

XXI.MMC

21ST MALAYSIAN MEDIA CONFERENCE

RISE OF THE TRIBES

NOVEMBER 4, 2025



Real brand fandom thrives in cult clusters and culture wins



The 21st Malaysian Media Conference
— November 4, 2025

Marketing became a science. We chased clicks. We fed the algorithm. And somewhere along the way, we forgot the people.

Culture was pushed to the sidelines unless it came neatly packaged with metrics. We optimised for dashboards instead of dialogue. We spoke in CTRs and CPMs, not in stories and symbols. In the rush to quantify everything, we diluted the very thing that gives marketing its magic: human connection.

But the best marketers know a truth the spreadsheets can't measure — fandom isn't a funnel, it's a fire. It's not something you move consumers through; it's something that moves them. It is irrational, unmeasurable at times, and fiercely powerful. It's the roar of the stadium, the loyalty to a brand that "just gets me," the micro-communities that shape how people see themselves in the world.

RISE OF THE TRIBES is our wake-up call. This 21st edition of the Malaysian Media Conference puts the spotlight back on people — reframing

"Share of Voice" through the lens of consumer tribes. Tribes that aren't defined by demographics, but by shared values, passions, and cultural codes.

We'll decode how The Faithful align their media choices with their beliefs. How The Game-driven live and breathe sports content. How The Family tribe is reshaping entertainment, product, and media consumption around togetherness. And how other emerging tribes are rewriting the rules of influence far from the old guard's playbook.

On November 4, 2025, we're bringing together media strategists, brand leaders, storytellers, and cultural observers to share case studies, fresh data, and lived experiences from the frontlines of tribe-driven marketing. We'll explore how passion points become growth points, and how resonance — not just reach — becomes the ultimate metric.

This Conference features industry's leaders as keynote speakers, speakers and panelists sharing their insights and knowledge in the media landscape.



**RISE OF THE
INFLUENCER**



**RISE OF THE
GAME**



**RISE OF THE
FAITHFUL**



**RISE OF THE
GREY**



**RISE OF THE
SHOPPER**



**RISE OF THE
ECO**

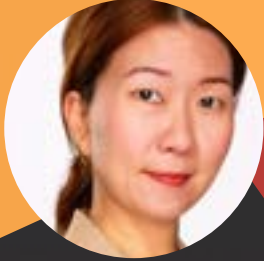


**RISE OF THE
FAMILY**

WHO SHOULD ATTEND?

BUSINESS THINKERS • MARKETING AND
CREATIVE PROFESSIONALS • LEADING
MARKETING COMPANIES • AGENCIES • MEDIA
SPECIALISTS • DIGITAL PROFESSIONAL •
MNCS • GLCS • SMES AND SMIS KEEN ON
JUMP-STARTING THEIR MARKETING AGENDA
IN THE MARKETPLACE.

THE SPEAKERS



SUE-ANNE LIM
CEO, UNIVERSAL MCCANN (UM)
MALAYSIA



RACHEL TAN
FOUNDER OF THE NURTS



ROSHAN BOSE
CEO, LIVING MINDS



**RAMAKRISHNAN
(RAMA) CN**
CO-FOUNDER OF GREYTT



WINNIE CHEN-HEAD
CEO, OMNICOM MEDIA GROUP
MALAYSIA



FARHAN HAFETZ
HEAD OF BRAND MANAGEMENT
& NEW PRODUCT DEVELOPMENT,
JASMINE FOOD CORPORATION



DATUK LAI SHU WEI
DATUK LAI SHU WEI
CHIEF MARKETING &
SALES OFFICER,
SIME DARBY PROPERTY BERHAD



**DATUK JAKE
ABDULLAH**
AUTHOR, EXECUTIVE COACH &
STRATEGIC ADVISOR
MEDIA PRIMA AUDIO



AMIT SUTHA
CHIEF EXECUTIVE OFFICER,
PUBLICIS GROUPE MALAYSIA

MEET THE SPEAKERS



SUE-ANNE LIM

CEO, UNIVERSAL MCCANN (UM) MALAYSIA

With over two decades of leadership in media transformation and brand strategy, Lim Sue-Anne has emerged as one of Malaysia's most forward-thinking agency heads. Her career, defined by growth-driven vision and cultural empathy, now culminates in her role as Managing Director at Universal McCann (UM) Malaysia, a position she took on in January 2024 following a successful tenure as CEO of Trapper Group.

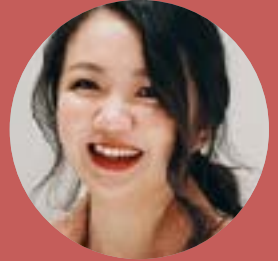
Sue-Anne's journey has seen her at the helm of strategy and innovation at top-tier agencies, including Clear KL (M&C Saatchi Global) and Dentsu Aegis Network, where she led cultural integration during mergers and turned data into scalable business outcomes. Her unique blend of psychology, data literacy, and behavioral science underpins her reputation for reimagining agency models around people-first principles.

Since assuming leadership at UM, Sue-Anne has accelerated the agency's evolution beyond traditional media. Her "One UM" vision aligns internal teams with client outcomes, bridging innovation with empathy. She's architected UM's transition into a "media plus" consultancy, expanding services into analytics, brand experience, and AI tools—all while fostering inclusive talent development and retaining some of the lowest attrition levels in the industry.

Central to her leadership is the concept of "Heartwork"—a philosophy that places human creativity and meaningful engagement above mechanistic outputs. Under her guidance, UM launched proprietary tools like the Digital Fitness Audit and the Futurecaster Dashboard, empowering clients with both cultural insight and predictive intelligence.

Sue-Anne is also a vocal advocate for ethical AI, championing responsible use grounded in consent and transparency—especially critical in a data-driven world. Her thoughtful leadership continues to set benchmarks in innovation and integrity, aligning agency performance with social and environmental responsibility.

MEET THE SPEAKERS



RACHEL TAN
FOUNDER OF THE NURTS

Rachel Tan — Founder, The Nurts & Former Marketing Director at Klook
Rachel Tan is a dynamic mompreneur, marketer, and compassionate innovator driven by a simple mantra: turn ideas into reality for nurturing folks. Her journey began with a lucrative corporate track record at Shopee, where she played a strategic role in transforming the app into Malaysia's #1 shopping platform. Her marketing leadership later led her to Klook, where as Marketing Director, she balanced efficiency and empathy in one of Southeast Asia's fastest-growing travel platforms.

Inspired by her experiences as a parent observing the trials of modern caregiving, Rachel launched The Nurts—a Malaysian-born brand creating playful, purpose-built tools for families. What started with a parenting simulation card game evolved into a full ecosystem: from Heart-to-Heart and The Money Genius games to educational activity books and kits co-developed with child development experts. Each product is designed to strengthen connection, build life skills, and empower parents with intention .

As a working mother of three, Rachel is no stranger to the art of balancing priorities. She navigates her roles—entrepreneur, marketer, storyteller, and parent—with heart. She's learned that “quality over quantity” isn't just a slogan—it's a survival strategy. Rachel often attributes her success to a culture of openness and adaptability—at home and at work. She openly shares her challenges and emotional highs, instilling emotional intelligence in both her family and her team .

Her upcoming initiatives include play-based product lines and flagship activations such as The Nurts Great Race focused on health and wellness, nutrition, and financial literacy—designed to bring families closer and nurture lifelong values through fun, purposeful design.

MEET THE SPEAKERS



ROSHAN BOSE
CEO, LIVING MINDS

Roshan helms Living Minds, a progressive media consultancy operating at the crossroads of culture, technology, and human passion. With a career rooted in uncovering what truly moves audiences, Roshan has built a reputation for decoding the power of sports fandom—how it shapes media consumption, influences lifestyle choices, and creates brand loyalty that no algorithm alone can manufacture. A pioneer in bringing global sports closer to Malaysian audiences, Roshan was instrumental in introducing LaLiga to local fans through immersive cultural experiences that went far beyond match screenings. From pop-up fan zones to curated football art exhibitions, he reframed sports as an everyday cultural presence rather than a weekend event. His work has also championed women's football, pushing for greater visibility, sponsorship support, and media coverage to diversify the sports narrative and broaden its inclusivity.

Roshan's philosophy is simple but transformative: sports is not just entertainment—it's a social glue that binds communities, inspires movements, and shapes identity. In a fragmented media environment, he shows brands how to leverage this glue to create campaigns that resonate deeply, travel further, and live longer in the cultural conversation.

His method blends data-driven audience insights with emotive cultural storytelling. This means brands don't just know who their fans are, but why they care, what they talk about after the game, and how these passions extend into everyday choices—from the content they consume to the products they champion. Under his guidance, clients have moved from transactional sponsorships to transformational partnerships, where brand equity is built on shared values and lived experiences.

Whether addressing a boardroom of CMOs or speaking to students about the future of fan culture, Roshan delivers a clear message: in the era of endless reach, true impact comes from resonance. For him, sports isn't just part of the marketing mix—it's a relentless catalyst for brand growth, community cohesion, and cultural relevance.

MEET THE SPEAKERS



RAMAKRISHNAN (RAMA) CN
CO-FOUNDER OF GREYTT

Ramakrishnan C.N., affectionately known as Rama, is the Co-Founder and Chief Product Officer at Greytt.ai, an AI-powered lifestyle and travel platform designed for the Gen Greytts—a generation redefining what it means to live with purpose and explore with confidence beyond 50.

At its heart, Greytt is pioneering AI travel planning that curates culturally rich, accessible, and personalised journeys through its proprietary Fit-for-50+ scoring and sentiment engine—ensuring every trip matches the aspirations and needs of Gen Greytts. Complementing travel, Greytt offers Greytt Moves, a wellness platform offering yoga, strength training, and Pilates designed to keep Gen Greytts vibrant, strong, and confident in their daily lives.

Insights from the Generation Greytt Report show that over 90% of Gen Greytts in Malaysia and Singapore are tech-savvy, physically active, and eager to reinvent themselves. Under Rama's product leadership, Greytt.ai is not just building tools, but creating a movement—transforming Gen Greytts into explorers, creators, and contributors through AI-driven experiences that blend dignity, empathy, and innovation.

MEET THE SPEAKERS



WINNIE CHEN-HEAD

CEO, OMNICOM MEDIA GROUP MALAYSIA

Winnie Chen-Head is a transformative media and marketing leader with over 24 years of experience spanning e-commerce, aviation, telecommunications, tech start-ups and media agencies. With proven success across agency, client and platform environments, she brings a rare 360° perspective and is widely recognised for converting bold strategic vision into meaningful commercial impact.

Since stepping into the role of CEO of Omnicom Media Group Malaysia in 2025, Winnie has been reshaping the agency's role in today's highly integrated media landscape. She drives strategy and operations with a strong focus on people, capability building and client-centric innovation. Under her leadership, OMG Malaysia has accelerated its growth, delivered breakthrough results for clients and challenged the industry to adopt a more business outcome-driven approach to media.

Before OMG, Winnie held senior leadership roles across multiple sectors, where she led digital and business transformation and built high-performing, cross-disciplinary teams. Widely respected for her ability to challenge convention, she inspires organisations to break down silos and connect brand, media and data to unlock new value.

Beyond her corporate leadership, Winnie is an influential industry voice and frequent keynote speaker at regional and local conferences. She consistently challenges marketers to reimagine media not just as a channel for engagement, but as a catalyst for tangible business growth. Driven by curiosity, innovation and a passion for talent development, she remains committed to championing new models of growth and advocates for a future-ready mindset where creativity, data and integrated media planning work together to deliver lasting value for brands.

MEET THE SPEAKERS



DATUK LAI SHU WEI

CHIEF MARKETING & SALES OFFICER
SIME DARBY PROPERTY BERHAD

Datuk Lai Shu Wei has led marketing and sales at Sime Darby Property since April 2021 — guiding the company through a pivotal period of brand revival and digital transformation. With roots in FMCG (Nestlé, J&J), telecom (Telekom Malaysia, webe Digital), and banking (Standard Chartered), his multifaceted experience informs his strategic clarity, unifying siloed teams under a singular brand voice.

Known for enforcing a shared media strategy across developments, Lai restored coherence to Sime Darby's messaging — driving campaigns like the "Great Deals" and "Dragon Deals" that generated over RM1.1 billion in bookings. He also launched NPS dashboards across project sites and HQ, embedding a culture of customer accountability throughout the organisation.

His leadership has earned industry awards, including "CMO of the Year – Best of the Best." A strategic thinker and execution maestro, Datuk Lai continues to position Sime Darby Property as a purpose-driven developer committed to trust, quality, and sustainability.

MEET THE SPEAKERS



FARHAN HAFETZ

HEAD OF BRAND MANAGEMENT & NEW PRODUCT DEVELOPMENT,
JASMINE FOOD CORPORATION

Farhan Hafetz is an award-winning marketer and innovation leader with over 16 years of experience elevating FMCG, lifestyle, and heritage brands in Malaysia. Currently leading brand management and new product development at Jasmine Food Corporation (BERNAS), he helms iconic national brands such as Jasmine Rice, Era Rice, and CSR Sugar. A recognized Marketing Trailblazer, Farhan's portfolio includes championing campaigns for SAJI cooking oil, BABA'S spices, and collaborations with global brands like Domino's, Blackmores, Maybank, Huawei, and Volkswagen.

He brings a thoughtful marketing approach that respects tradition while pushing creative boundaries. Under his stewardship, Jasmine has amplified its premium rice offerings through strategic packaging refreshes, embedding sustainability through use of recyclable materials and highlighting freshness—from-farm-to-table. Cultural authenticity remains central in his work, including sponsorship of community events such as Malaysia's Kanni Pongal celebration—"Pongal Perpaduan"—where Jasmine Rice played a central role in uniting communities through food, performance, and heritage.

Farhan blends creativity with consumer insight, positioning staple products as markers of quality, trust, and shared identity. His leadership reflects a belief that even everyday items like rice can carry emotional resonance, and that brand marketing can honor cultural heritage while driving innovation and growth.

MEET THE SPEAKERS



DATUK JAKE ABDULLAH

AUTHOR, EXECUTIVE COACH & STRATEGIC ADVISOR, MEDIA PRIMA AUDIO

With over 30 years of experience in media innovation, Datuk Jake Abdullah stands as a legendary figure in Malaysian broadcasting, branding, and strategic leadership. Rising through the ranks from music director at Hitz FM to CEO of Astro Radio, he led the launch of award-winning stations across Malaysia, Indonesia, and India. He also headed Rocketfuel Entertainment, guiding a talent and content creation powerhouse in Malaysia.

Between 2012–13, he was seconded to head IM4U under the Prime Minister's Office, launching youth empowerment programs. He later moved into digital leadership as Managing Director of Fave Malaysia and CEO of Pyjama Media.

Since June 2021, Datuk Jake has served as Strategy Advisor to Media Prima Audio, driving its remarkable turnaround, including the creation of the world's first AI radio announcer.

An MBA graduate from the University of Liverpool and Harvard-trained, Jake is pursuing a PhD at UUM, while teaching as an adjunct professor at UNITAR and Taylor's College and advising UCSI University on its industry advisory board. He's also an author and podcaster; his book *Book of Jake* shares motivational life-guiding principles.

Known for his servant leadership philosophy, Jake emphasizes authenticity, strategic reinvention, and disciplined mentorship. He encourages others to live with intention and "obsess over being your best self." His impact spans across media, education, and wellness—making him a media architect and mentor for Malaysia's next-gen leaders.

MEET THE SPEAKERS



AMIT SUTHA

CHIEF EXECUTIVE OFFICER,
PUBLICIS GROUPE MALAYSIA

Amit Sutha returned to Malaysia in January 2025 as CEO of Publicis Groupe Malaysia, bringing a rich blend of global leadership and local understanding.

He spent four years in New York with McCann Worldgroup as President and Global Chief Client Officer, and prior roles within Mediabrands Content Studio as Global Chief Client Officer and Global President of Performance & Campaign Content.

Before his international tenure, Amit held key strategic roles in Malaysia—CEO of Universal McCann, Ensemble Worldwide, Country Manager at Proximity Worldwide, and leadership positions at BBDO, JWT, and FCB. His return marked both a homecoming and a mission to elevate integrated brand communication across creativity, media, commerce, data, and technology for the group's clients.

Amit shot into leadership during a period of digital convergence, emphasizing seamless “Connected Experience” strategies that unify commerce, influence, performance, and creativity across titled silos. He has positioned Publicis Malaysia as a creative hub and center of excellence in Southeast Asia, setting priorities around creator economy integration, talent transformation, and client-driven innovation.

His guiding principle: “Creativity isn’t a department—it’s a way of thinking.” Amit continues to champion agency models that break down silos, center talent development, and embrace technology while preserving creative integrity.

9:00 AM

OPENING ADDRESS

BY PROF HARMANDAR SINGH, CHAIRMAN,
MALAYSIAN MEDIA CONFERENCE 2025

9:10 AM

RISE OF THE TRIBES (OPENING KEYNOTE)

SPEAKER: SUE-ANNE LIM

CEO, UNIVERSAL MCCANN (UM) MALAYSIA

The Way We Define “Reach” Is Changing. Chasing Clicks, Feeding Algorithms, And Optimising For Metrics Has Sidelined Culture — Unless It Had Data To Back It. In This Opening Keynote, Lim Sue-Anne Reframes Share Of Voice Through The Human Lens Of Consumer Tribes, Where Resonance Matters More Than Raw Reach.

With Data-Led Insight And Cultural Intelligence, She’ll Explore How These Clusters Form, Why They’re Powerful, And How Brands Can Connect Meaningfully. Expect To Walk Away With A Sharper Understanding Of How To Marry Audience Precision With Cultural Depth.

Key Takeaways:

- The Dna Of A “Tribe” Vs. Traditional Segmentation
 - Why Cultural Alignment Builds Deeper Brand Equity
 - How To Use Data To Amplify — Not Replace — Cultural Intuition
 - Measuring Engagement Beyond Impressions
 - Avoiding “Mass Appeal” Traps In Fragmented Media Landscapes
-

9:50 AM

RISE OF THE FAMILY

SPEAKER: RACHEL TAN,
FOUNDER, THE NURTS

The Family Tribe Makes Decisions That Echo Across Generations. Guided By Shared Values, They Seek Content And Brands That Reflect Trust, Togetherness, And Relevance For All Ages. Rachel Tan Delves Into The

Resurgence Of Family-Centric Decision-Making And How It Shapes Media Behaviour. From Intergenerational Entertainment To Parenting Communities, The Family Tribe Blends Digital Fluency With Traditional Touchpoints. This Session Reveals How To Engage Households As Both A Collective And A Network Of Individuals.

Key Takeaways:

- Crafting Media That Appeals To Multiple Age Groups At Once
 - The Role Of “Family Gatekeepers” In Purchase Decisions
 - Safe, Trust-Driven Platforms That Win Family Attention
 - Turning Shared Experiences Into Long-Term Loyalty
 - Balancing Collective Identity With Individual Needs
-

10:30 AM

COFFEE BREAK

11:00 AM

RISE OF THE FAITHFUL

SPEAKER: FARHAN HAFETZ,
HEAD OF BRAND MANAGEMENT &
NEW PRODUCT DEVELOPMENT,
JASMINE FOOD CORPORATION

For The Faithful, buying decisions are guided by values that transcend discounts or trends. This session dives deep into their media habits, preferred platforms, and expectations of brands.

Key Takeaways:

- Media channels that align with values
- Building trust without tokenism
- Faith as a driver of advocacy
- Maintaining integrity in brand partnerships
- Why values-led consumers are reshaping engagement

11:40 AM

RISE OF THE GREY

**SPEAKER: CN RAMAKRISHNAN,
CO-FOUNDER, GREYTT**

“You think the Grey Tribe is slowing down, stuck in the past, or hard to reach? Think again. Gen Greytts are optimistic, adventurous, and digitally fluent—shaping household spend and influencing culture in ways most brands still overlook. In this session, Ramakrishnan CN uncovers the myths that blind marketers, the hybrid media habits that define this generation, and how AI could either amplify these blind spots or unlock deeper, more meaningful engagement with the Rise of the Grey.”

Key Takeaways:

- Bust the myths – why Gen Greytts aren’t slowing down but actively reinventing life after 50.
- Decode hybrid habits – how the Grey Tribe blends digital and traditional media seamlessly.
- Unlock influence – tapping into their trust, values, and household spending power.
- AI’s double edge – how automation risks reinforcing stereotypes, but also holds the key to personalizing services, amplifying trust, and truly connecting with Gen Greytts

12:20 PM

RISE OF THE SHOPPER

**SPEAKER: WINNIE CHEN-HEAD,
CEO, OMNICOM MEDIA GROUP MALAYSIA**

Today’s Shopper moves seamlessly between online, offline, and social commerce, treating discovery as entertainment. Winnie Chen explores the merging of retail media, content, and technology to create frictionless buying journeys.

Key Takeaways:

- The evolution of “shoppertainment”
- Social platforms as storefronts
- Personalisation in retail media
- Balancing deals with loyalty-building
- Omnichannel strategies that convert

1:00 PM

LUNCH

2:00 PM

RISE OF THE GAME

**SPEAKER: ROSHAN BOSE,
CEO, LIVING MINDS**

Sports is more than a game — it’s a cultural ecosystem. From stadium roars to streaming commentary, sports fandom influences lifestyle choices, fashion, gaming, and even food culture. Roshan Bose breaks down the rituals, loyalties, and content patterns of sports fans in Malaysia and beyond.

Key Takeaways:

- Mapping the sports fan’s media journey
- Athlete-driven vs. team-driven branding
- Leveraging passion to drive year-round engagement
- Crossovers between sports and lifestyle categories
- Building authenticity in fan-focused campaigns

2:30 PM

RISE OF THE ECO

**SPEAKER: DATUK LAI SHU WEI,
CHIEF MARKETING & SALES OFFICER,
SIME DARBY PROPERTY BERHAD**

The Eco tribe demands real action on sustainability. Datuk Lai Shu Wei reveals how to engage this growing audience through transparency, accountability, and lifestyle integration.

Key Takeaways:

- Communicating genuine sustainability efforts
- The role of media in eco-storytelling
- Avoiding greenwashing traps
- Aligning sustainability with lifestyle aspirations
- Measuring and sharing impact effectively

PROGRAMME

3:10 PM

RISE OF THE INFLUENCER

SPEAKER: DATUK JAKE ABDULLAH,
AUTHOR, EXECUTIVE COACH & STRATEGIC
ADVISOR, MEDIA PRIMA AUDIO

Influencers are no longer just content creators — they are cultural architects. Datuk Jake Abdullah discusses authenticity, audience trust, and brand-creator partnerships that deliver more than vanity metrics.

Key Takeaways:

- Micro vs. macro influencers
- Moving beyond engagement rate as a metric
- Crafting stories that feel authentic
- Long-term partnerships vs. one-off campaigns
- Managing brand safety in creator collaborations

3:40 PM

COFFEE BREAK

4:00 PM

PANEL DISCUSSION

4:45 PM

CLOSING KEYNOTE & SUMMARY

AMIT SUTHA CHIEF EXECUTIVE OFFICER,
PUBLICIS GROUPE MALAYSIA

Amit Sutha wraps up the day with a synthesis of insights across all tribes, highlighting the strategies, media plays, and cultural nuances that will define Malaysian media's next chapter.

Key Takeaways:

- Common threads across different tribes
- Opportunities for cross-tribe campaigns
- Media trends to watch in 2026
- Aligning brand purpose with audience values
- Turning insights into executable strategies

5:30 PM

END OF CONFERENCE & THANK YOU

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Registration & Payment for Non HRD Corp Employer

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Registration & Payment for HRD Corp Employer

- HRD Corp Employer is to apply HRDC training grant through e-Tris portal under HRDC Claimable Courses (SBL Khas).
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent.
Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.