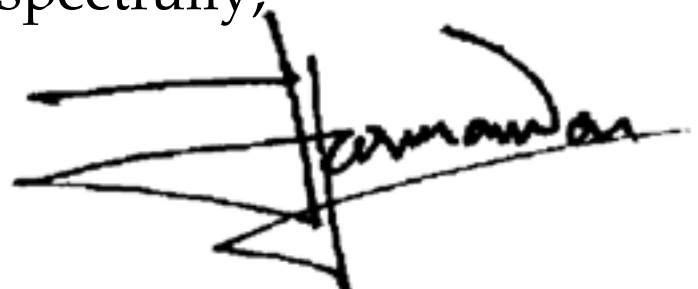
When I met her, we got along like a house on fire. Having spent a short stint in New York myself, we were on the same page from day one.

Malaysia will miss her talent and tenacity. I was going to launch one of her ideas, a global Digital Corporate Social Responsibility (DCSR) awards show. A world first.

But it has not happened.

Yet.

Respectfully,



Professor Harmandar Singh

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BY JOE NAJIB
(AHMAD NAFIZUL MAF'UZ
BIN AHMAD NAJIB)



21 March 2024
8.30am – 5.30pm

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Seksyen 16, 46350 Petaling Jaya,
Selangor Darul Ehsan



Top 10 Experts' Choice Awards CNY 2024 winners!

Festive ad producers have continued to put out inspiring work for the last year despite the multitude of challenges they've been faced with.

Hence, we did our part and carried on with our Experts' Choice Awards to help the industry decide which brand, agency and production house did its best for Chinese New Year this year. Our robust industry-wide survey this time recorded 6500 validated and unique voters. We weeded out those who tried to vote for their own work, either directly or through third party invested partners.

Our rankings are based purely on readers' choices, and not on how many million YouTube views, etc.

The top 10 winners, in no particular order, for the 2024 Experts Choice Awards CNY edition are...

MR.DIY CNY 2024 - 我爱你 Wo Ai Ni



CLICK TO WATCH THE VIDEO

Client MR.DIY Agency Fishermen Integrated
Production House Imagineers

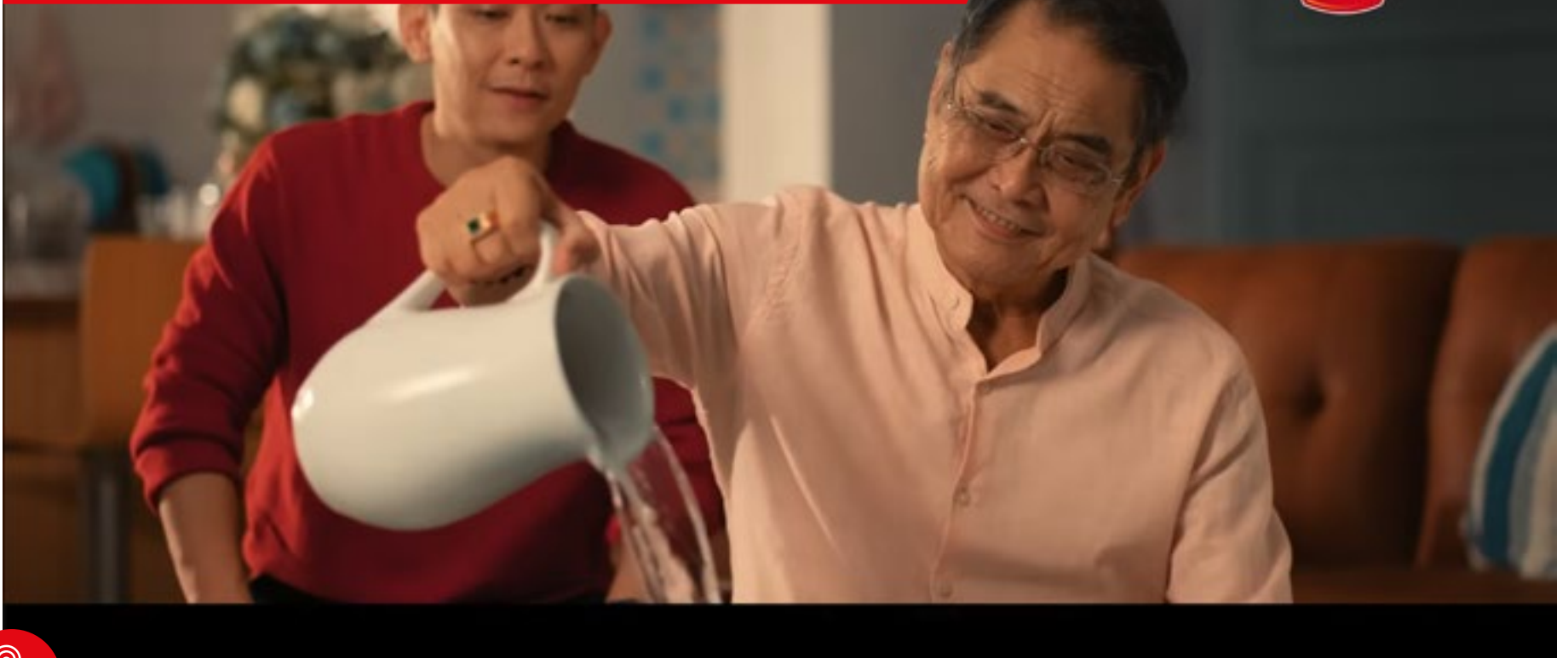
Table Talk | Chinese New Year 2024



CLICK TO WATCH THE VIDEO

Client/Creative Taylor's University Production House Imagineers
Film

CNY 2024 | Where Sustainability Flows, Prosperity Follows



CLICK TO WATCH THE VIDEO

Client **Sime Darby Property Agency M&C Saatchi (M) Sdn Bhd**
Production House **Evil Genius Studio Sdn Bhd**

Yeo's CNY 2024 - Savour The Joy Of Togetherness



Wishing you happiness as you share the joy of togetherness for the Year of the Dragon.



CLICK TO WATCH THE VIDEO

Client/Creative **Yeo's Production House Square 44**

Watsons CNY 2024 - Enter The Dragons
同心同喜，过靓年！



CLICK TO WATCH THE VIDEO

Client **Watsons** Agency **Leo Burnett**
Production House **Graph Studio**

Pepsi CNY 2024: Finish the Unfinished



CLICK TO WATCH THE VIDEO

Client **Pepsi** Agency **Fishermen Integrated**
Production House **Imagineers Film**

Wealth of a Lasting Legacy



我不明白他为什么每天要工作到那么晚



CLICK TO WATCH THE VIDEO

Client **Hong Leong Bank** Agency **M&C Saatchi**
Production House **Fastman Studios**

Air Selangor Chinese New Year 2024 | Everlasting Traditions



Tradisi Turun-Temurun



CLICK TO WATCH THE VIDEO

Client **Air Selangor** Agency **Trifecta Collective**
Production House **Trifecta Collective**

Like Your Father's Company



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Client **Time Internet Agency Fishermen Integrated**
Production House **Graph Studio**

Bright & Beautiful All Year Long



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Client **Aiken Malaysia Agency Mediabrands Content Studio**
Production House **Minerva Productions**

A Company of One.

(The Future Does Not Fit in the Containers of the Past.
Edition 155.)

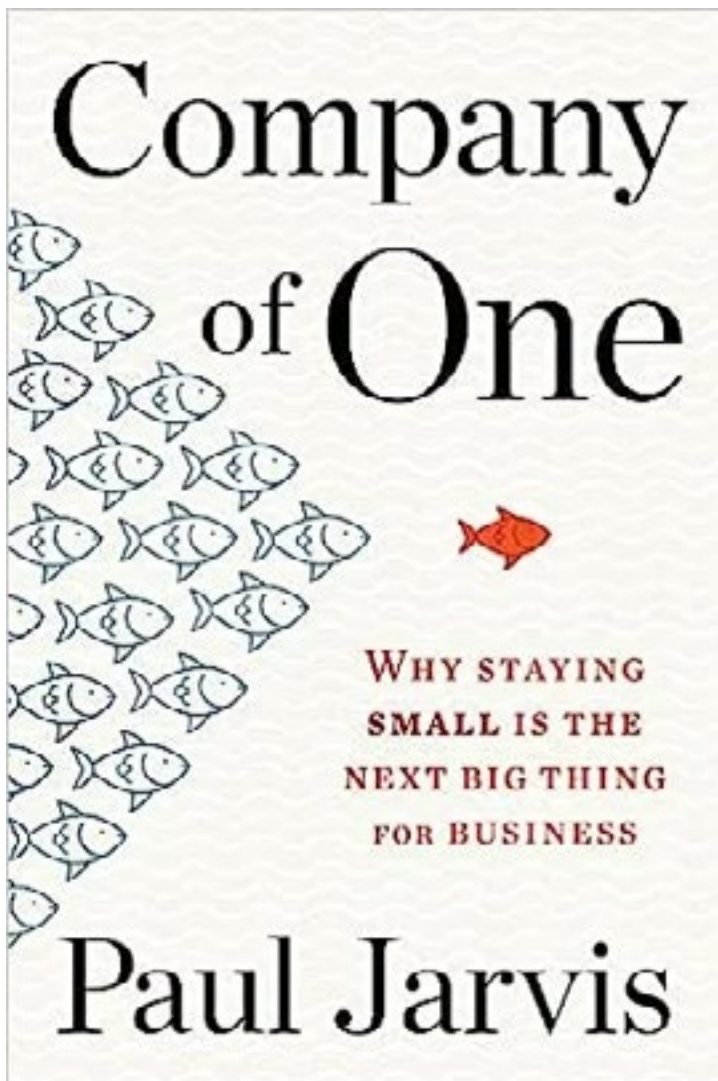
by *RISHAD TOBACOWALA*



It is **projected** that in 2027, 86.5 million people will be freelancing in the United States making 50.1 percent of the population.

A combination of five forces is driving this re-configuring of the workforce...

Aging: In the United States 10,000 people turn 65 every day and many of this group continue to work because they need to so as to make ends meet, or want to for reasons of identity, community, purpose and/or growth but cannot or do not want to work full time for a company. Many firms which are finding it difficult to access certain skills and experience are now becoming far more flexible in their approaches to retaining their seasoned workforce on a part-time basis.



New Mindsets:

76 percent of Gen-Z want to work for themselves and 66% of Gen-Z who hold a full-time job also have a side-gig or side-hustle. In addition, Covid-19 have many people re-framing the question of how life could fit into work ? with how does work fit into a life?

Remote/Hybrid Work:

Remote-Hybrid work provides the flexibility to work anywhere for anybody which can enhance opportunities to get work while moving to locations that cost less which allows for more career options.

The Technology powered Gig-Economy:

New marketplaces from Fiverr and UpWork to find talent and work, AWS and Open-AI to access technology, Etsy and Shopify to sell and connect to marketplaces, Tik-Tok and Meta to connect and brand, combined with companies need to remain agile is driving more talent and firms to a plug and play workplace.

AI and Web 3:

While AI may not lead to fewer jobs it is going to change the nature of most if not all jobs and the half-life of skills are going to decay considerably faster. Web-3 while out of favor will eventually enable more ownership and equity for individuals. Most importantly many of these technologies are now providing super-computing power to everybody who cares to learn, allowing individuals to get all the benefits of scaled companies.

Otter.ai allows you to have an AI assistant to take notes and write meeting summaries. Side-Kick and Magic from Shopify provides entrepreneurs with an army of digital helpers which

RISHAD TOBACOWALA

allow for scaling without adding staff.

Whether it is finding work post-retirement, working a side-hustle or passion project to make ends meet or build an expertise or create an off-ramp, or filling the gaps between full-time employment at firms which are often trigger-happy in adding and removing talent from their payrolls, the smart professional prepares to be a company of one.

But even if you do not fit any of these categories be aware that companies are creating internal marketplaces where opportunities can be identified and applied for and teams of experts can form and dissolve around projects.

As a result, for an individual to thrive in a company they will need to learn how to operate as a company of one. The combined power of the Avengers is because each of the Avengers is powerful on their own and not just because they learn to work as one.

Think of yourself as a better paid Uber driver with benefits if you work for a company.

If your expertise is needed at that time or in a particular market and location, and your collaboration and ability to work

... If your expertise is needed at that time or in a particular market and location, and your collaboration and ability to work in teams is highly rated you will be in demand...

in teams is highly rated you will be in demand.

If not, as companies manage and monitor costs and increasingly find ways to plug into resources all the time everywhere you will find yourself parked permanently.

Or consider the Hollywood model where expertise come together on tv or movie projects and then the people disband and move on. Very few people work at a studio. Most people work in teams where they bring their skill whether it be casting, directing, catering or make up etc. The future of business will be similar as companies begin re-aggregating expertise around projects versus having hordes of generalists or people hanging around for a project. McKinsey and Bain have done this for years.

RISHAD TOBACOWALA

... People stay a long time in firms where they are growing and building skills and they never feel trapped...

I am not suggesting that everyone will be a freelancer going from gig to gig but if you build your career with the mindset of continually honing expertise, working well with other people in teams and being flexible you will succeed in your company of tens of thousands versus thinking of yourself as a cog in big machine waiting for someone to care for or build your career.

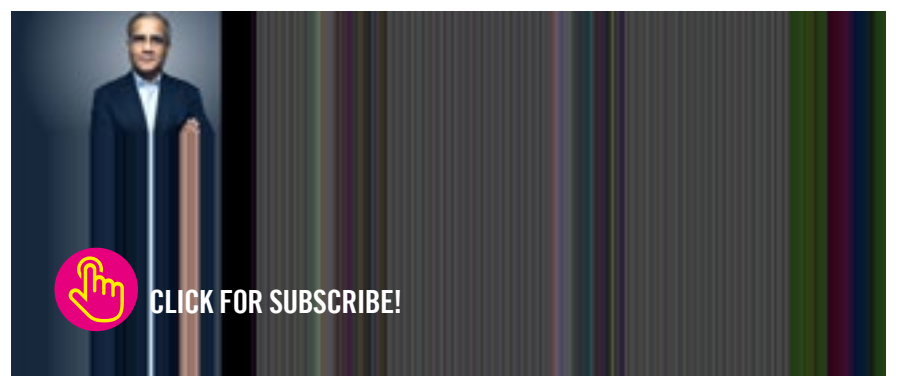
In fact, I strongly encourage people to stay if they can at their firms as long as they are growing or can find opportunities to grow. Make no mistake there are huge advantages to work amidst people you can learn from, with infrastructure that these firms have, their reputations that create a glow and aura around each talented individual, and growing because access to amazing clients, big challenges and amazing leaders and mentors.

But to succeed over the long run in a firm you need to maximize your options. If you have options, it means you are market competitive, and it allows you to tolerate a lot of drama and day to day nonsense at your current firm because you care about the firm and you know you have options. Because you have options you have skills that are valuable to your firm. People stay a long time in firms where they are growing and building skills and they never feel trapped.

You stay because you can go.

To thrive in a company today regardless of the size one must be responsible for one's own career and ensure one is remaining relevant and not living on the fumes of past successes or believe that change will come slowly.

You can sign up for Rishad's free writings every week at rishad.substack.com.





DOGMA WILL HOLD BACK YOUR BUSINESS. **HERE'S HOW TO BREAK IT.**

It's everywhere. Invisible. Malignant. Anti-creative.

Every field of business and every industry is affected by it.

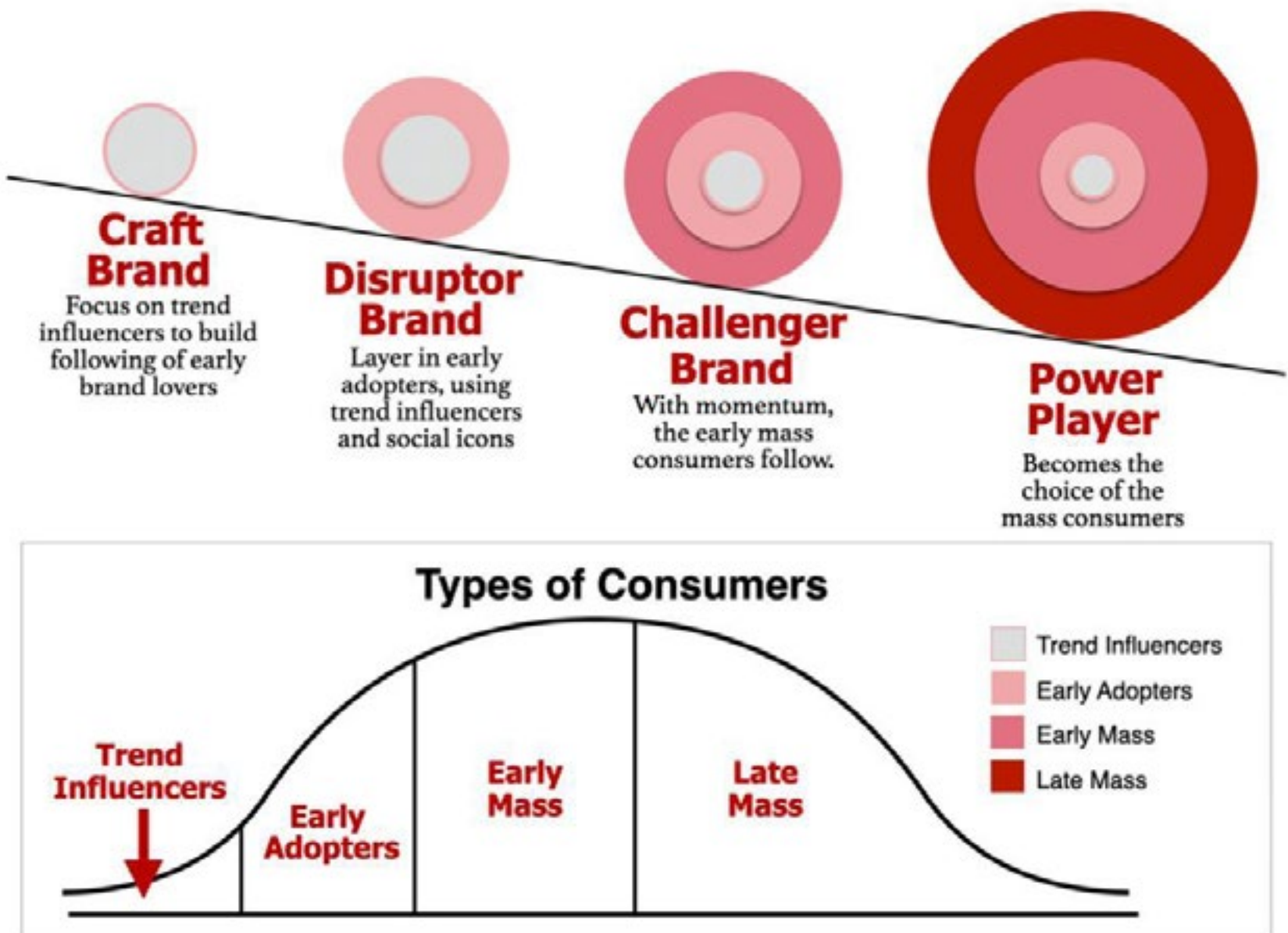
Dogma is a strange beast. You'll rarely find it in a start-up. Because those businesses are usually founded by entrepreneurs who intrinsically look to break the rules. Henry Ford, Coco Chanel, Steve Jobs, Thomas Edison, Elon Musk. People who don't fit the mould of a corporate executive. In fact, they are the direct opposite. They take risks, make leaps, break the model.

But as a business grows, dogma grows with it. As more people join an organisation, the bureaucrats slip in. As the company grows older, these rule-makers get promoted to higher and higher positions. Red tape starts to appear and eliminates any room for free thinking and creativity.

Three generations after the founder has died, the company, although large, global and omnipresent, is in decline.

Think about this. Apple just announced it's scrapping its EV. Would that have happened

ANDY GREENAWAY



under Steve Jobs? Not on your Nelly. Despite the fact that Apple is the richest company in the world, it is in decline. We just can't see it. By the time Tim Cook hands the reigns over to the 'third generation', the decline will escalate.

Mull over this.

52% of Fortune 500 companies in 2003 no longer exist today. That's an incredible failure rate. And the culprit, I dare venture, is dogma.

So how do you break dogma?

1. Remember the old saying, the fish rots from the head down? Dogma starts from the top. If you have a bureaucratic CEO, you're company is doomed. So make sure you hire senior people who will take you into the future. Make sure you're interviewing processes are robust. Do check-ups and background checks on people. Look for evidence of an innovator, a collaborator, someone who listens as much as they talk. Avoid the people who are dictators, who have



... Most companies go bust because they created a brilliant product and then just rested on their laurels...

failed too many times in previous positions. Find out why they were let go from their previous job. Past performance is the best predictor of future performance.

2. Create a culture of ideas, innovation and inclusion. Encourage people to challenge the status quo. Breed an inquisitive mindset. Reward the trail blazers. Hire futurists or people who take a keen interest in future technology and business trends. Create forums where people can air their thoughts. Let them show you how to improve things.
3. Be product and customer

focused. Many organisations are focused on the bottom line. The P&L becomes such an obsession, the leaders of the company forget why the business was born in the first place. Most companies go bust because they created a brilliant product and then just rested on their laurels. They didn't innovate quickly enough and before long, new, dynamic upstarts took them over. The most successful companies in the world have a large R&D budget. The failures don't.

Is there dogma in your company? Good luck with the fight against it.



Super Bowl Super Con

It's hard to believe, but according to articles in [Mashable](#) and on [Yahoo](#), "X" may be even more despicable than we thought. The porn/racism/disinformation POS once known as Twitter was reported to be the site of a massive con job on advertisers on Super Bowl Sunday. Here's the story you'll never read in the trade press. The day after the big game,

“I’ve never seen anything even remotely close to 50 percent, not to mention 76 percent... I’m amazed... I’ve never, ever, ever, ever seen anything even remotely close.”

- CHEQ’s CEO

“X” congratulated itself on a huge win for “X” advertisers. According to a press release “X” issued.....“Super Bowl LVIII was one of the biggest events ever on X ... with more than 10 billion impressions and over 1 billion video views....completely smashing key metrics from last year, with impressions, user posts and video views rising 31%, 41% and 75% respectively... brands on X also rose to the occasion. We saw 77% of brands that advertised on-air during the

game also share their campaigns on X.”

Yeah, just one problem. According to CHEQ a leading cybersecurity firm, it’s all bullshit. CHEQ reports that about 76% of the traffic to “X” advertisers was fake.

According to CHEQ’s CEO, “I’ve never seen anything even remotely close to 50 percent, not to mention 76 percent... I’m amazed...I’ve never, ever, ever, ever seen anything even remotely close.”

Once again, advertisers have been conned.

The question in my mind is whether X’s chief technology officer, some guy named Musk, had anything to do with the con job? Let’s connect some dots here.

You may remember that in 2022, before Musk bought Twitter, The Los Angeles Times ran a story called **“Twitter Bots Helped Build the Cult of Elon Musk and Tesla. But Who’s Creating Them?”**

The story reported that when a series of articles started appearing about Tesla vehicles catching fire, “within a span of 75 minutes, eight automated Twitter accounts (bots - BH) came to life



and began publishing positive sentiments about Tesla. Over the next seven years, they would post more than 30,000 such tweets.”

The report cited “research from David A. Kirsch, a professor at the University of Maryland that concluded “that activity of this sort by so-called bots has played a significant part in the ‘stock of the future’ narrative that has propelled Tesla’s market value...”

According to the LA Times, “Their inquiry comes as Musk has been signaling an intention to use his wealth and gigantic Twitter following to influence the platform’s future direction and

policies...”

In the past, when in trouble, Elon Musk has been suspected of employing fake traffic on Twitter to protect his personal financial interests. Last week a massive amount of fake traffic was reported on his platform to promote its questionable “value” to advertisers.



"Advertising For Skeptics", "BadMen: How Advertising Went From A Minor Annoyance To

A Major Menace" and several other books about advertising.



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