

MARKETING

ISSUE #423 NOVEMBER 2024

WEEKENDERTM

CASH
OUT

SAY
HELLO
TO
CASHOUT!

Jess Ross and Brahma Shakthi
are rewarding consumers
when they shop

EDITOR'S NOTE

04

SUCCESS SPARKLES



16

Kunal breaks the code for Asian branding

COVER STORY

08

Cashing in On Consumers



17

If a tree falls in the forest... ...and no-one is there to see it, did it really happen?

What Say



“We believe that there are some investments that have been misused in this matter, which we are identifying.”

MACC's Azam Baki after confiscating 60 boxes of financial documents from FashionValet, Khazanah and PNB, when investigating FashionValet's losses of RM43.9 million.



“Neither ministers nor their deputies were involved in selecting U Mobile Sdn Bhd as the country's second 5G network provider.”

Communications Minister Fahmi Fadzil says MCMC evaluated U Mobile's tender independently, via an open tender process and not a direct award.



“You can buy reach but you can't buy attention.”

Maaz A. Khan, GM & Team Lead (Nestlé) at OPENMIND (GroupM Malaysia), on “The Future of Advertising is Attention-First” at the Malaysian Media Conference (MMC) 2024.



“God spared my life for a reason. And that reason was to save our country and restore America to greatness.”

Donald Trump in his triumphant speech to become the 47th President of the United States.

EDITOR'S NOTE

SUCCESS SPARKLES

Success has its stories. December 6 will be an afternoon of conversations we never had, with leaders most of you never met. Discover what's possible from those who made it possible. It is a time to reflect, be inspired and think about the year ahead. All happening near where KL was founded 167 years ago! We have invited these amazing people onto stage to drive the discourse:



Erika Seow - CEO & Co-Founder, JUNO.

Erika is an award-winning leader whose HOODLE venture is set to dazzle. For the one year, she has been working with a team of amazing strategists, creatives and engineers to create Malaysia's (and Southeast Asia's) Next Big Thing. The first ever Student/Youth Platform that's about their passion for life and adventure and all things awesome.



Emir Shafri - Chief Creative Officer, Publicis Groupe

Emir brings Cannes Lions award-winning fame to the stage. It's a refreshing experience working alongside and learning from some of the most talented thinkers, storytellers, artists, digital tinkerers, customer experience builders as well as data and human insights detectives over the past few years. "I'm excited to write our next chapter with this amazing team by bringing together their diverse skills to help businesses solve their most pressing problems with creativity."

EDITOR'S NOTE**Yong Siew Mee - Country Manager, 2X**

Siew Mee helps manage the world's largest B2B marketing-as-a-service (MaaS) firm. "We sit in Malaysia (with more than 600 staff) but all our clients are based in the US. We received almost 10,000 job applications in 2024. Our HQ is outside Philadelphia, PA, USA and delivery operations reside in Kuala Lumpur and Manila." 2X enables a client's on-shore team to focus on strategy and planning, while off-shore teams focus on marketing execution including build, run, and optimisation.

**Reuben Kang - Writer, Producer, Director, Imagineers Film**

Reuben makes moving pictures talk like you've never seen. He will share surprising stories and explain how he balances artistic vision with the pressures of creating content that resonates with millions. Listen to his creative journey with valuable advice for aspiring creators. His diverse portfolio includes theatre productions, music videos, commercials, documentaries, and a 3D animation series, showcasing his versatility.

EDITOR'S NOTE

**Wang Ie Tjer - Head of Creative, FCB SHOUT**

Tjer weaves creative magic with clients like RHB, Darlie, and more.

He started as a Copywriter and now drives the creative vision of FCB SHOUT. He helped clinch multiple Agency of the Year titles from Campaign Asia and Marketing Interactive, with over 100 awards and accolades, including wins at the MARKIES, Dragons of Asia, Mumbrella Asia, APPIES, Campaign Asia's The Work, YouTube Works Asia and more.

Based on consistently winning top awards at local and regional shows, FCB SHOUT is undoubtedly the #1 Malaysian Agency!

**YuBin Ng - CEO, MantaYaY**

Yubin handles more than 2,000 Malaysian TikTok creators with a combined following of over 100 million. Mantayay has over 1000 talented individuals and they provide a one-stop solution for TikTok marketing while managing talent and influencers plus e-commerce and production.

Yubin also has a monopoly over the gaming vertical with more than 1,000 TikTok-MY-Gaming creators.

His clients include Grab, Alipay, Tealive, PUBG, Genshin Impact and more, and covers Malaysia, Indonesia, Thailand, Vietnam, Philippines, China, Japan, US, UK, Brazil, Netherlands.

EDITOR'S NOTE

THE HAM
REPORT 2024.

This Agency Rankings report is the Gold standard for marketers and agencies. Based on shows in Malaysia: APPIES, Dragons, d'Awards, Media Specialists Association Awards, Effie and Kancils in 2024. Only unique Gold winners are counted. Regional wins have a higher weightage.

Event details [here](#).

www.marketingmagazine.com.my

popculture

MARKETING

JANUARY 2024

THE HAM REPORT

2023

GOLDEN AGENCIES OF THE YEAR 2023

RANK	AGENCY
1	Mindshare Group Malaysia (1)
2	FCB SHOUT (3)
3	Ampersand Advisory (8)
4	VML (5)
5	Mulara Harrison (part of McCann Worldgroup)
6	Fahermen Integrated (7)
7	Astro Media Solutions (2)
8	Mediablands Content Studio
9	REV Media Group (9)
10	BPN
10	TBWA KL
10	Grab Creative Studio (9)
10	IDOTYOU

Last year's ranking in parentheses

AGENCIES, MARKETERS & BRANDS OF THE YEAR

THE GOLD STANDARD IN INDUSTRY RANKINGS 2023

RM 350

popculture

MARKETING

NEW VOICES

ADVOLUTION 2024

Reuben Kang Imagineer
Emir Shafri Cannes Lions 2024 Winner
Yong Siew Mee B2B Marketing Marvel
Yubin Ng TikTok Maestro
Erika Seow Youth Marketing PathBreaker
Wang le Tjer Creative Powerhouse
Agent Provocateur - SLEDGEHAMMER

December 6, 2024
ROYAL SELANGOR CLUB, DATARAN MERDEKA
2.15PM - 5.30PM, followed by Happy Hours till 7pm



CASHING IN ON CONSUMERS

A revolutionary app that will reward consumers for shopping and build loyalty, thus boosting sales for brands

We caught up with Jess Ross, the suave founder of CashOut, in a quiet restaurant in Mont Kiara.

We know him as the owner of the highly successful events company, Experience 6, which has conceptualised and run over 500 events in Malaysia and beyond, creating magic for brands.

So we were curious: what is this maverick of the branded moment doing in the tech space?

Let Jess tell us in his own words:

“During the pandemic obviously the events business

COVER STORY



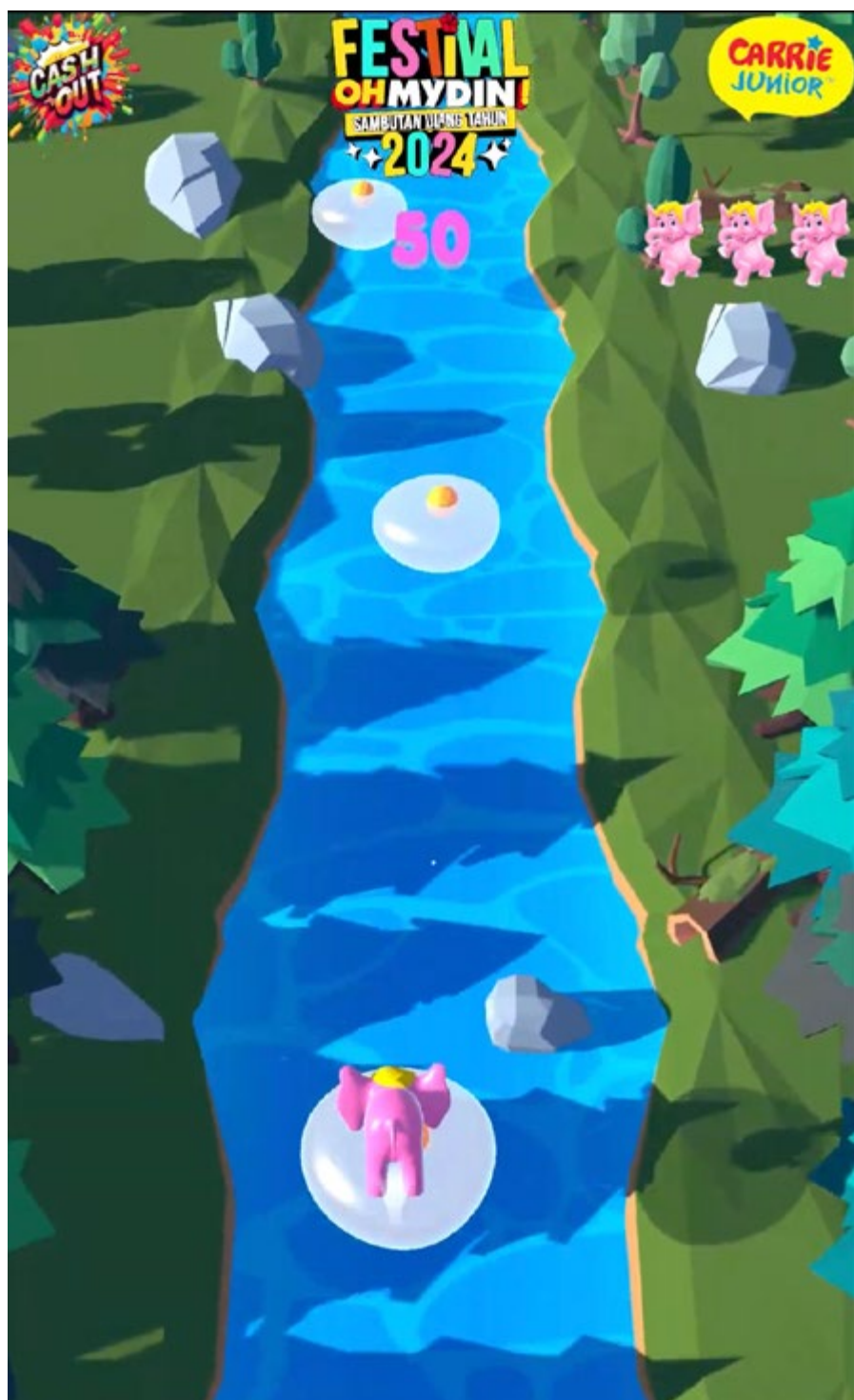
was hit enormously. We pivoted, moved many of our clients online, and we created virtual launches, even a virtual concert for WWF and Maybank Foundation. We created a fascinating VR world working with Ampersand Advisory which won multiple awards and was amplified to 17 countries in Europe.

But the pandemic made me think: how will consumers emerge from this experience? Will they be the same or will they have changed? Will a shopper be more loyal to brands or less, in the future?

That's when I thought of CashOut.

CashOut is a groundbreaking app that reshapes the shopping

COVER STORY



experience by rewarding consumers for their purchases, creating a deeper and more rewarding connection between brands and their audiences. Designed for today's digital-savvy consumers who crave gamification and instant gratification, CashOut transforms traditional shopping by merging it with interactive rewards, making every transaction an engaging experience.

CashOut was founded with a mission to meet the evolving needs of both brands and consumers in a world where simple sales promos no longer suffice or lead to reduced business margins. Brands now seek to forge lasting relationships with their customers, understanding that loyal consumers are the cornerstone of sustained growth. When an economy is growing at 3-4% per year, and brands need to continuously show growth to their local or international bosses, year on year, the shopping experience needs to be reimaged.

In line with this vision, CashOut empowers brands to go beyond transactional interactions by creating meaningful interactions and engagements that foster loyalty and genuine connections.

"With CashOut, we're taking shopping into the future by introducing an exciting, game-like experience that's built around rewards," said Jess while sipping a cooling watermelon drink. "We recognized the growing consumer desire for instant gratification and a sense of achievement, so we created a



COVER STORY

“We recognized the growing consumer desire for instant gratification and a sense of achievement, so we created a platform where every shopping experience feels like a win. Our goal is to transform how people think about shopping, making it fun, rewarding, and deeply connected to the brands they love.”

platform where every shopping experience feels like a win. Our goal is to transform how people think about shopping, making it fun, rewarding, and deeply connected to the brands they love.”

CashOut’s unique approach leverages the power of gamification – users earn points, unlock achievements, and access exclusive rewards as they shop with their favourite brands. The app’s sleek, user-friendly

interface makes it easy to scan your shopping receipt, play branded games related to the products you purchased, and then see where you rank in the leaderboard of players. Cash and reward points can be won every day, and plenty of deals that can be explored with just a few taps. The app will personalise the experience for each user, offering tailored rewards based on their preferences, shopping habits, and engagement with specific brands.”

So how is the app faring, we asked.

“We soft-launched the app in conjunction with Mydin’s 67th anniversary. The company launched a 67-day shopping festival called OHMYDIN! with Boost Credit, Oppo, Adabi, F&N, Puteri, Unilever, and Wipro Unza, and was designed to reward loyal customers through a range of exciting promotions and contests. CashOut was a key partner, and the success of its engaging games for brands like Adabi and Lifebuoy has resulted in the campaign that was initially meant for 67 days to be extended to another 5 months with us. While I can’t disclose

COVER STORY

client-confidential numbers, I can say we are all very heartened with the outcome. Our CashOut campaign with MYDINPay is growing at 20% weekly, and close to 90% are returning players. Clearly CashOut is addictive!

I am looking forward to sharing our proposition with FMCG and other marketers.”

What is the current user base?

Said Jess, “Today, CashOut is also available to 200,000 users of the WavPay eWallet, and as an embedded part of the MYDINPay, is expected to reach over 500,000 users by the end of the year.”

MYDINPay was developed by CashOut co-founder Brahma Shakthi and his tech team. Brahma is the yin to Jess’ yang. A tech entrepreneur and innovator, he has founded numerous companies across the adtech and fintech sectors. These include WAVPAY ewallet, which also saw investment of RM 10 million from Menteri Besar Selangor Incorporated (MBI Selangor). His key adtech venture, Enomad, developed DOOH (Digital Out-Of-Home) mobile screens integrated with programmatic

“Brahma is the calming influence, and the analytical mind in our duo. He sees opportunities and makes them happen. We’re exploring deals with multiple retailers and grocery chains. So in a sense he leads the tech and supply side of the business, while my primary focus now is on acquiring advertisers.”

capabilities for e-hailing platforms. This venture attracted investment from Seni Jaya, which expanded Enomad’s offerings in the out-of-home advertising space.

Says Jess of his partner, “Brahma is the calming influence, and the analytical mind in our duo. He sees opportunities and makes them happen. We’re exploring deals with multiple retailers and grocery chains. So in a sense he leads the tech and supply side of the business, while my primary focus now is on acquiring advertisers.”

COVER STORY

“... The casual mobile gaming market in Malaysia is already worth over RM 1.2 billion, and is growing at 15% annually. CashOut fits perfectly at the intersection of casual mobile games, consumer rewards and in store shopping. We are aiming for 1 million CashOut users in the next 6 months.”

The gamification market in the USA is about USD 20 billion today, and is growing at 19% annually. Within this market, the retail sector holds a prominent position. Retailers are increasingly adopting gamification techniques to enhance customer engagement and drive sales. By incorporating game-like elements such as rewards, challenges, and

interactive experiences, retailers create dynamic shopping environments that resonate with consumers, particularly younger demographics like Gen Z.

So how big can this business get?

Says Jess, “In Malaysia, this is a brand new space, where no one is doing much: it’s a greenfield opportunity for us to stake our claim. The casual mobile gaming market in Malaysia is already worth over RM 1.2 billion, and is growing at 15% annually. CashOut fits perfectly at the intersection of casual mobile games, consumer rewards and in store shopping. We are aiming for 1 million CashOut users in the next 6 months.”

Even before the official launch to the wider audience, CashOut has gained rapid traction. Adabi, Carrie Junior, Puteri and Lifebuoy have all come on board, and seen great results. Mydin is extending its engagement too.

We asked the founders to list some key features of CashOut that make it stand out and so attractive to advertisers:

1. Instant Rewards: Earn points, tickets to play the games, and redeem rewards instantly as



COVER STORY

- you shop, turning purchases into gratifying experiences.
2. Gamified Shopping: Unlock levels, achievements, and exclusive deals that add a layer of fun to every transaction.
 3. Personalised Recommendations: Explore brands, products, and rewards curated specifically to your tastes and preferences.
 4. Exclusive Brand Engagement: Participate in interactive challenges, flash sales, and brand events, deepening your connection with your favourite brands.
 5. Easy to activate: brands can get on board within 6 to 8 weeks. CashOut has over 500 mobile games available that can readily be customised to various brands requirements.
 6. Cost effectiveness: Brands can run effective contest campaigns at a fraction of the cost they normally spend running traditional contests. This enables brands to do more initiatives with their savings.

“The beauty of CashOut lies in its simplicity”, says co-founder Brahma Shakthi, who is obviously a proven pioneer in tech innovation. “Consumers

just need to scan their shopping receipt and that earns them a chance to play games in our mobile app. Our Optical Character Recognition can identify what they have bought, and then they are directed to games linked to the brands on their shopping receipt.”

Brahma continues, “CashOut is easy for everyone to understand and follow: it is digitally inclusive. Our games work on all types of phones, and we’re continuously adding in more features, reward partners and exciting games to keep consumers excited.”

Adds Ross, as he pays the bill, “In conjunction with our official rollout, every day from December 1st 2024 we will be giving away cash prizes too, to those who top the leaderboard in the CashOut app! Even if you don’t shop, you can still participate in various free games and earn points.”

He looks at the bill. “Maybe we need to integrate restaurants into Cashout too, eh Brahma?”

For this dynamic duo, the world is their opportunity to cash out.

CONTACT CASHOUT NOW:
Jess@cashout.global

WORKSHOP



Earlier this week, Kunal Sinha conducted a unique Branding MasterClass which looked through the lens of Asian culture and insights.

With 35 years of advertising, brand strategy and insights experience across large Asian markets, Kunal has trained two generations of strategists on cultural branding and marketing effectiveness.

He spoke about why brands mattered in a VUCA (volatility, uncertainty, complexity, ambiguity) world. And how they create demand and value, as drivers of brand equity in the context of culture and values.

Participants at the two-day programme also explored the art of finding and articulating brand insights. Teams were challenged to write a brief – from the big

picture to communication tasks, plus discuss the role of creative and media in the campaign creation process.

The course culminated with presentations and techniques on how to evaluate campaign success.

All under the trained eye of Kunal, who has taught and presented at Harvard, Cambridge, Kellogg, University of San Francisco, Syracuse, London Business School, University of Notre Dame and more.

His experience in interpreting consumer and cultural trends, drawing out actionable insights for businesses while pioneering a culture of marketing effectiveness made the learnings all the more rare and enriching.

Kunal Sinha is the Chief Knowledge Officer at Ampersand Advisory KL.

**If a tree falls in the forest...
...and no-one is there to see it, did it really happen?**

Creativity unsung and without an audience is an illusion. In fact creativity itself is not that hard. Any fool can be creative, any fool can have an idea. Account man, media guy, copywriter, art director, CEO's PA, for God's sake, even the dispatch boy. But selling it is another story and another, yet vital, skill entirely.

The problem with all these above folks is that if you abandon your 'ideas' when challenged then you are not fully creative. It is the easiest job in the world to play devil's advocate, whether internally or externally, to level negative criticism at a nascent idea; most advertisers have this mindset surgically implanted at birth. That's why

creators have to be up to the challenge of successfully selling their creativity or have it suffer the fate of the eponymous tree. The question therefore becomes how far you would go to bring your idea into the light?

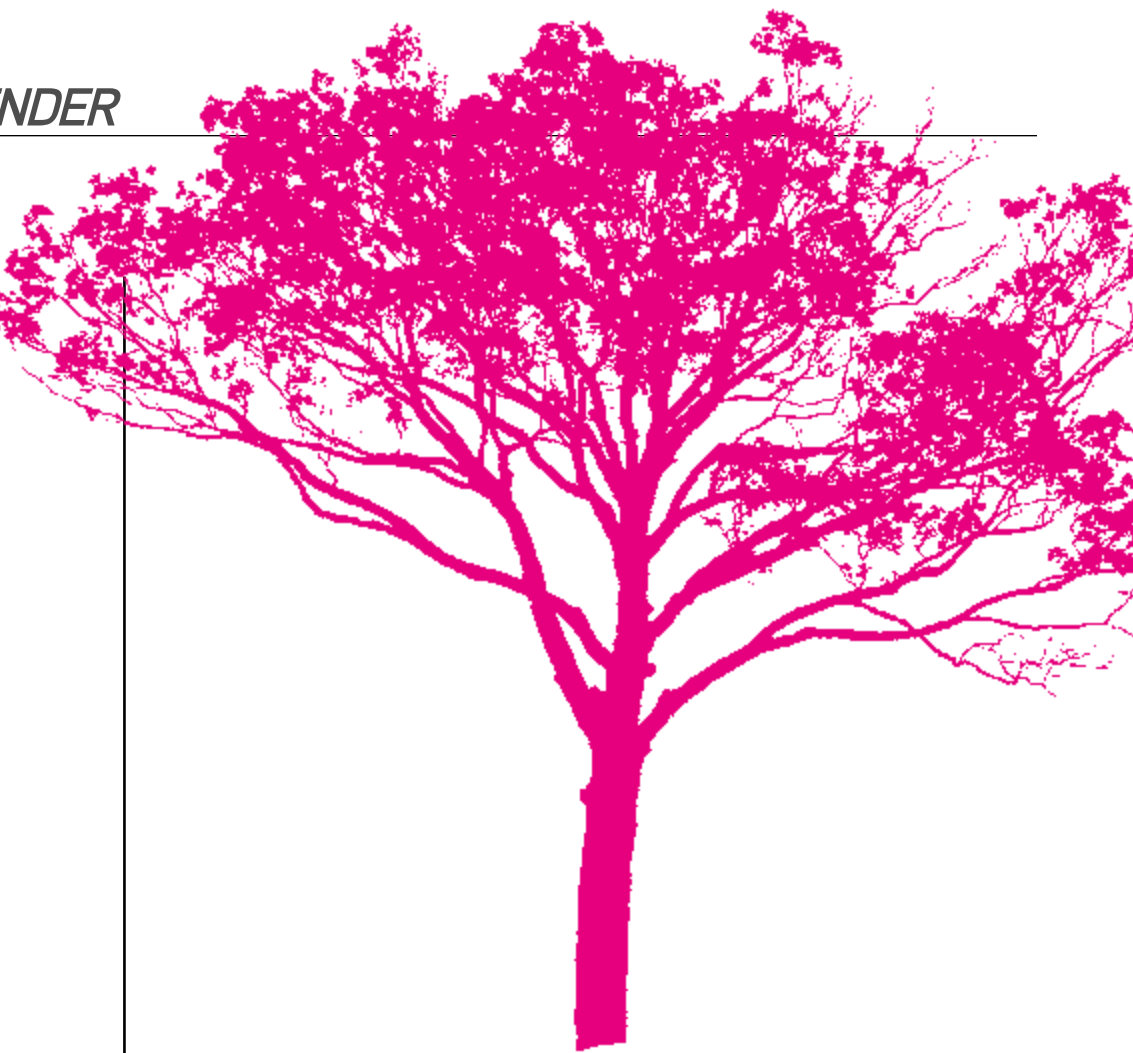
One route is to fight, be belligerent, throw yourself to the ground and gnash at the carpet (*Like King John? Ed*). Cry out 'Off, off, you lendings! Come. Unbutton here' (*tear off your clothes like King Lear? Ed*). Jump on the table and wee over all the presentation boards (*Like American adman George Lois actually did? Ed*). I can't vouchsafe for the efficacy of these tactics, but again, how far would you go to see your ideas shared with the great unwashed.

SHUT- UP ABOUT ADVERTISING

... the late Yasmin Ahmad was a past master at creative selling. She had great wheezes for putting the audience on their back feet and rendering negative arguments moot...

Neil French once said, 'would you be prepared to lose your job in defence of your idea?'. Well would you? Neil, in fact, got fired for rubbishing very sensitive creative individuals of the female persuasion.

I have a buddy, a gifted creative chap, who, when faced with a client who was attempting to rewrite his advert, took out an incredibly huge, oversized joke pen from his pocket and proffered it to the aforementioned Philistine saying, 'if you're going to make a fool of yourself chum, make it a big one'. That took balls the size of zeppelins.



Now I might argue that these things are not particularly creative just extreme and might require great reserves of courage or foolhardiness. Perhaps selling the idea needs to be somewhat more subtly creative.

For example, and I think I have mentioned this before, the late Yasmin Ahmad was a past master at creative selling. She had great wheezes for putting the audience on their back feet and rendering negative arguments moot. Sometimes it would be showing excessive charm, sometime it was the clothes she wore, sometimes it was intellectual gymnastics, sometimes it was overly humble pleading, sometimes sheer bloody-mindedness. Absolutely anything to see her creative vision appear. No shame, no fear.

SHUT- UP ABOUT ADVERTISING



... Neil French once said, 'would you be prepared to lose your job in defence of your idea?'. Well would you? Neil, in fact, got fired for rubbishing very sensitive creative individuals of the female persuasion...

I am quoted as saying 'she took no prisoners'. It was a skill easily as profound as her creativity. Possibly more so. I might add that she also was, in the 'French' mode, quite prepared to lose her job for her creativity, she actually refused to work for advertisers unreceptive to her creativity. (*And she won. Ed*).

So when talking about creativity, either sending or receiving, do bear in mind that wonderful techniques and creative avenues for having ideas are only half the story. Without practicing, rehearsing, developing equally creative ideas for selling, you're wasting your skills, and in that case all you can do is 'make like a tree'. Boom tish!

A parting shot...

Never, ever, should one listen to the gainsayers, the obsequious fawners, the impotent folks who could never have an idea if their lives depended on it, when they say, on the rejection of an idea, 'there's plenty more where that came from'. They are assholes.

Paul J Loosley is an English person who has been in Asia 40 years, 12 as executive creative director and regional planner for JWT and 26 making TVCs. Retired some five years ago yet still, for some strange reason,



he can't shut-up about advertising. Any feedback: mail p.loosley@gmail.com (please keep it leafy).





2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Sep 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	0.7		0.7	6
2	-	Chariot Agency	CPG Client	0.4		0.4	1
3	2	Grey Group	Maybank Project	0.3		0.3	1
4	-	Digitas	CPG Client	0.3		0.3	1
5	3	Dentsu	Honda Malaysia Sdn. Bhd. Project, Fumakilla Malaysia Berhad Project	0.2		0.2	10
6	4	DDB	CPG Client	0.2		0.2	2
7	5	VML	Stuff'd Creative Services	0.1		0.1	2
2024 (Jan-Sep):						2.2	23
2023 (Jan-Sep):						8.8	55
YoY Comparison:						-75.2%	-58.2%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Sep 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	-	Publicis Media	Unilever	2.0		2.0	1
2	2	Initiative	Wipro LDW, Air Asia, VIVO	0.6		0.6	3
3	3	Pulse AMC	Tenaga Nasional Berhad	0.5		0.5	1
4	-	Carat	F&N Beverages Marketing Sdn Bhd, Tik Tok	0.4		0.4	2
5	1	Mindshare	Unitar Capital, Nestle (SEA win), MBSB, Aeon Bank Project	2.3	Unilever	0.3	9
6	4	iProspect	Marrybrown, Xero Malaysia, Mamee Double-Decker Project	0.1		0.1	3
2024 (Jan-Sep):						3.8	19
2023 (Jan-Sep):						3.5	32
YoY Comparison:						8.4%	-40.6%
2024 Creative & Media (Jan-Sep):						6.0	42
2023 Creative & Media (Jan-Sep):						12.3	87
YoY Comparison:						-51.3%	-51.7%

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.

MOST READ ON

MARKETINGMAGAZINE.COM.MY

(01th November – 08th November 2024)

Trapper Group continues to rock & trend upwards

Pageviews: 3,305



Ipg Mediabrands Ranked The #1 Network On Recma's Latest Qualitative Evaluation For Malaysia

Pageviews: 3,102



Gurtaj Singh Padda Completes Majority Acquisition of Tune Talk and Assumes Role as Executive Director

Pageviews: 3,011



The 10 Marketing Moves That'll Make or Break Brands in 2025

Pageviews: 2,975



Jasbant Singh appointed Media Prima managing editor

Pageviews: 2,587



RM
350



popculture
MARKETING

NEW VOICES

ADVOLUTION 2024



Reuben Kang Imagineer
Emir Shafri Cannes Lions 2024 Winner
Yong Siew Mee B2B Marketing Marvel
Yubin Ng TikTok Maestro
Erika Seow Youth Marketing PathBreaker
Wang le Tjer Creative Powerhouse
Agent Provocateur - **SLEDGEHAMMER**

December 6, 2024

ROYAL SELANGOR CLUB, DATARAN MERDEKA
2.15PM - 5.30PM, followed by Happy Hours till 7pm