

# MARKETING

ISSUE #420 OCTOBER 2024

WEEKENDER™

# tvS

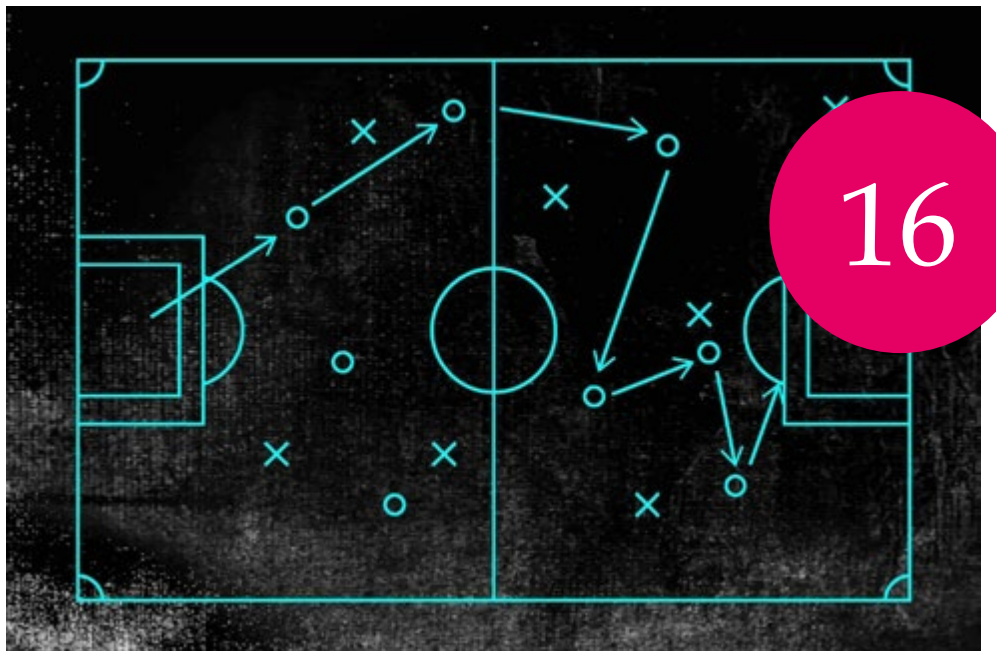
[www.tvsarawak.my](http://www.tvsarawak.my)

Empowering  
Sarawak  
Inspiring  
Malaysia

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**So much happened in just one week!**



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**Time to stop comparing business and war.**

# What Say



**“Nothing but blind, pitiless indifference.”**

Atheist Richard Dawkins and author of *The God Delusion*, when interviewed by Piers Morgan and asked what he thought was waiting for us post-death.



**“Everything costs: Opportunity cost, Sunk costs and Marginal cost.”**

Seth Godin



**“The completion of the sale ends Unilever Russia’s presence in the country after 30 years.”**

Unilever CEO Hein Schumacher, while condemning Moscow’s invasion of Ukraine



**“Malaysia to become high-income nation by 2028.”**

Apurva Sanghi, World Bank’s lead economist for Malaysia.

## EDITOR'S NOTE

# So much happened in just one week!



## Chaos

There was panic earlier this week when it was reported that tycoon Tan Sri Dato' Seri Syed Mokhtar had sold his stake of 31.9% in Media Prima and exited as the largest shareholder via his Aurora Mulia Sdn Bhd ("AMSB") entity.

The situation would have left YB Datuk Seri Johari Bin Abdul Ghani as the single largest shareholder with a 25% stake.

But this was clarified the next day when Media Prima announced this was not the case as AMSB had confirmed it still holds direct interest of 353,815,941 shares representing 31.90% in Media Prima and Tan Sri holds indirect interest in Media Prima by virtue of his shareholding in AMSB.

Last month, Media Prima saw the emergence of a new substantial shareholder, Leasing Corp Sdn Bhd, through the acquisition of a 5.53% stake. Leasing Corp is owned by Sisma Vest Sdn Bhd, whose chairman is Datin Mariam Prudence Yusof.



## Unilever leaves Mindshare Malaysia

WPP's Mindshare appears to be the biggest winner in Unilever's global media review, adding commerce media previously handled by Publicis Groupe to its duties handling the general U.S. media business.

Publicis has taken over five out of six markets pitched in Southeast Asia, with only Indonesia remaining with WPP's Mindshare.

Mindshare lost the Malaysian media business said to be worth in excess of RM100 million annually. There is word that

## EDITOR'S NOTE

Chanchal Chakrabarty, CEO at GroupM Malaysia, Mindshare's parent company, has left the building.

We are still waiting for the official word.

The loss will have material impact on P&Ls for GroupM and O&M in Asia from Jan 2025, leaving Mondelez as one of the largest clients still on their roster. With the loss of MAS and now Unilever, addressing earnings shortfall will be a challenge in 2025.

When Campaign UK asked WPP Global CEO Mark Read, "He blamed 'macro-uncertainty' in the global economy for the agency group's declining revenues because clients have become 'a little bit more cautious' and cut some 'discretionary' work."

**GroupM also had a tough year in China and Hong Kong.**

When asked about China which saw a drop of 24% in Q2-2024 impacting overall Asia-Pacific performance, and to what extent it had to do with GroupM (which faced allegations of bribery as part of a police investigation in Q4 2023, and seen account losses), he says "There's pressure across

the business in China - some of it partly in GroupM but actually more broadly across the business."

On a heartier note, Amazon splits its global media business between GroupM and OMG after a decade with IPG. The account is estimated to be worth USD5 billion.

### Pitch Players

As far as pitches are concerned, all eyes in Singapore and Malaysian media circles is the pitch for **CelcomDigi** business and the market awaits as to who will win this largest creative pitch with incumbents M&C Saatchi and Naga DDB Tribal, and Havas and others in play using avenues both political and professional to snare the business.

With big moves like Petronas, Malaysia Aviation Group, F&N and now Unilever and potentially CelcomDigi, will see material shifts in the balance of power, amongst media multinationals in Malaysia with both Publicis and Dentsu being seen overall as the big winners this year. And perhaps Trapper Media Group too.

## EDITOR'S NOTE

**Life After Advertising**

After years as an actress and an advertising professional, Claudette Powell a.k.a. Sister Monica Clare realized she was deeply unhappy in her role.

She started focusing on what brought her joy, and reignited her childhood dream of becoming a nun.

“I said, ‘I’m going to start doing what I want to do, instead of what other people see me as.’”

Learning how to listen to her authentic self finally brought her fulfilment in her **career**.

**Sniff, Sniff. Kiss, Kiss.**

Pretzel chain Auntie Anne’s Malaysia has terminated the employment of a staff member who went viral for posting pictures of herself sniffing and kissing dough while on duty.

Auntie Anne’s has temporarily closed its Mid Valley outlet for thorough disinfection and cleaning. The incident garnered attention after Alice Chang posted photos and videos online, showing her interacting inappropriately with the dough, sparking public outrage.



## Hundreds get TikToked

TikTok has confirmed layoffs in Malaysia amid global workforce reduction

It says 'several hundred people' will be impacted globally.

A news **portal** reported that TikTok, owned by Chinese firm ByteDance, had let go of hundreds of its employees in its Malaysian branch. Citing a source, the report indicated that more than 500 individuals received termination emails, with most working in content moderation roles on the platform.

CNN reported that TikTok was planning to reduce a significant portion of its global operations and marketing

workforce.

Bloomberg had reported ByteDance laid off 450 staff at its Indonesian unit following the acquisition of a local e-commerce firm, which was integrated into TikTok's operations.

That same month, the Chinese firm announced plans to invest RM10 billion in Malaysia to establish the country as a regional hub for artificial intelligence.

They are also investing US\$2 billion globally in trust and safety in 2024, with 80% of violative content now removed by automated technologies.

AI is coming to bite us in the ass!



# CONFERENCE SCHEDULE

08.30 AM | REGISTRATION

09.00 AM | WELCOME REMARKS

**PROF. HARMANDAR SINGH AKA HAM - MARKETING MAGAZINE**

09.15 AM | KEYNOTE ADDRESS - 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.

10.00 AM | COFFEE BREAK / NETWORKING

10.30 AM | 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, HEAD OF ASTRO SHAW & MALAY NUSANTARA BUSINESS**

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?

11.30 AM | STATE OF OOH IN MALAYSIA

**SAILENDRA KANAGASUNDRAM - FOUNDER & MANAGING DIRECTOR, VISUAL RETALE**

Dive into the most exciting space in the Malaysian media scene and discover the power of PLAYDOOH.

12.00 PM | CROSS-PLATFORM CAMPAIGN INTEGRATION - DATA AND AI

**SUE-ANNE LIM - CEO, UNIVERSAL MCCANN MALAYSIA**

12.30 PM | LUNCH BREAK / NETWORKING

01.30 PM | FUTURE OF MEDIA OR DIGITAL?

**EILEEN OOI - PRESIDENT, MALAYSIAN DIGITAL ASSOCIATION (MDA)**

In today's world, digital acceleration has overtaken all media channels. Is future of marketing media led or truly only digital led? Biggest disruptions and media spends growth driven by digital and technologies. Agility, disruptions, AI, technological advancements constant verbatims in everyday marketing meetings. Find out the biggest emerging trend in the next few years, and what are the impact to media and marketing. Will digital truly overtake and leave no more room for offline media channels?

02.00 PM | PITCH PLAY

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

**SHEREEN WONG - CHIEF GROWTH OFFICER, XAMBLE**

**NARAYAN MURTHY IVATURI - HEAD OF ADTECH BUSINESS (INSEA), MOVING WALLS GROUP**

03.00 PM | COFFEE BREAK / NETWORKING

03:30 PM | ESCAPE THE ALGORITHM

**MAAZ A. KHAN - GENERAL MANAGER | TEAM LEAD (NESTLÉ MY) MINDSHARE GROUP**

Consumers want to break free from the monotony of over-programmed lives. The ability of an algorithm to curate personalized content was once its most distinctive feature. Now, its ubiquity contributes to a feeling of soullessness and blanding of content.

04.00 PM | 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.

04.30 PM | 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.

05.00 PM | END OF CONFERENCE

*\*Agenda subject to confirmation*

# TVS: Empowering Sarawak, Inspiring Malaysia

TVS, a groundbreaking venture in Malaysian broadcasting, became the first and only television station outside the Klang Valley when it was officially launched on October 10, 2020. Fully owned by the Sarawak Government, TVS also holds the distinction of being the first television station in Malaysian Borneo with national coverage, broadcasting on Channel 122 across MyTV, AstroTV, and Unifi TV. This strategic positioning allows TVS to reach audiences far and

wide, not just through traditional television but also through its digital platform at [www.tvsarawak.my](http://www.tvsarawak.my) and its active presence on social media.

Operating 24 hours a day, 7 days a week, TVS is not just another television station. It is a pioneering force in East Malaysia, and it proudly stands as the only national station at a regional or state level. TVS has established itself as a leader in Sarawak's growing broadcasting industry, playing an essential role in building the local workforce, particularly by nurturing talent among Sarawak's youth. This focus on developing



## COVER STORY

... Being the first regional television media outlet with national coverage, TVS has moved beyond its regional focus to include news and stories from across Malaysia and around the world...

local expertise and creative capabilities positions TVS as a critical player in the regional media landscape.

The station's dedicated team, which includes home grown journalists, producers, and crew members, is deeply committed to telling authentic stories that resonate with viewers.

They travel extensively across Sarawak and beyond, ensuring that the station delivers fresh, unique, and culturally relevant content. This approach has positioned TVS as a rising force in both the regional and national broadcasting world.

By continuously offering new content and innovative perspectives, TVS is helping transform Malaysia's media landscape, especially in Sarawak.

As Sarawak's first state-owned television station, TVS is committed to supporting the vision of Sarawak's Premier. This vision emphasizes the importance of preserving culture, disseminating accurate and timely information, and showcasing the uniqueness of Sarawak's diverse communities to both local and global audiences. Being the first regional television media outlet with national coverage, TVS has moved beyond its regional focus to include news and stories from across Malaysia and around the world. Its programming is designed not only to inform but also to foster unity, mutual understanding, and togetherness among viewers.

Some of the station's live broadcasts have had a particularly significant impact. For example, events like the Premier's Townhall, Sarawak Decides, Malaysia Decides, AIFFA 2023, Sarawak Regatta and the SUKMA 2024 – a national sports event that holds special symbolic importance for Malaysia – have all captivated audiences. The SUKMA 2024, in particular, attracted more than 30 million viewers within

## COVER STORY



2 weeks of its live broadcast. By broadcasting these key events, TVS has demonstrated its commitment to celebrating and sharing Malaysia's vibrant traditions with the world.

In addition to its live event coverage, TVS has made a notable impact by producing original creative content that resonates with local and national audiences. The station has successfully created and broadcast various documentary series, highlighting Sarawak's unique stories, while travel and tourism programs showcase the region's natural beauty and cultural richness. Local

cooking shows like Aroma Sungkei and Akik's Stove have also gained a loyal following, blending entertainment with a celebration of Sarawak's culinary heritage. Furthermore, TVS has successfully ventured into producing high-quality dramas and telemovies, as well as inspiring talk shows such as Inspirasi Duniamu and Dialog TVS, which feature stories of personal growth, community, and inspiration.

TVS's dedication to delivering high-quality content and information has not gone unnoticed. Within just 4 years of its establishment, the station has



received numerous prestigious accolades, reflecting its growing influence and commitment to excellence. Some of the awards TVS has garnered include the Kenyalang Journalism Awards, the Spotlight Documentary Film Awards, the MPI-Petronas Malaysian Journalism Awards 2022, the 10th Anak Sarawak Awards 2023, and the OSH Practitioners and Media Award 2022. These accolades underscore TVS's important role in the

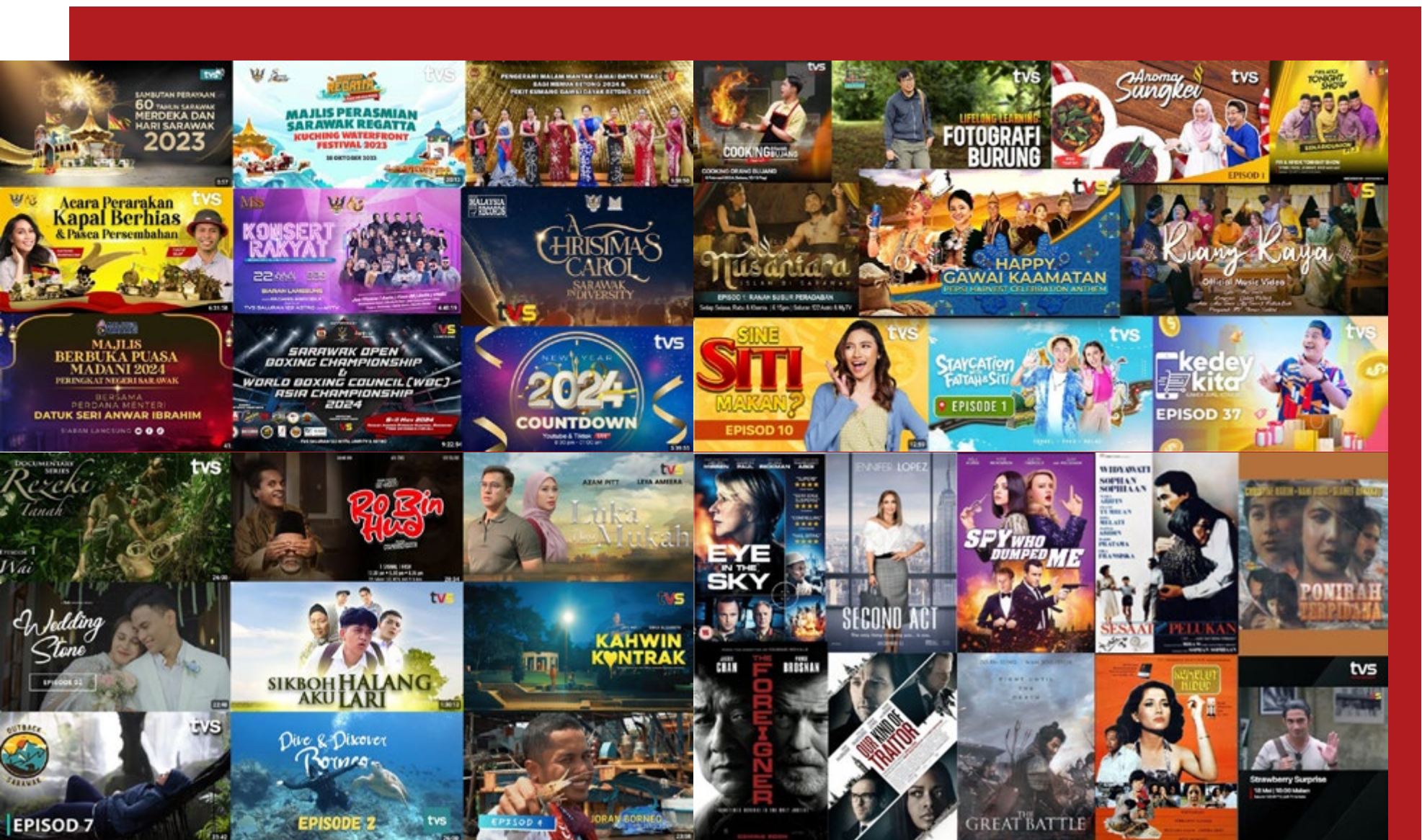
Malaysian media landscape, while also recognizing the hard work and creativity of its team.

As TVS continues to grow, it brings forwards new strategies for delivering content including utilizing the latest technology and embracing AI, one step at a time. The station's programs go beyond simple entertainment; they reflect the identity, traditions, and aspirations of the people of Sarawak and Malaysia as a whole. In doing

COVER STORY

so, TVS plays an important role in shaping and reflecting the cultural and social fabric of the nation. The station is also fully embracing the digital era. By leveraging the power of social media and other digital platforms, TVS has maintained strong connections with its audience and has adapted to the changing viewing habits of modern consumers. This digital presence allows the station to remain relevant in a rapidly evolving media environment, while also supporting the values and vision of the Sarawak government.

With Sarawak's continuous economic progress, TVS is positioned to play a catalytic role in expanding the local advertising and creative industries, while also promoting Sarawak's products to the national market. Homegrown brands like MOMA, along with international names such as Pepsi, have collaborated with TVS on successful seasonal campaigns. As national advertising spending becomes increasingly fragmented, the station recognizes the potential to grow Sarawak's own advertising expenditure (adex)



**COVER STORY**

and attract new advertisers from the region. By embracing both traditional and digital media, this combination offers a more effective way to reach its audience. TVS is also transforming the way advertisers use television by not solely focusing on individual program ratings, but instead offering run-of-station campaigns at competitive rates.

Looking toward the future, TVS has several exciting initiatives in the pipeline. Under the leadership of Sarawak Media Group (SMG), TVS aims to expand its reach even further by integrating traditional linear television broadcasting with emerging platforms like social TV, LED billboards, and event management. By early 2025, SMG shall have 5 giant LED Billboards, each located in the city centres of Sibu, Bintulu and Miri while Kuching will have 2 LED Billboards. These outdoor billboards shall be complementing TVS in its drive to reach as many Sarawakians as possible. This approach reflects TVS's forward-thinking strategy, which is designed to keep pace with technological advancements and changing audience

preferences.

One of TVS's key strategies for future growth is its plan to expand operations to new locations. The station is set to establish operational bases in Sibu, Miri, Bintulu, and Kuala Lumpur. By doing so, TVS will be able to further strengthen its presence both in Sarawak and across Malaysia. Additionally, the station has ambitious plans to increase program exchanges with other states across Malaysia, as well as with neighbouring countries such as Singapore, Indonesia, and Thailand, and even as far afield as Latin America. These exchanges will allow TVS to showcase the lives, stories, and diverse experiences of people from different regions, fostering greater understanding and connection between viewers.

TVS's vision goes beyond simply expanding its geographic reach. The station aims to become a top choice for Malaysian communities, not only by providing quality programming but also by creating a lasting emotional connection with its audience. TVS doesn't just want to be seen – it wants to be felt. This goal reflects the station's deep commitment to producing



content that resonates on a personal and cultural level with its viewers.

At the heart of TVS's mission is its desire to reflect the unique identity and culture of Sarawak, while also promoting unity and understanding across Malaysia's diverse communities. The station is dedicated to telling stories that matter, whether they are about local traditions, national events, or global issues. Through its programming, TVS seeks to inspire its audience and support the aspirations of Sarawak and Malaysia as a whole.

In conclusion, TVS stands as a trailblazer in the Malaysian

broadcasting industry. As the first and only television station outside the Klang Valley with national coverage, it has already made a significant impact on both regional and national media landscapes. With its commitment to excellence, its focus on nurturing local talent, and its ability to adapt to the digital age, TVS is poised for even greater success in the years to come. As it continues to grow and expand, TVS will remain a vital part of Sarawak's cultural and media landscape, telling stories that inspire, inform, and entertain audiences across Malaysia and beyond.



# CHANGING THE GAME

*by Kunal Sinha*

If you're a GenZ shopper, Shein's marketing can seem inescapable.

Once you've downloaded Shein's app or signed up for its emails, a barrage of promotions will entice you from your inbox. There is always a can't-miss sale, a new deal, a reason to buy.

Founded by Chinese entrepreneur Chris Xu in 2012, Shein has since grown into a global fashion marketplace, serving customers in more than 150 countries and employing

with more than 11,000 people.

Shein's website is a digital bazaar bursting with pop-up ads and strobing discounts. It lists thousands of new items every day - clothes, housewares, pet supplies, cosmetics, sex toys - at inconceivably low prices: RM 20 for a bodycon dress, RM 14 for a curling iron, RM 32 for a saddle bag, RM 4 for a four-pack of sunglasses.

It draws in shoppers by getting pop stars like Rita Ora and Katy Perry to perform at its virtual

**MARKETING CODES FOR ASIAN BRANDING**

concerts, but it also attracts a vast amount of organic user-generated content.

On TikTok and YouTube, company-recruited influencers film themselves modelling their Shein hauls, as they empty out their newly-arrived packages and give their frank reviews of crop tops, dresses or beauty blenders which they have bought from the site. The influencers offer Shein discount codes, which make shoppers buy even more.

**The codes of Shein's success**

Shein's success can be attributed to its ability to seamlessly fuse the fast-paced world of fashion with the convenience of e-commerce. The company operates on a digital-first model, using cutting-edge technology to stay at the forefront of the latest trends and deliver them to a vast and diverse customer base.

Shein leverages China's basis of small and medium sized manufacturers, not just for low-cost production, but churning out impossibly low minimum order quantity batches. That manufacturing basis enables an inventory agility and velocity that makes incumbents look

outdated. This on-demand manufacturing system allows it to quickly boost production of popular items and drop products that do not sell as expected.

It helps improve production speed and inventory management, helping it consistently achieve average unsold inventory rates in the low single digits.

Likened to Fordism or the Toyota Just-in-Time model, Shein has pioneered a new Large-scale Automated Test and Re-order (LATR) model model that continually optimizes production based on real-time data from the open web.

The system scrapes social platforms and competitor sites to interpret trends, tests consumer demand with a low-batch order, scales up and down production based on product launch sales, and reiterates. LATR, the Darwinian mechanism behind the 6,000 SKUs Shein adds every day, represents the evolution beyond fast-fashion to what tech commentators have called 'real-time fashion.'

**By 2017, the present-day iteration of Shein had begun to take shape.**

The brand advertised on

## MARKETING CODES FOR ASIAN BRANDING

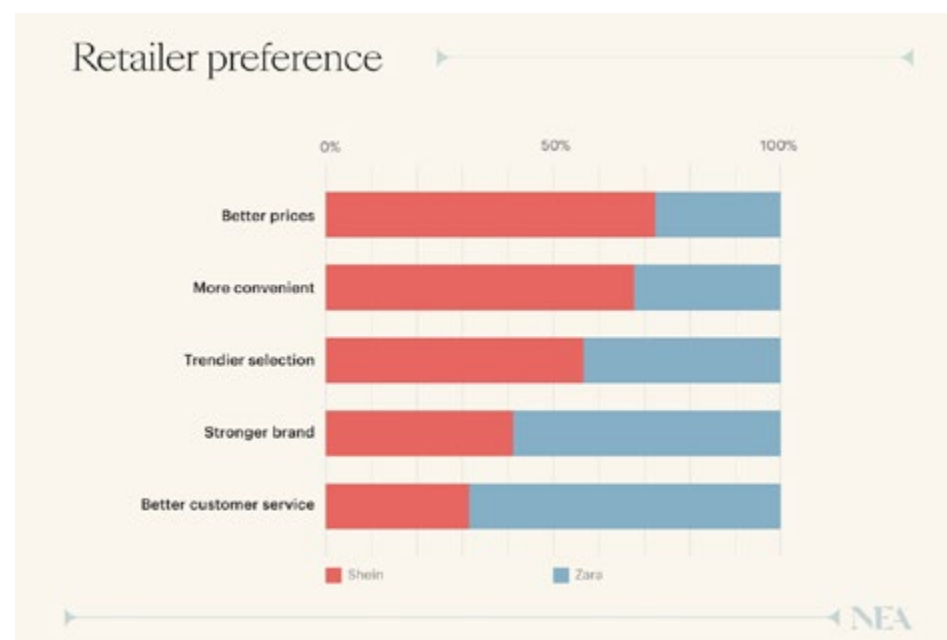
daytime television shows in the US, and fashion influencers showcased Shein products and hauls alongside other retailers, like Fashion Nova and Zaful. It was, however, the retailer's early use of TikTok and ability to market viral products that skyrocketed Shein's popularity.

Shein developed a fashion blogger program, a free trial center, and a bonus points program to popularize and strengthen its reach. It crafted deals that quickly caught the attention of buyers.

Moreover, Shein recruited designers from various parts of the world to conjure a vibrant product catalogue, and continues to partner with upcoming designers who offer design ideas and drafts. If their designs are chosen, the designers receive 30% commission from the design's sales and a long-term collaboration contract. The team at Shein refers to this approach as C2B business model, a setup wherein the designers become a part of Shein's community. They are then known as 'Sheinside designers'.

It also uses gamification strategies to boost customer engagement on its shopping app which is used

by millions of people worldwide. Users get points and discounts for logging in daily, sharing purchases on social media and referring friends. This encourages users to repeat such behaviours to earn more rewards and, as a result, they keep coming back, engaging with the app, and making purchases.



*These strategies are evidently paying off – in a direct comparison with Zara, Shein scores higher on price, convenience and trendier selection, according to research by NEA.*

### Shein in Malaysia

Shein currently ranks as the fourth most popular shopping app in Malaysia, following Shopee, Lazada, and Temu, with approximately 500 million downloads. In terms of website traffic, it is also among the top apparel sites, attracting around 448,756 visits monthly, placed third after Uniqlo and Zalora.

The platform is finding ways to engage with its community, as

**MARKETING CODES FOR ASIAN BRANDING**

it launched its first pop-up store at Kuala Lumpur's MyTOWN Shopping Centre in October last year. From a dazzling fashion runway to an exciting styling challenge, this day was all about celebrating the unique style and influence of the SHEINfluencers.

The Shein Fashion Show featured womenswear and menswear, specially curated and styled by Malaysia's top influencers such as Ash Edward, Khainina Khalil, Isha Norsham, Ashley Chin and Ikhmal Nour. Renowned Malaysian personalities, influencers, and fashion icons such as Amelia Henderson, Scha Elinnea, Yaya Zahir, Sairiya Murugiah, Dior Yaw and Farrah Khairina were invited to the event.

From its not-so early beginnings to its current status as a global fashion giant, Shein's journey is a testament to the power of digital innovation and adaptability in an ever-evolving fashion industry.

**Learn more about how Asian brands have leveraged the power of digital in conquering new markets and beating incumbents, in Kunal Sinha's 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.*

**MARKETING**  
**LEADERSHIP**  
*Series*



APPROVED HRD CORP  
TRAINING PROGRAM  
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MARKETING  
**CODES**  
FOR MASTER  
**ASIAN**  
**BRANDING**

WORKSHOP BY  
**KUNAL KANTI SINHA**

**6-7th November, 2024**  
**8.30am - 5.30pm**  
**Eastin Hotel**

FOR ENQUIRIES:  
CONTACT RUBY  
+603-7726 2588  
ruby@adoimagazine.com

# Time to stop comparing business and war.

*by Sir John Hegarty, Co-founder and Creative Director  
at The Garage Soho & The Business of Creativity*



*The Art of War* offers readers a comprehensive guide on how to eviscerate your enemies on the battlefield. The ancient Chinese manuscript is thought to be written by a military thinker named Sun Tzu. In recent decades, management theorists have jumped on the philosophies contained in this book, adapting them for business strategy.

# ... The world needs more creativity and less conflict...

Admittedly, it contains some soundbites that are hard to argue with, like: “Great results, can be achieved with small forces.”

Another memorable tip is: “Begin by seizing something which your opponent holds dear; then he will be amenable to your will.” I wouldn’t advise following this one to the letter.

Should we be worried that one of the most-cited books on business is an ancient manual designed to help generals in 475 – 221 BCE wage war more effectively?

I think so. Business theorists should try something less hawkish and (slightly) more current. Another centuries-old business guru is waiting in the wings: Leonardo Da Vinci. American historian Walter Isaacson’s brilliant biography offers infinitely more for readers and offers a look at some of the approaches that helped make the Renaissance happen.

The world needs more Da Vinci than Sun Tzu.

Our civilisation is staring down incalculable peril. Environmental catastrophe draws nearer. Regional wars are getting bigger. Technology appears to be dividing more than connecting us. Intolerance and a rise in populism are like flames fanned by fear. Solutions to such problems aren’t simple or linear: but creativity offers a means of approaching them.

Creativity teaches us to engage with each other, it inspires and unites us. It drives business growth and thrives in collaborating cultures. It loves diversity and discovery. It entertains and delights, driving empathy and well-being. It revives companies, communities, cities and culture.

It encourages us to seek beauty and – most importantly – the truth. The answer to our predicament is staring us in the face.

The world needs more creativity and less conflict.

# MOST READ ON MARKETINGMAGAZINE.COM.MY

(05<sup>th</sup> October – 11<sup>th</sup> October 2022)

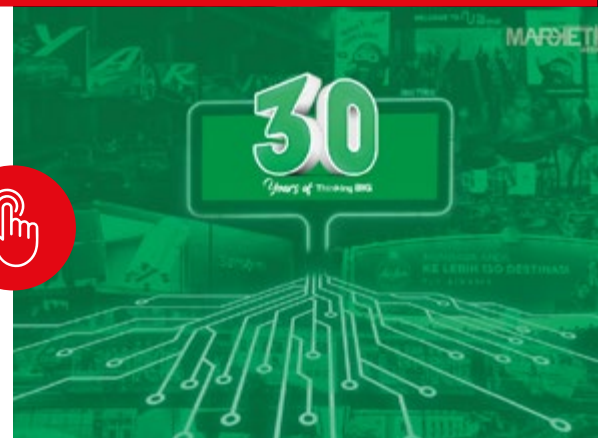
## THE SHOUT GROUP/FCB SHOUT & RHB Bank Make Malaysia Proud At The YouTube Works Southeast Asia Awards

Pageviews: 3,305



## Rooted in Potential: How Big Tree Sprouted From a Single Spud to Redefining OOH for Three Decades

Pageviews: 3,102



## You Won't Believe How These 7 Ads Made Us Laugh About Deadly Serious Topics!

Pageviews: 3,011



## Meta Unleashes Movie Gen: The AI Video Generator Poised to Revolutionise Content Creation

Pageviews: 2,975



## IBM Join Forces with Gobind Singh to Shape the Future of Malaysia's Digital Workforce

Pageviews: 2,587



20<sup>th</sup> Malaysian Media Conference



# THE TURNING POINT

DATE

25.10  
2024

TIME

08.30am  
06.00pm

VENUE

Eastin  
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## MEET OUR SPEAKERS



**CLAUDIAN NAVIN STANISLAUS**  
President  
Malaysian Advertisers Association



**PROF. HARMANDAR SINGH**  
Founder + CEO  
MARKETING Magazine



**RANGANATHAN SOMANATHAN**  
CEO & Advisor,  
MY & SG - International,  
Publicis Media



**SUE-ANNE LIM**  
Chief Executive Officer  
Universal McCann Malaysia



**EILEEN OOI**  
President  
Malaysian Digital Association (MDA)



**SAILENDRA KANAGASUNDRAM**  
Founder & Managing Director  
Visual Retale



**NISHA DEVINA ROY**  
Managing Director  
M&C Saatchi Malaysia



**RAJA JASTINA ADLINA  
RAJA ARSHAD**  
Vice President, Head of Astro Shaw &  
Malay Nusantara Business



**DARREN YUEN**  
CEO  
Initiative Malaysia



**NIZWANI SHAHAR**  
CEO  
Havas Malaysia



**SHEREEN WONG**  
Chief Growth Officer  
Xamble



**NARAYAN MURTHY IVATURI**  
Head of Adtech Business - INSEA  
Moving Walls Group



**MAAZ A. KHAN**  
General Manager | Team Lead (Nestlé  
MY)  
Mindshare Group

RESERVE SEATS

