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World Federation of Advertisers
www.wfanet.org



ANNUAL REPORT 2020

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PRESIDENT



**EN. MOHAMED KADRI
MOHAMED TAIB**
Coca-Cola Far East Limited

VICE-PRESIDENT



**MR. CLAUDIAN NAVIN
STANISLAUS**
BABA Products

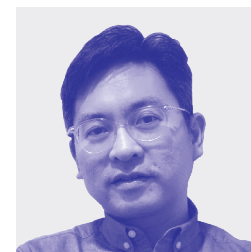
COUNCIL MEMBERS



MR. PABLO CHABOT
Heineken Malaysia



**PN. RAJA ZALINA
RAJA SAFRAN**
Mondelez Malaysia Sales



BERNARD LEE
Digi Telecommunications



EN. KENI KAMALUDIN
CIMB Bank



MR. JAVED JAFRI
Unilever (M) Holdings



DATIN WONG MENG LEE
Nippon Paint (M)



MR. CHOW PHEE CHAT
Nestlé Products



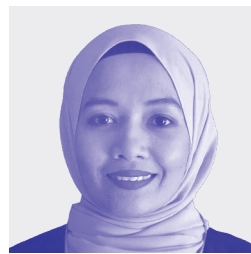
MS. NOELLE WONG
Procter & Gamble (M)

ADVISOR



**MS. MARGARET
AU-YONG**
Tune Group

ALTERNATIVE MEMBERS



**MS. NOR SALWANI
MOHD SAIDI**
BABA Products



**MS. KAIRIN ROMEENA
ABDUL RAUF**
Mondelez Malaysia Sales



MS. CHAN MEY FUNG
Heineken Malaysia



MS SHARON PONG
Nippon Paint (M)



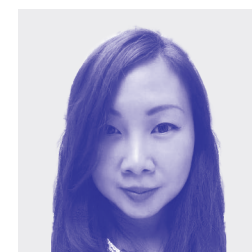
REMUS HOO
Digi Telecommunications



MS. JESSICA LIM
Nestlé Products



MR. JASON WONG
Unilever (M) Holdings



MS. CHAYENNE TAN
CIMB Bank

President’s Report

January 2020 and, two months later, it confirmed our worst fears: Covid-19 was declared a global pandemic.

The impact of the outbreak continued to be felt after the first year and looked destined to deeply affect the country’s industries, some of which were already hit by a sluggish 2019.

The change in government in February presented new challenges for businesses and the MAA Council alike. Both had to battle on two fronts: Establish links with the new government and navigate fresh regulatory changes.

The Council has assisted members, where possible, to manage the crisis. Although a number of our initiatives were postponed or cancelled, we strove to minimise negative impacts.

This Annual Report outlines the Council’s efforts amid the ravages of Covid-19. Subsequent components of the report focus more specifically on individual committee sections.

I wish to thank Council members for their dedication in pursuing issues that MAA championed, selflessly contributing time and effort, sometimes under very trying circumstances.

This report is also a tribute to their invaluable support in extending the Association’s cause.



EN. MOHAMED KADRI
MOHAMED TAIB
Coca-Cola Far East Limited

THE NEW NORMAL

In adopting the adage “Different times call for different measures”, the Council moved its meetings to the online platform of MS Teams. It was a plus point that a majority of the previous Council members was retained for the 2020/22 term, thus ensuring continuity in the pursuit of the Council’s goals.

The implementation of the Covid-19 Movement Control Order posed a major challenge. The Council endeavoured to minimise ensuing disruptions and worked even harder to find closure to pending issues.

At the outset, it was resolved that activities that were planned in lieu of conferences and congress must benefit Members. The Council deliberated upon hosting smaller-sized workshops and scaled down events that facilitated networking and exchange of ideas on addressing challenges together.

However, strict observation of standard operating procedures that came with the MCO and the changing rules to contain Covid-19 made the resolution an execution nightmare.

NEW COUNCIL MEMBER

CIMB Bank Head of Consumer Marketing Encik Keni Kamaludin joined the Council in December, replacing Encik Adam Wee Abdullah, who vacated his post at the bank in November. The Council records its gratitude to Encik Adam for his invaluable contributions.

JOINT-INDUSTRY PETITION TO THE MINISTRY OF FINANCE

The Council was at the forefront of industry's response when it stood by the Association of the Accredited Advertising Agencies (4As) and its initiative of a joint petition to the Ministry of Finance to seek various forms of financial aid and relief for advertising and marketing companies.

Unfortunately, the joint petition, which was also supported by the Media Specialists Association (MSA), Malaysian Newspaper Publishers Association (MNPA), Outdoor Advertisers Association of Malaysia (OOAM) and Commercial Radio Malaysia (CRM), did not find favour with the Ministry.

Discover more

thestar.com.my/business/business-news/temporary-assistance-from-govt

MEMBER RELATIONS

The Council succeeded in retaining the membership of 1,667 entities for 2020 and is indebted to members as well as the Business Network International Sdn Bhd (BNI), Malaysian Gifts and Premium Association (MGPA), Malaysian Retailers Chain Association (MRCA), Branding Association Malaysia (BAM) and BFM Edge Education Sdn Bhd, for their confidence and trust in the Association.

Last year – more than any this millennium – required the Association's stand on common matters and concerns to be strongly articulated and the strong support of this membership allowed the Council to proceed with tenacity.

In alleviating membership fee burden, the Council unanimously decided to reduce the annual fee by 30% for 2021. This applies to existing members (as long as they have settled outstanding fees) as well as new members.

The Council hopes more members will harness this timely fee revision and continue to support the Association and expects to welcome more new members in the coming year.

RECRUITMENT

There was no let-up in identifying and approaching potential members for the Association and the Council accorded special attention to digital agencies and start-ups. Every Council member was asked to recruit at least one new member and widen the Association's membership base.

■ REGULATORY AND GOVERNMENT RELATIONS

NUTRITION PROMOTION TECHNICAL WORKING GROUP

The Ministry of Health has accepted the Singapore model as a gauge in tackling the issue of advertising of foods and drinks with high sugar, salt and fat content to children.

Singapore runs a compulsory nutritional score system in which advertisers state nutritional scores on sweetened beverages and any company in breach of the stipulated score is barred from advertising to the target audience.

The Federation of Malaysian Manufacturers (FMM), which has also been engaged by the Ministry, is monitoring the situation. The FMM also reviewed the Communications and Multimedia Forum of Malaysia (CMCF)'s draft of the Sub-Code on Advertising to Children.

The Council believes that self-regulatory measures that have been adopted by the industry – as exemplified by the Responsible Advertising to Kids Pledge initiative – must be stressed upon the Ministry to demonstrate the industry's commitment towards managing this issue.

ADVERTISING STANDARDS AUTHORITY (ASA)

The ASA's new Chairman Encik Azizul Kallahan made an immediate impact in advancing the body to assume a more authoritative role in shielding consumers from false and misleading advertisements.

A number of proposals to revive ASA were tabled with its constituent members and these were principally geared towards obtaining recognition from the government, which would allow the body to act on rogue advertisers. As an early boost, the Malaysian Communications and Multimedia Commission (MCMC) permitted the body to use its logo in all of ASA's collaterals.



COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)

The CMCF has expressed its intention to revamp the Content Code and Communications and Multimedia Act 1998 (CMA 1998) to keep abreast of the developments in the industry. The appointment of new Chairman Encik Fadhlullah Suhaimi Abdul Malek have raised the prospect that this matter would be concluded in a prompt manner.



■ **INDUSTRY RELATIONS**



MEDIA SPECIALISTS ASSOCIATION (MSA)

The Joint Industry Committee on Television Audience Measurement (JICTAM) achieved much-needed progress when Astro Malaysia Holdings Bhd and Google Malaysia agreed to be part of the Television Audience Measurement (TAM) project.

A request for information (RFI) was issued to a select pool of service providers that could assist the industry to produce a common currency measurement for television audience. The Council has targeted 2022 as the year for the project rollout.



WORLD FEDERATION OF ADVERTISERS (WFA)

Although various signature WFA events were either deferred or annulled, the Council tapped into its association with the global body by encouraging members to make full use of its webinars and other content, which was shared on MAA’s website.

■ **CELEBRATING OUR HEROES**

The Association’s collaboration with industry peers to assist and honour medical frontliners in the battle against Covid-19 yielded an encouraging RM110,000. This sum was collected from advertisers who generously contributed via a campaign that was helmed via outdoor billboards.

The Council extends its appreciation and thanks to various associations, including the 4As, MSA and OAAM, for their relentless efforts. The funds collected were handed over to Mercy Malaysia and Imeret.



Discover more
malaysiaadvertisers.com.my
wfanet.org/knowledge/overview

Member Relations

Improving the **quality** and **knowledge** of Members

Membership and recruitment drive
Led by the President and Ms Margaret Au-Yong

MEMBERSHIP

As of December 2020, the Association had a membership strength of 66 Ordinary Members, 42 Associate Members and 1,663 Affiliate Members from the Business Network International (BNI), Malaysian Gifts and Premium Association (MGPA), Malaysian Retailers Chain Association (MRCA), Branding Association Malaysia and BFM Edge Education Sdn. Bhd.

Associate members

42

Ordinary Members

66

Affiliate Members

1663



NEW MEMBERS

In 2020, five new Members representing businesses ranging from property development to artificial intelligence-driven technology to health products joined the Association. The fresh recruits are:

- UEM Sunrise Sdn. Bhd.
- Antsomi Sdn. Bhd.
- Reckitt Benkiser (Malaysia) Sdn. Bhd.
- INK Marketing Sdn. Bhd.
- Central Sugar Refinery Sdn. Bhd.

RESIGNATION, FOLLOW-UP & REMOVAL

Ten members withdrew from the Association as members. The reasons for their decision varied from closure of operations, restructuring of business and duplication of membership due to Mergers & Acquisitions.

ORDINARY MEMBERS

- MyNews Retail Sdn. Bhd.
- Pos Malaysia Berhad
- Sime Darby Property Berhad
- Kimberly Clark Sdn. Bhd.
- Pensonic Sales and Services Sdn. Bhd.

ASSOCIATE MEMBERS

- Clickacademy Asia Sdn. Bhd.
- Dragon Rouge Singapore Pte Ltd
- Acorn Marketing & Research Consultants (M) Sdn. Bhd.
- Astro Entertainment Sdn. Bhd.
- Havas Media Kuala Lumpur Sdn. Bhd.

2021 MEMBERSHIP SUBSCRIPTION

The Coronavirus pandemic continues to ravage causing severe disruption to industry since early 2020. It's become unavoidable for members to change media plans, to defer and cancel campaigns as they struggle to gain an understanding of the implications.

In order to reduce the burden of members facing the financial effects and business uncertainties during these unprecedented times, the Association decided to implement a 30% reduction for the 2021 membership subscription.

Training, administration & finance

To **guide** and **motivate** Members to be a part of a knowledgeable workforce

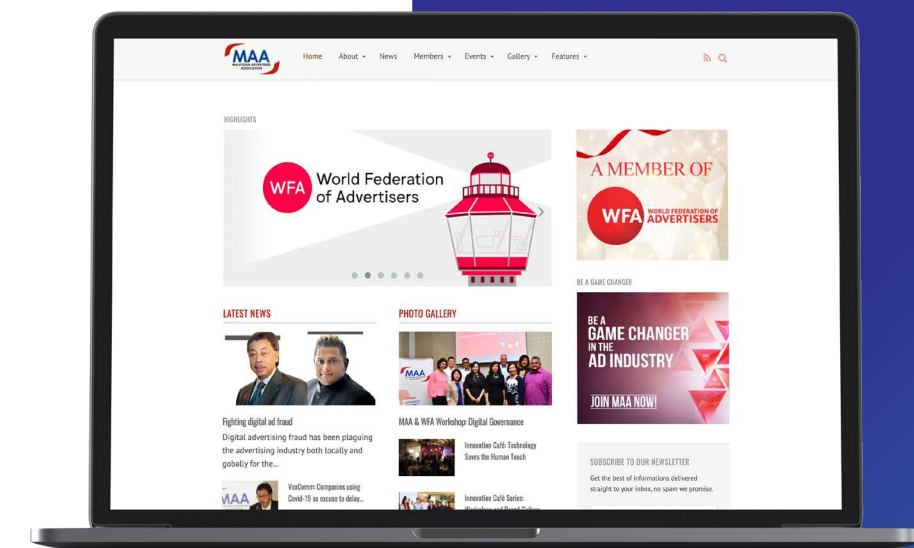
To **develop** an employment development strategy

To create a **diverse environment** that allows Members to meet current and future business challenges



WEBSITE

The website remains another important conduit between the Association and Members as well as the industry. Adex reports and selected content from the World Federation of Advertisers (WFA) are published on the site and the Council continued to share related information for the perusal of Members and the public.



Industry Relations

To maintain **constant engagement** with all the advertising related groups

To **ensure** transparent and fair deliveries

To regularly engage key associations to maintain **close collaboration** on issues of mutual interest

To **enhance** networking and business development

- World Federation of Advertisers (WFA)**
Led by the President and supported by Ms. Margaret Au Yong
- Media Specialists Association of Malaysia (MSA)**
Led by Mr. Javed Jafri & Ms. Margaret Au Yong
- Malaysian Digital Association (MDA)**
Led by Mr. Javed Jafri & Ms. Margaret Au Yong

■ MEDIA SPECIALISTS ASSOCIATION OF MALAYSIA (MSA)

WORKING GROUP FOR SINGLE TELEVISION AUDIENCE MEASUREMENT (STAM)

A positive progress was recorded in the Single Television Audience Measurement (STAM) project when Media Prima Bhd. and Astro Malaysia Holdings Bhd. (Astro) expressed their provisional agreement to a single currency measurement. This breakthrough came after the initiative was spearheaded by the Malaysian Communications and Multimedia Commission (MCMC). The working group comprises of broadcasters, and industry bodies such as the Malaysian Advertisers Association and Media Specialists Association.

The need for a common measurement benchmark was amplified after the analogue switch-over of the free-to-air (FTA) channels to MyTV at the start of the year attracted an increase in viewership.

A request for information (RFI) was drafted and issued in April to Comscore Malaysia Sdn. Bhd., Nielsen Company (Malaysia) Sdn. Bhd., Kantar Malaysia Sdn. Bhd., GfK Retail and Technology Malaysia Sdn. Bhd., Ipsos Sdn. Bhd., RSMB Limited, Mediametrie, Numeris and Broadcasters' Audience Research Board (BARB). Subsequently an RFP was developed and circulated in December 2020. MCMC was currently in the midst of appointing a technical consultant to oversee the pitch process.

JOINT INDUSTRY COMMITTEE FOR DIGITAL OUT OF HOME(D/OOH)

The Association recognizes that D/OOH was an increasingly popular medium for advertiser. However there were many technology providers with various reliable technologies with different measuring currencies with has become a challenge in terms of measurement. Hence the association was agreeable with MSA to form a Joint Industry Committee together with the Outdoor Advertising Association of Malaysia (OAAM) to address the issue.

The formation of the JIC and standardizing of a single currency will be simplify the planning process by introducing a simple measurement that are commonly utilized by media owners. However, as there are various technologies, the Association urges the JIC to look at a single measurement metric that can be offered by various technology providers instead of being monopolised by just a single party. The JIC was working on the framework.

WORLD FEDERATION OF ADVERTISERS (WFA)

WFA GLOBAL MARKETERS WEEK 2020

The Global Marketers Week 2020, which was scheduled between March 30 and April 3, 2020 in Singapore was postponed to April 20 and 22, 2021. S 13 speakers will be featured across the United States, Europe and Asia-Pacific over the 4-day virtual conference.

WFA WEBINARS

While social distancing and home ‘lock-downs’ have put face to face trainings on hold, he WFA continued to host webinars, which provide opportunity to gain insights on relevant and current marketing issues, and made available to its national associations and its members.

Members were encouraged to participate in these webinars – a number of them have been recorded and archived on the WFA’s site – and gain from up-to-date information and expert opinions.

MEDIA CONTRACT GUIDELINE

WFA was in the midst of finalizing the Media Contract Guideline for the Chia Market and had approached the Association to check if Malaysia will be keen to develop the similar guideline. Although multinational brands would have their own standards in place, the Association was of the opinion that developing a general version in collaboration with WFA will benefit the industry and agreed to embark on the initiative.

The objective of the guideline was to facilitate a sustainable marketing investment in order to;

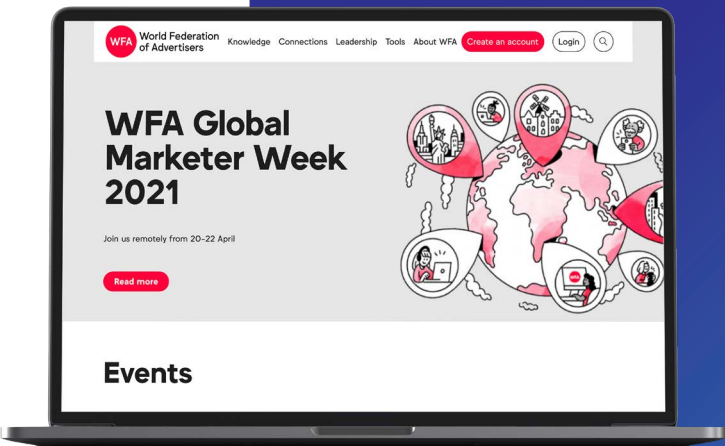
- Ensure full transparency and fair remuneration
- Protect the Advertisers best interest
- Aspire toward best practices.

The Association was currently working with the WFA on the dynamics of the framework which is target to be launched by 2022.



Discover more

[wfanet.org/connections/
events/overview](https://wfanet.org/connections/events/overview)



Regulatory

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

- Ministry of Health**
Led by Puan Raja Zalina Raja Safran and supported by the President
- Advertising Standards Malaysia (ASA)**
Led by the President and supported by the Vice-President
- Communication and Multimedia Forum of Malaysia (CMCF)**
Led by the Vice-President and supported by the President

■ MINISTRY OF HEALTH (MOH)

NUTRITION PROMOTION TECHNICAL WORKING GROUP

The Ministry of Health was issuing a survey by way of seeking members’ feedback and views on nutritional criteria and related issues.

The Ministry is examining developments in Singapore and the content that advertisers are pushing to children and the measured adopted for this purpose. The neighbouring government, for example, has made it mandatory for advertisers to state nutritional scores on sweetened beverages.

Advertisers in Singapore are not allowed to advertise if the score breaches the agreed benchmarks. The Federation of Malaysian Manufacturers (FMM) is also closely monitoring this development.



■ ADVERTISING STANDARDS MALAYSIA (ASA)

ASA reviewed a raft of propositions to rejuvenate the body to channel a more prominent function in protecting consumers from false and misleading advertisements. ASA's mission was to "Protect Consumer Rights".

All five constituent members of the ASA fully subscribed to the efforts of the new which also included changing the body's logo and refreshing the Malaysian Code of Advertising Practice.

ASA too proposed an awareness campaign as well as a series of forums to inform and educate relevant stakeholders such as the federal and state governments, PLUS Expressways Bhd., Malaysian Highway Authority and Malaysian Anti-Corruption Commission (MACC) on rules governing advertising to consumers.

ASA continues to sit on the Advertising Council of the Ministry Domestic Trade and Consumer Affairs. This Council advises the Minister on matters related to advertising. A key initiative by ASA was to obtain the endorsement of the Ministry Domestic Trade and Consumer Affairs to use their logo in all ASA collaterals. A presentation has been made the Ministry officials.

ASA was also invited by the Malaysian Communications and Multimedia Commission (MCMC) to discuss on an approach for their Consumer Forum Malaysia and Communications and Multimedia Content Forum can work together to create awareness on "Protect Consumer Rights". ASA has submitted a working proposal to MCMC for their review.

■ COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)

NEW CHAIRMAN

Dato Khairul Anwar Salleh, the CEO of Media Prima TV, was elected as the new Chairman of CMCF in December 2020 to replace Datuk Ahmad Izham Omar who had departed Primeworks Studios Sdn. Bhd.

NEW EXECUTIVE DIRECTOR

Pn. Mediha Mahmood of AirAsia Digital Sdn. Bhd. was appointed as the successor of En. Mohd Mustaffa Fazil Mohd Abdan following his departure as Executive Director of CMCF in December 2020.

CONTENT CODE

The new Chairman of Malaysian Communications and Multimedia Commission (MCMC), Dr. Fadhlullah Suhaimi Abdul Malek mandated the CMCF to revamp the Content Code to meet with current business and industry developments in terms of content. This revamped code - Content Code 2.0 was expected to be launched in Q4, 2021.



Financial Report

The Income and Expenditure for the year ended 31st December 2020 was RM133, 386 and RM232, 052 respectively which resulted in a Deficit of Income over Expenditure of RM98, 666 for the financial year ended on that date.

The deficit for the financial year ended 31st December 2020 as there was no event held.

As for Expenditure, there was an increase as MAA together with 5 other associations appointed a professional consultancy, White Rook Advisory to prepare a Memorandum to request for tax and non-tax relief from the Ministry of Finance in light of the pandemic. The costs have been shared between 4As, CRM, MAA, MNPA, MSA and OAAM.

The Council has managed the funds of the Association prudently to ensure that the Association remained in a healthy state despite of the lack of dividend income. The bank and fixed deposit balances remained strong as at 31st December 2020 with a total of RM1, 565, 634 (2019: RM1, 648, 499).

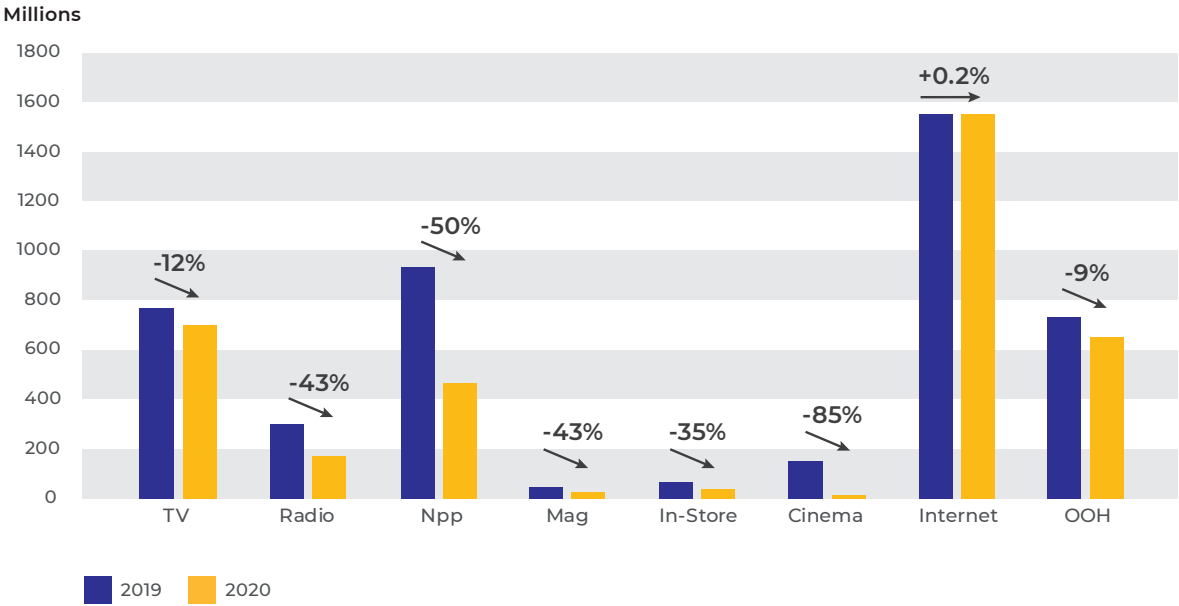
In 2020, the value of investments remained to RM143, 429. Total assets is RM1, 733, 402 whilst liabilities only amounts to RM18, 192.



Mohamed Kadri Mohamed Taib
President

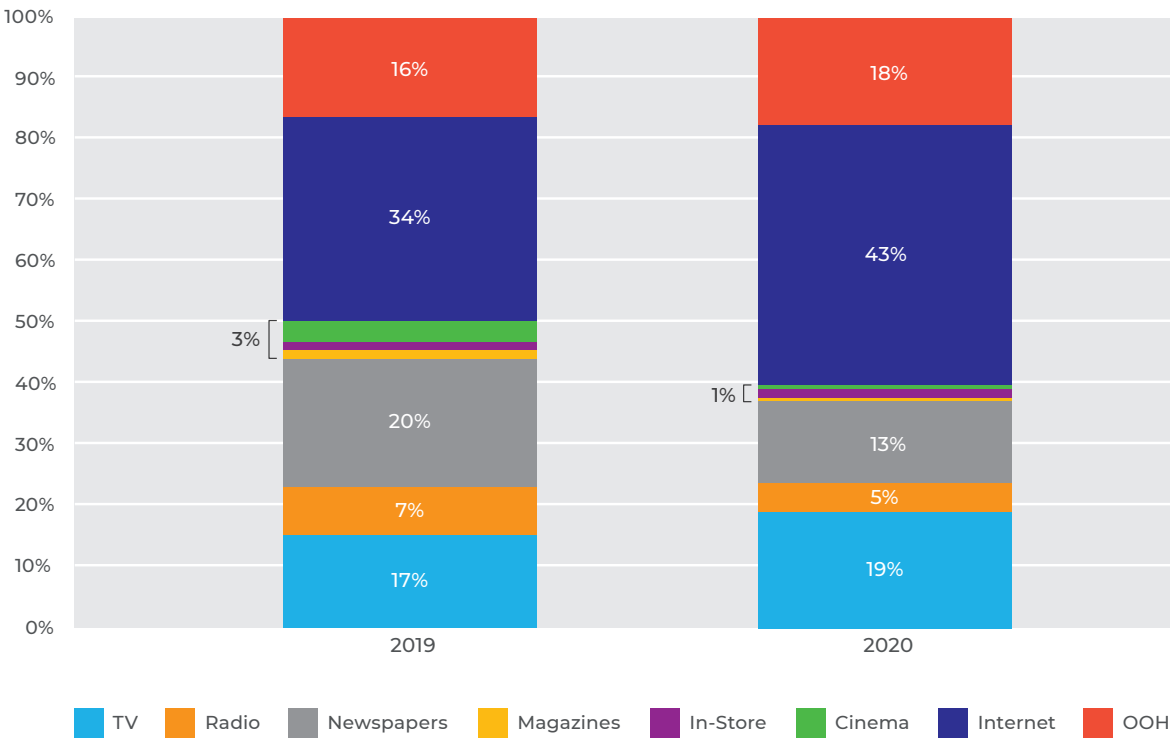
MALAYSIA ADEX: Y2020 VS Y2019 REPORT

Y2020 VS. Y2019 TOTAL ADEX BY MEDIUM

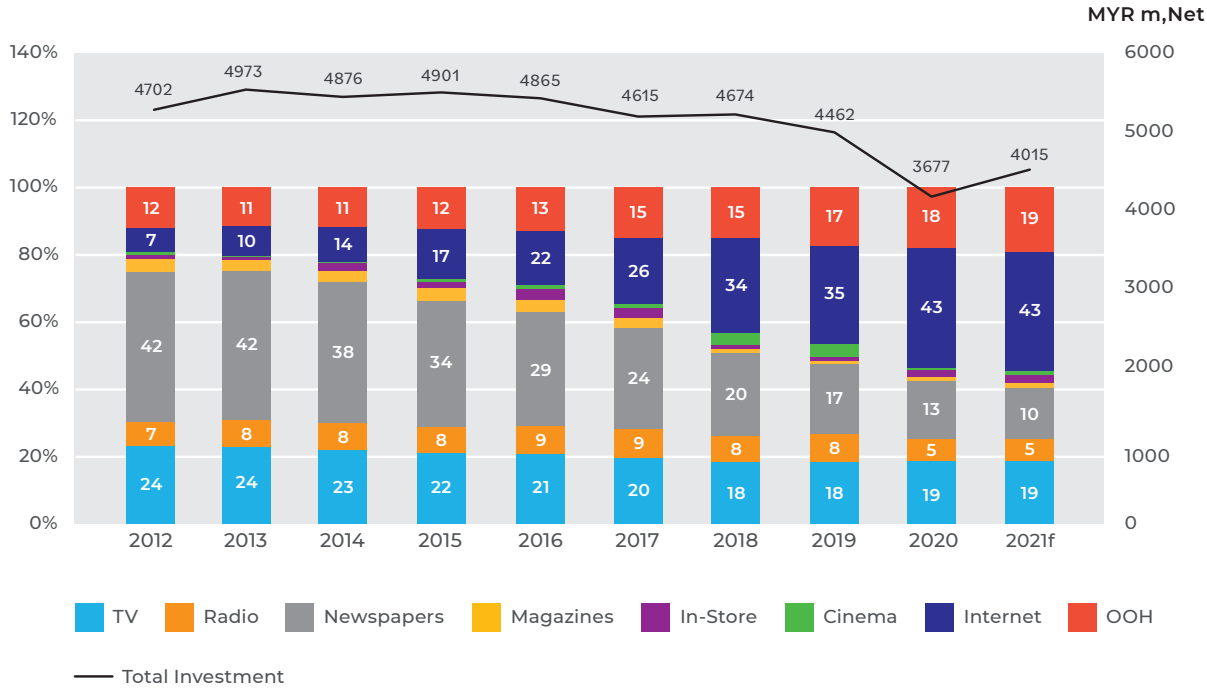


SOURCE: GROUPM Tyny

Y2020 VS. Y2019 ADEX SOS% BY MEDIUM



MULTI YEAR GROWTH & SOS% TREND



■ ORDINARY MEMBERS

1. Alliance Cosmetics Sdn. Bhd.

2. Air Asia Berhad

3. Baba Products (M) Sdn. Bhd.

4. Bata Primavera Sdn. Bhd.

5. Berjaya Sompom Insurance Berhad

6. Boustead Petroleum Marketing Sdn. Bhd.

7. Carlsberg Marketing Sdn. Bhd.

8. Cavemen Global Sdn Bhd

9. Celcom Axiata Berhad

10. Central Sugar Refinery Sdn Bhd

11. CIMB Bank Berhad

12. Coca Cola Far East Ltd

13. Colgate Palmolive Marketing Sdn. Bhd.

14. Cotra Enterprises Sdn. Bhd.

15. Danone Dumex (M) Sdn. Bhd.

16. Digi Telecommunications Sdn. Bhd.

17. Disposable Soft Goods (M) Sdn. Bhd.

18. Dutch Lady Industries Berhad

19. Etika Sdn Bhd (formerly known as Permanis Sandilands Sdn. Bhd)

20. FFM Marketing Sdn. Bhd.

21. Fonterra Brands (M) Sdn. Bhd.

22. Genting Malaysia Bhd.

23. Glaxosmithkline Consumer Healthcare Sdn. Bhd.

24. Gerbang Alaf Restaurants Sdn Bhd (formerly known as Golden Arches Restaurants Sdn. Bhd.)

25. Heineken Malaysia Berhad (formerly known as GAB Sdn Bhd)

26. Hong Yang Hoo Pharma Sdn Bhd

27. HSBC Bank Malaysia Bhd

28. Inti Universal Holdings

29. Johnson & Johnson Sdn. Bhd.

30. Jotun Malaysia Sdn. Bhd.

31. Julie's Promotion Sdn. Bhd.

32. Kilang Makanan Mamee Sdn. Bhd.

33. L'Oreal Malaysia Sdn. Bhd.

34. Maxis Broadband Sdn Bhd

35. Malaysian Airlines System Berhad
36. MEAD Johnson Nutrition (M) Sdn. Bhd.

37. Measat Broadcast System Network Sdn Bhd

38. Milestone Productions Sdn Bhd

39. Mondelez Malaysia Sales Sdn. Bhd.

40. Munchworld Marketing Sdn Bhd

41. Nasim Sdn Bhd

42. Nestle Products Sdn. Bhd.

43. Nippon Paint (M) Sdn Bhd

44. PepsiCo (M) Sdn. Bhd.

45. Perodua Sales Sdn. Bhd.

46. Petronas Dagangan Berhad

47. Projek Lebuhraya UsahasamaBerhad

48. WaterCo (Far East) Sdn Bhd

49. Pizza Hut Restaurants Sdn. Bhd.

50. Pokka Corporation (S) Pte Ltd

51. Procter & Gamble (M) Sdn. Bhd.

52. Proton Holdings Bhd.

53. Prudential Assurance (M) Berhad

54. QSR Stores Sdn Bhd

55. RHB Bank Berhad

56. Reckitt Benkiser (Malaysia) Sdn. Bhd.

57. SC Johnson & Son (M) Sdn. Bhd.

58. Shell Malaysia Trading Sdn. Bhd.

59. SI Portal.com Sdn bhd

60. Telekom Malaysia Bhd

61. Tesco Stores (M) Sdn Bhd

62. TUNE Group Sdn. Bhd.

63. UEM Sunrise Bhd

64. UMW Corporation Sdn Bhd

65. Unilever (M) Holdings Sdn. Bhd.

66. Wipro Unza (M) Sdn. Bhd.

■ ASSOCIATE MEMBERS

1. Antsomi Sdn Bhd

2. Armani Media Sdn Bhd

3. Adrenaline Communications Sdn Bhd

4. Alakad Management Sdn Bhd

5. Anymind Malaysia Sdn Bhd

6. Big Tree Outdoor Sdn. Bhd.

7. CD Advertising Sdn. Bhd.

8. Cense Media Sdn. Bhd.

9. CtrlShift Malaysia Sdn Bhd

10. Dentsu Aegis Network Malaysia Sdn Bhd

11. Double Verify Pte Ltd

12. Entropia (M) Sdn Bhd

13. Expomal International Sdn. Bhd.

14. FCB Sdn Bhd

15. Fox Sports Sdn. Bhd.

16. Google Malaysia Sdn. Bhd.

17. Golden Screen Cinemas Sdn. Bhd.

18. Hi-Q Media (M) Sdn. Bhd.

19. Lion Digital Malaysia Sdn. Bhd.

20. INK Marketing Sdn. Bhd

21. Innity Sdn Bhd

22. Isentia (M) Sdn Bhd
23. IPG Mediabrands Sdn Bhd

24. McCann-Erickson (M) Sdn. Bhd.

25. Moving Walls Sdn Bhd

26. Nielsen Audience Measurement Sdn. Bhd.

27. Ogilvy & Mathar (M) Sdn. Bhd.

28. Perspective Strategies Sdn Bhd

29. Phar Partnerships (Malaysia) Sdn Bhd

30. Pos Ad Sdn. Bhd.

31. PRS Productions Sdn. Bhd.

32. Publicis Communications Malaysia Sdn. Bhd.

33. Rapid Pro Sdn Bhd

34. Redhot Media Sdn. Bhd.

35. Rev Media Equity Holdings Sdn. Bhd.

36. Silver Lining 7 Sdn. Bhd.

37. Sin Chew Media Corporation Bhd.

38. Sistem Televisyen Malaysia Bhd.

39. Star Publications (M) Bhd.

40. The New Straits Times Press (M) Bhd.

41. YTL InfoScreen Sdn Bhd

42. 16Two Communication Labs Sdn Bhd

■ AFFILIATE MEMBERS

1. Malaysia Retail Chain Association (MRCA)

2. Branding Association Malaysia (BAM)

3. Business Network International – Malaysia (BNI)

4. BFM Edge Advancing Malaysia (BFM)

5. Malaysian Gift & Premium Association

■ AIMS & OBJECTIVES

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 circulations figures by proprietors of all printed adverting 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 Circulations 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.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.

13. Being at all times of continual service, and supplying information to members on all matters germane to advertising.
14. Investing the funds for the Association in such manner and in investments of such kind and nature as the Council may think fit.

15. Acting as arbitrator or mediator in settlement of disputes arising out of advertising transactions.

16. 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.

17. 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.

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For further enquiries,
please contact the MAA Secretariat.

**MACOMM MANAGEMENT
SERVICES SDN. BHD.**

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