

# MARKETING

ISSUE #409 JUNE 2024

## WEEKENDER

# The brawl that awed millions of Malaysians



**EDITOR'S NOTE**

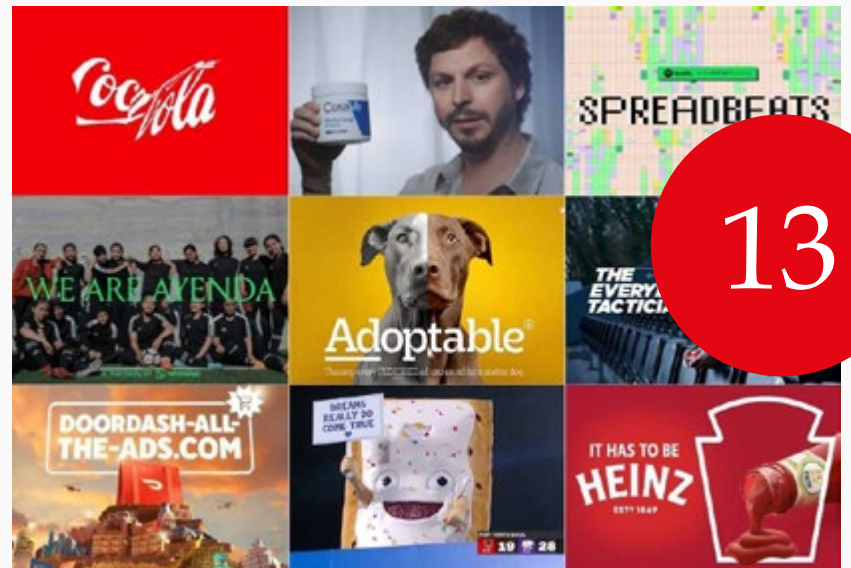
04

**Money chasing Money.**

**COVER STORY**

05

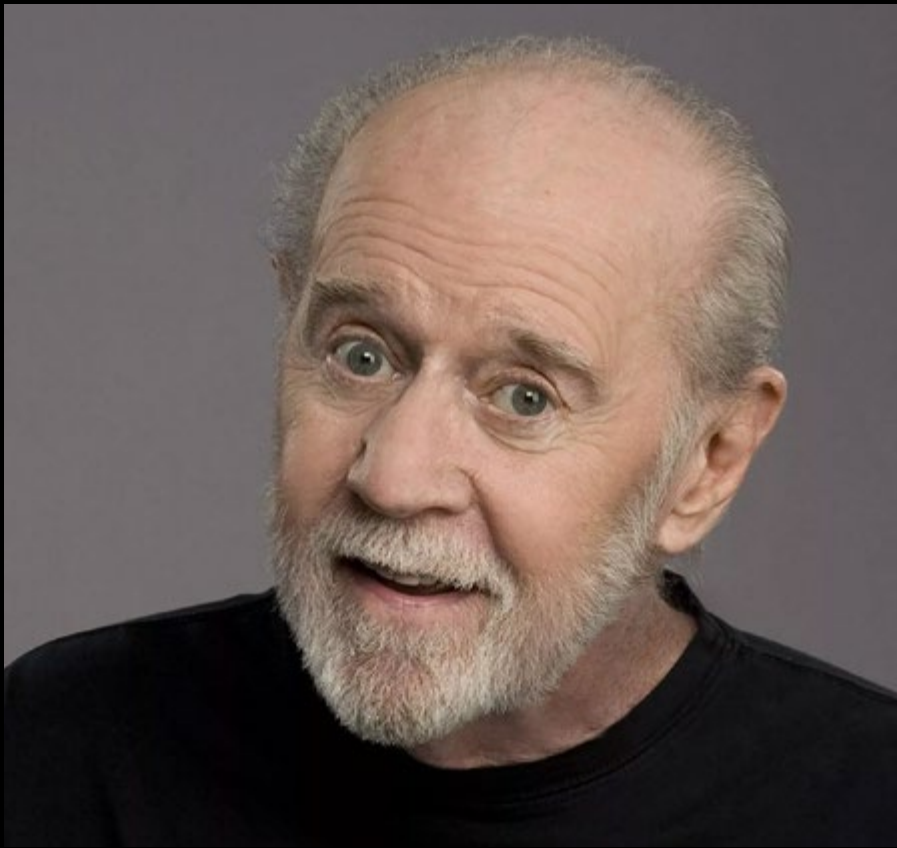
**A case study of Malaysians binding together on social media**



13

**Enjoy all the Cannes Lions 2024 Grand Prix winners here**

# Say What



**Isn't it a bit unnerving that doctors call what they do "practice"?**

Comedian George Carlin



**"Will choose free speech rather than agree to be censored for money by advertisers."**

Elon Musk, speaking to WPP's Mark Read at Cannes Lions 2024.



**"Generative AI is driving a significant increase in new ad fraud schemes and variants at the global level."**

DoubleVerify Global Insights:  
2024 APAC Report



**"Media buyers will be like the 'travel agents of the 2000s'."**

Wesley ter Haar of MediaMonks on "Will media buyers be the first victims of AI?" at Cannes Lions 2024



# Money chasing Money.

The phenomenon of Made-For-Advertising (MFA) websites can be seen as a case of 'money chasing money'.

These websites are often designed with the primary goal of maximizing advertising revenue through strategies that prioritize click-through rates and ad impressions.

The formula is simple: they buy traffic, consolidate their metrics and approach advertisers

with fancy numbers. Advertisers buy their game and this sponsors the 'money chasing money' cycle.

This cycle can perpetuate a focus on quantity over quality in content creation and user experience.

While not all websites are inherently problematic, the emphasis on ad-centric strategies can compromise the overall integrity and value of the online experience for users.

"A lot of the conversation around MFA sites has focused on advertisers and their concerns about waste. But the bigger issue is where that money isn't going. Even the highest-quality web publishers are having a hard time right now, and so every dollar that goes to an MFA site takes money away from publishers that inform, entertain and connect our society," comments analyst Max Willens in a recent article in emarketer.

So where does the buck stop?

It stops at the feet of marketers who have ill-defined KPIs.

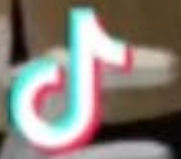
# A case study of Malaysians binding together on social media

*All's well that end's well.*



COMING SOON

# ONE BY ONE



TikTok

@dhillondrx

17 . 5 . 2024

Directed by DENES KUMAR TS. DR. VIMALA PERUMAL Produced by DATO' GANESH KALMUTHU Datin MACQUELENE PATRICIA MICHAEL BASS RAMESH KALMUTHU

Executive Producer DATO' PROF. TS. DR. A. RAZAK MOHADEEN (DPM)

Cast: ATU ZERO DANIAL ZAINI REEN RAHIM NORA DANISH DATO' YUSRY AGG. HALIM ROPIE MEGAT TERAWIS

Production: WINDAH IMRAN LISA SORHANI PROD. MADYA DR. SOO HONGCCI SAIFUL APEK YASSIN SENARIO RITA BUDIANI BILL NEACRI DENES KUMAR

**“The original Facebook video showing the fight was widely shared, generating millions of views.”**

# ONEBYONE

This is the last issue in June, and I cannot let the month slip by without talking about the incident which captured the imagination of Malaysians on the evening of June 3.

The brawl between an allegedly drunk Indian man

and a Chinese convenience store owner in Seberang Jaya, Penang went viral on social media.

The original **Facebook video** showing the fight was widely shared, generating millions of views.

## ... An inebriated Indian man entered the store and challenged the Chinese owner to a “1-on-1” fight. The owner accepted the challenge, and the two engaged in a physical fight...

Netizens created memes, parody videos and comedic skits about the incident, which had “gripped the nation”.

Many called for a “sober rematch” between the two men, who were later revealed to be martial arts practitioners.

The video made “stars” of both protagonists as well as the cats sitting on the shop counter during the altercation.

The incident led to debates on social media about issues like drunk behaviour, alcohol availability, and racial tensions, though the shop owner later clarified it was not racially motivated.

After being arrested, the two men eventually made peace, shaking hands in the presence of police. Photos of their truce also went viral online.

### What happened

An inebriated Indian man entered the store and challenged the Chinese owner to a “1-on-1” fight. The owner accepted the challenge, and the two engaged in a physical fight. The owner easily overpowered the drunk man, knocking him to the ground in the first round.

Unhappy with the outcome, the drunk man got up for a second round, which ended similarly. He then struck the owner on the head with his helmet, but the owner remained unfazed and the fight continued to a third round, which the owner won decisively with a knee strike.



## COVER STORY

Both men were arrested by the police and detained for two days. However, they later reconciled and retracted their police reports. The store owner later gained fame for his fighting skills, having been a champion in an international taekwondo competition. The Indian customer also released a video where he apologized for being drunk and explained his side of the story, asserting that he is also a karate black belt and would have fared better if sober.

### A lesson in humility and unity

Many netizens mocked the customer's martial arts skills



after he claimed he would have won the fight if he was sober, and posted videos of him practicing karate in an attempt to showcase his abilities.

The store owner also advised Malaysians not to get into fights, even if drunk, and to instead pursue martial arts for self-defence rather than to pick fights.

When he was 17, he was crowned the Penang champion at the 1996 International Taekwondo Federation competition. He even served briefly as a substitute taekwondo instructor in 1998.

According to him, the man's request for liquor led to a misunderstanding and, subsequently, a fight between the two.

He regretted the incident and said he couldn't sleep for days after the video went viral.

### A social media storm

The altercation got national attention and also showed the maturity of our Social Media audience as they played out parodies turning a potentially volatile situation into a larger than life discussion on social, infusing humour and creativity in their reactions.



The shop keeper is a cat lover and many viewers were captivated by his cats who were watching the whole incident from the payment counter.

The video, shared by Ary Aery, quickly amassed over 8.5 million views on Facebook alone. TikTok was a major driver of the video's virality, with its 28.68 million users aged 18 and above in Malaysia. On Instagram, the video continued to gain traction, leveraging the platform's 15.7 million users in Malaysia.

### **Celebrity status**

The Indian customer also became a social media influencer, has been featured in a promotional video for a local restaurant chain, barber's salon, gym and a fish curry restaurant so far.

His Tik Tok followers leaped from 800 to over 40,000 overnight.

One of his videos garnered over 1.8 million views!

In a viral TikTok video by the man himself @thiran1040, he is



seen approaching a restaurant worker, with his signature helmet in his hand (but in a different colour!).

He told the worker that he was looking for the “head”.

“These are the heads!” the worker handed him a tray full of fish heads.



Yes, that was exactly what the man was looking for. He wasn't looking for a fight but it was a search for some fish head curry at a restaurant in Bentong, Pahang.

The man was later served with a massive Curry Fish Head dish and other seafood dishes, which he enjoyed with a plate of rice and papadom.

Social media users, on the other hand, were mostly happy to see the viral 1-on-1 man getting on the right track in his life. Many also showed support

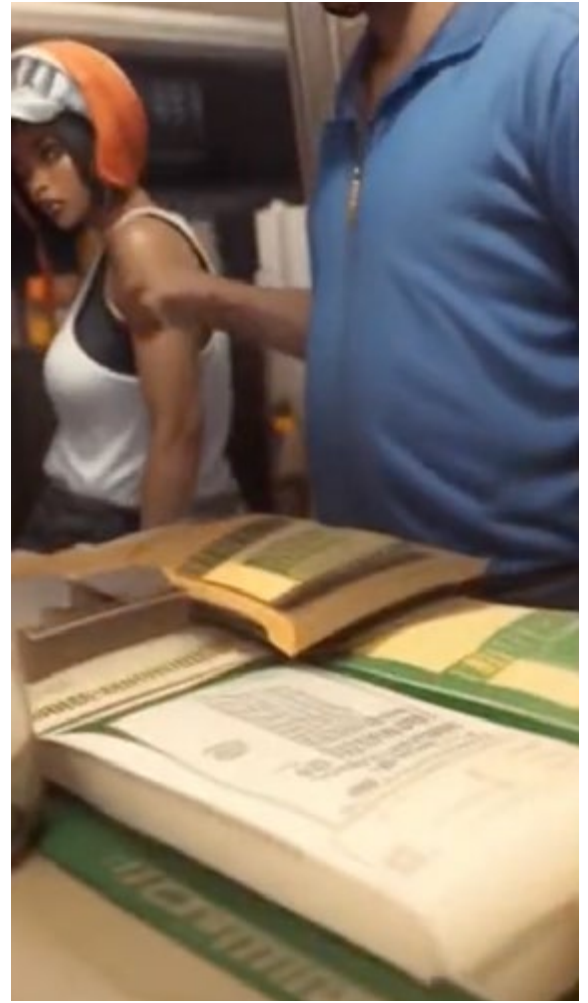
**... Social media users, on the other hand, were mostly happy to see the viral 1-on-1 man getting on the right track in his life...**

in the comment section and said they hope to see him doing more supportive content.

### Catchphrases from video

Dialogue points "one to one", "gentlemen" started created a storm on social and many parodies and poster were created by netizens, some even using

COVER STORY



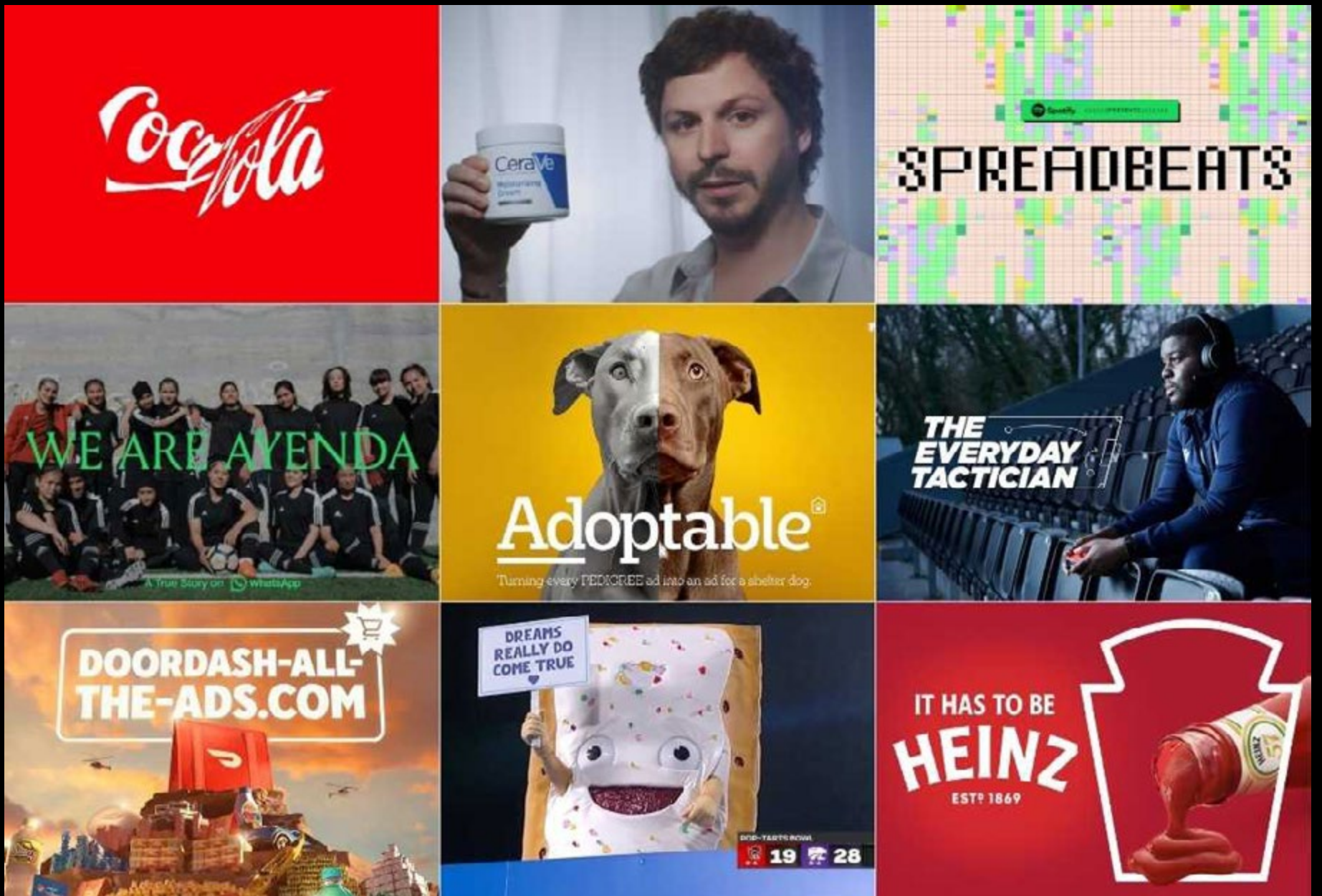
*Morning After*

AI. Millions were tickled by the videos in the aftermath of the incident.

“Be a gentleman. Whoever loses, go out of the store,” the owner told the other man who

sat on the floor in the fisticuff. All “one by one gentleman” **videos.**

*This story has been curated from multiple online sources, and we thank them all.*



Enjoy  
all the  
Cannes  
Lions 2024  
Grand Prix  
winners  
here

From June 17th to 21st, all eyes were on the Cannes Lions International Festival of Creativity to celebrate the year's finest work from the advertising and communications industry.

With a total of 26,753 submissions — including a **Bronze award-winning submission from Malaysia** — these were the winners whose innovation and insight helped them come out on top.

CANNES LIONS 2024 GRAND PRIX WINNERS



 [CLICK TO WATCH THE VIDEO](#)

*Design*

Cemento Sol

Campaign: Sightwalks

Agency: Circus Grey, Lima



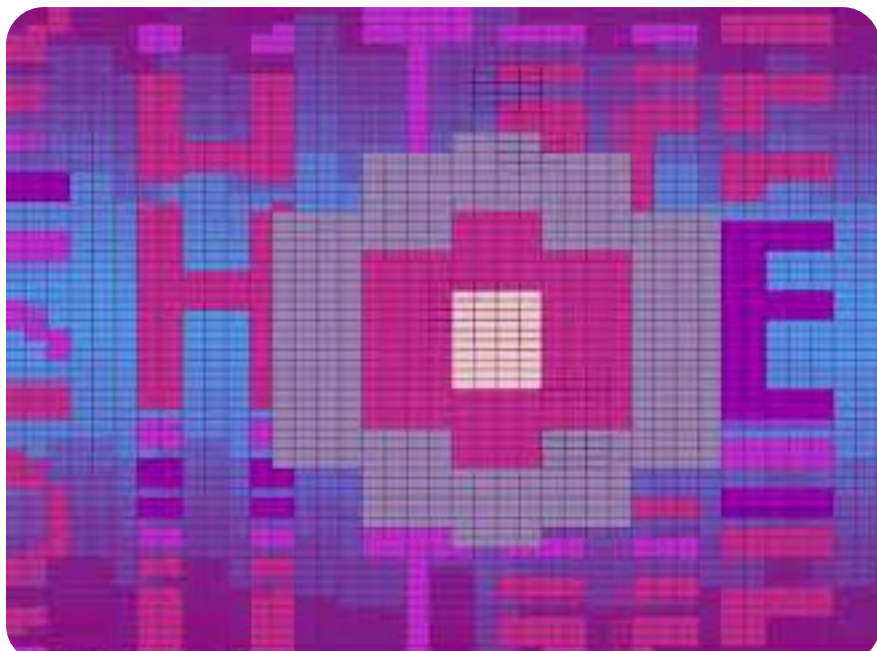
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*Print & Publishing*

Coca-Cola

Campaign: Recycle Me

Agency: Ogilvy, New York



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*Digital Craft*

Spotify

Campaign: Spreadbeats

Agency: FCB, New York



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*Entertainment*

WhatsApp

Campaign: We Are Ayenda

Agency: Creative X, Palo Alto & Modern Arts, Los Angeles

CANNES LIONS 2024 GRAND PRIX WINNERS



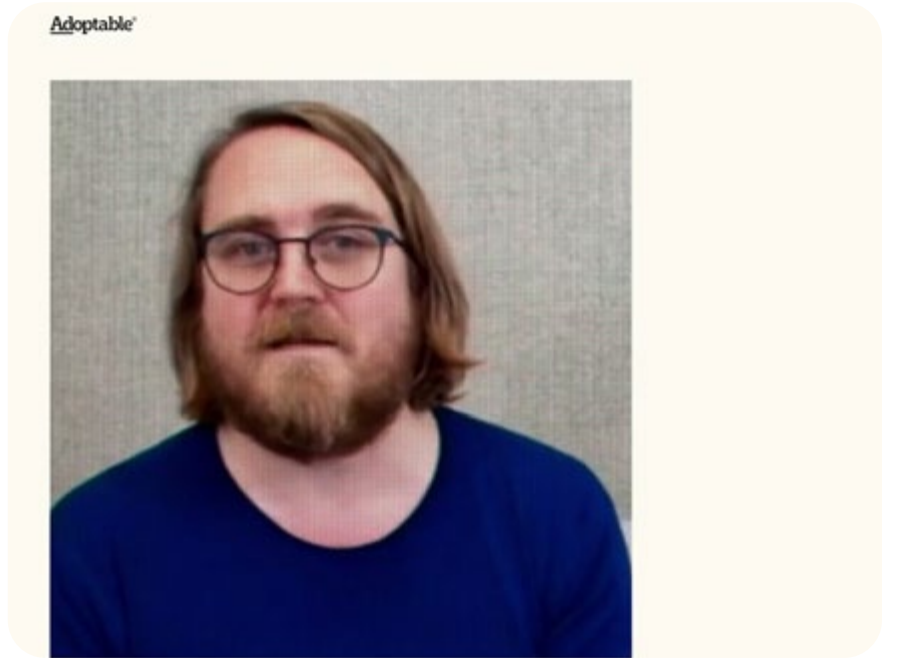
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*Outdoor Winner*

Magnum Ice Cream

Campaign: Find Your Summer

Agency: Lola MullenLowe,  
Madrid



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*Outdoor*

Pedigree

Campaign: Adoptable

Agency: Colenso BBDO,  
Auckland



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*Entertainment Lions for Gaming  
and Direct*

Xbox

Campaign: The Everyday  
Tactician

Agency: McCann, London



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*Entertainment Lions for Music*

Diageo

Campaign: Errata at 88

Agency: AlmapBBDO, Sao Paulo

CANNES LIONS 2024 GRAND PRIX WINNERS



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*Entertainment Lions for Sport*  
Orange  
Campaign: Women's Football  
Agency: Marcel, Paris



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*Pharma*  
Siemens Healthineers  
Campaign: Magnetic Stories  
Agency: Area 23



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*Audio & Radio and PR*  
Specsavers  
Campaign: The Misheard Version  
Agency: Golin, London



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*Social & Influencer*  
Cerave  
Campaign: Michael Cerave  
Agency: Ogilvy PR, New York

CANNES LIONS 2024 GRAND PRIX WINNERS



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*Media*

Mercado Libre

Campaign: Handshake Hunt

Agency: Gut, Sao Paulo



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*Brand Experience & Activation*

Pop-Tarts

Campaign: The First Edible Mascot

Agency: Weber Shandwick, New York



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*Creative Business Transformation*

Philips

Campaign: Refurb

Agency: Lepub, Amsterdam



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*Creative Commerce*

Renault

Campaign: Cars to Work

Agency: Publicis Conseil, Paris

CANNES LIONS 2024 GRAND PRIX WINNERS



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*Creative Effectiveness*

Heinz Ketchup

Campaign: It Has to be Heinz

Agency: Rethink, Toronto



 [CLICK TO WATCH THE VIDEO](#)

*Creative Strategy*

KPN

Campaign: A Piece of Me

Agency: Dentsu Creative, Amsterdam



 [CLICK TO WATCH THE VIDEO](#)

*Health & Wellness*

Dramamine

Campaign: The Last Barf Bag

Agency: FCB, Chicago



 [CLICK TO WATCH THE VIDEO](#)

*Health Grand Prix for Good*

UN Women

Campaign: Child Wedding Cards

Agency: Impact BBDO, Dubai



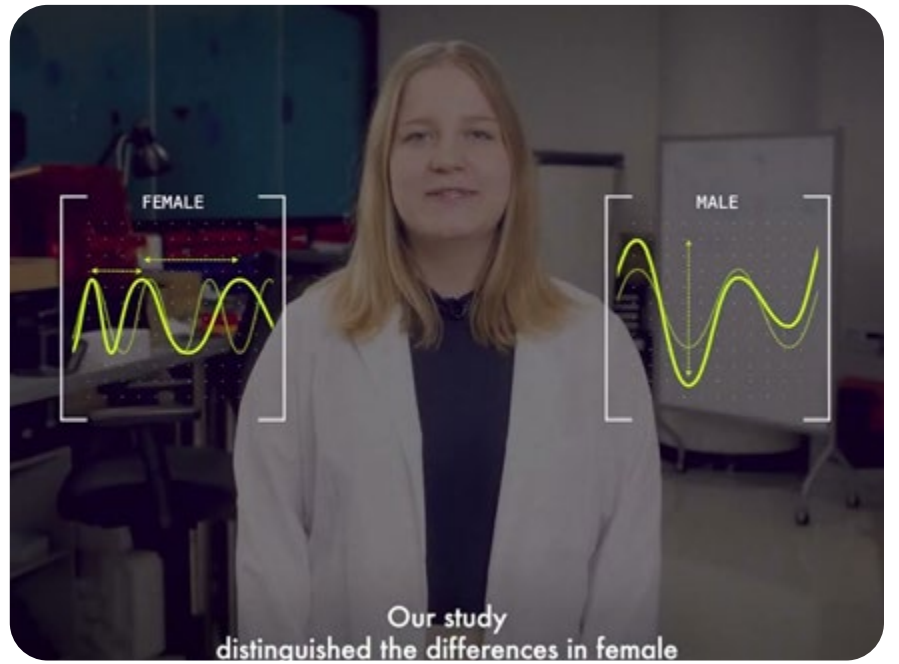
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*Creative B2B*

JCDecaux

Campaign: Meet Marina Prieto

Agency: David, Madrid



 [CLICK TO WATCH THE VIDEO](#)

*Innovation*

KVI Brave Fund Inc.

Campaign: Voice 2 Diabetes

Agency: Klick Health, Toronto



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*Luxury & Lifestyle*

Loewe

Campaign: Loewe X Suna Fujita

Agency: Loewe, Madrid



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*Glass Lion for Change*

Unilever

Campaign: Transition Body Lotion

Agency: Ogilvy, Singapore

CANNES LIONS 2024 GRAND PRIX WINNERS



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*Creative Data*

MasterCard

Campaign: Room for Everyone

Agency: McCann Poland,  
Warsaw



 [CLICK TO WATCH THE VIDEO](#)

*Film Craft*

Hornbach

Campaign: The Square Meter

Agency: Heimat \ TBWA, Berlin



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*Industry Craft*

Frankfurter Allgemeine Zeitung

Campaign: The 100th Edition

Agency: Scholz & Friends, Berlin

CANNES LIONS 2024 GRAND PRIX WINNERS



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*Sustainable Development Goals*

Renault

Campaign: Renault – Cars to Work

Agency: Publicis Conseil, Paris



 [CLICK TO WATCH THE VIDEO](#)

*The Dan Wieden Titanium*

Doordash

Campaign: Doordash: All the Ads

Agency: Wieden+Kennedy, Portland, Superette, San Francisco



# Festive Cheer and Tourism Drive Malaysia's Retail Boom in Q1 2024

For the first quarter of 2024, Malaysia retail industry recorded a better-than-expected growth rate of 7.8% in retail sales, as compared to the same period in 2023 (Table 1).

**TABLE 1: YEAR ON YEAR PERCENTAGE CHANGE IN RETAIL SALES (WEIGHTED), 2023/24**

Type	Period	% Growth
Retail sales	Jan-Mar 2023	13.8
	Oct-Dec 2023	-0.2
	Jan-Mar 2024	7.8

Source: MRA/ MRCA/ Retail Group Malaysia

This latest quarterly result was slightly higher than the estimate made by members of MRA and MRCA at 7.1% in March 2024.

The encouraging growth during the first quarter of 2024 was contributed mainly by Chinese New Year festival as well as the monthlong school holiday from February to March. Ramadan in 2024 began from

## MALAYSIA RETAIL REPORT

March 12. This had partly contributed to higher retail sales during the first quarter.

The distribution of *Sumbangan Tunai Rahmah* (STR) Phase 1 to 8.2 million Malaysians early of the year also led to higher consumption.

The attractive Malaysian currency as well as the visa-free entry for visitors from China brought large number of foreign tourists to the country during the period of Chinese New Year.

Retail prices, especially food prices, continued to rise during the first quarter of 2024. Higher cost of living had negative impact on the purchasing power of Malaysian consumers.

The Israel-Palestine conflict that started since October 2023 had led to boycott of many western brands with alleged links to Israel or that purportedly pledged support to it. Malaysian consumers avoided stepping into these retail stores and buying these brands from grocery retailers. This pro-longed boycott had affected businesses of certain retail brands. At the same time, Malaysians switched to support other international and Asian brands.

**TABLE 2: COMPARISON OF RETAIL SALES WITH OTHER ECONOMIC INDICATORS, 2023/24**

Economic Indicator	4th Qtr. 2023	1st Qtr. 2024
GDP (%)	3.0	4.2
Inflation rate (%)	1.6	1.7
Private consumption (%)	4.2	4.7
Retail sales (%)	-0.2	7.8
Consumer Sentiment Index	89.4	87.1
Unemployment rate (%)	3.3	3.3

Source: Bank Negara/ Department of Statistics/ MIER/ Retail Group Malaysia

## COMPARISON OF RETAIL SALES WITH OTHER ECONOMIC INDICATORS

For the first quarter of 2024, Malaysia national economy recorded a positive growth rate of 4.2% (Table 2, at constant prices), as compared to 7.8% for retail sales (at current prices).

The latest economic growth rate was contributed by increased private consumption, higher number of private and government investment projects, sustainable labour market condition as well as higher tourist arrival.

The services and construction sectors were the main drivers of growth. Services sector grew by 4.7%, while construction sector expanded by 11.9%.

The average inflation rate during the first quarter of 2024 moderated at 1.7%.

Higher cost on eating out as well as rising water and energy

## MALAYSIA RETAIL REPORT

bills were the main causes of higher inflation during the first 3 months of this year.

During the month of March, the prices of Food-Away-From-Home rose 3.5%. Prices of Restaurants & Accommodation Services increased by 3.0%. At the same time, costs on Housing, Water, Electricity, Gas and Other Fuels climbed up by 3.0%.

Private consumption expanded by 4.7% during the first quarter of 2024 due to sustainable retail spending on both basic necessities and discretionary items.

During the first quarter of 2024, the Consumer Sentiment Index (by MIER) dropped below the 100-point threshold level of optimism again at 87.1 points. Concerns on rising cost of living and future job prospect led to the decline.

Unemployment rate during the first quarter of 2024 sustained at a growth rate of 3.3%. Labour force participation rate reached a historical high of 70.2% during the quarter.

## NEXT 3 MONTHS' FORECAST

Members of the two retailers' associations project an average growth rate of 1.7% during the second quarter of 2024 (Table 4).

Hari Raya Aidilfitri this year was celebrated from second week of April. The festive sale was not encouraging and it was below market expectations.

The department store cum supermarket operators are expecting its business to expand by 0.6% only for the second quarter of this year.

Interestingly, the department store operators are expecting its businesses to decline by 16.4% for the second 3-month period of this year. This sub-sector has the worst retail sales forecast for the quarter.

Similarly, the supermarket and hypermarket operators are not optimistic of its sales during the second quarter of 2024. It expects

**TABLE 4: 3-MONTH RETAIL SALES FORECAST BY RETAIL SUB-SECTOR, APRIL-JUNE 2024**

Retail Sub-Sector	% Growth Rate
<b>Overall (weighted)</b>	<b>1.7</b>
Department store cum supermarket	0.6
Department store	-16.4
Supermarket and hypermarket	1.4
Mini-mart, convenience store & coop.	5.7
Fashion and fashion accessories	6.7
Children and baby products*	3.1
Pharmacy	0.7
Personal care	17.0
F&F, home improvement and E&E#	-4.2
Other specialty retail stores	1.2

## Notes:

\*- include apparel, accessories, equipment, school uniform and toys

#- furniture & furnishing, home improvement and electrical & electronics

Source: MRA/ MRCA/ Retail Group Malaysia

## MALAYSIA RETAIL REPORT

to grow by 1.4% only for the quarter.

The operators of mini-market, convenience store and cooperative are anticipating its growth rate to maintain at 5.7% during the second 3 months of this year.

Retailers in the fashion and fashion accessories sector expect its businesses to gain by 6.7% in terms of growth rate during the second quarter of 2024, as compared to the same period a year ago.

Retailers selling children and baby products predict its retail growth rate to moderate at 3.1% during the second 3-month period of this year.

Pharmacy operators anticipate its retail sales during the second quarter of this year to grow at a slower pace by 0.7%.

Retailers in the personal care sub-sector are expecting its businesses to turn around during the second quarter of 2024 with an impressive growth rate of 17.0%. This sub-sector has the best estimate among the retail sub-sectors during the quarter.

Operators of furniture & furnishing, home improvement as well as electrical & electronics are foreseeing its business to weaken again with a growth rate of -4.2%

during the second 3 months of this year.

Retailers in other specialty stores sub-sector (including photom shop, fitness equipment store, store retailing musical instrument, optical store, health equipment store, second-hand goods' store, arts & crafts store, gifts store as well as online shopping platform) are projecting a growth rate of 1.2% during the second quarter of 2024.

## THE YEAR 2024

In March this year, Retail Group Malaysia (RGM) estimated a 4.0% growth rate in retail sale for 2024. RGM has revised downwards Malaysia annual retail industry growth rate for 2024 to 3.6% (Table 5). This revision was the outcome of better retail performance during the first quarter and lower estimate for the second quarter.

For 2024, the biggest challenge for Malaysia retail industry

**TABLE 5: MALAYSIA RETAIL INDUSTRY QUARTERLY GROWTH RATE, 2024**

Quarter	Growth rate (%)
First	7.8
Second	(e) 1.7
Third	(e) 2.5
Fourth	(e) 3.2
Whole year	(e) 3.6

(e)- estimate

Source: Retail Group Malaysia

**MALAYSIA RETAIL REPORT**

remains the rising cost of living that impact Malaysian consumers from all income groups.

Weak Malaysian currency since last year continues to put great pressure on companies selling imported retail goods as well as companies importing raw materials and semi-finished goods.

Many of them have passed the higher costs to end consumers. Since January 1, a 10% sales tax has been levied on imported low-value goods of not more than RM500.00 sold via online.

Many local and foreign online retailers have introduced this new tax on imported goods. This has led to higher retail prices on goods sold online.

Service tax rate on many goods and services has increased from 6.0% to 8.0% since March 1. This increment has led to higher prices of retail goods and services. This has affected retail spending on many retail goods and services.

In addition, the service tax on monthly electricity bill of more than RM220.00 has increased to 8% from March 1.

In April, Employee Provident Fund (EPF) introduced a new flexible account (Account 3) for all its account holders under

the age of 55. Starting from May 12, members are allowed to withdraw fund in Account 3 anytime for their own uses. As at May 22, EPF received 2.86 million applications involving RM8.78 billion for transfer to Account 3. Many of these members are likely to use this money for retail goods and services.

Started from June 10, Malaysian government has floated diesel prices at RM3.35 per litre in Peninsula Malaysia. At the same time, the government has commenced a diesel subsidy aid programme (Budi Madani programme) involving a monthly allocation of RM200.00 for eligible individuals as well as agriculture and commodity smallholders. This may impact retail prices of goods and services due to higher transportation cost.

Malaysian government had plan to introduce a High Value Goods Tax (HVGT) at a rate of 5.0% to 10.0% on certain highvalue retail goods based on the threshold value of the goods.

However, this has been delayed indefinitely by the Ministry of Finance.

For this year, both domestic and international tourism rebound due to cheaper Ringgit



and government promotional initiatives.

Cheaper currency led to faster recovery of foreign tourist arrival. Malaysian government is targeting 27.3 million tourists and RM102.7 billion tourist receipt for 2024.

Announced on May 1, Malaysian government will increase the remuneration of civil servants by more than 13% from

December 1 this year. The minimum salary of civil servant will be adjusted from RM1,795 per month to RM2,000 per month.

The government will allocate more than RM10 billion for this salary adjustment. This should boost retail sales during the year-

end holiday. The retail sector in the country is anticipated to expand, moderately by 2.5% during the third quarter of 2024.

For the last quarter of 2024, Malaysia retail industry is hopeful of a 3.2% growth rate after a weak performance a year ago.

*Retail Group Malaysia is an independent retail research firm in Malaysia. The comments, opinions and views expressed in this report are of writer's own, and they are not necessary the comments, opinions and views of MRA, MRCA and their members.*

*For more information, please write to [tanhaihsin@yahoo.com](mailto:tanhaihsin@yahoo.com).*

# Submit your entries now before this Sunday!

**Closing Date:  
30 June, 2024**



**THE  
APPIES  
2024**

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