

MARKETING

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WEEKENDER™

We're going UP UP UP



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**THE EVOLUTION OF AN ICON:
HOW RESORTS WORLD
GENTING IS COMMERCIALY
REWRITING THE RULES OF THE
INTEGRATED RESORT**

WEEKENDER

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COVER STORY

07



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POWER OF REDDIT**

“Stop trying to please everyone, you’re not tequila.”

Emmy Rossum



“You contested and lost by a huge majority. You really talk big, ‘Ah Pek’.”

Umno Youth chief Dr Akmal Saleh latest tirade aimed at MCA vice-president Tan Teik Cheng

“Considering your country decided not to give me the Nobel Peace for having stopped 8 wars PLUS, I no longer feel an obligation to think purely of peace.”

Donald Trump, in a letter to Jonas Gahr Støre the Prime Minister of Norway



SHOULD CMOs ATTEND TVC SHOOTS?

There's a question that keeps turning up in Malaysian marketing circles like a bad catered sandwich at a "strategy offsite".

Should the CMO attend the TVC shoot?

Not the storyboard sign-off. Not the budget approval. Not the "please ensure legal is looped in" email.

I mean actually turning up on set. At 6am. In a folding chair. Pretending you're not cold. Pretending you're not irritated. Pretending you're not silently calculating how many internal meetings you're missing.

Some CMOs treat set visits like a sacred ceremony. Others treat it like an unscheduled punishment.

Both are correct. Both can also be a disaster.

Because a TVC shoot is not where you "make content".

It's where your brand's dignity gets tested under harsh lights.

It's where your beautifully written brief meets a very real world that does not care about your deck.

And it's where one tiny decision can turn "premium" into "promo".

So let's talk about the pros and cons, without the corporate incense.

Why a CMO should attend

1) Because the brand can't defend itself

On set, tiny things become massive. A wardrobe colour. A prop choice. A line reading. A facial expression.

One wrong note and your brand goes from "aspirational" to "uncle trying too hard" in 3 seconds flat. When the CMO is there, the brand has its top interpreter in the room. Not a WhatsApp chain. Not a junior exec trying to guess what "more elevated" means.

2) Because shoots are expensive and indecision is costlier

When the decision-maker is present, things move. Questions get answered. Problems don't mutate into reshoots.

A CMO on set can prevent the classic Malaysian tragedy.

"We'll fix it in post."

Translation: "We'll cry about it later."

3) Because it upgrades the agency relationship

When a CMO shows up and respects the craft, it changes everything.

... If a CMO starts debating lenses, camera moves, or lighting... the set becomes confused...

The team feels supported, not policed.

The agency feels trusted, not trapped.

And trust is what buys brave work in a market that often worships safety like it's a KPI.

4) Because leadership isn't a calendar invite

Your team watches what you do, not what you say.

Turning up tells them: "This matters."

And sometimes that's the difference between "just another TVC" and work people actually fight for.

Why a CMO shouldn't attend

1) The "client-on-set" effect is real

Let's not lie to ourselves.

Some CMOs walk onto set and suddenly everybody gets... polite.

The director stops taking risks.

The agency starts defending.

The client team starts panicking.

And creativity shrinks to the size of a compliance form.

If your presence makes the room quieter, you're not adding value.

You're draining oxygen.

2) CMOs are not directors.

Please don't cosplay one

A shoot has specialists for a reason.

Director. DoP. Producer. Creative lead.

If a CMO starts debating lenses, camera moves, or lighting like they're auditioning for a film school role, the set becomes confused.

And confused sets create mediocre work.

Mediocre work is very expensive to produce.

3) The calendar cost is not small
A shoot day is not "a quick drop-in".

It can swallow your attention, your patience, and your week.

If the organisation needs you solving bigger problems, the set visit becomes a symbolic gesture with a very real opportunity cost.

4) If you have to attend because you don't trust your process, that's your real problem

Many CMOs attend shoots because approvals are messy, alignment is weak, and everybody is terrified of being blamed later.

That's not a production issue.

That's a leadership and system issue.



A shoot can't fix a broken workflow. It can only expose it, in HD.

So, should they attend?

Here's the smarter version of the question.

If you attend, what version of you is showing up?

If you show up as a brand guardian.

Clear, calm, decisive. Protecting intent. Removing friction. Supporting your team.

Then yes, go. Even if it's just for the first key setups.

If you show up as a shadow director.

Rewriting live, micromanaging craft, and triggering nervous compliance.

Then please stay in the office. Or better, stay at home and let adults work.

- Go for the moments that matter:

first setup, hero product shots, sensitive claims, cultural nuance, or reputation risk scenes.

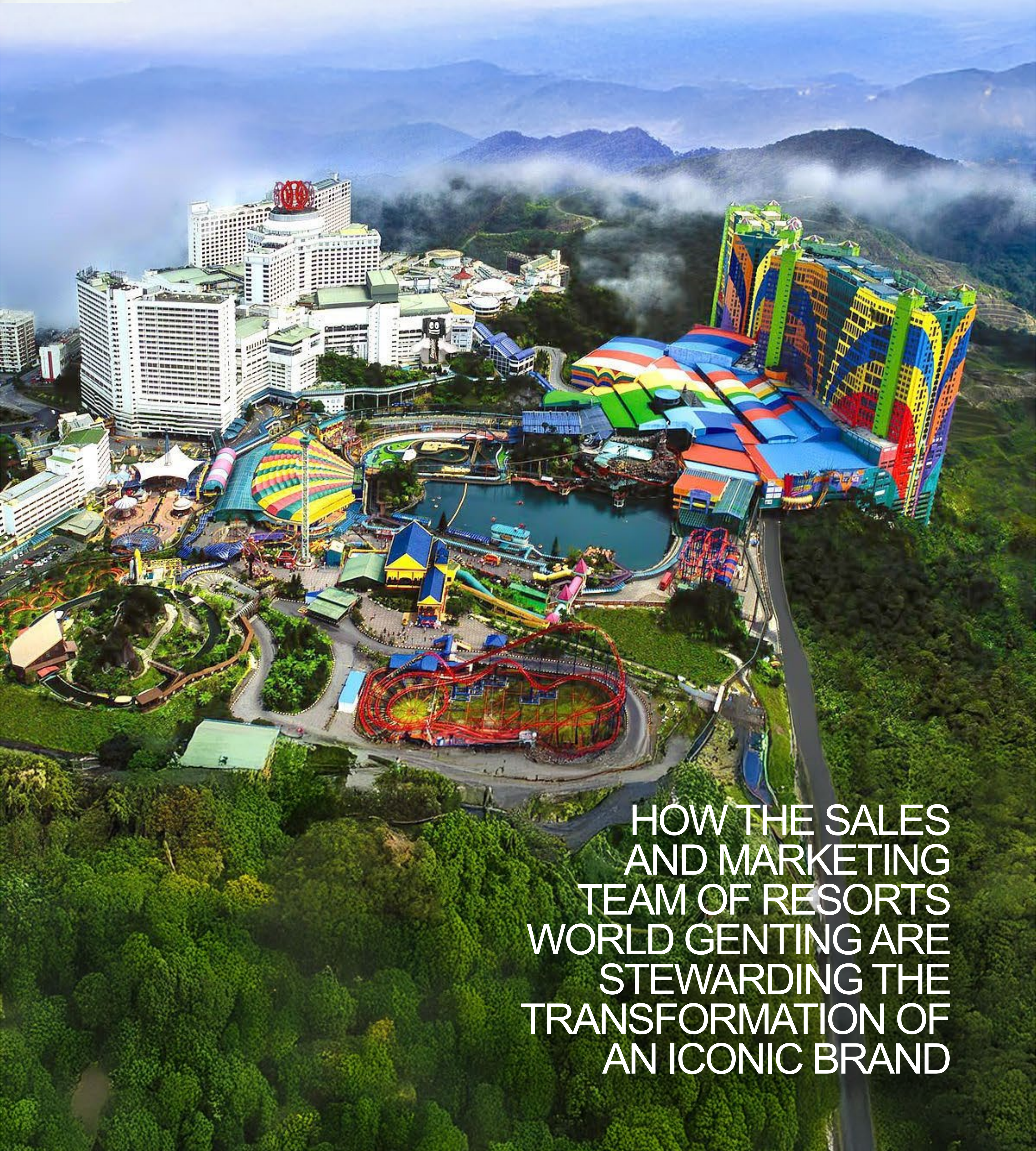
- Nominate one client voice: not a committee of WhatsApp ghosts.
- Set decision rights upfront: what the CMO decides, what brand decides, what agency decides.
- Bring one rule: if you're not improving clarity, you're creating noise.

A TVC shoot is where campaigns are won. Or quietly ruined while everyone smiles and says, "Ok can."

The best CMOs know when to show up.

And when to trust the people they hired, before they turn a film set into a meeting room with better lighting.

WINNING HIGH



HOW THE SALES AND MARKETING TEAM OF RESORTS WORLD GENTING ARE STEWARDING THE TRANSFORMATION OF AN ICONIC BRAND



DIAMOND JUBILEE DINNER

For six decades, Resorts World Genting (RWG) has stood as a beacon of ambition, perched 6,000 feet above sea level. What began in 1965 as a daring dream by our founder, the late Tan Sri Lim Goh Tong, has blossomed into a world-class integrated resort that has defined the Malaysian holiday experience for generations.

The Diamond Jubilee celebration in 2025 was marked with awards for our Resort as well as our marketing efforts. Our world-class hospitality has been recognised on the global stage, most notably with Resorts World Genting being named “Malaysia’s Leading Resort” at the World Travel Awards 2025 for a record-breaking sixth time, Crockfords once again secured

the Forbes Travel Guide 5-Star Award, and we were honoured to receive the Best ASEAN New Tourism Attraction award at the 34th ASEANTA Excellence Awards, proving that, even at 60, we are still leading the way in innovation.

This is by no means an accident. Starting in 2022, the Sales and Marketing team has undergone a digital revolution that has brought greater visibility to the branding efforts, and it has resulted in many firsts for us.

Firstly, we strengthened the foundations of our communications by doubling down on our social media presence, investing in advertising, and creating high-quality content by our in-house creators. Over time, our efforts have brought in new followers, and we’re

COVER STORY

proud to say we have one of the highest numbers of followers across Facebook, Instagram, X, TikTok, and Xiao Hong Shu for a resort.

We also doubled down on technology, revamping our website, app, and booking system to make it easier than ever for our customers. On the app, our developers have introduced features like digital keys, check-in, vouchers, and e-cash capabilities, with more to come.

These foundations have enabled us to push marketing campaigns that captured the hearts—and appetites—of a new generation. We saw the triumphant return of our CEO 2.0 (Chief Experience Officer) campaign, where kid influencers like the effervescent Eva Mei (@misspopsasa) took the helm. By letting children “verify” our resort through their own eyes, we’ve redefined the family “kid-cation,”



TEAM RECEIVING GOLD AT MEA FOR THE CEO 2.0 CAMPAIGN

... doubling down on our social media presence, investing in advertising, and creating high-quality content by our in-house creators...

earning prestigious accolades from the APPIES, MARKies, and Dragons of Asia for our innovative use of social media and storytelling.

Our appeal to the global corporate and luxury traveller was further solidified at the Business Traveller Asia-Pacific Awards 2025. Being nominated and recognised among the “Best Independent Hotel Brands” is a testament to our ability to deliver bespoke, high-end experiences that meet the rigorous standards of the world’s most frequent travellers.

The meetings, incentives, conferences, and exhibitions (MICE) business has been one of the core pillars of our business, and receiving the Business Traveller award in 2025 has been a validation of our commitment to our business customers.

We also brought the drama to the dining table with our Burger & Lobster “Fusion Flavours Meet K-Drama Vibes” campaign. By blending the irresistible pull of K-culture with the indulgence of

our world-famous lobster rolls, we turned a culinary revival into a cinematic event. Through digital-first storytelling and “crave culture,” we reminded the world why RWG is the ultimate destination where food, entertainment, and culture collide.

From the yearly tradition of Chinese New Year in the Sky that kicked off our celebrations to the inaugural Genting Culinary Classic and the sophomore return of Genting Sustainbiz, 2025 has been a year of bold experimentation with new IPs and redefining what it means to be a resort.

The year has only just begun, and we’ve already introduced another new character into our brand, Tian Ma, who ushers in the Year of the Horse with good fortune and blessings. It is the first time the brand has ventured into selling its own Chinese New Year plushies, and we’re confident that Tian Ma will soon become a crowd favourite.

A brand film and original song were also produced to introduce our lucky horse to Malaysians.



JESSICA MINH ANH AT RESORTS WORLD GENTING

The brand film is available now on [YouTube](#). It was shot over 2 days and covers crowd-favourite locations like Chin Swee Caves Temple, Genting SkyWorlds Theme Park, Resorts World Awana, and many more.

As far as experiences go, we've introduced the Genting Guest Xperience Centre (GXC) at Crockfords, where the legacy of our founder, Tan Sri Lim Goh Tong, is preserved with the latest in immersive technology. The centre



is divided into five zones that use projection mapping to bring the story of Genting Group to life fully.

The Genting Guest Xperience Centre is also our test bed for new partnerships in the resort. Featured prominently at the front of the GXC is a Partner Zone where we're inviting like-minded businesses to come display their latest innovations. With our global reach of guests and an unforgettable location, we think partners will find a lot to love about our new Partner Zone.

January also brought with it our most significant innovation yet, the Immersive Studio at Genting SkyWorlds theme park. The attraction earned the title of the highest-altitude immersive attraction in the country from the Malaysia Book of Records and is currently playing our CNY-themed video featuring our own Tian Ma as he soars through different eras of Chinese art.

"We've assembled our most balanced team to date," shares

“Even as we push the use of technology, we must be mindful to humanise our approach...”

Spencer Lee, the EVP of Sales, Marketing, and Public Relations. “As we continue with our transformation, we are reliant on each other, and there are no divas or stars on the team. Innovation is hard, so we celebrate our successes, big and small, and also learn from our failures.

“Even as we push the use of technology, we must be mindful to humanise our approach as to succeed in marketing is to provide people with exceptional experiences

and in business it is all about striking at the right time, right place, and with the right people.”

As we look ahead to Visit Malaysia 2026, we’re grateful for the support of the Ministry of Tourism, Arts and Culture and the Pahang State Government, who have always been allies as we’ve introduced more attractions to Pahang. The team is working on all fronts to deliver an unforgettable holiday experience for guests from around the world.



GENTING CULINARY CLASSIC COMPETITION



popculture
MARKETING
EXPERTS'
CHOICE
CNIY
TVC AWARDS 2026

CALL FOR ENTRIES 

WHY IS YOUR MARKETING SO BORING?

Honestly – is your marketing really different from your competitors?

Do you have a radical Business Strategy that sets you apart? Do you have a Business Idea that can transform your industry?

If you're honest, the answer is probably no.

Because almost all marketing today simply copies the industry playbook:

Social media chasing algorithms. UGC hoping to go viral. Some ads. Predictable collabs. The latest digital hot button.

But none of this will move the needle – if your Business Thinking isn't smart as hell.

GREAT MARKETING IS GREAT BUSINESS THINKING.

Great marketing is not about creative content or digital innovation.

Great Marketing is Great Business Thinking – a radical, creative way of reframing your business to transform your performance.

One of my favourite examples is Oatly:

WHAT EVERY MARKETER CAN LEARN FROM OATLY.

Oatly didn't win by making better social ads about oat milk.

They won by thinking bigger and acting smarter. Their marketing budget was minimal – but their thinking was transformational.

As a result, they transformed society, an industry – and built a \$13 billion company.

Here's five of the most important insights every marketer can learn from Oatly today:



1. THINK BIGGER.

For years, Oatly was a scientific

GREAT MARKETING

product for the lactose-intolerant. Its sales were steady but small.

Then new Management realised that their core proposition was – in fact – their biggest weakness. So, they asked themselves a bigger question:

Why are we simply selling a niche, narrowly-targeted milk alternative? Why can't we reframe the entire dairy industry?

And so they repositioned themselves as the human-friendly alternative to cow's milk... (The same cow's milk which is ultimately created for... calves).

Their new mission: "It's like milk, but made for humans".

**It's like
milk but
made for
humans.**



2. DON'T JUST CREATE A BRAND PROMISE – CREATE A CULTURE.

Oatly stopped narrowly-targeting the lactose-intolerant and started engaging with a dynamic new audience: The "Post-Milk Generation":

Not the mass-market – but a global, motivated and passionate audience: the environmentally conscious, the health-aware.

This became much more than smart targeting. It became tribalism.



3. DON'T JUST COMMUNICATE – MOTIVATE.

In order to engage with this new "Post-Milk Generation", Oatly scrapped corporate-speak and earnest health benefits.

Instead, they created a unique voice:

They 'spoke human'.

Bold, confident, irreverent, anti-establishment – everywhere they spoke in a uniquely fresh, honest language that sparked a global movement.



4. GO NICHE – TO BUILD PASSION.

They originally launched with little money, minimal campaigns. But they made one big, bold decision:

... If your Business Thinking is great – your Marketing will be spectacular...

They ignored supermarkets. Instead, they chose to go niche – targeting independent Coffee Shops with their ‘Barista Edition’.

Creating scarcity and desire, people discovered Oatly at cool cafes, then demanded it at supermarkets – which had to stock it. It was a genius halo effect.



5. CREATE A CAUSE.

Then they created something more powerful than any marketing. They created a cause.

They went to court with the Dairy Industry around the world to support their use of the word ‘milk’, because they represented the global “Post-Milk Generation”.

They lost many cases – but they stood firm and gained massive publicity. And eventually, in 2023 – they won their case in the UK against Dairy UK.

They were entitled to use the word ‘Milk’. And the little guy had defeated the Dairy Establishment.

GREAT THINKING IS GREAT MARKETING.

As a result of radical thinking, Oatly revenue exploded from an estimated \$30 million to over \$421 million. And their landmark IPO in 2021 valued the company at \$13 billion.

The lesson is clear:

Never start your planning process by thinking about media, advertising, social and all the latest whizz-bang creative content.

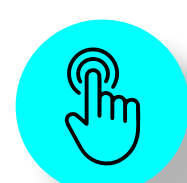
Start with the Business.

If your Business Thinking is great – your Marketing will be spectacular.

If you’d like to know more, just get in touch: Connect@YourTransformers.com



*Chris Jaques
is Asia’s #1
Innovation
Coach*





WHAT DOES AN AI AGENCY DO?

By The Hammer

An AI marketing agency does the marketing jobs, but it does them at the speed your customers actually live.

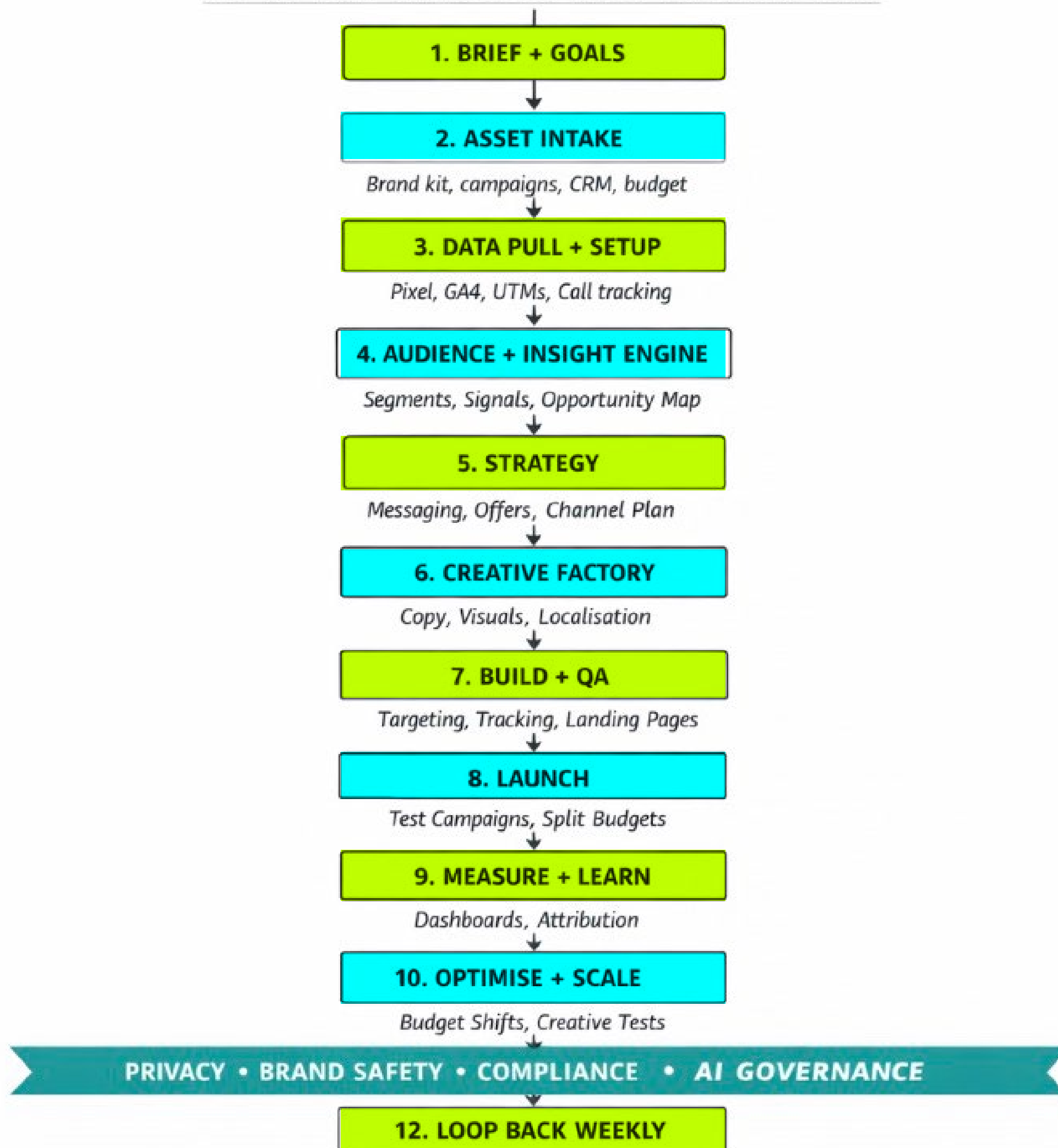
It starts with buyers. It pulls in what you already have, website behaviour, search intent, CRM lists, store patterns, campaign history, and it looks for signals.

Who is leaning in? What they are typing? What they are comparing? What they are scared of? What they want but won't say in a focus group? Suddenly your "target audience" stops being a slide and starts becoming a map.

Then it builds the message like a scientist, not a romantic. Not one headline you must defend for three months. Multiple angles. Multiple offers. Multiple proof points.

One speaks to value. One speaks to convenience. One speaks

AI MARKETING AGENCY WORKFLOW



This table is illustrative only

to trust. One speaks to pure desire. You test them fast, because in Malaysia, people don't wait for your brand purpose to finish its speech. They scroll.

Creative becomes a factory with taste.

AI helps generate variations, formats, cut-downs, localisation, Bahasa, English, Chinese copy lines, the whole messy reality of the market. Humans keep it sharp, on-brand, and legally safe. AI accelerates the making. Humans decide what deserves to exist.

Media is where the grown-up work happens. An AI marketing agency does not "boost posts." It sets campaigns up like experiments. Clear tracking. Clean tagging. Tight audiences. Measurable outcomes.

Budget moves to winners quickly. Losers get cut without a funeral.

The reporting is not a vanity parade of impressions. It is what drove enquiries, what drove baskets, what drove booked appointments, what drove sales.

The real difference is the loop. Traditional marketing runs in seasons. AI marketing runs in cycles. Daily signals. Weekly learning. Continuous optimisation.

You stop arguing about opinions in meeting rooms and start making decisions based on what customers actually did.

So what does an AI marketing agency do?

It finds demand, shapes the pitch, produces at scale, runs performance with discipline, and keeps improving until the numbers prove it. It does not replace marketers.

It replaces slow marketers.

Agentic AI Marketing Glossary:

Key terms for local AI-powered marketing.

Agent



AI "doer" that completes tasks.
Example: "Scan MY news, draft LinkedIn posts."

Agentic Workflow



Repeatable process run by agents.

Orchestrator



"Traffic controller" for agent tasks.

Tool Use



"Agent uses apps.
Example: "WP, GA4, Canva."

Human in the Loop



Approval before key actions.
Example: "Editor must approve."

Guardrails



- Hard rules. No "No.1 MY", no medical claims

Brand Voice Pack



- Tone rules and examples, "UK English preferred."

Knowledge Base



- Trusted facts. "Rate cards, FAQs."

RAG & Grounding



- Search + Cite sources. "Reduce made up facts."

Hallucination



- Wrong info. "Fake job titles, dates."

Verification Step



- Final checks. "Confirm names, dates."

Autonomy & Policy



- Ask or approve? "No ad spend without OK."

Observability




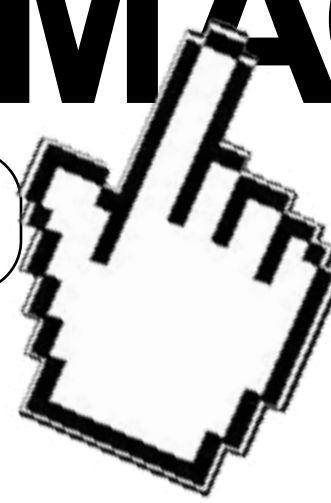
Logs and records of agent actions.



MOST READ ON

WWW.MARKETINGMAGAZINE.asia.com

 (09th January – 23rd January 2026)



WHAT THE BOTAK NASI LEMAK EPISODE REVEALS ABOUT BRANDS, ASSUMPTIONS AND MALAYSIA'S TRUST DEFICIT

Pageviews: 3,305



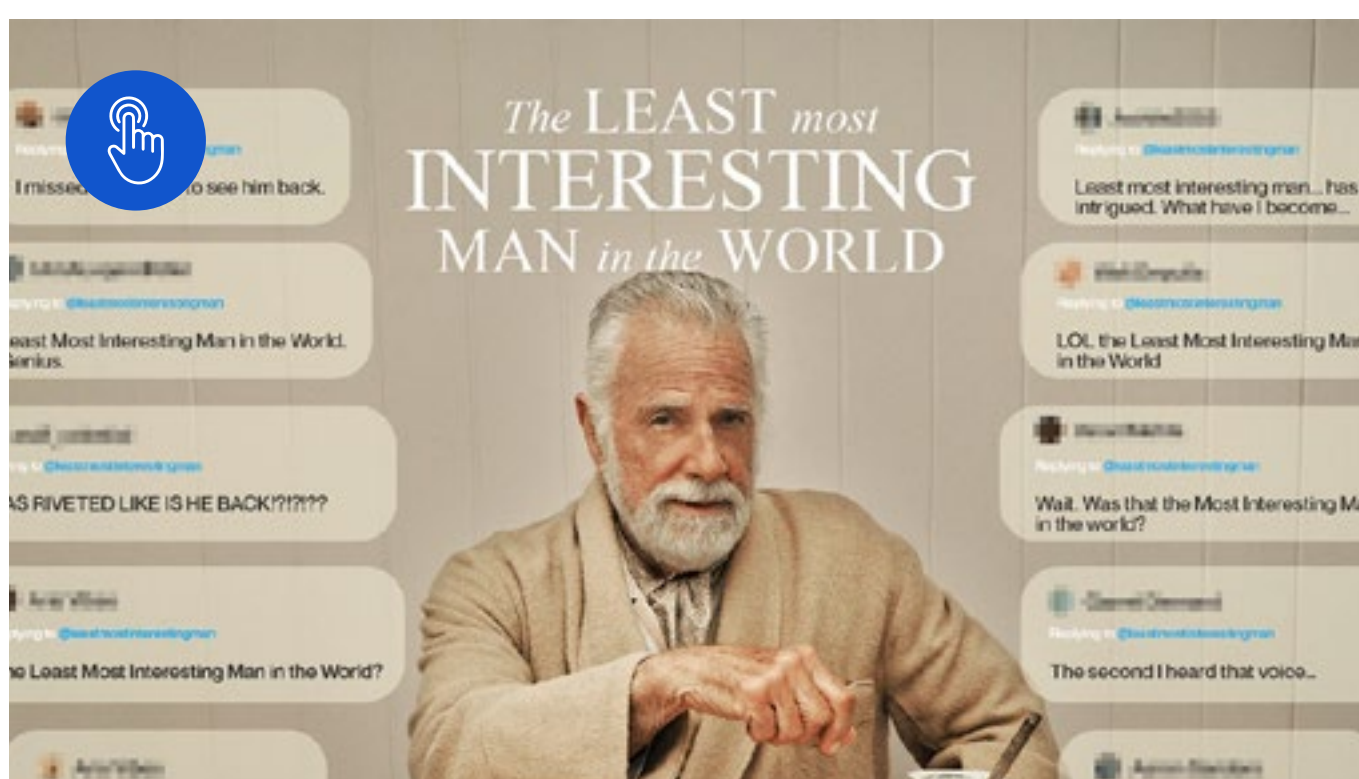
A TIMELY TRIBUTE TO ALL NEXGENERS

Pageviews: 3,102



OMNICOM MEDIA APAC UNVEILS 2026 TRENDS REPORT

Pageviews: 3,011



THE LEAST MOST INTERESTING MAN IN THE WORLD IS BACK AFTER 10 YEARS

Pageviews: 2,975



DENTSU MALAYSIA APPOINTS NICK DREW TO LEAD DATA AND TECH PUSH

Pageviews: 2,587



SYNTHETIC MARKETING?

By The Hammer

Marketers have always loved a shortcut.

Focus groups instead of full launches. A/B tests instead of boardroom opinions. Dashboards instead of “I feel it will work”.

Now a new shortcut is entering the room, and it sounds almost too good to be true.

Synthetic marketing.

It means using synthetic data to plan, test, and optimise campaigns without leaning so heavily on real customer data. Think of it as a

practice match before the real game. You create a “synthetic audience” that behaves like your market.

Then you run scenarios on it. Different offers, different messages, different channels, different budgets. You learn faster, you spend smarter, and you reduce privacy risk.

Synthetic data is artificial data that looks and behaves like real data, but it is not tied to real people. No one in that dataset is your actual customer.

It is generated by models that learn patterns from real-world behaviour and then produce new,

LIKE FOR LIKE

plausible records.

Why should Malaysian marketers care.

Because our old data habits are getting squeezed from both ends.

On one end, platforms are tightening tracking and pushing more “walled garden” measurement.

On the other, customers are more sensitive about privacy, spam, and how brands use their numbers and identities. Meanwhile, Malaysia is a market of extremes. Klang Valley moves differently from Kota Bharu. Penang behaves differently from Johor Bahru. And one national message can land like two different campaigns depending on language, culture, and price pressure.

In that environment, synthetic marketing becomes attractive for three reasons.

First, speed. You can simulate “what if” questions before you burn money. Imagine a telco running a Merdeka campaign offering “extra data for streaming”.


Synthetic testing can estimate whether the hero message should be TikTok-and-gaming for urban youth, but WhatsApp-and-video-calls for family segments, and whether the call-to-action should be “add-on pass” or “auto-upgrade”. Same offer, different framing, different lift.

Or take a QSR during Ramadan. You want to push “berbuka set” bundles at peak hours, but you also want to avoid over-discounting.

Synthetic scenarios can model which combination of bundle price points, limited-time items, and delivery promos will grow baskets without training customers to wait for deals.

Second, privacy and access. In Malaysia, first-party data sits in silos. Banks, telcos, e-commerce, delivery apps, and loyalty programmes hold rich signals, but marketers rarely get clean, shareable datasets.

Synthetic datasets can be safer to share across brand teams, agencies, and analytics partners



... Because our old data habits are getting squeezed from both ends...

... Synthetic testing can help you decide whether to lead with film-first storytelling...



without passing around raw customer records. A retailer planning a “payday sale” can collaborate with an agency using synthetic customer journeys instead of emailing raw loyalty lists to everyone.

Third, coverage. Most local teams, especially SMEs and challenger brands, do not have perfect CRM, perfect tagging, or years of clean history.

Synthetic data can help fill gaps, create test environments, and train or validate models for forecasting, churn risk, next-best offer, attribution, and fraud checks.

Now, to make this real, here are the kinds of local campaign moves synthetic marketing can improve.

These are not “case studies”, they are familiar Malaysia-style campaign situations where simulation helps you choose better.

Festive campaigns that swing wildly by segment. Think Raya campaigns that rely on emotional storytelling, plus retail mechanics that must still move product.

Synthetic testing can help you decide whether to lead with film-first storytelling on YouTube and TV, while driving conversion with shorter cut-downs in marketplaces and retail media.

It can also estimate the point where retargeting becomes annoying, especially when everyone is spamming the same festive audience.

Value campaigns in a price sensitive market. Malaysia loves “lebih jimat”, but brands often go too far and become discount addicts.

A “Jimat Sampai...” style campaign for FMCG or modern trade can be simulated across segments to see whether you are growing penetration or just subsidising people who would have bought anyway.

Synthetic data is useful for spotting cannibalisation, especially when you run overlapping promos across supermarkets, convenience stores, and marketplaces.

Bank and e-wallet campaigns

... The marketer's nightmare is spending millions to reward the same power users while missing the next wave of adopters...

that live or die on friction. Imagine a “scan and win” or “cashback weekend” push.

Synthetic journeys can model how many steps people tolerate, where drop-offs happen, whether “instant cashback” beats “points accumulation”, and how messaging should differ between heavy users and first-timers.

The marketer's nightmare is spending millions to reward the same power users while missing the next wave of adopters.

Telco and broadband acquisition campaigns. A fibre broadband push often uses a single national message, but reality differs by area, condo rules, install time expectations, and household size.

Synthetic marketing can model which value proposition wins in different clusters, speed, stability, gamer-friendly latency, or family streaming bundles, and which channels deliver qualified leads instead of “curious clicks”.

Automotive and property lead-gen. Malaysian lead gen is full of low-quality leads. A property

campaign can simulate lead quality by channel, then test follow-up cadence, WhatsApp scripts, and appointment incentives to reduce ghosting.

A car brand can simulate whether a “0% downpayment” message pulls in tyre-kickers, while a “monthly instalment certainty” message attracts better prospects.

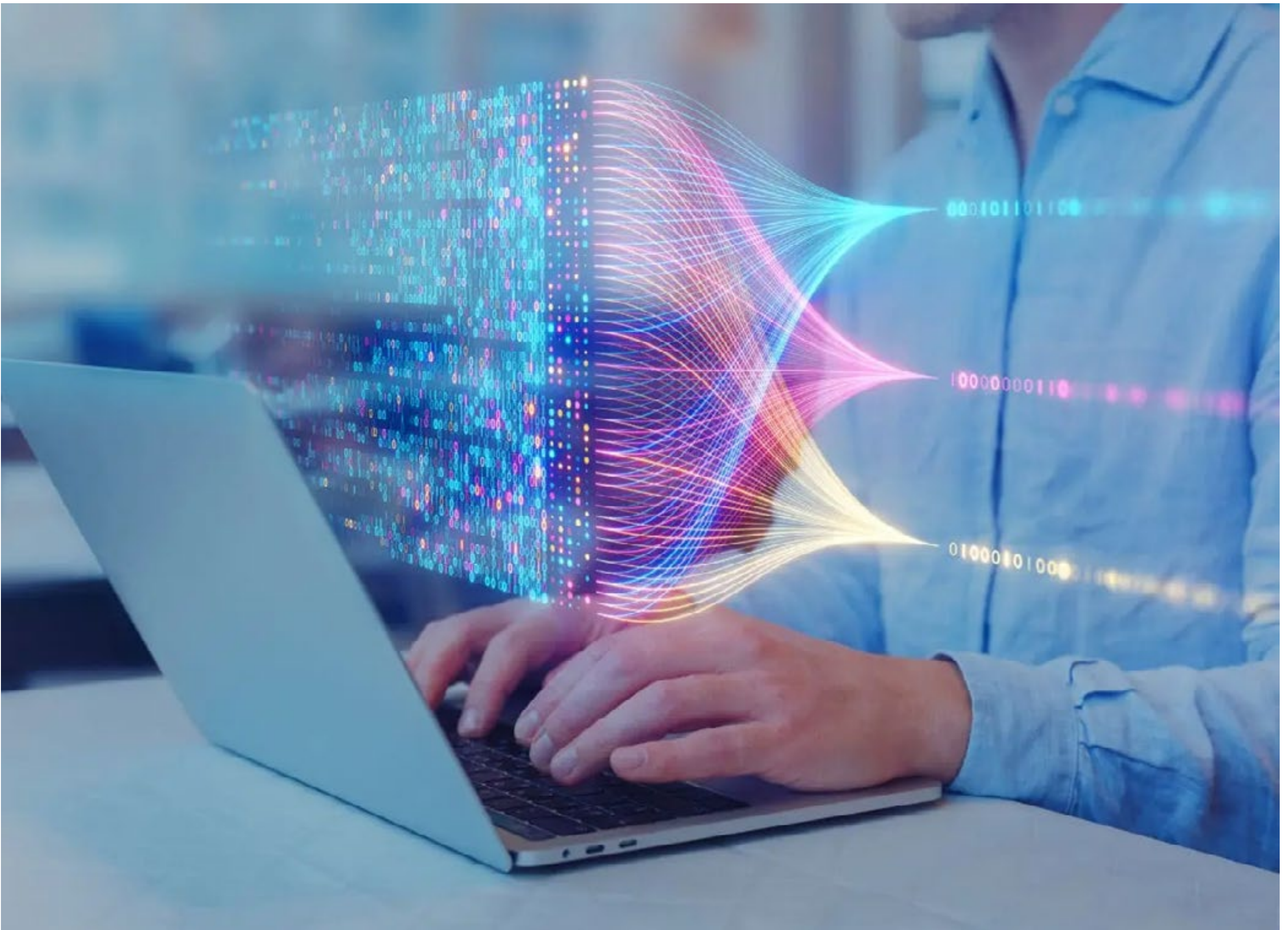
So why are marketers still not using it.

Because it is stuck between promise and practice.

Trust is the first barrier. “Made up people” sounds like imagination, not measurement. Many CMOs would rather rely on a small real dataset than a large synthetic one, even if the small dataset is noisy.

Capability is the second. Synthetic marketing sits between marketing, data science, and governance. Many organisations do not have the in-house muscle to build it, brief it properly, or challenge the assumptions inside the model.

Data hygiene is the third. If your customer records are messy, your definitions change every quarter,



and your tracking is inconsistent, synthetic output will mirror that mess, only faster.

Incentives are the fourth. Synthetic marketing is preventative. It helps you avoid waste. But many organisations reward visible wins, not the quiet discipline of testing what would have failed.

Now the warning label.

Synthetic marketing can make you confidently wrong. If your synthetic generator is trained on biased, outdated, or incomplete inputs, you will reproduce those weaknesses at scale. You will simulate a market that behaves exactly like your blind spots.

So here is the Malaysian marketer's rulebook.

Use it for pattern decisions, not cultural truth. Great for budget allocation, response curves, channel

mix, frequency, and offer structure. Weaker for predicting sudden shifts in sentiment, memes, or cultural moments.

Anchor it to reality. Validate synthetic results against a real holdout sample, even a small one.

Do not outsource strategy to it. It is a testing engine, not a positioning engine.

Make assumptions visible. If the team cannot explain what is being modelled in plain English, you have built a black box.

Treat "synthetic" with governance. It is not an automatic free pass.

In short, synthetic marketing is a wind tunnel for campaigns. It lets Malaysian marketers rehearse before they spend. Used well, it is faster, safer, and more disciplined experimentation. Used lazily, it is a new way to be wrong with confidence.

442

EPISODES AND STAYING AWESOME!



CLICK TO WATCH



Spotify



YouTube

LATEST SUBSCRIBER COUNT: 6,371
(HIGHEST IN CATEGORY).



The
NexGen
Show



THE MARKETING POWER OF REDDIT



Reddit is the most misunderstood major platform in marketing. It does not reward glossy brand theatre. It rewards usefulness, evidence, and lived experience. That is why it quietly shapes what people buy, what they avoid, and who they trust.

In Malaysia, Reddit is no longer a fringe habit. Similarweb ranked [reddit.com](https://www.reddit.com) as the 11th most visited website in Malaysia in December 2025, sitting just behind X and in the same neighbourhood as the country's everyday digital staples.

At the same time, Malaysia's connected base is massive: 35.4 million internet users (98.0%

penetration) and 30.7 million social media user identities (85.0% of population) by end-2025 reporting. When a platform sits that high in national web behaviour, it is not "a niche community" anymore. It is a mainstream decision layer.

Reddit's first marketing advantage is intent. People arrive there when they are choosing. They are not looking for inspiration. They are looking for proof. That is why Reddit threads often become the final stop in a buying journey, especially for high-consideration categories like tech, cars, finance, skincare, property, and B2B tools.

Even Similarweb's wider traffic



THE MARKETING POWER OF REDDIT



DECISION ENGINE

Reddit is where people go to decide, "Is this worth my money?".



Is this legit? Reddit



ORGANIC INSIGHTS

Thousands of honest focus groups for reviews and research.



u/randomuser · 5hrs ago

Bank rejects my insurance claim. What should I do?

2.9K Comments 71



ADS AS AMPLIFIER

Promoted posts appear in targeted Reddit feeds.



r/Insurance · 1 hor ago

Top 10 protein powders for beginners?

4.14k Comments 3



ORGANIC INSIGHTS

Thousands of honest focus groups for reviews and research.



r/Insurance · 4 day ago

Bank rejects my insurance claim. What should I do?

2.3K Comments 5



BUILDS CREDIBILITY

Transparency matters. Experience wins.

Corporate Speak



ADS AS AMPLIFIER

Promoted posts appear in targeted Reddit feeds.



r/Fitness · 1 day ago

Upgrading your laptop? Check out the latest models!



INTERESTS SUBREDDITS KEYWORDS

Content → Corporate Speak



Reddit punishes lazy marketing. Use the tool. Earn the trust.

signals point to this behaviour: for [reddit.com](https://www.reddit.com), Organic Search is the largest desktop traffic source (67.71%), which aligns with people

actively hunting answers, not passively scrolling.

The second advantage is depth. Reddit is not built for drive-



by consumption. Similarweb estimates an average visit duration of 5 minutes 35 seconds and 4.64 pages per visit for [reddit.com](https://www.reddit.com).

That is attention you can actually do something with, provided you deserve it. On Reddit, the winning “creative” often looks like a helpful post: comparisons, step-by-step guides, honest caveats, and comments that answer the awkward questions before they are asked.

Now the practical question. Can marketers advertise on Reddit. Yes. Reddit has a full ad platform, and it is built around the way Reddit works. Advertisers can run Promoted Posts in formats like free-form, image, video, and carousel, and target audiences based on interests, keywords, or subreddits.

Reddit also encourages layered targeting, such as interest plus geography, and it supports exclusions so brands can avoid communities that are not a fit.

... They are not looking for inspiration. They are looking for proof...

But the rule is simple. Paid works best when it amplifies something that already belongs on Reddit. Use organic participation to learn the language of the category, the objections, the myths, and the real buying triggers. Then promote content that reads like value, not like a brochure. Reddit will not reward you for shouting. It will reward you for being useful, specific, and transparent.



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