

MARKETING

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WEEKENDER™

THE TURNING POINT

25.10.2024

20th Malaysian Media Conference

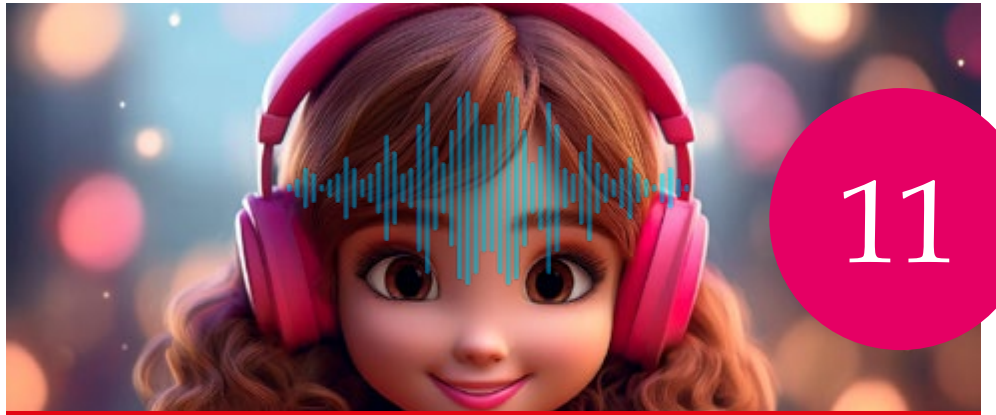




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THE TURNING POINT

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What Say



“0%-5% corporate tax rate under Forest City’s Special Financial Zone (SFZ).”

Government launches the Forest City SFZ in Johor with an individual income tax rate of 15% for Malaysians and knowledge workers.



“I’m the kind of guy who’ll have nothing all my life and then they’ll discover oil while they’re digging my grave.”

Actor George Gobel



“Hey fellas. I’ve got a headline for your paper tomorrow: French Fries!”

Convicted murderer James French yelled out to the assembled press, while being led to the electric chair.



“In good times people want to advertise; in bad times they have to.”

Bruce Barton, American author, advertising executive, and politician



Is there a case for unity in our industry?

... sometimes leading to a reluctance to share insights, data, or strategies that could benefit the broader industry...

The Malaysian advertising industry faces several challenges to unity, stemming from its diverse market, competitive nature, and rapidly evolving landscape.

High Competition Among Agencies

The ad industry is highly competitive, with many agencies – both local and international – jockeying for the same clients. This competition can create silos as agencies focus on outperforming rivals rather than collaborating, sometimes leading to a reluctance to share insights, data, or strategies that could benefit the broader industry.

EDITOR'S NOTE

... Different cultural and linguistic backgrounds can lead to varying approaches to advertising and marketing, sometimes resulting in disjointed strategies...

Fragmented Media Landscape

The rapid growth of digital media, social platforms, and new advertising technologies has led to a fragmented media landscape. Agencies and brands often work in isolation, focusing on niche platforms or specialised areas (like influencer marketing, programmatic buying), which can make industry-wide unity and cooperation more difficult.

Diverse Cultural Perspectives

Malaysia's multicultural society, while a strength in terms of creativity, can also pose a challenge. Different cultural and linguistic backgrounds can lead to varying approaches to advertising and marketing, sometimes resulting in disjointed strategies and a lack of cohesion in industry standards.

Regulatory Constraints and Compliance Issues

Navigating Malaysia's strict advertising regulations, which include considerations for religious and cultural sensitivities, can be challenging. Differing interpretations of these rules can cause friction among industry players, especially when navigating gray areas like content standards for digital advertising.

Agency-Client Dynamics

The relationship between agencies and clients can sometimes be strained due to unrealistic expectations, budget pressures, or differing visions. This dynamic can lead to a lack of alignment within the industry, as agencies prioritise client needs over collective goals or industry collaboration.

Rapid Digital Transformation

The pace of digital transformation requires continuous up-skilling, adaptation, and investment. Not all players can keep up at the same pace, leading to gaps in knowledge and capability that can create divides, particularly between larger, tech-savvy



agencies and smaller, traditional ones.

Lack of Standardised Best Practices

While industry bodies promote standards, there is still a lack of universally adopted best practices, particularly in new and evolving areas like digital advertising metrics, data privacy, and influencer marketing. This inconsistency can hinder unity as agencies and brands develop their own disparate methodologies.

Economic Pressures and Budget Constraints

Economic downturns and budget cuts can heighten competition for limited resources, reducing the willingness of agencies to collaborate. The focus shifts to survival rather than collective growth, which can

strain relationships within the industry.

Talent Retention and Development

The industry's struggle with attracting and retaining top talent, particularly young creatives, also affects unity. High turnover rates can disrupt long-term collaborative efforts and create a knowledge gap that impacts the industry's ability to maintain a cohesive approach.

Would you like to explore solutions to any of these challenges or need further discussion?

Email me at ham@adoimagazine.com

A handwritten signature in black ink, appearing to read 'Hamza', is written over a series of horizontal lines.



After 20 years of evolving technology, shifting market trends, and adapting to changing consumer behaviour, the media landscape has nearly reached saturation.

We've optimised to the fullest, providing advertisers with abundant choices across technology, platforms, data-driven marketing, CTV, OTT, DOOH, influencer marketing, retail, etc.

Media specialists have diversified, but with more options comes the challenge of maintaining income growth. The industry is expanding, but revenue isn't keeping pace.

Now, we're at a **TURNING POINT**: time to explore and harness new sustainable revenue streams.

While GroupM forecasts a 7.8% global ad revenue growth in 2024, challenges like antitrust regulation, AI and copyright issues, and platform bans persist.

Collaboration is key: partnerships that thrive on synergy, shared values, and aligned goals are becoming increasingly essential.

Hence, the Malaysian Media Conference, in its 20th year, has assembled the partners and players under one roof on October 25 for a day of learning, sharing, and exploring.

MALAYSIAN MEDIA CONFERENCE 2024**SPEAKERS + MODERATORS +
PANELISTS***More speakers to be confirmed**** Chanchal Chakrabarty***Chief Executive Officer**GroupM Malaysia*

Chanchal has over 20 years' experience with the group across India, Singapore and Malaysia, and he most recently served as COO for GroupM Malaysia.

**Ranganathan Somanathan***CEO & Advisor,**MY & SG - International,**Publicis Media*

Ranganathan is a marketing and communication expert, with experience leading teams across Asia. As a proven leader, he grows business by enabling people to realize their potential with strategic guidance and mentoring.

Recognised as a trusted advisor by clients and media partners, Ranga has nurtured strong relationships with leadership amongst Agency, Media, and Advertiser ecosystems across the APAC region.

**Sue-Anne Lim***Chief Executive Officer**Universal McCann Malaysia*

Sue-Anne Lim is the CEO of Universal McCann (UM) Malaysia, where she is committed to driving media innovation and supporting brands in their growth and digital transformation efforts.

With over 21 years of experience in business growth and brand strategy, Sue-Anne is known for her ability to guide both multinational corporations and local disruptors through meaningful and sustainable transformation.

Sue-Anne is a passionate advocate for the responsible and ethical use of data and

COVER STORY

artificial intelligence, ensuring that innovation is pursued with a commitment to a fair and equitable digital future.

She holds a Master of Science in Psychology, specializing in consumer insights, ethnographic research, and thematic analysis, and her thought leadership has been featured in publications like CAMPAIGN ASIA, WARC, and The Economist.

Sue-Anne remains dedicated to empowering brands, driving innovation, and fostering collaboration, always with a focus on purposeful and responsible leadership.

**Sailendra Kanagasundram**

*Founder & Managing Director
Visual Retail*

Graduated with a Law Degree from the University of London, Sailendra Kanagasundram is equipped with more than 10 years of experience in the Malaysian retail media industry.

Prior to exploring and taking advantage of the wealth

of opportunities within the advertising industry, Sailendra has marked his footprints in the insurance and banking industry.

*** Eileen Ooi**

CEO

Omnicom Media Group Malaysia

With almost 20 years in the advertising and media industry, Eileen's known for her challenger mentality and passion in raising next gen game changers in Malaysia.

Eileen is curious and passionate about all things media. Her bold perspective of the world, she spends her day advocating change leadership, raising media talents in Malaysia and creating new conventions.

Eileen has won numerous awards and has been a finalist of APAC Women Leading Change.

20th Malaysian Media Conference



<https://marketingmagazine.com.my/mmc2024/>

20th Malaysian Media Conference



**THE
TURNING
POINT**
25.10.2024

Registration
Welcome Speech Prof. Harmandar Singh aka HAM - MARKETING MAGAZINE
Keynote Address - State of the Nation [The Malaysian Media Industry] Chanchal Chakrabarty - CEO, GroupM Malaysia & President, Media Specialists Association
Coffee Break / Networking
Spotlight Sessions These are the popular 15-mins power Q&A sessions with each star speaker at our Conferences, spotlighting marketing leaders with direct questions from MARKETING magazine. Random questions will be posed to the speakers who will answer in a rapid-fire format. Pass is an option. Delegates are advised to keep their note pads ready, as these quick exchanges are both fleeting and fascinating.
Cross-Platform Campaign Integration - Data and AI Sue-Anne Lim - CEO, Universal McCann Malaysia
Lunch Break / Networking
TBC Eileen Ooi - CEO, Omnicom Media Group Malaysia
Pitch Hour Sailendra Kanagasundram - Founder & Managing Director, Visual Retale
Coffee Break / Networking
Malaysia's Top Winning Media Campaigns
Closing Keynote Ranganathan Somanathan - CEO & Advisor, MY & SG - International, Publicis Media
End of Conference

**Agenda subject to confirmation*

RESERVE YOUR SEAT NOW





Media Prima Audio: Revolutionizing Brand Engagement Through Music and Experiential Marketing

Hot FM, Malaysia's No.1 radio station, and Fly FM are leading the charge in creating immersive experiences for listeners, providing unparalleled opportunities for brands to connect with highly engaged and diverse audiences.

MEDIA PRIMA AUDIO

... It also offers brands valuable on-ground and broadcast visibility, proving that Hot FM is not just a station to be heard, but a brand to be seen...


Hot FM marked a milestone with the Bekpes Hot 5km Fun Run, followed by the Malaysia Paling Best Piknik on September 15th, attracting 2,100 participants in just two days – far exceeding the initial target of 500. This high-energy event not only engaged fitness enthusiasts and fans but also provided brands with significant exposure both on-ground and digitally. The campaign garnered over 4.1 million views and 202,815 total engagements, solidifying its position as a powerful

experiential marketing platform.

Raja Khairil Idris Raja Aznan, Hot FM's Content Director, highlighted the success of the event: The Bekpes Hot 5KM Fun Run is a milestone for Hot FM, strengthening connections with fans while promoting a healthy lifestyle. It also offers brands valuable on-ground and broadcast visibility, proving that Hot FM is not just a station to be heard, but a brand to be seen.

Meanwhile, Fly FM is leading the evolution of local music engagement through its latest initiative, announced at the Fly Malaysian English Music Forum on September 13th. The station is dedicating 25% of its playlist to Malaysian English music, providing brands with a unique opportunity to align with local talent that resonates with Malaysia's youth and trendsetters. The announcement video for this initiative has already garnered over 90,000 views, with fan and artist engagement reaching the thousands, highlighting the widespread excitement for this bold move.

In addition to this, Fly FM is launching a monthly artist showcase, offering seamless



... Fly FM is launching a monthly artist showcase, offering seamless integration opportunities for brands through product placements...

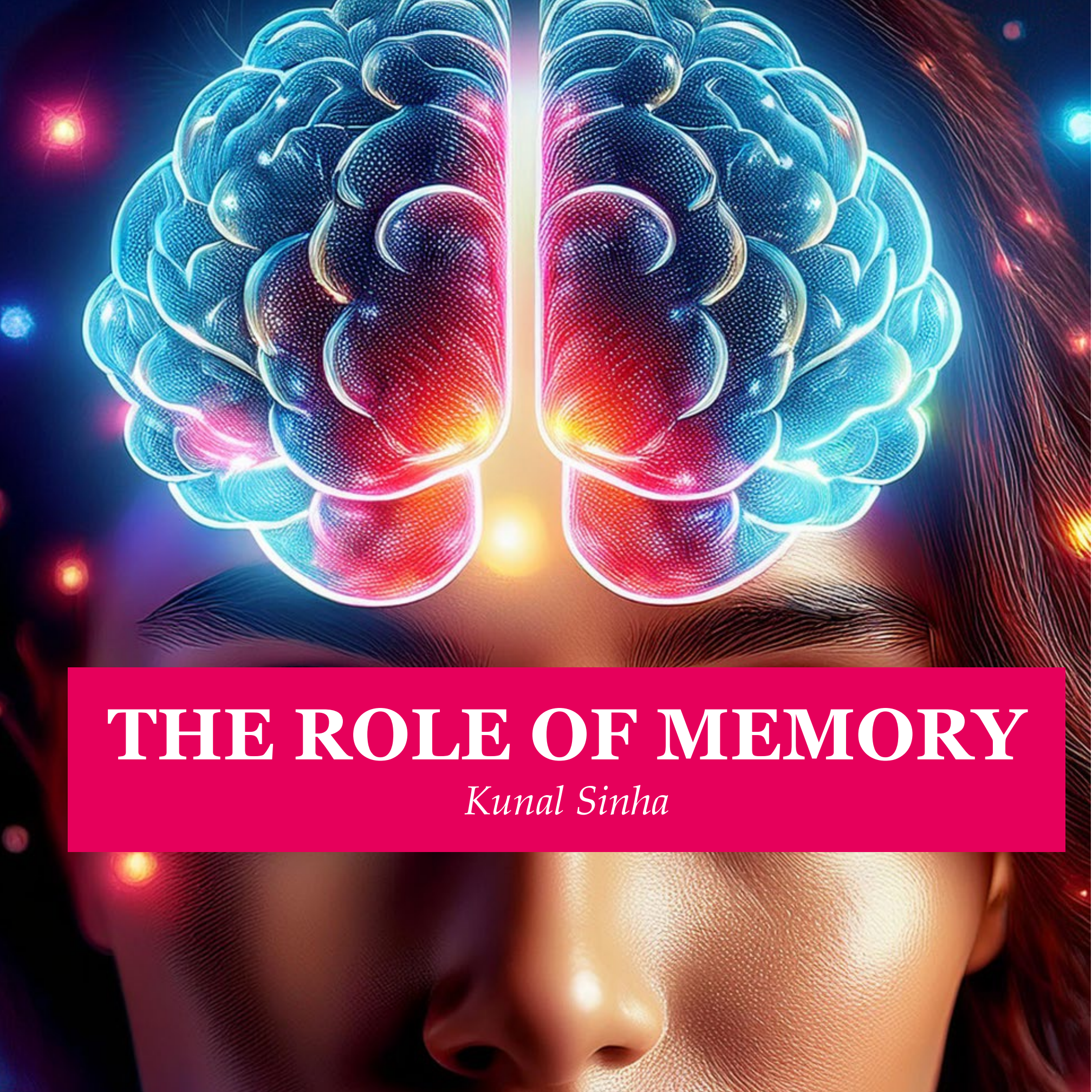
integration opportunities for brands through product placements and sponsorships, ensuring high visibility and deeper engagement. This initiative, combined with the unveiling of the Fly Malaysia Awards, an annual event celebrating the best of Malaysian English music, presents brands the chance to connect with an audience passionate about local music and eager for authentic experiences.

“Fly FM is committed to giving Malaysian English music the platform it deserves,” said Seán Farrell Matjeraie, Fly FM’s Content Director. “This initiative

opens up new avenues for brands to connect with audiences in fresh, meaningful ways.”

Through these innovative initiatives, Fly FM and Hot FM are setting new industry standards for brand engagement, offering multi-channel exposure that builds loyalty and drives measurable results. Whether through music or experiential events, these stations are creating immersive campaigns that resonate deeply with audiences.

Alleviate your brand now! Contact us at solutions@mediaprima.com.my to discover how we can help you achieve exceptional results.



THE ROLE OF MEMORY

Kunal Sinha

“Humans might be made from stardust, but brands are made by memories.” - Jenni Romaniuk, Ehrenberg-Bass Institute

Most consumer decisions are memory based.

These decisions don't not really happen when they are exposed to ads. They happen

later, because brands have strategically placed memory retrieval cues across different customer touchpoints.

For brands, their advertising journey begins by exposing prospective buyers to the products and services through the means of ads. But what really matters is how well the ad, the

THE ROLE OF MEMORY**... Advertising works by reaching brains and nudging our propensity to buy. This mostly happens without us being conscious of it...**

brand, and the products are stored in their memory.

Neuroscience and psychology have recently added significantly to our understanding of how memories and brains work.

These developments have important implications for advertising, because advertising works by creating and refreshing memories. We now know that most of our thinking and decision-making is non-conscious and emotional.

Yet traditional theories of advertising continue to hark back on a dated view that humans are mostly rational (occasionally emotional) decision-makers, with near-perfect memories.

Advertising works by reaching brains and nudging our propensity to buy. This mostly happens without us being

conscious of it. Occasionally an ad might elicit the reaction *'I should buy that'*. However, even this intention only weakly nudges our buying propensities, because we often forget or are deflected from our intentions. This should remind us that advertising works through its effect on memories.

Memory always prioritizes emotions.

Human brains will always prioritize emotional experiences as most emotions have a deep impact on our entire physiology as well. This is called the memory prioritization effect.

Whether they are good or bad emotions, our sensitive little human brains think if something is this important that it aroused emotions, it is important enough to be remembered and hence stored.

While all the above-mentioned nuances around the memory framework of encoding, storage and retrieval are important to consider during the conception of ad concepts, it is of utmost importance to appeal to your audience emotions to make your ads memorable and stored in the long-term memory.

THE ROLE OF MEMORY

An advertisement builds memory structures when it is processed; memory structures generate sales when they are associated with the brand that is being advertised. Most advertising exposures fail these two hurdles, so the money spent is wasted, or worse, the ad refreshes memories for competitor brands.

We also know now that advertising can work without us paying it much attention.

We are able to notice things at a very low, even subconscious, level, just as in a conversation at a crowded party, we can still hear our name being called in the noise of background conversations. But just because part of our brain is monitoring our environment at a very low level, it doesn't mean that it lets this information impinge much on our long-term memories. If advertising can generate more conscious attention and processing, it works better.

With people screening out so much advertising, the marketer's challenge is to get past the brain's screening mechanisms and to generate that little emotional reaction in the direction of acceptance: *'I will pay attention to this'*.

Memory is the link between an ad and brand choice.

Even a frequently purchased item (e.g. cooking oil) is only bought, on average, eight times a year, and any single brand is only typically bought once or twice a year (Nielsen 2007).

There can be many months between exposure to an ad and when the viewer is in a shopping situation with a relevant opportunity to recall brand memories (which are possibly influenced by the ad). To influence behaviour, advertising must work with people's memories.

The dominant way that advertising works is by refreshing, and occasionally building, memory structures. These structures improve the chance of a brand being noticed and/or recalled in buying situations; this in turn increases the chance of a brand being bought.

Memory structures that relate to a brand include what the brand does, what it looks like, where it is available, when and where it is consumed, by who and with whom. Memories are associations with cues that can bring a brand to mind. They can

THE ROLE OF MEMORY

also remind consumers to take it out of their pantry and eat it.

What marketers and agencies must do.

Advertising's crucial role is in shaping people's brains so that the brand can be seen. And remembered.

Therefore, the primary task of advertising agencies is to generate outstanding creative ideas that viewers will notice and will be willing to process over and over. This processing should be brand-centric; it must refresh the memory structures that relate to the brand. This is hard, which is why most advertising fails. That's why some of the new findings from neuroscience and psychology are so important – we need to understand how attention and memories work.

We now know that very little thinking, if any, can be described as purely rational.

Emotion is a primary source of human motivation, and exerts substantial influence on attention, memory and behaviour; it is no wonder emotion is heavily used in advertising.

For example, emotion can be

seen in advertising when the audience sheds a tear watching an ad for cancer research, or laughs with the characters in a beer ad, or shows shock, fear and relief watching an insurance ad. People watch TV dramas, listen to music and read books largely for an emotional ride. They enjoy gaining the same from advertising and when their emotions are aroused, they pay more attention.

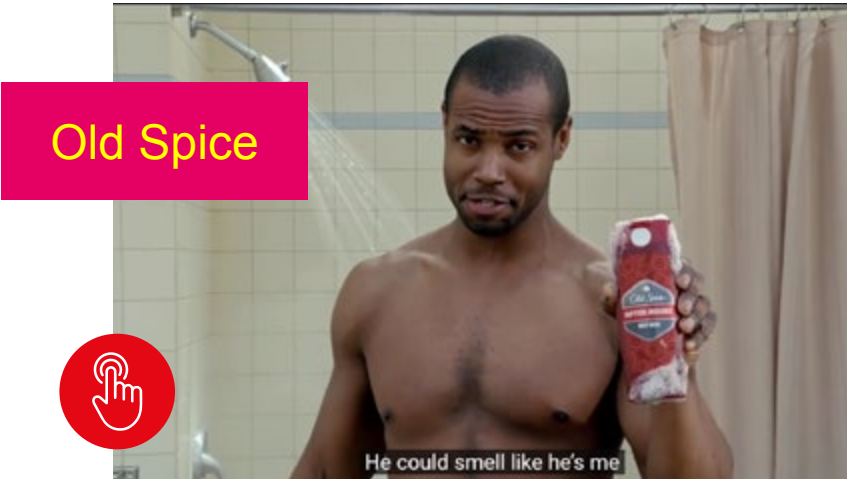
The recipe

A simple (but not easy to implement) recipe for effective advertising that makes a brand memorable is:

- reach all the category buyers
- don't have lapses in advertising
 - keep refreshing their memory
- get noticed, not screened out, by stoking the consumer's emotions
- use clear brand links – leverage a brand's distinctive assets;
- mentioning (verbally and/or visually) the brand name is crucial;
- show the product in use in order to refresh and build memory structures that make a brand more likely to come to mind and be easier to notice

THE ROLE OF MEMORY


Enjoy viewing some extremely memorable campaigns here:



Learn more about building brands through creating memory structures by attending my workshop *The Codes of Asian Branding* on November 6&7 at Eastin Hotel, Kuala Lumpur.

Kunal Sinha is Chief Knowledge Officer at Ampersand Advisory, Kuala Lumpur. He has built brands across China, India and Indonesia, is the author of six books on creativity, consumers and marketing, and has spoken at the world's top business schools, including Harvard, Cambridge, London Business School, University of New South Wales and CEIBS.

Top 10 Experts' Choice Awards Merdeka 2024 Winners!



Despite the challenges over the past year, ad producers have continued to showcase their jiwa merdeka – the spirit of independence and creativity – through inspiring work for Merdeka. That's why we proudly carried on with our Experts' Choice Awards to help the industry recognize which brands, agencies, and production houses best embodied the jiwa merdeka in their campaigns for this year's celebrations.

The rankings are solely based on the voices of our readers – not on how many millions of YouTube views or social media shares.

And now, the Top 10 winners, in no particular order, for the 2024 Experts' Choice Awards Merdeka edition are....



CLICK TO WATCH THE VIDEO

Agency **Ampersand Advisory** Client **TAKAFUL MALAYSIA**
Production House **Mastermind Group**



CLICK TO WATCH THE VIDEO

Agency **N/A** Client **Etika** Production House **Imagineers Film**



MR.DIY | Bersama Satu Suara by MR.DIY ft. Alif Satar & The Locos, Jaclyn Victor, Priscilla Abby [Official MV]



[CLICK TO WATCH THE VIDEO](#)

Agency **Attitude Ideology** Client **MR.DIY**
Production House **Midas Touch**



Taylor's University | Mana Boleh? | Hari Kebangsaan & Malaysia Day 2024



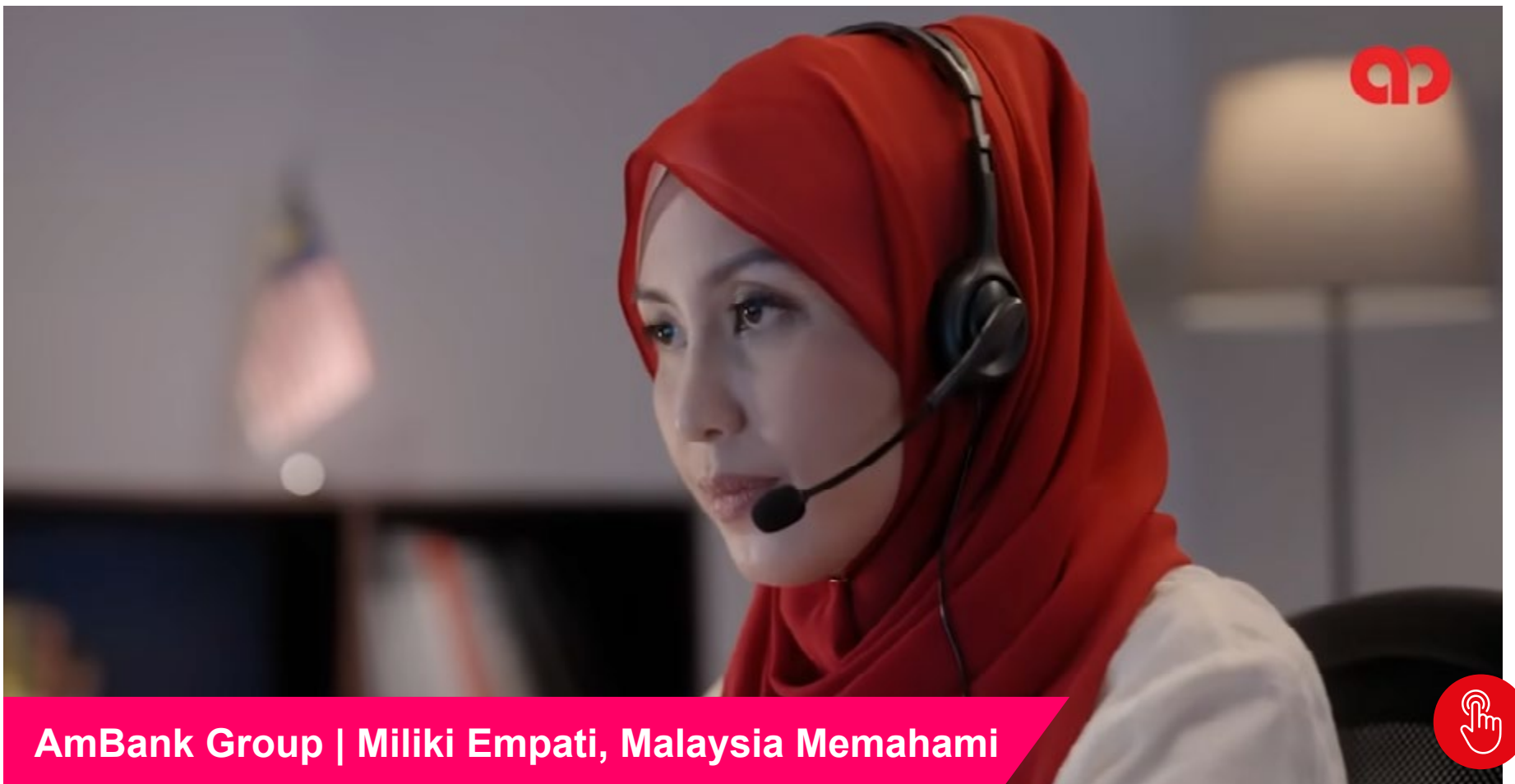
[CLICK TO WATCH THE VIDEO](#)

Agency/Client **Taylor's University**
Production House **Denhouse Productions**



CLICK TO WATCH THE VIDEO

Agency **Leoburnett** Client **Maxis** Production House **Reservoir**



CLICK TO WATCH THE VIDEO

Agency **Hakuhodo Malaysia** Client **AmBank Group**
Production House **Ronin XP**



Air Selangor | Pilihan Raya Terhangat

CLICK TO WATCH THE VIDEO

Agency **Edelman** Client **Air Selangor**
Production House **The Weekend Boys**



Taylor's University | —MANA-Boleh! A Story of Us
Hari Kebangsaan & Malaysia Day 2024

CLICK TO WATCH THE VIDEO

Agency/Client **Taylor's University** Production House **Denhouse**
Production



PETRONAS | PETRONAS Hari Kebangsaan dan Hari Malaysia 2024: Penjaga | Guard & Guardian



CLICK TO WATCH THE VIDEO

**Agency Accenture Song Client PETRONAS
Production House Directors Think Tank**



Maybank | Maybank "Redefining Independence" (Merdeka 2024)



CLICK TO WATCH THE VIDEO

**Agency Grey & Invictus Blue Client Maybank
Production House Mojo Film Sdn Bhd**

SIGN UP
NOW

2024 Dragons of Malaysia THE FINALISTS

These entrants & the brands represented, are Winners of Gold, Silver or Bronze Dragons, across all Categories in this year's Dragons of Malaysia, Marketing Communications Recognition Programme

Allianz Malaysia
Ampersand Advisory
Malaysia
Astro Media Solutions
Malaysia
Axiata Group Malaysia
Ayam Brand Malaysia
Bank Negara Malaysia
CelcomDigi Malaysia
Dentsu Malaysia
Digital People Malaysia
Energizer Malaysia
Etika Malaysia
GO Communications
Malaysia
GrowthOps Asia
Guinness Malaysia
Havas Malaysia
Hong Leong Bank
Malaysia
Hotshots Partnership
Consulting
IHH Healthcare
Malaysia
JUNO Malaysia

Keretapi Tanah Melayu
Kingdom Digital
Malaysia
Langkawi Development
Authority
Light Up 7 Malaysia
M&C Saatchi Malaysia
Mars Foods Malaysia
Misteeq Media
Malaysia
Mr. DIY Malaysia
Naga DDB Tribal
Malaysia
Orion Digital Malaysia
Pet World Nutritions
Malaysia
Reckitt Benckiser
Malaysia
Resorts World Genting
Malaysia
RHB Bank Malaysia
Royal Caribbean
Cruises
Seed Integrated
Malaysia

Shiseido Malaysia
Sime Darby Beyond
Auto Malaysia
Star Media Group
Malaysia
Takaful Malaysia
Telekom Malaysia
Tesla Malaysia
The SHOUT Group
Malaysia
Tourism Australia
Trad3mark Integration
Malaysia
Truth Communications
Malaysia
U Mobile Malaysia
UMW Toyota Motor
Malaysia
Unilever Malaysia
Volkswagen Group
Imported (China)
Zeno Malaysia

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2024 Dragons of Asia THE FINALISTS

These entrants & the brands represented, are Winners of Gold, Silver or Bronze Dragons, across all Categories in this year's Dragons of Asia, Marketing Communications Recognition Programme

Adcom Leo Burnett Pakistan
adidas Singapore
Allianz Malaysia
amc asia! Singapore
Ampersand Advisory
Malaysia
Arienti Sri Lanka
Asset Radio Broadcasting Sri
Lanka
Astro Media Solutions
Malaysia
Ayam Brand Malaysia
BI Worldwide India
BigCity Promotions India
Britannia Industries India
Bulls Eye DDB Pakistan
Cargills Restaurants Sri
Lanka
Colgate-Palmolive Thailand
Dawlance Pakistan
DDB Group Philippines
Digital People Malaysia
Digitz Digitas Pakistan
Domino's India
easypaisa Pakistan
Etika Malaysia
Garnier Thailand
George P. Johnson Experience
China
GO Communications
Malaysia
Golden Circle Pakistan
Google China
Guinness Malaysia
Havas Group Vietnam

Havas Play Indiaadidas
Singapore
HDBank Vietnam
Honda Atlas Cars Pakistan
Honda Atlas Cars Pakistan
Hong Leong Bank Malaysia
IHH Healthcare Malaysia
Impact Communications
India
Jang Media Group Pakistan
JUNO Malaysia
Kenny Rogers Roasters
Philippines
Kingdom Digital Malaysia
KKBOX Taiwan
Lipton Teas and Infusions
Ceylon
M&C Saatchi Malaysia
Magic Mango Sri Lanka
McDonald's India
MCIX Group Myanmar
Mediavest (Brainchild
Communications Pakistan)
Mindshare Sri Lanka
MullenLowe Sri Lanka
Myanmra Apex Bank
National Foods Pakistan
Nestlé Pakistan
Ogilvy Sri Lanka
OMD India
Omnicom Media Group,
InMobi &
Moblaze Vietnam
Orion Digital Malaysia
Philippines Department of

Health
Phu Nhuan Jewelry Joint
Stock
Company Vietnam
Perfetti van Melle India
PHD Hong Kong
PrintXcel Group Sri Lanka
Publicis Media Pakistan
Reckitt Benckiser Malaysia
RHB Bank Malaysia
Samung Electronics Pakistan
Sanofi Vietnam
Shell Pakistan
SHIFT Integrated Sri Lanka
Softlogic Life Insurance Sri
Lanka
Star Media Group Malaysia
Starcom Worldwide Pakistan
Swiggy Instamart India
Synite Digital Pakistan
Tapal Pakistan
TATA Steel India
Team Reactivate Pakistan
Tesla Malaysia
The Hong Kong Jockey Club
The SHOUT Group Malaysia
Third Shift Media, Sri Lanka
& Shift Solutions Sri Lanka
Tourism Australia
Tribes Communication India
Unilever Pakistan
Unilever Sri Lanka
Viral Edge Pakistan
Wavemaker Thailand



A R T I F I C I A L I N T E L L I G E N C E

FOR MARKETING, MEDIA & ADVERTISING

Workshop

BY INDHRA SEGHR

11th October, 2024 ■ 8.30am - 5.30pm ■ Eastin Hotel

FOR ENQUIRIES:
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