

# MARKETING

ISSUE #403 APRIL 2024

## WEEKENDER™

*Raja Jastina Raja Arshad  
Astro Shaw*

*Pia Lisa  
Etika Sdn Bhd*

*Ezrie Gazali  
Astro Shaw*

*Amy Gan  
Etika Sdn Bhd*

# Mirinda Raya Ad: A Fresh Movie Content Marketing Approach

**COVER STORY** Bersama Mirinda



**Mirinda's first-of-its-kind Raya film sparkles in a sea of festive sameness**

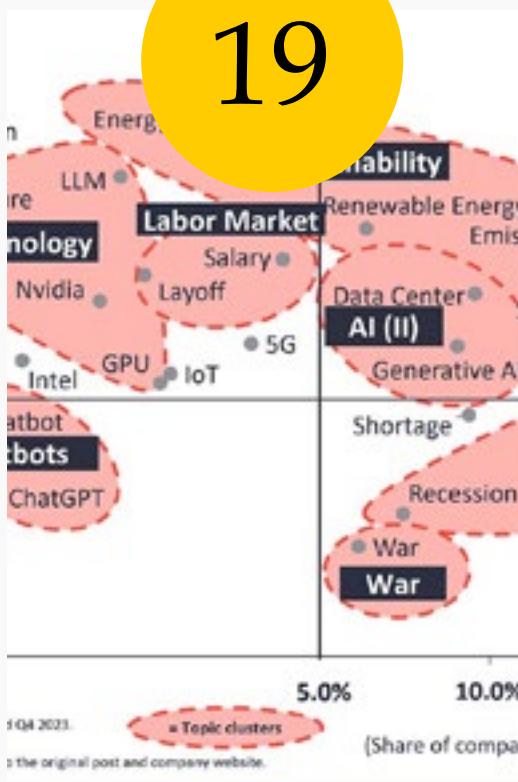
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**EDITOR'S NOTE**



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THIS IS A SESSION BY FARROKH MADON A CREATIVE SUPERSTAR



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**CEOS ARE TALKING AI & SUSTAINABILITY**



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**INNOVATE OR EVAPORATE**

**“Any sufficiently advanced technology is indistinguishable from magic.”**

Arthur C. Clarke



**“An additional 12 million occupational transitions may be needed by 2030, as machines become increasingly capable of doing work previously reserved for humans.”**

Recent McKinsey report



**“The world is yours, as well as ours, but in the final analysis, it is yours.”**

Mao Zedong

**“I have been detained by Ibu Pejabat Daerah Kota Kinabalu this morning even though I am scheduled to give a statement tomorrow at IPD Dang Wangi.”**

Umno Youth Head Dr Akmal Saleh is being investigated under Section 4(1) Sedition Act 1958 and Section 233 of the Communications & Multimedia Act 1998.



CLICK HERE



<https://marketingmagazine.com.my/mcf2024/>

**THIS IS A SESSION BY  
FARROKH MADON A  
CREATIVE SUPERSTAR**



# INNOVATE OR EVAPORATE



*Keith Miranda*

To those that knew him, Gerald Miranda's Corporate motto was 'Innovate or Evaporate'. It has been over a month since industry icon, Gerald Miranda, Founder of Invictus Blue - Asia's first media agency and one of Malaysia's most prominent media brands, passed away.

His son, Keith Miranda, assumes the role of President of Invictus Blue Group. The Harvard Educated Chartered Accountant is approaching his new role with drive and clarity. On where the industry is at the moment, Keith Miranda shares that "it's not lost on me that the velocity of change in the media industry is increasing.

At the core, the paradigm of the 'customer to brand' relationship is not only changing but is being redefined. The motivators of human behaviour, let alone customer behaviour, have evolved and are driven largely by the internet of things

## INVICTUS BLUE

(IOT). Given this, it is up to us as Media specialists to truly own the 'Alpha or Value Add' for our clients in an ever evolving context." When asked what he thought was unique about Invictus Blue... "the fact that Invictus Blue is truly a Malaysian brand, with unique local shareholding, leadership, staff, insights, and strategy BUT with a Global Reach. Something my late Father was very proud of. Invictus' strategic relationship with Vivendi and the Havas Groupe Family has been great. Their take on culture is game changing for this industry and we remain optimistic and excited in bringing this exciting element to clients."

In order to guide Invictus Blue through to its next phase of growth, Miranda has appointed industry stalwarts to join him as part of Invictus' Advisory Board supporting him and Chairman Tan Sri Norza Zakaria. The interim Advisory Board is led by Dato Haji Shafri Mohamad – one of Gerald Miranda's oldest friends and most trusted of colleagues. DSM is no doubt one of Malaysia's / Asia's most prolific advertising minds having won Awards from the New York

**“the fact that Invictus Blue is truly a Malaysian brand, with unique local shareholding, leadership, staff, insights, and strategy BUT with a Global Reach.”**

Film Festival, Clio, Cannes, and was Golden Kancil 'Best of the Best' Grand Prix winner.

Another heavy weight to the Advisory board is Mr. Khoo Kar Khoon, advisor to Malaysian Government Private Equity Firm, Ekuinas. Khoo was ex Chief Marketing Officer with Nestle and brings to the table strong industry relationships.

The Advisory Board has been put together in order to strengthen Invictus Blue's integrated proposition. Internally within the group there has been some realignment of roles and responsibilities; Chen Shiyen has been promoted to Group Head of Strategy, Research and Insights; Ricky Cheok will assume the responsibilities as Group Head of Media; and

**... “we need to assess what sustainability means in a Malaysian / Asian context and then have a responsible transition towards an optimal state that leaves no one behind.”**

Vinesh Thanabalasingam has been promoted to Group Head of Finance. Miranda shares that he would like to double down on the Group’s Sustainability offering which is led by industry veteran, Sharmini Nagulan, who via the Acacia Blue brand convenes the largest Sustainable Brand Conference in the region set for August 2024 this year.

In this regard Miranda states that “we need to assess what sustainability means in a Malaysian / Asian context and

then have a responsible transition towards an optimal state that leaves no one behind.”

In probably what has been one of its boldest moves yet, Invictus Blue has recently brought on board Sara Jalil Low, a Chartered Islamic Banker, to drive how it can meaningfully help SMEs expand. It is understood that a number of MOUs with established SMEs have already been executed.

Invictus Blue’s Creative arm, Alchemy79, will adopt a new method of working termed ‘open architecture’ where the firm partners with the best in the market across different specialisations to bring cutting edge solutions to clients in a seamless manner.

An additional focus area will be its social media offering, which has been performing well and has been an important value add for current and prospective clients regionally. In ending Miranda shares... “God wiling, Invictus Blue will continue to live up to the mantra, ‘Innovate or Evaporate’, ensuring that our clients continue to benefit from these changes, and the Group continues to be the catalyst of change in the industry.”

The Experts Selamatkan Raya Bersama Mirinda

MIRINDA

SAKSIKAN  
SUDIRMAN  
THE EXPERTS  
23 MEI 2024

astro SHAW

THE EXPERTS

## SELAMATKAN RAYA

Dibawakan oleh:

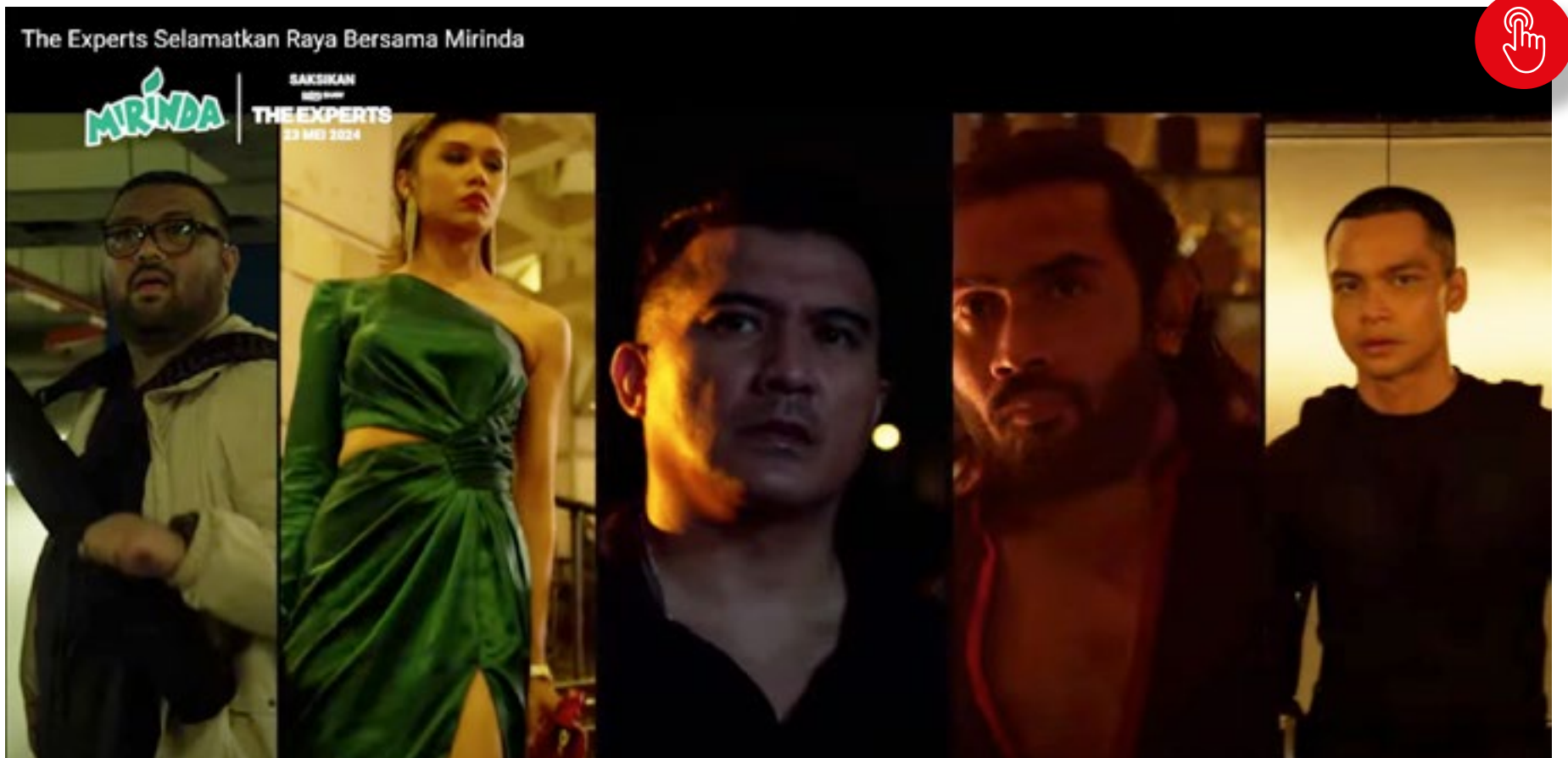
MIRINDA



## MIRINDA'S FIRST-OF-ITS-KIND RAYA FILM SPARKLES IN A SEA OF FESTIVE SAMENESS



It's that time of the year again when the dulcet tones of Sudirman croon 'Selamat Hari Raya' over the airwaves, and brands and advertising agencies vie for the most poignant and heartstring-tugging film. It's refreshing (pun intended) that ETIKA's Raya film for Mirinda embraced the importance of family and traditions with nary a teary eye.



*“The Experts Selamatkan Raya Bersama Mirinda” features Dato Aaron Aziz, Remy Ishak, Mimi Lana, Shafiq Kyle, and Ray DapDap as five siblings who reunite to tackle their toughest job yet: To save Hari Raya.*

In a bold move, Mirinda, the flavoured drink loved locally for its sparkling fizz and taste, collaborated with Astro Shaw, Malaysia’s leading film studio behind the blockbuster franchise, Polis Evo and their upcoming film, ‘The Experts’, to produce a Raya commercial unlike anything ever done before in Malaysia.

According to Amy Gan, Vice President of Marketing at ETIKA Sdn Bhd, “Instead of doing the typical Hari Raya commercial that you see every year, we decided to create our Raya film by focusing on content marketing instead. By collaborating with Astro Shaw on their up-coming movie, ‘The Experts’ we were

**“I read that Content Marketing is like a first date. If you only talk about yourself there wouldn’t be a second one. Clearly, the first rule then would be to create the kind of content that your followers actually want to see, versus what you want to say. It’s so important to be relevant.**

Amy Gan,  
Vice President of Marketing,  
ETIKA Sdn Bhd.



*Amy Gan  
Vice President of  
Marketing  
ETIKA Sdn Bhd*

able to produce a film that would not only give viewers the kind of content we knew they would appreciate, but it would also allow us to create content that would remain relevant long after the festive season was over.”

“I read that Content Marketing is like a first date. If you only talk about yourself there wouldn’t be a second one. Clearly, the first rule then would

be to create the kind of content that your followers actually want to see, versus what you want to say. It’s so important to be relevant,” says Amy Gan, Vice President of Marketing, ETIKA Sdn Bhd.

Watching ‘The Experts Selamatkan Raya Bersama Mirinda’ film you’ll be struck by its big budget antics, glossy cinematography and big ticket

**“Instead of doing a typical Hari Raya commercial, we decided to create our Raya film by focusing on content marketing instead. By collaborating with Astro Shaw on their up-coming movie, “The Experts”, we were able to produce a film that would not only give viewers the kind of content we knew they would appreciate, but would also allow us to create content that would remain relevant long after the festive season was over.”**



*(From L-R) Ezrie Gazali, Assistant Vice President, Head of Development & Production, Astro Shaw; Amy Gan, Vice President of Marketing, Etika Sdn Bhd; Pia Lisa, Marketing Manager, Etika Sdn Bhd; Raja Jastina Raja Arshad, Vice President, Malay Nusantara Business & Astro Shaw.*



**“This partnership with Mirinda ushers in a new era of entertainment marketing, benefiting all parties involved. We’re thrilled to play a role in this action-packed and entertaining advertisement.”**

Raja Jastina Raja Arshad,  
Executive Producer of “The Experts” and  
Vice President, Head of Astro Shaw & Malay  
Nusantara Business

names like Dato Aaron Aziz, Remy Ishak, Mimi Lana, Shafiq Kyle, and Ray DapDap. Using exclusive movie footage from Astro Shaw’s ‘The Experts’, the Mirinda film tells the story of five siblings who reunite to tackle their toughest job yet: To save Hari Raya.

“Marking a significant milestone, this collaboration represents the first time a local film became an integral part of an Eid commercial,” says Raja Jastina Raja Arshad, Executive Producer of “The Experts” and

COVER STORY



*Maya Karin*



*Remy Ishak*



*Ray Dapdap*

Vice President, Head of Astro Shaw & Malay Nusantara Business.

“We’ve developed a winning formula to overcome the challenge of securing advertisers for movie sponsorship. More



*Dato Aaron Aziz*

## COVER STORY

than often, we start production of movies and content, and the advertisers hesitate to commit without seeing the finished product. Many find it hard to imagine what the final movie would look like given that there is no visual representation apart from a script and movie sponsorship differs a lot from how a typical TVC is done. When the movie is ready, we face another hurdle: limited opportunities for optimal brand integration post-production as most advertisers only value in-frame presence.

This partnership with Mirinda breaks all boundaries as there is really no scene in the movie with a Mirinda consumption shot. In fact, there is no Mirinda at all in the movie. But the outcome of the partnership has been extremely great and for this I would commend the marketing team of Etika for once again being able to see things differently and help us create such a milestone.”

‘The Experts Selamatkan Raya Bersama Mirinda’ film collaboration proved to be a win-win partnership for both ETIKA and Astro Shaw. “We managed to produce a compelling film for Mirinda’s Raya campaign

by leveraging the star-studded, blockbuster movie, while Astro Shaw benefitted from our media and in-store presence that helped promote their movie,” Amy adds.

ETIKA also managed to leverage Astro Shaw’s celebrity talents for their on-ground activities and road tours which were held throughout the Klang Valley. The events that were held at Mydin USJ, Giant Stadium in Shah Alam, Aeon Big Subang Jaya and Econsave Klang Utama helped the brand reach a core demographic.

With the advancement of the digital age, content marketing has become an essential part of any marketing strategy, and ETIKA’s ‘The Experts Selamatkan Raya Bersama Mirinda’ film was all about connecting to customers in an authentic and meaningful manner.

The compelling content that was produced for the Mirinda brand managed to capture the hearts of viewers, create a visible impact and talk value during the Raya festive period, and would undoubtedly remain timelessly relevant.

A worthwhile investment, by all accounts.

COVER STORY



*The ETIKA-Astro Shaw collaboration was a win-win effort with both parties benefitting from the blockbuster movie, on-ground activities and road tours.*

COVER STORY



*ETIKA leveraged Astro Shaw's celebrity talents for their on-ground activities and road tours which were held throughout the Klang Valley.*



# MARKETING CONFERENCE

15 MAY 2024

08:15  
Registration & Coffee



09:00  
**Welcome by Organising  
Chairman  
Prof Harmandar Singh**



09:15  
**Keynote Speaker  
Lucio Ribeiro - Director of  
Marketing Digital & Innovation  
Seven Network, Australia.**

A pioneer in the field of artificial intelligence applied to marketing and advertising, he has been called “one of Australia’s most respected, awarded and innovative digital executives”.

Having been elected one of the most influential online marketers in the world by Marketing Today, Lucio is an MIT graduate in artificial intelligence, former Optus Director of Technology and Innovation, and the co-founder of the digital agency Online Circle Digital, which he sold in 2019.

He is also a Forbes tech columnist and has lectured on digital marketing and AI at RMIT University and Deakin University.

10:00 - 12:00  
**Festival Breakout Sessions - 1**

Multiple customized presentations and sharing at all booths. Get up close on what’s the latest tech and developments propelling marketing today.

Each visit is a learning session. Get all your questions answered with our Booth Guide.

12:00 - 13:00  
**The AdvertiSingh Show.**

Stylised in a TV show format, Organising Chairman Prof Harmandar Singh will interview our VIP guests about the state of AI in their business. They are all CMOs of the Year:



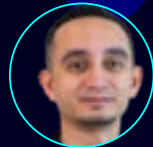
**Datuk Lai Shu Wei** - Chief Marketing & Sales Officer, Sime Darby Property.



**Linda Hassan** - Group CMO (Malaysia, Singapore & Cambodia), Domino’s Pizza.



**Abdul Sani Abdul Murad** - Group Chief Marketing Officer, RHB Bank Berhad.



**Hassan Alsagoff** - Regional Head of Marketing, GRAB Malaysia.

13:00 - 15:00  
**Festival Breakout Sessions - 2**

Multiple customized presentations and sharing at all booths. Get up close on what’s the latest tech and developments propelling marketing today.

Each visit is a learning session. Get all your questions answered with our Booth Guide.



15:00 - 16:00  
**AI vs ADLAND  
Farrokh Madon Chief Creative  
Officer APAC, Merkle B2B**

Will AI be the Grim Reaper of adland creativity?

Or will adland’s creative force triumph over the hype of AI?

Farrokh Madon puts AI to the ultimate test by pitting it against some of adland’s all-time greatest ads.

Can AI be more humorous than the Old Spice Man?  
Can AI elicit more emotion than a Petronas Ad?  
Can AI be more lip-smacking than the Mouldy Whopper?

It’s time for the ultimate creative death match. Let the games begin.

16:00 - 1730  
**Festival Breakout Sessions - 3**

Multiple customized presentations and sharing at all booths. Get up close on what’s the latest tech and developments propelling marketing today.

Each visit is a learning session. Get all your questions answered with our Booth Guide.

Food and beverages will be available throughout the day at the buffet stations.

# MARKETING CONFERENCE

16 MAY 2024

08:15  
Registration & Coffee

09:00  
Welcome & Opening Remarks



09:15  
**Embracing the Future: Media, Leadership and Technology in the age of AI.**  
**Khairy Jamaluddin**

Khairy Jamaluddin or KJ, served as Minister of Health in the Barisan Nasional (BN) administration under former Prime Minister Ismail Sabri Yaakob from August 2021 to November 2022. Alongside being a radio presenter for Hot FM, he hosts Keluar Sekejap with Shahril Hamdan, a podcast in which they discuss Malaysian politics and current affairs with a variety of guests. KJ will share his take on how Malaysian media can embrace AI for the future, plus some juicy stuff never heard before.

10:00 - 12:00  
**Festival Breakout Sessions - 4**  
Multiple customized presentations and sharing at all booths: Get up close on what's the latest tech and developments propelling marketing today.

Each visit is a learning session. Get all your questions answered with our Booth Guide.

12:00 - 13:00  
**Mystery Keynote**

13:00 - 16:00  
**Festival Breakout Sessions - 5**  
Multiple customized presentations and sharing at all booths. Get up close on what's the latest tech and developments propelling marketing today.

Each visit is a learning session. Get all your questions answered with our Booth Guide.



16:00 - 16:30  
**WHAT'S NEXT?**  
**Indhran Indhraseghar**  
**Regional CEO, Robometric Inc.**

Now that you have heard all the speakers and soaked in the event, what's next for you?

What will become better for you when you go back to the office?

How will your business dive into AI with the low hanging fruits first.

All explained by AI pro, Prompt Engineer and Go-To-Market Strategist Indhran, who took less than an hour to write a book about it....



16:30 - 17:30  
**The Ham Report Winners presentation – the Gold standard for agencies and marketers**

The Ham Report Rankings come from 6 shows APPIES, Dragons, d'Awards, Media Specialists Association Awards, Effie Malaysia and the Kancil Awards.

Only Gold winners from these shows are counted. Campaigns that win multiple Gold in the same show, or in the six shows in our rankings, are factored as ONE Gold win.

Gold winners in craft are not counted; this Report focuses on campaigns. Hence, agencies, campaigns and marketers are ranked. Leading Malaysian marketers helped develop the scoring algorithm based on which shows they consider the most prestigious and reflective of true marketing success.

Download The Ham Report 2023

17:30 - 18:30  
**After Party With Heineken**

Food and beverages will be available throughout the day at the buffet stations.

MARKETING FESTIVAL

Explore the many booths and the brands that are driving AI: discover, learn, mingle and network. Enjoy the customised presentations that will deep dive into the possibilities of AI for you and your brands.

AI PLAYROOM

Make this your SandBox as you explore all these AI tools and the wonders they can do for you, across six areas:

DESIGN & BRANDING

CONTENT CREATION

SOCIAL MEDIA & ADS

PREDICTIVE ANALYSIS

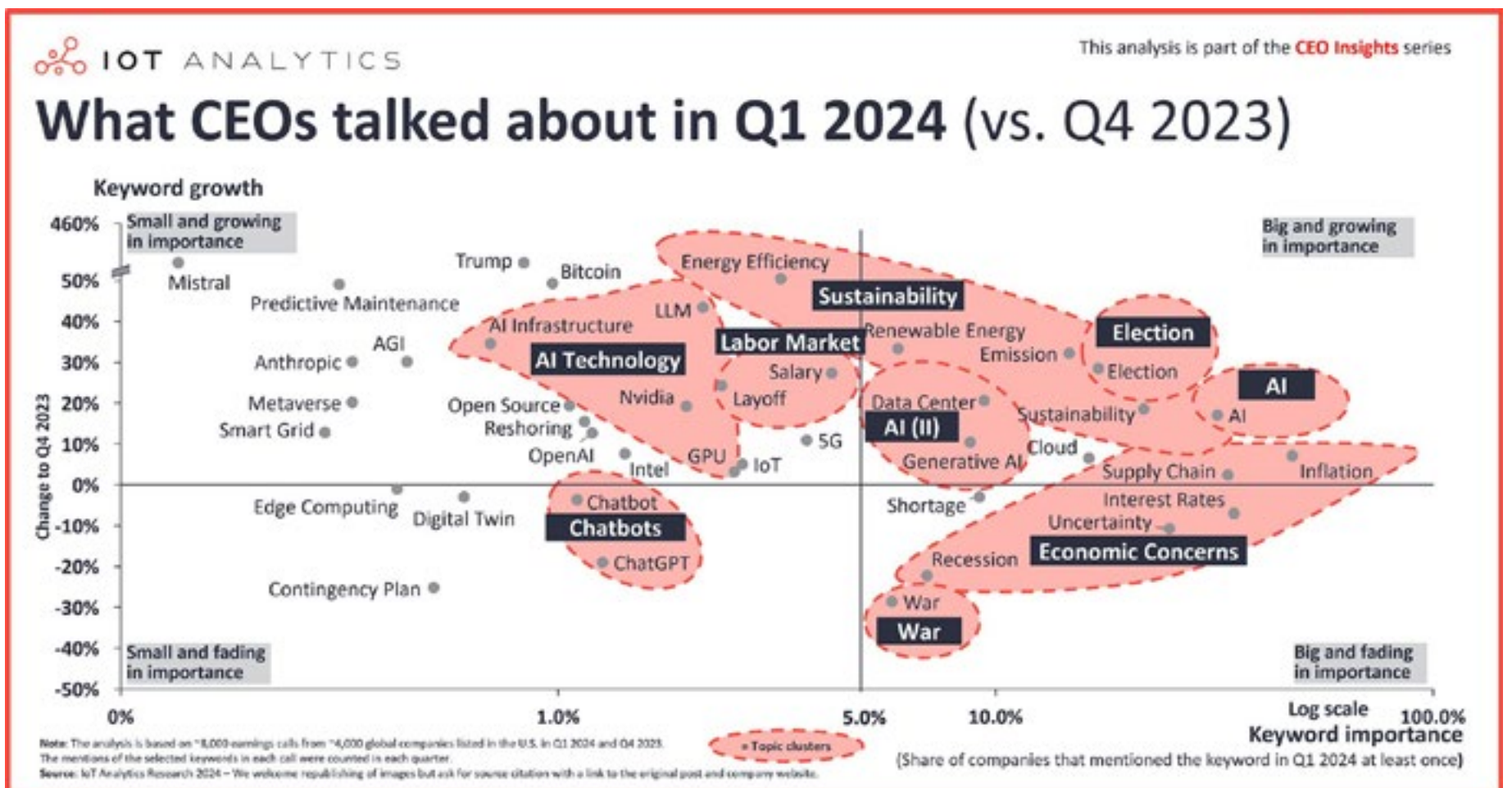
PERSONALISATION

CONTENT MARKETING



# Green is Red Hot and Cooking!

CEOs wish you eat your greens and buy green too!



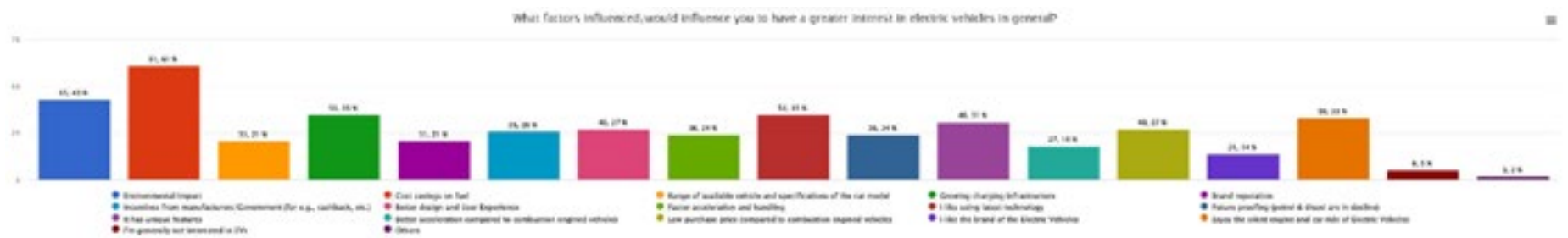
Source : CEO Insights

... This integration into daily life is reflected in the growth of solar power generation for residential use, increase in electrical vehicle sales, availability of organic vegetable options in supermarkets, mainstreaming of thrift or used clothing....

Analysis of earning calls across 4000 global organisations indicate that sustainability as a theme is growing in CEO conversations both in terms of volume and importance. It's high time. Gen X has plundered the earth, but Gen Y and Gen Z care about its future.

While AI is white hot, sustainability continues to dominate the CEO conversation, and is a burning and continuing concern.

## SUSTAINABILITY



Beyond CEOs, even for ordinary consumers, globally and here in Malaysia, engagement with sustainability has shifted from a “nice to have” to becoming an essential part of daily life.

This integration into daily life is reflected in the growth of solar power generation for residential use, increase in electrical vehicle sales, availability of organic vegetable options in supermarkets, mainstreaming of thrift or used clothing....

Based on some of the recent projects done at Ampersand Advisory we are seeing the following are the core drivers for this change.

## 1. Consumer consciousness

Consumers are increasingly aware of the impact that their product choice has on the environment. The increasing availability of information has widened the awareness, especially for the younger generation who have grown

up in an environment of green consciousness.

This change in consumer consciousness is reflected in consumer trend research.

For example, in a recent quantitative research done by Ampersand Advisory across 150 Malaysians, 80% of Malaysians mentioned that they would consider a fully electric or hybrid car for their next purchase.

In the same research, when asked what factors influenced or would influence them to buy an electric vehicle, while “cost savings” was the single biggest driver, the “environment consciousness” aka sustainability was the second most important.

This also indicates that electric vehicles as a category has moved from niche associations of environmental and technology benefits to more mainstream cost benefit analysis.

## 2. Regulatory changes

The Malaysian Government has in recent years have offered

## SUSTAINABILITY

**... this decision making mindset will also influence other category choices like packaging and ingredients of the shampoo used, labour practices in the hotel they stay in, percentage of recyclable components of the latest mobile phone etc...**

financial incentives that prompt environmentally friendly decisions.

For example, tax incentives for investments in solar panels and leasing electric vehicles have driven purchase decisions. Also households are now able to sell off their excess electricity generated back to the national grid and offset their costs.

This coupled with the Government's on-going efforts in reduction of subsidies for fuel, electricity amongst higher income households is expected to nudge consumers further in taking up more green choices.

### 3. Increasing Competition

As more players enter the green markets, it offers greater

choices and drives interest amongst consumers. The increase in competition also reduces prices and increases take-up of the services.

For example the solar panel installation market has seen the entry of 160 companies in the last few years with many of them listed on the stock market.

Similarly the used clothing imports into Malaysia grew to USD 160 million in 2021, a 23 times value growth in just one year and has continued steadily thereafter.

This exponential increase in competitive offerings within the Green market is making consumers review the Green product options from niche to mainstream.

So what can we expect for Green Choices for Malaysian consumers in the coming years?

As consumers get more comfortable making choices for a green conscious lifestyle and start taking decisions with regards to their travel, energy sources, food and fashion choices...this decision making mindset will also influence other category choices like packaging and ingredients of the shampoo used, labour practices in the hotel they

## SUSTAINABILITY



stay in, percentage of recyclable components of the latest mobile phone etc.

These consumer choices, especially from the early majority, will provide the scale to reduce the cost premium associated with green options. Ensuring that the green options reach price parity with currently available products and services.

Thus ensuring that green choices become default rather than exception..

### **Putting money where our mouth (and heart) Is**

At Ampersand Advisory we believe in investing our own funds in causes we strongly believe in. Sustainability and green living is one such cause

which is becoming a core necessity for the world going forward.

One specific area of interest for us has been the impact of used clothing on the environment. The growth of the fast fashion industry, fast changing styles and lack of consumer education has resulted in used clothing landing up in landfills around the world.

With 92 million tonnes of used clothing ending up in landfills each year in Malaysia, there is a need to have a fresh perspective to bring a sustainable perspective to the fashion industry and consumers..

In order to bring this focus of green consciousness to the fashion industry, Ampersand Advisory via its subsidiary Canoy For Earth has a launched a limited collection of T-shirts.

The unique aspect of this T-shirt range is that for each one bought a tree is planted. Ensuring that the T-shirt goes beyond just being a fashion statement instead actually becomes an active component of reducing carbon in the atmosphere. Thus ensuring the consumers and the clothing both become an active participant in



... The unique aspect of this T-shirt range is that for each one bought a tree is planted...

making the world more green.

Made from organic material and with clear traceability between the T-shirt purchase and the tree planting it ensures that consumers are able to clearly see the impact of their choices.

The T-shirt range is here <https://ourcanopy.green/products/tee-tree-kid> with the ability for individuals to make individual or corporate purchases.

Though still in a very early stage, Canopy shows how a fashion statement can go beyond

YOLO (You only live once) to LOLO (Live our lives orderly).



*By Navonil Roy and Sandeep Joseph*

*Sandeep Joseph is the CEO and co-founder of Ampersand Advisory, a leading agency that has been Campaign's*

*Independent Agency of the Year from 2019-2023, and has featured in the Financial Times Statista 500 High Growth Companies Asia Pacific for 2023 & 2024. He can be reached at [sandeep@ampersand-advisory.com](mailto:sandeep@ampersand-advisory.com) for debate and discussion.*

BACK BY  
POPULAR DEMAND



Every

face

has  
a story



Dheeraj  
Raina

the  
Art of



Storytelling



APPROVED HRD CORP  
TRAINING PROGRAM  
NO10001250422

30<sup>th</sup> April, 2024

8.30am - 5.30pm

Eastin Hotel

FOR ENQUIRIES:  
CONTACT

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+603-7726 2588

[ruby@adoimagazine.com](mailto:ruby@adoimagazine.com)



# Marketer's Guide to Project Reviews with AI:

*Prompt engineered by Go-To-Market Strategist Indhran Indhraseghar.  
100% written by AI. 0% human edited.*

As a marketing leader, you know the challenges of trying to anticipate everyone's reactions and critiques before presenting a new project or idea. It's easy to get caught spinning in circles, second-guessing yourself instead of refining your vision. But what if you could get unbiased, objective feedback before even sharing your work with the team?

Enter prompt engineering and AI. By learning to craft effective prompts, you can leverage AI's capabilities to streamline feedback and project reviews. AI provides a low-pressure environment to iterate and refine

your work, ultimately leading to improved outcomes.

## Obtaining Unbiased Feedback from AI

One of the biggest benefits of using AI for feedback is that it offers an objective, unbiased perspective based solely on the criteria you provide. No office politics, personal preferences or unconscious biases to cloud the feedback.

To get targeted input, you'll need to provide clear prompts outlining what you want reviewed. For example:

"I want to gain 1,000 new social media followers this

## PROMPT ENGINEERING

**... Don't delay in learning prompt engineering for AI. It's the secret weapon that will boost your productivity and set you apart as a marketing leader. Invest in skills training for you and your team today to unlock new levels of creativity and accelerate your marketing wins...**

month. Review this marketing plan and grade its effectiveness at reaching that goal.”

The AI will analyze your plan through the lens of that specific objective and provide feedback to help you refine the tactics to achieve your desired outcome.

### **Simulating Stakeholder and Team Member Reactions**

Of course, once you finalize your plan, you'll need buy-in from other stakeholders. Prompt engineering allows you to simulate their potential reactions and objections beforehand.

Try a prompt like: “Evaluate this project brief and tell me what pushback I can expect from members of the brand and strategy teams.”

The AI can role-play different stakeholder perspectives, giving you a head start on anticipating concerns and building a solid defense for your recommendations.

### **Iterating and Refining in a Low-Pressure Environment**

One of the most powerful capabilities of AI feedback is the ability to brainstorm and refine ideas in real-time, with no judgement. The instant, low-pressure feedback loop allows you to rapidly experiment and course-correct.

If you're struggling to punch up a presentation deck, you could prompt the AI with: “I am trying to refine this pitch deck for an enterprise client. Suggest three places where I can streamline the content to make it more engaging.”

You'll receive on-the-spot recommendations to improve your deck, which you can implement and get new feedback - all before ever sharing your work publicly.

## PROMPT ENGINEERING

This low-risk, high-iteration environment promotes bolder creative thinking and allows you to exhaust all options until you land on something brilliant.

### **Additional Prompt Examples for Marketing Leaders:**

“Based on this audience persona research, evaluate how effectively this ad creative and messaging will resonate.”

“Analyze this blog post and suggest ways to optimize the content for higher engagement and conversion.”

“I need a punchy subject line for this email promotion targeting our premium customer segment that will maximize open rates.”

“Review this website redesign mockup with a focus on improving the user experience and path to purchase.”

The more practice you get crafting clear, targeted prompts, the more value you’ll get from the AI’s feedback. Don’t be afraid to refine and reiterate your prompts for increasingly specific and valuable insights.

### **AI as an Objective Reviewer**

As a marketing leader, your days are spent juggling

feedback from all directions - managing team expectations, keeping customers and partners happy, and trying to anticipate roadblocks before they happen. Prompt engineering with AI gives you a powerful tool to solicit objective, unbiased feedback before ever going to market.

By simulating diverse perspectives, rapidly iterating, and road-testing ideas in a low-pressure setting, you’ll be able to confidently put forward polished, fine-tuned work. No more spinning wheels - just a streamlined path to delivering high-impact results.

Don’t delay in learning prompt engineering for AI. It’s the secret weapon that will boost your productivity and set you apart as a marketing leader. Invest in skills training for you and your team today to unlock new levels of creativity and accelerate your marketing wins.



*Indhran Indhraseghar will be speaking at the Malaysian Marketing Conference & Festival 2024, [click here for details.](#)*



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2024

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