

MARKETING

WEEKENDERTM

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Eye to Eye with Eileen

CEO, Omnicom Media Group Malaysia
President, Malaysian Digital Association

EDITOR'S NOTE



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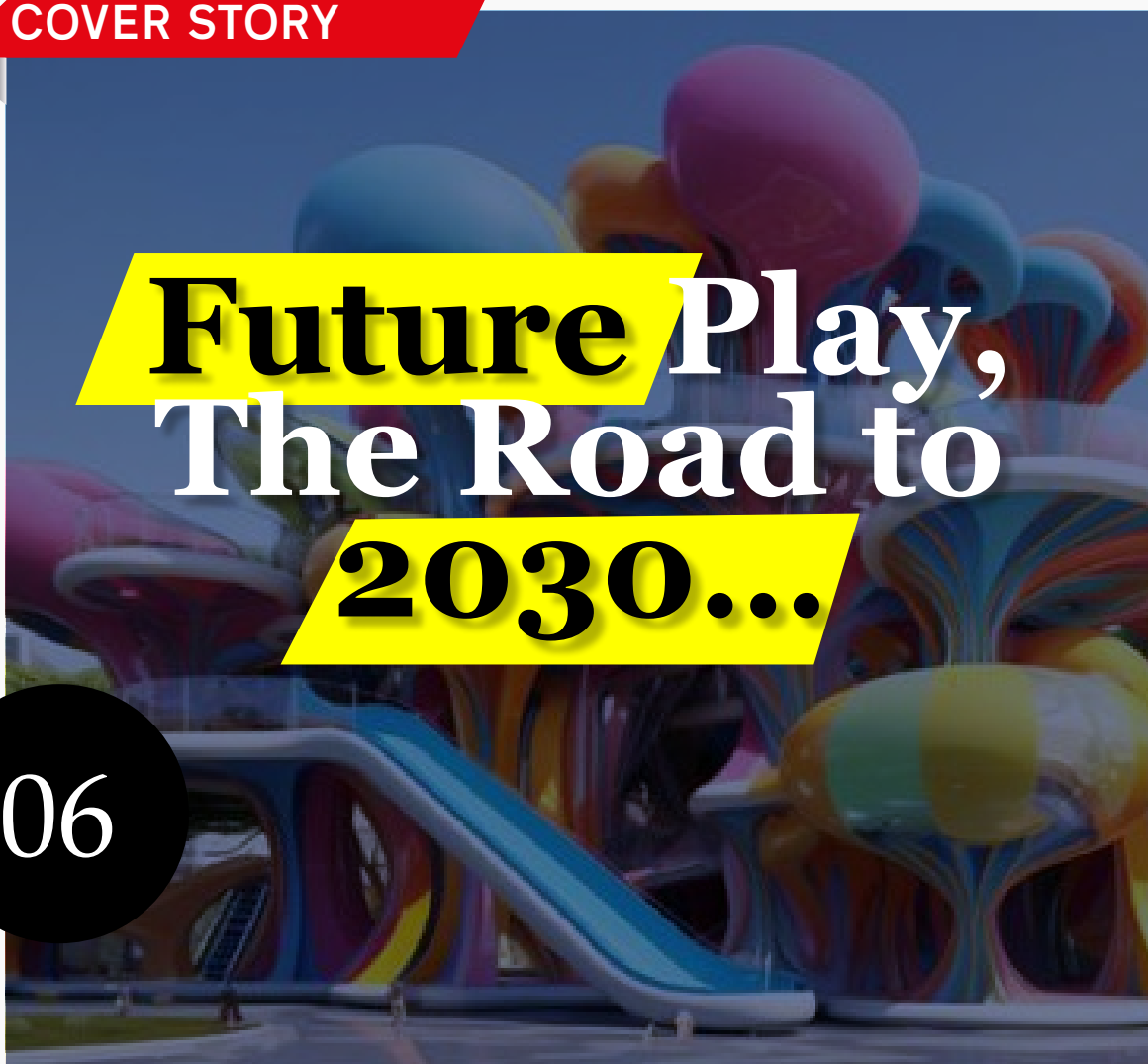
Keeping it Honest



17

"EH! It's Ean & Haniff On The Fly Breakfast"

COVER STORY



06

Future Play, The Road to 2030...



16

Which Ronald is eating Bask Bear's Burger?

WILD AND WICKED

1954 - 2024

Once upon a time I worked in
ad agency McCann Erickson .

For almost 8 years, I partnered
with an amazing Art Director
called Peter Wong.

Peter was a force of nature,
and together we were the baddest
bad ass creative duo.

We were rude, reckless and
rowdy.

We fought for our work and
did not suffer fools.

Our inflated egos could flank
and float the Titanic.

Peter drove a white Ford Laser
Sports hatchback.

I drove a black Ford Laser
Sports hatchback.

He had a drum set in our room
that took up more space than
his and my desk areas
combined.

He wrote a song that
won the top RTM award.

We worked around
the clock and terrified
account management.
I once threw a
keyphone at an
account
director.

We were a pain.

We were quite intolerable.

But the work was dazzling.

And the awards aplenty.

Peter passed away last week,
and with that, a raucous part of
my life in advertising is now a
distant memory.

My love and blessings to his
wife Anna and son Ethan.

And to those in the industry,
my message is: it's ok to be
mad, upset, crude, fearless and
adamant about your work.

The world needs more
politically incorrect people
like Peter Wong.

You only live once.
Creative combustion
rules.

The rest is admin
and fluff.



Say What



“You ask Tesla, I don’t work for Tesla.”

Minister Tengku Zafrul Abdul Aziz, when avoiding questions about Tesla aborting plans to build factories in Southeast Asia.



“A great creative idea is usually the best advertising strategy.”

Bob Hoffman



“We first make our habits, then our habits make us.”

John Dryden



“Heavy is the head that wears the crown.”

Malaysia’s “Pocket Rocketman” track cyclist Azizulhasni Awang feeling dejected after his disqualification from the Olympic men’s keirin event in Paris.

Keeping it Honest



Click Here



Future Play, The Road to 2030....

“Just because illusions aren’t real doesn’t mean they can’t be powerful motivators”.

Eileen Ooi is always a delight to talk to. I still remember her **quote**, “Just because illusions aren’t real doesn’t mean they can’t be powerful motivators”. Her’s is a story of leadership from the ground up.

I huddled with Eileen during her shuttles between Singapore and KL recently...

We also spoke about Future Play - Omnicom Media Group Malaysia’s (OMG Malaysia) inaugural flagship event to showcase perspectives on the impact of technological disruptions in media and

... The speed of change is rapid, and marketers are grappling with the need to lead transformation for their marketing discipline and the business...



marketing today, and the anticipated forces crucial to marketing that will shape the next decade.

Eileen explains....

The speed of change is rapid, and marketers are grappling with the need to lead transformation for their marketing discipline and the business. Our recent OMG Future Play brought OMG's best minds from Asia Pacific and Malaysia to present points of view through a mix of keynote presentations, rapid-

fire discussion and break-out laps of tech and capabilities demonstrations for our clients.

Without getting ahead of ourselves, how do you see AI playing out?

AI has been around for the longest time; it's behind every algorithm for digital media buying today and simple automation of workflow. Generative AI (GenAI), however, is the one that is truly transformative in the way we do business today.

COVER STORY

Despite the hype, the industry is still at a relatively nascent stage.

In the near term, GenAI will help drive efficiencies in agencies' daily workflow operations, expedite and enhance creative content production, and improve media efficiency delivery.

Despite the proliferation of technology, media planning and strategies still primarily reside within the agencies' domain; AI is unable to replace a human's capacity in this space, to drive creativity and produce strategies.

We have also embedded the power of GenAI into our marketing orchestration platform – Omni Assist. Omni Assist takes on queries from media planners and deciphers large volume of data to generate insights quickly.

Nonetheless, the heavy lifting of turning those insights into strategies and creative media plans remains the responsibility of our media planners and strategists. We are rapidly expanding our GenAI agents across different applications in Omni, from audience understanding to governance of media executions and optimising campaign recommendations.

Congratulations on your second term as President of the Malaysian Digital Association (MDA)...

Thank you so much, it is actually a testament to MDA's value to the industry and our ability to serve and represent the digital players. In the world of volatility, uncertainty, complexity, and ambiguity (VUCA), there is always unfinished business in the digital space. Things are fast evolving and at MDA, we are committed to continue being the leading voice in actively shaping Malaysia's digital economy.

MDA is focused on five core strategic areas:

1. Technical Governance – We work closely with the Ministry of Digital and MDEC to support industry players regarding the still open discussion on Withholding Tax matters as well as in discussion with MCMC on the changes in content code.
2. Community Building – We are exploring talent initiatives in partnership with universities and reviving MDA Mentoring to continue our support in

COVER STORY

... DOOH in Malaysia is currently not being utilized to its fullest potential, especially in data integration...

elevating industry talents.

3. Knowledge & Measurement

– A revamp of MDA's thought leadership pieces and reports will provide further visibility to the industry.

4. Powering Innovation –

Our successful D Awards and D Conference are our milestone events.

5. Communications &

Membership – MDA continues to work closely with various associations to elevate value for our members and the industry.

One hot button issue yet to be resolved after so many years is a common media currency for television and screens...

In my view, the current dual measurement puts a strain on agencies to manage the cost

of tool subscription against a landscape of declining TV spends. The initiative of a common measurement system requires support from the Malaysian government and the responsibility should not only fall on media owners or media agencies. In line with rise of new channels such as CTV (Connected TV), the initiative also needs to be updated to account for the changing landscape to find for a common video measurement currency instead of merely TV.

DOOH (Digital Out-Of-Home) is the current rave because of its agility and dynamism. But do you think the power of DOOH is something marketers fully understand, and know how to harness to advantage?

DOOH in Malaysia is currently not being utilized to its fullest potential, especially in data integration for omnichannel marketing and attribution. There needs to be investment behind technology and connectivity of systems for the industry to have true omnichannel measures.

Nonetheless, I believe Malaysia is on the right track.

The growth of DOOH will

COVER STORY

continue and the elevation of innovation and measurement will be addressed with more technology partners entering the market. This, however, doesn't mean that static OOH is dead, it is far from it. Every channel and format has its role to play.

As such, static OOH will continue to provide large scale impact for brands that demand full ownership and association of certain sites, location, and stature.

What are your thoughts on Personalisation at Scale, in the context of balancing data-driven personalisation with privacy concerns....

Over 66% of Asians prefer to have personalised or relevant advertising. 44% of us are willing to exchange data for more personalised advertising, solutions or services (*Source: Forbes 2023*).

Personalisation will become even more pertinent as the number of walled gardens increases and as consumers become more connected across devices.

There is a need for marketers to drive brand fame and equity building to create future desires.

At the same time, they should leverage personalisation and precision marketing to target the mid-funnel to connect, convert, and activate in-market consumers, thereby pushing them down and through the funnel.

Privacy concerns will continue to grow if advertisers are not responsible with data management and show poor ethics in marketing communications.

Globally, we see government bodies reinforcing policies to protect consumers, and I believe all players – marketers, agencies, and industry associations – should collaborate with government bodies to build a stronger and safer digital ecosystem for the future while still meeting personalised needs.

What is the state of play when it comes to upskilling and growing digital talent?

As Malaysia is still building up its pool of good digital talent, the challenge for us is two-pronged: nurturing future talents and retaining existing talents in Malaysia.

MDA is doing its part with our Mentoring initiative and Talent



initiative in partnership with universities to nurture future talents. Our aim is to work closely with organisations, universities, and other association partners to continuously invest in nurturing and retaining Malaysia's digital talents.

The old ways of working don't apply anymore; young digital talents look for purpose, culture and leadership to commit their time to an organisation. In addition, Malaysian organisations are encouraged to be open to explore beyond Malaysia and consider new operational models such as offshoring and fluid talents.

Good people will be constantly poached because of the talent pool. While this is unavoidable in a free market...

In my view, Malaysia does not lack talent but rather the nurturing mindset within organisations or business leaders.

Too often, businesses want the quick fixes – find a strong talent to hit the ground running and fix problems regardless of whether we are providing the right platform, environment, and support for employees to succeed.

Hence, businesses revert to doing what they know best – keep paying to plug and fix problems.



... if we don't begin to change our own leadership style.., then we only have ourselves to hold up the mirror against.

As agency leaders, we need to lead by example and put people back at the centre of our business. A good environment, culture, and leadership allow for businesses to thrive, and we need to be willing to toe those fine lines in everyday decisions and make hard calls to keep our talent at the centre of our decision-making.

Trust me, it's easier said than done.

At OMG Malaysia, our business leaders went through a



5-week leadership self-realisation training, and we embarked on adopting Adizes' PAEI leadership behaviour training module.

Research shows that Gen Zs choose an organisation because of its purpose, values, and

leadership. As leaders, we need to invest time, money, and effort to nurture and build strong leadership characteristics to support young talents, sow hope and build resilience in them.

They are our future workforce; if we don't begin to



change our own leadership style, our organisation's environment, and define a stronger purpose for our business, then we only have ourselves to hold up the mirror against.

Is there a role for MDA to ensure transparency digital, where fakeness and social engineering are rampant?

In my view, fake content can only be governed with better policies and MDA alone is unable to drive this.

At OMG Malaysia, we have

developed a global AI policy on how we work with GenAI, creating a secure cloud platform and ensuring full confidentiality and protection of our clients' data and information.

MCMC, in recent months, has taken issues seriously and kicked off a series of initiatives, including a social media **licence** and new policies around content governance on platforms. The MDA provides its points of view whenever MCMC leans on associations for feedback and recommendations.



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001335252



MASTERCLASS FOR WRITERS

W O R K S H O P

With Professor Harmandar Singh aka Ham

28th August 2024
8.15am - 6.00pm
Eastin Hotel



Which Ronald is eating Bask Bear's Burger?



Bukit Bintang, Kuala Lumpur

Bask Bear Coffee's latest Out of Home (OOH) advertisement has them basking in the spotlight.

Spotted in Bukit Bintang, the Malaysian coffee brand decided to take a cheeky approach to promoting their new menu of burgers.

The customer testimonial seems innocuous at first, until

you get to the name of their happy customer. The clever placement of the OOH billboard above a McDonald's outlet gave us a good chuckle too.

Bask Bear has 415 locations, says Bryan Loo, the founder and chief executive officer of Loob Holding, making it one of the fastest-growing coffee brands in Malaysia.



EH!

Weekdays, 6 - 10am

IT'S

EAN & HANIFF
ON THE
FLY BREAKFAST

Fly FM's New Morning Show:

“EH! It's Ean & Haniff On The Fly Breakfast”

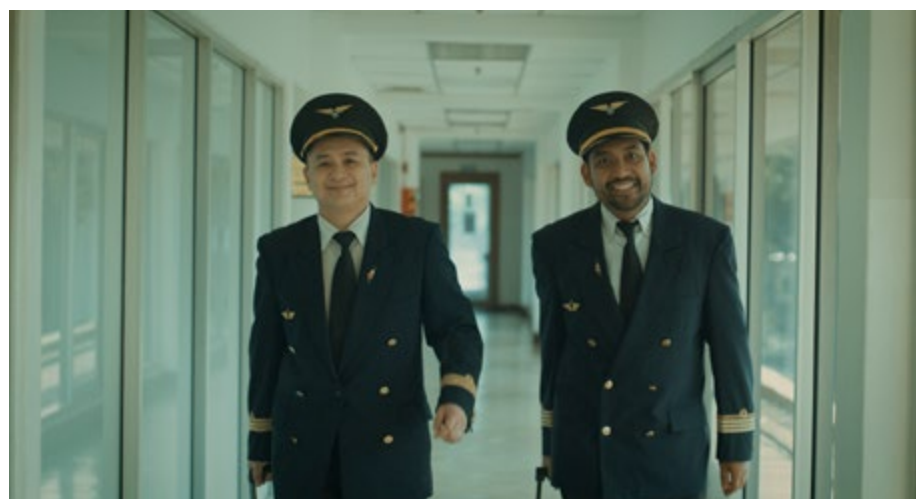
– The Next Big Thing in Malaysian Radio

A Dynamic Duo Redefining Breakfast Radio and Creating Unparalleled Opportunities for Brand Engagement

“EH! It's Ean & Haniff On The Fly Breakfast” is not just another morning show; it's transforming Malaysian radio and setting new industry benchmarks. With over 30 years of combined experience, Ean and Haniff bring a potent mix of seasoned expertise and fresh energy to Fly FM, delivering a show that is as innovative as it is engaging.

Ean, known for his quick wit and competitive edge, joined Fly FM inspired by the station's

RADIO SHACK



forward-thinking approach. Haniff, a passionate Malaysian with a mission to dominate the English radio scene, makes a bold transition from Malay language radio, bringing a fresh perspective and broadening the show's appeal.

This show is more than just entertainment; it's a high-impact platform that provides brands with an unparalleled opportunity to connect with a diverse and highly engaged audience. "EH!"

offers a direct path to enhanced ROI, with metrics that speak for themselves: digital listening has surged by 190%, TikTok views have skyrocketed by an astounding 4586%, and social media engagement has seen remarkable growth, with a 281% increase in page views and a 91% boost in Instagram interactions. These figures demonstrate the show's ability to captivate and convert listeners into loyal brand advocates.



What sets “EH!” apart is its ability to seamlessly integrate brands into its content, making campaigns not just visible but memorable. Ean’s witty banter and Haniff’s relatable flair create authentic connections with listeners, transforming the show into a vibrant platform for impactful campaigns that resonate deeply with audiences. Fly FM is leading the industry with campaigns that not only engage fans but also deliver measurable results for our clients.

Segments like ‘EH! What’s Up Wan’ and ‘EH! Bangun la’ offer innovative and natural integration opportunities for brands, ensuring your message is not just heard but felt. This isn’t

just about placing ads – it’s about embedding your brand into the cultural conversation, creating moments that drive real impact and tangible ROI.

As “EH! It’s Ean & Haniff On The Fly Breakfast” continues to push the boundaries of morning radio, it offers an unmatched opportunity for brands to elevate their presence in the Malaysian market. With impressive growth, dynamic hosts, and innovative content, this show is not just changing the game for Fly FM – it’s a game-changer for your brand. Ready to amplify your impact?

Contact us at solutions@mediaprima.com.my to explore how we can help your brand achieve exceptional results.

Emotions.

True experientials
are designed to the dimensions
of the emotions they evoke.
So the brand experience is not lost
when a 6-room pop-up is converted
to a single trade booth tasked to
turn a world of buyers into believers.
Emotions, the global currency.
Visible Brand Action™, borderless.

sambal!abTM

!Tiger Den brand story experiential pop-up and APAC playbook, Kuala Lumpur 2023.
20 days, 31,080 visitors, 128,678 digital interactions.
Uncage Your Tiger trade booth, Heineken Commerce Week, Amsterdam 2024.
4 days, over 600 daily visitors incl. delegates from 75 countries and markets.