

MARKETING

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WEEKENDER™



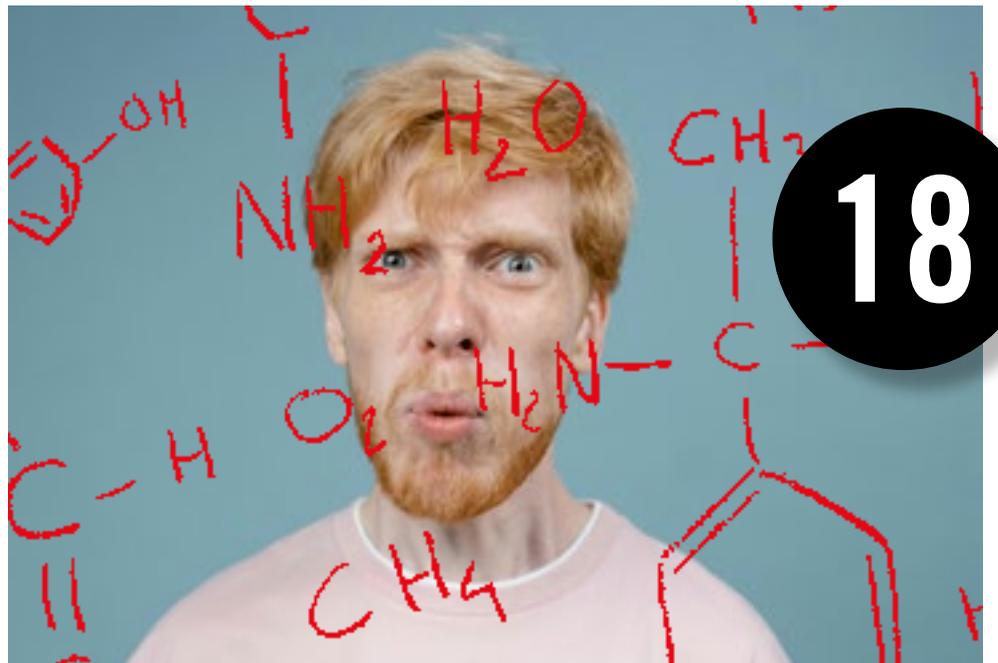
Summa

**MAKING PRIME
TIME ANYTIME
ON AND OFF
SCREENS**

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OMNIA
Awakening



ADVOLUTION #3 present
THE DISRUPTORS

The alliance of creative marketers who do it wrong to get it right. They zig when everyone else zags. They've been called bold, brash, brilliant — and occasionally, "a bit much". At ADVOLUTION #3, we sit down with these six rule breakers who've outsmarted their own briefs — and lived to tell the tale. This is not a seminar. Call it a roast, a ritual, a reality check, whatever, in six spicy chat sessions.

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Adam Miranda
 Amy Chandra
 Stanley Clement
 Andrew Tai
 Sasha Bashir
 Jared Chuah

JUNE 20
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0377262588
AMARI KUALA LUMPUR
KL ECO CITY
 2.15PM - 7.15PM

Say What



“People will believe anything if you whisper it.”

S Jayasankaran



If you’re not a risk taker, you should get the hell out of advertising.”

Jean-Marie Dru
Chairman of TBWA Worldwide.



When the phone interrupts work: “The phone rings, the mind strays — focus shatters, thought decays.”

HAMANOID.



“For the second wife!”

Anwar Ibrahim, jokingly answering Putin’s question about a third throne at the Kremlin.

The Creative Director



can give
your
brand
spine.

AI can now do what your agency used to charge six figures for.

Design. Copy. Strategy. Content.

All automated. All commoditised.

All spin.

No spine.

So if everyone can *make*, the only thing that matters is *what's worth making*.

That's not a job for the data guy. It's the domain of the Creative Director.

And in Malaysia, that role is dangerously misunderstood.

We still treat creatives as those who are brought in to "make it pop" after the strategy is done.

But in reality, the Creative Director is the *only person* who knows what not to do.

In a market flooded with sameness, *brand is your last unfair advantage*.

And brand is built, not by algorithms, but by people with taste. Vision. Discernment.

Not the ones chasing trends. But the ones who *start* them.

The right Creative Director doesn't make campaigns.

They turn marketing into meaning.

They give your brand a spine, a *soul*, and a shot at being remembered.

**EMIR SHAFRI,
UDAY DESAI,
CHEELIP
ONG, DIDI
PIRINYUANG
GRAHAM DREW
ARE NOT INVITED TO JUDGE**

**ONLY LEADING MARKETERS
ARE INVITED**

The Judges: <https://www.appies.com.my/>



CLOSING DATE: 30 JUNE, 2025.



THE
APPIES
2025

MALAYSIA
MARKETING CAMPAIGNS AWARDS



Left to Right: Asreena Ramdan - Head of Bespoke Solutions & Trade Marketing, Bespoke Solutions, Suparna Verma - Chief Strategy Officer, Strategy & Insights, Yen Tyng Ng Abdullah - General Manager, Solutions, Chris Wee - Chief Digital Officer, Media Prima Omnia, Stephanie Wong - Chief Operating Officer, Big Tree Outdoor & Omnia - Agency Solutions, May Lim - Head Of Strategy, Rev Media Group, Sai Phaik Cheng - Director, Solutions & Implementations, Datuk Mohd Efendi Omar - Chief Operating Officer, Direct Solutions

OMNiA Awakening

**Where mainstream rises
in a world of scrolls,
stories and shares**

Mainstream has left the chat? Not quite. What once lived in mass media now lives in scrolls, shares, reactions, and replays. Today, the small screen steps onto the mainstage. Prime time is anytime. And word of mouth? It spreads not just in cafes or markets, but in comment threads we browse from anywhere.

This is mainstream redefined. A terrain where brands must navigate to earn meaningful impact, shaped by what's being shared, discussed and circulated on social media.

COVER STORY

“We’ve always had the right ingredients – a team who understands Malaysians deeply and a network that touches everyone. Formats evolve, platforms multiply, and behaviours shifts overnight. But we continue to innovate with an instinct that others can’t replicate, tailoring ideas that move across platforms, spark communities, and shape iconic moments with tangible social traction.”

Stephanie Wong



And in this new landscape, OMNiA is built to command.

As Media Prima’s creative and marketing solutions arm, OMNiA holds unrivalled access to the Malaysia’s largest and most diverse audience network across TV, digital, radio, print, OOH, and OTT.

What sets OMNiA apart is its ability to unify cultural intelligence, strategic cohesion

and powerful storytelling. It shapes social conversation while solving real brand challenges – from driving demand to changing perception, rebuilding trust and navigating nuance.

Driven by talents, designed for traction

At the heart of it all is a collective of sharp minds and bold magicians, each bringing

COVER STORY

“OMNiA’s advantage lies in speaking the language that connects with Malaysians. That comes from years of working closely with the government and SMEs, where agility, speed, and clarity matter most. We lead initiatives that respect public sentiment, deliver measurable outcomes, and turn trust into tangible impact.”

Datuk Efendi



their own superpowers to the table. From decoding what moves Malaysians to shaping outcomes with precision, they connect the dots others miss.

“We’ve always had the right ingredients – a team who understands Malaysians deeply and a network that touches everyone. Formats evolve, platforms multiply, and behaviours shifts overnight. But we continue to innovate with an instinct that others can’t replicate, tailoring ideas that move across platforms, spark communities, and shape iconic moments with tangible social traction,” said

Stephanie Wong, OMNiA’s COO for Agency Solutions. Steering this momentum together with Stephanie is **Datuk Mohd Efendi Omar**, OMNiA’s COO for Direct Solutions.

“OMNiA’s advantage lies in speaking the language that connects with Malaysians. That comes from years of working closely with the government and SMEs, where agility, speed, and clarity matter most. We lead initiatives that respect public sentiment, deliver measurable outcomes, and turn trust into tangible impact,” said Datuk Efendi.

COVER STORY

“Media Prima stands at the intersection of culture and connection, where Malaysians gather across languages, medium, and mindset. OMNiA takes that connective power and transforms it into ideas that resonate in a world where social is no longer second screen. That’s the new frontier, and OMNiA is primed to lead the way.”

Rafiq Razali



Innovation starts from home

Media Prima’s innovation spirit continues to take physical shape with its move from Sri Pentas to Balai Berita. It isn’t just a relocation. It’s a reimagination. Now operating from a larger, more dynamic space equipped with state-of-the-art systems, modern studios, and future-ready facilities, OMNiA is primed to move faster, create sharper, and deliver smarter across the board.

As **Rafiq Razali**, Group Managing Director of Media Prima puts it, “*Media Prima stands at the intersection of culture and connection, where*

Malaysians gather across languages, medium, and mindset. OMNiA takes that connective power and transforms it into ideas that resonate in a world where social is no longer second screen. That’s the new frontier, and OMNiA is primed to lead the way.”

This momentum is already fuelling OMNiA’s growing IP leadership, moving beyond screens and formats. From prime-time dramas to TikTok series, it continues to feed Malaysia’s ever-growing drama fandom while opening culture-rich waves for brands to ride on.

COVER STORY

“Audiences today don’t consume content in silos. They interact, share, and respond across channels in ways that are fluid. OMNiA’s strength lies in building solutions that account for this complexity. We connect each moving part into a strategy that works cohesively, not chaotically.”

Sai Phaik Cheng

Sai Phaik Cheng, Director, Solutions and Implementation, OMNiA emphasised, *“Audiences today don’t consume content in silos. They interact, share, and respond across channels in ways that are fluid. OMNiA’s strength lies in building solutions that account for this complexity. We connect each moving part into a strategy that works cohesively, not chaotically.”*

In collaboration with Samsung, OMNiA rolled out *Keluarga Antara Insan* – a Ramadan-themed TikTok drama series that garnered over 3.1 million views. Built as a social-

first execution, it proved mobile-native formats can deliver not just reach, but real resonance.

Its No.1 radio station Hot FM followed suit with *Nak Balik*, a TikTok-exclusive mini drama featuring its own personalities. Light-hearted and emotionally engaging, the series brought personal storytelling into a new space, deepening audience connection and affinity.

Rethinking platforms

“For OMNiA, it’s about the stories that we tell and resonate with various audiences. We are all about big ideas and not platforms.” added Phaik Cheng.



COVER STORY

... But scale alone isn't just the story. The real magic lies in how each touchpoint is made to matter...

Think digital-native storytelling, short-form news, and real-time video – this mindset has reshaped even its newsroom operation, powered by distinguished journalists who are now more focused than ever on making news relevant and accessible to younger Malaysians.

Di Sebalik Tajuk Utama, a cross-platform podcast by TV3 and Media Prima Audio, unpacks sensational headlines and crime cases through insider storytelling. With a social media reach of 77.6 million, it reinforces that news can inform and entertain, while presenting brands with fresh, high-impact avenues to engage audiences where curiosity meets conversation.

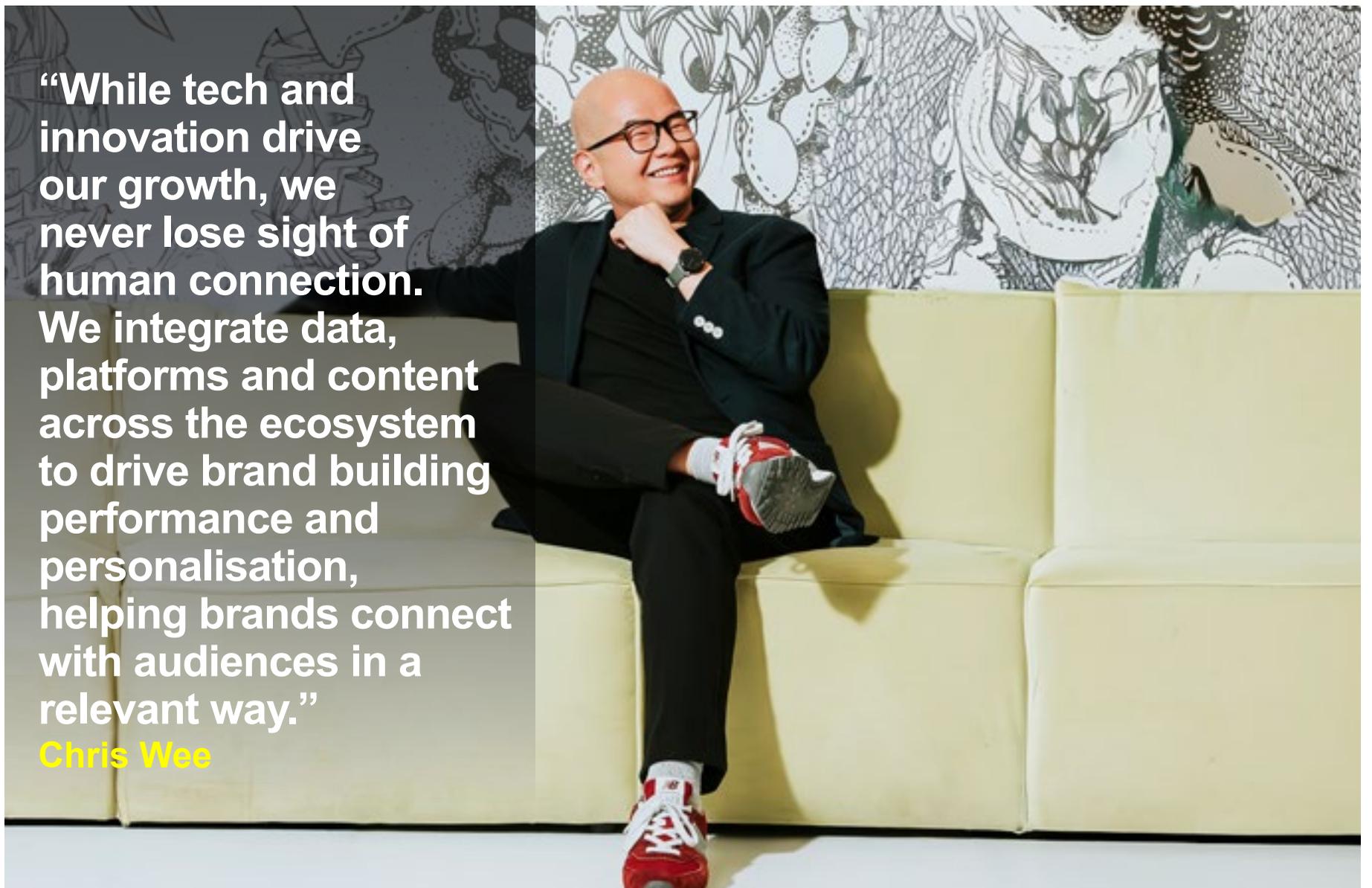
Meanwhile, Hot FM's 24-hour live broadcast from Mount Kinabalu redefined what conventional radio could be. Merging content, live experience and digital storytelling, the campaign reached over 4.9 million people and pulled in over 50.7 million social media video views, showing just how far audio can climb when reimagined with purpose.

For absolutely everybody

From OOH to OTT, from bustling cities and quiet kampungs, OMNiA doesn't just reach Malaysians. It resonates with them. But scale alone isn't just the story. The real magic lies in how each touchpoint is made to matter.

Look no further than *Anugerah Juara Lagu Ke-39*. Brands like Samsung, Unifi, and Gardenia NuMee didn't just show up. They stole the show! From stage to stream, from TV to TikTok, they transcended screen time, becoming part of the culture. With a record-breaking 60.1% TV viewership share, over 2.1 billion total reach and 236 million social media video views, AJL39 was lived and lit everywhere.

COVER STORY



“While tech and innovation drive our growth, we never lose sight of human connection. We integrate data, platforms and content across the ecosystem to drive brand building performance and personalisation, helping brands connect with audiences in a relevant way.”

Chris Wee

Beyond live moments, OMNiA stays ahead by converging media innovation with cultural relevance. Leveraging new technologies like generative AI, we’ve merged tech capabilities with Malaysian culture. In a recent campaign powered by CelcomDigi, Berita Harian Online and Harian Metro Online utilized AI to summarize news stories into four-line pantuns, a beloved form of Malaysian poetry. This creative approach turned everyday news into witty, culturally resonant way to connect audiences with current affairs.

Chris Wee, Chief Digital Officer, OMNiA said, *“While tech and innovation drive our growth, we never lose sight of human connection. We integrate data, platforms and content across the ecosystem to drive brand building performance and personalisation, helping brands connect with audiences in a relevant way.”*

In a collaboration between TV3, PepperLabs and F&N, *Dapur Panas* went beyond product visibility. It spotlighted the culinary talents of women entrepreneurs from low-cost housing communities, giving them opportunities to earn

COVER STORY

... OMNiA is what brings it all together – the connector, thinker, and catalyst powering ideas into action...

income during Ramadan and Raya. It's proof that purpose and media muscle can and should go hand in hand.

Partner of choice

Media Prima's portfolio is vast. But OMNiA is what brings it all together – the connector, thinker, and catalyst powering ideas into action. It takes the full weight of the network and channels it into campaigns that resonate, convert, and perform.

For brands, it's where reach meets resonance. A strategic, insight-led ecosystem built to lead in the space where conversations start, culture spreads, and mainstream moments are made. Because what happens on social doesn't just reflect the world anymore. It defines it. And OMNiA is right where that definition begins.

LEADERSHIP PERSPECTIVES



Nini Yusof

CEO, Media Prima Television Networks & Primeworks Studios

"TV has long become an active catalyst. Every frame we create now lives on in reels, stitches, and reposts. We design content that earns its way into hearts, headlines, and hashtags. Over time, they shape culture and communities, serving as a powerful social currency that OMNiA's clients can leverage."

COVER STORY

**Nazri Noran**

CEO, Media Prima Audio

“Audio has never just been about sound. It’s about emotional connection. We meet Malaysians in their most personal spaces, from car rides to kitchen routines, from livestreams to late-night scrolls. That powerful intimacy drives our role in OMNiA, where we help brands show up beyond airtime.”

**Samuel Wee**

CEO, REV Media Group

“In an algorithm-driven world, being generic won’t cut it. At REV, we craft and tailor stories specifically for the right audiences, platforms, and moments. That’s the edge we bring OMNiA, equipping brands with digital strategies that are sharp, purposeful, and designed to captivate.”

COVER STORY

**Amir Rasyidi Johari**

CEO, Tonton

“Tonton has never been afraid to evolve. What started as a streaming platform is now a dynamic playground for experimentation. It’s where content meets interactivity, and viewers meet experiences. In OMNiA’s ecosystem, that makes Tonton more than a screen. It’s a space to test ideas, trigger talkability, and co-create the next big moment.”

**Stephanie Wong**COO, *BIG TREE & OMNiA*

“OOH used to be about eyeballs. Today, it’s about engagement. Our formats don’t just occupy physical space. They invite interaction, spark discovery, and leave digital footprints. At BIG TREE, we’ve reimagined outdoor as an entry point to the social loop, allowing OMNiA to deliver impact, from pavement to platform.”

COVER STORY**Jasbant Singh**

*Group Managing
Editor, Media Prima
News and Current
Affairs*

“In an era of noise, clarity and speed is power. Across our newsrooms, we distil, contextualise, and craft stories for a society that’s informed by the scroll. Our work gives OMNiA a foundation of credibility, anchoring brand narratives in substance, not just sentiment.”



**DONEVAN
CHEW, ALVIN
TEOH, ADAM
MIRANDA,
CASEY LOH
WANGLE TIER
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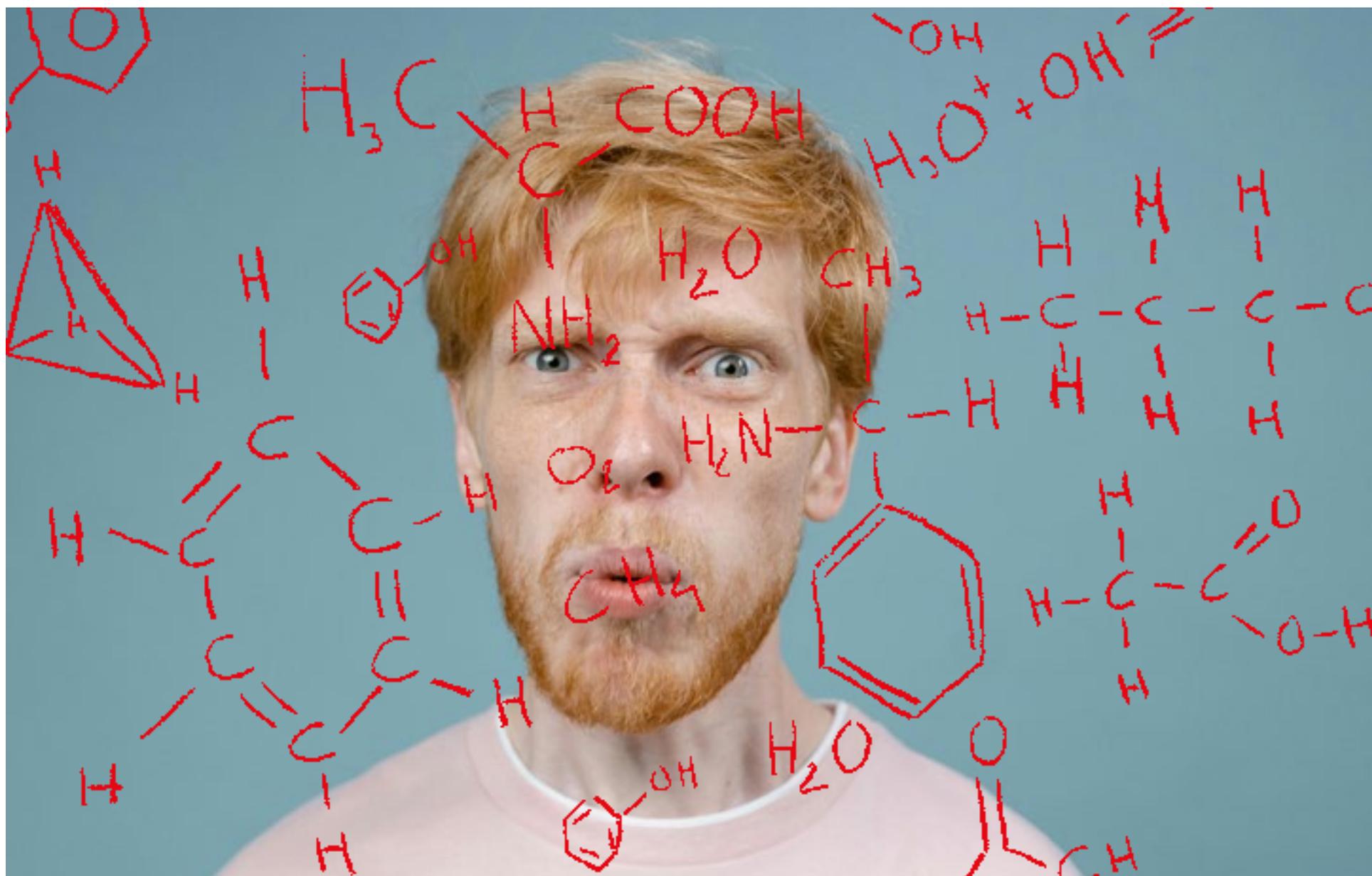


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The “Least-Wrong” Theory of Advertising

As I’ve written about a thousand times, marketing and advertising are about likelihoods and probabilities.

There are no black or white, true or false, yes or no answers. It’s all contingent and probabilistic. Some things are just more likely to work than others.

... Your job is to use your brain. Derive your own hypotheses about what's best for your product or brand...

The problem is, no one wants the truth of uncertainty. They prefer the fiction of certitude.

Consequently, marketers are quick to adopt singular theories of marketing as oracles of absolute truth.

These days there seems to be an orthodoxy developing around certain concepts that have become knee-jerk solutions. I'm thinking specifically about the "physical and mental availability" theory as defined and described by Byron Sharp and his EBI team. And the "long and short of it" ideas as developed by Les Binet and Peter Field.

These are very useful concepts and should certainly be factored into your thinking about how you go about your business. But, like all such postulations, they are created by mortals, not handed down by god.

This means they are fallible and subject to chance.

They are very useful in some

circumstances and not so useful in others.

Your job is to use your brain. Derive your own hypotheses about what's best for your product or brand. You need to understand and value what experts and big mouths say, but you also need to learn to improvise and add or subtract from what these people say. Just repeating the stock phrases is not good enough.

All theories about advertising and marketing are wrong.

But some are less wrong than others.

You need to evolve your own "least-wrong" theory of how to approach advertising for your brand.



Bob is a writer and speaker. He has written seven books about advertising, each of which has been an Amazon #1 seller. Bob is one of the most sought-after international speakers on advertising and marketing.

**CHOO CHEE
WEE, JARRROD
REGINALD,
MARZUKI MAANI,
CLAUDIA LOW
EDDY NAZARULLAH
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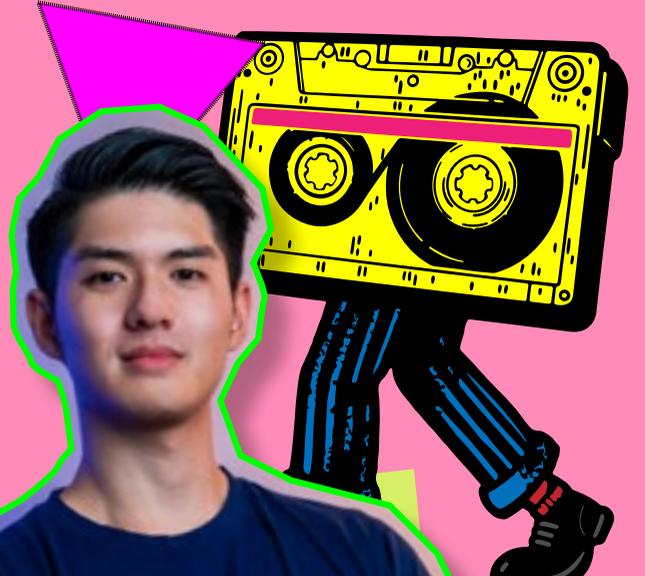
presents



THE DISRUPTORS



The alliance of creative marketers who do it wrong to get it right. They zig when everyone else zags. They've been called bold, brash, brilliant — and occasionally, “a bit much”. At ADVOLUTION #3, we sit down with these six rule breakers who've outsmarted their own briefs — and lived to tell the tale. This is not a seminar. Call it a roast, a ritual, a reality check, whatever, in six spicy chat sessions.



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