

MARKETING

ISSUE # 419 OCT 2024

WEEKENDER™

BIG TREE

SIZE MATTERS 30 YEARS BIG



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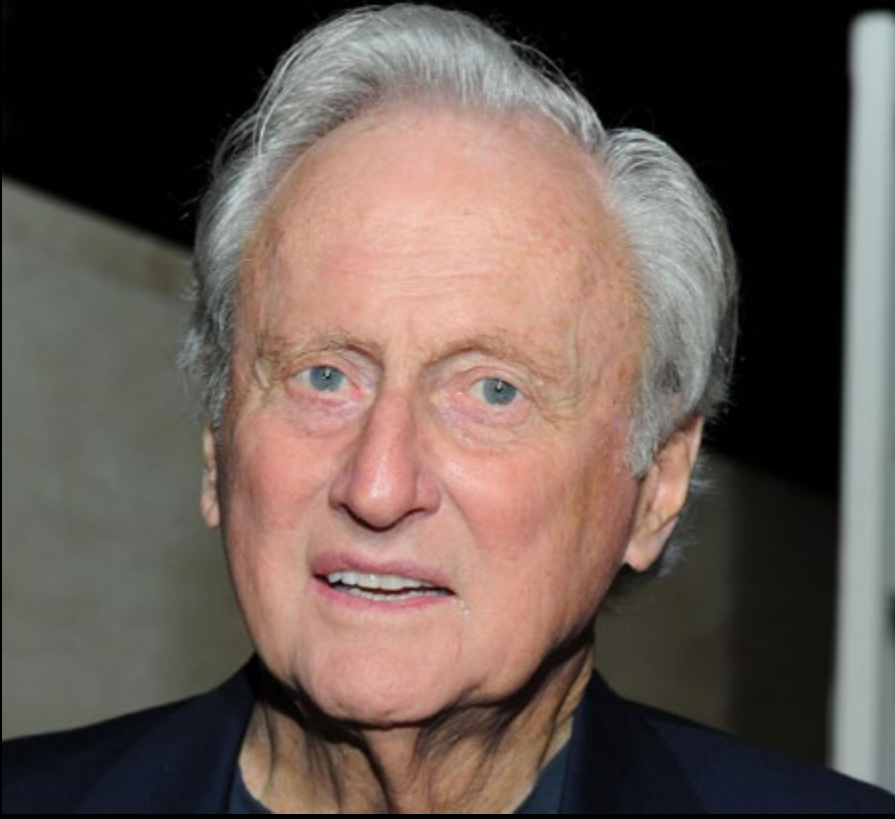
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20th Malaysian Media Conference

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What Say



“If I want your opinion, I’ll give it to you.”

Hollywood legend Samuel Goldwyn



“I’m not related to Fahmi Fadzil”

New MDEC CEO Anuar Fariz Fadzil, and former TikTok Malaysia’s Head of Public Policy.



“Perfect is unattainable, and perfect is a place to hide.”

Seth Godin



“Death takes no bribes.”

Benjamin Franklin

The Buck Never Stops...

In business, it's no secret that favours are a currency of their own, especially in the media world.

Asking for a discount or a "special deal" has become the norm, as if it's an inherent right before any transaction.

The mentality is clear: *"I bought an ad from you, so you owe me one. Or two."*

What's even more absurd is that sometimes the favour being asked outweighs the original investment.

Media platforms, which need millions to survive, find themselves constantly in debt—not financial debt, but an endless stream of non-stop favours owed to advertisers.

For top-tier platforms, it's a losing game.

Sure, some might argue that these requests are small, but in reality, everything adds up.

A free spot here, an extra promotion there—all of it chips away at the price of the original transaction.

So, it raises a very real question: why bother becoming a media owner, pouring millions into building teams and infrastructure, when the real winners are the middle agents, profiting with zero risk?

And here's the kicker—when do these favours end?

The truth is, they never do. The buck never stops.

It's a never-ending cycle of obligations that can sap the value out of even the strongest media platforms. The favours become the expectation, and the profits?

They're handed off to someone else.



Rooted in Potential:

How Big Tree Sprouted From a Single Spud to Redefining OOH for Three Decades

In an ever-evolving scene, it's not easy to remain grounded while reaching new heights. Yet, for 30 long years, Big Tree has not only weathered the storms of the Out-of-Home (OOH) industry but has also flourished. Like a tree that grows stronger with time, Big Tree has grown and thrived, standing tall as a symbol of resilience, creativity and innovation in Malaysia's OOH advertising landscape.

Sowing Opportunities for 30 Years

What began as the dream of three good friends has blossomed into a powerhouse in the OOH industry. The name 'Big Tree' itself carries a legacy. Inspired by the majestic tree that shades the prestigious Malay College Kuala Kangsar, the company's founders envisioned their venture growing just as big.

At Big Tree, we believe that the true strength of OOH advertising lies in its ability to capture audience attention in creative and innovative ways. This belief drives us to see OOH beyond the conventional billboard. Over the years, we've consistently pushed the envelope, redefining what's possible in outdoor advertising.

From picturing a television screen for a Unipole in 2001 to replicating a football field in an indoor walkway in 2004, and even recreating KitKat benches for fun little breaks at the train stations in 2005, our campaigns have always been about more than just selling products — they're about creating experiences.



Philips constructed a larger-than-life Television screen on our Unipole in 2001.



In between train arrivals, commuters got to enjoy little breaks at KL Sentral with KitKat in 2005.



In 2008, Energizer put up a striking 3D protrusion and LED lights along the Federal Highway — energising road users while highlighting its brand power.



From transforming into an immersive football experience to displaying jeans for hands-on browsing, showcasing 3D product displays, and even becoming the country's longest sensorial walkway, our indoor tunnel has always been a great tool for experiential advertising.

More recently, we brought a dragon to life on the streets of Kuala Lumpur using anamorphic visuals with audio, constructed **Malaysia's longest sensorial and immersive indoor tunnel** using motion sensors, audio and digital

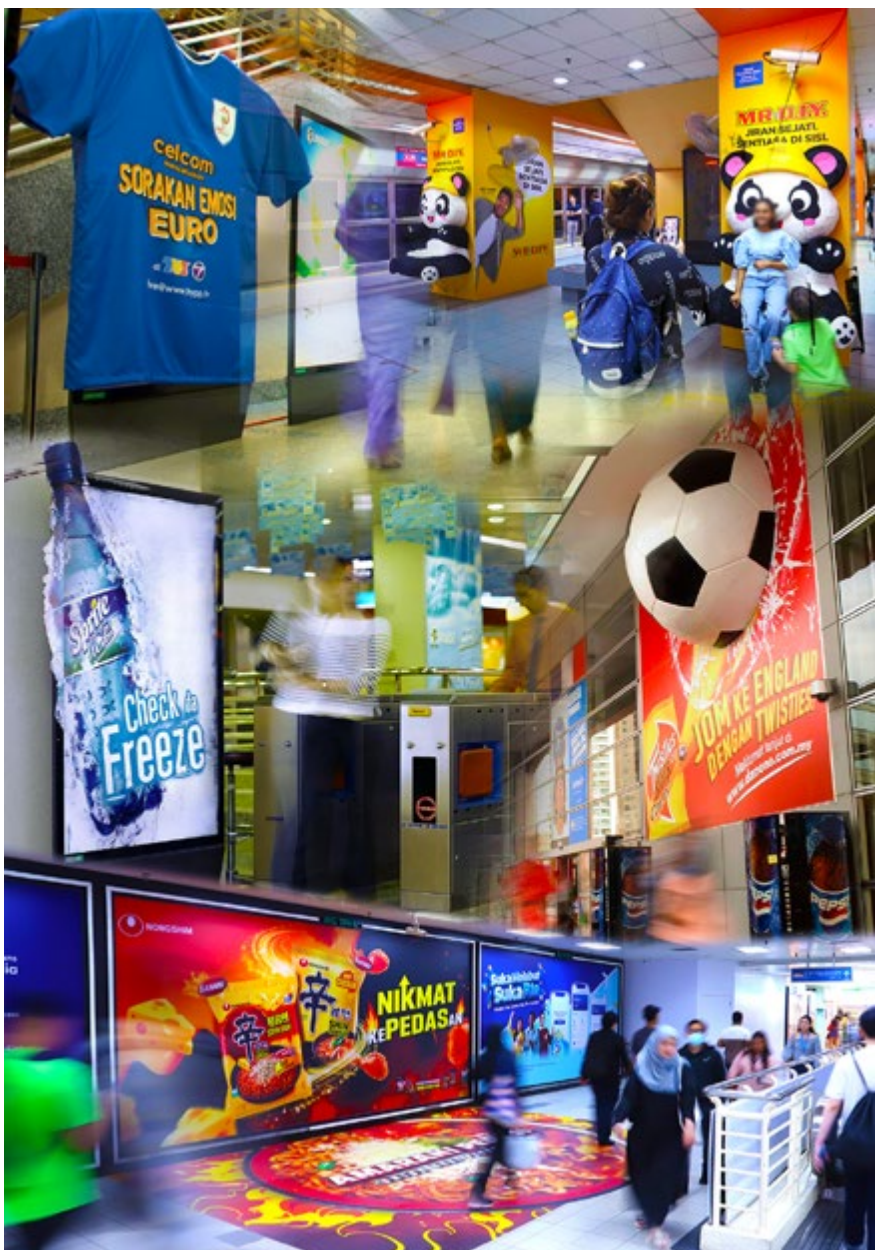
screens, and even diffused the scent of coffee inside a train to ignite the human senses. Out-of-Home, as we see it, is a canvas for endless creativity, and at Big Tree, we're committed to exploring every inch of it.



Rumbles and roars filled the air as a life-like **anamorphic dragon** breathed fire into the heart of KL.

Open to Ideas, Driven by Solutions

OOH advertising is unique in its ability to be both massive in reach and targeted in impact. With a vast canvas for creativity, we approach each project with a fresh perspective, tailoring solutions to meet the specific needs and objectives of our clients.



Brands have boldly embraced creativity in OOH, experimenting with floor stickers, 2D and 3D protrusions, channel lettering and ambient media to bring campaigns to life, elevating the brand experience and leaving lasting impressions.



“We’re not just a media player; we’re a partner in the creative process,”

says Big Tree Chief Operating Officer, Stephanie Wong. “Our commitment to providing solutions rather than simply selling space has allowed us to build long-lasting relationships and achieve sustainable growth with our clients”.



The heart of Big Tree: celebrating 30 years with the team that makes it possible.

30 Years of Thinking BIG

At the heart of Big Tree's success are the people who have made it all possible. Our team of BIG Thinkers is a diverse mix of talents, each bringing their unique skills and perspectives to the table. One team member has been with Big Tree for 28 of our 30 years, and his energy and enthusiasm for his work are as strong today as they were on his first day. This culture of dedication and vision has been the backbone of our success, allowing us to navigate the challenges of the industry with confidence.

To commemorate this significant milestone, Big Tree introduced a series of initiatives that reflect our appreciation for everyone who has been part of our journey.

Our **"From Billboards to Backpacks"** CSR programme which started as a sustainability project soon blossomed into an inspiring experience. In collaboration with Mereka Innovative Education Sdn Bhd, part of the Biji-Biji Initiative, we helped the young community of Yayasan Chow Kit not only understand the importance of sustainability but also gave them the opportunity to personalise



We introduced a fun and creative way to teach the next generation about eco-awareness by upcycling old billboard vinyl into pencil cases.

their own creations. The joy and pride on their faces as they customised their pencil cases was a true reflection of the impact we hoped to make. As we move forward, we're committed to expanding these efforts, ensuring that our sustainable initiatives reach and uplift even more communities.

Our celebrations also invited the wider Malaysian public to engage with us through the **"Jom, Teka Peribahasa!"** contest. To participate, the public had to visit Big Tree's DOOH screens, where clues were displayed

exclusively, encouraging them to guess the correct Peribahasa and craft their own creative sentences. This unique contest brought the beauty of the Malay language to life, blending traditional culture with modern technology, while creating engagement and excitement.



By leveraging the timeless wisdom of Peribahasa (Idioms), we created a fun and interactive experience that connected audiences with the essence of our Malaysian culture.

As a further expression of our commitment to growth and sustainability, we distributed eco-friendly DIY plant-growing kits to our stakeholders.

These kits symbolise the growth and nurturing that has been central to our shared journey.



“For our clients, who have been with us since day one and share our love for impactful advertising, we curated a special gift — a DIY plant-growing kit. We hope that as they nurture their plants, they’ll be reminded of the flourishing journey we’ve shared and the strong roots we’ve built together,”

- Stephanie.

Part of the Bigger Picture

Being a part of Media Prima Berhad’s 360-degree media and advertising solution has played a crucial role in our journey. By integrating OOH with other media platforms, we’re able to deliver campaigns that are not only impactful but also cohesive, ensuring that our client’s messages are heard loud and clear across all channels.



These campaigns with Shopee x Dolla, HotFM with Dutch Lady, and F&N showcase the strength of 360-degree media, creating a cohesive and impactful brand presence across multiple platforms.

30 YEARS OF THINKING BIG

“This synergy has been a game-changer for us. By leveraging the strengths of each platform, we’re able to create campaigns that are greater than the sum of their parts. This holistic approach has enabled us to stay relevant in an increasingly fragmented media landscape,” notes Stephanie.

more targeted, insightful and impactful OOH campaigns. At Big Tree, we’re not just embracing these changes; we’re leading the charge, continuously exploring new technologies and techniques to keep OOH at the forefront of the advertising industry.



Big Tree's first creative use of *ultrasonic sensors on digital OOH* media at train stations.

What's Next...?

As we look to the future, we’re excited about the possibilities that digital technology brings to OOH. The rise of digital billboards and interactive displays has opened up new avenues for creativity, allowing us to engage audiences in ways that were previously unimaginable. With a focus on innovation, we’re embracing data and audience measurement to offer

“Our tree is deeply rooted and unshakable, but it’s also flexible, capable of adapting to the ever-changing environment. With our eyes firmly set on the horizon, we’re ready to continue our journey, growing and evolving alongside the brands we serve,” ends Stephanie.

Who knew a tree could inspire so much? At Big Tree, we did — and we’re just getting started.

NEW BUSINESS LEAGUE



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$ m)	No.of Wins	
1	1	Ogilvy	Nestlé Project, HSBC, Nestlé, Wipro, Kimberly-Clark	0.6		0.6	5	
2	7	Grey Group	Maybank Project	0.3		0.3	1	
3	2	Dentsu	Honda Malaysia Sdn. Bhd. Project, Fumakilla Malaysia Berhad Project	0.2		0.2	10	
4	3	DDB	CPG Client	0.2		0.2	2	
5	4	VML	Stuff'd Creative Services	0.1		0.1	2	
						2024 (Jan-Aug):	1.4	20
						2023 (Jan-Aug):	6.5	41
						YoY Comparison:	-78.8%	-51.2%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

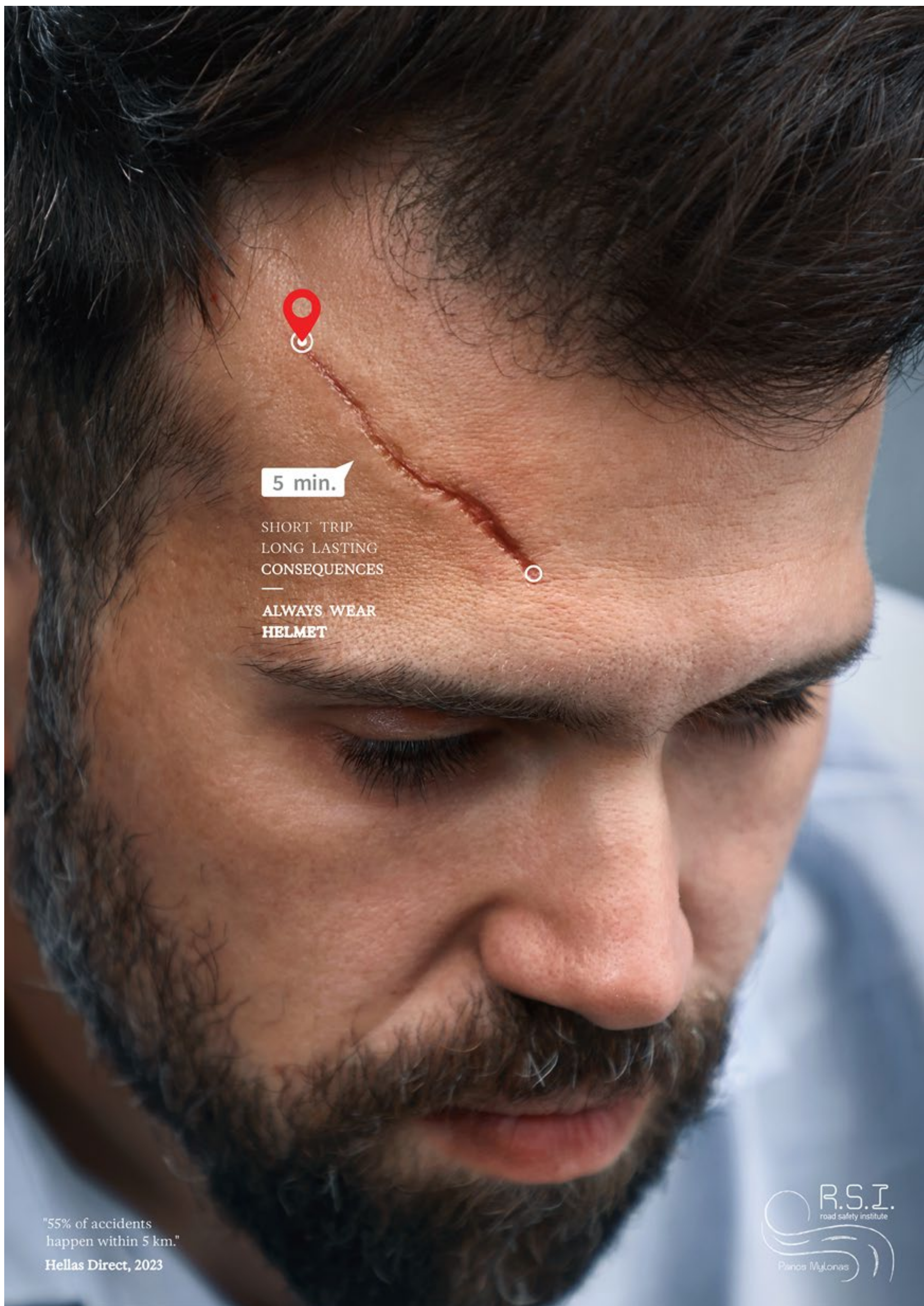
Malaysia / Aug 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$ m)	No.of Wins	
1	1	Mindshare	Unitar Capital, Nestle (SEA win), MBSB, Aeon Bank Project	2.3		2.3	9	
2	2	Initiative	Wipro LDW, Air Asia, VIVO	0.6		0.6	3	
3	-	Pulse AMC	Tenaga Nasional Berhad	0.5		0.5	1	
						2024 (Jan-Aug):	3.3	13
						2023 (Jan-Aug):	2.8	25
						YoY Comparison:	19.0%	-48.0%
						2024 Creative & Media (Jan-Aug):	4.7	33
						2023 Creative & Media (Jan-Aug):	9.3	66
						YoY Comparison:	-49.4%	-50.0%

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and Junketing ROI.

SHOWCASE



"55% of accidents happen within 5 km."
Hellas Direct, 2023



THE MALKETEER STRIKES!



Has Burger King's Latest Ad Campaign Devoured the Last Shred of Marketing Decency?

Are There Moments In Life That Should Remain Sacred And Untouched By Advertising?

In a world where brands constantly push boundaries to capture attention, Burger King's recent "Bundles of Joy" campaign in the United Kingdom has ignited a firestorm of controversy.

The fast-food giant's latest marketing stunt features real-life images of new mothers enjoying Burger King meals moments after giving birth.

While some applaud the campaign's raw authenticity,

THE MALKETEER STRIKES!

others are left with a bad taste in their mouths.

As the dust settles, we're left wondering: Has Burger King crossed the red line in respecting a mother's most precious moment?

The King's New Clothes: Unveiling the Campaign

At first glance, the campaign seemed harmless enough.

Out-of-home ads and social media content showcased new mothers savouring Burger King meals while cradling their newborns.

The images were accompanied by delivery times and the iconic Burger King logo.

Simple, right?

Wrong.

Within hours, the campaign found itself under fire, with some critics even calling for its ban.

A Whopper of a Mistake: The Backlash Begins

The controversy surrounding the campaign is multifaceted.

Purpose Disruptors' Aimee

Brewerton described it as "disturbing," while New Society Founder Frankie Oliver went as far as calling it "the lowest of the low."

But what exactly pushed people's buttons?

For some, it was the audacity of using such an intimate and vulnerable moment in a woman's life for commercial gain.

Others took issue with promoting fast food as an ideal post-natal meal.

The debate quickly spiralled, with accusations of mansplaining and cries of "no uterus, no opinion" flooding social media platforms.

Have It Your Way: The Defence

Interestingly, not everyone saw the campaign as problematic.

Potent Founder Rodd Chant pointed out that much of the outrage came from men rather than the campaign's target audience – women.

He argued that the ads didn't mandate what new mothers should eat but instead showcased personal choice.

From an advertising

THE MARKETEER STRIKES!

perspective, some industry professionals praised BBH for their “beautifully crafted work” that felt “raw and real.”

But does expert craftsmanship justify the commodification of childbirth?

The Hidden Agenda: What's Really at Stake?

As the debate rages on, we must ask ourselves: Is this really about burgers and fries, or is there something deeper at play?

Hannah Chalmers hit the nail on the head when she described the campaign as part of an “*endless over commodification of every single corner of people's lives.*”

The real issue at stake isn't what new mothers choose to eat after giving birth.

It's about the relentless encroachment of marketing into our most personal moments.

It's about the way women's bodies and experiences are increasingly viewed as fair game for marketers to exploit.

Having It Both Ways: The Road Ahead

As marketers, we constantly walk a tightrope between capturing attention and respecting boundaries.

Burger King's “Bundles of Joy” campaign serves as a stark reminder of how easily we can lose our balance.

While the campaign undoubtedly succeeded in generating buzz, it also sparked important conversations about the ethics of marketing.

As we move forward, we must ask ourselves: Are there moments in life that should remain sacred and untouched by advertising?

And if so, where do we draw the line?

Marketers would do well to take a long, hard look at their own campaigns.

After all, in the quest for the perfect ad, we mustn't forget the human cost of our creativity.

Perhaps the most important question isn't whether Burger King crossed a line, but whether we, as an industry, are willing to define and defend that line in the first place.

THE TURNING POINT

DATE

25.10

2024

TIME

08.30am

06.00pm

VENUE

Eastin
Hotel



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.

20th Malaysian Media Conference



SPEAKERS + MODERATORS + PANELISTS



CLAUDIAN NAVIN STANISLAUS

President

Malaysian Advertisers Association

With over 25 years of experience in marketing communications, brand transformation, and media negotiation, seasoned strategist, innovator, and thought leader in the marketing industry across the ASEAN region.

Navin is a strong advocate for self-regulation in the region. He currently serves as a member of the Advertising Standards Advisory (ASA) of Malaysia.

He is also Vice Chairman of the Content Forum of Malaysia, a position he has held for two consecutive terms.



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 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.

SPEAKERS + MODERATORS + PANELISTS



SAILENDRA KANAGASUNDRAM

Founder & Managing Director
Visual Retale

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.



RAJA JASTINA ADLINA RAJA ARSHAD

Vice President, Head of Astro Shaw & Malay Nusantara Business

Over her 13 years at Astro Shaw and Nusantara, Raja Jastina Adlina Raja Arshad has driven children's educational content and the Astro Go Beyond campaign, which encouraged posting positive acts online.

Today she spearheads the studio, which has produced six of the all-time top ten highest-grossing Malaysian films.



EILEEN OOI

President
Malaysian Digital Association (MDA)

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.



NIZWANI SHAHAR

CEO
Havas Malaysia

Nizwani Shahar, with over a decade of experience at Ogilvy Malaysia, including four years as their CEO, has consistently demonstrated her remarkable ability to build strong brands and effectively integrate businesses and capabilities.

She is also a passionate advocate for diversity, equity, and inclusivity, having successfully driven profitability and talent retention.

SPEAKERS + MODERATORS + PANELISTS



NISHA DEVINA ROY
Managing Director

M&C Saatchi Malaysia
At the helm of M&C Saatchi Malaysia since July 2022, Nisha Devina Roy is an indomitable leader who accelerates innovation by fearlessly crossing boundaries.

Her mantra of “reading beyond the obvious” has emboldened her team to defy conventions, unleashing a torrent of creative solutions that have yielded stellar results.

With 14 years of extensive experience spanning diverse industries such as telecommunications, banking, fast-moving consumer goods, and automotive, brings a wealth of knowledge to the table.



DARREN YUEN
CEO

Initiative Malaysia
Darren has spent 30 years in the business, starting with Carat, followed by Reprise Digital and BPN Worldwide.

He now runs Initiative Malaysia - a full service global media agency built to grow brands through culture. They have a name for it: Cultural Velocity



PROF. HARMANDAR SINGH
Founder + CEO
MARKETING Magazine

Harmandar Singh, or better known as Ham, has been in marketing and brand communications for almost 30 years. He has created almost 400 commercials and won over 50 local and international creative awards. Ham has been a Creative Director for as long as he can remember.. Even after leaving advertising, he applies creativity every day in his life.

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

CONFERENCE SCHEDULE

REGISTRATION

WELCOME REMARKS

PROF. HARMANDAR SINGH AKA HAM - MARKETING MAGAZINE

OPENING KEYNOTE: THE TURNING POINT!*

CLAUDIAN NAVIN STANISLAUS - PRESIDENT, MALAYSIAN ADVERTISERS ASSOCIATION (MAA)

Navin takes an overdue step back and looks at the state of our amazing industry as someone who has led the creation of global brands and challenged the norms of marketing. We are at the Turning Point of digital, data, measurement, governance and AI like never before. Navin brings an expanded perspective on what's happening, what's going to happen and what should not happen in our industry. He opens the conference with a road map for all players and in his unassuming style paints an inspiring look at the industry, through the lens of marketers and consumers alike.

COFFEE BREAK / NETWORKING

SPOTLIGHT SESSIONS

These are the trademark 15-mins Q&A sessions with a star speaker at our Conferences, spotlighting industry leaders with direct questions from MARKETING magazine and the audience (via Slido). Random questions will be posed in a rapid-fire format to individual speakers, who will be bathed in one powerful spot light against the darkness of the hall. Delegates are advised to keep their note pads ready, as this banter is both fleeting and fascinating.

SPOTLIGHT SPEAKER 1

DARREN YUEN - CEO, INITIATIVE MALAYSIA

SPOTLIGHT SPEAKER 2

NIZWANI SHAHAR - CEO, HAVAS MALAYSIA

SPOTLIGHT SPEAKER 3

RAJA JASTINA ADLINA RAJA ARSHAD - VICE PRESIDENT, ASTRO SHAW AND NUSANTARA

SPOTLIGHT SPEAKER 4

NISHA DEVINA ROY - MANAGING DIRECTOR, M&C SAATCHI MALAYSIA

The 74% Malaysian digital adex question. Is the consumer still in charge when machines are the interface between brand and customer? As Martech stacks up the odds in favour of technology, is enhanced reality the new reality? How important is creativity is key to brand success?

CROSS-PLATFORM CAMPAIGN INTEGRATION - DATA AND AI

SUE-ANNE LIM - CEO, UNIVERSAL MCCANN MALAYSIA

LUNCH BREAK / NETWORKING

DIGITAL ADEX RULES AT 74%?

EILEEN OOI - PRESIDENT MALAYSIAN DIGITAL ASSOCIATION (MDA)

PITCH HOUR

A series of eye-opening sessions to update you on some of the exciting things happening in advertising media

SAILENDRA KANAGASUNDRAM - FOUNDER & MANAGING DIRECTOR, VISUAL RETALE

COFFEE BREAK / NETWORKING

APPIES MALAYSIA 2024 TOP WINNING MEDIA CAMPAIGNS

An exclusive video presentation of the Gold winning campaigns

- **Best in Customer Experience award** was given to the "World's First Regional Virtual to Reality PUBG Tournament," a campaign by Mountain Dew and Etika Sdn Bhd, supported by Ampersand Advisory, which drove record sales and created two world records.
- **Best in Non-Food FMCG award** went to the "Durex Academy" by Durex Malaysia, a project by Reckitt Benckiser, with Fishermen Integrated as their agency.
- **Best in Innovation**, McDonald's Malaysia took the award for "Vibe Kopi Susu," a campaign by Gerbang Alaf Restaurants Sdn Bhd and Leo Burnett Malaysia.
- **Best in Govt/NGO category**, the "#JANGANKENASCAM" campaign by the Association of Banks Malaysia (ABM), executed by M&C Saatchi, took top honors.
- **Best in AI award** was won by Media Prima Audio for creating "Malaysia's First A.I Radio DJ" for Fly FM.
- **Best in Festive category**, the campaign "Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration" by Wipro UnzaMalaysia, with Mediabrands Content Studio & PHD Media Malaysia, secured the award.
- **Best in Social award** was given to Resorts World Genting for the "Resorts World Genting: A Destination Verified By Kids, For Kids" campaign, executed by Naga DDB Tribal.
- **Best in B2B category** was awarded to CelcomDigi for the "CelcomDigi MY5G Series" campaign, led by CelcomDigi Business with Naga DDB Tribal & M&C Saatchi as their partners.

CLOSING KEYNOTE - "ONE FOR ALL, ALL FOR ONE"

RANGANATHAN SOMANATHAN - CEO & ADVISOR, MY & SG - INTERNATIONAL, PUBLICIS MEDIA

Ranga is a celebrated marketing and communication expert, with experience leading teams across Asia. Proven to grow business by enabling people to realise their potential with strategic guidance. Recognised as a trusted advisor by clients and media partners, he has nurtured strong relationships with leadership amongst Agency, Media and Advertiser ecosystems across APAC. He believes the power of One and All can blend peacefully in an industry disrupted by technology, talent (lack of) and treacherous margins.

END OF CONFERENCE

*Agenda subject to confirmation

TRENDING

MOST READ ON MARKETINGMAGAZINE.COM.MY

(27th November – 04th October 2024)

“PEOPLE, AND THEIR IDEAS, REMAIN AT THE HEART OF EVERYTHING WE DO.” Spotlight: Sue-Anne Lim, CEO, Universal McCann (UM) Malaysia

Pageviews: 3,305



IPG Mediabrands Agencies Attain Highest Aggregate Points At The 2024 Malaysian Effie Awards

Pageviews: 3,102



Fishermen Integrated Leads Malaysia’s Success at APAC Effies with Durex Academy Win

Pageviews: 3,011



Dentsu Malaysia bags media agency of record mandate for F&N

Pageviews: 2,975



Ogilvy’s Piyush Pandey Makes History as First Indian to Receive the 2024 Created for Creatives LIA Legend Award

Pageviews: 2,587





**LAST
CALL**



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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