

MARKETING

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WEEKENDER™



Marketing Conference & Festival 2024

Driving the AI conversation

EDITOR'S NOTE

04

Is this the beginning or the end?

COVER STORY

07

Expect the Unexpected

THE HAM REPORT 2023

33

Mindshare Group

What Say



“The human mind is not, like ChatGPT and its ilk, a lumbering statistical engine for pattern matching, gorging on hundreds of terabytes of data and extrapolating the most likely conversational response or most probable answer to a scientific question. On the contrary, the human mind is a surprisingly efficient and even elegant system that operates with small amounts of information; it seeks not to infer brute correlations among data points but to create explanations. Let’s stop calling it Artificial Intelligence and call it what it is: Plagiarism Software. It doesn’t create anything, just copies existing works from artists and alters them sufficiently to escape copyright laws.”

Noam Chomsky



OpenAI
ChatGPT 4

“While it’s vital to recognise and address the limitations and ethical considerations of AI, it’s equally important to acknowledge its potential. AI is not a threat to human intelligence or creativity but a tool that can enhance them. As we move forward, the focus should be on how we can best integrate AI into our lives and work, ensuring that it serves humanity’s interests and complements our innate abilities.”

Says ChatGPT

“AI will impact 40% of jobs worldwide in the coming years. While AI will affect millions of jobs, it will allow some jobs to improve, but many of them will just disappear.”

**International Monetary Fund (IMF) Managing Director
Kristalina Georgieva**



“The danger of AI is greater than nuclear warheads and nobody would suggest we allow anyone to build nuclear warheads. That would be insane.”

Elon Musk at SXSW



Is this the beginning or the end?

In the world of advertising, my journey as creative often feels like a voyage across tumultuous seas. From the dizzying highs of breakthrough ideas to the crushing lows of a rejected pitch, each day presents a new chapter in a saga of discovery and determination.

It starts with a deep dive into the client's world, a challenging plunge where understanding their needs means deciphering vague demands that echo in the cramped meeting rooms of our agency.

"Make it pop," they say, a phrase as nebulous as the

EDITOR'S NOTE

morning fog. Each interpretation leads to a myriad of possibilities — should I reinvent the wheel or just add a hint of sparkle?

The ambiguity is a silent test of my creative resolve.

The act of creation itself is a dance of chaos and order. Ideas storm my brain, each fighting for attention, until the refining process begins.

It's a painstaking task, shaping these thoughts into a narrative that not only sells but tells a story that resonates.

The feedback loop is relentless — a barrage of critiques from clients, each round sending me back to the drawing board. The constant revisions are a crucible, tempering my skills but testing my patience.

Enter Artificial Intelligence, my unexpected companion on this creative odyssey. AI steps in not just as a tool, but as a collaborator, handling the mundane with ease and offering insights gleaned from data deeper than any human could delve.

It generates options at scale, freeing me to explore the nuances of creativity, to experiment fearlessly with concepts and executions that were once beyond reach.

Yet, this journey is fraught with frustrations. The balance between client satisfaction and personal artistic integrity is a tightrope walk.

Each project feels like both a beginning and an end — an end to compromise, perhaps, or the beginning of understanding that true creativity often involves navigating the complex human emotions tied to approval and acceptance.

As I evolve in this dynamic environment, I realize that every end is merely a prelude to a new beginning. With each challenge, I grow stronger, my portfolio richer, and my resolve firmer.

Is this the beginning or the end? For me, it's a continuous cycle of rebirth in creativity, where every end leads to a new, exciting beginning in the world of advertising.



ChatGPT

AI: The usual, sir?

Visible Brand Actions™ defy logic at times.

Turn product tradition on its head even.

Like shaking up the cognac institution
with Asian kitchen cocktail recipes.

It's wrong. But it cuts through,
sparks subcultures.

Meanwhile at the bar,

AI shakes head in shock and crashes.

sambal!ab™

!Drink It Wrong, the Hennessy V.S cocktail campaign, December 2020.

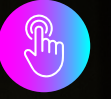
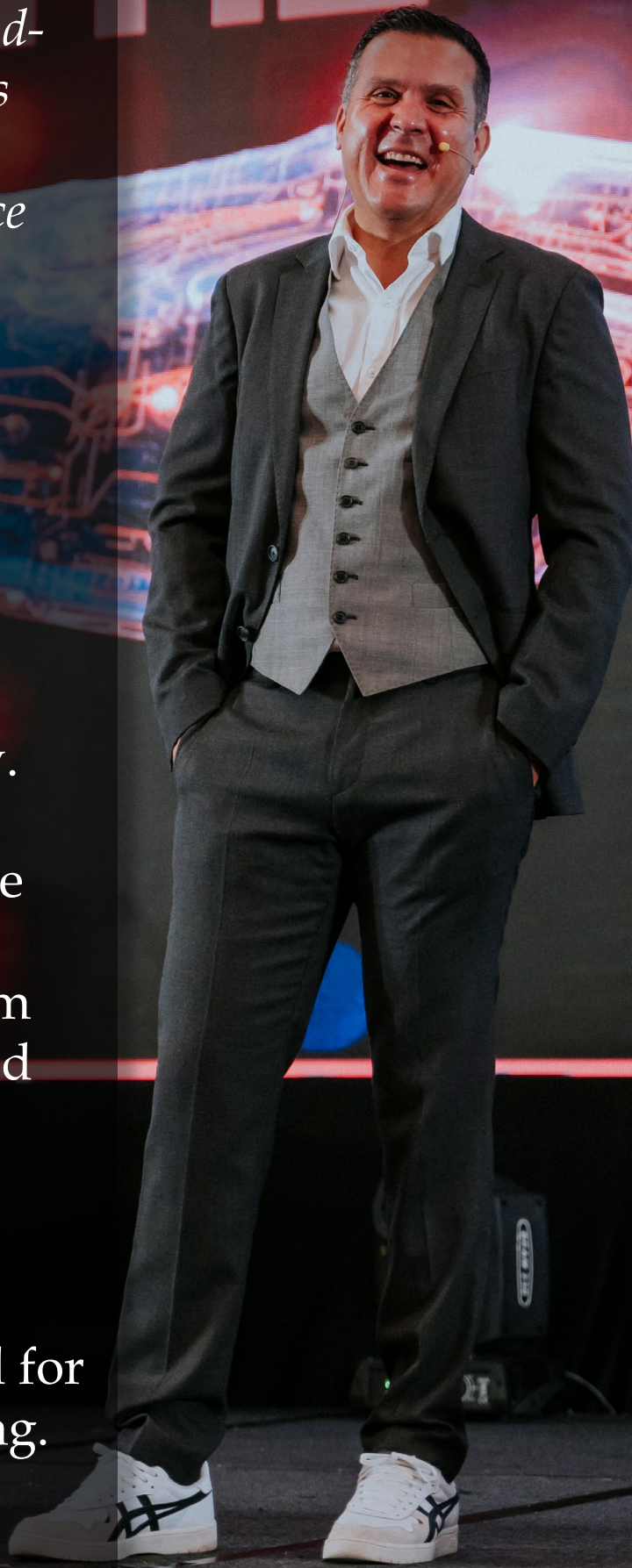
MQI score of 94%. Total reach of more than 2 million.

193 influencer posts and videos, 0 ad-spend, 0 IT-spend.

Expect the Unexpected

Two days of inspiring talks, peer discussions, demonstrations and debate generated mind-enriching experiences at the Malaysian Marketing Conference & Festival 2024!

On May 15 & 16, MARKETING magazine hosted the first ever open dialogue on the topic of AI for the marketing industry. Over 250 delegates participated and the stage proceedings were peppered from multiple customized presentations by floor presenters at the booths, making the event also a networking festival for sharing and learning.





For two days, a star-studded lineup ensured non-stop immersion into the possibilities of AI. It was a grand experiment of sorts on the frontlines of AI, as delegates discovered that the discussion about AI is a pivotal one for the industry and themselves.





DAY ONE

The State of AI in the World

by Lucio Ribeiro - Director @ Seven Network.

Opening Keynote Speaker Lucio Ribeiro, a renowned AI and digital marketing expert, spoke about the fundamental aspects of innovation and technology, with a particular focus on AI's transformative impact on the business world.

He began by talking about the critical role of innovation





in driving business growth and explained the difference between sustaining and disruptive innovation. Sustaining innovation involves improving existing products for current markets, while disruptive innovation targets new or low-end markets with simpler, more affordable solutions.

This distinction set the stage for understanding how AI could revolutionise industries by enabling both types of innovation.

Lucio then shifted his focus to the technology fundamentals necessary for successful innovation. He stressed that a robust foundation is essential, highlighting the importance of cyber trust, core business

technology, and the synergy between emerging technologies.

When Lucio turned to AI, his passion was evident. He described AI as “rocket fuel” for businesses, rather than a “weight loss pill.”

This analogy highlighted AI’s role as a powerful catalyst for transformation rather than a quick fix. Ribeiro stressed that while AI cannot prepare businesses for everything, it enables readiness for anything, underscoring AI’s potential to adapt and respond to diverse challenges.

His optimistic closing remark, “Current AI technology is the worst it will ever be,” hinted at the continuous improvement and boundless potential of AI.



THE ADVERTISINGH SHOW

Moderated by Prof. Harmandar Singh, Founder & CEO of MARKETING Magazine,

this “TV Show” format session invited CMOs of the Year 2023 in rapid-fire 15-min sessions, dissecting their views and marketing plans on AI.



Featured Guests...

- Datuk Lai Shu Wei - Chief Marketing & Sales Officer, Sime Darby Property.
- Abdul Sani Abdul Murad - Group Chief Marketing Officer, RHB Banking Group.
- Linda Hassan - Group CMO (Malaysia, Singapore & Cambodia), Domino's Pizza.
- Hassan Alsagoff - Regional Head of Loyalty & Marketing, Grab.

The discussions offered a multifaceted exploration

of AI's benefits, challenges, and future prospects across diverse industries. The guests highlighted the need for strategic planning, ethical considerations, and continuous innovation to leverage AI's full potential.

Many anecdotal stories were shared focusing on the ground reality of how AI will be deployed by these brands. Despite the enthusiasm surrounding AI, they acknowledged the critical need for training and reskilling to optimise the value of AI.



“AI will raise the floor, but it won’t let you touch the stars.”

Farrokh Madon
Chief Creative Officer APAC,
Merkle B2B



COVER STORY



AI vs. Adland

by Farrokh Madon
Chief Creative Officer APAC,
Merkle B2B

Farrokh explored AI's role in advertising, comparing AI-generated content to human creativity.

His team reverse-engineered briefs from iconic ads like Old Spice's "The Man Your Man Could Smell Like" and Burger King's "Mouldy Whopper," feeding them into AI script-generating tools. The AI created scripts emphasizing key brand messages but struggled with nuanced, emotional storytelling and visual accuracy, necessitating human intervention to finalise the videos.

The results showed AI's capability to enhance efficiency and maintain a baseline quality

in creative output. For instance, AI highlighted Burger King's absence of artificial preservatives and Old Spice's masculine scent, aligning with the brands' real-life campaigns. However, AI lacked the originality and emotional depth of human creativity.

He concluded that while AI can support and streamline creative processes, it cannot replicate the extraordinary creativity unique to humans. Creative agencies offering genuine, innovative ideas will thrive, as their work will guide future AI development.

The presentation underscored the importance of blending AI's capabilities with human ingenuity to achieve the best results, highlighting a future where AI enhances but does not replace human creativity.



“You are not competing with AI. You are competing with another marketer who is using AI.”

Chuah Jia Wen
Head of Industry for
CPG, Retail & Agency,
Google Malaysia.



COVER STORY

Making AI Helpful for Everyone

by Chuah Jia Wen - Head of Industry for CPG, Retail & Agency, Google Malaysia.

Her presentation focused on how Google AI is transforming marketing by enhancing efficiency, personalisation, and effectiveness across various domains.

She started by highlighting that 66% of consumers prefer personalized brand experiences

but also demand privacy. With the phasing out of third-party cookies, marketers face challenges in data collection, campaign reach, and accurate conversion measurement. The future of digital advertising is pivoting towards consented, first-party data and AI-modelled strategies.

Google's AI operates on seven principles: being socially beneficial, avoiding unfair bias, ensuring safety, accountability,





incorporating privacy design principles, maintaining scientific excellence, and aligning with these principles. These principles guide the development and deployment of AI technologies in marketing.

She also detailed how Google AI can enhance marketing efforts through better measurement, media strategies, and creative processes. By integrating first-party data, customer behaviours, and contextual signals, businesses can future-proof their measurement systems and drive growth. Google's AI-powered ads are designed to target the right person with the right ad format at the right time, enhancing the effectiveness of marketing campaigns.

Several case studies were presented to illustrate successful AI applications:

- Bayer used Video Reach Campaigns to achieve 30% more unique users and 24%

cheaper CPM.

- Hotlink optimized engagement with Video View Campaigns, resulting in 48% more views and significantly lower CPV.

- Ford boosted lead conversions by 82% using Demand Gen in combination with Search and Performance Max campaigns.

- Malaysia Airlines increased sales by 58% through enhanced visibility and optimized touchpoints with Performance Max and Search campaigns.

She emphasized the importance of using AI tools to scale creative ideas across devices and formats. Marketers should focus on collecting and managing first-party data, utilising Enhanced Conversions, and continuously pushing the boundaries of AI in their campaigns.





“Content First, Money Second.”

Khairy Jamaluddin,
former Minister of Health.



COVER STORY

DAY TWO

The day began with a surprise speaker who gave a new dimension to the Conference by sharing his tale of hopelessness which transformed into a phenomenal success story through sheer tenacity and talent.

Politician to Podcaster

by Khairy Jamaluddin, former Minister of Health.

Khairy Jamaluddin, transitioning from a high-stakes political career to a prominent podcaster, has made a significant impact in the digital media landscape. His podcast has garnered 33 million views on YouTube and consistently tops Spotify charts, showcasing his influential presence.

Embracing his newfound freedom after facing loss and exile from politics, Khairy uses his platform to lead narratives and spark discussions. His podcast has become a hub for both love and hate, prioritising content over financial gain and disrupting mainstream media by leveraging digital platforms to reach a broad audience.

Khairy's influence is evident through impressive statistics:

139% increase in unique page views on HOTFM.audio, 24 million total social media engagements, a 75% increase in live stream listeners on BEKPES HOT within one hour, and 149 million total video views.

Additionally, his online streaming listenership totals 5.7 million across web and audio+ platforms.

His success as a podcaster highlights the power of digital platforms in redefining media landscapes. By prioritising engaging content and leveraging social media reach, he continues to shape public discourse and influence a wide range of listeners.

Khairy's journey from politician to podcaster exemplifies digital media's potential to transform personal and professional trajectories.



His ability to adapt to digital platforms and prioritise quality content has solidified his position as a leading voice in the media landscape.

 [CLICK TO WATCH THE VIDEO](#)





“AI is not software.”

Indhran Indhraseghar,
Master Prompt Engineer
and Regional CEO of
Robometric



COVER STORY



The Transformative Potential of AI

by Indhran Indhraseghar,
Master Prompt Engineer &
Regional CEO of Robometric

Indhran began his session by contrasting traditional AI, which excels at pattern recognition and drives efficiencies in sectors like finance and healthcare, with generative AI, which creates new patterns and fosters unprecedented creativity and problem-solving.

He declared that generative AI is not just an extension but a revolutionary leap. Indhran also highlighted the practical applications of AI in business platforms, such as Salesforce Sales Cloud, HubSpot Sales Hub, and Gong. These tools enhance business operations by automating tasks, providing actionable insights, and streamlining

workflows, allowing businesses to focus on strategic growth activities.

He underscored the importance of emotional intelligence, systems thinking, and just-in-time learning in effectively leveraging AI. Emotional intelligence remains crucial for deep human connections, systems thinking for integrating components across domains, and just-in-time learning for acquiring knowledge to overcome specific challenges.

Moving forward, Indhran envisions AI driving continuous innovation, creating new opportunities, and transforming business operations. Success will hinge on businesses and individuals' ability to adapt and harness AI's power. His insights provided a roadmap for leveraging AI to enhance efficiency, stay competitive, and succeed.



Unlocking Impactful Consumer Insights & Tackling Mis/Disinformation

by Weldon Fung, Senior Enterprise Executive and Ramnath (Ram) Bojeesh, Area Director - Enterprise Growth (Asia Pacific & Japan) at Meltwater

The speakers explored the integration of AI-driven strategies in modern marketing by highlighting how companies leveraging AI and the latest technologies have seen revenue increases of up to 20%, emphasising the importance of human input alongside technology for optimal results.

Meltwater is a global leader in media intelligence and social analytics, providing innovative solutions to businesses for understanding and leveraging media insights.

Among the AI tools discussed were Copy.ai and ShortlyAI for content creation, Albert and Amplero for personalization, and DALL-E and Midjourney for image and video generation. They shared that the vast amounts of data and conversations on the social web, especially in the highly connected Asia-Pacific region, present a valuable resource for understanding consumer attitudes and behaviours.

COVER STORY

An example was Danone, which uses Meltwater's social listening tools to track and predict trending ingredients, resulting in significant market share gains. Spotting trends from weak signals is addressed through the analysis of large data sets using predictive machine learning models.

Meltwater's collaboration with Microsoft was also highlighted, showcasing the integration of Meltwater's listening tools within Microsoft Teams and Copilot.

This partnership aims to provide real-time, data-driven insights, enabling users to interact with Meltwater data using conversational language and streamline various marketing processes.

The presentation also identified mis and disinformation as major threats, noting the rapid spread of false information compared to the truth and the importance of Search intelligence and AI models in combating misinformation.





CREATIVE IDEAS
Do they have the power to shape
peoples' expectations?

The Misfits Way to Creative Excellence

by Kuan Sawu Fang - Creative Excellence Lead, Ipsos Malaysia

Ipsos, a global market research and consulting firm, leverages artificial intelligence (AI) in several innovative ways to enhance its services and provide valuable insights to its clients.

To enhance its market research and data analytics services, enabling more precise and actionable insights. Here are five key ways Ipsos uses AI for Predictive Analytics and Insights,

Text and Sentiment Analysis, Automated Survey Design and Analysis, Image and Video Analytics, and Segmentation & Personalisation.

Sawu Fang's presentation advocated for continuous innovation and alignment with creative teams to ensure the delivery of high-quality, effective advertising campaigns. She said the focus on creating content that is original, engaging, and entertaining, thereby delivering value to the audience is still the main mantra for success. Key elements of effective creative



advertising include:

1. **Quality and Technology:** Leveraging advanced technology and ensuring high production quality.
2. **Imagination and Uniqueness:** Developing imaginative ads that stand out and leave a lasting impression.
3. **Emotional Engagement:** Crafting ads that evoke joy, surprise, and memorable.
4. **Empathy and Relevance:** Resonating with the audience's emotions and perspectives to build trust and relatability.

Ipsos offers several tools to support the creative process:

- **Instant | Labs Provides** in-depth insights within a day to refine creative ideas.
- **Creative | Spark Evaluate & Optimize:** Assesses and optimizes creative content pre-launch.
- **IPSOS.DIGITAL A DIY** platform for quick research

Moving Forward, Ipsos aims to keep leveraging AI in several innovative ways to enhance its services and provide valuable insights to its clients.



Experiment at Scale: The Journey of Raman

by Shashankh Bhatt, Country Manager and Stallon Rego, Success Manager @ Netcore Cloud

Netcore, with a legacy of over 25 years in the marketing industry and a client base of more than 6,500 customers across 40 countries, spoke about Raman - their AI-driven platform designed to enhance digital marketing and customer engagement.

They shared that Raman has faced and overcome key challenges like streamlining

the daily tasks of marketers, optimising user targeting to broaden reach, and boosting marketing's ROI.

Raman leverages a variety of AI-driven methods to assist marketers for Email Subject Line Generation, Short Form Content Generator and CoMarketer which uses natural language UX and context management to generate campaign content, provide insights, and suggest segments.

Raman can also analyse data to improve conversion rates and forecast customer actions, such as engagement likelihood and purchase behaviour.

COVER STORY

The speakers shared that Raman has succeeded in a 59% Increase in conversion rates, 70% increase in Search usage plus a 67% reduction in bounce rates across 6,800 websites.

Plus a notable success story involving an e-commerce giant achieving a 30% increase in conversions through affinity-based prediction.

Looking to the future Raman aims to create AI twins of ideal customers to provide even more personalised and effective marketing strategies. In fact, Netcore Cloud, through the innovative capabilities of Raman, is setting new standards in the digital marketing landscape, proving that the fusion of AI and human expertise is the key to future.

The Malaysian Marketing Conference & Festival 2024 concluded with much excitement and anticipation.

The event culminated with a presentation ceremony to recognise the top agencies and marketers in Malaysia produced by The Ham Report 2023 which takes the best of 6 top award shows in its tabulation for overall rankings based on Gold winning campaigns.

MARKETING magazine Malaysia would like to thank all sponsors, supporters and partners namely Ipsos, Meltwater, Netcore, Sime Darby Property, Google, Visual Retale, Zoomer Media, Heineken, London Speaker Bureau Asia, RUP, Directors Think Tank, Salim Khubchandani, Melvin Fernando, Gary Tay and more.



LATEST ON AI

- Microsoft announced a RM10.5 billion investment in AI and cloud computing in Malaysia to help develop AI infrastructure and creating AI skilling opportunities for 200,000 people.
- The Malaysia AI Market Size was

valued at USD 1222.4 Million in 2023 and is expected to reach USD 3859 Million by 2031.

- The National AI Roadmap outlines how Malaysia's AI capabilities will be harnessed, catalysed and propelled from 2021 until 2025.
- Google announced initiatives to equip Malaysian youth with

future-ready skills focused on AI and to enhance public service delivery with the help of cloud-native, AI-driven productivity tools. Google says the training programmes have the potential to unlock an additional RM87.8 billion in economic value for the country by 2030.

COVER STORY



Download Report [here](#)

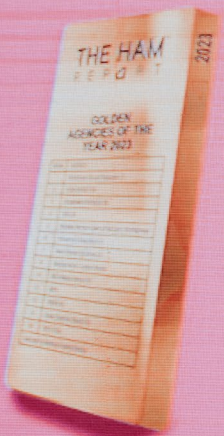






Top Agencies,
Top Marketers
& Campaigns
of the Year.

THE HAM
REPORT
GOLD STANDARD IN INDUSTRY RANKINGS 2023



Astro Media Solutions



Matthew Ho, Managing Director of Astro Media Solutions, joins Prof Harmandar on stage to celebrate AMS' Gold standard Agency Rankings for the second year. Gold Campaign wins for Foodpanda/Payments Network, Unilever, Nando's and Procter & Gamble Malaysia.

Top Agencies,
Top Marketers
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of the Year.

THE HAM
REPORT
GOLD STANDARD IN INDUSTRY RANKINGS 2023



Mediabrand Content Studio
+ B



MD Phang Mei Jeng (MJ) and CEO Stanley Clement of Mediabrand Content Studio (MBCS) flank Ham as they join the top 10 golden agencies club. Gold Campaign wins for Aiken Prebiotic, Pizza Hut and U Mobile.

MARKETING





Wipro Unza's Aiken Prebiotic CNY 水润润, Pockets of Big Growth and Romano Premium for the Masses award-winning campaigns tallied to clinch the Golden third position in the Marketer Rankings.



Dorothy Fong, Founder & CEO of IDOTYOU Sdn Bhd, joins the big league as the agency makes it into the Ham Report Agency Rankings for the first time with their amazing Gold winning campaign for McDonald's Malaysia.

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000101100001

Apologies, fellow marketers,
for there'll never be an i-**Visible Brand Actions**[™]
Our principal product will always be
conceived solely by humans.
Hype aside, can AI ever learn the sensibility
of a *cin cin* between brand and consumer?
Do bots dream electric anything?

sambal!ab[™]

!011000100110000101100001 binary [ba:] baa, bleat (of a sheep).

FINAL CALL!

STRATEGIC BRAND PLANNING

WORKSHOP



APPROVED HRD CORP
TRAINING PROGRAM
NO 1000163165



BY SUTAPA BHATTACHARYA



30th May, 2024

9.00am - 6.30pm

Eastin Hotel

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