

MARKETING

ISSUE #445 SEPTEMBER 2025

WEEKENDER™



MALAYSIA'S BEST KEPT SECRET... UNTIL NOW!

SECRET RECIPE SPILLS THE BATTER ON 28 YEARS OF SWEET MOMENTS

EDITOR'S NOTE

04

Who Owns the The Weight of Nothing

21

Malaysia Retail Industry Faces Slowdown

COVER STORY

06

Can Anyone Keep a Secret These Days?

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Say What



“Everyone has a plan, until they are punched in the mouth!”

Mike Tyson



“I much prefer the sharpest criticism of a single intelligent man to the thoughtless approval of the masses.”

Johannes Kepler



“The only unique contribution that we will ever make in this world will be born of our creativity.”

Brené Brown



“Advertising is a burden until it’s useful to you ... I didn’t want to create advertising that was pollution.”

David Droga



Who Owns the The Weight of Nothing

Next week's RON95 price reduction should, in theory, be a win for everyone. Individuals will indeed feel a small lift, as every litre pumped costs a little less.

But will those savings show up in the price of goods and services you buy?

Don't hold your breath; you might need it for the next "surge pricing" alert.

Ride-hailing platforms have perfected the bait-and-switch.

EDITOR'S NOTE



They lure riders with bargain fares, then roll out “dynamic pricing,” a polite way of saying we’ll charge what we like when you need us most.

A cheaper pump price won’t rewrite that playbook. Drivers may smile at the savings, but platforms can just as easily pocket the difference or toss out a token promo for optics.

And it’s not just e-hailing. When distribution costs fall, you’d think relief might trickle into grocery aisles or delivery fees.

Instead it often evaporates, as supermarkets, logistics firms and retailers quietly enjoy a fatter margin while consumers wait for a discount that rarely arrives.

Markets treat upward shocks as ‘truth’ and downward ones as ‘margin recovery’.

Unless competition bites or regulators flex some muscle, the public rarely sees a single sen beyond what they save directly at the pump.

So as ministers cheer the new RON95 rate, let’s not confuse a headline drop with broad relief.

Cheaper fuel will trim your own refuelling bill, sure. But don’t expect the rest of the economy to pass on the favour.

The scale says zero, and that’s about what most households will gain beyond the pump.

Nevertheless, a vote of thanks to the powers that be would be in order.



Can Anyone Keep a Secret These Days?

At Secret Recipe, they just don't want to!

What's the secret to being a beloved Malaysian brand for nearly three decades? If you ask Secret Recipe, it's that there really is no secret. Since 1997, the iconic brand has been serving up more than just slices of cake, quietly perfecting the art of staying relevant, irresistible, and everywhere.

**“We’re that place
that’s become
part of everyday
moments.”**

Patrick Sim
Group CEO



COVER STORY

... today, we have also built a name for being a full-fledged café, also serving hot meals, pastries, and creative beverages in a menu

Patrick Sim
Group CEO

In a world where brands often guard their strategies tighter than the embargo on a PETRONAS Merdeka ad, Secret Recipe is happily spilling the beans (or baking powder, perhaps?). The team openly credits a blend of nostalgia, digital fluency, and quirky collaborations as the not-so-secret ingredients behind its enduring success.

We sat down with Patrick Sim (Group CEO), Evelyn Lee (Head of Marketing), and Ryan Chung (Marketing Manager) to get the full story on how they've built a brand that's equal parts heritage and hype, and why, when it comes to their recipe for success, they don't mind letting everyone have a taste.

What's the biggest "secret" about Secret Recipe that's not really a secret anymore?

Patrick Sim: The biggest "secret", I would say, is that we're no longer just about cakes. Sure, we'll probably always be known for our iconic cakes. That will always be at the heart of who we are. But today, we have also built a name for being a full-fledged café, also serving hot meals, pastries, and creative beverages in a menu that's constantly being updated.

Many of our outlets have become go-to spots for birthdays, family gatherings or an escape for those looking for some soul-soothing relief after a busy day. We're that place that's become part of everyday moments.

Evelyn Lee: I believe one of the reasons we've achieved this is in our ability to remain relevant. While maintaining our essence and "character", we're also constantly updating the brand to stay relevant with the times, which can be seen through collaborations and seasonal launches. So the real "secret", I would say, is that we're not just selling cakes, or even food, but moments of comfort

“If someone comes back even once, we’ve done something right.”

Evelyn Lee,
Head of Marketing



COVER STORY

... It's this mix of embracing heritage while prioritising innovation that has kept us relevant for 28 years...

Ryan Chung, Marketing Manager

and familiarity that keep people coming back. If someone comes back even once, we've done something right.

Secret Recipe has been around since 1997. What's the recipe behind keeping the brand fresh and relevant while staying true to heritage? How do you balance nostalgic storytelling with modern marketing demands?

Evelyn Lee: There's no denying that cakes will always be part of our heritage. I don't think that will ever change. We have embraced this heritage, and many of our fan-favourites such as the Marble Cheese Cake and Chocolate Indulgence® have become a source of nostalgia and comfort for many. By the

way, there are also newlyweds who have used our cakes as their wedding cakes, as proven by our 2021 photo contest winner! But nostalgia and familiarity alone won't ensure success. And that's where it's important to always keep with the times through continuous innovation.

Ryan Chung: These "innovations" include routine ones, such as the introduction of new cake flavours like onde-onde and sweet potato. But as a brand, we've also delved into playful seasonal launches that extend beyond cakes. For example, our Lay's Golden Egg Krup Krup Chicken Chop – yes, think chicken chop battered with Lay's chips – was a huge hit. We've also thought out-of-the-box beyond F&B and had fashion tie-ins with Bayu Somerset in conjunction with Hari Raya Haji, where our cakes have inspired festive baju kurung prints.

We also embrace other cross-category collaborations to connect with younger audiences, such as turning our iconic Chocolate Indulgence® into an Inside Scoop ice cream flavour, or reimagining our cake flavours

COVER STORY

as lip balm with Wunderbath. More recently, we partnered with Bichi Mao, a Malaysian IP creator who many fans didn't realise is actually homegrown but internationally recognised. The idea came from our commitment to supporting local artists in meaningful ways. It reminded us that quirky, shareable content often gains more traction than traditional ads. It's this mix of embracing heritage while prioritising innovation that has kept us relevant for 28 years.

With the market saturated with trendy cafes and bakeries (which seem to be sprouting up every day), how does Secret Recipe stay top-of-mind?

Patrick Sim: That's true, new cafes come and go, but Secret Recipe is forever! I think one of our biggest strengths is in having created an instantly-recognisable brand with consistency, accessibility and emotional connection at the core. We're also everywhere, all over Malaysia, so customers can find us wherever they are, and as mentioned before, our food is about comfort. As Evelyn and

Ryan have pointed out, initiatives such as seasonal menus, innovative collaborations, and digital storytelling ensure that while we're all about familiarity, there's still something new to discover every single time.

Tell us more about your digital storytelling. You've gone digital-first with your marketing. What surprising lessons have you learned from moving your marketing primarily online?

Evelyn Lee: One of the biggest lessons we've learnt is that authenticity wins. Sure, there is a place for over-the-top creative and polished campaigns, but very often, the simplest, most relatable content are the ones that connect with our audiences authentically. For instance, we leaned into the viral AI trend with our "fake flavour" post. The idea itself was simple, but it instantly resonated and sparked real conversations.

Ryan Chung: We've also learned that the power of real-time engagement, responding to comments, joining trends, and creating moments of fun

COVER STORY

with our audience helps to build deep loyalty. In this regard, communication is more effective being two-way than just one.

Which digital or social media campaign made you think, “Wow, we nailed it!”?

Evelyn Lee: Our very first digital ad for the Merdeka Slice Cake Promo in 2016 was a real “wow” moment. We offered cake slices at RM5.90 in conjunction with the 59th Merdeka, backed with just RM1,000 for media spend. To our surprise, the message spread like wildfire online and on the promo day itself, long queues formed at outlets nationwide. It was a turning point that showed us the true power of digital marketing, that with the right message, even a minimal investment can go viral and deliver tangible results in-store.

You hinted earlier that Secret Recipe actively “trend-jacks” viral content. What’s the riskiest or most humorous trend-jack you’ve attempted, and how did it turn out?

Ryan Chung: One of the most memorable trend-jacks we

attempted was when news about Pak Razif, a Malaysian uncle who was not able to get his wife a birthday cake had to resort to getting a burger for his wife’s birthday, went viral. We saw the story and, with the help of fans on Twitter, joined the search to find him. In less than a day, the community helped us track down Pak Razif and his wife, and we invited them to our Sungai Petani outlet for a birthday celebration.

What started as a simple, heartwarming story quickly turned into a nationwide feel-good moment, with coverage spreading widely online, achieving five million organic impressions in five days.

Evelyn Lee: All the more, this iterates the fact that authenticity and being genuine resonate far more than any polished campaign could.

What’s one marketing trend you initially doubted but later embraced fully?

Patrick Sim: To be honest, when the team came to me with the idea for the lip balms inspired by our cakes, I was skeptical. The idea of linking cakes with

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... It's about creating memories. That emotional connection, whether rooted in nostalgia or in new experiences, is what makes the brand truly enduring across generations...

Patrick Sim, Group CEO

beauty or fashion seemed rather unconventional. But I'm glad we gave it a go, because the response was overwhelming. It showcased how Secret Recipe is not just about dining, but can also be about lifestyle and culture. And for our fans, I think it's exciting when we show up in unexpected places. And this campaign got the ball rolling for many other collaborations.

If you could dream up any unconventional partnership or product for Secret Recipe, what would it be?

Ryan Chung: We'd love to explore something like a Secret Recipe x LEGO collab, where

fans could literally build their own "slice" of fun. It ties back to the creativity and joy of baking. Just as every cake is crafted layer by layer, a LEGO set lets fans reimagine that experience in a playful, hands-on way.

This unconventional collab would also take us further beyond dining and into lifestyle, blending food, play, and culture in a way that deepens emotional connection and keeps the brand fun, modern, and unexpected.

How do you decide which brands align well enough to become Secret Recipe partners?

Patrick Sim: We look for partners who share mutual values such as quality, creativity and accessibility. Collaborations must also feel authentic and meaningful, not contrived or forced.

Evelyn Lee: It's important to ask pertinent questions. Will the partnership bring surprise, delight and excitement to our audiences? Are we staying true to who we are? Is there brand synergy? Is the collaboration relevant? There are also other guidelines that we look to,

COVER STORY

including prioritising homegrown brands that share our Malaysian roots.

What are some surprising things you learned about your customers over the years?

Evelyn Lee: One surprising thing we've learned is how different generations connect with us in their own way. For Gen X and Millennials, Secret Recipe is deeply nostalgic. Many remember us from childhood birthdays or even first dates.

For Gen Z and now Gen Alpha, the connection is less about tradition and more about discovery and lifestyle. They're excited by our new flavours, quirky collaborations, and shareable moments online.

Patrick Sim: But there are also some timeless truths that are shared across generations. The biggest is that Secret Recipe represents many things. It's about celebration. It's about creating memories. That emotional connection, whether rooted in nostalgia or in new experiences, is what makes the brand truly enduring across generations.

With the increase of personalisation in marketing, how personalised do you see marketing getting at Secret Recipe? Is there a future where every customer has their own "secret recipe"?

Evelyn Lee: Personalisation is definitely the future. From tailored offers to customised cakes, customers increasingly want experiences that feel like they're made "just for me."

Ryan Chung: One day, we could very well imagine offering flavour profiles or digital tools where customers create their very own "Secret Recipe."

Patrick Sim: The challenge is balancing scalability with maintaining the warm, personal touch we're known for.

If you can share with us, what's been the biggest marketing or branding misstep you've experienced, and what did it teach you?

Patrick Sim: You can't be "too trendy", so much that you stray from our brand identity. While it's important to evolve, our brand voice and our values, more



“It’s about adapting in a way that’s authentically “Secret Recipe”.

importantly, should act as a filter.

Evelyn Lee: Staying relevant doesn’t have to mean losing our identity or who we are. It’s about adapting in a way that’s authentically “Secret Recipe”.

With increasingly shorter attention spans and endless scrolling, what’s your strategy to make Secret Recipe content truly unmissable?

Ryan Chung: One way is to use strong visuals that stop the scroll. This could be many things, such as the close-up of a fudgy slice or a playful video. Every post should carry a clear message. We also engage our audiences by making this interactive, polls, contests, trend-jacks.... Anything that elicits

participation, or at least a positive response. The goal is to make people pause, smile, and CRAVE Secret Recipe.

In your opinion, what’s harder - attracting new customers or keeping loyal ones? Why?

Patrick Sim: Both are challenging, but keeping loyal customers is harder. Attracting someone can be done with a good promo or “pull factor” but earning repeat visits requires consistency, trust, and innovation. As the saying goes, “Attracting new customers is silver, but keeping loyal ones is GOLD”. For Secret Recipe, our customers return not only for the familiar, but also for the little surprises we throw in along the way.

COVER STORY

... We're approachable, caring, and never boring!

Ryan Chung

What's one trend you think is overhyped in marketing, and what's one trend marketers underestimate today?

Evelyn Lee: One trend that's overhyped is chasing every single trend for the sake of virality. It can dilute a brand's identity. On the other hand, one thing that's often underestimated, to me, is the power of community management. That means responding, interacting, and meaningfully connecting with customers online. That is what builds long-term loyalty.

Patrick Sim: We've witnessed this firsthand. A good example was when a food reviewer reviewed our salad and Shinjuku Bake. The video went viral and instead of just watching from the sidelines and basking in the attention, we went a step further

by launching a promo, as part of a reaction to his content. Our sales jumped by two hundred percent!

Ryan Chung: But more importantly, it showed how real-time interaction and community-driven moments can create lasting impact beyond just views.

Complete this sentence: "The best part about marketing cakes for a living is..."

Evelyn Lee: ...knowing we're giving people more than dessert. We're enabling them to celebrate, to heal, to say what words can't. Because sometimes, a cake is worth more than a thousand apologies, and definitely always worth more than a thousand words!

If Secret Recipe was a person, how would you describe the brand's personality?

Ryan Chung: Secret Recipe is that warm, reliable friend who's always there for you. The one you celebrate with, lean on for comfort, and also discover fun new things with. We're approachable, caring, and never boring!

YOUR BANK



Malaysia Kita: 50 Years of Trust & Beyond

By AmBank Group Malaysia

DOOH - Bukit Bintang



Turning 50 is a milestone many brands use to reminisce - to flip through the scrapbook of old campaigns and company firsts. But for AmBank Group, the *Malaysia Kita* campaign takes a different route. It doesn't look back, it moves boldly forward. This is not a self-congratulatory nod to the past. It is a call to action.

YOUR BANK

“Banking has never been just about numbers - it is about trust, building futures and progressing together.”

Fifty years in banking is no small feat. But AmBank Group is not celebrating just longevity - it is celebrating relevance. In a world of rapid disruption, from how we pay for coffee to how we fund our futures, the real achievement is staying in sync with Malaysians through decades of change.

Banking Beyond Nostalgia

What makes the *Malaysia Kita* campaign stand out is its shift in tone. While many brands position themselves as the hero, AmBank Group steps aside - putting Malaysia, its people, its places and its progress at the centre. The Bank becomes the scaffolding, not the spotlight. The enabler, not the star.

Because at its core, trust is what builds institutions that last. And trust is fragile. You do not win it once - you earn it every day, by staying relevant to Malaysians in an ever-changing landscape.

That’s what AmBank Group’s past 50 years have been about: consistency, clarity and care. Navigating recessions, embracing digitisation, empowering entrepreneurs and showing up for everyday Malaysians.



DOOH - Federal Highway at Subang LRT Station towards Subang-Shah Alam



DOOH - Senai Airport

YOUR BANK



DOOH - Mydin USJ

Looking Ahead, Grounded at Home

Today, AmBank Group continues to help Malaysians from all walks of life turn their dreams into reality. And since every dream is different, AmBank Group offers a full range of financial solutions to support ambitions of all sizes, at every stage of life.

Beyond just providing financial services, AmBank Group believes success is about moving forward together. That is why the Bank is guided by its purpose of Winning Together and the core values of **p²ace**. Because for AmBank Group, by providing support, empowering communities and growing alongside the nation, everybody wins.

“From championing financial inclusivity to embracing sustainability—not as a tagline, but as a mindset—AmBank Group is signalling a future that is both ambitious and accountable.”

Celebrating Nationwide

This vision is reflected in AmBank Group’s 50th Anniversary activations across the country. From major highways in Kuala Lumpur to local MYDIN stores and routes in East Malaysia, AmBank Group’s digital-out-of-home (DOOH) and out-of-home (OOH) campaign is a nationwide thank you note - written on billboards and seen by millions.

OOH - Kuching - Jalan Penrisen,
Kuching International AirportOOH - Jalan Yap
Kwan Seng

The Next Chapter Begins

In today's fast-paced media landscape, it is easy for initiatives to get lost in the noise of marketing. *Malaysia Kita* chooses a different path. By asking the difficult questions and answering them with transparency and purpose, it redefines what it means to build trust. This is not a campaign built on slogans; it is a commitment to authenticity and meaningful change.

For AmBank Group, 50 is not the finish line. It is a promise. While the past may have been

about building trust, the future will be about reimagining it - boldly, inclusively and together with Malaysians. At AmBank Group, real progress is rooted in the communities they serve - from small towns to big cities, from East to West Malaysia. To AmBank Group, progress means reaching everyone, everywhere and leaving no one behind.

Because at the heart of it all, AmBank is more than just a bank.

**We are Your Bank.
Malaysia's Bank. AmBank.**



Malaysia Retail Industry Faces Slowdown

Malaysia's retail sector faced a challenging second quarter of 2025 as higher living costs, import-driven price hikes, and global trade tensions dampened consumer spending. According to the latest Malaysia Retail Industry Report, retail sales contracted 3.0% year-on-year compared to a 0.6% growth in the same period of 2024, missing market expectations of a 1.0% decline.

The first half of 2025 posted a modest 1.5% growth, reflecting cautious consumer sentiment despite an early Hari Raya Aidilfitri celebration and resilient

private consumption. Supply chain disruptions and higher import costs due to the U.S. tariff war pressured prices of non-essential goods and services.

TABLE 1: YEAR ON YEAR PERCENTAGE CHANGE IN RETAIL SALES (WEIGHTED), 2024/25

Type	Period	% Growth
Retail sales	Apr-Jun 2024	0.6
	Jan-Mar 2025	5.6
	Apr-Jun 2025	-3.0
	Jan-Jun 2025	1.5

Source: MRA/ MRCA/ Retail Group Malaysia

Key Trends

Shrinking Sales: The retail sector experienced a 3% decline

RETAIL REPORT – SEPT 2025

in the second quarter of 2025, a sharper fall than initially projected, indicating weakened consumer spending.

Rising Living Costs: Higher costs for essentials like groceries, fuel, and utilities have forced households to cut back on non-essential purchases, particularly in urban areas.

Revised Growth Forecasts: Initial forecasts for 2025 growth were lowered to 3.1% by the Retail Group Malaysia, down from an earlier projection of 4.3%.

Impact of Inflation and Tariffs: The ongoing US tariff war and increased utility charges have driven up retail prices, further pressuring consumer budgets and retailers' margins.

Shift to E-commerce: The growing prominence of e-commerce continues to drive digital integration, forcing retailers to adopt new strategies for digital fulfillment and data-driven planning.

Technological Advancement: Investments in automated distribution centers and AI-powered demand forecasting are creating a competitive advantage for larger chains and enabling

... The ongoing US tariff war and increased utility charges have driven up retail prices, further pressuring consumer budgets and retailers' margins...

them to capture more market share.

Focus on Value and Efficiency: Retailers are focusing on value-creation strategies, including private-label expansion, precision pricing, and hyper-local supply chains, to protect margins and meet shopper price sensitivity.

National economy remained robust.

Malaysia's GDP expanded 4.4% in the second quarter, mirroring the first quarter's pace. Private consumption rose 5.3%, while investment grew strongly - private investment climbed 11.8% and public investment advanced 13.6%. Inflation eased slightly to 1.3%, and the unemployment rate improved to 3.0%, compared to 3.1% in the previous quarter.

RETAIL REPORT – SEPT 2025

... competition among retailers intensified, especially with the rise of e-commerce platforms offering aggressive promotions and fast delivery...

Factors Behind the Slowdown

Several structural and external factors converged to pressure the sector. Persistent global supply chain disruptions raised the cost of imported goods, while the prolonged U.S. tariff war escalated input costs for retailers reliant on international sourcing. Domestically, wage growth failed to keep pace with rising living costs, squeezing household budgets.

Moreover, competition among retailers intensified, especially with the rise of e-commerce platforms offering aggressive promotions and fast delivery. Physical retailers struggled to maintain margins while matching the pricing and convenience of online rivals.

Challenges and Opportunities

Consumer Confidence:

Weakening consumer confidence, linked to high living costs and personal debt, is the main challenge impacting spending power.

Adoption of Digital Tools: The integration of AI and automation in core retail processes, such as merchandising, category management, and pricing, is a key trend shaping the sector.

Market Consolidation: The technology gap is widening, potentially leading to consolidation as larger, well-capitalized players leverage technology to gain an advantage over smaller independents.

Outlook for rest of 2025

Despite the second-quarter setback, retailers remain cautiously optimistic about the remainder of the year. The

TABLE 5: MALAYSIA RETAIL INDUSTRY QUARTERLY GROWTH RATE, 2025

Quarter	Growth Rate (%)
First	5.6
Second	-3.0
Third	(e) 2.6
Fourth	(e) 3.5
Whole year	(e) 2.7

(e)- estimate

Source: Retail Group Malaysia

RETAIL REPORT – SEPT 2025



... the ongoing shift toward digital commerce will continue to challenge brick-and-mortar stores, compelling them to innovate and enhance customer experiences to stay competitive...

Malaysia Retailers Association forecasts a 2.6% rebound in Q3 2025, buoyed by mid-year festivities and anticipated improvements in consumer sentiment. Mini-markets and convenience stores are expected to lead the recovery with projected growth of 9.3%.

The full-year retail growth forecast has been revised down from earlier expectations but still points to an overall 2.7% expansion for 2025, assuming global economic conditions stabilise and consumer confidence improves.

While the outlook suggests a mild recovery, risks remain.

Prolonged geopolitical tensions, further tariff escalations, or a slowdown in global trade could weigh on imports and consumer sentiment. Additionally, the ongoing shift toward digital commerce will continue to challenge brick-and-mortar stores, compelling them to innovate and enhance customer experiences to stay competitive.

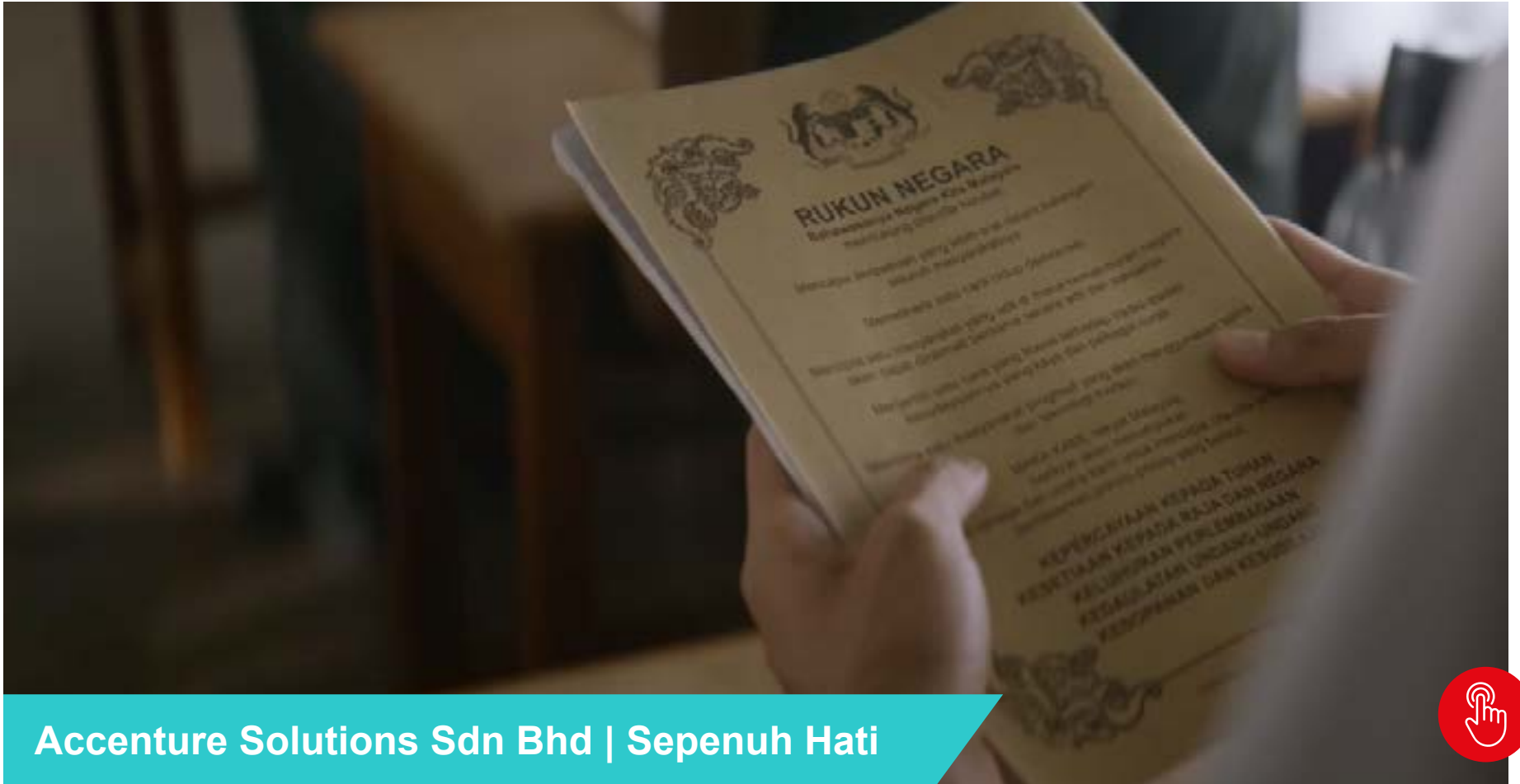
Based on the Malaysia Retail Industry Report – September 2025. This report is provided as a service to members of the Malaysia Retailers Association (MRA) and the Malaysia Retail Chain Association (MRCA) by Retail Group Malaysia.

Top 10 Experts' Choice Awards Merdeka 2025 Winners!

Despite the challenges over the past year, ad producers have continued to showcase their jiwa merdeka—the spirit of independence and creativity—through inspiring work for Merdeka. That's why we proudly carried on with our Experts' Choice Awards to help the industry recognize which brands, agencies, and production houses best embodied the jiwa merdeka in their campaigns for this year's celebrations. The rankings are solely based on the voices of our readers—not on how many millions of YouTube views or social media shares. And now, the Top 10 winners, in no particular order, for the 2025 Experts' Choice Awards Merdeka edition are....



TOP 10 EXPERTS' CHOICE AWARDS MERDEKA 2025 WINNERS!



Accenture Solutions Sdn Bhd | Sepenuh Hati



CLICK TO WATCH THE VIDEO

**Agency Accenture Solutions Sdn Bhd
Client - Production House -**



Astro Malaysia | Astro Merdeka 2025 Projek Inilah Kita



CLICK TO WATCH THE VIDEO

**Agency NagaDDB Tribal Client ASTRO MALAYSIA
Production House Think Tank**

TOP 10 EXPERTS' CHOICE AWARDS MERDEKA 2025 WINNERS!



CLICK TO WATCH THE VIDEO

Agency **Hakuhodo Malaysia Sdn Bhd** Client **AMBANK GROUP**
Production House **Love Child Film And TV Sdn Bhd**



CLICK TO WATCH THE VIDEO

Agency **KPJ Healthcare Inhouse** Client **KPJ Healthcare Sdn Bhd**
Production House **KPJ Healthcare Inhouse**

TOP 10 EXPERTS' CHOICE AWARDS MERDEKA 2025 WINNERS!



Takaful Malaysia | Wira Malaysiaku



CLICK TO WATCH THE VIDEO

Agency **CD Advertising Sdn Bhd** Client **Credit Guarantee Corporation Malaysia Berhad (CGC)** Production House **D&AE Sdn Bhd**

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Fedex | Different Strangers. One Conversation. Endless Malaysian Pride.

Agency **NIL** Client **FedEx** Production House **JAP Media**

TOP 10 EXPERTS' CHOICE AWARDS MERDEKA 2025 WINNERS!

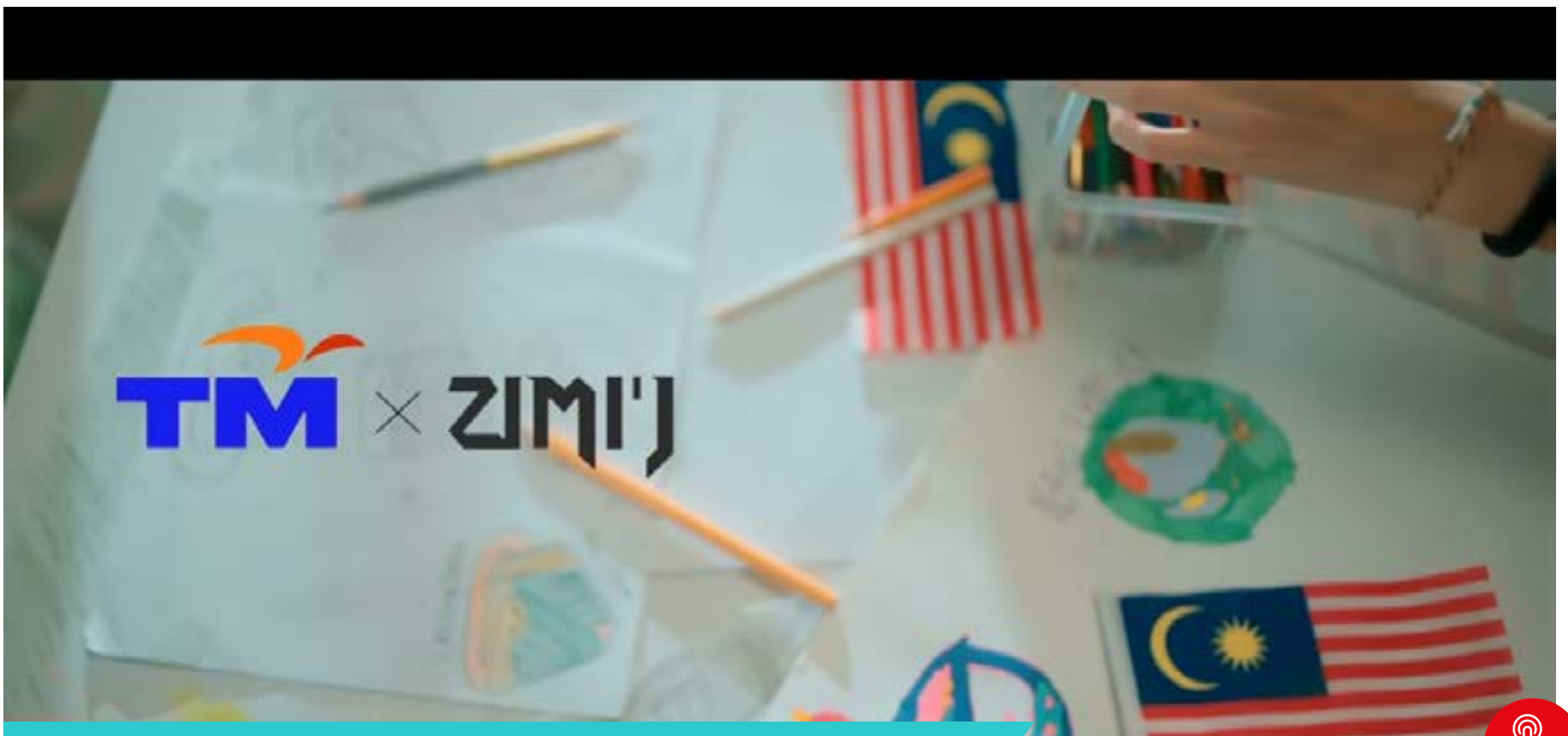


Takaful Malaysia | Merdek(AI)



CLICK TO WATCH THE VIDEO

Agency **Ballsy** Client **Ryt Bank** Production House **Vision Machina**



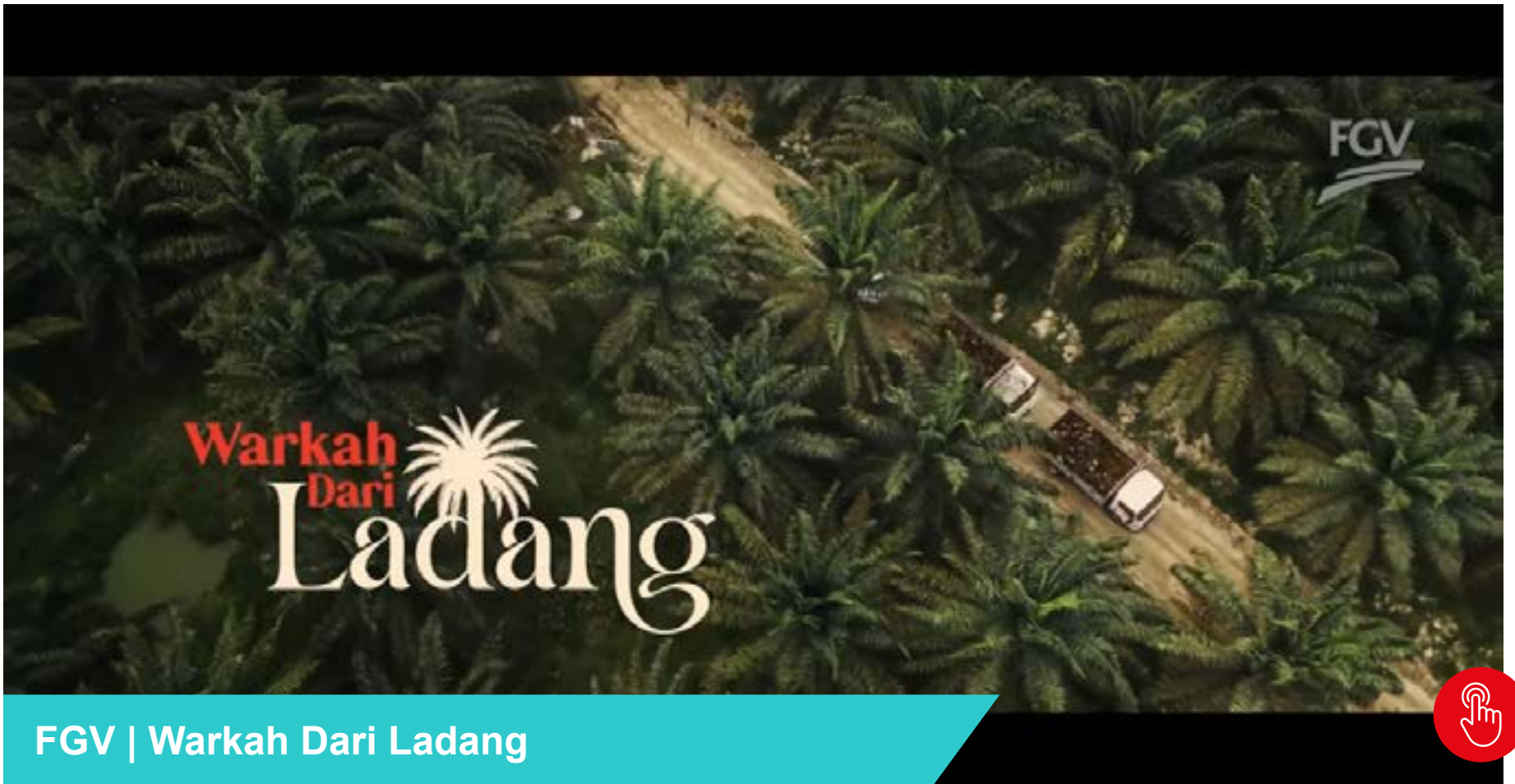
Etiqua | Lagu Teristimewa, Helo Malaysia



CLICK TO WATCH THE VIDEO

Agency **VML MALAYSIA** Client **TM TECHNOLOGY SERVICES SDN. BHD.** Production House **PLAYMONSTER SDN. BHD.**

TOP 10 EXPERTS' CHOICE AWARDS MERDEKA 2025 WINNERS!



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Agency **NIL** Client **FGV Holdings Berhad**
Production House **Creative Playground Media Sdn Bhd**



CLICK TO WATCH THE VIDEO

Agency **MEDIABRANDS CONTENT STUDIO**
Client **U MOBILE** Production House **MOJO FILMS**

XXI.MMC

21ST MALAYSIAN MEDIA CONFERENCE

RISE OF THE TRIBES

NOVEMBER 4, 2025



Real brand fandom thrives in cult clusters and culture wins