

# MARKETING

ISSUE #459 FEBRUARY 2026

WEEKENDER



**MALAYSIAN  
OOH EDITION  
2026**

**IT'S ALL OUT THERE**  
*OUT OF HOME IS WHERE BRANDS  
EARN THEIR PLACE IN PUBLIC  
CONVERSATION.*

# WEEKENDER

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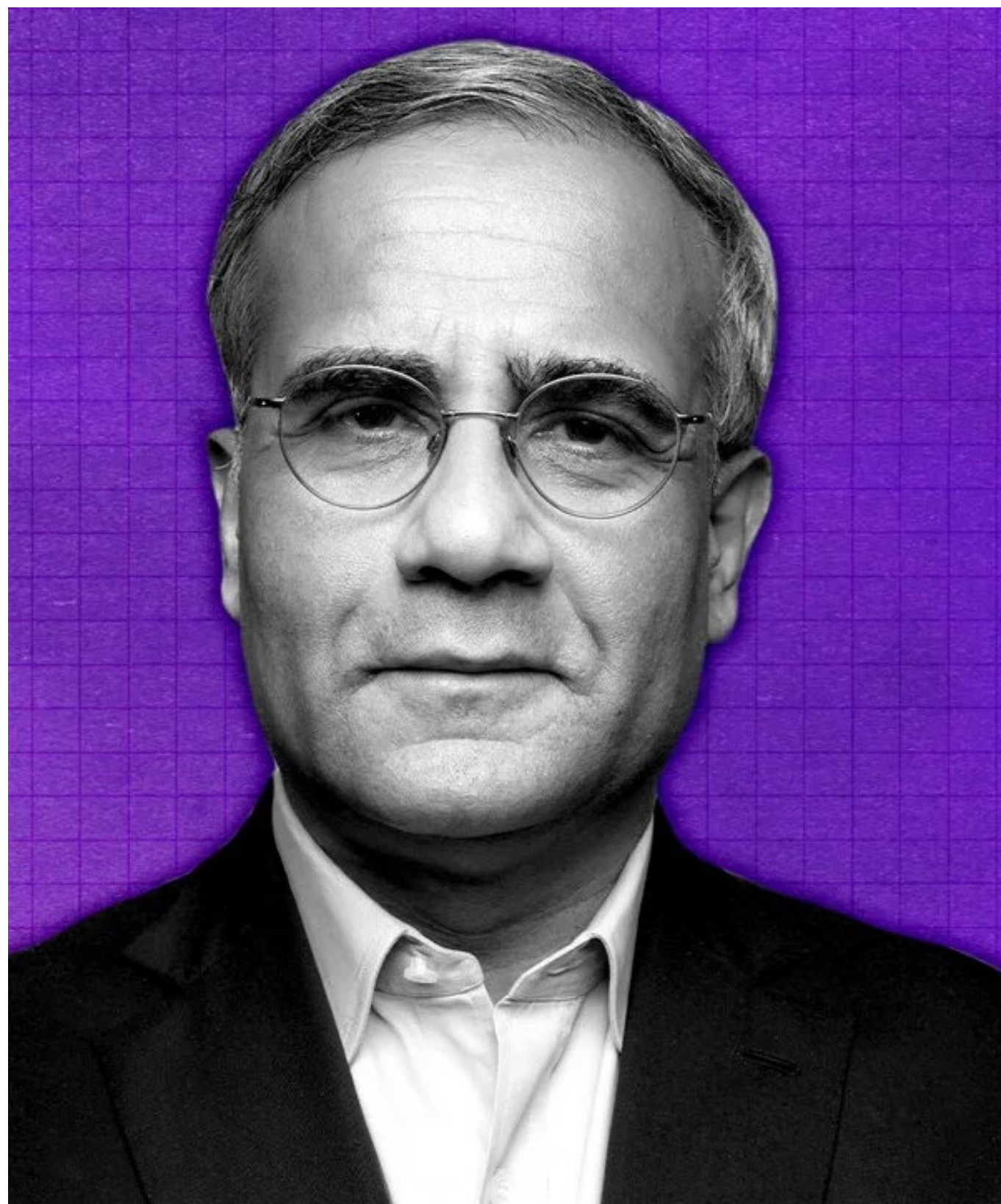
**“The times of big corporate big brand messages are gone. An army of creators will replace the traditional advertising.”**

**Unilever CEO Fernando Fernandez speaking to investors at the Consumer Analyst Group of New York.**



**“Outdoor is the last remaining mass medium.”**

**Rishad Tobaccowala**



**“WPP is no longer a holding company.”**

**Says CEO Cindy Rose**





# DIGITAL GAINS, AND MEASUREMENT GETS SERIOUS

Malaysia's Out of Home (OOH) market is entering 2026 with one clear storyline.

Static OOH is still valuable for mass reach, but growth and attention are shifting towards digital out of home, better measurement and more accountable planning.

## **Where the money is moving.**

The market is not collapsing. It is rotating. *The Star* puts Malaysia's

overall OOH adex at RM985 million in 2022, easing slightly to RM955 million in 2023.

Over the same period, DOOH (Digital Out of Home) grew from RM600 million (2022) to RM748 million (2023), a strong signal that buyers are rewarding flexibility, speed and screen impact.

DOOH was expected to grow 15% to 20%, while OOH could drop

**EDITOR'S NOTE**

around 5% on “cannibalisation”.

Translation: static still matters for presence and scale, but the growth engine has moved.

**MARKET SIZE.**

Mordor Intelligence estimates Malaysia’s combined OOH and DOOH market at USD209.87 million in 2025, rising to USD221.97 million in 2026.

These forecasts link momentum to broader infrastructure and behaviour shifts including 5G rollout, stronger mobility, airport traffic recovery and the expansion of mall and transit environments.

Programmatic DOOH is the next accelerant. As inventory becomes more addressable, brands can rotate creative by time, location, audience and context, and buy with more flexibility than traditional bookings.

Forecast commentary links Malaysia’s DOOH growth to programmatic buying and advanced measurement tooling. The creative impact is already visible.

Better DOOH work is modular, fast and designed for short dwell times, with multiple versions that can be swapped dynamically rather than one hero execution sitting unchanged for weeks.

**MEASUREMENT FINALLY LANDS.**

The biggest structural change is measurement. Malaysia has long had an OOH credibility gap in the boardroom because planning often relied on site reputation and traffic

assumptions.

OAAM’s industry wide audience measurement push, developed with AllUnite, is intended to standardise impressions, targeting and forecasting and has been framed as a credibility upgrade for both buyers and media owners.

If measurement becomes standard, OOH stops being a discretionary branding add on. It becomes a defensible line item that can sit in the same planning conversation as digital.

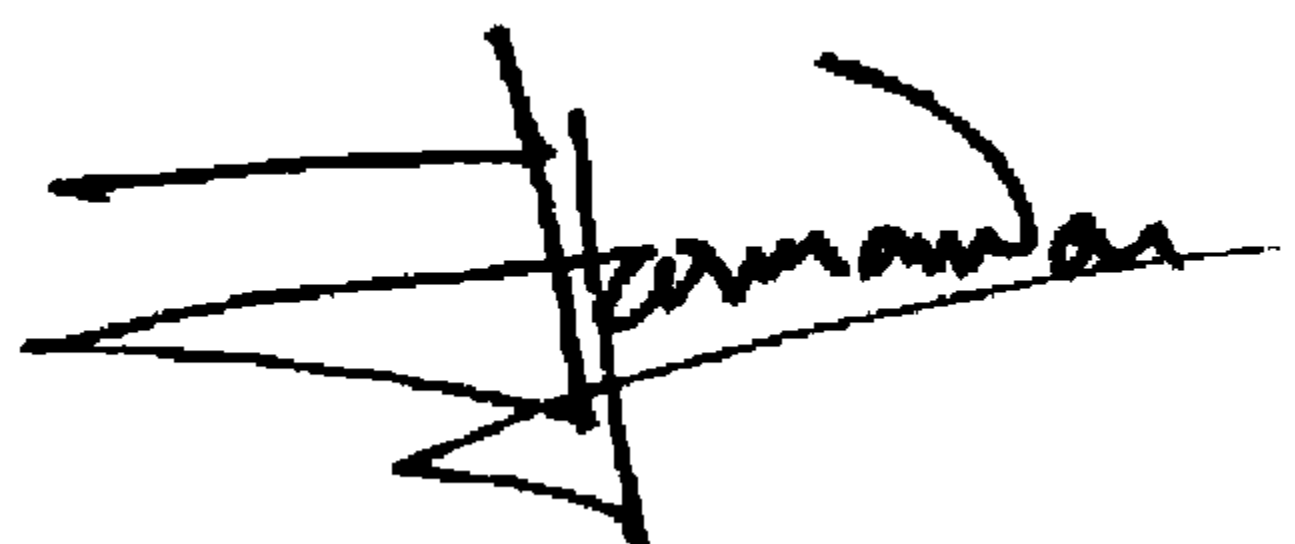
**SCREENS AS PUBLIC INFRASTRUCTURE TOO**

By 2026, DOOH is also appearing in civic and community use cases, not just commercial campaigns.

New Straits Times reported Big Tree Outdoor and partners using DOOH for a social good initiative, signalling how large screen networks are increasingly treated as public messaging infrastructure.

For this OutHome edition, the conclusion is straightforward - Malaysia’s OOH market is being rebuilt around digitisation, proof and planning rigour, which is exactly what modern marketers now demand.

Enjoy this issue!



# MALAYSIA'S OOH INDUSTRY GOES BIG FOR INTERNATIONAL OUT-OF-HOME WEEK 2026



From **25 February to 3 March 2026**, Malaysia's Out-of-Home (OOH) industry delivered one of its most ambitious collective showcases to date with **International Out-of-Home Week (IOOHW) 2026** across the **Klang Valley**.

Organised by **Visual Retail**, the initiative saw close to **20 media owners** unite creative execution across an impressive **9,400+ digital out-of-home (DOOH) screens**, spanning highways, malls, transit corridors and key urban touchpoints; a live demonstration of OOH's unmatched reach and collaborative power at scale.

More than a celebration, **IOOHW 2026** served as a statement of intent for the industry. By moving in unison, OOH showcased its ability to deliver sustained, unavoidable visibility in real-world environments, reinforcing its relevance in a fragmented, data-driven media landscape. The campaign highlighted how DOOH continues to evolve as a high-impact, scalable channel — one that balances creativity, context and measurable reach, making it a strategic mainstay for mass awareness and brand building in 2026 and beyond.

*Here are some snapshots of the campaign across Klang Valley:*



Jalan Damansara

Jalan Pahang

Federal Highway (Amcorp Mall towards Subang)

Jalan Syed Putra



# BEYOND THE BILLBOARD: *RE-ENGINEERING OUT-OF-HOME FOR A DATA-INTELLIGENT FUTURE*

For decades, Out-of-Home (OOH) has been one of Malaysia's most enduring and powerful media channels. It is visible, unavoidable and embedded into the rhythm of everyday life. From highways and transit corridors to shopping malls, residential areas, offices, campuses, and airports, Malaysians encounter OOH almost instinctively as they move through shared physical spaces.

Despite waves of digital transformation across the marketing ecosystem, OOH has never disappeared from the media mix. Instead, it has quietly retained a unique advantage: **real-world presence**. While digital channels

compete for attention inside personal screens, OOH operates in public environments, shaping collective memory and cultural familiarity in ways few channels can replicate. These repeated physical exposures continue to drive brand familiarity and recall, particularly in an era of fragmented attention, declining cookies, tightening privacy regulations, and growing consumer skepticism towards overly targeted advertising.

At the same time, OOH is benefiting from renewed industry momentum. Malaysia's OOH market continues to grow steadily, supported by urbanisation,

## COVER STORY

infrastructure expansion, and the accelerating adoption of Digital Out-of-Home (DOOH) formats. Screens are expanding rapidly across retail, transit, lifestyle, and indoor environments, creating new opportunities for brands to engage audiences closer to moments of intent. Yet despite this growth, OOH's perceived role has not evolved at the same pace as its physical footprint. OOH has always been powerful because of its visibility; its future will be decided by performance. The next chapter is not about relevance; it is about results.

This evolution is not being examined from the sidelines. It is being shaped from within the planning and delivery of Out-of-Home itself. **Visual Retale** operates as a leading data-driven Out-of-Home media practice, working at system scale across Malaysia, aggregating more than 47,000 screens across outdoor and indoor environments nationwide. Working closely with agencies, brands, and media owners, **Visual Retale** plans, delivers, and measures OOH with greater structure and accountability; offering a system-level view of how the medium performs in real-world conditions.

From national brand launches to always-on retail, entertainment, and automotive programmes spanning categories, this vantage point makes both the enduring strengths of OOH and the structural limitations holding it back impossible to ignore.

## THE STRUCTURAL CHALLENGES HOLDING OOH BACK

**OOH's evolution into a data-intelligent medium has been constrained; not by lack of demand, but by structural issues embedded within the ecosystem.**

### 1. A Fragmented Market

Malaysia's OOH landscape remains highly decentralised, with more than 125 media owners operating independently across formats, locations, and environments. Each brings different packages, rate structures, planning processes, and reporting standards, making holistic planning complex and benchmarking unreliable.

For agencies and advertisers, this often means OOH planning remains a manual exercise rather than a systematic, data-led one. Campaigns are pieced together across multiple owners using spreadsheets, emails, and disconnected proposals; achieving scale through coordination effort rather than operational efficiency.

### 2. Inconsistent Reach

In many cases, reach inconsistency is not a matter of

## COVER STORY

missing data, but conflicting data. A single highway corridor can feature dozens of screens owned by multiple media owners, yet each reports different reach figures for what is effectively the same traffic flow and audience environment.

These variations stem from differing methodologies, assumptions, and reporting standards, rather than differences in actual exposure. As a result, planners are often presented with multiple, non-comparable reach numbers for the same location, making it difficult to assess true delivery or benchmark performance across networks. When identical environments produce inconsistent audience claims, reach becomes an estimate rather than a reliable metric, undermining confidence in OOH planning at scale.

### 3. Blind Targeting

OOH planning has historically relied on a simple assumption: **Location = Audience**. If a screen sits near offices, it is labelled “corporate”. If it sits near malls, it is labelled “shoppers”. If it sits near highways, it is labelled “mass”. While directional, these labels are not evidence.

Without verified audience profiles or behavioural data, brands have limited visibility into who “actually” sees their messages, how often, and under what contextual conditions. This limits OOH’s ability to participate in more sophisticated audience-first planning frameworks

that advertisers now expect from other channels.

### 4. No Measurement at Scale

Reporting in OOH still leans heavily on proof-of-posting images and site lists. While useful for verification, these artefacts do not represent performance. There is currently no widely adopted industry framework that links OOH exposure to business outcomes in a consistent, comparable manner. Without standardised performance metrics, OOH struggles to compete for budget against channels that speak fluently in the language of cost efficiency, uplift, and return.

**The good news?  
These gaps are no longer theoretical, they are actively being addressed through data, technology, and a growing willingness to collaborate.**

## REINVENTING VISIBILITY: DATA, DESIGN, AND DOOH

With the structural limitations now clear, the conversation shifts from diagnosis to redesign. OOH is being re-engineered, not by replacing physical media, but by fundamentally changing how it is planned, evaluated, and justified.

## COVER STORY

This shift is not cosmetic. It is structural.

## I. Data Intelligence Comes to the Streets

OOH is no longer defined solely by where a screen is placed, but by how that screen performs within its environment. The rapid expansion of Digital Out-of-Home (DOOH), combined with evolving media technology, has transformed physical locations into intelligent, responsive media assets. As planning frameworks shift towards reach, relevance, and measurability at scale, the way DOOH inventory is accessed and deployed is changing. This shift is exemplified by [PlayDOOH](#), which allows planners to view and activate nationwide DOOH inventory through a single planning layer, changing how scale is planned and deployed. What was once fragmented across individual owners and formats can now be assessed collectively, enabling coordinated planning rather than isolated site selection.

As a result, OOH planning is no longer driven by instinct alone. Campaign decisions can now be informed by more than 62 data points including location type, time-of-day and day-of-week patterns, dwell duration, category relevance, and audience movement. This level of intelligence changes the core planning question. It is no longer simply *where* a message should appear, but *when* and

*under what conditions* it is most likely to have impact. In practice, this marks a shift from location-led assumptions to audience-aware planning, bringing OOH closer to the standards expected of other performance-oriented media channels.

## II. From Fragmentation to Framework

### Malaysia's OOH market did not lack scale; it lacked structure.

Historically, Malaysia's OOH ecosystem has operated in silos, with planning conducted media owner by media owner. This fragmentation has made holistic campaign planning complex and time-consuming.

This gap is increasingly being addressed through inventory aggregation, where large volumes of outdoor and indoor screens are unified under a single planning ecosystem. In Malaysia, this model is already operational through media practices such as **Visual Retale**, bringing together more than 125 media owners and over 47,000 screens under one framework, with coverage spanning over 90% nationwide.

This shift from owner-level silos to an ecosystem-level framework enables greater consistency across the planning and execution

## COVER STORY

process. Standardised screen formats, rationalised pricing structures, and consistent delivery verification allow campaigns to be evaluated and compared more meaningfully across networks. For agencies and brands, this transformation significantly improves operational efficiency. What once required weeks of

manual coordination across spreadsheets, emails, and disconnected proposals can now be executed within hours through centralised, data-driven workflows. This evolution also reshapes the role of media owners, shifting them from sellers of space to partners in performance within an outcomes-driven ecosystem.

### III. Visibility to Verifiability

Nowhere is the shift from visibility to performance more evident than in measurement. As advertisers demand greater accountability, modern OOH is increasingly evaluated on evidence rather than assumption. Data-led platforms now consolidate key screen attributes including viewing quality, competitive landscape, footfall patterns, and audience dwell behaviour into comparable performance measures, allowing planners to assess not just where a screen is located, but what it delivers.

One such framework is the **Singular Impact Score**, a proprietary model developed by **Visual Retale**. By integrating critical visibility drivers into a single, data-driven measure of site performance, the Impact Score enables advertisers to evaluate OOH assets objectively and prioritise placements that deliver measurable, high-value exposure.

This shift allows brands to compare networks, optimise campaigns mid-flight, and more confidently link OOH activity to broader marketing outcomes such as awareness, recall, footfall uplift, and sales lift. Supported by structured pre- and post-campaign analysis, OOH measurement moves beyond proof-of-posting into a framework built for accountability and optimisation.

## PROOF IN PRACTICE

**The argument for a performance-led Out-of-Home medium is no longer theoretical. It is already visible in market outcomes. When OOH is planned with intent, structure, and discipline, it delivers outcomes that extend well beyond presence.**

The following campaigns were strategically planned, orchestrated, and delivered through **Visual Retale's** aggregated OOH ecosystem, applying the same data-led frameworks outlined in the preceding sections. Recent campaigns across entertainment, retail, and automotive categories reveal the same pattern: **when OOH is treated as a system rather than**

## COVER STORY



*The Papa Zola Movie by Astro Shaw. This is what engineered visibility looks like when OOH is treated as infrastructure, not inventory.*

### a collection of sites, performance follows.

For the launch of **Papa Zola**, urgency was created through design, not scale alone. High-impact screens were deliberately clustered along key highway corridors, led by the Federal Highway, and sequenced to maximise repeat exposure during peak commuting hours. The result was sustained frequency within a compressed launch window, translating mass

visibility into cultural recall. This was not accidental dominance; it was planned through **Visual Retail's** systemised OOH framework

*This is OOH behaving like a channel designed for outcomes, not impressions.*

Across these campaigns, a consistent pattern emerges. Impact increases when screen quality is prioritised over sheer volume. Confidence follows when delivery is measured rather than assumed.



*Pilihan Raya Mydin. This is where OOH stops being broadcast and starts behaving like a behavioural channel.*

**... OOH has never lacked power. What it has lacked is a framework to articulate that power in operational terms. The question is no longer whether OOH can perform; but why it is still being planned as if performance were optional...**



*Toyota Always-On Nationwide Roadmap. This is OOH behaving like a channel designed for outcomes, not impressions.*

And OOH performs best when it is planned as a system, not as a scatter of individual placements.

OOH has never lacked power. What it has lacked is a framework to

articulate that power in operational terms. The question is no longer whether OOH can perform; but why it is still being planned as if performance were optional.



# A Consultant's View: OOH Needs a Second Look, and Greater Coherence

*By Lorraine Capel*

A distorted balance. Much of what we are seeing across Out-of-Home today is not the result of declining effectiveness, but of distorted decision-making.

Comfort over clarity. Brands are not overspending on digital because it is inherently more powerful; they are overspending because it is measurable, familiar, and easier to justify internally. Over time, this has turned digital spend into the default, even as incremental impact flattens and attention becomes harder to earn.

Integration is learned. This imbalance is being reinforced by a generational shift within marketing and media planning. Many younger professionals have grown up optimising channels rather than orchestrating

touchpoints. Exposure is frequently evaluated within platforms rather than across the full consumer journey. Omnichannel strategy is often articulated in decks, but less consistently expressed in real-world media. As a result, planning becomes efficient within silos yet disconnected at the ecosystem level.

What ultimately differentiates effective Out-of-Home is not the medium itself, but the intent behind how it is planned. That becomes clearer when strategy is translated into real execution. In a recent indoor DOOH campaign for Grab, developed with Visual Retale, OOH was planned around how dining decisions naturally build across a day. Screens were sequenced across transit spaces, offices,

## INTEGRATION

residential environments, and shopping malls - reflecting how people move, think, and decide in real life. The focus was not on isolated reach, but on continuity: showing up at relevant moments of consideration through presence rather than repetition. It is through execution like this that OOH moves from theory to measurable impact.

Attention hasn't vanished. Consumer attention has not disappeared; it has fragmented and become more selective. People are not short of attention; they are short of patience for irrelevance. Digital environments are increasingly crowded, noisy, and competitive, forcing brands to fight aggressively for momentary focus. Physical environments, by contrast, still command situational, unskippable attention. OOH works not because it shouts louder, but because it shows up when people are already present; commuting, shopping, moving through shared spaces. In a distracted world, context has become currency.

Fragmentation limits scale. As expectations of OOH rise, the industry is being asked to respond not just with scale, but with coherence. Brands are seeking clearer narratives, stronger integration, and greater confidence in how OOH fits within the broader media mix. Yet data, standards, and storytelling across the industry remain too fragmented. Media owners compete internally, agencies struggle to assemble a complete

picture, and OOH sometimes undersells itself by presenting in pieces rather than as a unified system.

This moment calls for collective elevation. Greater collaboration, shared standards, and more legible planning frameworks are required if OOH is to fully assume its role as a strategic channel rather than a tactical add-on. Digital saturation has reopened the opportunity to reassert the value of physical presence. Fragmented attention raises the bar for visibility that is relevant, contextual, and memorable. And gaps in integration signal the work ahead, to bring OOH firmly into the solution mix, not as an alternative to digital, but as a necessary counterbalance.

What is at stake is not the relevance of OOH, but how clearly it is understood and whether we, collectively representing the industry, move fast enough to claim its role. The future of effective media planning will not be defined by choosing between channels, but by restoring balance across them. OOH, when planned with intent and coherence, remains one of the few channels capable of anchoring attention in the real world; and in an increasingly fragmented media landscape, that may be its most valuable role yet.



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# Earning Attention in the Open

## A Big Tree Perspective on Malaysia's Evolving OOH Landscape

In a world of endless scroll and shrinking attention spans, earning attention in the open has never been more valuable — and more challenging.

For decades, Out-of-Home (OOH) advertising has been one of the city's most powerful storytelling tools, defined by scale, presence and permanence. Today, that role has expanded.

Malaysians no longer simply pass by outdoor advertising. They experience it while commuting, waiting, walking, gathering and celebrating. Screens and spaces now build anticipation, trigger emotion and invite interaction.

In doing so, the city itself has become a living media platform, where OOH moves beyond occupying space to creating moments.

### THE NEW OOH EXPERIENCE

This shift has redefined what effective OOH looks like today — defined by context, creativity and cultural timing, not formats alone.



## ... The city itself has become a living media platform, where OOH moves beyond occupying space to creating moments...

Scale creates opportunity, but impact is shaped by the strength of the idea behind it.

Technology, too, has taken on a new role. Its power lies in how well it serves a story, a message or a moment. Some of the strongest OOH campaigns today share a few defining traits: they turn everyday spaces into shared experiences; they understand how people move, pause and gather; and they complement the natural rhythm of the city rather than disrupt it.

That thinking has given rise to a new kind of public spectacle — moments designed for shared attention. At KLCC, Sun Life's New Year's Eve countdown transformed a digital screen into a communal canvas of hopes and aspirations. Netflix Malaysia achieved a similar

effect with its Stranger Things Season 5 countdown, turning a busy crossroads into a shared cultural moment that pulled commuters into the world of the Upside Down. In Bukit Bintang, McDonald's XXL Fan Fries Meal countdown sparked curiosity and buzz through games, live performances and shared participation.

These moments highlight something digital alone cannot replicate: collective presence. When storytelling is timed precisely and placed strategically, OOH becomes a shared experience that unfolds in the open, in front of thousands, at the right time. This belief underpins how Big Tree approaches OOH: as a platform for ideas that travel at scale.

## OOH THAT LIVES WHERE PEOPLE LIVE

OOH today also functions as an experiential and emotional platform embedded seamlessly into daily routines. While outdoor advertising naturally stands out within urban clutter, the most effective executions do not interrupt — they integrate.



Transit spaces have emerged as particularly powerful storytelling channels. Campaigns such as Coway's 'Made for Me' Snap & Hunt and Softlan's multi-sensory train experience showed how everyday journeys can be transformed into immersive brand encounters. Beyond trains, public spaces have also evolved into stages for deeper engagement. CIMB transformed a staircase at LRT Masjid Jamek into a motivational journey by combining visual messaging with ambient audio. CelcomDigi's holographic activation transformed a busy station into a cautionary tale about real-life scams, while multi-sensory executions at indoor walkways demonstrated how storytelling can walk alongside audiences rather than pass them by.

Across all these executions, one principle holds true: OOH works best when it respects the space, enhances the journey and adds meaning — not clutter.

## WHEN OOH TALKS BACK

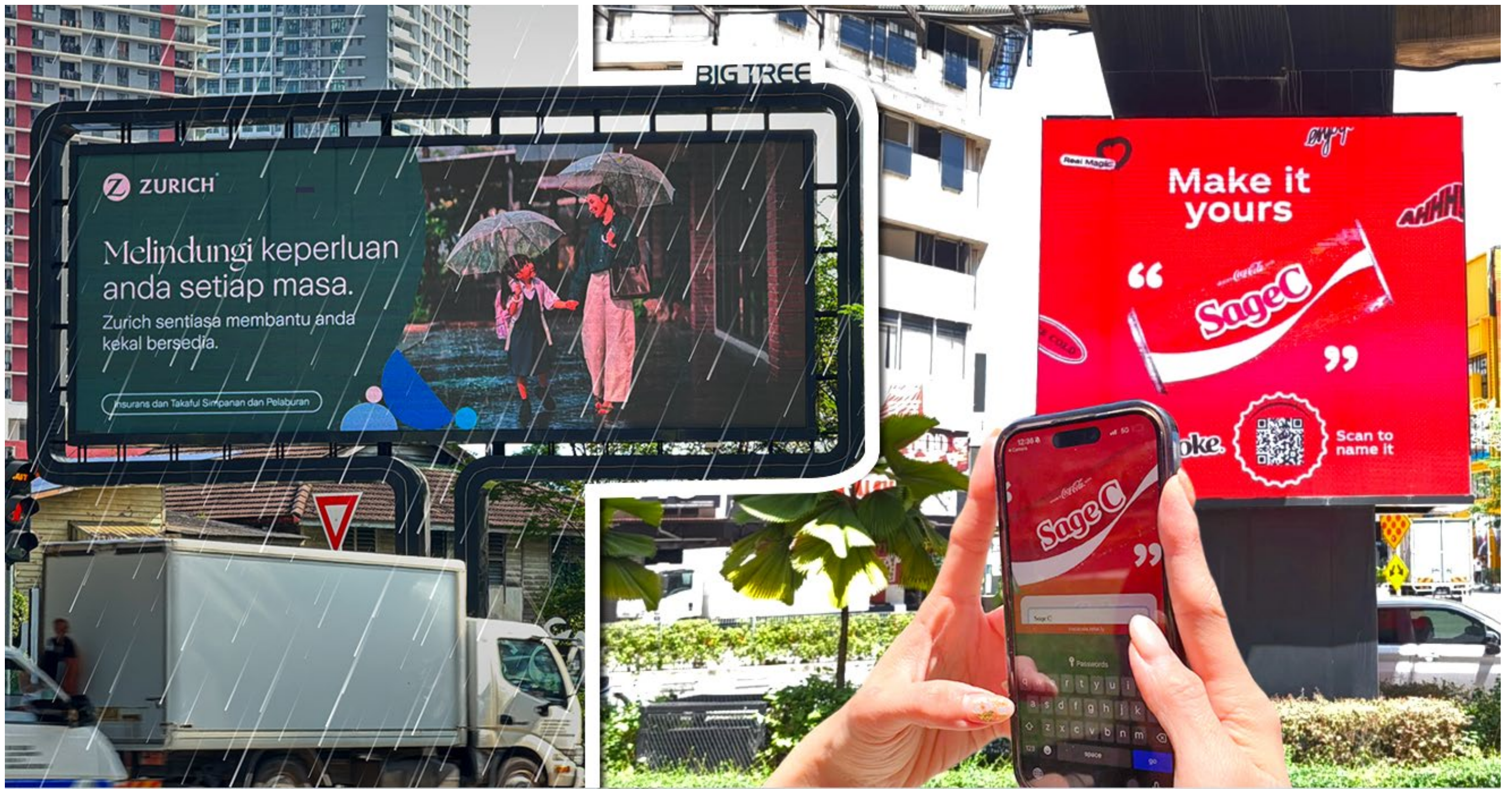
As OOH becomes more embedded in daily life, it also becomes more responsive. OOH

today listens, adapts and responds, in real time and in real places.

Personalisation, hyperlocality and real-time triggers have reshaped how audiences engage with outdoor media. In Bukit Bintang, Coca-Cola turned passersby into participants by reflecting their names live across Big Tree's DOOH screens. Zurich Malaysia used API-driven weather detection to deliver messages that align brand reassurance with lived reality, rain or shine. TIME Internet's hyper-local messaging demonstrated how a single location-specific idea can speak directly to its community while still reaching a wider flow of daily commuters.

In these moments, technology plays a vital role — but it is led by creativity. What audiences remember is not the feature, but the feeling.

## EARNING ATTENTION IN THE OPEN



## THE FUTURE OF OOH

In Malaysia, OOH is no longer catching up. It is coming into its own. The difference is no longer scale or screens alone, but how creativity and technology are applied with intent.

At Big Tree, this belief shapes how ideas are built into the fabric of the city — through moments that feel timely, relevant and human.

**Because the most powerful OOH doesn't just occupy space. It earns it.**

*From APAC to the world — one connected ecosystem*



## FROM BILLBOARDS TO BRAINPOWER: Malaysia's Quiet OOH Intelligence Evolution

Malaysia's Out-of-Home (OOH) advertising landscape is undergoing a profound transformation. At first glance, the change looks familiar: more digital screens lighting highways, retail corridors, and transit hubs across Kuala Lumpur, Penang, and Johor. But the real shift is happening behind the screens. It has gone far beyond scale and brightness; the future of OOH in Malaysia is about intelligence.

As mobility rebounds post-pandemic and consumers return to offices, shopping malls, and public transport en masse, OOH has regained its physical presence in the media mix. Yet presence alone is no longer enough. Today's marketers

want to know who they are reaching, when those audiences are most receptive, what context surrounds the exposure, and, most importantly, what happens after. In other words, OOH is increasingly being held accountable for outcomes.

### THE SCREENS ARE READY. THE SYSTEM ISN'T.

Across Asia, and particularly in fast-growing markets like Malaysia, digital OOH inventory has expanded rapidly. However, the intelligence layer required to unlock its potential fully is still catching up. Fragmented media ownership, inconsistent measurement approaches, and



siloes often make it difficult for brands to plan holistically or optimise campaigns effectively.

“The biggest challenge in OOH is the intelligence layer,” says Ranga Somanathan, Global Chief Strategy Officer at billups. “Too often, brands are buying space without context. Media owners are siloed, data is patchy, and optimisation is nearly impossible without a unified approach to planning and measurement.”

This lack of standardised measurement has historically limited OOH’s ability to compete directly with digital channels for performance-driven budgets. Marketers accustomed to real-time reporting, attribution models, and dynamic optimisation increasingly expect the same level of accountability from every part of the media mix.

“You can’t optimise what you can’t measure,” explains Paul Low, Managing Director, Malaysia at billups. “Brands want to understand not only whether their campaigns ran, but which sites, time windows, and audience segments delivered the strongest results. Closing that measurement gap is critical for the next phase of OOH growth.”

## FROM BUYING SCREENS TO BUYING MOMENTS

What is now emerging is a smarter, more responsive form of OOH; one that integrates real-world signals, mobility patterns, and audience insights into planning decisions. Rather than simply selecting locations, advertisers can begin identifying the moments that matter most to their audiences.

“OOH has evolved from a static broadcast medium into something

**“With real-time signals such as traffic patterns, weather triggers, and behavioural data feeding into planning, brands are buying relevance instead of locations.”**

**Ben Milne**

**CEO APAC, billups**

far more dynamic,” says Ben Milne, CEO APAC at billups. “With real-time signals such as traffic patterns, weather triggers, and behavioural data feeding into planning, brands are buying relevance instead of locations.”

This shift enables campaigns that adapt to context: retail messaging that intensifies during peak shopping hours, travel-related creative that responds to congestion patterns, or promotional content that dynamically changes when local events end. These capabilities allow OOH to operate with a level of agility previously associated only with digital advertising, while maintaining the scale and impact that make the channel unique.

For modern marketers, the expectation is increasingly clear: media investments must connect exposure to outcomes.

“Today’s clients think in terms of performance,” says Angie Cutter, Head of Client Development & Partnerships, APAC at billups. “They want to understand footfall impact, brand lift, and the role OOH plays across the broader customer journey. The ability to connect real-world exposure to measurable business results is becoming essential.”

## **MALAYSIA: A REAL-WORLD TESTBED FOR SMART OOH**

Few markets are better positioned to accelerate this evolution than Malaysia. The country combines densely populated urban centres, a strong retail culture, sophisticated transit networks, and high mobile penetration, creating rich data environments and highly measurable movement patterns.

“Malaysia is a critical growth market within Southeast Asia, but the shift toward smarter OOH is happening across Thailand and the wider region,” says Atipone Ithivatana, Managing Director, Thailand at billups. “Markets across Southeast Asia are reaching an inflection point where advertisers expect OOH to be as measurable, agile, and performance-driven as digital channels. Malaysia is helping demonstrate what that future looks like; not just locally, but for the entire region.”

As advertisers demand greater accountability and more

## OOH INTELLIGENCE

sophisticated omnichannel strategies, Malaysia is increasingly becoming a proving ground for how physical media can integrate seamlessly with digital ecosystems, linking outdoor exposure to mobile engagement, social amplification, and retail conversion.

## POWERING INTELLIGENCE WITH TALENT AND CRAFT

Technology alone does not define the future of OOH. Behind every data model, optimisation strategy, and measurement framework is a team of specialists shaping how campaigns are designed and delivered. billups' competitive strength lies in its curated mix of talent drawn from across the global OOH industry and the broader advertising ecosystem; planners, strategists, analysts, and creative thinkers working together to elevate the craft of outdoor media.

This focus on people-led expertise ensures that data is translated into actionable strategy, enabling brands to move beyond traditional site selection toward outcome-driven planning grounded in real-world audience behaviour.

"We're here to make OOH accountable," says Ranga. "To ensure that every placement is informed by data, every campaign is measurable, and every activation contributes to meaningful business outcomes."

This intelligence-led approach is

**"To ensure that every placement is informed by data, every campaign is measurable, and every activation contributes to meaningful business outcomes."**

**Ranga Somanathan**  
**Global Chief Strategy Officer,**  
**billups**

reshaping how brands view OOH's role within the wider marketing mix. Instead of operating as a standalone awareness channel, OOH is increasingly becoming an integrated component of omnichannel strategies that support brand building, drive retail traffic, and reinforce digital campaigns through real-world presence.

## THE FUTURE IS ALREADY ON THE STREET

Malaysia's OOH evolution is unlikely to arrive with a dramatic announcement or a sudden industry reset. Instead, it is already unfolding quietly across digital billboards and along major expressways, contextual retail media screens in shopping districts, and transit networks that connect physical exposure with mobile experiences.



The transformation is subtle but significant. What is changing is not only where OOH appears, but how it functions: media that learns from audience behaviour, adapts to real-world context, and delivers measurable impact at scale.

For brands navigating an increasingly complex media environment, this shift represents a powerful opportunity. OOH can now offer what marketers have long sought: the reach and visual impact of the physical world, combined with the intelligence, flexibility, and accountability of modern data-driven planning.

As the intelligence layer continues to mature, the next era of OOH will not be defined by the size of the screens dominating city skylines, but by the sophistication of the systems operating behind them that turn everyday urban movement

into actionable insight and transform outdoor advertising into a smarter, performance-driven channel for the years ahead.

The way that billups approaches OOH has also been recognised globally. In 2025, billups was named the most awarded independent OOH agency, reflecting its continued leadership in data-driven planning, measurement innovation, and strategic excellence across international markets. The recognition underscores the growing importance of intelligence-led OOH solutions as advertisers demand greater accountability and performance from every media channel.

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*Partner with billups to unlock smarter, measurable OOH performance across Malaysia, Southeast Asia, and beyond. Please visit [www.billups.com](http://www.billups.com)*



If I was to pick one word to sum up out of home media in Malaysia, it would be Frustrating.

It is frustrating to buy, sell, report, measure or otherwise manage media investments in out of home (OOH). Malaysian OOH media owners are largely frustrating. Advertiser and agency expectations of OOH media suppliers, remain frustratingly unaddressed.

Many people much smarter than me highlight what is wrong with OOH/DOOH and yet there is no reaction to make clear and rationally proven change solutions, for better business, efficiency, growth and profitability.

Global trends are evident for all to see however behind those trends are proactive efforts, investment and resources to capitalise on those trends. Sadly, it seems that OOH/DOOH media owners in Malaysia,

assume these trends will happen without any changes or actions, to make them a reality in our market.

Trend #1 – Media budgets swing back to out of home as brands realise the necessity of brand presence, real-world visibility and awareness, to sustain long term brand health as well as amplifying the effectiveness of performance-driven, tactical media investments.

Trend #2 – DOOH will keep growing relentlessly with more asset deployment, more infrastructure and more conversion of traditional displays.

Trend #3 – Programmatic is going to pick up unsold DOOH slots – at a premium price – to deliver incremental income to DOOH media operators and improve utilisation.

Trend #4 – As digital dominates all media, OOH will grow as Brands use OOH mass reach to compliment

## FRUSTRATING AT THE SPACE

**... the OOH sector in Malaysia is not growing, despite some claims to the contrary. Collectively the demand across all OOH is flat, and media budgets are going to the newest, shiny DOOH gantries, away from traditional or tired old screens...**

the precision of digital (while other traditional media will continue to decline).

Trend #5 – Consolidation will see big companies adding scale to support more investment into out of home, while smaller companies get acquired for a big pay-day.

How great is this... just sit back and watch out of home money rolling in.

No, no, no. Malaysia's OOH media operators need to wake up and realise these things happen in other markets, for specific reasons with dedicated effort. Factors that under-pin those trends elsewhere are largely missing in Malaysia OOH including measurement, standardisation and AdTech systems (aka automation)

The first scenario, a resurgence for traditional classic OOH billboards, is happening in mature

markets, but in Malaysia, without audience data and efficient communication between buyers and sellers, it is unlikely static out of home will capitalise on the trend.

Same for the trend of relentless DOOH growth which is evident elsewhere, in American, European, Australia and some Asian markets like Thailand, Japan, S.Korea, China and also UAE. Companies like Ocean, Backlite, Plan B and QMS are showing DOOH at its best – both valuable and profitable. If I were to identify one common defining factor, it is *quality*. Conversely, for DOOH in Malaysia, there are gaps in quality of hardware, systems, creative content and operating practices.

DOOH may seem to be expanding capacity but overall, the OOH sector in Malaysia is not growing, despite some claims to the contrary. Collectively the demand across all OOH is flat, and media budgets are going to the newest, shiny DOOH gantries, away from traditional or tired old screens. (An agency CEO confided their 2026 OOH media plan is more than 90% DOOH and total has not increased over 2025).

The “P” in programmatic stands for promise which is (or was) compelling belief that opening up flexible access to specific time slots and locations, will attract premium rates for the right time and place, and that automated trading platforms will bring online budgets into DOOH and mop-up vacant spaces, to improve yield. Programmatic digital

**FRUSTRATING AT THE SPACE**

OOH (pDOOH) has the potential to add DOOH growth but that potential is not being delivered. Corners are being cut in the rush to make pDOOH a reality and cracks are being noticed.

Reach is OOH's fundamental superpower and other markets are capitalising on this trend, where media suppliers provide media products based on audience delivery. If outdoor media is to compliment other media, its audiences and effect need to be understood and demonstrated with reliable and comparable data. Malaysia's fragmented OOH media supply still sees media sellers pushing their own vacant inventory based on lists of addresses. Often, the only audience references are traffic counts or just an 'estimate' where some media owners invent numbers without any foundation.

Consolidation will happen but at realistic commercial valuations and potential sellers need to combat the threat of declining value of traditional OOH in Malaysia. There are other ways in which consolidation can happen, apart from physical mergers, such as partnering and collaboration, or AdTech to create collective access to media supply, or similarly on the buy-side, or with specialist media agencies and of course programmatic platforms too. The key to consolidation is value, where one plus one makes more than two.

While these trends are not evident today in Malaysia, these

are the opportunities that point the way, to recover and reinvigorate the traditional OOH sector as well as attracting additional budgets for DOOH. Three steps will guarantee real growth for a thriving, profitable out of home sector, empowered to invest in quality and long-term health:

1. Measurement which provides reliable audience impressions data, accepted by media buyers.

2. Standardisation and transparency of all other data such as asset definitions, locations and DOOH play loops. Basically, calling apples, apples.

3. Automation systems for more efficient communication between buyers and sellers.

However, the priority and an essential prerequisite is measurement. None of these growth opportunities will materialise in Malaysia, without reliable audience measurement.

Let 2026 be the year we see action and the investment which is a necessity, to cause change and ensure growth for the OOH sector, to mirror proven trends which are available.

No more procrastination – Malaysia must hear and react, to deliver acceptable audience impressions data, to shift the out of home media industry from frustrating to flourishing.

**RON GRAHAM:**

*I want to highlight that this is NOT from ChatGPT!*

# The Science of the Street: HOW MOVING WALLS IS REFRAMING OOH FOR THE OUTCOME ERA



*Campaign for Gamuda Land in Malaysia ahead of Chinese New Year*

In an era where every channel is expected to demonstrate contribution, the question facing Out-of-Home today is not whether it delivers visibility, but whether it can prove impact. For Moving Walls, that shift defines the next chapter of outdoor advertising.

Just a decade ago, a single billboard defined presence in high-traffic areas like Bukit Bintang or the Federal Highway. Today, CMOs face five to 10 premium DOOH options within a 500-meter radius, making strategic selection more critical than ever. After all, a business traveler at KLIA has a different mindset than a weekend shopper at Pavilion KL, even if they are the same individual.

*Musicians take on DOOH for new release in Thailand*



*Oreo programmatic campaign in Indonesia*



*Srikanth Ramachandran  
winning the EY Entrepreneur of  
the Year 2025 award*

## **“In the race to optimise for outcomes, media consumption behaviour is rocket fuel.”**

**Srikanth Ramachandran,  
Founder and Group CEO,  
Moving Walls**

To look at Out-of-Home as standalone visibility play is to ignore the most potent behavioral signals we have. “We speak constantly about the connected consumer,” Srikanth Ramachandran, Founder and Group CEO, Moving Walls notes. “But we haven’t applied that same connectivity to the physical world.”

Consumers have long moved beyond siloed media journeys. A commuter might scroll social feeds in the morning, pass through multiple transit environments, search for a product at lunch and complete a purchase later that evening. Yet measurement systems often treat those touchpoints as separate universes.

“In the race to optimise for outcomes, media consumption behaviour is rocket fuel.”

Srikanth Ramachandran, Founder and Group CEO, Moving Walls

While digital media evolved into dashboards, attribution models and performance optimisation, OOH, even in its digital form, largely remained anchored to reach and frequency. Programmatic DOOH introduced automation and playout verification. It improved efficiency.

But verification is not validation. An impression confirms that an ad appeared, but it does not confirm that it influenced behaviour.

## FROM COUNTING EXPOSURE TO MEASURING INFLUENCE

Over the past decade, Moving Walls built its foundation on bringing transparency and standardisation to Digital OOH across fragmented markets. Its platform supports the planning, buying, verification and content delivery of more than 100,000 location-based media assets globally.

That infrastructure addressed a critical industry need: trust. But as performance expectations intensified, infrastructure alone became insufficient.

Historically, OOH measurement relied heavily on aggregated mobility signals, often referred to as digital exhaust. These datasets reveal where audiences travel and how frequently they pass a site.

They show presence. They do not show persuasion.

Recognising that gap, Moving Walls expanded into behavioural research through its acquisition of InsightzClub, launching MW Science as a framework that integrates first-party consumer panel data with mobility intelligence and media mix modelling.

The objective is to decode the “why” behind the exposure. Why did brand recall lift in one corridor but not another? Why did exposure

near a transit hub drive digital engagement, while a retail cluster generated stronger brand affinity? By layering attitudinal insight onto movement data, the company seeks to quantify what OOH has traditionally influenced but rarely proven: cognitive and behavioural change.

“We can now tell a brand how their ad shifted purchase intent, improved brand recall, or moved a consumer further down the funnel,” Srikanth explains. “We are bringing scientific precision to the most human of media channels.”

## A MARKET DEFINED BY MOVEMENT

Malaysia’s mobility patterns amplify the urgency of this approach. Festive migrations during Hari Raya and Chinese New Year dramatically reshape highway traffic. Mega-events alter urban concentration. Payday cycles influence retail footfall. Even weather shifts commuting behaviour.

A static media plan, or even a basic programmatic loop, cannot fully account for these fluctuations. Movement is not random. It is behavioural, cyclical and commercially meaningful.

The question, then, is not simply where audiences pass through, but where they are most likely to decide.

In dense commercial zones and transit hubs, proximity alone does not guarantee incremental impact. Two screens within walking distance may deliver similar reach,

## OOH THE NEXT CHAPTER

yet generate materially different behavioural outcomes.

Outcome-based planning seeks to isolate those differences. It prioritises environments where decision-making is actively forming; moments of task orientation, comparison or purchase consideration, rather than relying solely on traffic volume as a proxy for value.

For senior marketers managing integrated budgets, this is a structural shift. OOH is no longer evaluated by presence alone, but by its contribution within a broader performance ecosystem.

Receptivity is situational, and planning must reflect that reality.

## CLOSING THE LOOP BETWEEN STREET AND SCREEN

The promise of connected media lies in integration.

When DOOH exposure in a transit hub can be analysed against subsequent search activity, site visits or app engagement, the street becomes part of a measurable performance framework. Outdoor is no longer evaluated in isolation, but as a contributor within a connected journey.

This does not reduce OOH to a short-term response channel. Physical environments shape memory structures, brand salience and mental availability in ways digital placements alone cannot replicate. Context influences cognition and environment shapes receptivity.

**“Consumers don’t live in channels. They live in moments. Our mission is to bring scientific clarity to those moments so media investment becomes measurable and accountable.”**

Measurement does not diminish that power, it clarifies it.

By incorporating exposure and behavioural data into media mix modelling, brands gain visibility into incrementality: what shifted because OOH was present, and what would have happened anyway. Budget allocation becomes less about historical norms and more about demonstrated contribution.

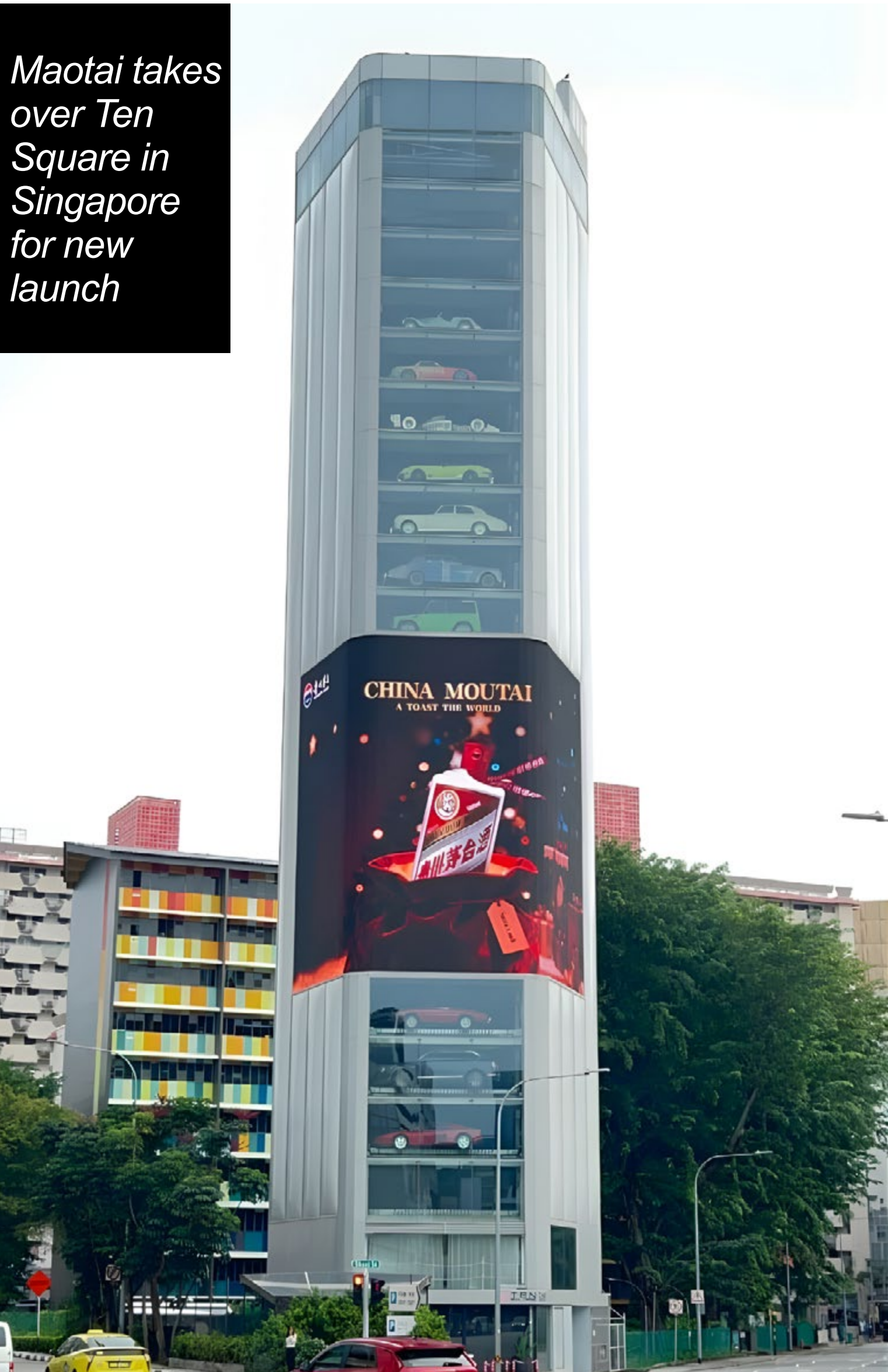
As accountability standards tighten and governance scrutiny intensifies, the question confronting OOH is not relevance. It is proof.

“Consumers don’t live in channels. They live in moments. Our mission is to bring scientific clarity to those moments so media investment becomes measurable and accountable.”

Moving Walls’ evolution from location analytics provider to outcome-focused measurement platform reflects a broader recalibration in the category. Scale

# ... Two screens within walking distance may deliver similar reach, yet generate materially different behavioural outcomes...

Maotai takes over Ten Square in Singapore for new launch



Pilot Campaign in the UK and South Africa to run ads on taxi tops



still matters, of course. Reach is still valued. But scale without attribution is increasingly fragile in a performance-led economy.

For consumers, there is no divide between online and offline, only experience unfolding across moments. For marketers, the task is not to digitise everything, but to measure behaviour where it naturally occurs and connect those signals coherently.

The most valuable signal in modern marketing is not an impression. It is intent.

And intent often forms long before the click.

Kumbh Mela promotion at Heathrow airport



Pfizer goes DOOH in Philippines



# Movement is the New Media: HOW VOOH MEDIA IS REWRITING OUTDOOR ADVERTISING

*As cities densify and attention fragments, visibility is being redefined. The most effective brands are no longer fixed to skylines but embedded in daily movement. Vehicle-OOH is built for that reality, and VOOH Media is scaling it with infrastructure, data and discipline.*

Vehicle advertising on the road has existed since the 1990s, when the medium was limited to taxis. But the explosion of Malaysia's e-hailing industry has transformed the landscape entirely.

For Rajiv Rai Singh, the power of vehicle branding was clear long before the category had a label. When he joined Lalamove as Head of Marketing for Malaysia and Singapore, vehicle branding was already embedded into the company's growth playbook. It wasn't treated as a creative

experiment or a supplementary channel. It was infrastructure.

"In every market Lalamove entered, vehicle branding was the first strategy deployed," he recalls. "What struck me wasn't just the awareness lift. It was how quickly the brand became top of mind for consumers."

Even before the pandemic, Google Trends data consistently placed Lalamove ahead of competitors such as Mr Speedy, Bungkusit and Grab Express in brand search interest. Consumers were not just recognising the brand, they were actively seeking it out.

When COVID-19 accelerated demand for on-demand delivery, that mental availability translated into advantage. The brand had already embedded itself in daily routines. When demand surged, Lalamove was top of mind.



Rajiv Rai Singh, Co-founder  
of VOOH Media

**"Before VOOH, I watched a single strategy take an unknown delivery app to market leader in under two years. That strategy was vehicle branding. Most people see it as advertising, we saw it as infrastructure. The fastest way to make a brand stick in consumers' minds before the buying decision even begins."**

**Rajiv Rai Singh**  
Co-founder of VOOH Media



## FROM HIGHWAYS TO HOUSEHOLDS

Today, vehicle-OOH is no longer confined to arterial roads or CBD traffic. Wrapped e-hailing cars move through gated residential areas, mall drop-off zones, office car parks and neighbourhood streets. These are environments traditional OOH cannot access.

VOOH Media was built around this shift. The company was structured not as a broker of space, but as an operator of movement with a network of thousands of drivers delivering brand exposure across routes, postcodes and daily patterns that static placements struggle to match.

## LOOKING FOR PATTERNS, NOT ANECDOTES

To test whether vehicle-OOH performance was repeatable, VOOH Media ran a Brand Impact Study across six brands spanning different categories and campaign periods: Asics, Amaron, Raia Hotel, GX Bank, Sirim and Lalamove.

The objective was to identify whether consistent behavioural signals emerged across categories.

Five of the six brands recorded more than a 40 percent increase in brand search interest while campaigns were active. More revealing was what happened next. Of the four campaigns that ended, all four showed a subsequent decline in search trends once vehicle wraps were removed. The two brands that maintained their presence continued to trend upward.

What the study captured was not a spike, but a pattern. Presence drove recall; removal reduced it.

## WHY MOVEMENT CAPTURES ATTENTION

The effectiveness of vehicle-OOH is rooted in behaviour rather than novelty. Humans are conditioned to monitor moving vehicles as a basic safety mechanism. Drivers and pedestrians scan their surroundings constantly, often without conscious intent.



## NEW MEDIA

A wrapped vehicle enters that field of attention naturally rather than interrupting it, and becomes part of an existing behaviour loop.

Nielsen's 2019 OOH Advertising Study found that 64 percent of consumers recalled seeing a wrapped vehicle ad in the previous month, making it the most noticed format within transit media.

In dense urban environments like the Klang Valley, where an estimated 2.5 million road users are active daily, that attention compounds through repetition.

Unlike a billboard tied to a single junction, a vehicle carries the message across neighbourhoods, routines and contexts, building familiarity over time.



## WHERE 50% OVER-DELIVERY IS THE BASELINE

Visibility, however, only matters if it is delivered consistently. In



vehicle-OOH, that consistency is measured in kilometres driven.

VOOH Media guarantees a minimum distance per campaign, and every campaign to date has exceeded that benchmark by at least 50 percent. By curating high-mileage e-hailing drivers who travel significantly more than the category average, the company delivers predictable coverage and accountable reporting.

Recent campaigns reflect that discipline. Asics recorded 65 percent more exposure than guaranteed. Amaron exceeded its benchmark by 140 percent. Sirim delivered 65 percent above target.

The result is a medium that competes not just on reach, but on efficiency; delivering exposure within the same high-traffic corridors as premium static OOH, yet often at a more accessible cost.

## TURNING ATTENTION INTO ACTION

As the medium matures, VOOH is extending its focus beyond visibility. With e-hailing passengers spending 15 to 20 minutes inside branded vehicles, the in-car environment offers something no billboard or bus shelter can replicate:

## NEW MEDIA

sustained engagement with a captive audience.

That dwell time creates measurable opportunity. In-car QR codes bridge physical exposure with digital action, directing passengers to brand sites, apps or interactive experiences. For brands focused on direct response, call tracking capabilities link inbound enquiries back to specific campaigns — transforming vehicle-OOH from a visibility layer into a performance channel. It marks a structural shift. Where traditional OOH often ends at the impression, vehicle-OOH can initiate interaction.

“We built VOOH around a simple principle: if you can’t prove it worked, it didn’t. Every campaign must earn its place in the media plan with data, not just presence,” Rajiv adds.



## ADVERTISING THAT GIVES BACK

There is another dimension to vehicle-OOH that rarely features in media plans. Every campaign directly supports the income of

e-hailing drivers, many of whom come from lower-income brackets.

Advertising spend, in this model, does not end with a site owner or media conglomerate. It flows back into individual livelihoods, circulating within the local economy.

For brands increasingly conscious of where their budgets land, that distribution carries weight.

## THE ROAD AHEAD

Across Southeast Asia, vehicle-OOH has already moved into the mainstream. In cities like Jakarta and Bangkok, campaigns involving hundreds of vehicles are commonplace. Malaysia is only beginning that transition.

As marketers reassess their media mixes, the question may be whether brands are sufficiently present in the physical world. In that context, the most effective OOH may not be the most dominant, but the most familiar. The one that shows up repeatedly and reliably, wherever life unfolds.

For brands ready to be remembered rather than merely clicked, VOOH Media is building the infrastructure to make that presence scalable, measurable and commercially accountable.

Sometimes, the smartest visibility is the kind that travels.

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Elevate your out-of-home strategy with **VOOH** and activate mobile, data-driven OOH that delivers real-world impact at scale. Visit [www.voooh.my](http://www.voooh.my).



# UNLOCKING THE THEATRE OF OOH WITH MRT TRANSIT MARKETING

From space to place – how MRT Corp is redefining Out-of-Home by turning the daily commute into an unskippable, immersive brand ecosystem.

With a network serving over 12 million ridership monthly across 63 stations in the Klang Valley, Malaysia Rapid Transit Corporation (MRT Corp) is doing more than moving people – it is shaping culture and creating vibrant urban spaces, delivering on its purpose of *Enhancing Mobility, Enriching Communities*.

“At MRT Corp, we are reimagining MRT stations as more than just transit points, creating the ultimate stage where brands, culture, and commerce converge to redefine the urban experience. When brands partner with us, they are plugging



Schrene Goh  
Chief of Commercial

Tun Razak Exchange Samsung Galaxy 23

**“At MRT Corp, we are reimagining MRT stations as more than just transit points, creating the ultimate stage where brands, culture, and commerce converge to redefine the urban experience.”**



into a national asset. We are building collaborations that reimagine stations as storytelling spaces, where global brands, national icons, pop culture and local entrepreneurs can all have a voice. In an era where digital attention spans are measured in seconds, transit marketing offers a rare advantage: a captive audience with meaningful dwell time averaging 10 of 30 minutes. Combined with high frequency, sustained exposure and nearly 100% viewability.” shared Schrene.

“The MRT landscape offers a unique stage for full-funnel experiential marketing by turning routine commutes into immersive brand moments where digital and physical realities meet.

Furthermore, brands can digitally remarket through geo-targeting or audiences who engaged with their ads or activation, allowing them to close the loop with tangible business outcomes on top of assured footfall and impressions.

From building awareness through high-visibility canvases, to deepening emotional engagement via sensory activations, and ultimately driving conversion through retail touchpoints and digital triggers, MRT offers a fully integrated ecosystem where brand stories become truly unskippable.” enthused Chayenne.



**“MRT offers a fully integrated ecosystem where brand stories become truly unskippable.”**

*Chayenne Tan,  
GM of Product  
Development &  
Marketing*

## VERSATILE CANVASES AND ICONIC BRANDING

The MRT network delivers a level of audience capture that traditional OOH formats cannot easily replicate. From the moment a commuter taps in at the gate to the time they board the train, the journey is seamless and brand exposure is continuous.

Across a diverse portfolio of stations, brands are given a powerful creative canvas to either dominate entire environments for mass reach or to surprise commuters with highly targeted guerrilla executions.

“Station domination is fundamentally about identity and



*Wan Azlan Mukhtar,  
Advertising Lead*



## TRANSIT MARKETING



owning the commuter's environment. When Samsung took over the MRT TRX station, it was more than just pasting posters. The brand was integrated into the station's DNA, transforming a 22,000 sq ft transit hub into a true 'brand home' out of home."

"On the other end of the spectrum, the GrabFood–Subway campaign demonstrated that scale is not the only path to impact. With six-inch miniature billboards planted in plain sight across high-footfall stations, the campaign turned the daily commute into a city-wide scavenger hunt." explained Azlan.

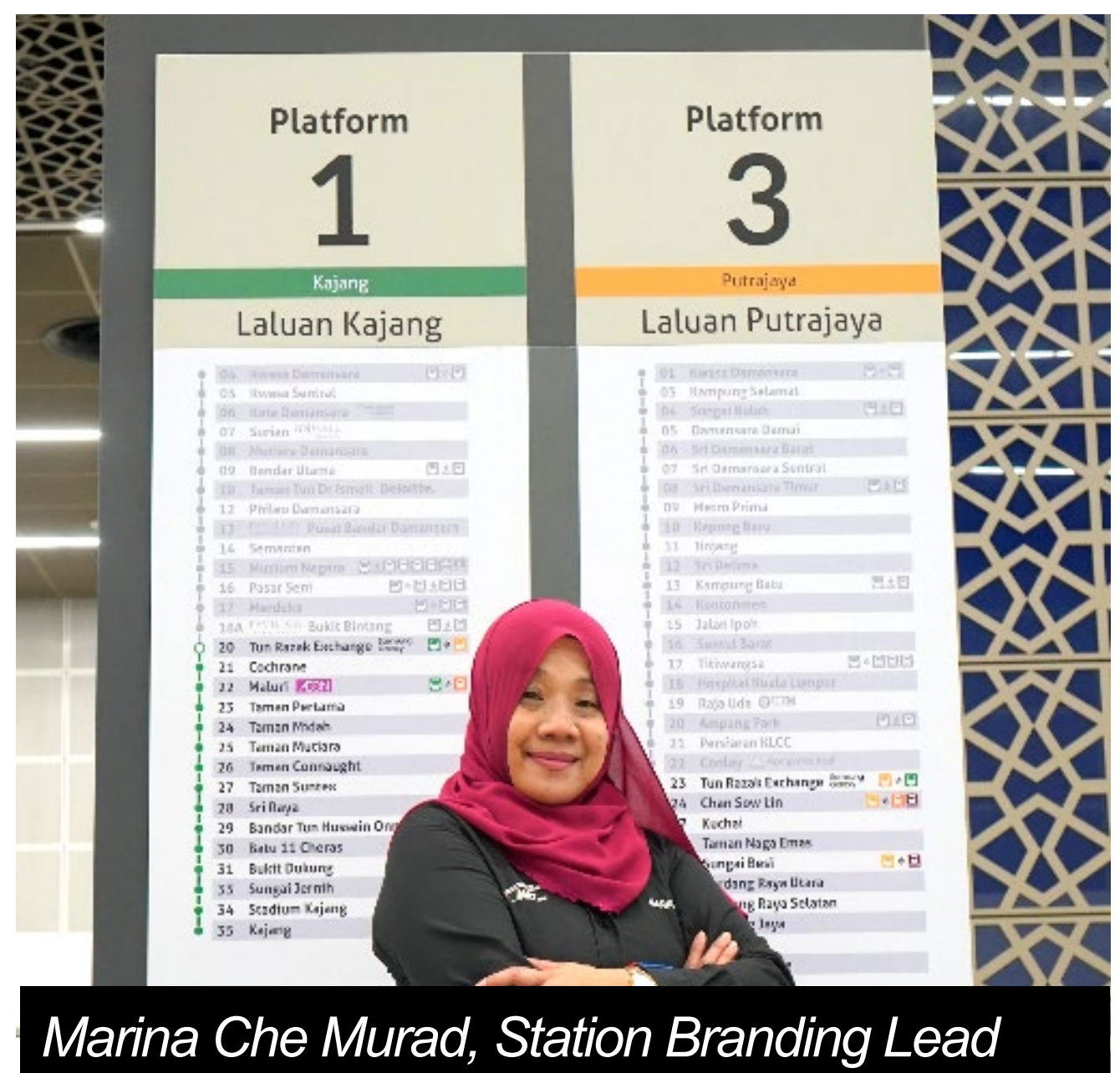
"It was an exercise in discovery that sparked social media engagement and drove on-the-ground footfall. Its effectiveness was recognised with an Effie Award in the OOH category." Chayenne added.

Beyond physical takeovers, station branding enables partners to embed holistically across the MRT ecosystem. Brands are not merely seen, they are experienced. This

includes visual integration through station signage and official transit linemaps, as well as audio presence via in-train announcements.

"Station branding represents true ownership and identity. When brands adopt a station as seen with partners such as Samsung, Pavilion, AEON, Thomson Hospital and Deloitte, they become embedded into the daily commuter journey. It goes beyond signage; the branding becomes a form of wayfinding, helping commuters recognise their stop while directing footfall toward nearby commercial premises.

This year alone, we are already fielding station branding requests for key hubs including MRT Merdeka, Ampang Park, Persiaran KLCC and Putrajaya Sentral." said Marina.



Marina Che Murad, Station Branding Lead

## IMMERSIVE EXPERIENCES AND SOCIAL CURRENCY

MRT Corp's Commercial team is pushing the boundaries beyond static visuals by evolving OOH into experiential "Transit Theatre".

"We ignite purposeful moments in transit by crafting multi-sensory

TRANSIT MARKETING

experiences, from striking visuals and immersive soundscapes to playful interactions that disrupt routine and spark curiosity. Through our award-winning collaboration on the Netflix Squid Game 2 campaign, we transformed Ampang Park MRT station into a high-stakes, cinematic playground.

From the ‘Ddakji Man’ activation in the concourse to a towering ‘Young-hee’ doll installation, and the Pink Coach inspired by the show’s iconic Pink Guards, every touchpoint was carefully orchestrated to immerse commuters in the narrative and blur the line between fiction and reality.” said Zuliana.

Norzuliana Nawi, Activation Lead



“When partners approach us with ambitious ideas like the 22-foot-tall fibre glass animatronic installation at MRT Ampang Park, our team works relentlessly behind the scenes to bring them to life. We proactively

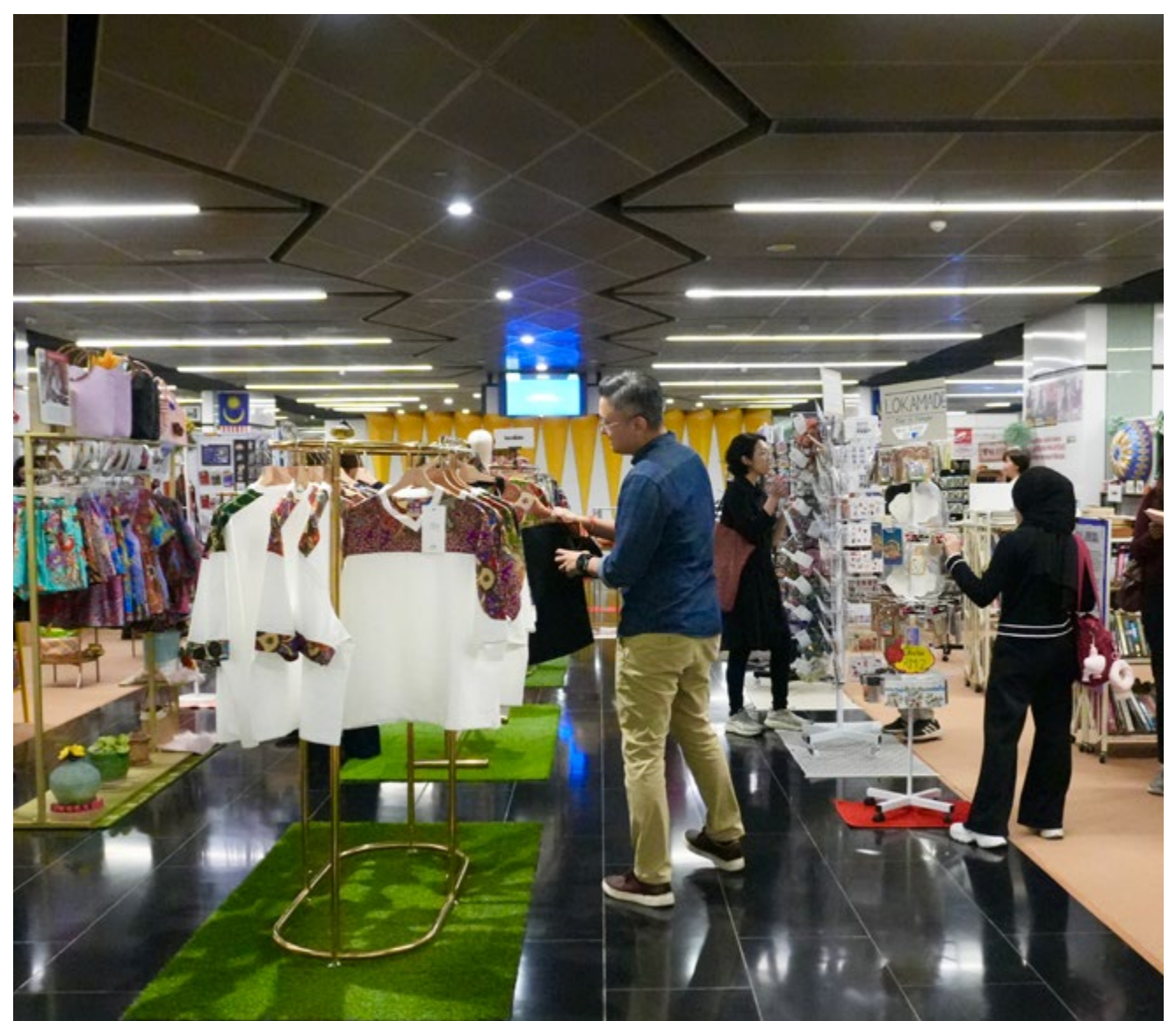


lead cross-disciplinary coordination across power logistics, safety protocols and crowd management to ensure bold concepts are executed seamlessly. The result? Stations that evolve into vibrant, living stages.” said Alita.



PAUSE & PLAY: REIMAGINING TRANSIT AS THE THIRD SPACE

MRT Corp is reimagining its stations as a true “third space”, a place to pause, connect and recharge between home and work. It is a shift from transit as a point of passage to transit as a place of belonging.





## Come speak with us

The core MRT Corp Lifestyle Commercial team — from left: Chayenne, Azlan, Norzuliana, Schrene, Marina, Alita and Nur Shaida.

Through curated experience zones, MRT is weaving community, culture and commerce into the everyday commute. This is achieved through active partnerships with retailers, communities, developers and placemakers, co-creating stations that function not only as mobility nodes, but as vibrant urban destinations.

## LET'S CO-CREATE THE PULSE OF THE CITY TOGETHER

MRT Corp invites agencies, brands, developers and communities to think boldly and collaborate. Be it a pop-up activation, takeover or community-led programme, the MRT network is your canvas.



CLICK TO  
KNOW  
MORE



Click here to learn more about MRT's [OOH-some transit marketing solutions](#) or contact us at [bizdev@mymrt.com.my](mailto:bizdev@mymrt.com.my).



# RETAIL IS HARDER THAN EVER

**HERE'S HOW SHOPPER360 IS MAKING IT WORK.**

Retail doesn't have a visibility problem, it has a conversion problem. Shopper360 exists to solve that by engineering retail environments that influence decisions where they matter most: in-store, at shelf and within seconds of purchase.

In the broader Out-of-Home ecosystem, few environments are as commercially potent, or as misunderstood, as the retail floor.

For decades, retail was treated as the final step in a predictable funnel. A highway billboard builds memory, a transit screen captures attention, but retail media operates at the point of transaction where exposure and economic outcome collapse into the same moment.

Retail is the only OOH environment where persuasion can translate into purchase within arm's reach. That proximity should make retail the most powerful media channel in the mix. Instead, it has become one of the most complex.



**“Smarter selling isn't about being louder. It's about engineering what works where purchase decisions are made.”**

**Sue Ann Chew,  
Executive Chairman, Shopper360 Limited**

## OOH ECOSYSTEM

Shopper360's focus on retail innovation isn't abstract. Its 2023 Retail Innovation Showcase in Malaysia brought fresh technologies into industry view — a signal of where the future of retail influence is headed.

## THE MYTH OF AUTOMATIC CONVERSION

The retail environment today is structurally different from a decade ago. Shoppers arrive pre-informed, often with price comparisons already completed. Brands now have seconds, not minutes, to assert relevance.

Price transparency heightens competition, while private labels exert sustained margin pressure. Retailers are professionalising their own media networks, formalising placements and demanding performance accountability. As a result, brands now operate under fragmented attention and increasing scrutiny over return on investment.

In-store media and activation must demonstrate clearer attribution and commercial accountability, not just visibility.

The irony is clear: the closer media moves to transaction, the less forgiving it becomes. While a billboard can absorb creative inefficiency, retail cannot. If stock is unavailable, if displays are misaligned, if promoters are disengaged, conversion collapses.

Retail is not just a communication channel, it is an operational environment, and that fragility is where most in-store campaigns quietly fail.

Execution inconsistency remains a persistent leak, with campaigns that perform in flagship outlets often faltering in secondary locations due to staffing gaps, poor display compliance or uneven retailer support.

The last metre is the hardest. And this is the tension Shopper360 has built its business around.

## FROM SPACE TO SYSTEM

Shopper360's origins date back to 1986 as Pos Ad, a pioneer in Malaysia's in-store media landscape, long before "retail media networks" became industry shorthand. But longevity is not the differentiator, systems thinking is.

To treat retail as a space to occupy is to misunderstand it. Retail is a behavioural system composed of visibility, availability, advocacy and context. In this environment, success depends less on isolated creative ideas and more on systemic reliability.

This is why Shopper360 evolved beyond display assets into a full-spectrum shopper marketing infrastructure.

Creative development is anchored in shopper insight. Retail consultancy and data analytics identify friction points through audits, price checks and performance diagnostics. In-store media and audio reinforcement are deployed not as noise, but as salience triggers at moments of choice.

Crucially, field force management, merchandising and Employer of Record manpower



services close the execution loop. Stock presence, display compliance and promoter engagement are treated as conversion levers rather than administrative functions.

As a public-listed entity, Shopper360 operates under heightened governance, audit compliance and financial disclosure standards; all critical for multinational clients navigating global procurement protocols. Compliance across tax, audit and ABC policies is no longer optional, it is foundational.

With offices and field teams across Malaysia, the group can scale quickly when projects expand, rather than assembling fragmented third-party networks.

This infrastructure enables campaigns to roll out with territorial consistency rather than relying on fragmented third-party coordination.

The philosophy is simple: retail influence cannot be rented, it must be engineered and governed.

## THE 4CS OF CONVERSION

That systems-led philosophy extends beyond operational

discipline into experience design. Within Shopper360, ShopperPlus applies its 4C framework of Catch, Connect, Convert and Continue to transform retail from passive environment into participatory space. The objective is simple: turn footfall into engagement, and engagement into sustained sales.

This thinking reframed the Oreo x BabyMonster campaign. Rather than a static in-store presence, retail became a touring cultural event inspired by the energy and community of K-pop. The activation moved across key locations, creating anticipation and drawing crowds through scale, mobility and fandom engagement rather than conventional display mechanics.

Fans stepped into tribute walls, dance-led interactions and social sharing moments that mirrored how they engage online. Limited-edition flavours, collectible photocards and instant “buy, selfie & win” mechanics collapsed experience directly into transaction.

Crucially, each stop extended beyond the store through digital amplification, turning every location into both a sales driver and a content engine. Retail was not treated as the final touchpoint. It became the centre of gravity where culture, commerce and community intersected in real time.

The result exceeded targets by 30%, demonstrating how engineered participation can translate directly into commercial uplift.

## RETAIL AS A PERFORMANCE CHANNEL

Retail is no longer the end of the media journey. It is the moment where every upstream decision is tested. And for marketers measured on incrementality and contribution, there is no insulation between strategy and sales.

The biggest mistake brands continue to make is treating retail as either a branding extension or a pure sales mechanic. In-store is both. Retail is not the place to choose between brand and performance. It is where they must integrate.



The shift is structural, not cyclical. Retail networks are formalising, accountability is tightening, and the tolerance for inefficiency is shrinking. In that environment, influence cannot be improvised. It must be built into the system, from insight to activation to execution.

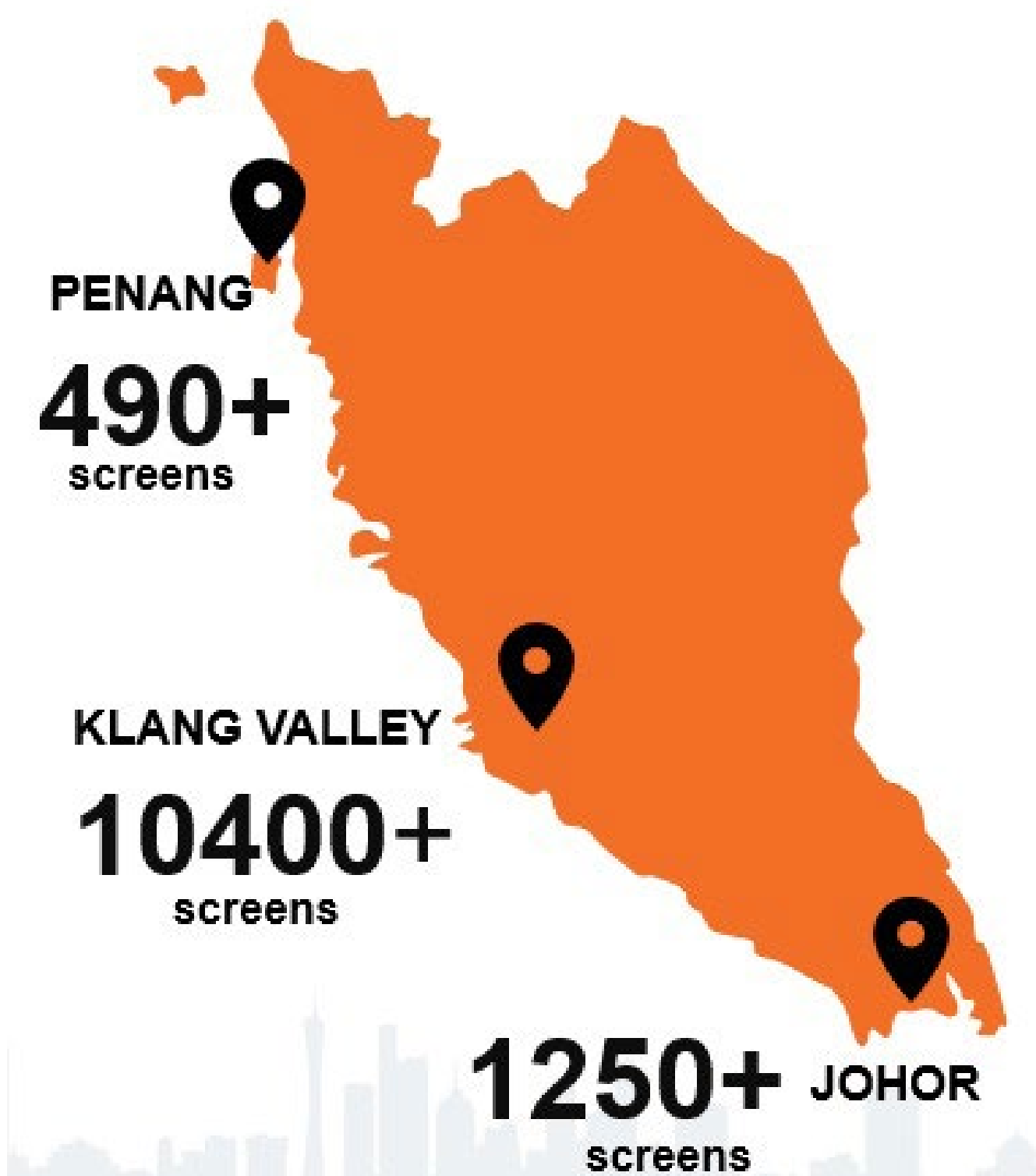
Shopper360's evolution reflects that recalibration not as a media vendor, but as an operating partner in the final metres of commerce.

Retail is harder because it is closer to revenue. And that proximity is precisely what makes it decisive.



ONE CHANNEL · TOTAL ATTENTION · MAINSTREAM INFLUENCE  
Target Media Malaysia

# URBAN DIGITAL ELEVATOR MEDIA NETWORK



Target Media Malaysia is a leading Digital Out-of-Home (DOOH) elevator media operator, connecting brands with mainstream urban consumers across Malaysia.

With 14,000+ digital elevator screens, spanning 1,700+ buildings and covering 2million urban citizens in Kuala Lumpur, Penang, and Johor, our network reaches city audiences along their unavoidable daily journeys — at home and at work — where attention is naturally focused and repetition builds influence.

## OUR FOUR CORE MEDIA VALUES

- **High Frequency**  
Daily repeated exposure within residential and office environments.
- **High Coverage**  
Strategic presence across major urban centres and premium properties.
- **High Completion**  
Captive, low-distraction viewing ensures strong message delivery.
- **High Resonance**  
Embedded within trusted, high-frequency life scenarios — strengthening brand relevance and trust.

## A CITY FASHION TV STATION

Target Media operates as a vertical urban “City Fashion TV Station,” delivering curated lifestyle, fashion, and trend-focused content through a single channel — no switching, no skipping.

The result is a focused, premium viewing environment aligned with modern urban living.

## THE OFFLINE “TIKTOK CHANNEL”

Elevator dwell time transforms waiting moments into high-value attention. Fragmented seconds become high-impact brand impressions — repeated, unavoidable, and embedded in daily routines.

## URBAN TRENDSETTERS

Our core audience consists primarily of urban consumers aged 22–44 — stable income earners, strong taste makers, and key purchase decision influencers within their families and social circles.

## POWERED BY FOCUS MEDIA

Target Media Malaysia is part of Focus Media, operating across China, South Korea, Indonesia, Singapore, India, Hong Kong, Thailand, Malaysia, Vietnam, Japan, and the UAE.

The Group manages over 1.1 million elevator screens globally, including more than 1 million in Mainland China, setting global standards in elevator DOOH scale and effectiveness.

**“Elevator DOOH is not just advertising. It is structured urban”**

**Jenny Tu, Target Media CEO**





## FROM INVENTORY TO INFLUENCE: SENI JAYA'S BOLD PLAY FOR MALAYSIAN OOH

In today's Out-of-Home industry, some players compete on measurement, others on scale or technology. Yet leadership in OOH is ultimately about something more enduring: the ability to influence how brands occupy public spaces and how that spaces connects with daily lives. For Seni Jaya Corporation Berhad that responsibility has become both its challenge and its opportunity.

As one of Malaysia's earliest OOH pioneers, Seni Jaya carries institutional history. But under the leadership of CEO Jeff Cheah, heritage has not been treated as a shield but as a platform for reinvention.

When Jeff assumed leadership in 2021, the company was at an inflection point. Movement was restricted, revenues were compressed and operational

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systems required renewal. The question was not simply how to recover, but how to remain structurally relevant in a media landscape that was evolving faster than ever.

“To stay relevant, we have to think beyond boards and screens. We have to consider influence and urban presence. Our transformation wasn’t just about becoming bigger, but about becoming more intentional.” Jeff Cheah, CEO of Seni Jaya Corporation Berhad.

“We’ve reshaped the business to be stronger and more scalable, and we’re seeing that momentum build,” Jeff reflects. “What matters now is growing in a way that lasts, even as the media landscape around us keeps changing.”

That distinction between growth and long-term relevance has shaped the company’s direction since.

## WHAT IF OOH WORKED AS ONE NETWORK?

Historically, OOH growth in Malaysia has been fragmented. Different operators controlled different formats and corridors. Campaigns were often stitched together across multiple vendors, with limited cohesion.

Seni Jaya’s response was not simply to expand its footprint, but to consolidate and integrate. By bringing complementary formats and operators under one strategic framework, the company has been building a more coordinated network



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### Jeff Cheah

across static, digital and transit environments.

The goal is not just to offer more inventory, but to provide continuity. A brand can now move from highway exposure to urban retail districts to transit hubs with greater consistency in planning and execution. Instead of selling isolated sites, the company is increasingly structuring environments.

This shift reflects a broader understanding of how audiences move. Consumers do not experience OOH in isolation. They encounter messages across journeys that span work, leisure and transit. Integration allows OOH to mirror that lived reality.

## IT'S ALL ABOUT OWNING THE ENVIRONMENT

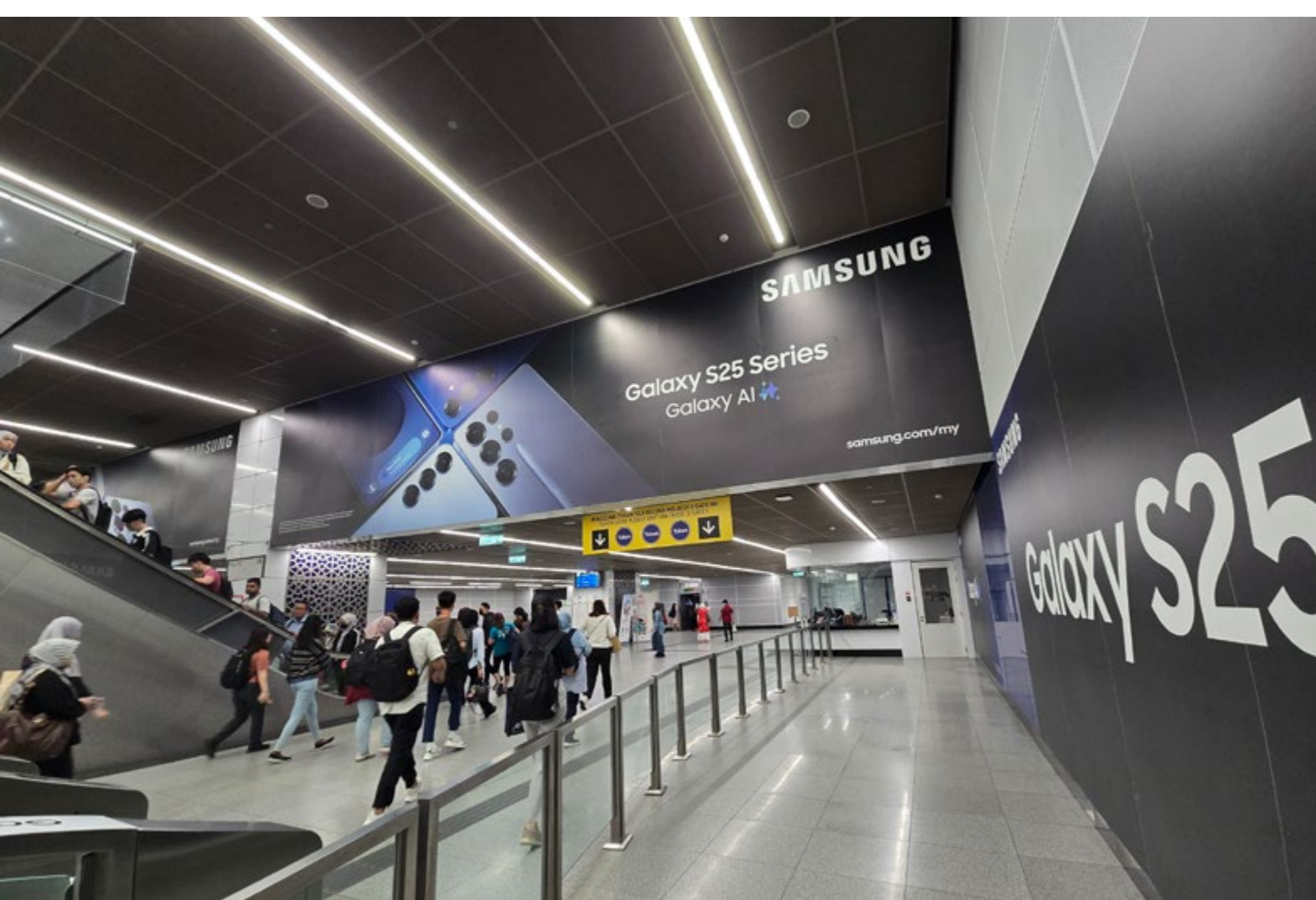
A defining feature of Seni Jaya's evolution has been its move upstream in brand engagement. Traditional OOH models respond to briefs, but their new approach seeks to originate ideas that reshape how brands inhabit physical environments.

The collaboration with Samsung on MRT station naming and branding illustrates this philosophy. Rather than limiting involvement to advertising panels within a station, Seni Jaya facilitated a comprehensive spatial branding exercise.

Naming rights, environmental design and visual integration were aligned to create a coherent brand presence within public infrastructure.

By engaging at this level, the company positions itself not only as a media operator, but as a strategic partner capable of translating brand ambition into physical experience.

The same proactive thinking underpinned its engagement with cultural moments tied to the K-pop group BTS. The K-pop BTS BVERSE immersive exhibition was



the first in the world and Seni Jaya is the IP owner in Malaysia. Leveraging the global fandom surrounding the group, Seni Jaya used its high-impact locations to extend digital excitement. Large-format screens and premium sites became communal touchpoints for fans, amplifying the cultural resonance of the moment.

These demonstrate that OOH does not exist in opposition to digital culture. It strengthens it. Physical environments provide scale and credibility that digital platforms alone cannot replicate.



## WHEN DESIGN BECOMES A STRATEGIC DECISION

While digital transformation is widespread across the industry, not all upgrades are equal. Simply converting static boards into digital screens risks creating uniformity rather than distinction.

Seni Jaya has approached format development with greater contextual sensitivity. Dual-layer screens introduce dimensionality that enhances visual impact. Synchronized gantries create rhythm and coordinated storytelling along high-speed corridors. Sculptural installations are designed to complement their architectural

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surroundings rather than dominate them indiscriminately.

In dense commercial areas such as Bukit Bintang, the forthcoming large-format installation reflects this thinking. It is conceived not just as a premium advertising site, but as part of a broader effort to elevate the district's visual sophistication.

Cities such as Tokyo and New York City demonstrate how iconic OOH structures can contribute to a location's global identity. Kuala Lumpur's evolution requires similar ambition, but also sensitivity to local context.

## LEADERSHIP IN A MEASUREMENT-LED ERA

As accountability frameworks, programmatic models and attribution dominate the OOH conversation, leadership now requires more than scale or technology alone. It demands structural influence.

Securing landmark sites, navigating regulatory landscapes and investing in integrated brand environments are long-horizon decisions. They reflect confidence not just in quarterly returns, but in the medium's enduring role within

urban life. As one of Malaysia's earliest OOH companies, Seni Jaya could have relied on legacy. Instead, it has chosen to reinterpret it by positioning itself not merely as an operator of sites, but as a partner shaping how brands inhabit public space.

The next phase of Malaysian OOH will not be defined by a single format or metric. It will be defined by shared standards, clearer valuation and a collective commitment to credibility.

“As stakeholders in the OOH ecosystem, we must work towards a common measurement framework that reflects real audience value. Greater accountability will not only uplift the medium, but strengthen its position within the broader advertising market.”

For Seni Jaya, that means growth aligned with responsibility — contributing to an ecosystem where audience value is measured meaningfully and the medium's role within the broader advertising market is strengthened.

At the end of the day, the future of OOH will belong to those who measure it with intent.

DOES YOUR BRAND

# NEED MORE EYEBALLS?

Maybe it's time to give it  
the attention it deserves.

Why not start with the most impactful and largest DOOH Screen Network in the Klang Valley. With over 6 million vehicles<sup>1</sup> plying the roads in Kuala Lumpur daily, Zoomer Digital Screens reaches a whopping 180 million traffic monthly.

**Give us a call**

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or email us at [info@zoomermedia.com.my](mailto:info@zoomermedia.com.my)



<sup>1</sup> Source: DBKL, 2024



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