



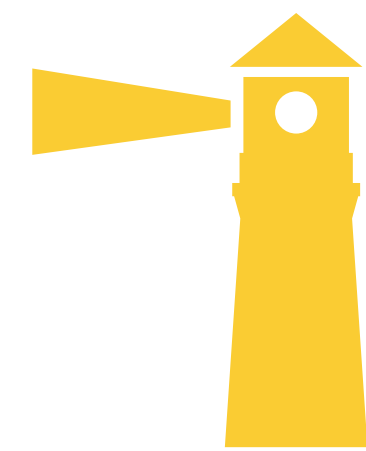
# **WINDS OF CHANGE**

**MALAYSIA ADVERTISERS ASSOCIATION ANNUAL REPORT 2015**

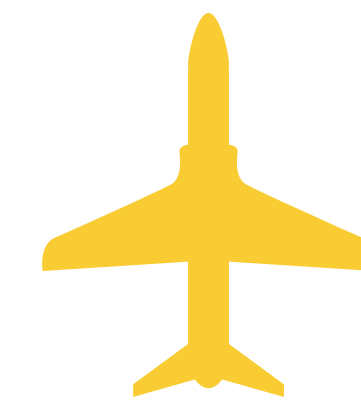
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**ORDINARY &  
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# COUNCIL MEMBERS



**PRESIDENT**  
**Ms. Margaret  
Au-Yong**  
Tune Group



**VICE-PRESIDENT**  
**Ms. Chan  
May Ling**  
Digi Telecommunications



**SPECIAL ADVISOR**  
**Mr. Khoo  
Kar Khoon**  
Nestle Product



**En. Mohamed Kadri  
Mohamed Taib**  
Coca cola Far East



**Mr. Bruce Ryan  
Dallas**  
Guinness Anchor



**Ms. Sulin Lau**  
Maxis Mobile  
Services



**Claudian Navin  
Stanislaus**  
BABA Products



**Mr. Javed Jafri**  
Unilever



**Ms. Shazlina  
Bt Mohd Sufian**  
Maybank Berhad



**Ms. Connie Ng**  
L'Oreal Malaysia



**Ms. Zatalini Zulkipli**  
Procter & Gamble

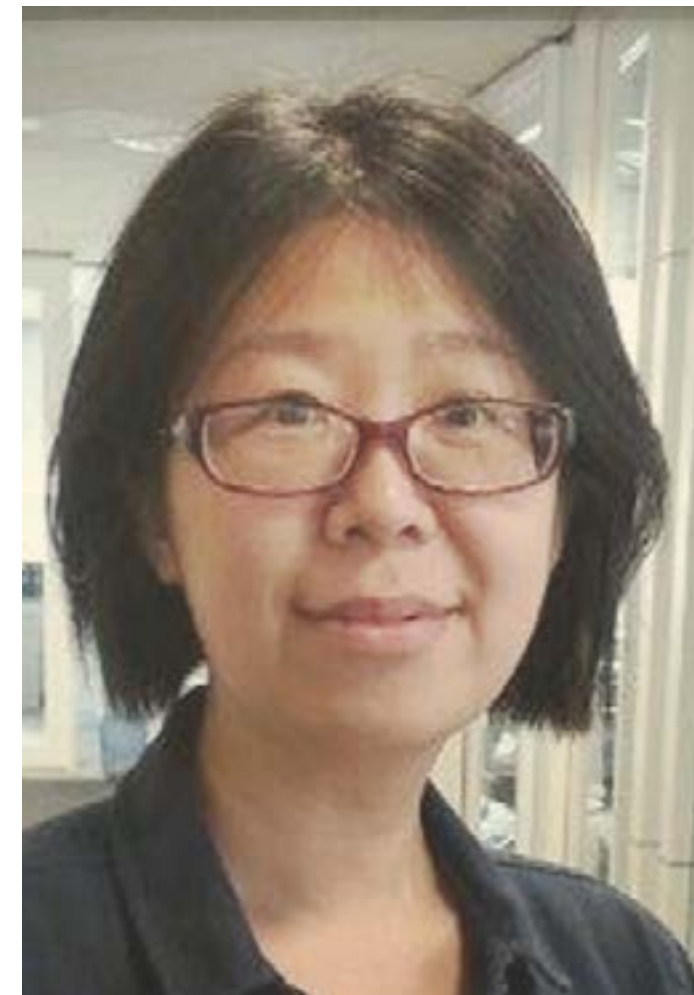
# ALTERNATE MEMBERS



**Mr Ganesan  
Narayanan**  
Baba Products  
—  
Alternate Council Member



**Cik Salwani Saidi**  
Baba Products  
—  
Alternate Council Member



**Ms Foong Ai Peng**  
Maxis Mobile  
Services  
—  
Alternate Council Member



**Jessie Chuah**  
Guinness Anchor  
Marketing  
—  
Alternate Council Member



**Khairul Syahar**  
Nestle Malaysia  
—  
Alternate Council Member

# ***PRESIDENT'S REPORT***



# CHANGE



In 2014, the Council initiated a range of organisational revisions aimed at improving the Association's management of resources and to deliver the goals that were set out for the term. The seven committees that were in function were merged into four main "pillars" and the Council also presented the "Four E" motto.

The dictum - Efficiency, Effectiveness, Ethics and Excellence - not only exemplifies the Council's philosophy in serving the Members and the industry but also guided the Council Members in every step of the way in issue resolution while propelling the Association forward.

The fruits of this review were gathered last year and the details – and those of the Association's numerous activities and initiatives – will unfold in the ensuing pages of this report.

The Association is resolute in equipping itself and Members to overcome the complexities and maximise the opportunities that are present in the digital age. Last year, the Council's activities revolved around talent development and the revamp of the Effie Awards.

The necessity for industry self-regulation is a matter that the Council continued to address and, the Association achieved another landmark with the successful organisation of the MAA & WFA Global Marketer Conference last month.

Looking forward, the Council view digital platform as forming the thrust of the Council's programmes for Members in 2016 and beyond as we accept changes that are sweeping across our industries.

*—We accept  
changes that are  
sweeping across  
our industries.*





## EMBRACING CHANGE

In line with the need to embrace changes, the Council updated the Effie Awards with seven new categories to add more esteem to the event. The debut of the Brand of the Year and Agency of the Year accolades, amongst the seven, was a highpoint in Effie 2015.

The Council also pushed for the Audit Bureau of Circulation (ABC) to include more data on digital media. This is a media channel that cannot be ignored further – as Members could see from the Global Advertising Outlook takeaways below – and it is in the interest of all that digital media is measured in a credible and consistent manner.

The revamp of the web site was in line with this direction. The new look and feel was designed to be user-friendly and contain as much information as it is relevant for Members.

The web site is also the first point of contact for Members and the Association and it is the hope of the Council that Members take full advantage of the access and content that has been made available via the site.

## MEMBERSHIP & TALENT GROWTH

Change was also afoot on the membership front. The efforts that the Council expended in opening up the Association to peer organisations since 2014 finally returned positive results with the introduction of the Affiliate Member Category.

The Malaysia Retail Chain Association (MRCA) was installed as the Association's first Affiliate Member in September followed by the Business Network International (BNI) in (date).

A crucial part of the "four pillars" is the training and professional development of Members. The Council has always stressed the requirement for Members to be knowledgeable and skilled to thrive in a challenging environment and the Google Ignite project was an ideal fit for this purpose.





### MAA AT INTERNATIONAL LEVEL

The Council successfully organised the MAA & WFA Global Marketer Conference 2016 in partnership with the World Federation of Advertisers (WFA) in Kuala Lumpur – the first city in South East Asia to host it.

The conference, which took place between March 15 and 18, attracted over 450 participants across the continent and featured a number of the preeminent global industry leaders.

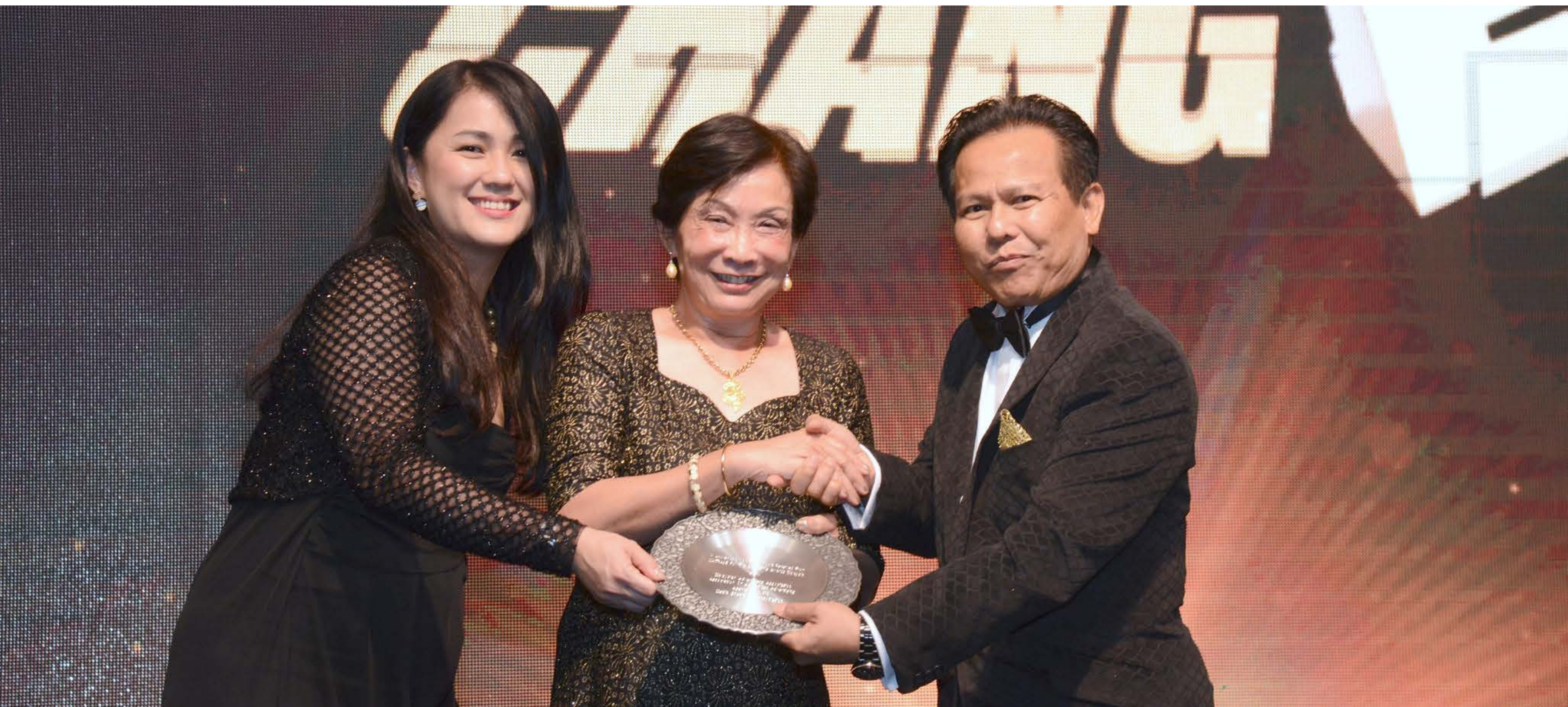
AirAsia Group CEO Tony Fernandes delivered the keynote speech and shared the story of building a world-beating brand. AirAsia's winning formula was founded on consumer insight and human understanding that leveraged on data analytics to maintain the company closer to over 20 million customers.

John Kearon presented *The Future OF Insights*, a global study undertaken by BrainJuicer and the WFA. The BrainJuicer CEO unveiled the shared aspiration of CMO's and insights leaders to play a strategic consultant role. This challenges existing ideas and proactively helps R&D, marketing and sales turn human understanding into business advantage.

Suresh Balaji (HSBC's Head of Marketing in APAC); Smita Gupta (TATA Communications' Marketing Director in APAC); Miguel de Andrés (Google's Creative Head of Technology in APAC); Ranga Somanathan (Starcom/MediaVest's COO in South East Asia) and WFA's Marketing Director for Asia Ranji David were part of the ASEAN Accelerator panel to discuss the potential of marketing in the region. Emily Tan, Campaign Asia-Pacific Deputy Editor, moderated the panel discussion.

David Wheldon, RBS CMO and WFA President, closed the conference by addressing ways marketers are making their lives harder. The Council handled the financial aspects of the event and hosted the welcome dinner for the delegates while the WFA provided the speakers.

Close consultation and cooperation between the WFA and the Council – especially on our views on speakers and topics that the Malaysian market would appreciate – also greatly contributed to the view that the hosting of the conference has nudged our country into the global stage of the marketing industry.





## **COUNCIL MATTERS**

The EGM and AGM proceeded smoothly and there were no objections raised towards the changes in the constitution – to accommodate the Affiliate Membership category – and the 15% increase in the Association's subscription fee.

In November, Mr. Bruce Dallas announced his departure from GAB and that Ms. Jessie Chuah as his replacement in the interim. The Chairman and Council Members record their high appreciation to Mr. Dallas for his contributions and support for the Association.



## **GST TECHNICAL COMMITTEE**

The Malaysian Newspapers Publishers Association (MNPA), Association of Accredited Advertising Agents (4AS), Media Specialist Association (MSA), Outdoor Advertising Association of Malaysia (OAAM) and Malaysian Advertiser Association (MAA) formed the Committee in January 2015.

The Committee engaged Tax and Malaysia Sdn Bhd as consultants and the cost of the service was shared among the five associations. The consultants will play an advisory role to handle members' issues as a whole and to liaise with the relevant government bodies when the need arises.

This, in essence, was an initiative to educate the industry to be more disciplined where GST matters were concerned. As there were questions raised on the relevance of the Committee, it was agreed that it would be shelved in the interim. The cost incurred for the lawyers' fees, EDM and first article will be split between the Association, 4As, MNPA MSA and OAAM.

## SELF-REGULATION TALK

The instances of Members discovering that their investment in advertising campaigns and commercials have been rendered less effective by the limitations imposed by the authorities are too many to ignore.

The Council is firm in their belief that this state of affairs is disruptive to the way Members and industry stakeholders conduct business. As the first step in directing a new course of action, a forum a forum entitled Keeping it Legit! Self-regulation in Malaysian Advertising was held to a full house at Balai Berita (NSTP) in January 2016.

Members from the advertising fraternity, media agencies and media were enlightened on the forum subject by speakers, Mr. Michael Tang of the Advertising Standards Advisory Malaysia (ASA) and Encik Mohd Mustaffa Fazil of the Communications & Multimedia Content Forum Malaysia (CMCF).

The speakers presented a detailed explanation of their respective organisation codes and operational scope, highlighting the many similarities and also differences that exist between the two, and most of all, emphasising the most effective manner of advertising usage to create a more conducive environment for business and brands to thrive in.

At the end of their presentations, a distinguished group of panelists discussed the subject, Is Self-Regulation a Hindrance or a Necessity? Organising Chairman, Mr. Claudian Navin Stanislaus (Head of A&P, BABA Products (M) Sdn Bhd), moderated the session.





The panelists comprised Dato' Mohd Azlan Abdullah, the Chairman of MNPA & CEO of NSTP; Mr. Khoo Kar Khoon (Communications Director of Nestle Malaysia and Special Advisor to the Association); Mr. Andrew Lee (Managing Director of Havas Worldwide); Datuk Kamal Khalid (CEO of Television Networks Media Prima Berhad); Dr. Jake Abdullah (CEO of Astro Radio) and Encik Nik Kamaruzaman Nik Husin (Under Secretary, Content Development Division of the MCMC).

The forum realised that self-regulation is a code of conduct to which marketers must abide in terms of how they advertise. It promotes best practice, where a general code of ethics is acknowledged as a guideline for products that include cosmetics, food & beverage, pharmaceuticals and more.

In conclusion, the forum and panelists agreed that the ethics of self-regulation were in place and was generally well observed by all players within the industry. However, they did acknowledge that sometimes the codes of ethics were taken to its limits and agreed that although "rules are there to be broken," it would be more advisable if they were slightly bent but never broken.





## SUMMARY

The Council Members are to be commended yet again for sparing their time and energy to forge ahead with the objectives of their initiatives and activities. The decision to streamline the seven committees into four has certainly yielded sharper focus and higher deliverables from all.

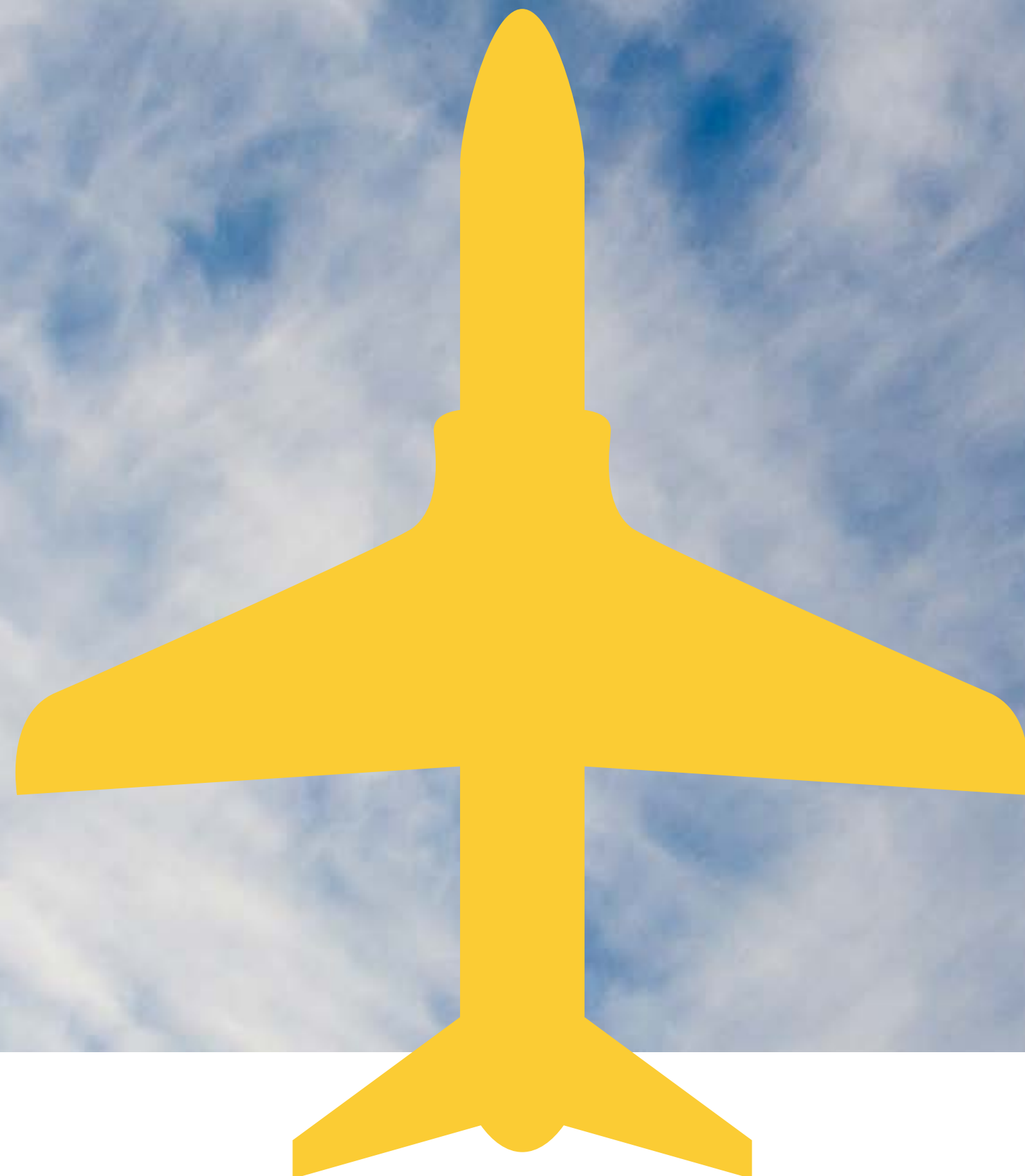
The endeavours in the areas of membership expansion have helped strengthen the standing of the Association in the industry. This would also augur well for the Association's relationships with the authorities as the rapport established was as never before.

As much as the Council enjoys such an affiliation with these bodies, it strongly believes that self-regulation and peer-to-peer cooperation are the keys to safeguarding and augmenting the interests of the Association and its Members – especially in a much more demanding year ahead.



# ***MEMBER'S RELATIONS***

## ***COMMITTEE REPORT***



## OBJECTIVES

Improving the quality and knowledge of members

## SCOPE

**MEMBERSHIP** — Led by the President and supported by Ms. Sulin Lau, Ms. Chan May Ling and Encik Mohamed Kadri Mohamed Tahir

**CO-CREATE** — Led by Ms. Sulin Lau and supported by Ms. Chan May Ling

**EFFIE AWARD** — Led by Ms. Chan May Ling and supported by Ms Lau Su Lin, Mr. Khairul Syahar, En Mohamad Kadri and the rest.



## MEMBERSHIP

### ROS approval of Affiliate Membership Category

The Registrar of Societies approved the Affiliate membership category after amendments, as endorsed in the Association's EGM, were made to the Association's constitution to accommodate it.

Affiliate Members will remit no fees and have no voting rights. These Members, however, will collaborate in all marketing, promotions and training activities and event.

The opening of the Affiliate category attracted the interest of the industry and the Council welcomed the Malaysia Retail Chain Association (MRCA) as the Association's first Affiliate Member in September followed by the Business Network International (BNI).

MRCA has 280 members, with 20,000K retail outlets and BNI Malaysia has 800 members in total MAA is 1000 strong.

## New Membership & Recruitment Drive

The success that the Council had in the last three years in recruiting new Members continued last year when a handful of blue chip advertisers aligned themselves the Association.

As part of the membership incentive, new Members enjoyed free participation fees worth RM3,000 for events organised by the Association in 2015.

the list of new Members, all admitted under the Ordinary category unless otherwise stated:

- (a) Air Asia Sdn. Bhd.
- (b) Andaman Property Management Sdn Bhd
- (c) Disposable Soft Goods (M) Sdn Bhd
- (d) Innity Sdn Bhd →(Associate Member)
- (e) Inti Universal Holdings Sdn Bhd
- (f) Nasim Sdn Bhd
- (g) Prudential Assurance (M) Berhad

Another initiative that was implemented was extending invitations to companies that participated in the Effies judging in 2014 and who were yet to become a part of the Association.



*—The survey also aimed at understanding members' needs and suggestions.*

### **Membership Survey**

A survey was distributed to Members who had exited or whose membership had lapsed to uncover the reasons behind these Members' withdrawal from the Association or their dormancy. The survey also aimed at understanding Members' needs and suggestions.

It was suggested that it would be constructive to send out a newsletter highlighting the Association's numerous activities to the Members first before the survey is disseminated, as Members may not be aware of these programmes.

This will ensure that the survey results will be more accurate. The Council will look into e-mailing newsletters, in an easy-to-digest format, to Members to update them on these activities.

## Affiliate Members

In March, the Council welcomed Dato' Bruce Lim (Deputy Secretary General of the MRCA), Ms Marilyn Teoh Mei-Li (President of BNI) and Ms Chew Sue Ann (CEO of Pos Ad Media) with a view to form affiliations as well as to collaborate on marketing and communication activities with the Association.

**Malaysia Retail Chain Association (MRCA)** – Lim began the presentation session by briefing the Council on their talks to formulate a strategic partnership. He announced that the MRCA, which will be celebrating its 23rd anniversary in 2015, currently has 280 members including associate members.

Eighty percent of its members are retailers and the principal goal of the body is to professionalise retail chains in Malaysia. Lim also stated that MRCA is extremely busy and handle approximately 200 events and activities each year that range from hosting the Malaysia International Retail & Franchise Trade Fair & Seminar to managing its publication, Malaysian Retailer Magazine.

The key performance index for the MRCA council, which consists of 19 members and is elected biennially, includes a good fund raising arm that generates RM1 million to RM2m each year. The funds are channeled into the foundation and in providing scholarships and for charity organisations.

The MRCA's other forte is regular training for its members, organising trade visits to different countries and golf tournaments. Lim volunteered to help the Association apply for the Implementation on Training Fund under Minimum Wages 2015. The HRDF fund allows staff to join a programme for a class of a minimum of 20 for trainings conducted in July 2015.

The proposed collaboration between the associations would include the submission of joint-papers, training at affiliate member prices, working closely in the area of knowledge events and new media.

The MRCA subsequently offered its Affiliate Membership to the Association, which was accepted with the signing of a memorandum of understanding and for which no membership fees were incurred. The Council reciprocated by inducting the MRCA under the Association's new Affiliate Membership.



*—The proposed alliance between BNI and the association includes organising events, training, csr projects and providing access to its cross resource centre and speakers.*

### **Business Network International (BNI)**

Ms. Merrilyn Teoh revealed that the 30-year-old BNI is one of the world's largest business referral organisations, with representatives in 50 countries and in 6,000 Chapters plus 150,000 members.

Members are not subjected to any business fee and when a referral is given, BNI Chapters also arranges for the business meetings. In 2013 alone, there were over 30,000 referrals made under their body.

The Malaysian BNI Chapter, known as the Sierra Chapter, meets every Tuesday of the week to update members and look for business referrals. The BNI also conducts trainings in the marketing, professional services, health and wellness sectors.

The proposed alliance between BNI and the Association includes organising events (workshops and talks), training, CSR projects and providing access to its cross resource centre and speakers.

The BNI also agreed to help send out an EDM blast to publicise events and activities organised by the Council to its members, as part its collaboration with the Association.







## PROFESSIONAL DEVELOPMENT

### Co-Create CEO Series

Ms Sulin Lau proposed that the Co Create Series 2015 to focus engaging senior business decision-makers to ensure the Association's long term relevance.

The objective would be to persuade 40 top marketers to:

- (a) **Commit to three Effie entries from their combined agencies  
(120 or 33% increase year-on-year)**
- (b) **Recruit new Members by inviting high ADEX-yield  
non-Members**
- (c) **Recruit senior marketing head judges**
- (d) **Promote the Association and its activities**

The Council accepted the suggestion to use the Effie license to incorporate the event into the Co-Create Series and target clients who are potential participants and indirectly encourage them to enter Effie.

Three concepts for the event were presented and the Council voted for Effie Secrets and Lies, where winners will be strapped to a lie detector while a moderator asked questions on their winning Effie 2014 entries.

The event was held at the office of Google, which sponsored the venue and F&B cost, while GAB provided fermented beverages. As in the previous years, the Co-Create Series proved to be a good platform for crowdsourcing and networking opportunities.

An informal recruitment letter signed by all Council Members – in place of the usual standard Association letter – was sent to non-members who attended the Co-Create Series.

## EFFIE AWARDS

Vice President, Ms Chan May Ling was the Effie Awards Project Leader supported by Ms Sulin Lau. The brief for the 2015 edition was based on recommendations drawn from the Boot Camp and Effie 2014 postmortem:

**(a) To remove the Boot Camp due to the decline in interest.**

- Most marketers delegate the agencies for the written submissions and, since most planners are self-trained, the need to run boot camp is decreasing.

**(b) To consider assembling a jury panel with strong credentials**

- Panel members from neighbouring regions and those with Global Effie and APAC Effie experience were the first options.
- This would increase the quality of judging and differentiate Effie from the other Marketing Excellence awards.

**(c) To switch to online judging during judging day**

- Investing into a digital platform and approaching smart device sponsors.
- Concerns that online judging will compromise discussion and dialog between the jury members were raised.
- The Council was assured that there will not be a compromise as the judges are required to discuss each entry before they key in their respective scores.

**(d) To device a campaign around Jury selection for pre-event hype and organised one month before submission.**

**(d) To device a campaign around Jury selection for pre-event hype and organised one month before submission.**

**(e) To organise the event in 2015 on a much lower budget than in 2014.**

This is the first year EFFIE Malaysia judging was done online, mirroring its theme of change and moving into a digital world.



The handling of the entire process – from the judging to the awards night – and the increased traditional campaigning for the Effie pre-event also garnered praises from the participants.





## Budget

The revenue target was set at RM250,000. The cost-trimming measures commenced with the decision not to host Effie 2015 at a hotel and to target digital media to secure cash sponsorship rather than in kind. The online judging cost of RM60,000, was shared by the Association (70%) and the 4As (30%).

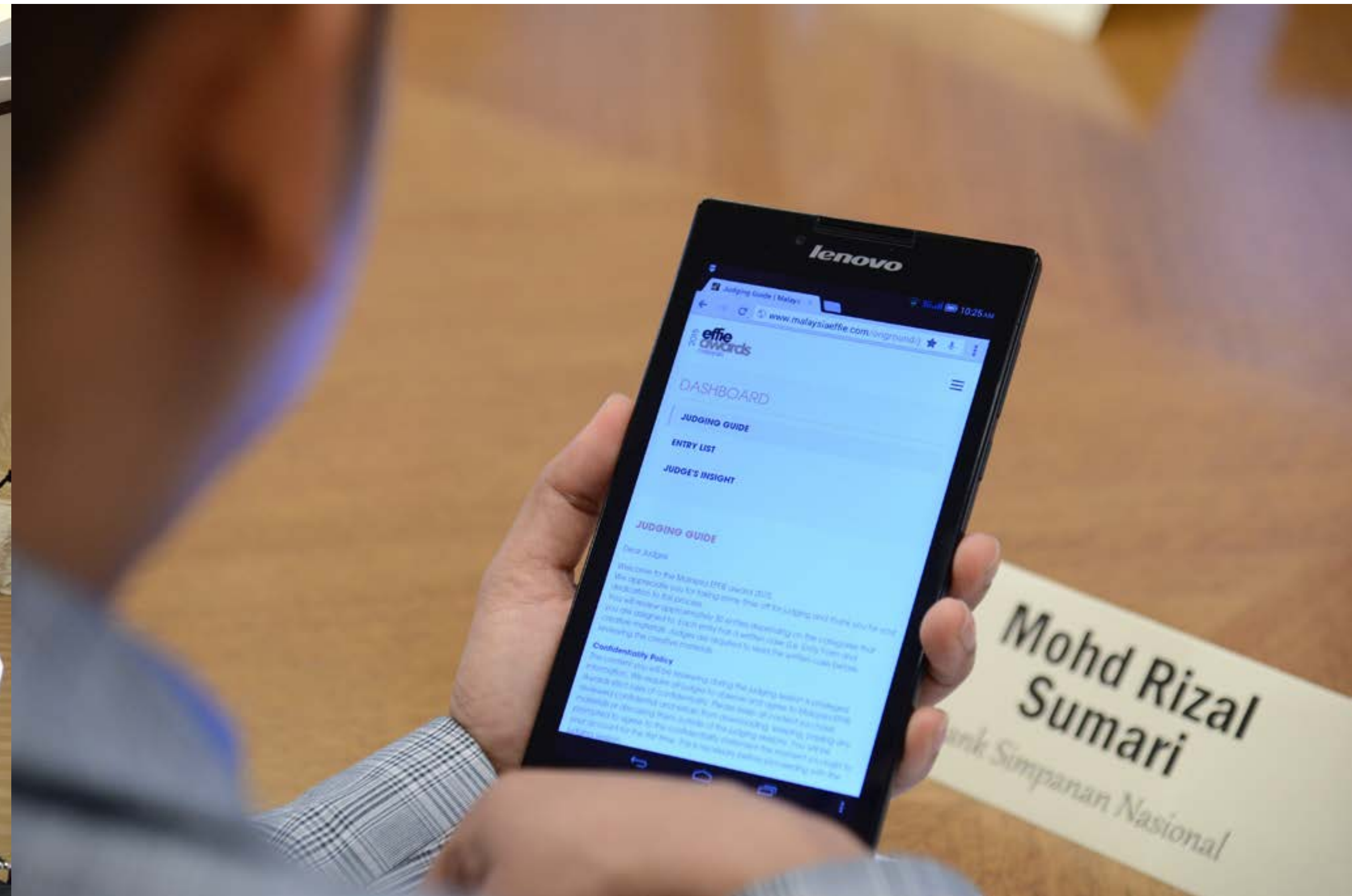
## Jury List

The jury selection criteria excluded individuals who had served for two successive years. Jury leads must be of the rank of the head of marketing or above and had managed at least two brands.

They must have experience in judging Effie's at least once and 40% of the jury list has to comprise senior marketers. On the assumption that there are 120 entries, five rooms would be required with eight judges to review approximately 24 cases. This brings the total number of qualified jury to 40.

Change was the topic selected for Effie 2016. Apart from the overall conceptual change, Effie Malaysia has refined and defined four existing categories to help expand the number of submissions.





## Judging

Divided into two rounds, the first would be the online judging which is conducted remotely and followed by the “physical” judging. The Effie Index, which is a point system calculation that falls into the Global Effie Index, was introduced. A few refinements were suggested for online judging platform.

- (a) Campaigning and new point inclusion, which consist of online platform collaboration with APAC and Effie
- (b) The inclusion of candid interviews with jury members, including You Tube link embedded into EDM and Effie Index
- (c) A point system to be worked out for Brand Marketer and Agency Network of the year

Seven new categories also made their debut, the most prominent of which were the Brand of the Year and Agency of the Year awards, which is similar to the Kancil Awards and Malaysian Media Award's Agency of the Year. Effie Global approved the introduction of these local categories – which will not impact the Global Effie awards – and the scoring system will be determined locally.

The Round One scores would be allocated for pre-qualification while Round Two will be the final cut of thirty to forty entries. This is to ensure that only quality submissions make it to this round where finalists are shortlisted.

The judging closed on September 16, 2015. There were a total number of 70 judges with 53 completed scores and 17 incomplete scores. Each judging group met a minimum of eight scoring jury which is an EFFIE Worldwide requirement.





### Post-event

Effie Malaysia registered a record high of 143 entries in 2015. The event at One World Hotel on November 6 obtained a net profit of RM207,000 and was widely acclaimed by the marketing communications industry.



# ***INDUSTRY RELATIONS***

## ***COMMITTEE REPORT***



## OBJECTIVES

- To maintain constant engagement with all the advertising related groups
- To ensure transparent and fair deliveries
- To regularly meet key associations to maintain close collaboration on issues of mutual interest
- To enhance networking and business development

## SCOPE

**MARKETING RESEARCH SOCIETY OF MALAYSIA (MRSM)** — Led by Encik Khairul Syahar Khalid and supported by Ms. Sulin Lau and Ms. Chan May Ling

**MEDIA RELATIONS** — Led by the President and supported by Mr. Khoo Kar Khoon

**MEDIA SPECIALISTS ASSOCIATION (MSA)** — Led by the President and supported by Council members

**COMMUNICATION AND MULTIMEDIA FORUM OF MALAYSIA (CMCF)** — Led by Mr. Claudian Navin Stanislaus and supported by Encik Mohamed Kadri Mohamed Tahir

## MEDIA RELATIONS

The Council had an encouraging dialogue with the Utusan media group in late 2014 to see how it could improve the publication's perception amongst and relationship with advertisers.

The talks concluded with the Utusan Malaysia Biz Desk offering to publish a free column on Branding 101 articles from Association Members at least once monthly for a period of between six months and a year.

Mr. Claudian Navin Stanislaus, who was tasked to lead this initiative, briefed the Council in March that Utusan Malaysia had requested for articles with different angles on branding.

It was decided that interview that the Chairman will be conducting with The Star the GST and the Association's direction in 2015 will be translated once it published by The Star and edited before it is sent over to Utusan Malaysia for publication.

Articles on the Google Ignite Project, the Effie 2015 judging process and on the Effie Award Gala Night were also translated and passed on to Utusan Malaysia for additional media coverage.





## **COMMUNICATION AND MULTIMEDIA CONTENT FORUM OF MALAYSIA (CMCF)**

Mr. Stanislaus was re-elected as the Vice-Chairman by the CMCF Council for the 2015-2016 term. The CMCF's main objectives are to forge closer ties with MCMC, to approve the business plan so as to avoid funding issues and to complete the consolidation of the Content Codes.

Mr. Stanislaus informed the Council that the CMCF is planning to work with Chief Secretary to the Government, Tan Sri Dr. Ali Hamsa, and Dato' Sri Idris Jala, Minister in the Prime Minister's Department and the chief executive officer of the Performance Management and Delivery Unit (Pemandu), to lobby the consolidation of the entire 40 codes from all existing bodies.

He also reported that the Malaysian Communications and Multimedia Commission (MCMC) had a closed-door meeting on the National Advertising Policy (NAP) in early 2015. The CMCF was excluded from this meeting.

The CMCF was keen on approaching the Ministry of Home Affairs or Idris, who is also the Minister in the Prime Minister's Department, with a proposal on CMCF's position on the NAP and the pribumi matter.

Mr. Khoo Kar Khoon advised the Council to gauge the rejection rate amongst Members through a survey and added that the Association should take the lead in championing it.

The Chairman stated that the Association would not be involved in the pribumi matter, as it does not directly affect Members but the agencies. The Council, however, will press forward with the other issues that are openly affecting the Association.

The MCMC proposed an amendment to the CMA (Communication and Multimedia Act) to ensure all content providers - foreign or local - who hold a local license to abide by the rules.



Should they breach the CMA, content provider's license can be revoked or suspended. Mr. Stanislaus commented that the implications of these amendments are severe as MCMC would be empowered to suspend any web sites and impose fines should the need arises.

The MCMC invited the Association to attend their Advertisement Compliance Workshop from December 8 - 9 at Putrajaya Marriot. Ten seats have been allocated for each of the Association, 4As and MSA. Mr. Stanislaus, Mr. Javed Jafri, and En. Mohd Kadri plus other Members would represent the Association.

### **MEDIA SPECIALIST ASSOCIATION (MSA)**

The Chairman advised the Council that the Association will be part of the evaluation board and the MSA will be leading the way to identify the new currency that includes measuring digital ADEX. The Council awaits feedback from Mr. Girish Menon, Chairman of MSA, before proceeding.



## **DYNAMIC TELEVISION AUDIENCE MEASUREMENT (DTAM)**

In September, Mr. Rahul Thappa and Ms Wong Siah Ping of Astro/Kanta Media updated the Council on Dynamic Television Audience Measurement (DTAM). The Return Path Data (RPD) Service allows user activities to be collected from all devices with a sample panel size that is more than seven times and up to 10 times more at the later part of the year.

Mr. Thappa provided the following summary.

### **DTAM**

- Data is collected in both Peninsula and East Malaysia and does spot monitoring on all Astro Channels.
- Controlled variable =  
Pack x Race x Geography
- Measurement level: Second by second

### **NIELSEN RATINGS**

- Nielsen's spot monitoring only covers 28 channels
- Controlled variable =  
Race x Geography
- Measurement level: Minute by minute

Mr Thappa reported that DTAM is open to external professional audit and it overlaps with Kantar Worlds measurement, allowing comparison between competitors, for example, Category versus Category and more. He advised the Council that the first set of data would be made available to everyone in October 2015.

Mr. Thappa and Ms Wong commented that DTAM's transparent, impartial and comprehensive audience measurement would help advertisers to extract maximum returns from their marketing investments. There is, they stressed, a dire need for the industry to have a better measurement currency.

The Association, MSA, 4As were urged to persuade Nielsen to collaborate with DTAM by allowing them to audit their services and to solicit the party or parties that will be making the investment in this new currency. Mr Thappa added that a Joint Industry Committee (JICO) to be set up to move this forward.

## TAM Technical Committee

Mr. Jafri briefed the Council that the MSA, which had established a technical committee, initiated a meeting with Nielsen, Kantar Media, Starcomm, Media Prima and Astro to discuss the calibration of data.

Mr. Jafri added that there were no conclusive outcomes but the committee agreed that alignment of data fusion between the Association and MSA must be examined without further delays.

He recommended the formation of a joint investigative committee and tapping on experience from Pakistan as a third party auditor. Mr. Jafri, Mr Khoo and Mr. Stanislaus were requested to be the Association's representatives in this committee.





***TRAINING,  
ADMINISTRATION  
& FINANCE***

***COMMITTEE REPORT***



## OBJECTIVES

To guide and motivate Members to be a part of a knowledgeable workforce • To develop an employment development strategy • To create a diverse environment that allows Members to meet current and future business challenges

## SCOPE

**UNIVERSITY COLLEGE INITIATIVE** —  
Led by Ms. Connie Ng

**WORLD FEDERATION OF  
ADVERTISERS (WFA)** — Led by the  
President and supported by Mr  
Khoo Kar Khoon and Ms Jessie  
Chuah

**ASIAN FEDERATION OF ADVERTISING  
ASSOCIATIONS (AFAA)** — Led  
by Mr. Khoo Kar Khoon and  
supported by the President

**ASSOCIATION WEBSITE** — Led by  
the Vice-President and  
supported by Encik Khairul  
Syahar

**FINANCE** — Led by Mr. Claudian  
Navin Stanislaus and supported  
by the President

## UNIVERSITY AND COLLEGE INITIATIVE

### IACT

The Council welcomed Ms. Chew Sue Ann from Zencall Holdings Sdn Bhd and Mr. Mark Pui (PricewaterhouseCoppers Capital Sdn Bhd) in March to discuss the status of IACT.

Ms. Chew reported that since 2009, IACT has expended RM9 million to invest in a new campus, hardware, advertising and recruitment of lecturers and students but it has not turned in a profit.

This was due to:

- (a) The required high investment
- (b) The Ministry of Higher Education (MOHE) capping students' fees
- (c) The lower student sign-ups
- (d) The increasing costs of rental at Jaya One
- (e) The rise in staff salaries, especially in engaging candidates with advertising industry background
- (f) The lack of focus by Zencall Holdings Sdn Bhd since the passing of its Chairman, Mr. Raymand Chew



Zencall asked if Macomm Management Services Sdn Bhd (Macomm) would like to inject 20% of RM1.2M towards the working capital to maintain the business for another year (2015). The MOHE also requires IACT to increase paid-up capital from RM200,000 to RM1m.

Macomm declined these options and a decision was made to convert shareholders' loan to equity to meet MOHE's requirement to raise the paid up capital to RM1m. Zencall had advanced another loan of RM500,000 in February and seek an active partner to turn IACT around and recoup a total investment of RM12m.

Though endorsements from the 4As and Association are vital, there is a need for experts to govern, drive revenue and reduce the costs of managing the college. Mr. Pui informed the Council that Brickfields Asia College (BAC) perceive IACT as a strategic fit and has made an offer to partner and help restructure it.



Ms. Chew counseled that BAC has a track record of success and extensive experience in the education business as well as a credible reputation with university partners in Britain.

Based on an RM5m valuation on IACT, BAC has proposed to purchase 60% of shares from Zencall Holdings at RM0.57 - at a price to revenue of 0.7 times per- share. BAC has also agreed to pay for cost of renovation to move IACT closer to its campus

BAC assured that there would be a cross sharing of manpower costs and marketing inventories. The college management also agreed to channel Foundation and A-Level students to IACT courses in diploma and degree.

Zencall requested Macomm to dispose of its shares without any encumbrances and Zencall will continue its duty to supply talent to advertising and marketing industry and include project-based learning curriculum which involves industry participation.



Zencall will bear the warranties, liabilities and reps for the transaction with BAC and Macomm will be handed 40,000 shares at RM0.47 per- share valued at RM22,800, which is the exact number of shares Zencall will receive.

The second option opened to Macomm was to participate in a partnership with BAC, which will entail Macomm to purchase 1,723,388 shares at RM1 per share to increase its shareholding from 0.5% to 20%. In addition, Macomm must contribute a minimum of RM10,000 per-annum to the cost of running the new holding company

To remain as a one-share entity to partner with BAC, RM3m will be split on a 80/20 basis between Zencall and Macomm, in which the latter will receive RM600,000. Macomm, however, would need to pay Zencall RM1,723,388 to retain 20% of the new holding company.

This would also include BAC's condition to move to VSQ for ease of operation in sharing office space. Since IACT has three rental leases at Jaya One - which only expires in 2017 - the financial penalties of RM435,000 for early termination will be borne by shareholders.

Mr Mr Claudian Navin Stanislaus requested for a third option, which is to sell off Macomm's shares but to retain an alliance with IACT to ensure that industry standards are protected. Mr. Pui agreed to share the suggestion with BAC.

The Council convened after the presentation and decided that it will not benefit the Association to purchase the IACT shares for RM1,723,388 and gain only RM600,000 in return and with additional costs to bear.

Council opted for the third option. Divesting the shares, with the understanding that the Association and 4As will remain as strategic partner to ensure industry standards are preserved and enhanced, will be the way forward. The Chairman subsequently informed Dato' Johnny Mun, the President of 4As, on the Council's stand.

*—The association and 4As will remain as strategic partner to ensure industry standards are preserved and enhanced.*



## INTER-INDUSTRY RELATIONS

### WFA Global Marketer Conference 2016

WFA is bringing the annual Global Marketer Conference to South East Asia for the first time and the Council is proud that the Association has been selected to host this event.

The Conference was hosted in Marrakech, Sydney and Beijing and Kuala Lumpur will be added to this illustrious in March 2016. It will be the first time it is held in Kuala Lumpur and in South East Asia. The WFA has confirmed a good line-up of preeminent speakers while Conference participants are expected to be top management and senior brand marketers from multinational corporations from across the world.

Themed "Reconnecting Brand Builders", WFA wanted the key note speaker to be local with an ASEAN and Global Outlook. Tan Sri Tony Fernandez was proposed.

The Conference is for almost a week and the Association's expenses will centre on the welcome dinner on the March 15, 2016, the one-day conference on March 17, 2016 followed by the Gala Dinner and the Farewell Party on March 18, 2016. The WFA is seeking for possible venues for the two dinner events that they are hosting.

In addition to these dinners, the WFA will be hosting the Reconnect session for the 100 delegates and special invites to 50 MAA delegates and the farewell party.

A consultant, Ms. Vivien Tong, came onboard for the duration of the Conference.

### WFA Digital Forum

Encik Khairul Syahar, who represented the Association at the Forum, reported that this is the second occasion in which the World Federation of Advertisers (WFA) organised it globally. The WFA have appointed a Chairperson from WFA Asia, who is from IBM, and introduced peer-to-peer research and sharing.

A substantial part of the Forum, however, leaned towards pitches from agencies, with most notable update were Philips' e-commerce and real time marketing ventures. The Council circulated the forum report to Members and updated on the website for reference.

### Google Ignite Training Project

The Council was approached by Google to participate in the Google Ignite training project in which college students will be trained for three months by Google and assigned to various participating companies for three months.

Approximately 4,600 students had signed up out and out of which only 400 students will receive certificates. Google will proceed to pick the best interns from this pool of 400 while the remaining interns will be offered to the other 1,090 participating companies.







Ms. Ng reported that the Association was allocated complimentary booths at the Google Ignite Fair, which was held at the Le Meridien Hotel, October 24, 2015, as part of the collaboration. The Council recorded its gratitude to Ms. Emily Lim, who had led the initiative currently updated by Ms. Ng with much diligence.

Ms. Ng also shared her ideas and direction for the Training portfolio under this Committee with the Council and which the Council approved. The lack of good digital writers in creative agencies and with proper knowledge of the current and ever-changing digital landscape that is affecting brands was brought to the Council's attention.

It was suggested that the Association, with the help of digital media owners, organise training workshops for these agencies on what the brands need to have to penetrate the digital landscape faster and better.

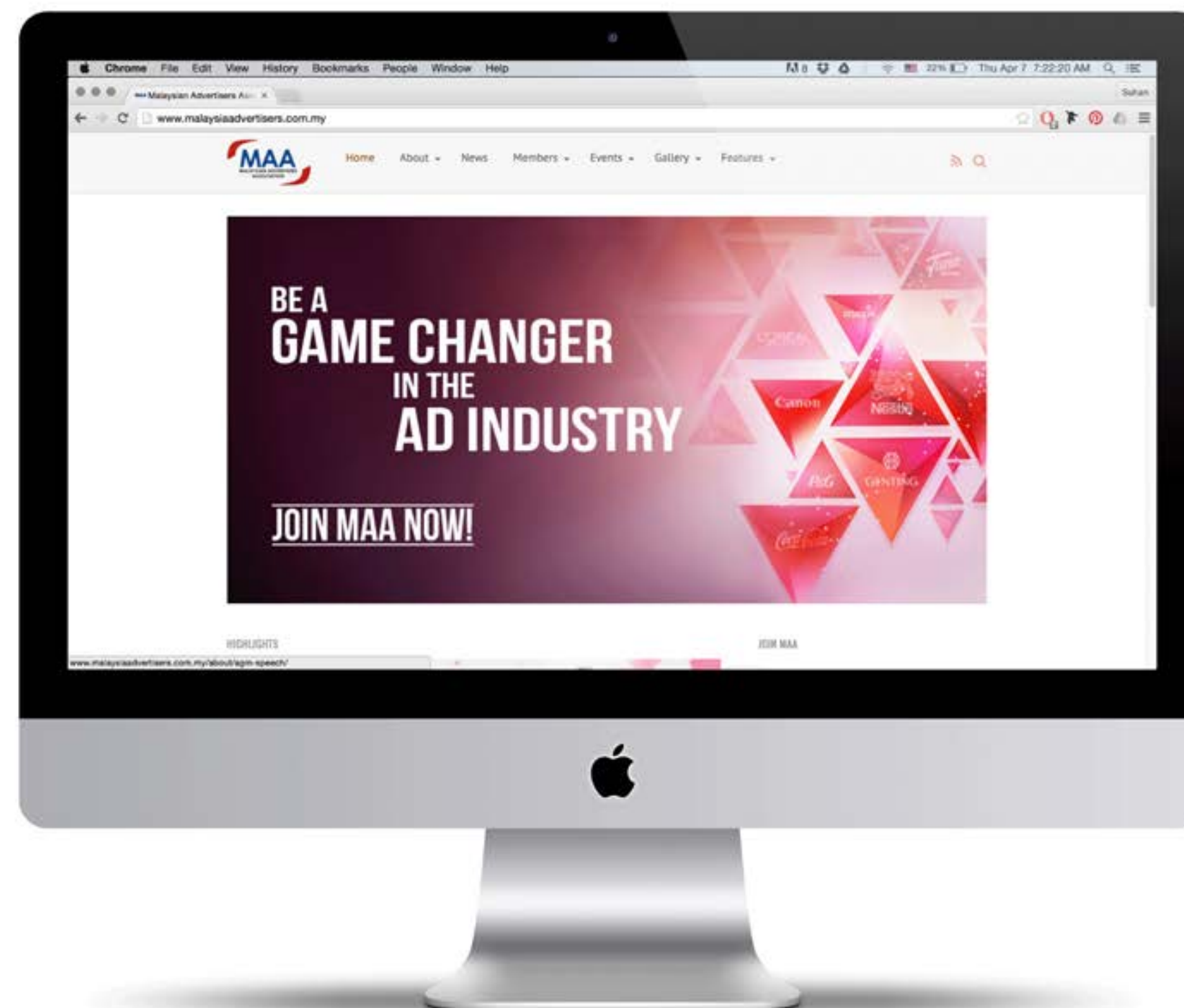
## MAA WEBSITE

En. Khairul updated the Association's scope of work and collaborated closely with Mr. Jeremy Lim from the Audit Bureau of Circulation (ABC) to come up with an overall strategy and costing before approaching service providers for a pitch to administer and maintain the website.

Kingdom Digital, which agreed to revamp the website and include an e- newsletter component to encourage subscribers for RM18,000, was selected for the job. The Council agreed that a dedicated content writer must be engaged to ensure that there is no disruption in content uploads.

The Chairman subsequently reminded Kingdom Digital that it would need to also include two other microsites, Effie and WFA. Ms. Ai Peng unveiled the new look and feel of the website to the Council and provided a walk-through of its functions in May.

The Council reminded that any access to the WFA articles on the website will require password protection as this content will only be privy to Association Members. A suggestion to have the articles in Bahasa Malaysia was also endorsed in view of its benefits to the industry at large.



***REGULATORY***

***COMMITTEE REPORT***



## OBJECTIVES

To establish a strong relationship with key government and industry bodies through the initiation of regular dialogues • To manage regulatory issues • To be a key contributor to industry policies

## SCOPE

**GOVERNMENT** — Led by Encik Mohamed Kadri Mohamed Taib and supported by Mr. Claudian Navin Stanislaus

**ADVERTISING STANDARDS AUTHORITY MALAYSIA (ASA)** — Led by Mr. Claudian Navin Stanislaus and supported by Encik Mohamed Kadri Mohamed Taib

**AUDIT BUREAU OF CIRCULATIONS (ABC)** — Led by Ms. Foong Ai Peng (current ABC Vice Chairman) and supported by Ms Amanda Woo Ms Shazlina Suffian, Ms Connie Ng and Mr Mohammed Yasser

## MINISTRY OF HEALTH (MOH)

### Healthy Food Promotion Campaign

Encik Mohamed Kadri Mohamed Tahir updated the Council on the MOH meeting, Mesyuarat Pertanding Penerbitan Iklan Televisyen Pemakanan Sihat. The Ministry is planning to run a competition to develop high-impact advertisements to encourage healthy eating.

Both Encik Kadri and Mr. Khoo Kar Khoo, as the Association's representatives in the meeting, had advised the MOH to use the funds budgeted for the project to hire creative agencies that will be able to support and guide them on the campaign and media planning.

The Ministry stated that it would need to look at this new proposal in order to accommodate both the internal committee and creative agency. Encik Kadri and Mr. Khoo also offered to assist as advisers during the briefing to the creative agency and the pitch to help determine the most suitable agency for the project based on the MOH's budget and requirements.

The engagement with the MOH continued with Mr. Claudian Navin Stanislaus' attendance at the Ministry's briefing on the implementation of Kafeteria Sihat and Bersih, Selamat dan Sihat (Bess) campaigns in December.

In response to Mr. Javed Jafri's query on the Censorship Board matters, Mr. Khoo suggested that the Council write to seek Members' feedback on issues that they were facing with the Board. He stated that it would be beneficial to work closely with CFM, CMCF, MCMC and ASA especially in view of the alarming regularity of brands claiming "superiority" over their rivals.



## AUDIT BUREAU OF CIRCULATION (ABC)

### Board Appointments

Mr. Fan Chen Yip (MSA) assumed the chair of the ABC while the Association endorsed Ms. Foong Ai Peng as the Vice Chairman in June. The Chairman urged Ms. Foong to helm the ABC Audit Chairman role in accordance with the practice.

Mr. Khoo advised that the ABC must offer higher digital data relevance and added that most agencies are not well versed in using the figures. Ms. Connie reiterated an ongoing complaint: the ABC, notwithstanding their efforts in recent years, faces a huge challenge to lure more members on board – especially the magazine publishers.

Ms. Foong Ai Peng updated the Council that ABCi was unable to proceed with comScore and the ABC be approaching the Malaysian Digital Association (MDA) to engage them directly.

The way forward, as Ms. Sulin Lau suggested, is to accept a single currency. The majority of brands are using Google Analytics (GA) as a benchmark even after considering its limitations. She offered to contact the WFA and IFABC to gain a better understanding on the mechanics and application.

Ms. Foong worked closely with fellow ABC Board Member, Mr Spencer Lee, on digital verification before the audit findings for the January – June 2015 were announced in November.



*—The presence of a body such as the ASA would help the industry to adjudicate over discrepancies in advertisements.*

**ADVERTISING STANDARD AUTHORITY MALAYSIA (ASA)**

Encik Kadri advised the Council that Dato' Azlan Abdullah, the Chairman of the Malaysian Newspapers Publishers Association (MNPA), has questioned the value of the MNPA's continued backing for the ASA more so when its objective appears to be policing the association and its publisher members.

Dato' Azlan added that the MNPA will only support the ASA if it is officially registered though he volunteered to help speed up the ASA's registration process through his network. The ASA President consequently decided to have a discussion with the heads of the various associations to explain its purpose.

The self-regulatory body, formed by the industry, was never registered. As such an entity, there is a higher chance that legal action can be taken against the body. The ASA had commenced the process of registration and the procedure is hampered by the authority's rejection of the word "Authority" in the ASA.

Mr. Stanislaus explained that a number of options were considered in place of the inadmissible word but they did not have the same strength as its original title. The Chairman, the President of the 4As Dato' Johnny Mun and Dato Azlan have sent an appeal to retain the current title of the body.

The presence of a body such as the ASA would help the industry to adjudicate over discrepancies in advertisements and help regulate the industry itself in the process. Mr. Stanislaus stated that ASA's long-term goal is to educate all stakeholders but the programmes have not been rolled out for several reasons.

The IACT College also collaborates intimately with the ASA to filter unreliable and misleading advertisements. This has been incorporated into their syllabus whereby students who identify such advertisements are awarded extra credit points.

## Complaint Management

The Ministry of Domestic Trade looked into the complaint that Mr. DYI was using the GST as part of its promotion, which was misleading, and on the ASA's observation on AirAsia's misrepresentative advertisement on a 20% discount on all flights when the discount was less than 20% and only for one way.

## ASA Code

Mr Stanislaus briefed the Council that that ASA is also resuming the exercise to update the ASA Code, as the British codes which was adopted during ASA's inception are now antiquated. The British codes have evolved to suit the spirit of the issues whereas the Malaysian Codes have not changed and remains rigid.

The ASA is keen to use the new British codes as a foundation upon which to update the codes while incorporating the International Chamber of Commerce (ICC) update of their codes so long that they abide by the laws of the country.





*—There is a vast difference between product-related advertisements and consumer-driven advertisements.*

### **SYARIAH-COMPLIANT ADVERTISING**

Mr. Stanislaus received no response to the Council's offer to establish a technical team on her proposal to develop rules for Syariah-compliant advertising – a proposal that arose from the International Seminar on Islamic Advertising (ISIA) 2014.

This was despite numerous reminders to Dr. Aida Mokhtar – one of the principal movers behind the seminar that was organised by the International Islamic University Malaysia.

The Chairman and Mr. Stanislaus had highlighted to Dr. Aida that the basic understanding is flawed, as there is a vast difference between product-related advertisements and consumer-driven advertisements. Mr. Stanislaus continues to pursue the matter.



***FINANCIAL  
REPORT***

***2015***

## FINANCIAL REPORT

The Income and Expenditure for the financial year ended 31st December 2015 was RM287,843 and RM263,982 respectively.

We successfully organised the Effie Awards which generated a surplus of RM 180,656. The Effie Awards will be organised by the Association of Accredited Advertising Agents Malaysia for the next two years.

Ordinary Membership grew by 3% and Associate membership grew by 4% resulting in an increase in subscriptions. MAA introduced the Affiliate membership category which saw two associations; The Malaysian Retail Chain Association (MRCA) and BNI International joining in as members.

The Council is pleased to report that expenses were kept under control and in line with previous financial years with the exception of the Website which was upgraded to cater for online submission of Effie Entries.

The Association funds are managed prudently. Cash and Fixed Deposits at the disposal of the Association as at 31st December 2015 was RM782,923 as compared to RM813,830 in 2014.



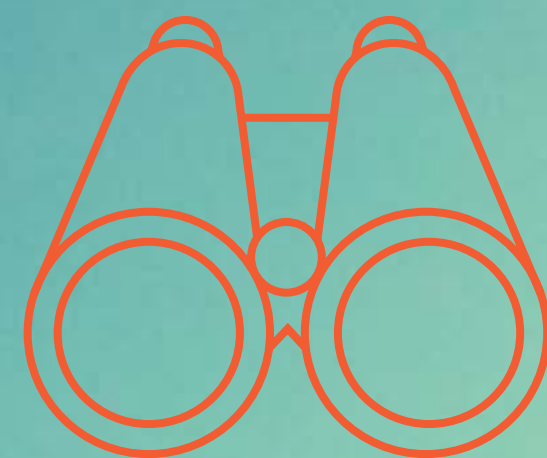
—  
CLAUDIAN NAVIN STANISLAUS

## MAA REPRESENTATIVES

- Ms. Margaret Au-Yong  
(President)
- Mr. Claudian Navin  
Stanislaus (Council)
- Macomm Management  
Services (Secretariat)

# ***GLOBAL ADVERTISING OUTLOOK***

***2015***



*—Advertising in Asia is estimated to maintain its growth of between 5% and 6% this year.*

#### GLOBAL ADVERTISING OUTLOOK 2015

Carat's global advertising expenditure reports that were published in September 2015, based on data received from 59 markets across the Americas, Asia Pacific and Europe, the Middle East and Africa, forecast that global advertising spend is predicted to grow by +4.7% in 2016 to US\$554billion.

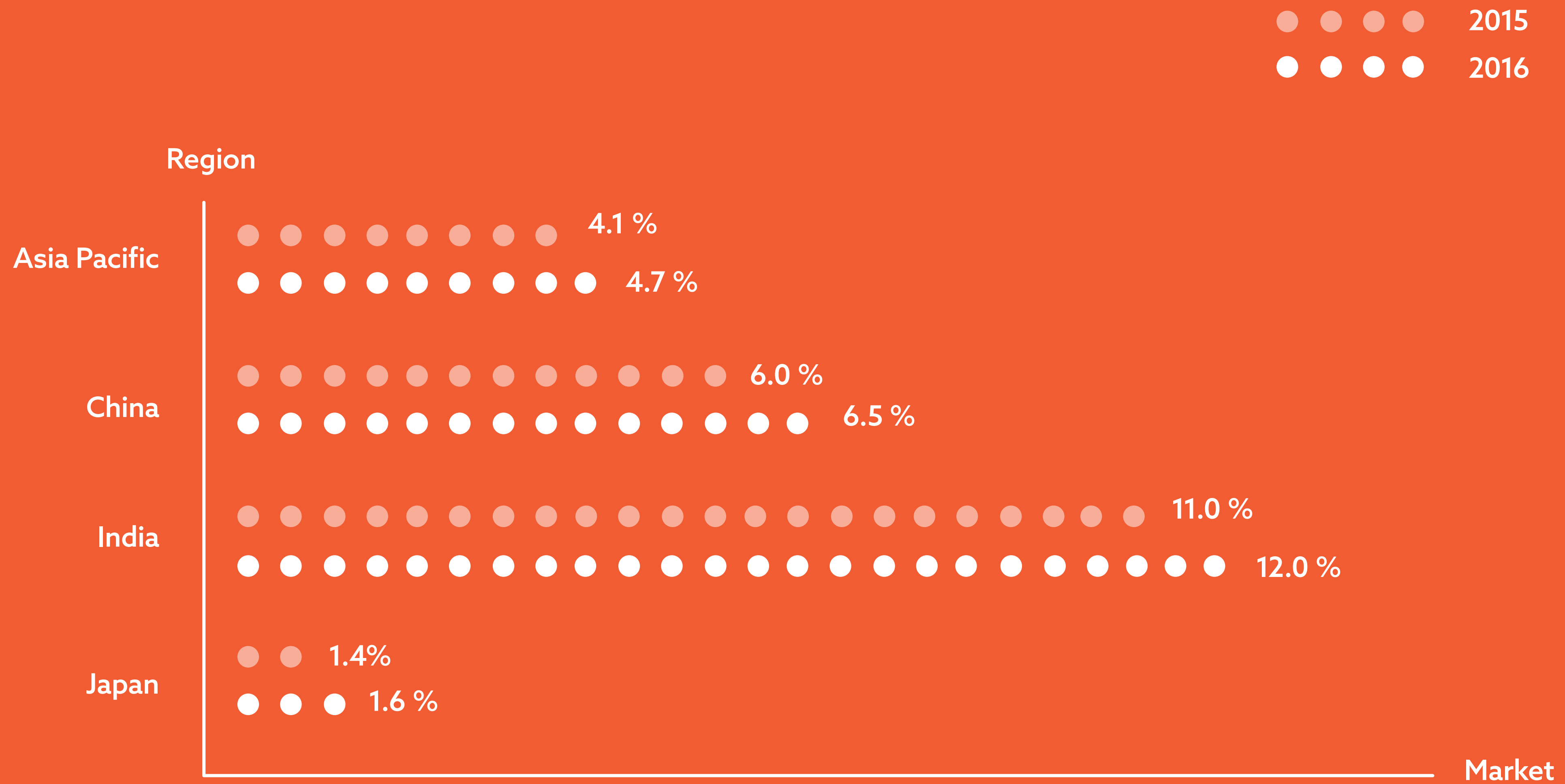
Advertising in Asia is estimated to maintain its growth of between 5% and 6% this year, according to a February 2016 report by industry analysts Media Partners Asia (MPA), with China spearheading the progression.

The MPA forecasts follow a year where advertising spend growth across the Asia Pacific region slowed to 5.3%. In 2015, the fastest growing advertising markets were India (+10.8%), China (+8.5%) and Vietnam (+8.1%). In the next five years, these markets will be joined by Indonesia (+8.2%) and the Philippines.

China is already the largest advertising market in the region, having overtaken Japan in 2012, and is forecast to hit \$85 billion by 2020. In 2020, television advertising will still be the dominant medium in large markets such as India, Japan and Korea.

In South East Asia, TV will incrementally grow its share of advertising from 54% in 2015 to 55% by 2020. This is largely down to the launch of digital terrestrial TV (DTT) in the Philippines and Thailand and a rebound in free-to-air TV demand across Indonesia.

YEAR-ON-YEAR GROWTH



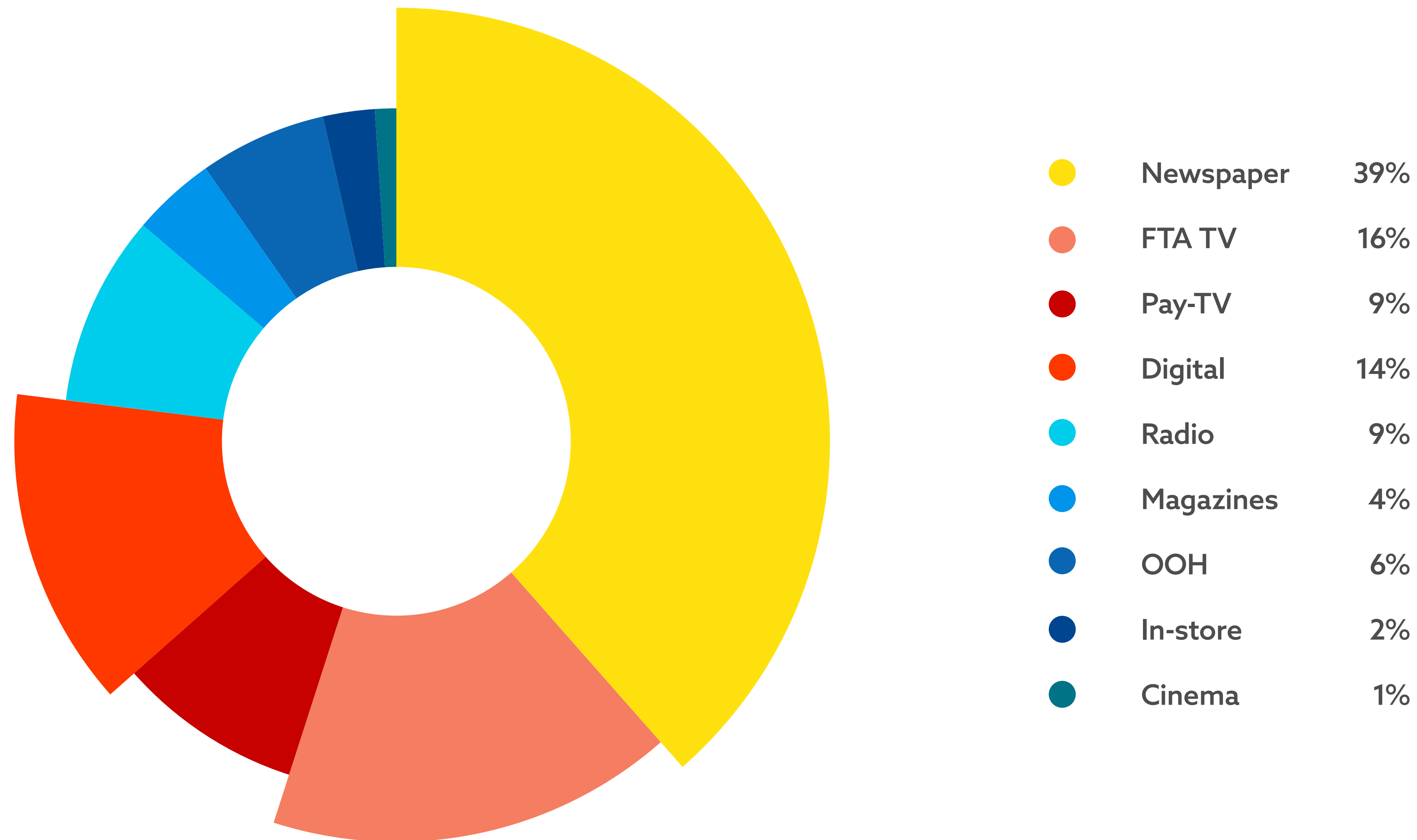
*—The biggest drivers  
will be Australia, China,  
Korea, Japan and Taiwan.*

Television, however, is under threat from digital media. Digital's share of the advertising market in Asia Pacific is projected to overtake that of TV by 2017 and grow to 44% by 2020, up from 31% in 2015. The biggest drivers will be Australia, China, Korea, Japan and Taiwan.

Digital media continues to accomplish outstanding growth due to the effectiveness of this medium and the accompanying results, more so with millennials.

The upsurge in spend levels will be maintained as digital media evolves into a more established asset and Programmatic and Search bring stronger performance and efficiency. This is where innovative solutions that are different and better are required to deliver value to brands.

# 2015 ADEX (Discounted)



Source: GroupM – 2015

Overall 2015 adex declined 1.8% vs. 2014

Biggest decline for newspapers with -10.5%

Digital grew by 25% and is now edging closer to total FTA spend

Cinema also showed massive increase of 40+%

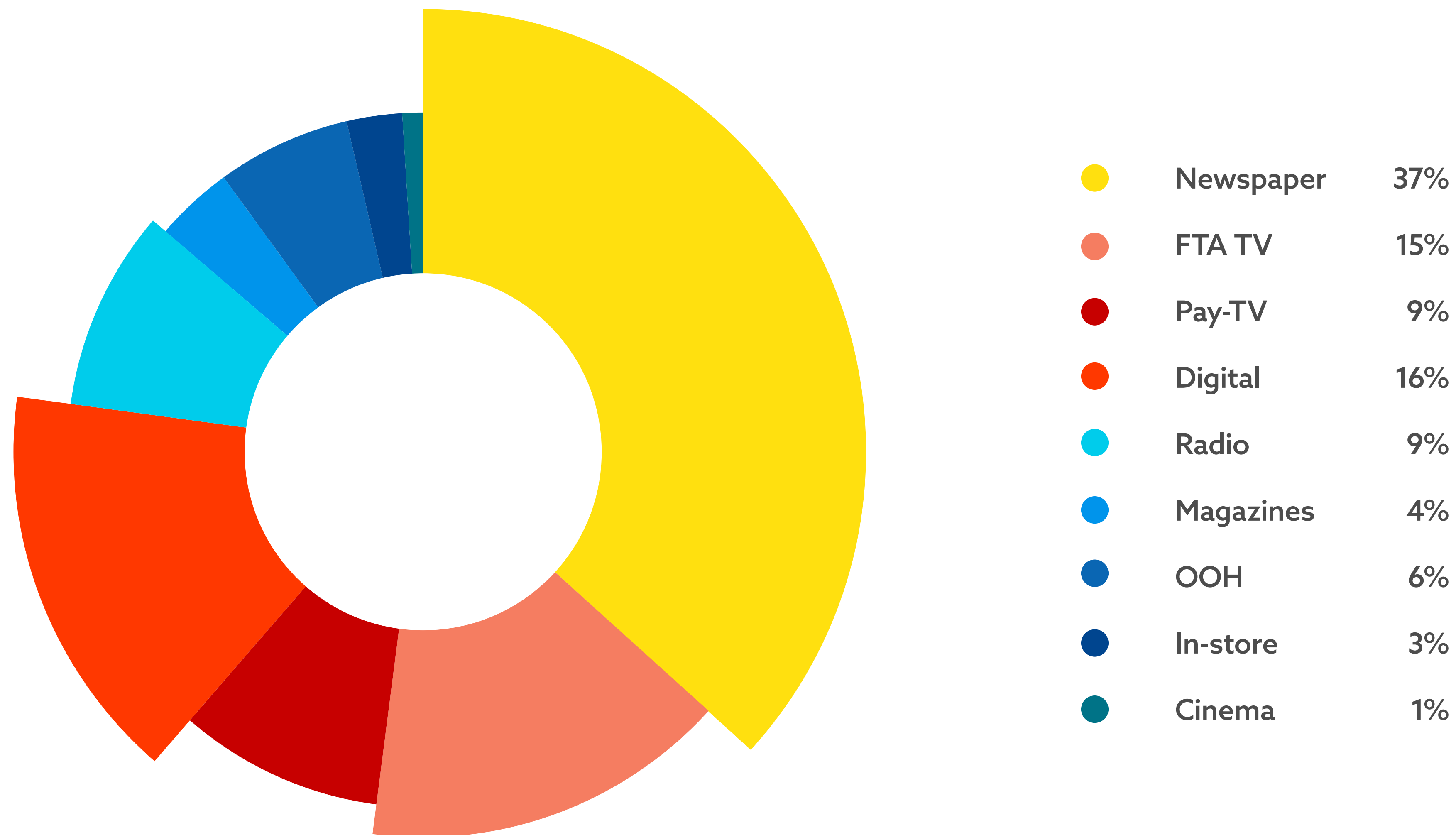
One reason is the Euro/ Olympics double sporting impact, which usually results in additional spending from global sponsors and local brands; this usually impacts Newspaper advertising, hence why the

decline in Newspaper spends is lower than it was in 2015.

The 2nd reason is the new DTAM measurement system which is driving more spends to Astro compared to previous year.



# 2016 ADEX PROJECTION (Discounted)



Source: GroupM – 2015

2016 adex projected to grow by 3.8% vs. 2015

Newspapers to decline marginally by 2.5%

Digital to grow by 20%, marginally slower than 2015

PayTV will grow by 10% due to new measurement systems

**MALAYSIAN ADVERTISERS ASSOCIATION  
ORDINARY MEMBERS - 2016**

1. Alliance Cosmetics Sdn. Bhd.
2. Air Asia Berhad
3. Andaman Property Management Sdn Bhd
4. Baba Products (M) Sdn. Bhd.
5. Bata Marketing Sdn. Bhd.
6. Bison Stores Sdn. Bhd.
7. Boustead Petroleum Marketing Sdn. Bhd.
8. Carlsberg Marketing Sdn. Bhd.
9. Celcom Axiata Berhad
10. Coca Cola Far East Ltd
11. Colgate Palmolive Marketing Sdn. Bhd.
12. Continental Sime Tyre PJ Sdn. Bhd.
13. Cotra Enterprises Sdn. Bhd.
14. Danone Dumex (M) Sdn. Bhd.
15. Digi Telecommunications Sdn. Bhd.
16. Disposable Soft Goods (M) Sdn. Bhd.
17. Divazz International Sdn. Bhd.
18. Dutch Lady Industries Berhad
19. FFM Marketing Sdn. Bhd.
20. Fonterra Brands (M) Sdn. Bhd.
21. Genting Malaysia Bhd.
22. Glaxosmithkline Consumer Healthcare Sdn. Bhd.
23. Goodyear Malaysia Berhad
24. Golden Arches Restaurants Sdn. Bhd.
25. Guinness Anchor Marketing Sdn. Bhd.
26. Hong Leong Bank Berhad
27. HSBC Bank Malaysia Bhd.
28. IBM Malaysia Sdn. Bhd.
29. Inti Universal Holdings
30. Johnson & Johnson Sdn. Bhd.
31. Jotun Malaysia Sdn. Bhd.
32. Julie's Promotion Sdn. Bhd.
33. Kilang Makanan Mamee Sdn. Bhd.
34. Kimberly Clark Trading (M) Sdn. Bhd.
35. L'Oreal Malaysia Sdn. Bhd.
36. Malaysia Airlines Systems Bhd.
37. Maybank Banking Berhad
38. Maxis Mobile Services Berhad
39. MEAD Johnson Nutrition (M) Sdn. Bhd.
40. Mondelez Malaysia Sales Sdn. Bhd.
41. Nasim Sdn Bhd
42. Nestle Products Sdn. Bhd.
43. Pensonic Holdings Bhd.
44. PepsiCo (M) Sdn. Bhd.
45. Permanis Sandilands Sdn. Bhd.
46. Perodua Sales Sdn. Bhd.
47. Petronas Dagangan Berhad
48. Pizza Hut Restaurants Sdn. Bhd.
49. Pos Malaysia Berhad
50. Procter & Gamble (M) Sdn. Bhd.
51. Proton Holdings Bhd.
52. Prudential Assurance (M) Berhad
53. Public Bank Berhad
54. Royal Selangor International Sdn. Bhd.
55. SC Johnson & Son (M) Sdn. Bhd.
56. Shell Malaysia Trading Sdn. Bhd.
57. Telekom Malaysia Bhd.
58. TUNE Group Sdn. Bhd.
59. UMW Corporation Sdn Bhd
60. Unilever (M) Holdings Sdn. Bhd.
61. Wipro Unza (M) Sdn. Bhd.

**MALAYSIAN ADVERTISERS ASSOCIATION  
ASSOCIATE MEMBERS - 2016**

1. Acorn Marketing & Research Consultants
2. Astro- Media Sales
3. Asia Digital Ventures Pte. Ltd.
4. Bates (M) Sdn. Bhd.
5. Big Tree Outdoor Sdn. Bhd.
6. CD Advertising Sdn. Bhd.
7. Cense Media Sdn. Bhd.
8. Dynamic Search Sdn. Bhd.
9. Expomal International Sdn. Bhd.
10. FCB Sdn Bhd
11. Fox Sports Sdn. Bhd.
12. Google Malaysia Sdn. Bhd.
13. Golden Screen Cinemas Sdn. Bhd.
14. Hi-Q Media (M) Sdn. Bhd.
15. Lion Digital Malaysia Sdn. Bhd.
16. Innity Sdn Bhd
17. Isentia (M) Sdn Bhd
18. Mainstream Mediacom Sdn. Bhd.
19. McCann-Erickson (M) Sdn. Bhd.
20. Mongoose Publishing (M) Sdn. Bhd.
21. Nanyang Press Holdings Bhd.
22. Nanyang Siang Pau Sdn. Bhd.
23. Navigator Asia Business Sdn Bhd
24. Nielsen Audience Measurement Sdn. Bhd.

25. Ogilvy & Mathar (M) Sdn. Bhd.
26. Phar (Singapore) Partnerships Pte. Ltd.
27. Pos Ad Sdn. Bhd.
28. PRS Productions Sdn. Bhd.
29. Publicis Communications Malaysia Sdn. Bhd.
30. Reader's Digest Asia Pte. Ltd.
31. Redhot Media Sdn. Bhd.
32. Rev Media Equity Holdings Sdn. Bhd.
33. Runcit Media Sdn. Bhd.
34. Sabah Publishing House Sdn. Bhd.
35. Screenmedia Sdn. Bhd.
36. Sin Chew Media Corporation Bhd.
37. Sistem Televisyen Malaysia Bhd.
38. Star Publications (M) Bhd.
39. Taylor Nelson Sofres Malaysia Sdn. Bhd.
40. The New Straits Times Press (M) Bhd.
41. TMI Media House Sdn. Bhd.
42. Unilink Platform Sdn. Bhd.
43. United Borneo Press Group Sdn. Bhd.
44. Utusan Melayu (M) Bhd.
45. Vision Four Media Group
46. YTL Infoscreen Sdn. Bhd.
47. 59Motorads Sdn Bhd

**MALAYSIAN ADVERTISERS ASSOCIATION  
AFILLIATE MEMBERS - 2016**

1. Malaysian Retailers Chain Association (MRCA)
2. BNI Business Network International Sdn Bhd (BNI)

# AIMS AND OBJECTIVES OF THE MAA

1. To enable Members through the Association to speak with one voice and act with one purpose on advertising matters.
2. Holding meetings for the discussion of matters of interest to members.
3. Promoting or opposing legislative and other measures capable of affecting advertisers as a body.
4. Providing an official voice whereby members can collectively make known their wishes to media owners and advertising agents (either as individuals or associations) and thereby seek recognition of just claims.
5. To maintain good relations with all other bodies and organisations connected with advertising as a whole or for any particular purpose and to cooperate with them for the benefit of advertising.
6. Prosecuting or defending any suits, applications and proceedings before any court or tribunal whatsoever as may be deemed necessary or expedient in the interests of the Association or its members.
7. To raise funds by means of subscriptions of Members and levies on Members or otherwise for all the purpose and objects of the Association in such amounts and in such manner as is provided for in the Rules.
8. To promote, hold, sponsor or assist in the promoting, holding or sponsoring of Exhibitions of advertising matter or connected with such other objects as may be considered by the Council to be allied to or in conformity with all or any of the objects of the Association.
9. Advocating the complete and accurate disclosure of circulation figures by proprietors of all printed advertising media and of audience or viewers by the proprietors of radio, film, theatre slide and outdoor media; and supporting the establishment of an Audit Bureau of Circulation and Circulations Audit Board.
10. Promoting the elimination of fraudulent, untruthful, misleading or otherwise objectionable advertising, increasing thereby the public confidence in advertising and in advertised goods and services.
11. Advocating the standardisation and simplifications of advertising rate cards.
12. Entering into any affiliation with, or promoting or assisting in the promotion of any association, having objects similar to those of the Association, or calculated to benefit generally the members of the Association.
13. Printing and publishing newspapers, magazines, periodicals, newsletters and memoranda for the spreading of information on any matters related to the objects of this Association, and for other like purposes.
14. Being at all times of continual service, and supplying information to members on all matters germane to advertising.
15. Investing the funds for the Association in such manner and in investments of such kind and nature as the Council may think fit.
16. Acting as arbitrator or mediator in settlement of disputes arising out of advertising transactions.
17. To organise, promote, sponsor and participate in educational and training programmes in advertising and related fields, either on its own or jointly with academic, vocational, cultural and professional organisations.
18. Generally to promote further and protect the mutual interest of Members and to do all such other lawful things as are or may be incidental or conducive to the attainment of the above objects or any of them.

**[WWW.MALAYSIAADVERTISERS.COM.MY](http://WWW.MALAYSIAADVERTISERS.COM.MY)**

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