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MARKETING™

FEBRUARY 2022

ISSN 1985-9575
KDN/NO. P/157/9/2013 (033409)
RM10



THE HAM™

REPORT

GOLD STANDARD IN INDUSTRY RANKINGS 2022
ADVERTISING • MEDIA • MARKETING



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KANCIL AWARDS
2018, 2019, 2022
PRODUCTION HOUSE OF THE YEAR

CITRAPARIWARA
2018, 2022
CRAFT HOUSE OF THE YEAR

CAMPAIGN BRIEF
THE WORK AWARD
2019, 2020, 2021

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**YOU
ASKED
FOR IT**

THE HAM™
REPORT
GOLD STANDARD IN INDUSTRY RANKINGS 2022

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Content Vishnu Devarajan Art Director Chemical Ali Cover Image by Studio DL Distribution Datapos (M) Sdn Bhd Printer Cetakrapi Sdn Bhd (PS/377281-P) No. 30, Jalan Sri Ehsan Satu, Taman Sri Ehsan, Kepong, 52100 Kuala Lumpur

MARKETING is published by Sledgehammer Communications (M) Sdn Bhd, 22B, Jalan Tun Mohd Fuad 1, Taman Tun Dr. Ismail 60000 Kuala Lumpur, Malaysia. Tel: 603-7726 2588 ham@adoimagazine.com. www.marketingmagazine.com.my © All Rights Reserved By: Sledgehammer Communications (M) Sdn Bhd (289967-W) No part of this magazine may be reproduced in any form without prior permission in writing from the publisher. While every effort has been made to ensure the accuracy of the information in this publication, the publisher assumes no responsibility for errors, omissions and/ or for any consequences of reliance upon information in this publication. The opinions expressed in this publication do not necessarily represent the views of the publisher or editor. Advertisements are the sole responsibility of the advertisers. Copyright ©2022.

I am no Siri



My life as an industry observer has always been peppered by calls from friends and marketers asking me for recommendations – be it agency, people, or simply for juicy gossip I will never publish.

As an accidental journalist and self-employed copywriter, it is my business to poke my nose in other people's business.

There is even a running joke that if someone is bored with his or her job and does not know where they will heading next, they can call me to find out!

Like I said, I am no Siri but I do know a few things about our industry and this special edition of **MARKETING** can serve as a guide to marketers as they wade through a sea of agencies looking for the right fit for their needs.

In the absence of any industry guide, and to avoid marketers digging through all the award shows, this Report could serve as a lighthouse in the darkness.

When push came to shove, less than 30 made the cut for the Gold standard. Interestingly, three Marketers made it into the list, which says a lot about their inhouse talent and teamwork with partners.

Why this report?

Why not? You may need clarity, amidst a mountain of over 1,000 awards dished out in 2022. We sifted through the stones to bring you the finest sand, less is more, you could say. The rankings are only a road map and a culmination of two weeks of non-stop work. It is not definitive, nothing in life is.

Take it with a pinch of salt or a pint of beer: one is white, one is gold.

Crème de la crème

Let's face it; every agency claims it can do everything. Marketers are equally ambiguous in their needs, one minute they want a specialist and the next minute an integrated communications agency. So I have decided not to pigeon hole any of the winners. A media agency can also be a great creative ideas resource, or a brand-creative agency could innovative with path-breaking media ideas.

... Let's face it; every agency claims it can do everything. Marketers are equally ambiguous in their needs, one minute they want a specialist and the next minute an integrated communications agency...

But trust me, the agencies and companies featured here are top notch and outside their own areas of specialisation, they work with equally amazing partners. Of course, individual geniuses exist in many agencies, and their talent can be contagious. Talent is also found in many other places like smaller agencies who do not take part in award shows, but I have only so many pages of print.

However, it is fair to say the soul of any good agency resides in one or two amazing people, and they gravitate to marketers who value their work and energy.

Clients get the agencies they deserve, and vice versa.

Respectfully,



Harmandar Singh
Birthplace - Bukit Besi, Dungun, Terengganu.
*To receive free copies of **MARKETING Weekender** in your WhatsApp every Friday, type YES to +6012-205 2588. About 3412 readers get it every week, and we only accept readers who give us permission to send.*

Who is Ham?

My name is Harmandar Singh. But everybody, including Mum, calls me Ham. At best, you can label me an Author, Adman, Humanitarian, Educationist, Publisher and Anti-Corruption Activist.

At worst, I am still trying to write copy and create campaigns. Shockingly, I managed to create 12 spots last year to rival the output of any small agency. They said I am an advertising creative director gone rogue. But I think it's a little too late for that. I wear many hats, but only one turban. Preferably in black, occasionally red.

For some strange reason, the Report in this issue is named after me because Mum says I should take ownership of my work. So anybody got a problem with that, take it up with her. She has a son who is 6' 4" and a grandson who is a marathon runner and another one who was banned from rugby because he was too rough on the field. I am just the scribe. But when my son boxes, he swings hooks.

Industry's Growth Stack

State of flux remains constant



... Marketers continue to value brand safety that editorial media deliver, combined with expanding cross-platform opportunities...

The Malaysian advertising, media and marketing industries spend millions on award shows every year. Fame brings fortune is the success formula for most players, in a battleground where brands that shine are seen as examples to copy.

All agencies are good, and profess to do everything. I have also noticed some independent agencies flourishing in recent years, as these independents earn their place in the sun. Like Trapper, Chariot, Muma, Ampersand Advisory, Edelman, The Clan, Fishermen Integrated, to name a few. New agency Stagwell is also poised to enter soon, with a KL office. Sir Martin Sorrell's Media.Monks is already here.

Generally speaking, there will be up to 3 really good people in a mid-size agency, and they are the essence of the company. These are the ones who will matter to marketers at the end of the day, apart from their campaign work and successes.

Long story short, the industry has gone from philosophers to mathematicians.

On advertising expenditure, according to MAGNA's latest report, Malaysia's media advertising revenues are set to grow 9% to reach MYR 6.6 billion in 2023. Media owners' advertising revenues in Malaysia increased by +13% this year to reach MYR 6.0 billion.

Fan Chen Yip, Chief Investment Officer at Mediabrands Malaysia says, "For the 2023 outlook, our optimistic 9% growth to reach RM6.6 billion is impressive in comparison against the APAC growth projection of 6.1% for 2023. We must however highlight that these growth rates are uneven across different categories of media, with digital unsurprisingly taking even more share of revenue.

Gurpreet Singh, Managing Director MAGNA APAC adds, "After double-digit growth in 2021 which was a bounce back from negative growth in 2020, advertising spends in Asia-Pacific continue to rise but at lower growth rates. Growth in overall advertising spends is mainly driven by digital spends, while spends on linear media overall are mostly showing decline in a majority of the APAC markets, except for DOOH which is getting back on the growth radar.

Marketers continue to value brand safety that editorial media deliver, combined with expanding cross-platform opportunities.

Television was particularly resilient in 2022. The introduction of ad-supported premium streaming and the continued success of digital audio formats exemplify the comeback of ad-supported editorial media for marketers, consumers, and media executives.

Awards at a Glance

Almost one every month, if you average them out

Petronas Kancil Awards:

In 1995, this annual event was re-named the Kancil Awards, to attest to the pride in recognizing home-grown Malaysian creative excellence in advertising, and to further underscore the industry's endorsement of the highest standards of creativity produced by its peers. Its importance is proven by the active participation of the industry's creative leadership who are award winners in their own right. It is now called the Petronas Kancil Awards.

Media Specialists Association (MSA) Awards:

The MSA Awards recognizes and celebrates campaigns beyond media that have delivered tangible brand and business results for clients in the short and long term. The judging criteria reflects the changing media landscape and an ever-evolving industry, and to focus on the most important aspects of agency life – the body of work, the people and the industry's impact on culture.

Malaysian Digital Association d'Awards:

The d'Awards is organized by the Malaysian Digital Association (MDA) to recognize and honour the talents, agencies, brands, publishers and digital service providers who embrace and use digital technologies. MDA is looking for innovation and media in designing, building, managing, marketing or promoting digital campaigns/products/services that lead to a difference in the way consumers perceive and consume brands.

Dragons of Malaysia & Asia:

Since 2000, the Dragons of Asia has been recognising the very best in results-driven marketing communications, by agencies and clients across all countries in Asia. In 2012, the Dragons of Malaysia was launched as Malaysia has always been the host country for the Dragons Awards show. Dragons of Pakistan and Dragons of Sri Lanka programmes are in development.

Effie Awards Malaysia:

Since 1968, Effie has been recognised by agencies and advertisers worldwide as the pre-eminent award in the communications industry. As the only global award that honours achievements in meeting and exceeding marketing communications objectives, it focuses on effective campaigns that work in the marketplace. Campaigns must successfully combine all the disciplines that enter into a marketing program: planning, market research, media, creative and account management.

APPIES Malaysia & Asia-Pacific:

The APPIES awards is an annual event that presents a rare opportunity for creative, media, digital and marketing agencies or brands to present their best campaigns to the industry on stage, and in person. This is the only event in the region where Live Presentations meet Live Judging. Akin to TED Talks, APPIES is the chance for great presenters with outstanding work to show it off to some of the region's most important industry leaders.

AWARDS GIVEN OUT

Agency of the Year Awards + Markies
214 (301 Finalist)

Petronas Kancil Awards (4As)
196 (205 Merit)

Marketing Excellence Awards
120 (328 Finalist)

Media Specialists Association (MSA) Awards
81 (plus Finalist)

Malaysian Digital Association d'Awards
78 (no Merit)

Dragons of Asia
76 (19 won by Malaysia)

Dragons of Malaysia
60 (plus Merit)

APPIES Malaysia
32 (plus Merit)

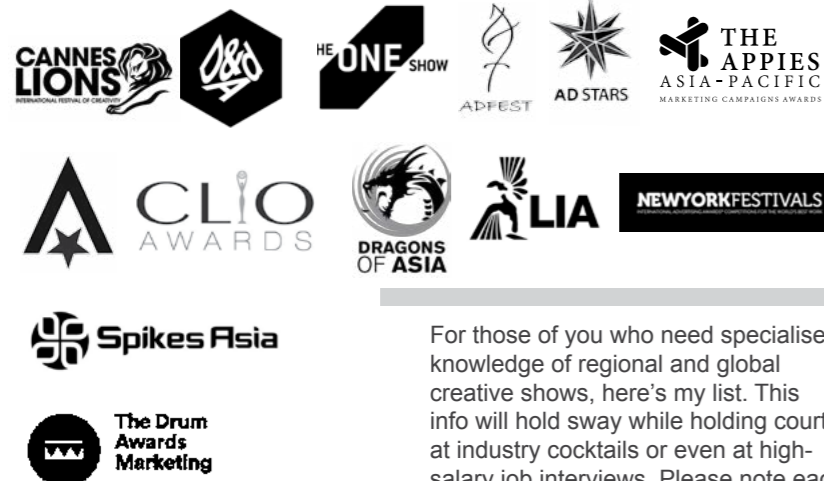
Effie Awards Malaysia
28 (63 Finalist)

APPIES Asia-Pacific
24 (no Merit)

Above is the approximate number of advertising, marketing and media awards (Gold Silver, Bronze) given out in Malaysia in 2022 covering media, marketing, advertising, PR, digital. These exclude Special/Overall/Best of Show/Country Awards, like Professionals/Team of the Year awards, etc.

Bar Banter

Helpful during high-level job-hunts



For those of you who need specialised knowledge of regional and global creative shows, here's my list. This info will hold sway while holding court at industry cocktails or even at high-salary job interviews. Please note each tier is in alphabetical order, but feel free to mix them with the flow of the conversation...

TIER 1

Cannes Lions - Nice, France.
D&AD - London, UK.
The One Show – New York City.

TIER 2

AdFest - Pattaya, Thailand.
AdStars - Busan, Korea.
APPIES - hosted in Malaysia.
Campaign Asia AOY - Sheung Wan, Hong Kong.
Clio Awards - New York City.
Dragons of Asia - hosted in Malaysia.
London International Awards (LIA) – New York City.
New York Festivals – New York City.
Spikes Asia – Singapore.
The Drum Awards – London, UK.

THE HAM™

R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

METHODOLOGY

Rankings are raked from shows hosted in Malaysia: APPIES, Dragons and the industry-sanctioned Digital Association d'Awards, Media Specialists Association Awards, Effie Malaysia and the Petronas Kancil Awards for the year 2022.

Only Gold winners (5 points) are counted. Entries or campaigns that win multiple Gold in the same show, or across the six shows in our rankings, are factored as ONE Gold win (unique).

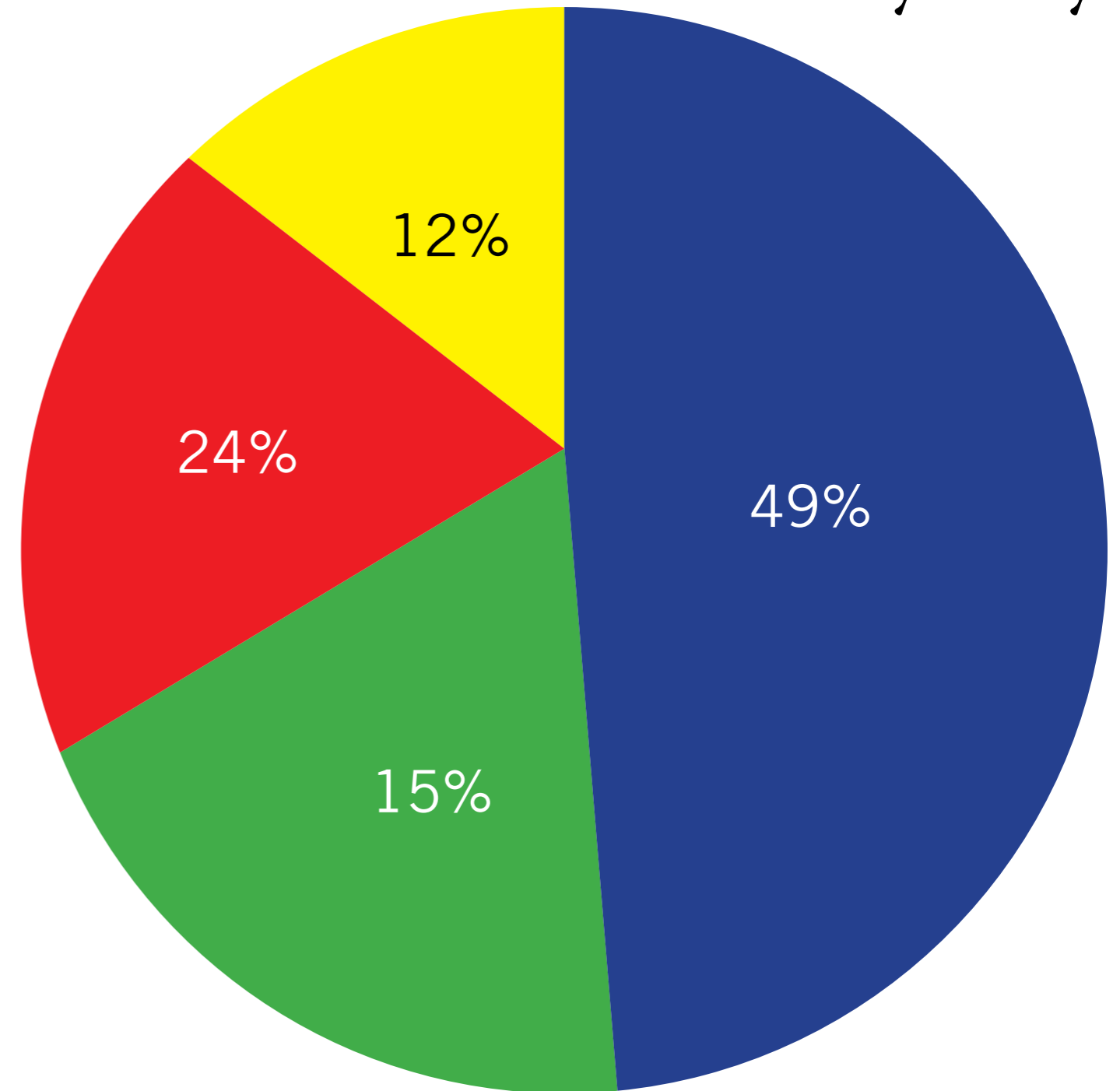
Whether it is a Gold for craft, singular entry, idea or pure science and imagination, a Gold is a Gold if it scores top metal in these shows.

These are the shows that matter to us and we are aware of their processes and credibility. Malaysian Gold winners on the regional level have a slightly higher weightage (7 points), as is the case for APPIES AsiaPacific and Dragons Asia.





Marketing Weekender Total Reach:
85,000
every Friday.

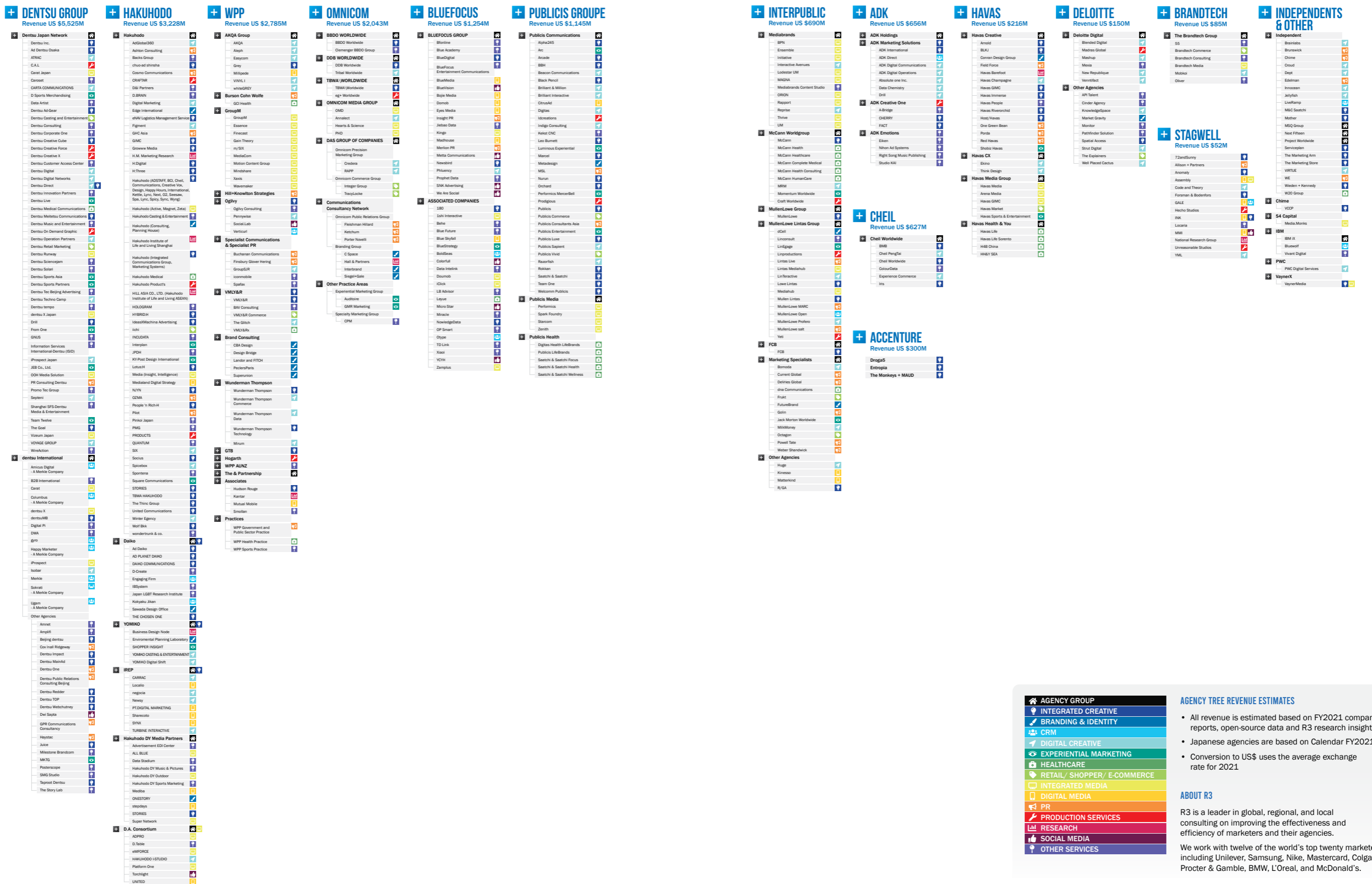


Social Media ■
Website Visitors ■
E-Mail Direct Mailer ■
WhatsApp Broadcast ■

AGENCY FAMILY TREE

APAC 2022 R3

www.three.com





**Top Agencies.
Top Marketers
& Campaigns.**

Golden Ranking by Agency

RANK	AGENCY	PAGE	RANK	AGENCY	PAGE
1	Mindshare Group	22	9	dentsu Malaysia	53
2	Astro Media Solutions	28	9	dentsu X	54
2	Invictus Blue	30	9	ensemble worldwide	55
3	FCB SHOUT	34	9	Grab Creative Studio (Marketer)	56
4	GO Communications	37	9	iMedia	58
5	VMLY&R Commerce	40	9	MediaCom	59
6	Edelman	43	9	Muma	60
7	Fishermen Integrated	44	9	Naga DDB Tribal	62
7	Grey Malaysia	46	9	Noir by Entropia	63
7	Leo Burnett	47	9	Pizza Hut (Marketer)	64
7	Universal McCann	48	9	Orion Digital	65
8	Ampersand Advisory	50	9	REV Media Group	66
9	Atlas Vending Malaysia (Marketer)	51	9	Truth Communications	67
9	Cheil	52	9	Wavemaker	68

* Joint rankings are listed in alphabetical order.

Golden Ranking by Marketer & Campaign

RANK	MARKETER	CAMPAIGN	PAGE
1	RHB	Ally Against Adversity - Spotlighting Malaysian resilience with the power of storytelling	34
		Project Open - From SRF to #JOMSAPOT, aid to Malaysian SMES when they needed it most	36
		A Spark for Change	36
2	Heineken Malaysia	When Your Beer Becomes Your Mentor	54
		How 82 Influencers brought Tiger Street Food Virtual Festival to Life	58
		Tiger Street Food Virtual Festival	62
3	QSR Brands	Pizza Hut's San Francisco Hand Crafted Pizza	64
		KFC collaborates Mobile Legends: Bang Bang (MLBB)	48
3	Vinda Marketing	I Learn, I Speak, I Empower	32
		Taking Competitors by Storm Through Tongue-In-Cheek Search Marketing	32
		V-Kebaya	60
4	Etika Malaysia	Atlas Dispenses Delight this Raya & Ramadan	51
		Goodday Produces Kid Friendly PPEs for Malaysian Heroes	63
4	Foodpanda Malaysia	Pau-Pau takes emojis to the next level with Twitter Emoji Triggers	48
		Meal Prep Kit	67
4	Maxis	Maxis Business Fast Tracks SMEs into Digitalisation	29
		Balas Budi Dengan 4G: Harnessing the Power of Filial Piety	47
5	AIA Malaysia	AIA Knows when you are sleeping and when you are awake	30
5	Digi Telecommunications	Digi Turns Gegar Vaganza Fans Into Online Fanatics	29
5	Dom Perignon (Moet Hennessy)	A Star Is Born	37

Golden Ranking by Marketer & Campaign

RANK	MARKETER	CAMPAIGN	PAGE
5	F&N Beverages Marketing	F&N Organises Mass Mamak Gathering	30
5	Lego Malaysia	Lego X adidas Brick Kicks	38
5	Malaysian Green Technology and Climate Change Corp	Malaysia Pavilion "Energising Sustainability" Expo 2020	43
5	Pepsi Malaysia	Pepsi AR. Malaysia's 1st AR Concert	24
5	Procter & Gamble	Resolving Millennials' Dilemma - Bunga's Secret Garden	28
5	Shiseido Malaysia	Tokyo Ginza Street In Malaysia: Seven Levels of Virtual Reality, Global First	50
5	Sime Darby Oils Malaysia	#GetMoving Challenge	43
5	Subway Systems	Satu Kaki, Lebih Mesra	42
6	Bayer Co. Malaysia	Redoxon Geo-Fences Malaysians to Vaccination	59
6	Carlsberg Malaysia	Adopt A Keg	46
6	Coway Malaysia	Dreamer in The Deep	46
6	Domino's Malaysia	Can't get Cheesier than this	36
6	Grab	Grab Community	56
6	L'Oreal Malaysia	L'Oreal Virtual Beauty Commerce Revolution	68
6	Malaysian Relief Agency	Heart & Sole: Thinking Outside The Box, To Fill A Box	22
6	McDonald's Malaysia	Virtual Rock Concert for Rockin' BBQ Burger Launch	29
6	Nando's Malaysia	Nando's Juiciest Secret	44
6	Red Bull Malaysia	Bangkit Semula	53
6	Rev Media Group (RMG)	How RMG Adapted And Evolved In 2021	66
6	Rohto-Mentholatum Malaysia	Hada Labo's Virtual Beauty Festival upgrades Women's Skincare Game	28
6	Royal Caribbean Cruises	Spectrum of The Seas	65
6	Sabella	Sabella from Heart Strings to Purse Strings	24
6	Samsung Malaysia Electronics	AgenZy. Galaxy Z Series	52
6	Shell Malaysia	Shell. Extra KM, Feel The Difference	40
6	Sime Darby Property	The Science Behind The Homebuyer Hunt	22
6	Smecta	Take A Stand With Smecta	37
6	Sooka	#SookaGilerBola (#LoveFootballCrazily)	40
6	TIME dotCom	How Time's Kabel Besar Disrupted A Sea Of Sameness	44
6	Tune Talk	Think Tune Talk, Think Gaming	25
6	Unilever	Magnum x Money Heist	24
6	Universiti Malaya	#OnlyMenCan	32
6	Watson's Personal Care Stores	Gaya Raya Luar Biasa	47
6	Wipro Unza Malaysia	Safi Shayla Supa Supa Supa	55

* Joint rankings are listed in alphabetical order.

EXTENDING OUR LEAD



FMT HAS RISEN TO A WHOLE NEW LEVEL, ALL THANKS TO YOU. YOU HAVE SHOWN US OVERWHELMING SUPPORT ALL THESE YEARS, AND ESPECIALLY DURING THE 15TH GENERAL ELECTION.

▶ YOU HAVE MADE US

The English language news site with the **LARGEST AUDIENCE BASE** and the third largest overall.¹

The site with the **HIGHEST SHARE OF VOICE** across major online platforms.²

The English news site with the highest number of online impressions, at **18.4 BILLION** in 2022.³

▶ WE NOW HAVE

SIX MILLION

unique visitors on the website in a month.⁴

108 MILLION

views in a month.⁵

¹ Similarweb's November 2022 media ranking by number of unique visitors to the official website.

² Linkfluence Radarly by Meltwater number of mentions of FMT across online platforms i.e. websites, social media and forums.

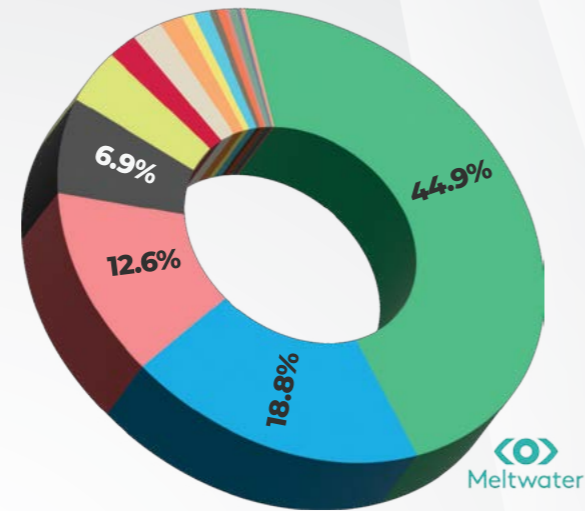
³ Meltwater Explore number of times FMT appears online i.e. websites, social media and forums as of 30 November 2022.

⁴ Google Analytics.

⁵ Google Analytics, YouTube, Facebook, TikTok, Instagram, Twitter, LinkedIn, Daily Motion and FMT App.

▶ SHARE OF VOICE

NOV 13, 2022 – DEC 13, 2022 | SHARES, MENTIONS, POSTS, REPOSTS, COMMENTS



FMT	139K	SINAR HARIAN	3.07K
AWANI	57.9K	MALAY MAIL	3.04K
BERNAMA	39K	TV3	1.95K
MALAYSIA GAZETTE	21.4K	BFM	1.49K
THE VIBES	13.6K	HARIAN METRO	1.21K
MALAYSIKINI	7.16K	KOSMO	1.04K
BERITA HARIAN	6.14K	SIN CHEW	936
NST	5.1K	THE EDGE	150
THE STAR	3.78K	SAYS	44
UTUSAN	3.11K		

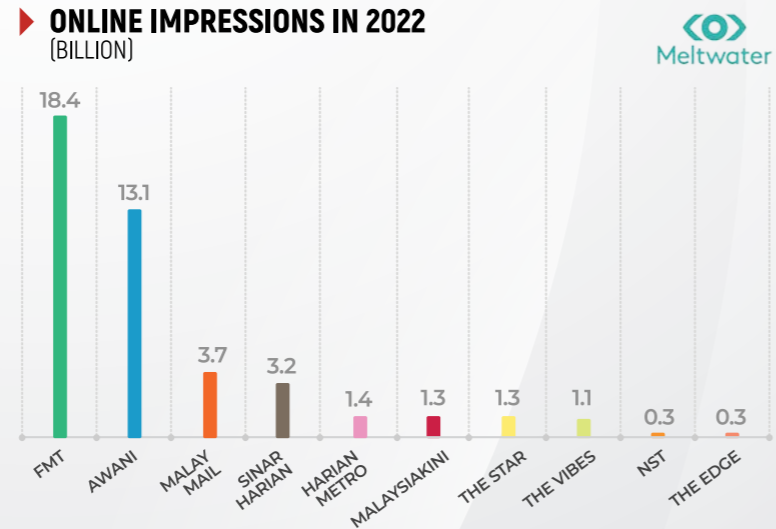
Source: Linkfluence Radarly by Meltwater



No.	Domain	Unique Visitors ↓
1	astroawani.com	6.325M
2	bharian.com.my	4.882M
3	freemalaysiatoday.com	4.404M
4	malaysiakini.com	4.322M
5	hmetro.com.my	4.316M
6	sinarharian.com.my	3.787M
7	thestar.com.my	3.581M
8	yahoo.com	2.922M
9	nst.com.my	2.760M
10	siraplimau.com	2.325M

Source: Similarweb – Nov 22

▶ ONLINE IMPRESSIONS IN 2022 (BILLION)



Source: Meltwater Explore

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Agencies & Campaigns Showcase



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01

THE HAM
R.E.P.O.R.T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

Mindshare Group

Network

GroupM

Holding Company

WPP

AddressUnit 12.1, 12th Floor, Menara
Surian, No.1 Jalan PJU 7/3, Mutiara
Damansara, Petaling Jaya 47810,
Selangor.

Mindshare is a global media services company of 10,000 people across 86 countries united by a desire to drive good growth for clients. Part of the GroupM network and a subsidiary of WPP, Mindshare focuses on media planning and buying, as well as other services such as data analytics and programmatic advertising to help clients navigate the complex world of advertising and media.

<https://www.mindshareworld.com>**CAMPAIGN**

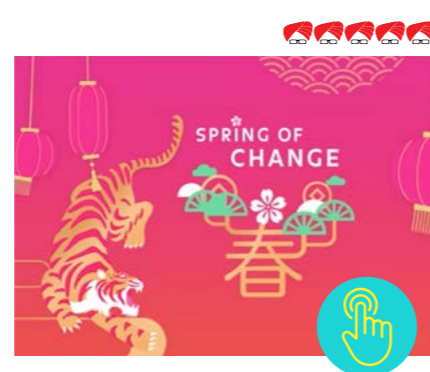
Heart & Sole: Thinking Outside The Box, To Fill A Box

BRAND/CLIENT

Malaysian Relief Agency

CREDITSTeam Mindshare Group
and Team GroupM Nexus

In the midst of a seemingly unending pandemic, struggling Malaysians including single mothers, started flying white flags outside their homes as a plea for help. The campaign mechanics were simple – pledge RM10 for every kilometre walked. Walking was seen an easy way to stay active within your compound, while improving mental health. So we rallied our industry partners - Unity Media, AOS, RCA, F45, Artalive Artificial Limb, M&C Saatchi and Grey Worldwide. By reaching 8,027,800 Malaysians, the initiative brought much needed awareness to the plight of the unnoticed single mothers. "Heart & Sole" united clients and partners to walk 3,534 kilometres (that's roughly the distance from Kuala Lumpur to Shanghai!) and raised RM30,000 in funding to help 300 single mothers. The campaign earned RM300k worth of exposure via The Sun Daily, The New Straits Times, Astro Awani, The Rojak Daily, Syok.my and Wiki Impact.

**CAMPAIGN**

The Science Behind The Homebuyer Hunt

BRAND/CLIENT

Sime Darby Property

CREDITSTeam Mindshare Group
and Team GroupM Nexus

This campaign aimed to increase property sales as well as to connect with homebuyers, especially township residents and communities. Also the campaign was released during the CNY celebration where a series of hybrid and virtual events were carried out to ignite the 'Chinese New Year atmosphere' post-pandemic.

To deploy the creatives, we used the DynamicCreativeOptimisation (DCO) technology, which had been integrated within our proprietary platform. We created a comprehensive system of modular creative elements (images/copy/videos) that covered various township scenes, property types, sale promotions, etc. which was dynamically populated when each ad was served. At an even deeper level, we also used live data signals like geolocation to drive traffic to showrooms and SDP roadshows. We geofenced customers who were within 2km of a showroom or roadshow, and served them ads as soon as they entered the catchment areas.

The MINDSHARE Menu for Good Growth

BUSINESS, BRAND & CONSUMER INSIGHTS

Discovery of the foresights, insights and cross-sights

GOOD GROWTH STRATEGIES

Leveraging Precisely Human Intelligence at every level

DATA DRIVEN SOLUTIONS

Optimized performance for business results

GLOBAL EXPERTISE

Tuned for local excellence

ENERGETIC TALENTS

Geared with the entrepreneurial mindset

MOST AWARDED AGENCY OF THE YEAR IN 2022



MEDIA AGENCY



MEDIA AGENCY



DIGITAL AGENCY



MEDIA AGENCY



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CAMPAIGN Heart Strings to Purse Strings

BRAND/CLIENT

Sabella

CREDITS

Team Mindshare Group
and Team GroupM Nexus

A husband-and-wife team started the business with two sewing machines and named the business after their daughter, Sabella. They relied 100% on drop-shippers (middleman) to sell their clothing. After 5 years, the demand for its 'Baju Tanpa Gosok' (Ironless) clothing range grew. The task was to take a relatively unknown brand Sabella and market it direct to customers. The Agency's proposed launching a Sabella shopping app and the idea was to "hijack" the Anugerah-Juara-Lagu-2021 (AJL) – Malaysia's premier entertainment music event for the launch, bringing big screen desire down to small screen shopping action. The app hit RM1 mil sales in a day with 24,000 Sabella downloads within an hour made it No.3 shopping app on the Apple store. FB traffic +199% on 14th March (AJL day) and a behind-the-scene transformation video garnered 1.8 million organic views.



CAMPAIGN The Sweet Goodbye - Magnum x Money Heist

BRAND/CLIENT

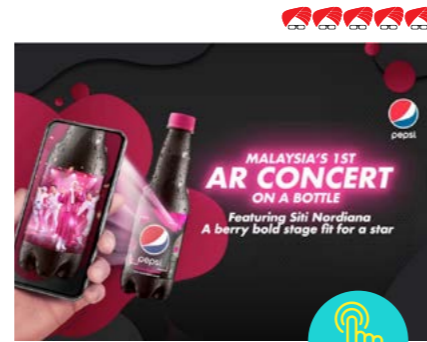
Magnum/Unilever

CREDITS

Team Mindshare Group
and Team GroupM Nexus

Magnum partnered with Netflix show Money Heist to bid a sweet goodbye to "La Banda" - the show's iconic band of criminals - in the second part of the show's final series. The collaboration paid homage to the final heist with a sweet send off - an array of deals and offerings exclusive to pleasure seekers and Money Heist fans in the Singapore and Malaysia. In Malaysia, fans looked forward to a secret goodbye message from La Banda. Fans also came together to solve over 3,000 puzzles, pixel by pixel, to unlock a hidden message from the crew for a chance to win show memorabilia, replica gold bars, iconic red jumpsuits and Dali masks.

The Malaysia campaign reached out to 12 million people on social media, YouTube and Social Aggregators, generating 300K clicks to website with CTR at 5.01% – 3x higher than industry benchmark.



CAMPAIGN Pepsi AR, Malaysia's 1st AR Concert

BRAND/CLIENT

Pepsi

CREDITS

Team Mindshare Group
and Team GroupM Nexus

Pepsi took the bold move to put all their Advertising & Marketing budgets behind Pepsi-Black which led Pepsi to become the non-sugar market leader within just 2 years. Thinking "out-of-the-bottle", Malaysia's first Augmented Reality (AR) Concert on a bottle drove excitement and trials. The new Pepsi Black Raspberry bottle was converted into a concert stage using AR technology. Teaser videos drove engagement on Facebook and YouTube, and online publishers enhanced the buzz. Articles on 'Says', 'Oh Bulan' and 'viralcham' gave a sneak-peak of the local talents to be featured. While 'Mashable' called it a surreal experience, 'Rojak Daily' termed it as a "must-do-activity for people during the conditional movement control order" and "The City List" termed it as "an event that broke new boundaries". Featured in the Malaysia Book of Records, it generated 38 million campaign impressions: earned media was close to \$500,000, with over 450,000 views of the concert on the bottle and the Raspberry mix increased by +14% within total Pepsi Black volumes.



CAMPAIGN Think Tune Talk Think Gaming

BRAND/CLIENT

Tune Talk

CREDITS

Team Mindshare Group
and Team GroupM Nexus

The popularity of esports has exploded in Southeast Asia and more than 19 million Malaysians play games on a casual basis. Telcos spend millions to plaster logos on competitions like the KL DOTA2 Majors, Mobile Legends MPL league, etc. Tune Talk didn't have a gaming specific product and needed to identify a growth opportunity it could own, sustain and play a role in. They embraced content collaboration and creation with KOLs by building a community of mobile gamers and creating an Influencer Championship, getting gaming personalities to recruit their fans to battle it out via a series of games – Call of Duty Mobile (CODM), Mobile Legends Bang Bang (MLBB) and Players Unknown Battleground Mobile (PUBGM). As a result, TuneTalk's brand awareness and consideration increased by 59%. The campaign organically reached at least 940k Malaysians, with videos streamed more than 4.85M (+240% vs KPI of 1.99M views).



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Malaysia's Most Trusted News Brand 2018 - 2022



*Source: Kantar Media DTAM (Astro Subs on 19 & 20 November 2022), Similarweb and Google Analytics.

For advertising opportunities and content solutions, please contact mediasolutions@astro.com.my



02

THE HAM R.E.P.O.R.T GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency

Astro Media Solutions (AMS)

Network

Measat Broadcast Network
Systems Sdn Bhd

Holding Company

Astro Malaysia Holdings Berhad

Address

All Asia Broadcast Centre,
Technology Park Malaysia, Bukit Jalil,
57000 Kuala Lumpur.

Astro Media Solutions provides bespoke advertising and marketing solutions for brands. Leveraging on media assets and signature IPs under Astro Malaysia, Astro Media Solutions offers data-driven marketing, activations, commerce, merchandising and talents across its TV, Radio and Digital platforms. We believe in collaboration with like-minded partners to advocate marketing excellence and drive business growth.

<https://quake.com.my>



CAMPAIGN

Resolving Millennials' Dilemma - Bunga's Secret Garden

BRAND/CLIENT

Herbal Essences/Procter & Gamble
Astro Media Solutions: Mohd Shahrizal Abdul Rahim - Head of Creative Solutions & Commercial Production, June Lee Tze Wa - Creative Solutions Strategist. MEASAT Broadcast Network Systems: Nur Ilyia Izzati Azhar - AVP Content Strategist & Innovation and Azreen Mohd Rashid - Associate, Content Strategy.
Clients: Jessica Bischoch - Regional Brand Director for Pantene Hair Care Asia Pacific, Noelle Wong - Media Director (Malaysia & Singapore), Sahil Sethi - Senior Brand Director, Surmeet Sukhija - Senior Brand Manager Haircare Business (Malaysia & Singapore).

The emergence of new brands claiming to be 'natural' or 'organic' had saturated the hair care market. 40% of Millennials have been unintentional buyers who are aware of product benefits but use shortcuts to identify what is natural. By resolving Millennials' Dilemma through Bunga's Secret Garden, we reframed consumers' life experiences into an entertaining and relatable 2-part Gempak original web drama series. We positioned Herbal Essences' as the antidote to the Millennial dilemma thanks to the emotional investment and relevance audiences felt with the drama series and its main characters, mainly Bunga. Market position: 133% share growth for P3M vs same period YA, 125% purchase consideration increase vs same period YA, an integrated campaign on Astro yielded significant sales growth ever recorded (Jan - Mar 2021 versus same period YA). Brand awareness: 7 mil social platform views, 81% (1.9 mil) TV reach amongst Malay females aged 20-49, 70% time spent recorded for 15-min show on Astro Ria, over 5.6 mil social media impressions.



CAMPAIGN

Virtual Beauty Festival Upgrades Women's Skincare Game

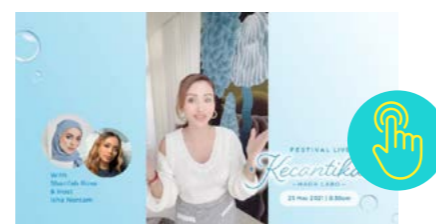
BRAND/CLIENT

Hada Labo/Rohto- Mentholatum Malaysia
AGENCY
Astro Media Solutions/IPG Mediabrands Sdn Bhd

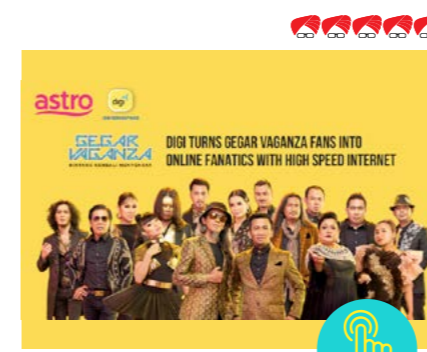
FB Livestreams



Promotional Materials - Pre live



Promotional Materials - Post live



CAMPAIGN

Gegar Vaganza Fans Into Online Fanatics

BRAND/CLIENT

Digi/Digi Telecommunications

CREDITS

Astro Media Solutions: Charlotte Chin - SA, Creative Solutions Strategist, Teng Siok Chin - Sales Manager and Lee Jo Ee - Assistant Sales Manager. Digi: Kui Ai Ping - Principal, Brand & Media and Vern Law - Associate Principal, Brand & Media. IPG MediaBrands: Chai Yen Yen - Vice President.

Digi signed a 20-year agreement in March 2021 to jointly develop and share fibre infrastructure with other major telcos to increase the capacity of their network. This created stronger competition with almost every telco provider rushing to target mobile and internet users between 18-29 years to push their own promotion, creating a price war. The idea: Create a bespoke spin off digital content surrounding a popular local content IP to deliver Digi's message and drive them online to effectively influence their purchase decision. Malaysia's no.1 Malay entertainment digital platform with 32.3 million unique visitors, Astro Gempak, was chosen as the digital anchor. We created a dedicated campaign microsite to host the Gegar Vaganza x Digi campaign, housing digital first exclusive content to connect and engage with consumers. Performance: Top of Mind increased by 12%, Brand Preference increased by 16% and Brand Consideration increased by 5%. Highest video views at 2.1 million, highest reach at 1.9 million and clocked over 174,000 pageviews during campaign period.



CAMPAIGN

Fast Tracks SMEs into Digitalisation

BRAND/CLIENT

Maxis/ Maxis Broadband

AGENCIES: Astro Media Solutions/ Publicis Media/Leo Burnett

CREDITS

Astro Media Solutions: Lee Sze Ching - Creative Solutions Strategist and Joyce Lee - Assistant Media Solutions Manager. Publicis Media: Wong Shin Wen - Media Planning Manager. Leo Burnett: Hariz Ali - Senior Account Manager. Maxis: Lee San San - Media & Budget Management and Jennifer Khor - Marketing Communications.

The pandemic transformed the business environment rapidly, especially SMEs, who were forced to quickly pivot to online. Maxis Business wanted to be at the forefront of this digital transformation, aiding businesses to transition into e-commerce. Astro strategised to recruit target audiences from offline mainstream media to converge in a digital space for high impact engagement with Maxis as the enabler. They leveraged on an established Astro AEC programme, 'Business Talk', which was in its 4th season and had reached 1.2 million people on-air and 2 million virtually in 2020. SMEs were encouraged to submit their questions online via QR codes displayed during the TV broadcasts, which were then answered the following day via Facebook Live business clinic talk sessions. Results for Facebook Livestream business clinics: Digital impressions at 51 million impressions, surpassed targets by 188%. Total reach of 4.9 million, surpassed targets by 308%. Highest Viewership & Engagement at 1.7 million. Webinar registration increased 3-fold at +268%. FB Live Peak Views showed YoY growth of +161%. Achieved YoY growth of +51.3% higher reach with 386,630 people.



CAMPAIGN

Virtual Rock Concert, Rockin' BBQ Burger Launch.

BRAND/CLIENT

McDonald's Malaysia/Gerbang Alaf Restaurants.

CREDITS

Melissa Abu Bakar - Creative Solutions Strategist and Angeline Ang - Sales Executive (Astro Media Solutions), Darren Cedric Tan - Manager (OMD Malaysia), Barry Victor - Creative Director (Leo Burnett Malaysia), Azman Mohammad - Marketing Director (McDonald's Malaysia).

The main challenge was to connect with BBQ and rock genre lovers in Malaysia to build affinity, talkability and drum up their love for McDonald's latest BBQ burger. Stuck at home since 2020, Malaysians were deprived of gatherings, concerts and out of home dining. The idea: Satisfy Malaysians' hunger for music and good food through one single event, launching McD Rockin' BBQ burger. We created 'Gempak Rock On', a virtual concert headlined by Malaysia's Queen of Rock, Ella with her rockstar friends, bringing the concert experience to Malaysians at home. Sales: 2.7 times higher sales, compared to similar BBQ products in the past years. Brand sentiment: Highest score in positive sentiments at 97% compared to similar BBQ product launches in the past years. Earned 5,156 brand mentions. Achieved highest engagement at 11,171,283, measured across all digital and social media channels. Engagement Rate achieved an incremental of 169% compared to the usual menu campaign. Digital and Social: Achieved 17,220 engagement. Recorded 428,431 digital views. The Gempak Rock On concert streamed on Astro Gempak's Facebook Live and YouTube channels achieved 156,637 views.

02

THE HAM
R.E.P.O.R.T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

Invictus Blue

Network

Invictus Blue Group

Partnership

Havas Media Group Worldwide

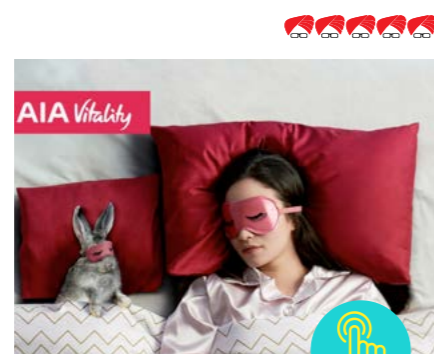
Address9F Menara BRDB, 285 Jalan Maarof,
Bangsar, 59000 Kuala Lumpur.

Invictus Blue is one of Malaysia's leading integrated communications agency groups which is in partnership with Havas Media Group worldwide.

We provide services across traditional & digital media planning, social media strategy and content planning, brand strategy and creative development.

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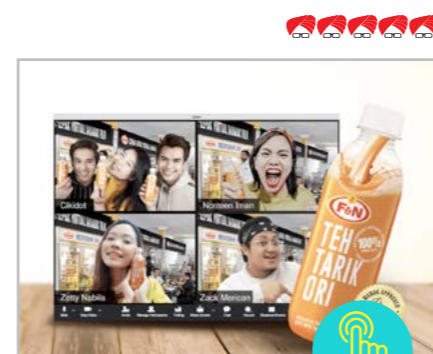
**CAMPAIGN****AIA knows when you're sleeping and awake****BRAND/CLIENT**

AIA/AIA Malaysia

CREDITS

Invictus Blue Group: Alex Hooi - Head of Digital & Media Solutions, Aakash Kumar - Head of Performance, Ooi Wai Cheuck - Senior Digital Manager. Clients: Chan Ming Yen - Head of Brand and Digital Marketing, Dennis Foo - Associate Director Brand and Digital Marketing, Choy May Yee - Brand Manager, Ong Luei Hann - Assistant Manager Brand and Digital Marketing.

9 out of 10 Malaysians are sleep deprived as they suffer from sleep disorders. Findings also revealed that 54.4% of Malaysian employees sleep less than seven hours a night, with 11% claiming to have poor sleep. There's a growing misconception that sleep is a waste of time and many take the need to have 7 hours of sleep for granted. This campaign promoted how sleeping just a bit more can lead to a healthier, longer, better life. It tackles the issue of people around the world being heavily dependent on their mobile devices that further disrupts their sleeping pattern. AIA came up with a Sleep Quality Tracker to measure their mobile phone activity, their activity at night and gaps in between digital activities to identify users with low quality of sleep.

**CAMPAIGN****Mass Mamak Gathering****BRAND/CLIENT**

RTD Teh Tarik/F&N Beverages

Marketing**CREDITS**

Invictus Blue Group: Victoria Chu - General Manager, Gillian Yap - Account Director, Tan Pei Ru - Creative Group Head, Nikiee Mahmud - Creative Group Head. Clients: Graham Lim - Managing Director, Adelene Tay - Marketing Director.

F&N wanted to break into the RTD Tea Market with a nationwide launch, but one week before the campaign, the first MCO was announced. They pivoted from offline to online, anchoring the launch on an event that would lift the spirits amidst the doom and gloom and launched F&N Teh Tarik Ori. Thus the F&N Virtual Mamak session was born. Because of the short turn-around time to get everything off the ground, influencers with a strong and passionate following were key in the brand communication. The virtual "mamak" launch event drew over 1500 participants and more than 600 stayed throughout the Zoom event, with an engaged duration of more than two hours. This also helped the event earn a place in the Malaysia Book of Records as "Malaysia's Biggest Virtual Mamak Gathering". Teh Tarik Ori was sold out within the first week of launch.

Invictus Blue is one of Malaysia's leading integrated communications agency groups in partnership with Havas Media Group worldwide.

We provide services across traditional and digital media planning, social media strategy and content planning, brand strategy and creative development.

invictusbluegroup

contactus@invictusblue.com.my



CAMPAIGN
#OnlyMenCan
BRAND/CLIENT
Urological Cancer Trust Fund/Universiti
Malaya

#OnlyMenCan campaign takes into consideration the topic that prostate cancer can makes men feel uneasy or weak. Our strategy was to champion the things only men can do, which includes surviving prostate cancer. Due to the low awareness of prostate cancer in Malaysia where only 26.4% of potential sufferers have heard of a PSA test, the plight of potential sufferers shouldn't be reduced to jokes/scare tactics. The campaign ran across multiple platforms to heighten awareness and reach potential sufferers based on their media consumption behaviour with the topic "There Are Some Things Only Men Can Do". Within just one month, #OnlyMenCan recorded 8,600,000 million in social reach and a rating of over 1,438,000 on television with RM2,000,000.00 in PR value. This translated into over 4.3mil impressions served with a high engagement rate at over 500,000. It has also shown an increase in consideration for PSA screening amongst men with symptoms of prostate cancer while on onlymencan.com, over 15,000 unique visitors which spent approximately 2 mins on microsite.



CAMPAIGN
I Learn, I Speak, I Empower
BRAND/CLIENT
Libresse/Vinda Malaysia

As a brand, Libresse has always been about celebrating the joy of being a woman and helping women feel secure and confident in whatever they do. Libresse is an international feminine care brand by Essity, a global hygiene and forest company that develops and produces personal care, tissue and forest products. Essity's feminine care products are available in over 80 countries and it has a solid reputation in environmental and social responsibility and was named one of the World's Most Ethical Companies. About 80% of Essity's consumers globally are women, a strong reason to compete with an all-female crew in one of the sporting world's most challenging events – the Volvo Ocean Race 2014-2015. Libresse was also awarded the winner of 'Gender Responsive Marketplace' by the Women Empowerment Principles (WEPs) UN Women Asia Pacific 2020 and this campaign personifies the values of the company and brand Libresse.



CAMPAIGN
Tongue-In-Cheek Search Marketing
BRAND/CLIENT
Libresse/Vinda Malaysia

For this part, use this: Deploying a tongue-in-cheek Search strategy, Libresse used clever innuendos to drive traffic.

Tongue-in-cheek refers to a type of humour that is meant to be humorous but also has an element of irony or absurdity.

In search, a tongue-in-cheek approach might involve posting content that is intentionally humorous or lighthearted, but also has a deeper message or meaning.

For example, a company might use tongue-in-cheek humor to promote a product or service in a way that is entertaining and engaging for their followers, while also delivering a subtle message about the benefits of the product.

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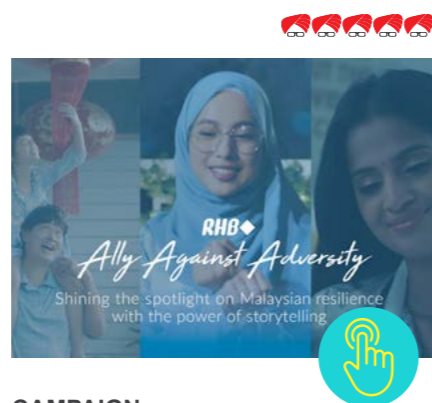
THE HAM
REPORT
GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency
FCB Shout (The Shout Group)
Affiliation
FCB GLOBAL
Address
Penthouse 16-1, Level 16, Wisma UOA
Damansara II, No 6, Jalan Changkat
Semantan, Damansara Heights,
50490 Kuala Lumpur.

Proudly 100% Malaysian-owned, yet part of the global FCB advertising network, FCB SHOUT is a 'best of both worlds' creative force. Winner of A+M's Overall Agency of Year Award in 2018, 2021 and again in 2022; four-time Creative Agency of the Year winners at Campaign Asia in 2018, 2019, 2021 and 2022; the most awarded Malaysian agency at the 2021 MAAW Globes and 2021 Marketing Excellence Awards; APAC Agency of the Year at the 2021 Dragons of Asia; and APAC Agency of the Year at 2022 APPIES Asia-Pacific, FCB SHOUT is undoubtedly the #1 Malaysian agency.

<https://www.fcb.com/where-we-are/fcb-shout>


FCB SHOUT




CAMPAIGN
Ally Against Adversity – Shining spotlight on Malaysian resilience with storytelling
BRAND/CLIENT
RHB Bank/RHB Group
CREDITS
FCB SHOUT: Shaun Tay - Co-owner & CEO, Ong Shi Ping - Co-owner & Chief Creative Officer, IeTjer Wang - Creative Director, James Voon and Jonathan Chan - Creative Group Heads, Megan Ong, Felice Puah and Izham Fazely - Copywriters, Felicia Lee - Designer, Karima Kamal - Account Director, Alexis Au-Yong, Tim Lee and Gabrielle Khoo - Account Executives, Michael Loh and Chey Feng Mey - Producers. Production Team (Love Carries On): Production House - D Moving Pictures, Dick Chua - Film Director, Jocny Lai - Producer. Music, Sound Design & Composer - GT Records, Ram Nabil Chia - Executive Producer, Munirah Razali - Producer, Shaktyvel Neelamekan and Eddy Loo - Sound Engineers. Post House - Asia Pacific Videolab, Troy - Offline Editor, Corey Chong - Online Artist, Lee Jia Seng - Colorist. Production Team (Sempurna): Production House - Reservoir World, Philip Rom - Film Director, Muhammad Ashraff - Scriptwriter & Lyrics, Wai Leng and Kaviraj – Producers, Willie Ong - Offline Editor. Music, Sound Design & Composer - GT Records, Ram Nabil Chia - Executive Producer, Fiona Adiel - Producer, Christopher Grzybowski - Sound Engineer, J.T.C. - Composer, Jinx - Vocalist. Post House - deTOUCHE Post, Wong Yan Jiun - Online Artist, Ng Kwok Yong – Colorist. Production Team (The Inner Light): Production House - D'Moving Pictures, Dick Chua - Film Director, Jorene Chew Ker Lynn – Producer, Koon Pak Fei - Offline Editor & Artist, Kah Seng – Colorist. Music, Sound Design & Composer - GT Records, Ram Nabil Chia - Executive Producer, Munirah Razali - Producer, Shah Haron - Sound Engineers. Clients: Abdul Sani Abdul Murad - Group CMO), Tunku Hazli Bin Tunku Tolha - Head, Group Brand Coms, Anwar Amin – Manager, Group Brand Comms.

During the pandemic RHB had to focus on helping Malaysians, whilst selling products that would sustain the bank's business. To succeed, the work would need to maintain brand equity growth and deepen customer loyalty while generating deposit growth. So, instead of creating one big anthemic campaign, the agency created a series of smaller stories to uplift Malaysians during the most important occasions: Deepavali, CNY and Raya. Each story shone light on real Malaysians who found progress in their own ways even in the face of adversity.


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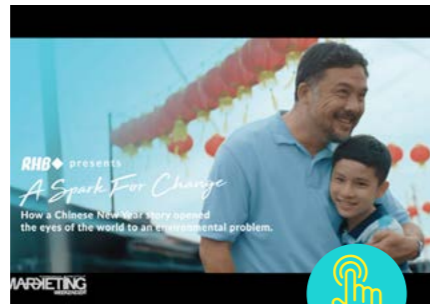


CAMPAIGN PROJECT OPEN - from SRF to #JOMSAPOT, Aid to Malaysian SMES

BRAND/CLIENT
RHB Bank/RHB Group

CREDITS
FCB SHOUT: Shaun Tay - Co-owner & CEO, Ong Shi Ping - Co-owner & Chief Creative Officer, leTjer Wang - Head of Creative, James Voon and Jonathan Chan - Associate Creative Directors, Sharon Rodrigues - Head of Account Management, Karima Kamal - Account Director, Gabrielle Khoo, Alexis Au-Yong, Tim Lee - Account Executives. Clients: Abdul Sani Abdul Murad - Group CMO, Gigi Lee - Head, Group Business Banking Marketing & Customer Insights.

During the lockdown, visiting the bank became virtually impossible. So, RHB made the process of delivering aid simple and inclusive with PROJECT OPEN, an end-to-end initiative that kept Malaysian businesses 'open' during and after the lockdown. During the lockdown, the focus was channeling RHB's share of Bank Negara's RM10 billion Special Relief Facility to SMEs through an online financing site that allowed applicants to receive an application approval in only two days. After the lockdown, we introduced #JomSapot, a platform for businesses to enlist support from RHB cardholders. In just 4 weeks, 1,400+ SMEs received RM1 billion in aid, and RHB became the top performing bank for Covid-19 response to SMEs.



CAMPAIGN A Spark for Change

BRAND/CLIENT
RHB Bank/RHB Group
CREDITS

FCB SHOUT: Shaun Tay - Co-owner & CEO, Ong Shi Ping - Co-owner & Chief Creative Officer, leTjer Wang - Head of Creative, James Voon and Jonathan Chan - Associate Creative Directors, Felice Puah - Copywriter, Karima Kamal - Associate Account Director, Gabrielle Khoo - Account Executive, Amin Taib - Senior Producer. Production House: PRS & Asia Pacific Videolab, Telly Koay - Film Director, Fahzwan Fah - Producer, Jeff Ho - Offline Editor, KC Chong - Online Artist, Nash - Colorist. Music, Sound Design & Composer - GT Records, Ram Nabil Chia - Executive Producer, Munirah Razali - Producer, Shah Haron - Sound Engineer. Clients: Abdul Sani Abdul Murad - Group CMO, Tunku Hazli Bin Tunku Tolha - Head, Group Brand Coms, Anwar Amin - Manager, Group Brand Comms.

This CNY 'A Spark For Change' campaign tells the true story of 10 children from a small fishing village in Teluk Intan. When the village faced a waste management crisis due to its inaccessibility and the irresponsibility of its residents, the group of 10-year-old kids started the clean-up, inspiring the villagers to do the same. As a preface to RHB's ESG aspirations, this campaign humanizes a crucial environmental issue.

The film has received over 17million views and over 6,100 likes.



CAMPAIGN Can't get Cheesier than this

BRAND/CLIENT
Domino's Malaysia
CREDITS

FCB SHOUT: Shaun Tay - Co-owner & CEO, Co-owner & Chief Creative Officer - Ong Shi Ping, Syahriza Badron - General Manager, leTjer Wang - Head of Creative, James Voon and Jonathan Chan - Associate Creative Directors, Tan Lai Kuen - Designer, Felice Puah, Izham Fazely - Copywriters, Jolyn Lee - Senior Account Manager, Amin Taib - Producer. Production House: KDCO: Marcel De Silva - Film Director, Fendi Harjoh - Executive Producer, Syamimi Ali - Producer, Sukhdev Singh - Offline Editor, Mun Chong (Blaze Studio) - Online Artist, Ahmad Hilmy - Colorist. Audio House: Two AM Music Global. Clients: Linda Hassan - Group CMO, Leong Huey Ying - Group Senior Brand Manager, Steffie Chan - Brand Manager, Farrah Natasha - Creative & Design Manager, Chrissie Robyn Chong - PR & Media Senior Manager.

This was created on the idea of 'Can't Get Cheesier Than This', as the new pizza has up to half a kilogram of cheese. Comedian Douglas Lim took to the virtual stage to entertain audiences and showcased the mouth-watering amount of stretchy cheese in his The Cheesiest Show with Douglas Lim. Douglas also dished out cheesy pick-up lines like "If you were a pizza and I were cheese, I'd melt all over you like the new Domino's Mega Cheese Pizza".



THE HAM R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency

GO Communications (GO Group)

Network

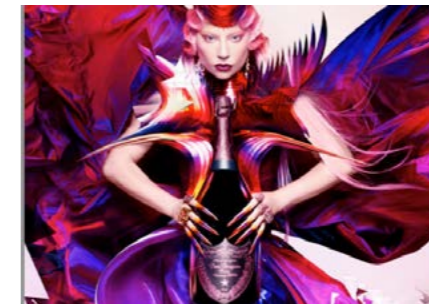
Regional

Address

S111 & S112, 2nd Floor, Centrepoint 3, Lebuhraya Bandar Utama, Bandar Utama, 47800 Petaling Jaya, Selangor.

A story-telling first agency, GO Communications is among the top PR and communications agencies in Malaysia. GO has a unique out-of-the-box approach to media relations. And a rich legacy: placing the Singapore Girl in Madame Tussauds in London, rebranding the state of Sarawak and establishing the first ever children's Board of Directors for Thistle Port Dickson. In 2016, GO created Million Dollar Feet, a campaign which combed the country for the best football talents aged 11 to 16, giving them a chance to potentially play for one of Europe's big football clubs. GO Malaysia serves as the HQ of the GO Group in Thailand, China, Indonesia, Vietnam, Cambodia, Japan, India, Sri Lanka, Laos, Philippines, Singapore and Hong Kong.

<https://www.gocomm.com.my>



CAMPAIGN A Star Is Born

BRAND/CLIENT
Moët Hennessy

Dom Pérignon launched its iconic collaboration with Lady Gaga among the stars in an intimate event in Malaysia's magnificent skyscraper with an illuminating crown - Level 106 of Tun Razak Exchange (TRX). The inspired collaboration between Lady Gaga and Dom Pérignon, embodied by its Chef de Cave Vincent Chaperon, was sparked by a shared belief in absolute creative freedom. At the glitzy event attended by society's elite, guests got a peek at the limited edition bottle of Dom Pérignon Vintage 2010 signed by Lady Gaga in exclusive and creative cases. What also caught the attention of guests was the limited-edition sculpture by Lady Gaga. Guests got to pose like the Queen on the sculpted throne throughout the night.

The night was also joined by Brian Khoo, Malaysia's renowned fashion designer, showcasing his avant-garde pieces in his collection with surrealism and extravagance.



CAMPAIGN Take A Stand With SmectaGo

BRAND/CLIENT
SmectaGo/EP Plus Group

Diarrhoea is a bigger problem that most are willing to admit. It is a malady many people suffer through silently but Smecta Malaysia, a leading brand in diarrhoea treatment, started to spur more chat and awareness on the condition.

As a result many just painfully "let nature take its course" and treat themselves in ways which may not have proven efficacy. A virtual media event offered various medical solutions to treat and provide relief for diarrhoea such as diosmectite, a natural edible clay. Smecta (diosmectite) is an oral suspension that can be used for adults and children above 2 years old for symptomatic treatment of acute diarrhoea. It forms a protective layer on the intestine for faster recovery of damaged intestinal lining due to diarrhoea.

There was also a Facebook event of Malaysia's funniest comedians - with stand-up comedians, Douglas Lim, Joanne Kam, Kavin Jay, and Papi Zak. You won't be able to hold it in!!



CAMPAIGN
LEGO X adidas Brick
Kicks
BRAND/CLIENT
LEGO Malaysia

We have all felt the pain of stepping on Lego bricks barefoot, but adidas' latest collaboration with the toy company allows you to customise their Ultraboost DNA running shoes with the bricks themselves. The trainer companies iconic three stripe logo is made out of real Lego bricks so you can build on your shoes with enough space to fit three two-by-two Lego plates in each stripe.



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Agency
VMLY&R Commerce
Holding Company
WPP
Address
Level 18, Equatorial Plaza, 14 Jalan Sultan Ismail, 50250 Kuala Lumpur.

VMLY&R is a global brand and customer experience agency that harnesses creativity, technology, and culture to create connected brands. Named a Leader in the Gartner Magic Quadrant for Global Marketing Agencies for five consecutive years, VMLY&R is made up of more than 12,000 employees worldwide with principal offices in Kansas City, New York, Detroit, London, São Paulo, Shanghai, Singapore, and Sydney. The agency is behind award-winning campaigns for blue chip client partners including Colgate-Palmolive, Danone, Dell, Ford, Intel, New Balance, Pfizer and Wendy's. For more information, visit www.vmlyr.com.

<https://www.vmlyrcommerce.com/malaysia>



CAMPAIGN Extra KM, Feel The Difference

BRAND/CLIENT
Shell Malaysia

CREDITS
Creative: Phoecus Lee - Lead, Wendy Chiu - Lead, Nurul Fathma Munap - Lead, Lee Su San, Chung Ru Zen, Mango Yau, Arash Daniel Mohamad Rashid, Azri Ridzuan, Chye Joo Lee, Janice Chan, Ginny Lee and Vincent Tja. Account Management: Jason Wong - Lead, Xanthe Yew, Denyse Tan, Melissa Baharin and Derrick Chan. Planners: Filipe Lampreia and Dwayne Chin.

In Malaysia, there's the perception that all RON95 fuels among retailers are identical, from the price and what they promise to deliver. In the eyes of consumers, it's just a product segment that has no differentiation. But Shell believes that our bread-and-butter product, FuelSave 95 is not the same as any other fuels out there. But what was the difference? Help was needed to identify a differentiation in Shell FuelSave 95 and make it meaningful to the consumer's life and make it their fuel of preference.



CAMPAIGN #SookaGilerBola

BRAND/CLIENT
Sooka

CREDITS
Creative: Chan Woei Hern - Lead, Phoecus Lee - Lead, Azlaili Yunos - Lead, Faisal Hashim - Lead, Gabrielle Chan, Chak, Lee Chye Joo, Shinyi Fong, Spade Lee, WanYen Foo, XueHong Lio, Iqbal Adli and Vincent Tja. Account Management: Sean Lim - Lead, Nigel Menezes - Lead, Nornabila Hisham and Chew Ai Wee. Planners: Filipe Lampreia and Dwayne Chin.

Content is all around us today. Recent times also saw the rise of over-the-top (OTT) streaming service providing exclusive content, catering to different entertainment needs of the people. However, sports content remains limited, almost unavailable especially on mobile.

Astro saw an opportunity to fill the gap, and introduced sooka, an OTT service that curates contents loved by Malaysians, including LIVE SPORTS! The one of its kind in the market today and VMLY&R COMMERCE launched a campaign in conjunction with Euro 2020 to capture the young generation of football fans.

CAROLYN CHOW
Senior Copywriter
Model, Actor, & Dancer

FONG SHIN YI
Designer
Co-owner Of Nor Neither

PHOECUS LEE
Executive Creative Director
Betta Fish Collector

YAP TSI WEI
Senior Art Director
Owner Of Mechadioz
Omocha & Design

LIM KUI ONN
Creative Group Head
Photographer

NURUL FATHMA MUNAP
Creative Group Head
Art Curator

FILIFE LAMPREIA
Chief Strategy Officer
Surfer

We are the US in HUSTLE

We aren't just defined by our profession, we are built by our passions. Here at VMLY&R COMMERCE, we know why we call our people talents.

If you think you got what it takes, contact us:
Watie Jufri (HR Manager) @ watie.jufri@vmlyr.com

VMLY&R



VMLY&R
COMMERCE



CAMPAIGN
Satu Kaki
Lebih Mesra
BRAND/CLIENT

Subway Systems

CREDITS

Creative: Phoecus Lee - Lead Lum Kui Onn - Lead, Christian Chiang, Hezza-Ezzickry and Vincent Tja. Account Management: Khoo Siu Ling - Lead and Xanthe Yew.

As part of a Ramadan campaign, Subway Malaysia launched the 1-foot closer or Satu Kaki Lebih Mesra campaign. In a series of videos, featuring people from different walks of life, the brand highlights the importance of sharing and kindness in the community.

One video features conflicts and dynamics in the workplace that can be overcome with patience, while other videos showcases families and couples practicing forgiveness in time for a peaceful and fulfilling Ramadan.

As part of the campaign celebrating the spirit of togetherness and local culture, Subway Malaysia introduced a new mascot: the Sabweh character, a brainchild of social media art sensation Ernest Ng, known for his 'Don't like that la bro' comic series.

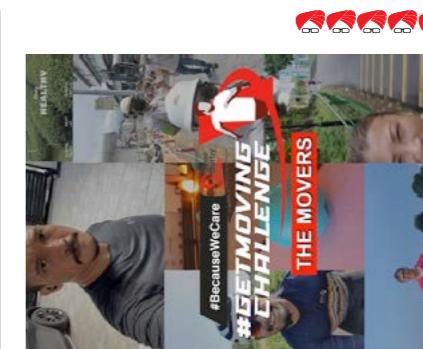


THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency
Edelman
Holding Company
Daniel J. Edelman Holdings, Inc.
Address
Level 26 Centrepoint North, Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur.

Edelman Malaysia for the past 39 years, continue to be country's leading reputation, crisis, and public relations company. Today, as Campaign Asia's reigning 'Malaysia PR Agency of the Year' now three years in a row (2022/21/20), Edelman has evolved into a full service 'Communication Marketing Company' with PR at its core, helping Clients 'Earn Trust & Attention'. It offers a multitude of unmatched business solutions: Brand Consultancy, Corporate Reputation & Executive Leadership, Data & Analytics driven Strategies, Creative Content & Brand Marketing Solutions, Digital & Social Media Marketing, Crisis & Issues Preparedness.

<https://www.edelman.my>



CAMPAIGN
#GetMoving Challenge
BRAND/CLIENT
Sime Darby Oils Malaysia

Employees of Sime Darby Oils (SDO) across the globe broke some serious sweat in promoting a healthy and active lifestyle during the pandemic, in a fun-filled 30-day 'virtual run' campaign called the #GetMoving Challenge, in line with their Culture of Care initiatives. This global event, joined by thousands of our employees worldwide, provided contributions to not only the health of employees, but to the welfare of communities in the countries we operate in by raising donations funds to underprivileged societies.

Forests Traveled: Taman Negara, Belum-Temenggor Rainforest, Khao Sok National Park, Komodo National Park, Wyre Forest and Somerset Wetlands, Utrechtse Heuvelrug National Park and Mastbos, Great African Sea Forest and Newlands Forest, and covered a distance of 79090.2KM.



CAMPAIGN
Malaysia Pavilion
Energising
Sustainability @Expo
Dubai
BRAND/CLIENT

Malaysian Green Technology and Climate Change Corp.

The Malaysia Pavilion's aim was to bring awareness to the importance of preserving Mother Nature while understanding sustainable ways to go about doing business without disrupting the delicate balance.

The Malaysia Pavilion married elements of sustainability and future industries to create an ecosystem aligned with the country's stance for the upcoming generations.

The Malaysia Pavilion aspires to inspire people on the topic of sustainability and for them to be catalysts of change who view sustainability as enriching their lives when they value the environment and biodiversity.

As our #MyButterflyEffect campaign implies, each individual action we take contributes to a larger cause, to a larger purpose. This encapsulates the nature of Malaysia as a country committed to making an impact for the betterment of the future.



07

THE HAM REPORT

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency

Fishermen Integrated

Network

Malaysia and Singapore.

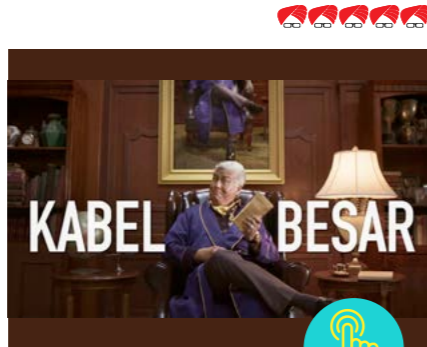
Address

D-09-03 SkyPark @ One City, Jalan USJ 25/1, Subang Jaya, 47650 Petaling Jaya, Selangor.

Fishermen Integrated is an advertising agency specialising in Social Media Content, Branded Entertainment and Digital Solutions. Based in Malaysia and Singapore, Fishermen believes in pushing ideas into the zone of entertainment. Since their founding in 2012, Fishermen has won the Golden Kancil twice, APPIES Agency of the Year 2022, Effie Gold winner and YouTube Ad of the Year 2021.

<https://fishermen.co>

fishermen



CAMPAIGN

How Time's Kabel Besar Disrupted Sea Of Sameness

BRAND/CLIENT

TIME Internet Broadband/TIME DOTCOM

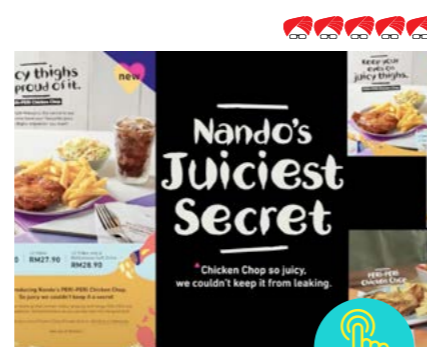
CREDITS

Andrew Tan and Adam Miranda - Executive Creative Directors, Andrew Perera and Bala Chow - Creative Directors, Nazirul Syahmi and Abel Chai - Art Directors, Nazirul Syahmi, Andrew Perera, Ravi Shan and Shaziana Sajath - Copywriters, Joyce Gan - Group Client Services Director, Karan Chhabra - Account Director, Dylan Cheong - Account Manager, Samantha Loh - Senior Account Executive. Passion Plus: Zahir Omar - Film Director, Aaron Lau - Executive Producer, Elle Chang - Producer, Udin - DOP, Post House - Postfellas, Audio House - The Rec Room. Clients: Andrew Yeoh - Head of Marketing, Ian Choe - Head of Brand Communications, Loo See Mun - Head of Communications, Jules Yeo - Brand Specialist.

The Malaysian Home Internet category is dominated by telco juggernauts, capitalizing on top-of-mind awareness to drive category leadership.

TIME - with its single digit market share and 10X smaller budgets - believed in a counter-category approach of marrying a powerful cultural insight of "strong human connections" as the secret to success to elevate its product truth - a 100% Fibre network, leading to the culmination of TIME's Kabel Besar.

Coupled with a communication strategy that takes place across various channels - social, digital, radio, key opinion leaders, out-of-home and many others.



CAMPAIGN

Nando's Juiciest Secret

PRODUCT/CLIENT

PERi-PERi Chicken Chop/Nando's Malaysia

CREDITS

Adam Miranda and Andrew Tan - Executive Creative Directors, Andrew Perera - Creative Director, Bao Jin Lee - Copywriter, Ray Thia Chia Sheng - Art Director, Mark Darren Lee - Managing Director, Wei Ling Chong - Head of Social, Lionel Loke - Senior Social Specialist.

Being one the smallest player in the QSR scene with smaller budgets, Nando's has to work extra hard to meet their objectives.

When the movement restriction eased, they anticipated an improvement in transactions, but seating capacity remained limited with the SOPs.

The agency knew they had to make up for lost sales by improving the average spend per bill. They introduced a product based on the customer's real sentiment and were brave enough in addressing our customer's pain point openly. Nando's juiciest secret took Malaysians by storm by creating buzz and talkability through a series of apparently accidental leaks from Nando's marketing and social teams.

The campaign uplifted total sales by 56% and surpassing the targeting units of Chicken Chop sold by 131%.



If you'd like your work to be more captivating than just putting a cat in it, call us.

Two time Golden Kancil Grand Prix winner
Two time GOLD winner Kancil Creative Effectiveness
APPIES 2022 Agency of the year
EFFIES 2022 Malaysia Gold Winner
Youtube Ad of the Year 2021

Winning hearts and awards for 10 years and more.

fishermen Advertising agency specialised in branded content, social media and digital solutions.

hello@fishermen.co
www.fishermen.co

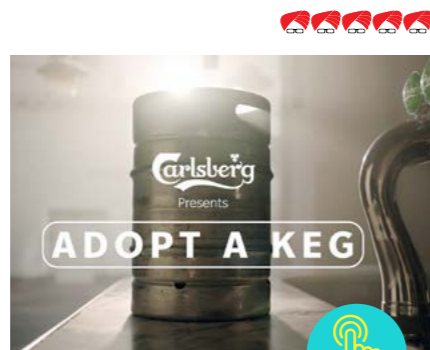
07

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency
Grey Malaysia
Holding Company
WPP
Address
Level 16, The Bousteador, Mutiara
Damansara, No. 10, Jalan PJU 7/6,
47800 Petaling Jaya, Selangor.

Grey, named one of Fast Company's Most Innovative Companies, is trusted globally by clients from the fastest-growing startups to leading multinationals and government agencies. Grey Group is a global advertising and marketing communications agency founded in 1917 and headquartered in New York City. It has 432 offices in over 96 countries, operating in 154 cities, including Kuala Lumpur. In Malaysia, Grey is known for its creative advertising and marketing campaigns for clients in a variety of industries, including fast-moving consumer goods, financial services, and technology. The agency has won numerous awards for its work and is considered one of the leading advertising agencies in the country.

GREY



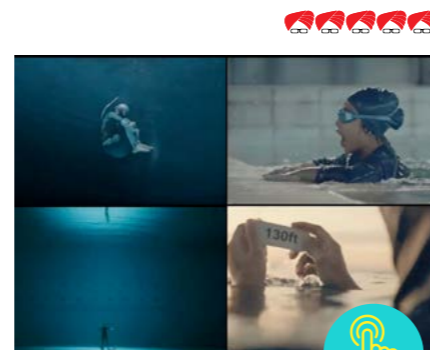
CAMPAIGN
Adopt A Keg
BRAND/CLIENT

Carlsberg Malaysia
CREDITS
Graham Drew - Chief Creative Officer,
Andrew Fong - Creative Director, Selva
Ganapathy - Copywriter, Soo Soon
Foon - Art Director, Daphne Wong
- Senior Brand Director, Andrew Ng -
Senior Brand Manager.

Carlsberg Malaysia helped F&B businesses recover after MCO by rewarding consumers with 20,000 complimentary glasses at their local bars. To get consumers back into their favourite hangouts and help businesses get back on their feet, Carlsberg Malaysia has introduced Adopt a Keg – an initiative that rewards consumers who have purchased Carlsberg for home consumption with free draught beer they can redeem at local F&B outlets when the MCO restrictions are lifted.

Adopt a Keg allowed beer lovers to fill their own virtual beer keg at adoptakeg.carlsberg.com.my by simply scanning the receipt and barcodes from their purchases of Carlsberg cans or bottles. Once the keg is full, consumers will be rewarded with two free beers which can be redeemed via a QR code at participating bars when they reopen.

Redemptions for Adopt a Keg were limited to the first 10,000 consumers, with a total of 20,000 free glasses of Carlsberg beer given away.



CAMPAIGN
Dreamer in The
Deep
PRODUCT/CLIENT

House Electrical Appliances/Coway
Malaysia
CREDITS
Grey: Graham Drew - Chief Creative
Officer, Heng Thang Wei - Creative
Director, Terces Pok - Junior Group
Head, Charlene Ong - Senior
Copywriter, Marcus SK - Client
Services Director, Kamil Zulhaidi -
Senior Brand Executive, Suzy Chiang
- AV Producer.
Directors Think Tank: Sling Ng - Film
Director, Heng Tek Nam, Tan Shu Ying
and Sare Raman, Producers.

In 2020, Coway was fresh from launching their then-new tagline Change Your Life – having expanded from being a 'water specialist' to air purifiers and beyond. When they requested a film to mark a milestone of 6 million Malaysian customers, we decided it should be neither a product-centric ad nor a poetic but 'fluffy' statement. Rather, it should show in a compelling and undeniable manner how a Coway's unassuming, everyday presence in one's household can end up making all the difference in one's life. The spot features the journey of a child who, despite struggling with health issues, grew up to become a record-breaking freediver thanks in part to the result of Coway's presence in her household.

07

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency
Leo Burnett Malaysia
(Star Reacher Advertising Sdn Bhd)
Network
Leo Burnett Group
Holding Company
Publicis Groupe
Address
Level 5, Menara Olympia, 8 Jalan Raja
Chulan Kuala Lumpur 50200.

Uniquely positioned to help brands win in a platform world, our 558+ specialist talents span Award-winning Creative (where Leo Burnett has won the Creative AOTY Gold at the Effie's for the past three years), Media and end-to-end Production expertise to specialist Data, Technology, market leading Digital Business Transformation, CRM, Commerce, KOL and Social content creators. The Publicis Groupe Malaysia is the only Agency village capable of building agile, hybrid and bespoke solutions and teams for clients given our one country P&L, and we're connected to another 80,000 talents worldwide through our world-class AI platform.

<https://leoburnett.com.my>

Leo Burnett



CAMPAIGN
Gaya Raya Luar
Biasa
BRAND/CLIENT

Watsons/Watsons Personal Care
Stores
CREDITS
Agency : Leo Burnett Malaysia
Executive Creative Director: Iska
Hashim, Associate Creative Director:
David HK Tan, Senior Copywriters:
Vickkesh Raj, Amin Sharipuddin
Graphic Designer: Diyana Yusof
Senior Brand Manager: Zaheera
Zaharuddin, Account Executive: Chok
Chelsea, Head of AV and Digital
Content : Jennifer Hendroff
AV Producer : Alyya Afandi, Managing
Director: Firzan Mulafer, Chief Creative
Officer: Emir Shafri
Managing Director (Watsons): Caryn
Loh, Customer Director (Watsons):
Danny Hoh, Marketing Communication
& PR Manager (Watsons): Chui-San
Wong, Production House: Prodigious
Director: John Leong & Johan
Executive Producer: Josephine Chow
Music & Audio Post: Real Time Studios

With the MCO lifted, Raya 2022 was going to be Malaysia's return to pre-pandemic levels of festive celebrations. Watsons knew it was crucial to differentiate themselves...

Hence, the campaign GAYA RAYA LUAR BIASA: An out-of-this-world epic that reassured Malaysians that some things about Raya would never change - no matter where they are. Beyond the film, all comm pieces including 3D billboards and IG filters were guided by a desire to be "out of this world" in some way. The YouTube campaign video garnered 25 million views in 5 weeks, earned PR of MYR3.5 million, when retail markets were shrinking by 2%, Watsons hit double-digit on sales growth!



CAMPAIGN
Balas Budi Dengan 4G:
Power of Filial Piety
BRAND/CLIENT

Maxis/ Maxis Broadband
CREDITS
Agency: Leo Burnett Malaysia
Senior Creative Director: Walter Teoh
Creative Group Head: Eelyn Ng, Chan
Sze Mei, Malay Language Copywriter:
Lut Aiman, Senior Art Director: Tatt Ho
Chow, Senior Copywriter: Brandon
Pereira, Account Director: Mei Fong
Liow, Associate Media Planning
Director: Ooi Wai Cheuck, Media
Planner: Lili Lim, Senior Account
Executive: Ho Yann Lee
Social Media Manager: Lesley Lim
Client Partner, OPTM: Munas Van
Boonstra, Chief Creative Officer: Emir
Shafri
Client: Maxis
Head of Brand & Enterprise Comms:
Wong Tse San, MarComms Specialists:
Shreya Jaiswal, Janice Wee, Business
Manager: Jaymie Ho, Media and
Budget Management Specialists: Baron
Liew Chee, Hanessa Wong Fui Han,
Digital Marketing Specialist: Lynette
Tan Sin Yun, Production House:
Directors Think Tank, Director: Hyrul
Anuar

Maxis has been proactively engaging and communicating with its 3G customers of all three segments – mobile consumers, mobile enterprise and M2M/IoT enterprise – to gradually upgrade to 4G before the year end. To further drive the 4G upgrade, Maxis has also rolled out a campaign called Balas Budi dengan 4G, which aims to support and assist customers to prepare for the eventual network transition. The campaign encourages existing 4G users to help their parents, families and friends who are still on 3G devices to quickly switch to 4G devices, including how they can have easy access to 4G devices.

07

THE HAM™
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

Universal McCann (UM)

Network

IPG Mediabrands

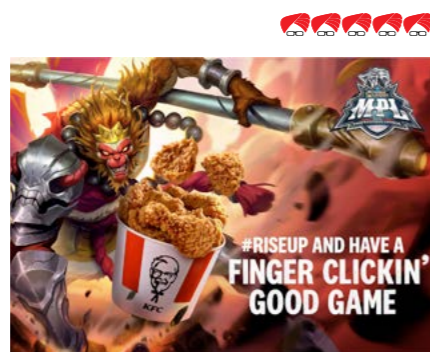
Holding Company

The Interpublic Group of Companies

AddressPenthouse 1, Wisma LYL, No.12
Jalan 51A/223, 46100 Petaling Jaya,
Selangor.

UM is a global media agency committed to Futureproofing our culture, our communities and our clients' businesses. We lean into the disruptive forces around us to uncover new sources of growth and new paths to meaningful connection. We do this for iconic brands eager to learn the world of performance, for digitally native brands eager to shape their future in culture, and those in between. UM's borderless and boundless global network operates in 100+ markets, across 120+ offices with 3,000+ employees. We create media plans with a cutting edge approach to brand safety, media responsibility and sustainability. We promote a working environment that is diverse, caring and inclusive where people learn, take risks, create and thrive.

<https://www.umww.com/locations/petaling-jaya/>

**CAMPAIGN**

Finger "Clickin'" Good with MLBB

BRAND/CLIENT
KFC/QSR Brands**CREDITS**

Universal McCann: Rina Low - Managing Director, Clarice Lee - Business Director, Jason Yiap - Media Manager, Tan Li Peng - Senior Media Planner, Lee Yan Joe - Media Planner, Celine Tan - Senior Media Planner, Sylvia Koo - Digital Manager, Parvinraj Gunasecaran - Performance Manager, Cindy Eliza Vaz - Head of Digital, Lum Lai Kuan - Senior Media Manager, Ooi Jee Hoe - Senior Media Planner.

Reprise Digital: Lynette Lim - Business Director, Zima Azmi - Account Manager, Yee Ling Feng, Social Media Specialist. Creative Agency: Naga DDB Entropia Global: April Toh, Principal, Integration, Albert Tang - Director, Integration, Marina Anwar - Senior Associate, Integration

Young adults spend long hours when gaming, preferring to be uninterrupted. We collaborated with Malaysia's No. 1 game, Mobile Legends Bang Bang (MLBB).

For contextual relevancy, KFC's tagline "Finger Lickin' Good" was tweaked to Finger Clickin' Good for the campaign. Results: 80% more new users vs planned, CTR 40% better than other delivery promotions, Buzz uplift +47% amongst Young Adults, Purchase Intent uplift +77% amongst Young Adults and sales uplift exceeded by +67% vs target.

The campaign reached 13.3mil unique YouTube viewers and specifically 71% of gaming audiences.

**CAMPAIGN**

Pau-Pau takes emojis to the next level

BRAND/CLIENT
foodpanda/Delivery Hero Malaysia**CREDITS**

Universal McCann: Chai Yen Yen, Lum Sin Yeh, Stephanie Kok, Mak Ai Sin, Ang Jia Ying, Cindy Eliza, Carol Chia, See Hooi Marn, Tracy Mok, Tan Lay Yee. Ensemble Worldwide: Rena Tay, How Seok Sim, Nicolle Fong. Clients: Bernard Chong, Carolina Wee, Dzeti Mohamed, Aida Hanim.

A report by Swiftkey Keyboard developers said Malaysians sends out more emojis than Americans or Europeans. For Pau-Pau's launch, we partnered with Twitter and created Malaysia's first ever Emoji Triggers where Twitter users tagged us @foodpanda_MY and tweeted #PauPauBelanja (#PauPauTreats) with emojis of food, groceries and personal care products. In response, Pau-Pau recommended the best food and deals, corresponding to the emoji used. Like when @HarizzFD had no clue what to eat, he tweeted Pau-Pau an emoji of a 'Thinking Face'. Pau-Pau's response was a reassuring message 'No idea what to eat? Don't worry, let Pau-Pau settle this for you', with a list of food options available on foodpanda.

Twitter delivered positive growth across foodpanda's business and brand health metrics (compared against previous quarter): +13% in Sales Lift, +8% on total sessions, +3% on Top of Mind and +2% on market share. Campaign media metrics: +26% lift on organic foodpanda searches, 16.81mil impressions on Twitter, 6.35mil video views, 105K clicks to foodpanda website and 172K interactions.

A LEAGUE OF
EXTRAORDINARY
TALENT

08

THE HAM R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency

Ampersand Advisory

Address39-3, The Boulevard, Mid Valley City,
Lingkaran Syed Putra,
59200 Kuala Lumpur.

Specialities: Growth Hacking, Media Strategy, Planning and Buying that focuses on business results and not media outcomes alone, marketing communications innovations like VR/AR, e-commerce, films and documentaries, social media content management and strategy, loyalty marketing and consulting, lead generation, data analytics and artificial intelligence, machine learning, public reputation management and corporate relations, business consulting. Making a difference to the client's topline, bottomlines, laughlines.

<https://ampersand-advisory.com>

**CAMPAIGN**

Tokyo Ginza Street Lands In Malaysia

BRAND/CLIENT

Shiseido Ultimune/Shiseido Malaysia

CREDITS

Janice Kiew - Head of Creative Services, Joanne Tan - Creative Director, Jeff Ng - Art Director, Chan Mei Yun - Performance Manager, Josephine Hendriks - Media Manager, Mandy Liew - Planning Director, Mandy Chan - Head of Performance. Client - Denise Chan, Brand GM.

Shiseido's competitors were outspending them, eg. Lancome spends were 3x-5x those of Shiseido. Ecommerce platforms offered little brand differentiation. We had to re-launch Shiseido Ultimune Power Infusing Concentrate. The campaign was an escapist's fantasy with 7 engagement levels of virtual reality. Contrary to popular opinion, insights showed that women play more casual games online than men.

Using this insight along with the fact that digital clutter created by high-spending competitors needed to be broken, the agency decided to create a Virtual Reality experience of Ginza Street Tokyo, that brought a category-first wonderland alive for our target. Malaysia is the first country in the world where Shiseido has launched a VR experience.

09

THE HAM R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Company

Atlas Vending Malaysia (Marketer)

Holding Company

Etika Holdings

AddressUnit L01, East Wing, Level 1, Quattro
West No. 4, Persiaran Barat, 46200
Petaling Jaya, Selangor.

Since 1980, ATLAS has been in the business of dispensing delight. They have been a known provider of vending machines, refreshment products as well as systems solutions – making them the leading independent vending solutions provider in Asia. ATLAS has the largest geographical footprint in the Asian region, with offices in Singapore and Malaysia. It provides a one-stop solution which includes rental and sale of machines, service and technical support as well as sale of an array of refreshment solutions.

<http://www.atlasasia.co>

**CAMPAIGN**

Atlas Dispenses Delight, Raya & Ramadan

BRAND/CLIENT

Atlas Vending Malaysia/Etika Malaysia

This is a case study of how we were able to turn the business around during a normally difficult period, Ramadan, with the added challenges of the Covid-19 pandemic. The month-long period brought about challenges in terms of lesser sales due a dip in consumption -a situation that was exacerbated by the pandemic and our low brand awareness.

This period was also challenging as we had to navigate through the clutter of Ramadan and Raya communications with a lean marketing budget. Knowing the current issues faced by our partners in limited opportunities to sample their product to stay TOM during this festive period -we approached them with the idea of running subsidized sampling in a relevant manner with time-bound promotions during the buka puasa periods.

We got our partners to fund the rebates and brand the machines, at a cost, for bigger impact -thus solving our issue on low sales.

09

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

Cheil Malaysia

Network

Cheil Worldwide Inc.

Holding Company

Samsung Group

AddressUnit 17-02 Level 17,
Mercu 2 of KL Eco City, Jalan Bangsar,
59200 Kuala Lumpur.

Cheil Malaysia's total assets recorded a growth of 12.76% in 2021. It is a part of Cheil Worldwide with 53 offices in 45 countries and over 6,400 employees around the world. Cheil Worldwide Inc is a marketing company established in 1973 with headquarters in Seoul under the Samsung Group and offers advertising, public relations, shopper marketing, sports marketing, digital marketing, etc. Cheil specialises in performance-driven marketing across three core offerings - brand communications, experiential, and commerce by forging connections between all the marketing silos, putting together creativity, data, tech, and retail.

<https://www.cheil.com/my>**Cheil****CAMPAIGN****AgenZy Galaxy
Z Series, SME
Sustenance****BRAND/CLIENT**

Samsung/Samsung Malaysia

Electronics

CREDITS

Agency: Leo Kim - Managing Director, Andrew Chan - Creative Director, Mi Jin Choi, Dave Ngan and Faez Sabri - Art Directors, Prakaash Nara and Mohd Faris - Copywriters, Grace Gan - Client Services Director, Steron Siow, Jeanne Lee and Ann Ning Yap - Account Managers, Christopher Cheng - Brand Experience Director. LightFlux: Jay Asyraf - Film Director, Sathish Ganesh - Producer.

AgenZy, is the first-ever web series by Samsung Malaysia featuring the beauty of marketing. Behind every successful campaign there is a team of brilliant marketers working diligently to bring out the finest experience for audiences.

Though it appears cool, fun, and full of imagination from the outside, it is not always all roses behind the curtains. AGenZy is a web series starring your favourite influencers, including Marianne Tan, Shawn Gan, Brandon Ho, Shu Faye, Wei Keat and Alex, as they take over a marketing agency called "AgenZy" and plan on promotional campaigns for Samsung's new Galaxy series.

09

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

dentsu Malaysia

Network

Dentsu International

Holding Company

Dentsu Group Inc.

AddressLevel 12, Wisma Guocoland,
Damansara City, No. 6 Jalan
Damanlela, Damansara Heights,
50490 Kuala Lumpur.

Part of Dentsu Group, dentsu Malaysia is a network designed for what's next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in the sustainable economy. Dentsu delivers people-focused solutions and services to drive better business and societal outcomes. This is delivered through five global leadership brands, Creative - DENTSU CREATIVE, Media - Carat, dentsu X, iProspect and CXM - Merkle, each with deep specialisms. Dentsu International's radically collaborative team of diverse creators unifies people, clients and capabilities through horizontal creativity to help clients create culture, change society, and invent the future.

<https://www.dentsu.com>**dentsu****CAMPAIGN****Bangkit Semula****THEME/CLIENT**

Festive/Red Bull Malaysia

CREDITS

Huang Ean Hwa - Chief Creative Officer, Hatim Azizan and Shiraz Faruqi Associate - Creative Directors, Carolyn Chow - Copywriter, Jean Tang - Client Servicing, Wai Kin Ng - Agency Producer, Production House - JinnyBoyTV, Jin Lim and Ryan Lee. Clients: Kar Wai Au and Arthur Ang.

Agency was tasked to come up with a festive Merdeka-Malaysia Day ad for Red Bull Malaysia and the ask was that we provide a sense of unity between people. The extra challenge was that EMCO was in full swing, and we couldn't even do a full proper shoot; only small sets with social distancing enforced were allowed. We referred to an icon that united every single Malaysian; our own national flag, Jalur Gemilang.

Using user generated content we took a look at the values that each colour of the flag represented - Blue for our deep compassion, Red for our readiness to take action, Yellow for our royal pride and White for our purity of heart. We invited the public to submit videos of what each value meant to them, and together with the poet Jamal Raslan, we crafted a compelling spoken word narrative that incited national pride in who we are. With all the different colours that we represent, together we are united in our love for Malaysia.

09

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

dentsu X

Network

Dentsu International

Holding Company

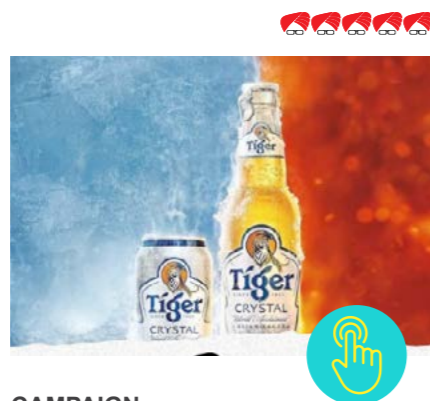
Dentsu Group Inc.

AddressLevel 12, Wisma Guocoland,
Damansara City, No. 6 Jalan
Damianlela, Damansara Heights,
50490 Kuala Lumpur.

Dentsu X delivers growth through fully integrated solutions and are powered by Dentsu Group's best-in-class media, data, technology and content capability. They believe that the only way to build strong experiences is by understanding people's innermost motivations, beyond their digital behaviour. Areas of specialisation are media strategy, media planning, media buying, data science, consumer journey planning, media and digital transformation, digital marketing, influencer marketing, experiential activation, content strategy

<https://www.dentsu.com>

dentsu x

**CAMPAIGN****When Your Beer
Becomes Your Mentor****BRAND/CLIENT**

Tiger Beer/Heineken Malaysia

CREDITS

Dheeraj Raina - CEO Media Brands,
Hemanth Jayaraman - Partner & Head,
Sean Loh - Business Director, Joanne
Wong - Planning Director, Cassandra
Chan - Planning Manager, Jaclyn
Hwang - Senior Executive, Biddable,
Sylvia Hew - Manager, Implementation,
Rachel Lim - Senior Executive, Trading
Operation. Creative Agency - Naga
DDB Tribal, Chariot.

While Tiger Crystal has yet to realize its full potential in driving the overall growth of the mother brand, it has a relatively high awareness, trial score and is gaining traction among the younger consumers. The campaign was focused on driving penetration among the Millennials and GenZs via new emotional benefits and co-creation initiatives.

We started off a KOL fronting campaign by identifying four main passion points: Jumprope, Skateboarding, Photography, and Craft, and we have shortlisted four mentors for the respective passion points. To amplify the campaign, we also engaged micro influencers who are active in the respective passion points to join the squad in supporting the mentors. Besides driving awareness and engagements, we also ran social, programmatic and rich media to drive signups for the classes.

09

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

Ensemble Worldwide (MBCS)

Network

IPG Mediabrands

Holding Company

The Interpublic Group of Companies

AddressPenthouse 1, Wisma LYL, No.12
Jalan 51A/223, 46100 Petaling Jaya,
Selangor.

We are a creative agency that has a soft spot for data and technology. Yet we believe that technology is a distraction and what people really want is just stuff that works. We're a gang of geeks, translating 'data' into something dad would understand. We're tinkerers of tech looking for some friends to play with. We are creators in a newsroom, in search of new ways to tell stories. We are Ensemble Worldwide, the creative unit of Mediabrands Content Studio (MBCS), the media-fuelled creative content practice within the IPG Mediabrands network.

<http://www.ensembleworldwide.com>

ensemble

**CAMPAIGN****Safi Shayla Supa
Supa Supa****BRAND/CLIENT**

Safi/Wipro Unza Malaysia

CREDITS

Clients: Saki Goh - Senior GM
Marketing, Cathy Chew - Senior
Marketing Manager, Tan Say Ong -
Senior Group Product Manager, Audrey
Lee - Product Manager. Production
House - KDCo. Media Team - PHD.

Focus group discussions discovered that while hijab-wearing was indeed a sign of femininity, unfortunately it is also connoted negatively as "passive" and "weak".

To make hijab-wearing women feel confident, they came up with a product that they deem suitable for these women.

Smooth & Fragrant Shampoo's newest edition is known to be 11X healthier for hair as soft as silk, easily manageable, non-oily and light. Not to mention the alluring fragrance that lasts as long as 72 hours.

09

THE HAM R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Company

Grab Creative Studio (Marketer)

Holding Company

Grab Holdings Limited

AddressLevel 17, 1 First Avenue, Bandar
Utama, 47800 Petaling Jaya, Selangor.

Grab Holdings Inc., Grab, is a Singaporean multinational technology company and the developer of the Grab super-app, which provides users with transportation, food delivery and digital payments services via a mobile app. Grab currently operates in Singapore, Malaysia, Cambodia, Indonesia, Myanmar, the Philippines, Thailand and Vietnam.

<https://www.grab.com/my>


**CAMPAIGN****Grab Community****BRAND/CLIENT**

Grab

CREDITS

Carina Teo - Executive Creative Director, Sueh Li Tan - Typographer, Reese Lee, Xim Siew, Auston Low, Sueh Li Tan, Ejin Sha, Sim Yik Loong, Juwita Natanagara, Chua Mei Fong - Art Directors; Neo Ming Yi, Melinda Foo, Justin Kon, Michelle Chong, Wong Sen Kiat - Copywriters; Edison Tan and Ang Hui Yun - Producers; Marketing - Mindy Yap, Cheryl Goh, Ketaki Cadambi.

In 2019, Grab was already a superapp. Yet, the world still saw us as a transport company. A big part of that was because a key element in our visual identity (our supergraphic) was inspired by roads. How can we refresh the Grab visual identity to reclaim the brand perception as a superapp? We decided to own one thing that's in every piece of comms - the typeface. Evolving from our supergraphic, we created our own font and called it Grab Community. The unique typeface created a strong and consistent visual identity across our comms, even when we had to communicate different services, in different languages.

Marketing Madness



FEBRUARY 10, 2023



scan this
barcode

09

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

iMedia (also a media owner)

Network

iMedia

Holding Company:

iCreative & Catcha Group

AddressCo-labs Starling Level 4, The Starling
Mall, No. 6, Jalan SS21/37, Damansara
Utama, 47400 Petaling Jaya, Selangor.

iMedia is a leading integrated digital media company and agency that sells media advertising solutions and branded content creation for popular local language sites, social influencer platforms, mobile apps and digital out of home solutions. In driving innovation in digital advertising, the company injects a layer of technology across its platforms to utilise data effectively in helping advertisers make decisions and analyse results effectively. iMedia is jointly owned by iCreative and Catcha Group. iCreative is run by a team of digital media specialists experienced in building and accelerating growth for digital assets. Catcha Group is Southeast Asia's leading internet group that build and invest in disruptive internet companies across emerging markets globally.

<https://www.imediaasia.co>**iMEDIA****CAMPAIGN**82 Influencers brought
Tiger Street Food
Virtual Festival to Life**BRAND/CLIENT**

Tiger Beer/Heineken Malaysia

CREDITSCopywriter - Loh Ken Wei, Account
Management - Bong Siew Mun and
Derry Lim.

iMedia deployed the power of influencer marketing to the famous Tiger Street Food Virtual - the world's first fully-immersive, 3D, online street food festival experience.

Explore the virtual streets, interact with others, play games, and order street food and Tiger Beer directly to your door.

A beer born on the streets of Asia, it pairs perfectly with the bold flavours found in Malaysian street food dishes.

09

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

MediaCom Malaysia

Network

GroupM

Holding Company

WPP

AddressUnit 12.1, 12th Floor, Menara
Surian, No.1 Jalan PJU 7/3
Mutiara Damansara, Petaling Jaya
47810, Selangor.

At MediaCom we challenge conventional thinking using our unique 'Systems Thinking' philosophy and technology. We design communication strategies that deliver short term results and help build brands. We are fortunate to work with some of the most-loved brands such as Coca-Cola, Nespresso, airasia, Mars, Fonterra to name a few. As part of WPP, and GroupM, we have access to the richest data, most robust benchmarks and most advanced capabilities. In January 2023, MediaCom is merging with Essence to form EssenceMediaCom, infusing Essence's digital strategy, data-driven creative, analytics and technology capabilities with MediaCom's world-class, scaled multichannel audience planning and strategic media expertise.

<https://www.mediacom.com/en>**mediacom****CAMPAIGN**Redoxon Geo-
Fences Malaysians to
Vaccination**BRAND/CLIENT**

Redoxon/Bayer Co. Malaysia

CREDITSMediaCom: Robbie Woo, Shawn Siew,
Saravanan Asogan.
Fishermen Integrated: Mabel Sim,
Lionel Lok, Chong Wei Ling.
Clients: Steaphy Sin, Roland Tok
Yuliana Biantoro.

In a world where vaccinations have been made mandatory, Malaysians are still somehow affected by the myths, misconceptions, and anti-vaxx fake news leading to hesitancy amongst Malaysian to take the vaccine. The big idea is based on a Vision to Strengthen Malaysia, also known as Wawasan Kuatkan Malaysia. Redoxon, together with JKJAV (Malaysia Special Committee on Covid-19 Vaccine Supply) worked to make the country stronger by rallying Malaysians to sign up for their vaccination and ultimately drive herd immunity.

The "Redoxon Wawasan Kuatkan Malaysia" campaign outperformed expectations by reaching more than 10 million people, garnering 17 million engagements on social media. Redoxon's offtake increased by 20% during the same period and e-commerce traffic increased by 40% vs the average 6M. Vaccination registration also increased by 10 mil while vaccination rate increased 50% during the campaign period.

09

THE HAM REPORT

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency
Muma

Address
B-13-01 Menara Bata, No 8, Jalan PJU
8/8A, Bandar Damansara Perdana,
Petaling Jaya 47820, Selangor.

Muma partners on creative, branding, design and strategy. Integrated campaign, campaign strategy and development, messaging, creative assets. Branding, identity and naming, brand experiences, retail environment, creative packaging design. Film and photography, content production, illustration and animation. Driven by purpose, we strive to create work that is beautifully crafted.

<https://facebook.com/team.muma>
<https://instagram.com/team.muma>



MUMA™



CAMPAIGN V-Kebaya

BRAND/CLIENT
Libresse/Vinda Marketing
CREDITS

Agency: Choo Chee Wee - ECD/Art Director, Donevan Chew - ECD/Copywriter, Alex Chan, Kong Wai Yi, Phon Wei Xing and Liew Su Anne - Art Directors; Lee Hew Hsuan - Designer, Pang Li Li - Managing Director, Calista Rajendran - Client Management Executive. Production House: Awesome Studio, Jeffery Yeo - Executive Producer, Hew Meng Jen, Jay Chiah - Film Directors, Aaron Chin - Director of Photography, Chung Jia Chyi, Sara-Jane Har - Producers, Marron Ng, Nadhir Asyraf - Editors, Nacho Usual Collective - Music Studio, Bo Amir Iqram - Music Composer. Photography: Wizard Photography, Allen Dang, Mohd Faiz, Muhammad Syafiq - Photographers, Derrick Gan - Digital Imaging, Pooi Yee Leong - Executive Producer, Shirley Ng - Producer. Clients: Deenie Ong - Marketing Manager, Cheryl Wang - Brand Manager.

Feminine hygiene brand Libresse pushed boundaries by stitching 'vulvas' onto traditional Malaysian dresses. Feminine protection brand Libresse continued its taboo-breaking mission by targeting the shame surrounding the 'V-Zone'. The brand reimagined an important piece of Malaysian fashion, the Nyonya Kebaya, embroidering a vulva at the centre of each of its floral motifs. "This beautiful and unexpected solution made 'V Zone' the talk of the town. It's a real breakthrough for Malaysia," said Wendy Chan - Chief Creative Officer, Edelman in Spikes Asia Report.

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**WINNER OF GOLDEN KANCIL
2022. INDEPENDENT AGENCY
OF THE YEAR AT ADFEST &
SPIKES ASIA. CREATIVELY
AMBITIOUS. UNQUESTIONABLY
RESTLESS. WE EXIST TO
CHALLENGE CONVENTION.**

Contact us at lili.pang@outlook.com



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09

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

Naga DDB Tribal

Network

DDB Worldwide

Address

D-708, 7th-Floor, Block D, Kelana Square, 17, Jalan SS 7/26, Kelana Jaya, 47301 Petaling Jaya, Selangor.

A multi-disciplined agency offering; brand consulting including brand purpose, strategy and architecture, consumer segmentation, insights discovery (including persona development and journey mapping), opportunity mapping, value proposition development, research & data analytics, creative testing, campaign effectiveness and brand health tracking; Creative conceptualization including advertising campaign idea development, advertising campaign asset development, communications planning, brand visual identity, retail & packaging design, design for digital; Social Media & Content development including social media monitoring, social media strategy, content strategy, ideation and production (film & audio production, motion graphics, post-production), digital & interactive production, influencer management, on-ground social media coverage, reporting and analysis, for the purpose of turning brands into legacies.

<https://www.nagaddbtribal.com.my>

nagaddb
tribal**CAMPAIGN****Tiger Street Food Virtual Festival****BRAND/CLIENT**

Client: Tiger Beer Malaysia

Agency: Naga DDB Tribal

Chief Operating Officer: Clarence Koh

Chief Creative Officer: Alvin Teoh

Creative Director: Suryadipura Salleh

Associate Creative Director: Naqib Shamsuri

Creative Group Head: Gui Jiann Rong

Art Director: Jo Lian Chew

Copywriter: Leann Fernandez,

Charmaine Quek

Head of Process Management: Chris Chan

Business Director: RZ Chew

Senior Account Manager: Yeni Chan

Account Manager: Joey Tang

Account Executive: Sarah Toolseram

Head of Content Studio: Chen Lee Ling

Content Producer: Anand Vengadesh

Video Editor/ MoGraph: Jared Yap

Digital Agency: The Chariot Agency/

Mediabrand Content Studio

Executive Creative Director: Jarrod

Reginald, Kevin Le

Creative Group Head: Christyna Fong

Copywriter: Kavinish Nair, Lee Jei Han

Art Director: Lai Sook Ang, Tan Yuen Khai, Fung Pik Kuan

Designer: Charlene Wong, Loy Jia Shin

Account Director: Zoe Chua, Nadia van Wensveen

Strategy Director: Raja Vikraman,

Bryan Leong

Account Manager: Vanessa Pang, Yeo Pei Ling

Media Agency: Dentsu Redstar

Business Director: Sean Loh

Planning Director: Joanne Wong

Media Manager: Cassandra Chan

AR / VR Website Developer: Ministry XR

Event Solution Designer: Fay Lee

Project Supervisor: Ram Nabil Chia
Project Manager: Shermaine Tan
Asst. project Manager: Zaid Suki
Technical advisor: Dr Andrew Yew
Technical Lead: Asyran Amin
Lead UI: Aiman Haris Bin Azlan
UI designer: Joshua Fernandez
Lead UX: Emil Shafy Bin Mal Soefi
3D Director/Supervisor: Sharon Wong
May Ching
3D Development Lead: Tai Han Tang (Kenny)
Dev Ops Engineer: Lau Yang Sun
Back End Engineers: Khogulan
Idea Creator :
NAGA DDB SDN BHD
Production House :
Ministry XR

Brief

During the lockdown, thousands of street food vendors were going out of business despite the fact that Malaysians were longing for an authentic street food experience.

As a brand that has been championing street food for years under its Tiger Street Food banner, it was important that Tiger did something to save street food.

But with Malaysians stuck at home and a food festival outright impossible, how can the brand continue championing street food in the pandemic era?

Solution

Knowing that every Malaysian was spending most of their time in lockdown in front of their screens and ordering food online, we decided to create the Tiger Street Food Virtual Festival—the world's first fully immersive virtual street food festival.

To ensure a cross-dimensional experience, we partnered with vendors throughout the nation so that users could enjoy the festival online while savouring street food at home.

The festival vibes were in full swing with OOTD options, games and activities, and even a live concert.

09

THE HAM
R E P O R T
GOLD STANDARD IN INDUSTRY RANKINGS 2022**Agency**

Noir by Entropia

Network

Accenture Song

Holding Company

Accenture

Address

Level 6, Tower 9, Avenue 5, Horizon 1, Bangsar South, 59200 Kuala Lumpur.

CONSULTING: Brand Strategy
Consulting CRM/ Martech/ Data
Consulting Brand, Creative & Media
Strategy Metaverse. COMMERCE:
eCommerce Strategy eCommerce
Design Virtual Selling Demand
Management. COMMUNICATION:
Creative Services Media Planning &
Buying Creative Production Media
Sponsorship & Activation. CX UX/
UI: Strategy & Design DX & Tech
Development Precision Marketing &
Personal Social, Content & Repute.

<https://www.accenture.com/us-en/services/song/unlock-your-potential>

NOIR
By ENTROPIA**CAMPAIGN****Kid Friendly PPEs for Malaysian Heroes****BRAND/CLIENT**

Goodday/Etika Malaysia

Client: Yee Pek Kuan - Vice President of Marketing

Bringing smiles to Malaysian children, the country saw many young artists come together for Goodday's Happee PPEs campaign to spread joy and cheer to their hospitalised peers during this challenging time.

Goodday Milk, one of Malaysia's favourite milk brands since 1968, launched the campaign in conjunction with World Children's Day to allow children to give personal protective equipment (PPE) a joyful new look. Spreading goodness through both their nourishing beverages and people around them, the brand showcased the winning designs on customised PPEs, which were handed over to KPJ Healthcare Berhad at KPJ Damansara Hospital.

The bright colours used in these masterpieces also highlighted how Goodday Milk lets the goodness flow through these happy winning designs and to not be afraid when being treated by healthcare professionals dressed from head-to-toe in PPEs. Instead, these hospitalised children will be empowered to face difficulties and challenges with resilience.

09

THE HAM R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Company

Pizza Hut Malaysia (Marketer)

Holding Company

QSR Brands Bhd

Address

Tower 1, Level 7, VSquare @ PJ City
Centre, Jalan Utara, 46200 Petaling
Jaya, Selangor.

Pizza Hut first opened in Malaysia in 1982. Today, the Pizza Hut chain had grown into more than 428 restaurants under its sole franchisee, QSR Brands (M) Holdings Bhd. As the largest pizza chain in Malaysia, Pizza Hut has come a long way from its humble beginnings - even with more than 500 Pizza Hut restaurants throughout Malaysia and Singapore under its belt, Pizza Hut still managed to consistently deliver on its main goal-that is providing delicious, piping hot pizza and smiles of happiness to all customers throughout Malaysia.

<https://www.pizzahut.com.my>

**CAMPAIGN**

San Francisco Hand Crafted Pizza

BRAND/CLIENT

Pizza Hut Malaysia

CREDITS

Partner Agencies: Fishermen
Integrated, ensemble worldwide,
Dentsu Malaysia.

For some, hard crust pizzas could be a dilemma when it comes to eating pizzas. The aim of this campaign was to promote Pizza Hut's new hand-crafted San Francisco Style Pizza crust, that is crispy on the outside and airy on the inside. It is an innovative technique to reimagine the thin pizzas found in the market. The concept was created to address and change the perception that Pizza Hut is a brand that only serves thick pan crust pizza.

09

THE HAM R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency

Orion Digital

Regional Office

Kuching, Sarawak.

Address

05-11, Tower A, The Vertical Business
Suites, Bangsar South City,
Avenue 3, No. 8 Jalan Kerinchi ,
59200 Kuala Lumpur.

An award-winning digital media agency, Orion believe an awesome brand experience can be achieved through immersive conversations and engagement: Social Media Management, App Development, Online Advertising, Celebrity Influencers/KOL's, Digital & Brand Strategy, Responsive Web Design, Brand Monitoring/Online Reputation Management, CRM and Email Marketing.

<https://orion.my/>

**CAMPAIGN**

Spectrum of The Seas

BRAND/CLIENT

Royal Caribbean Cruises

CREDITS

Shanker Joyrama - Founder & CEO

Spectrum of the Seas is Asia's most innovative and action-packed ship and features Sky Pad the virtual reality, bungee trampoline adventure; the sky diving simulator, RipCord by iFly; North Star, the all-glass observation capsule that takes guests 300 feet above sea level; the FlowRider surf simulator; and more.

09

THE HAM

R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Company

REV Media Group (Media Prima Group)

Address

3rd Floor, Sri Pentas, No. 3 Persiaran Bandar Utama, 47800 Petaling Jaya, Selangor.

REV Media Group is Malaysia's leading digital publisher, representing 36 top authority brands with an extensive distribution network that reaches out to 12.5 million Malaysians each month, which is about 60% of Malaysia's digital population. Using our digital content and digital marketing solutions that influence consumer behaviour, we can help tailor and strengthen a brand's digital presence to the biggest online audience in Malaysia.

<https://revmedia.my>

**CAMPAIGN**

How RMG Adapted And Evolved In 2021

BRAND/CLIENT

REV Media Group

While out-sourcing creative talents is increasingly becoming a norm, REV Media Group's (RMG) is determined to cultivate a workplace culture that encourages the birth of more in-house talents. To assess the success of a client's campaign, the team sets a benchmark that is updated every three months. In September 2022, REV Media Group acquired the intellectual property assets of popular Chinese social news portal, Tantannews, from Monster Scape to expand and strengthen its reach among the Chinese-speaking online community.

This addition will accelerate the growth of REV Media Group's Chinese Network which includes popular brands ViralCham, Rojaklah, 8TV and 8FM. The recently introduced REV ID, a single sign-on feature that stitches together data across all REV websites is now expanded to Digital Out of Home (BIGTREE), E-commerce (Wowshop) and On-ground (Jom Heboh) to bring together a unique singular audience. Today, REV ID has more than 27 million unique active monthly first-party data. Advertisers are able to target local premium websites, support the local ecosystem and see how their campaigns can succeed in both top and bottom funnels.

09

THE HAM

R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency

Truth Communications

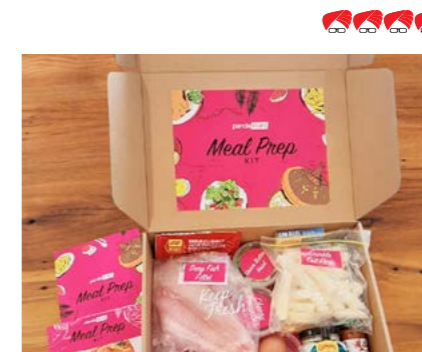
Address

A25-07 The Pinnacle Petaling Jaya, Lorong Utara PJS52, 46200 Petaling Jaya, Selangor.

Established in 2011, Truth Communications is an award-winning PR agency offering all aspects of communications solutions including PR, Digital, marketing & design works. We have collective experience in Food & Beverages, FMCG, Entertainment, Lifestyle, Retail, Automotive, Corporate, Property, Technology, Medical industries and expanding. Truth Communications believes in "keeping it real".

<http://www.truth.my>

Truth
Communications
KEEPING IT REAL

**CAMPAIGN**

Meal Prep Kit

BRAND/CLIENT

Foodpanda Malaysia

Foodpanda Malaysia invited foodies and novice cooks alike to join them on a culinary journey to explore the immense convenience and joy of ordering through pandamart. An experiential initiative, pandamart meal-prep kits are designed to act as a showcase of the various use cases, incredible variety, exemplary quality and unbeatable convenience of pandamart.

The pandamart meal-prep kits feature unique recipes curated by foodpanda's world-class chefs. Each kit comes with pre-portioned high quality fresh ingredients ordered off pandamart as well as an easy to follow recipes, empowering any novice cook to transform into a kitchen maestro.

09

THE HAM

R E P O R T

GOLD STANDARD IN INDUSTRY RANKINGS 2022

Agency

Wavemaker

Network

GroupM

Holding Company

WPP

Address:

Unit 12.1, 12th Floor, Menara Surian, No.1 Jalan PJU 7/3, Mutiara Damansara, 47810 Petaling Jaya, Selangor.

Wavemaker is a Top 5 global media network with a roster of products and services built to positively provoke growth for clients. As part of GroupM and WPP, Provocative Planning is what they do, bringing the promise of Positive Provocation to life. Many of our most progressive capabilities are core to clients, including ecommerce, content and precision marketing. Our leading global consultancy has experts to solve any communications challenge, from go-to-market e-commerce strategy to digital transformation. According to a recent APAC Vantage rating survey, they clinched #2 for Performance by Country and #2 also for Likelihood To Recommend by Country.

<https://wavemakerglobal.com>

Wavemaker

**CAMPAIGN**

L'Oréal Virtual Beauty Commerce Revolution

BRAND/CLIENT

L'Oréal Luxe Div./L'Oréal Malaysia

CREDITS

Amos Lee - Digital Director, Wavemaker. Eda Lim - Head of Digital & eCommerce, L'Oréal Luxury Malaysia. Partners - Facebook, iDotYou and Jumper.ai

L'Oréal decided to host a 24-hour sale and an all-day virtual beauty festival via Facebook Live for its luxe division, which includes brands such as Kiehl's, Lancôme, YSL, Armani Beauty, Shu Uemura, Biotherm, Urban Decay and IT Cosmetics. During the event, each brand had 90 minutes to feature its products; introduce celebrities, industry experts and beauty influencers; and host giveaways and flash sales.

To enable a simple and seamless ordering process L'Oréal engaged Facebook Marketing Partner Jumper.ai to build an automated experience for each of the brands. During the Facebook Live event, presenters encouraged viewers to use a dedicated hashtag in the comments, which triggered a personalised conversation via Messenger. Customers could then interact with a beauty advisor for a one-on-one consultation, place orders and follow guided assistance to make payment.

This brought in one month's worth of online sales in just 24 hours. Results: Over 17,000 chats in 24 hours, 2.6 million people reached, 12% post engagement rate, 4X increase in sales compared to daily average. Post-event, a dynamic ad campaign using data from the festival allowed L'Oréal to reach a wider audience.

**WE MAY NOT BE
AS FAMOUS AS
THE COMPANIES
AND PEOPLE IN
THIS REPORT
BUT WE CAN
GET YOU THERE!**

VR
**VISUAL
RETALE**



★★★ 35 AWARDS IN 12 MONTHS ★★★



“BUILD MORE SHELVES, GUYS!”

“STAY HUMBLE, STAY HUNGRY AND STAY FOOLISH!”

BEST
PERFORMANCE
BY A 5-YEAR OLD

VIRTUAL REALITY PROJECT
WINS 16, GOES GLOBAL, LAUNCHING
IN 15+ COUNTRIES IN EUROPE

APPIES ASIA-PACIFIC
MEDIA AGENCY OF
THE YEAR

CAMPAIGN ASIA, GOLD:
INDEPENDENT AGENCY OF
THE YEAR



NEVER UNDERESTIMATE THE HUMBLE.

In the mad tumble of your days post-pandemic, feeling your way in faith, love, work and family in the endemic, it's easy to forget the humble symbol that connects us all.

The magical little Ampersand. The &.

It's a big name for a sinuous, single, small character. And yet it's a character that brings us together, however different we may be. Case in point: bacon & eggs. Chalk & cheese. You & me.

Everywhere you go, nothing is as important, inclusive and self-effacing as the &. Which is why, when we started this company five and three quarter years ago, we named it after the &. Because we are about bringing brands closer to their audiences.

& driving growth. & creating conversations that matter. & making a change in advertising, marketing and society, for the better. While staying humble.

Naturally you might ask: too grand a mission? Delusions of grandeur? Can 60 people in Mid Valley really change the world?

Well, we're backed by the legendary Vincent Lee, so we're kind of emboldened to aim high.

& we believe that size does not matter when it comes to winning hearts & minds. & changing behaviour. It's the thinking & the passion & the execution that counts.

That's perhaps why our much-awarded work for a client in Malaysia is now going into retail stores across 15+ countries in Europe.

That could be why we've won awards for impacting client businesses via media, creative campaigns & analytics, a humongous wide spectrum of competence in various services.

& that mindset could also be why we've grown into

Malaysia's largest local media agency, if you look at the old-fashioned metric of media billings. It's the small things that we do every single day that we believe make the difference.

Whether it's the care we put into our planning. & the little details in the creative craft. The subtle shift in focus that's essential for bringing business outcomes, not media outputs. Where ROAS matters more than ROI. Where jargon is only as good as the actions it generates. & where we grind fresh beans on demand for the coffee we drink. & where we give our people the last Friday of every month off, as a Reset & Recharge Day.

You could say we're bespoke, and well-spoken of. 35 awards in 2022 can't be wrong.

We've worked really eyebags-till-our-chins hard to get here. & we have many miles to go, to live up to the full potential of the &.

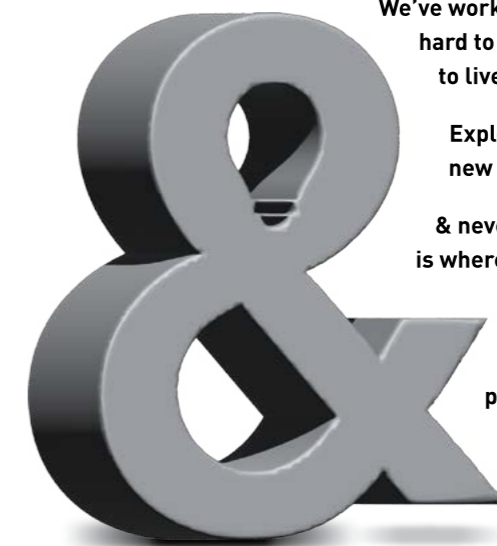
Explore new technologies, new platforms, new markets, new insights.

& never settle for the usual. Because the & is where the fun is at, right? Late night edits & midnight snacks. Rushing decks & embracing deadlines. Planting trees & sifting through Python. Debating & planning the next hit.

But finally what matters most is how our clients think of us.

As an agency with a growth mindset, which is very appropriately termed the & mindset, as opposed to the either/or fixed mindset.

& that's priceless. & very precious to us. & hence we keep on rolling, into the new, to stay the path true, humbly along with you.



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