

MARKETING

ISSUE #425 NOVEMBER 2019

WEEKENDER



20th Malaysian Media Conference



Turning on audiences!

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Say What



“Interactivity is the enemy of advertising. By a factor of about a thousand to one, people interact with media to avoid advertising, not engage with it.”

Bob Hoffman.



“A lawyer with his briefcase can steal more than a thousand men with guns.”

Mario Puzo, the author of The Godfather.



“Monotasking - the only way to solve a creative problem is to focus on it. Shut out all distractions. And never, never, try to multi-task.”

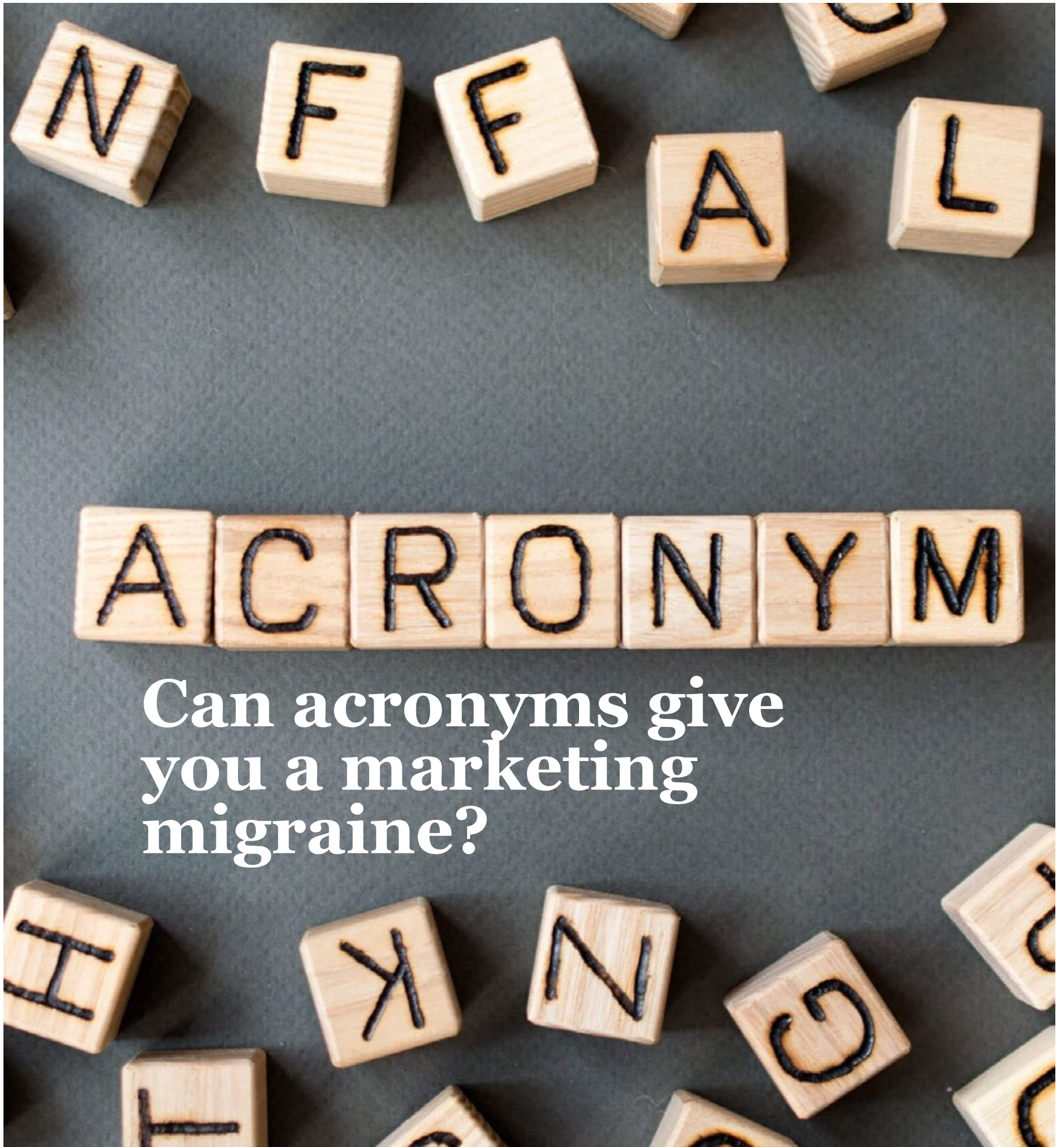
Image by Cloefloirat Creativity Hack.



ACRONYMIOUS?

“Brands need to ramp up their identity resolution capabilities in order to create personalised experiences at scale as we move towards data-led, digital-first, opt-in world.”

Tim Jones - CEO of Publicis Media Americas speaking to Forbes magazine



Can acronyms give you a marketing migraine?

Lisa, a junior marketer, was drowning in jargon. Her boss had thrown her a challenge: “We need to hit our KPIs, boost NPS, and align with ESG goals. And don’t forget the DEI angle.”

EDITOR'S NOTE



She nodded confidently, but panic set in!

ESG sounded noble, but how did it fit into her OTT ad campaign? DEI - yes, but tricky to squeeze into a 15-second spot.

Lisa dove deeper. CX was key, she knew, so she logged into the CRM system, hoping it would guide her. But the CMS crashed mid-task.

Next, she tried integrating CDP insights into her campaign while juggling DSP and SSP bids for digital ads.

Somewhere in the chaos, her

boss chimed in: *"Don't forget CSR, it ties into our SDG goals."*

Days later, Lisa presented a campaign with a killer USP, low CPA and impressive ROAS.

Her boss smiled, *"And an NFT for good measure? Genius!"*

Lisa sighed.

Marketing wasn't just about acronyms.

It was about surviving them!

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*Claudian Navin Stanislaus -
President, Malaysian Advertisers
Association (MAA)*

The Turning Point: Lessons for every reader of this magazine.

BY THE HAMMER

The annual Malaysian Media Conference (MMC) held its 20th edition last month at the Eastin Hotel. It highlighted that we are at the crossroads of a transformation - The Turning Point.

The event explored the future of marketing in a world dominated by AI, influencer marketing, organizational unity, and the quest for trust.

The glittering stage, adorned with digital displays showcasing cutting-edge visuals, set the tone for a high-octane experience for delegates.

COVER STORY

Darren Yuen – CEO of Initiative Malaysia



Adaptability is not an advantage; it's a survival skill.

Opening keynote speaker Claudian Navin Stanislaus, President of the Malaysian Advertisers Association added some 'Teh Tarik Chemistry' to his address.

He elaborated that the sheer volume of disruption,

especially the rise of AI, social commerce, and new forms of consumer engagement, can feel overwhelming.

His message was clear: resilience and adaptability are key.

Who's in the Spotlight?

Thereafter, the popular Spotlight Sessions took centre stage featuring industry leaders 'put on the spot' to face rapid-fire questions about today's marketing hurdles.

This year Darren Yuen – CEO of Initiative Malaysia; Nizwani Shahar – CEO of Havas Malaysia; Raja Jastina Raja Arshad - VP, Head of Astro Shaw & Malay

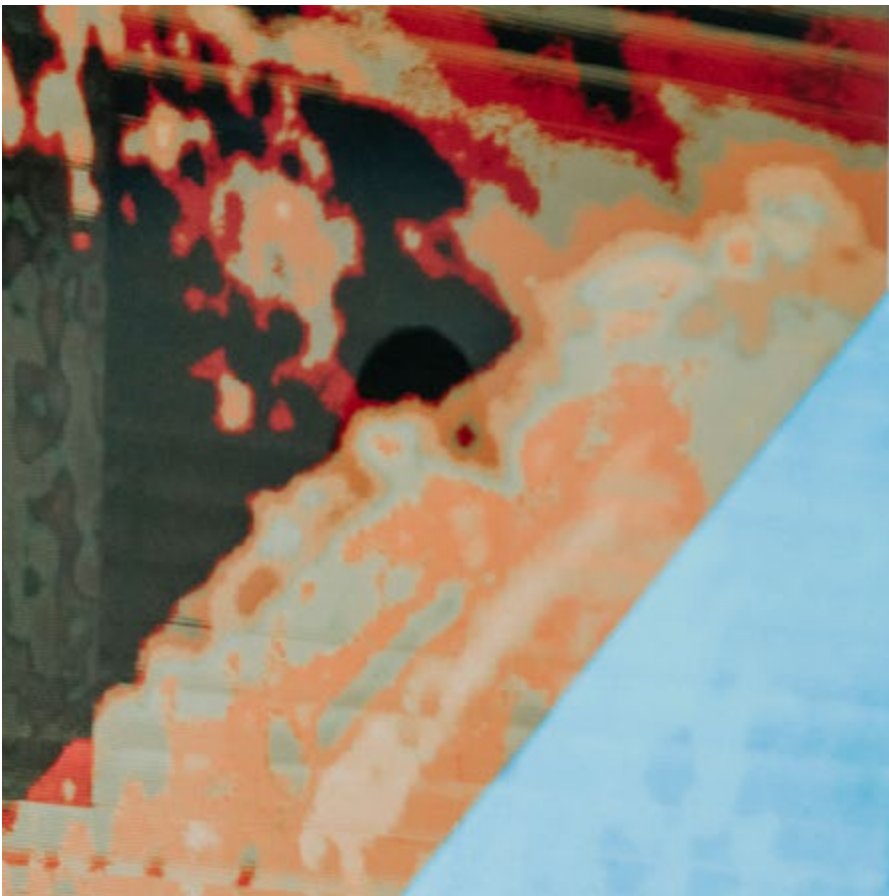
COVER STORY



*Raja Jastina Raja Arshad
VP, Head of Astro Shaw & Malay
Nusantara Business*



*Nizwani Shahar
CEO, Havas Malaysia*



*Nisha Devina Roy
MD, M&C Saatchi Malaysia*

Nusantara Business and Nisha Devina Roy - Managing Director of M&C Saatchi Malaysia took to the stage.

As always, the exchanges had the audience on the edge of their seats.

Time to redefine Out-of-Home (OOH) in Malaysia

Sailendra Kanagasundram of Visual Retale followed, delivering a State of OOH in Malaysia address. He shared that OOH advertising now reaches

COVER STORY

*Sailendra Kanagasundram
Founder & Managing Director
Visual Retale*



90% of Malaysian audiences.

Explaining how it has evolved into a dynamic medium, he showcased campaigns like Bask Bear's visually striking OOH strategy, which leveraged "big ideas in big spaces" to achieve an astounding 275% surge in burger sales.

Sai hammered home a compelling statistic: combining OOH with digital marketing increases reach by 303%, compared to digital alone.

He also teased the audience with Visual Retale's cutting-edge digital dashboard PLAYDOOH



COVER STORY



that matches mobile data with DOOH locations.

Conversation is the new UX

Next, Sue-Anne Lim CEO of Universal McCann Malaysia, spoke about “Beyond the Algorithm: The Rise of AI-Driven Empathy”.

Her call to action was clear: Trust is the currency of the future. She cited research from IPG Mediabrands that demonstrated a 1-point increase in trust can lead to a 33% boost in consumer purchases.

“The future of marketing is emotional,” Sue-Anne declared.

*Sue-Anne Lim
CEO, Universal McCann Malaysia*



*Eileen Ooi
CEO, PHD AsiaPacific & President
of Malaysia Digital Association*



“AI has the power to understand and engage with consumers on a deeply emotional level.”

However, she explained that AI must go beyond merely predicting consumer behaviour - it must also understand the intent and emotion behind them.

Where are we headed tomorrow?

Eileen Ooi, CEO of PHD Asia-Pacific and President of the Malaysia Digital Association, shared some truths about digital.

Her keynote presentation revealed that smartphone



COVER STORY

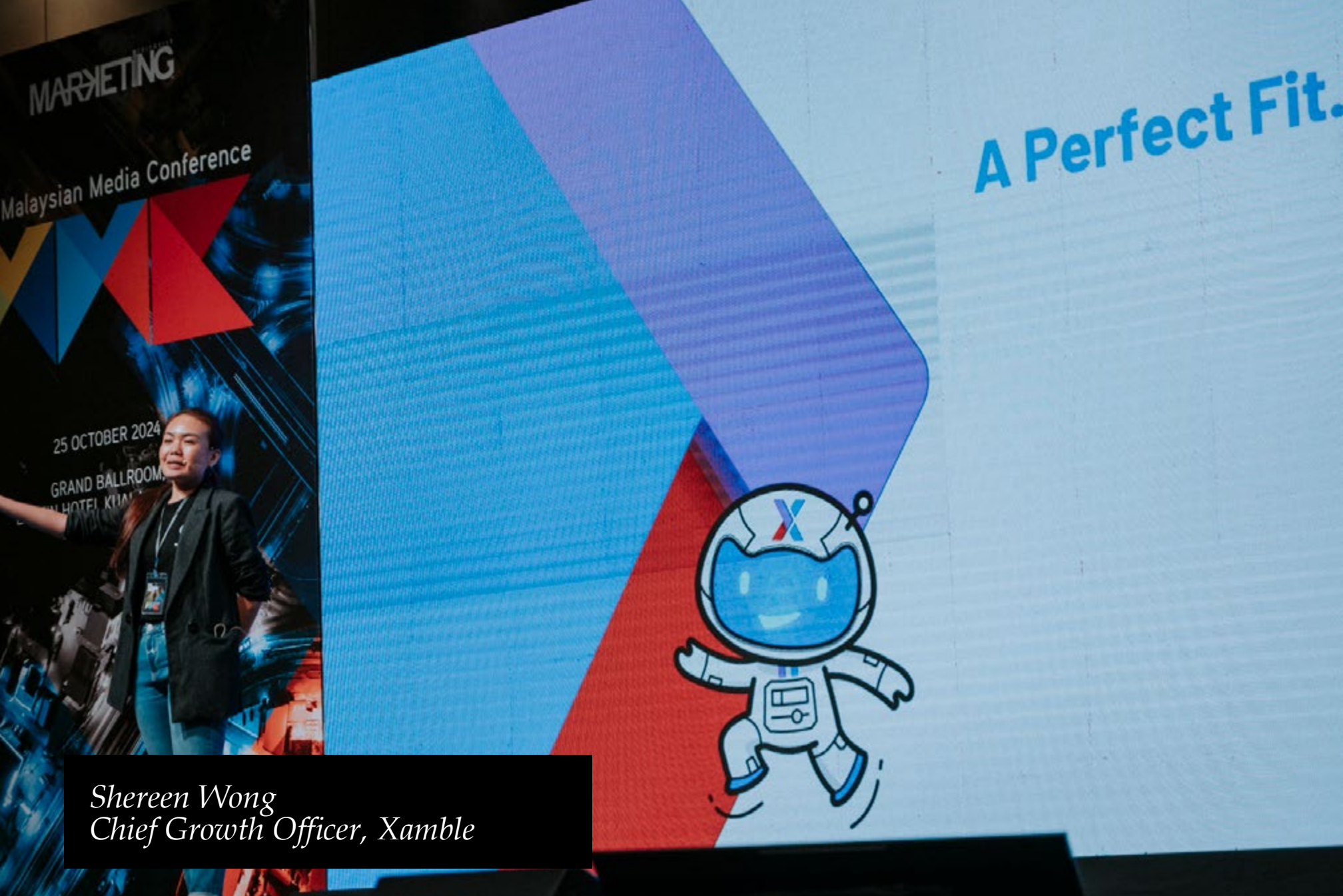


penetration is expected to reach 94% by 2030 and digital ad spend hitting RM2.379 billion in 2024.

She emphasised that the media's future is shaped by key trends like Connected TV (CTV), Retail Media Networks (RMNs), and the Creator Economy.

Eileen said that CTV boosts ad conversions, RMNs redefine consumer journeys, and authenticity drives the Creator Economy.

Podcasts and privacy-first movements also star in this sprawling landscape, with ethical AI-enhanced solutions gaining traction.



Pitch Play 1: Social Commerce, the new frontier of influence

Shereen Wong, Chief Growth Officer Xamble, focused on the rise of social commerce.

She said that Malaysia's eCommerce market is expected to grow from \$4.3 billion in 2020 to \$5.9 billion by 2024. However, the true driver is not just the expansion of online shopping - it's the increasing influence of social media.

"75% of Malaysians rely on influencers for product recommendations."

The shift from traditional advertising to influencer marketing has been swift and profound and her case studies



from brands like Tanamera and Dutch Lady illustrated this.

Pitch Play 2: Disruptions in OOH

Narayan Murthy - Head of Adtech Business (INSEA) for Moving Walls Group gave a powerful overview of five key disruptions transforming the industry.



These were pricing accessibility, precise targeting, accurate measurement, enhanced engagement, and integrated media planning.

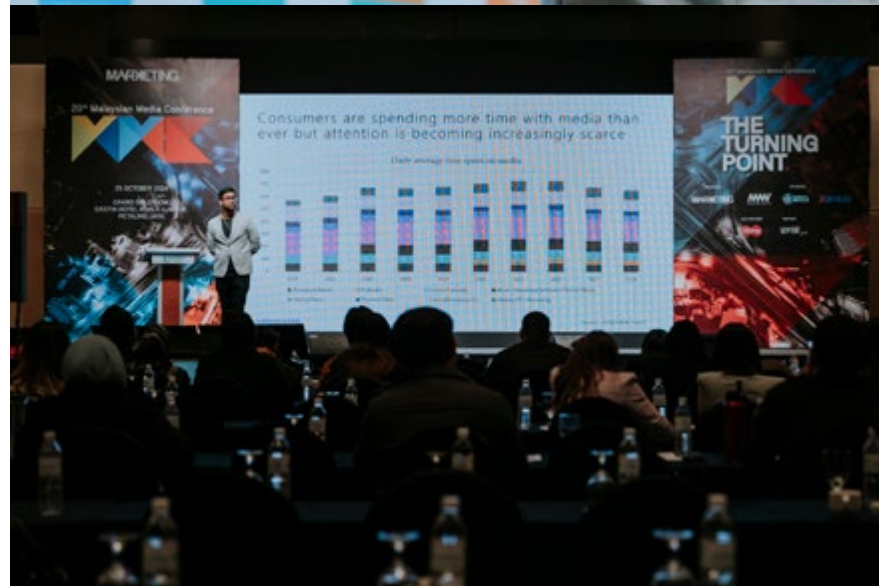
Narayan shared that Malaysia’s OOH sector is projected to expand by 10.38% in 2024.

Advanced technologies like audience measurement, geo-location data, and real-time bidding are making possible highly targeted campaigns based on demographics, interests, and behaviours.





*Maaz A. Khan
GM & Team Lead (Nestlé MY),
Mindshare Group*



He also forecasted that trends like commerce-enabled screens, programmatic advertising will be the norm with increased interactivity and driven by sustainability imperatives.

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

Maaz Khan - GM & Team Lead (Nestlé MY) for Mindshare Group, shocked the audience with the realisation that for all the reach, we might not have earned attention. In his presentation, "The Future



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

of Advertising is Attention-First”, he captured the urgency of modern marketing: where consumers spend more time with media than ever with their attention splintered across platforms.

He introduced the term “Enshittification,” describing how online products and services decline in quality; a sobering description of how platforms erode user experience in the pursuit of profit.

Maaz spoke about non-skippable YouTube ads, which commanded 5,888 attentive seconds per 1,000 impressions, and that other formats paled in comparison.

Best of the Best

An exclusive screening of Malaysia’s top campaigns from The APPIES 2024 Awards helped serve as a reminder to delegates of what defines excellence in the industry.

No Silo, No Solo, No Bozo.

Concluding the day on a high note was seasoned media giant Ranganathan Somanathan, the CEO & Advisor for MY & SG – International at Publicis Media. In a thought-provoking “rock-star with shades” session, he tackled one of the most pressing issues facing today’s organizations: the rise of working in silos.



Ranga outlined the detrimental effects of siloed operations: inefficiency, lack of innovation and poor collaboration.

He cited two research reports- 86% of employees work in silos, and silos lead to a 25% reduction in productivity.

He explained that, in an era of talent scarcity, organizations need to focus on fostering

teamwork and mutual support, rather than relying on individual heroics.

Ranga’s rallying cry to eliminate “bozos” resonated strongly with the audience.

Organized by MARKETING magazine, MMC 2024 was supported by sponsors Visual Retale, Moving Walls, Xamble, and partners Zoomer Media and RUP.

EVENT PIX HERE



EVENT SITE HERE





Hot FM Reaches New Heights with Bekpes Hot Tawan Puncak Kinabalu

*Redefining Broadcast and
Brand Engagement*

Hot FM, Malaysia's number one radio station as confirmed by the latest Nielsen survey, has once again raised the bar in the industry. Through its landmark campaign, **Bekpes Hot Tawan Puncak Kinabalu**, the station earned a spot in the Malaysia Book of Records for the **"Longest Non-Stop Radio Broadcast on Mount Kinabalu"** a groundbreaking



24-hour achievement that no other Malaysian radio station has dared to attempt.

Taking Broadcast Beyond the Airwaves

The Bekpes Hot team – featuring **Khairy Jamaluddin (KJ)**, **Johan**, **Fara**, and **AG** – embarked on this historic expedition, broadcasting live while climbing Mount Kinabalu.

This wasn't just another campaign; it was a bold demonstration of storytelling,

innovation, and resilience, designed to capture the hearts of listeners through authentic, real-time experiences.

Starting from **Timpohon Gate** on 14 November 2024, the team reached the summit at 6:15 a.m. the next day. Fans tuned in to follow every moment of their journey, from the challenges of the trek to the emotional triumph at the summit.

The raw, unfiltered moments shared during the climb created a deeper connection with



... This wasn't just another campaign; it was a bold demonstration of storytelling, innovation, and resilience, designed to capture the hearts of listeners through authentic, real-time experiences...

the audience, making it an unforgettable campaign for both listeners and partners.

Brands That Went the Distance With Us

The Bekpes Hot campaign was powered by strategic collaborations with some of the industry's leading brands:

1. **SUPER™ Coffee:** Main Sponsor, energizing the team and keeping fans engaged.
2. **ANBOT:** Co-Sponsor, ensuring flawless technical execution during the broadcast.
3. **Firefly:** Flight Partner, enabling seamless travel logistics for the team.



4. Amazing Borneo: Strategic Partner, expertly managing expedition logistics and hospitality.

5. Anytime Fitness: Gym Partner, preparing the crew for the physical challenges of the climb.

These partnerships not only brought the campaign to life but also showcased the value

of brand integration with Hot FM, where brands don't just participate – they shine.

A Platform That Delivers Impact

Hot FM isn't just a radio station; it's a powerhouse platform for **immersive storytelling and impactful brand campaigns**. Bekpes Hot Tawan Puncak Kinabalu

RADIO STAR

“The perseverance and camaraderie of our Bekpes Hot team reflect the spirit Hot FM brings – always listening to our fans because they listen to us. That’s why Hot FM remains Malaysia’s number one choice.”

- Raja Khairil Idris Raja Aznan

exemplified how Hot FM blends entertainment, authenticity, and innovation to create experiences that resonate deeply with listeners.

From uninterrupted broadcasts throughout the climb to seamless execution of a high-stakes outdoor campaign, Hot FM proved its technical reliability – a quality that advertisers can trust to elevate their own campaigns and brand visibility.

Why Your Brand Should Partner with Hot FM

Aligning your brand with Hot FM means connecting with an audience that values authenticity and entertainment. Record-breaking campaigns such as Bekpes Hot Tawan Puncak Kinabalu prove that Hot FM is

more than just a platform – it’s an opportunity for your brand to become part of the story. With 37 million video views and 3.9 million engagements, Bekpes Hot didn’t just make headlines; it made history – and your brand could be next.

Words from Leadership

**Senior Content Director
Raja Khairil Idris Raja Aznan** summed up the campaign’s success perfectly:

“The perseverance and camaraderie of our Bekpes Hot team reflect the spirit Hot FM brings – always listening to our fans because they listen to us. That’s why Hot FM remains Malaysia’s number one choice.”

Take Your Brand To New Heights With Us

The success of Bekpes Hot is just the beginning. Hot FM invites advertisers and partners to dream big and collaborate on campaigns that break barriers and create lasting impact. Let’s write the next success story together.

Contact us at solutions@mediaprima.com.my to see how we can elevate your brand to new heights.



Facebook Incompetence Exposes Quarter Billion Users

CNET **reported** this week that “more than 267 million Facebook user phone numbers, names and user IDs were exposed in a database that anyone could access online.”

Unbelievably, these hundreds of millions of files were in a database that was not even password protected.

This wasn't a breach, it was total incompetence. Any idiot who came upon this file could have downloaded information on 1/4 billion people, and apparently many have. A link to the open data base was posted on a hacker forum.

Change your FB password and your privacy settings so that outside search engines can't link to your Facebook profile. And never sign in to a website with Facebook or Google.

What Can We Do?

Let's end this year by trying to do something about this. All the tracking, all these disgusting, dangerous practices are done on behalf of our industry. We're the only people who can end it.

The so-called leadership of the American industry has done nothing but thwart legitimate attempts to rein in the excesses of the surveillance industry. They have produced a cynical, ineffectual policy that they hope to get legislated that will protect nothing but their pocketbooks.

I hope you will join me in calling them out.

The Outrages Never Stop

In response to an inquiry from

two U.S. Senators this week, Facebook admitted that it can track peoples' location even if they opt out of tracking. In other words, as is always the case with Facebook...

- 1) Their opt-out option is bullshit.
- 2) They never divulge anything unless forced to.

Senator Josh Hawley said, "There is no opting out. No control over your personal information...That's Big Tech. And that's why Congress needs to take action."

If you need some more reasons to be disgusted with social media, try these...

- This week Twitter took down 88,000 propaganda accounts tied to Saudi Arabia.

Bob Hoffman is author of "Advertising For Skeptics",



"BadMen: How Advertising Went From A Minor Annoyance To A Major Menace" and several other books about advertising.

MOST READ ON
MARKETINGMAGAZINE.COM.MY
(16th November – 22th November 2024)

AI Kills the Christmas Spirit –
Coca-Cola’s Controversial Holiday
Campaign Sparks Backlash
Pageviews: 3,305



What I remember most about
Margaret Lim...
Pageviews: 3,102



Malaysia’s Signboard Sensitivities
Spark Debate
Pageviews: 3,011



FCB SHOUT Doubles The Delight
For Pizza Fans With The Launch
of The New Domino’s Double
Cheeseburger Pizza
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SPOTLIGHT: TAY GUAN HIN
Pageviews: 2,587





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