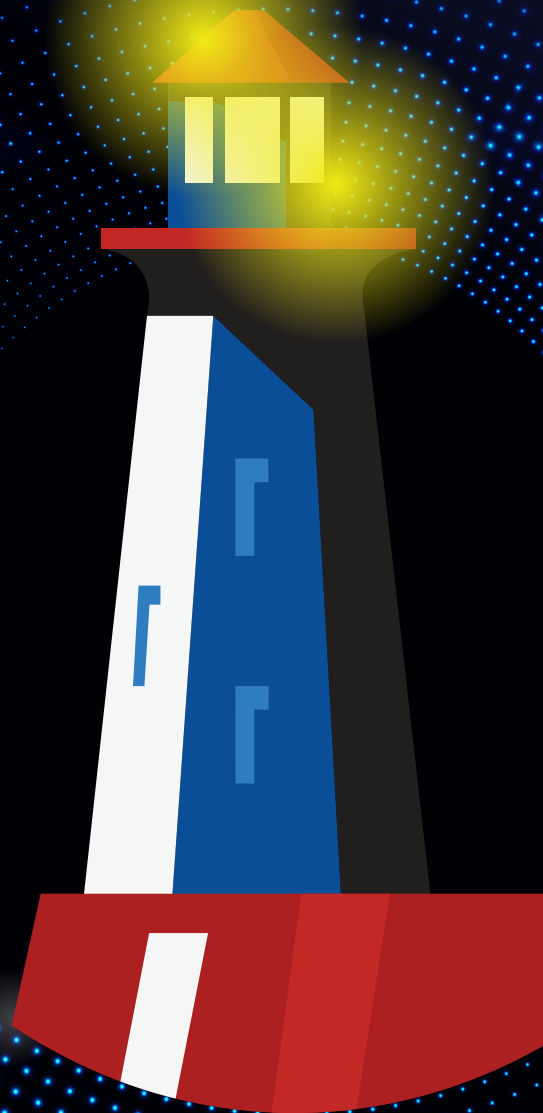




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World Federation of Advertisers
www.wfanet.org



Annual Report

2024

MAA Annual Report 2024

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Members

President



**Mr. Claudian
Navin Stanislaus**
11 TREES KITCHEN SDN BHD

Vice-President



Foong Ai Peng
MAXIS BROADBAND
SDN BHD

Treasurer



Margaret Au Yong
TUNE GROUP SDN BHD

Council Members



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COCA-COLA FAR EAST
LIMITED



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DANONE SPECIALISED NUTRITION
MALAYSIA SDN BHD



Spencer Lee
GENTING MALAYSIA
BERHAD



Hassan Alsagoff
GRABTAXI HOLDINGS
PTE LTD



Willemijn Sneepe
HEINEKEN MALAYSIA
BERHAD

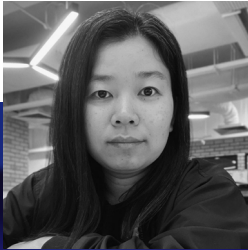


Raef Labaki
NESTLE PRODUCTS
SDN BHD



Amal Khalidi
UNILEVER (M) HOLDINGS
SDN BHD

Alternate Members



Chan Mey Fung
HEINEKEN MALAYSIA
BERHAD



Pamela Chia
GRABTAXI HOLDINGS
PTE LTD



Jessica Lim
NESTLE PRODUCTS
SDN BHD

Service Acknowledgement



Raja Zalina Raja Safran
MONDELEZ MALAYSIA
SALES SDN BHD



En. Mohamed Kadri Mohamed Taib
COCA-COLA FAR EAST LIMITED

President's Report



**Mr. Claudian
Navin Stanislaus**
11 TREES KITCHEN SDN BHD

The Council's objective remains steadfast for 2024/2025: to uphold the interests of its members and fortify the Association to propel industry growth. We face very real challenges, the Advertising Expenditure (Adex) in 2024 projected by many to rise to RM9bil, in reality slumped to RM6.1bil from RM8.3bil the previous year. While consumer spending reported an all-time high last year, it coincided with a year-on-year increase, suggesting the higher spending was likely attributed to higher prices, rather than enhanced purchasing power. Amidst this backdrop, we saw the introduction of significant policy shift and regulatory changes in 2024, not least the licensing of social media platforms and the Online Safety Bill 2024, the fallout of which will only be realised as the year

unfolds. These are among some of the themes that have spearheaded the Council engagement with the various public and private sector stakeholders on throughout the last year.



However, there were more immediate concerns and issues raised by member groups that required the Council's focus, either as intermediary, mediator or support. While all engagements and officially minuted efforts are reported within these pages, some due to the nature of confidentiality, and being primarily advisory may not be reflected.

The five transformational pillars; **Engage, Knowledge, Membership, Communications, Research and Measurement** continue to steer us as overarching objectives and propel us towards sustainable growth and inspiration for our industry; however, being an industry in constant flux and perpetual evolution, the council remains adaptable, prioritising members' more immediate issues above all else.

The MAA endeavours to be the lighthouse through the impending storm, and shall be the harbour of support for all members issues and concerns.

This report highlights the progress achieved by the Council and highlights key initiatives implemented in 2024/25 to further the Association's mission of generating greater benefits for its member groups.

GOVERNMENT AND NATIONAL REGULATORY BODIES

MARKETING OF FOOD AND BEVERAGE TO CHILDREN

The Ministry of Health-Nutrition Division were adopting the Minimum Standards and Guidelines on Actions to Protect Children from the Harmful Impact of Food Marketing that were endorsed by ASEAN Health Ministers in their Myiklan initiative.

Initially in Q4, 2024, the Association together with the FMM and broadcasters managed to achieve a modest breakthrough with MOH on the proposed Myiklan guidelines—focused on TV—were industry-friendly, revising the definition of “children” and removing time-based ad restrictions.

However, in early 2025, the broadcasters and FMM stated that for the Myiklan initiative to be implemented effectively and fairly, it should not be selective towards any particular media platform or business size. Both parties have expressed their willingness to proactively collaborate with the Nutrition Division as part of a multi-stakeholder working committee, which will include relevant ministries involved in this initiative.

Given this feedback from the industry, the next step is for MOH to call for a multi-stakeholder working committee with the relevant ministries and stakeholders to discuss and review the guidelines and timelines for the roll-out of the initiative.

INTERNATIONAL ORGANISATION FOR STANDARDISATION



International
Organization for
Standardization

The International Organization for Standardization (ISO) is considering a proposal from China's Standardization Administration (SAC) to develop a new digital marketing standard. Concerned this could create confusion and undermine existing global frameworks—such as the revised ICC Code and national self-regulatory initiatives—MAA raised the issue with the Ministry of Investment, Trade and Industry (MITI), which acknowledged the concerns and committed to further study, stressing the need to consult all relevant stakeholders before proceeding.

ADVERTISING STANDARDS MALAYSIA (ASA)



MAA, a founding member of the Advertising Standards Alliance (ASA) alongside the 4As Malaysia, was later joined by OAAM, MSA, and MNPA in supporting industry self-regulation. In 2023, OAAM ceased financial contributions due to budget constraints but offered RM400,000 worth of DOOH media for ASA campaigns, while the remaining members covered its funding share.

That same year, MNPA withdrew, citing reduced relevance amid the shift to digital news, and in early 2025, MSA also exited after assessing limited sectoral impact. ASA is now sustained solely by MAA and the 4As. In February 2024, ASA proposed three funding options to the Ministry of Domestic Trade, including co-funding, absorption into the Ministry, or full empowerment with a grant—none of which were adopted. Moving forward, ASA will invite industry associations to join as non-voting Observers, with the aim of encouraging future full membership.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)



The Marketing and Advertising of Intoxicating Liquor Guidelines – a framework that was initiated by the CMCF to monitor the advertising of intoxicating liquor within Malaysia's digital marketing landscape – was completed and the guidelines were officially launched on October 30, 2024. MAA was part of the working group tasked to develop this guideline.

On 15 April 2025, the Communications and Multimedia Content Forum of Malaysia (CMCF) released its Guidelines for Reporting and Sharing Suicide-Related Content, developed with input from mental health experts, media professionals, civil society, and policymakers. Aiming to balance ethical reporting with mental health protection, the guidelines address influencer conduct, coverage of celebrity suicides and self-harm, social media use, and portrayals in films and dramas. MAA participated as part of the working group that developed the guidelines.

The Ministry of Home Affairs and Lembaga Penapisan Filem (LPF) held a briefing with the Outdoor Advertising Association of Malaysia, with CMCF also in attendance. LPF announced that effective 1 January 2026, all moving films or advertisements intended for public display on digital out-of-home (DOOH) platforms must obtain LPF approval under Perakuan A, except for content used personally, streamed via cloud platforms (e.g., internet or intranet), public service announcements (PSAs), and static visuals.

MALAYSIA COMPETITION COMMISSION (MYCC)



MYCC, in collaboration with Roland Berger, is conducting a market review of Malaysia's digital economy ecosystem under the Competition Act 2010, running from July 2024 to December 2025. The study aims to develop a competition regulatory framework and focuses on mobile operating and payment systems, e-commerce marketplaces, online advertising services, online travel agencies (OTAs), and data privacy and protection across all areas. Roland Berger invited MAA to participate in the focus group discussion on online advertising services.

MONOTYPE INC

Monotype.

MAA was alerted by regional counterparts about outreach efforts claiming retroactive font licensing fees on behalf of Monotype. Amid rising online scams, MAA took precautionary measures and contacted Monotype Inc. directly. CEO Ninan Chacko confirmed that their legal team has contacted certain brands regarding potential unlicensed use of Monotype's or its partners' intellectual property. Monotype advised that any brand approached should request an official authorization letter from the assigned sales representative, issued by Monotype Limited, UK, through their company secretary, to verify the claim's legitimacy.

INSTITUTES OF HIGHER LEARNING (IHL)

The Association had welcomed Sunway University as its fourth IHL member into the fold since the inclusion of institutes of higher learning (IHL) as Members.

EVENTS

MAA TRAILBLAZERS

The inaugural MAA TRAILBLAZERS offers a refreshing break from the usual conferences, talks, and awards by providing a high-energy, casual, and fun marketing competition where teams of three face unique challenges that test their creativity, strategy, and teamwork. Teams will earn points, time bonuses, and advantages while also encountering surprise obstacles that push their adaptability. Five teams will have the chance to secure a top Chief Marketing Officer mentor through a wildcard draw after completing a task. At its core, MAA TRAILBLAZERS is an immersive "learning ad-venture" that brings the industry together in a less formal, action-packed environment to explore marketing in real-time. The first 50 teams will also be provided with a car and driver to support their journey, making this event an unforgettable and enjoyable experience for all involved.



ENGAGE

Committee Report

OBJECTIVE

To lead and advocate positive change for a more advertising-friendly business landscape.

GOVERNMENT AND NATIONAL REGULATORY BODIES:

MINISTRY OF HEALTH (MOH)

The Minimum Standards and Guidelines on "Actions to Protect Children from the Harmful Impact of Food Marketing" has been released by the World Health Organization (WHO) through the ASEAN Secretariat. The guidelines were presented to all ASEAN countries' Health ministries on March 18, 2024.



KEMENTERIAN KESIHATAN MALAYSIA



In essence, the above "Minimum Standards and Guidelines" involve:

1. Defining "Marketing to Children" as all marketing materials that children are exposed to, including advertising, promotions, direct marketing, product placements, branding, and sponsorships.
2. Agreeing on WHO's definition of children as individuals aged 18 years and below.
3. Establishing a food classification system for food and beverages containing high fat, salt, and sugar (HFSS) using a set of Nutrient Profile systems.



In Malaysia, the Ministry of Health is targeting implementing the Mylklan Logo to categorize marketing of food deemed to be "unhealth in line with the WHO's recommendation. The roll out of this initiative is to be in Q2, 2025. The MAA and FMM together with broadcasters, have had a dialogue with MOH in October 2024. The outcome of the dialogue were;

1. Proposed Adjustments to Age Definition

MOH expressed its willingness to consider changing the age definition of children from 18 years to 14 years, provided the industry submits the necessary justification and supporting data.

2. Time Belt Removal and Focus on Children's

Programming MOH agreed to the industry's proposal to remove time-belt restrictions and instead focus regulatory measures on children's programming.

In early 2025, both the broadcasters and FMM stated that for the Myiklan initiative to be implemented effectively and fairly, it should not be selective towards any particular media platform or business size. Both parties have expressed their willingness to proactively collaborate with the Nutrition Division as part of a multi-stakeholder working committee, which will include relevant ministries involved in this initiative.

This committee will focus on developing a methodology that applies across all media platforms and is implemented uniformly for all brands, rather than relying on a voluntary approach, which may disadvantage those who choose to comply.

Both parties have also submitted their feedback directly to MOH to formally convey their positions on this matter. MAA remains committed and ready to assist in any capacity within this working committee as the goal is to ensure that this initiative not only functions effectively but, more importantly, is fair and practical for all parties involved.

MOH is arranging for the multi-stakeholder working committee meeting kick-off.

MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI)



INTERNATIONAL ORGANISATION FOR STANDARDISATION

The World Federation of Advertisers (WFA) has informed MAA that the International Organization for Standardization (ISO) is currently considering a proposal from the Standardization Administration of China (SAC) to develop a new standard for digital marketing.

In response, MAA reached out to the Ministry of Investment, Trade and Industry (MITI) to express concerns that the introduction of a new international standard could create confusion and potentially undermine existing global advertising frameworks. There are already well-established guidelines in place—most notably the revised ICC Code—alongside various national self regulatory codes and industry-led initiatives that effectively uphold responsible digital advertising practices. Given the potential implications of the proposed ISO standard, MAA sought MITI’s perspective on the government’s position, especially as this matter falls under the jurisdiction of the Standards Division.

MITI acknowledged MAA’s concerns and confirmed that they would study the issue further. They also emphasized the importance of taking into account the views of all relevant stakeholders before making any decisions or taking further action.

ADVERTISING STANDARD MALAYSIA (ASA)



MAA is a founding member of the Advertising Standards Alliance (ASA), alongside the 4As Malaysia. Over the years, additional associations such as the Outdoor Advertising Association of Malaysia (OAAM), Media Specialists Association (MSA) and the Malaysian Newspaper Publishers Association (MNPA) joined as constituent members. Collectively, these associations have jointly funded the ASA to support its role in upholding self-regulation within the advertising industry.

However, in 2023, OAAM officially notified ASA of their inability to continue contributing financially due to budget constraints. In lieu of funding, OAAM committed to providing Digital Out-of-Home (DOOH) media assets valued at RM400,000 for ASA's awareness campaigns, to be utilised through to the end of 2025. The remaining constituent members agreed to cover OAAM's portion of the funding equally.

Subsequently, in 2023, MNPA chose to withdraw from the alliance, citing that ASA's relevance to newspapers had diminished due to the shift to digital news consumption, coupled with declining advertising revenues. This left ASA supported by the 4As, MAA, and MSA.

As of early 2025, MSA has also decided to withdraw from the alliance, stating that following their comprehensive assessment of industry dynamics, they do not foresee a significant impact on the media, communications, and marketing sector that would justify their continued participation. This leaves ASA to be sustained solely by its founding members: the 4As and MAA to continue fulfilling its mission of promoting responsible advertising practices and industry self-regulation,

ASA had submitted proposals to the Ministry of Domestic Trade on how they can assist ASA to continue its role in protecting consumer rights. ASA submitted 3 options, as follows, in February 2024:

1. The ministry will provide an annual co-funding of RM250,000
2. Absorb ASA's role in the Ministry and set up a commission
3. The ministry empowers ASA as a proactive body with a full annual grant (similar to the Communications and Multimedia Content Forum)

The Ministry has reviewed the proposals but is not able to support any of the above proposals. Moving forward, ASA is taking steps to invite potential associations with members involved in advertising and marketing to join as Observers. These Observers will be welcome to attend ASA meetings and contribute their perspectives. However, they will not hold voting rights nor be counted toward quorum. We hope that, over time, they will see the value in ASA's mission and choose to upgrade to full constituent membership.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)



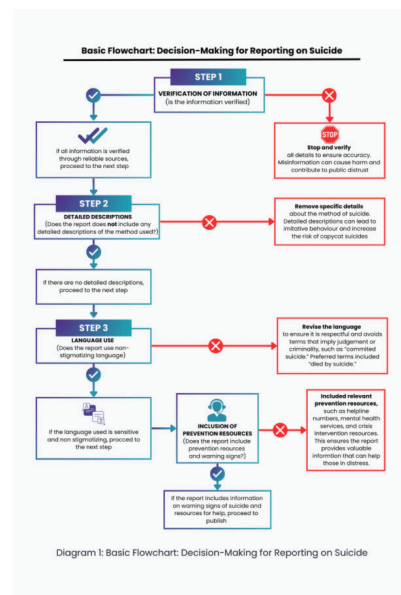
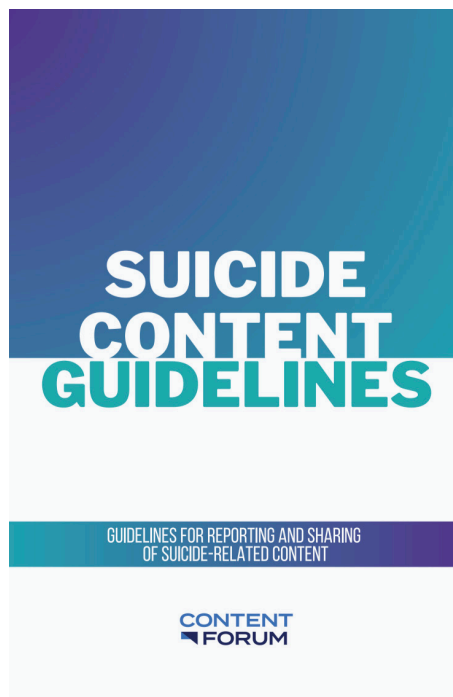
MARKETING & ADVERTISING OF INTOXICATING LIQUOR GUIDELINES

The Working Group's final review of the Marketing and Advertising of Intoxicating Liquor Guidelines – a framework that was initiated by the CMCF to monitor the advertising of intoxicating liquor within Malaysia's digital marketing landscape – was completed and the guidelines were officially launched on October 30, 2024. MAA was part of the working group tasked to develop this guideline.

GUIDELINES FOR REPORTING AND SHARING SUICIDE-RELATED CONTENT

The Communications and Multimedia Content Forum of Malaysia (CMCF) has released its Guidelines for Reporting and Sharing Suicide-Related Content on 15 April 2025.

The guidelines, developed with input from mental health experts, media professionals, civil society, and policymakers, aim to balance ethical reporting with mental health protection. Key focus areas include influencer conduct, reporting on celebrity suicides and self-harm, social media use, and portrayals in films and dramas. MAA was part of the working group tasked to develop this guideline.



FILM CENSORSHIP BOARD **(LEMBAGA PENAPIS FILEM)**



LEMBAGA PENAPIS FILEM

The Ministry of Home Affairs and Lembaga Penapisan Filem (lpf) had a briefing session with the Outdoor Advertising Association of Malaysia. The CMCF was also invited to the meeting.

LPF has announced that, effective 1st January 2026, all forms of moving films or advertisements intended for public screening on digital out-of-home (dooh) platforms must obtain LPF approval under Perakuan A before being displayed, except the following:

- A) Content for personal use
- B) Content streamed on cloud-based platforms, such as the internet or intranet
- C) Public service announcements (PSA)
- D) Static visuals

MALAYSIA COMPETITION COMMISSION (MYCC)



MYCC has embarked on a market review of the digital economy ecosystem under the Competition Act 2010, which started in July 2024 and is expected to be completed by December 2025. Roland Berger is collaborating with Malaysia Competition Commission (MYCC) to develop a competition regulatory framework for Malaysia's digital economy. The study focuses on the following scopes:

1. Mobile Operating and Payment Systems;
2. E-Commerce (Marketplace);
3. Online Advertising Services;
4. Online Travel Agencies (OTAs); and
5. Data Privacy and Protection (Discussed in all scopes).

Roland Berger invited MAA to participate in the online Advertising services focus group discussion.

MONOTYPE INC**Monotype.**

MAA was alerted by regional counterparts about outreach efforts being made on behalf of Monotype, seeking retroactive licensing fees for the use of fonts.

In light of the increasing prevalence of online scams and the susceptibility of businesses to such tactics, MAA remains vigilant in identifying suspicious activity to help safeguard its members against potential bad actors.

As a precautionary step, MAA reached out directly to Monotype Inc., headquartered in the United States. In response, Mr. Ninan Chacko, CEO of Monotype Imaging Inc., confirmed that their legal team has indeed contacted certain brands in the region regarding the potential unlicensed use of Monotype's intellectual property and/or that of its partners in their digital assets.

Monotype has advised that any brand approached should request an official authorization letter from the assigned sales representative to verify the legitimacy of the claim. This letter will be issued by Monotype Limited, UK, through their company secretary.

GLOBAL BODIES

WORLD FEDERATION OF ADVERTISERS (WFA)

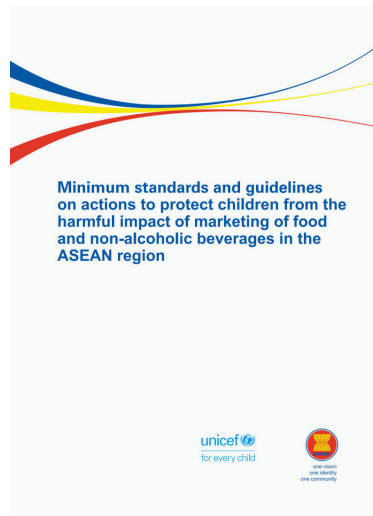


MARKETING TO CHILDREN

The World Federation of Advertisers (WFA) informed MAA that several global markets are currently revising their guidelines on marketing to children and requested updates on any related developments within the ASEAN region.

The WFA expressed surprise at the Ministry of Health's (MOH) supportive stance toward the industry and showed interest in learning from MAA about how the Myiklan initiative has been managed in Malaysia. However, MAA has chosen to withhold any insights or learnings until the ongoing issues surrounding the Myiklan initiative are resolved.

REGIONAL BODIES



In light of the dynamic shifts within the industry and the evolving structure of territorial management among multinational members—many of whom are now overseeing vertical brand portfolios across multiple markets—the MAA recognizes the growing need for coordinated regional efforts.

To that end, the Marketing to Children initiative is being positioned not merely as a standalone engagement, but as a strategic starting point for broader collaboration across the region. By initiating dialogue and alignment at the brand association level, the MAA aims to address cross-border concerns more effectively, particularly as regulatory and reputational issues—such as those related to marketing practices—tend to escalate quickly and resonate throughout the region.

This proactive approach allows the MAA and its members to stay ahead of emerging challenges, foster consistency in advocacy, and build stronger, unified positions on key industry matters that impact markets beyond national boundaries.

KNOWLEDGE

Committee Report

OBJECTIVE

To provide thought leadership and actionable learning platforms to build industry knowledge and hone skills of existing and future industry talent.

EVENTS

MAA TRAILBLAZERS

The inaugural MAA TRAILBLAZERS—a bold, high-energy competition designed to challenge and celebrate the very best in Malaysia’s advertising and marketing industry is set to be held on 23 May 2025. It is an ad-venture like no other, where passion meets performance and creativity is put to the test in real time.

MAA TRAILBLAZERS brings together teams of three, comprised of agency professionals, brand marketers, media strategists, and creatives—for an immersive experience that pushes boundaries and ignites innovation. Throughout the event, teams will take on uniquely crafted challenges, each designed to simulate real-world marketing scenarios.



From rapid-fire pitch battles and brand-building puzzles to on-the-spot creative briefs and data-driven strategy games, every task will demand sharp thinking, strong collaboration, and next-level marketing chops.

This competition is just about speed and smarts—it is also full of unexpected twists. Teams will need to navigate surprise obstacles, time penalties, and strategic choices that could either make or break their journey to the top. Throughout the event, they will earn points, time bonuses, and competitive advantages, all leading to a showdown where only the most adaptable, innovative, and cohesive teams will rise to the top.

Adding to the excitement, five teams will win the chance to be mentored by top Chief Marketing Officers through a wildcard draw—an invaluable opportunity to gain insights and advice from the very best in the business. These mentorships will be awarded after completing a designated challenge, injecting another layer of strategy and motivation into the competition.

To help bring the action to life, the first 50 registered teams will be provided with a car and driver, turning the event into a full-on marketing road rally, complete with movement, momentum, and discovery.

This logistical support ensures teams can focus on their ideas and execution—while navigating from one challenge site to another with ease.

At its core, MAA TRAILBLAZERS is a vibrant celebration of the industry's spirit—fast-paced, creative, unpredictable, and full of camaraderie. It's where learning meets adventure, where competitors become collaborators, and where ideas take centre stage. Whether you're in it to win, to learn, or to connect with like-minded trailblazers, this is the event that will leave a lasting mark.

INSTITUTE OF HIGHER LEARNING

Sunway University is the fourth institution of higher learning (IHL) to join MAA, strengthening the collaboration between academia and industry. This partnership ensures that students are well-equipped for the workforce by bridging any gaps in knowledge or experience. Other IHLs that have already joined as members include Taylor's University, IACT, and HELP University in the launch of the IHL category in 2023.



TAYLOR'S UNIVERSITY – DAY IN THE LIFE

Taylor's University is exploring a new collaborative initiative with the Malaysian Advertisers Association (MAA) titled "Day in the Life." This industry immersion programme is designed to offer students the opportunity to shadow professionals across various roles within the advertising and marketing ecosystem. Through this initiative, students will gain first-hand exposure to real-world career pathways, while participating organisations will have the chance to engage with potential internship candidates.

The initiative also aims to address a growing concern within the academic community—that many communications students are increasingly drawn to the appeal of becoming influencers, often overlooking the breadth of professional opportunities available within the industry.

Currently in the early planning stages, the framework for "Day in the Life" is under development, with a targeted launch date set for August 2025.

COMMUNICATIONS

Committee Report

OBJECTIVE

To communicate the Association's objectives to members, industry and public via all communication touch points

The association continues to gain PR traction on all its initiatives and statements in elevating the industry.

22 MARCH 2025

MARKETING

Trailblazers: The Ad-venture Challenge by the Malaysian Advertisers Association



BREAKING NEWS, MARKETING
POSTED ON MARCH 22, 2025 BY NATHALIE TAY
SUBSCRIBE TO OUR TELEGRAM CHANNEL FOR THE LATEST UPDATES IN THE MARKETING AND ADVERTISING SCENE

Trailblazers: The Ad-venture Challenge by the Malaysian Advertisers Association



The Malaysian Advertisers Association (MAA) is set to ignite the marketing world with the launch of Trailblazers: The Ad-venture Challenge – an exciting, fast-paced marketing competition that promises to test real-world marketing skills in a fun and experiential manner.

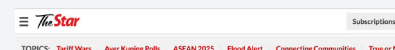
Trailblazers is not your typical marketing challenge!

In this thrilling competition, teams of three will face off across a series of unique challenges, that serve as marketing reminders and lessons built into a reality-tv experience. These tasks will put their creativity, persuasion, market insights, strategic thinking, and collaboration

28 OCT 2024

THE STAR

Budget boost for ad players



Budget boost for ad players

By DALJIT DHESI

ADVERTISING & MEDIA
Monday, 28 Oct 2024



Malaysian Advertisers Association (MAA) president Claudian Nordin Stanislaus

Unfortunately, SMEs often face an onslaught of 'experts' where most of whom lack real expertise and experience to provide effective marketing strategies that deliver measurable results.

"As a result, a significant portion of this allocation may likely be squandered on ineffective strategies. And that's the sad fact we can look forward to, if there is no oversight of its utilisation.

"However, Budget 2025's focus on artificial intelligence offers a unique chance to develop technologies that resonate with our distinct cultural nuances here in the Asean region, something existing solutions overlook or discount, but are critical for us in this region.

"This would be a key area of innovation, leveraging our strengths as a culturally rich and diverse society, to build tools that are more aligned to our needs in this region," Claudian said.

He said the budget's real focus should have been on nurturing and building competitive brands that aren't just geared to survive, but meant to thrive locally, regionally and perhaps even globally.

"Instead of directing investment solely into digital advertising, the focus should have been on giving SMEs' access to qualified strategies and credible services to truly grow their brands.

Simply handing them a wad of cash, only to have it swept up by some opportunist 'expert' around the corner, does little to foster real, sustainable growth," Claudian added.

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TAGS / KEYWORDS:
Advertising, Johnny Mun, SMEs, Minimum Wage


The Star Subscriptions

Improved advertising measurement imminent

By DALJIT DHESI

ADVERTISING & MEDIA

Monday, 16 Sep 2024



Maresh: A single measurement currency can also facilitate better collaboration between media owners and advertisers.

PETALING JAYA: The new technology-driven measurement system, which is at the proof of concept (PoC) stage and expected to be fully rolled out by next year, promises significant potential advancements in the measurement of out-of-home (OOH) and digital out-of-home (DOOH) advertising.

It would be initially launched in the Klang Valley due to the current demand for such a measurement system for OOH and DOOH advertising before going nationwide by 2025.

Currently, there is no single measurement system or currency for outdoor advertising. A single measurement currency means that the data used to gauge ad performance and audience engagement is consistent across various media types, reducing potential biases and discrepancies.

16 SEP 2024
THE STAR
Improved advertising measurement imminent

www.marketingweekender.com.my popculture

MARKETING WEEKENDER

ISSUE #413 AUGUST 2024



"It's a calling."

Claudian Navin Stanislaus
President, Malaysian Advertisers Association

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ISSUE 413 AUGUST 2024 | WEEKENDER
COVER STORY



Man of all seasons keeps answering the call for excellence.

We speak to Claudian Navin Stanislaus on what keeps him inspired to raise the bar for industry.

BY THE HAMMER

Whenever one talks to Navin about the industry, he lights up with childlike curiosity and contagious positivity.
The second-term President of the Malaysian Advertisers

The Star Subscriptions

Claudian Navin re-elected as MAA president

ADVERTISING & MEDIA

Monday, 13 May 2024



Malaysian Advertisers Association (MAA) president Claudian Navin Stanislaus

13 MAY 2024
THE STAR
Claudian Navin re-elected as MAA president

13 AUG 2024
MARKETING WEEKENDER

13 AUG 2024

MARKETING WEEKENDER



8
ISSUE413 AUGUST 2024 | WEEKENDER
COVER STORY

Marketing to Zoomers, by Zoomers.

True to form, the challenge was how the students would create campaigns for their own Gen Zs, giving them a chance to shine by applying classroom knowledge in real-world brand scenarios.

Navin shares, "To know that the future of our industry showed more than hints of promise was undoubtedly comforting. Admittedly, I quietly cringed at the realisation that as a parent of kids of these times,

I'm culpable in the curation of a generational fetish for 'blind boxes' (reflected in quite a few of the executions)."

Challenged with real world scenarios provided by the participating brands, one team explored how to stir excitement among their peers for drinking coffee, another reinvented the cool factor of a classic fragrance brand with a campaign that seemed ready to go live immediately.

Two projects peaked Navin's interest for their choice of focus



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ISSUE413 AUGUST 2024 | WEEKENDER
COVER STORY



Navin cautions, "If the Content Code was seen as important when it was first introduced in 2004, it is ever more critical today. As digital content exponentially increases and children gain earlier access to devices, it's ever more crucial that the content landscape remains safe, ethical and accountable."

Regulatory bodies such as the Content Forum of Malaysia (CMCF), the Advertising Standards Advisory of Malaysia

(ASA) and Lembaga Penapisan Filem (LPF) are pivotal in ensuring content remains ethical, legitimate, and lawful.

However, these entities must continuously evolve with the rapid transformations in the content, digital and broadcast ecosystems. If they fail to adapt, they risk becoming outdated, out of place, or possibly even oppressive.

"Historically, blanket censorship or draconian measures of prohibition have had

11
ISSUE413 AUGUST 2024 | WEEKENDER
COVER STORY



failed outcomes, even adverse effects. Today, it would be like locking the doors and windows of a house with no walls!"

Navin's right.

What's deemed offensive today might also become tomorrow's norm.

"Kamala is Brat" is a recent example for the US Presidential elections.

Self regulation empowers the community to build their own walls. While regulators strive to protect without restricting the liberties of the public; content creators, both professional and amateur, must embrace higher ethical standards too.

They must also be wary of exploiting the liberties afforded by self regulation, as the fallout might lead to severe repercussions, and potentially more rigid or oppressive circumstances.

Policing without the police

Turning a blind eye or deaf ear serves no one. It's as good as being complicit. The public has to play its role in maintaining ethical content standards.

Promoting good content practices, actively and visibly rejecting what's inappropriate.

Regular fact-checking, reporting of offensive content, and educating ourselves about

RESEARCH & MEASUREMENT

Committee Report

OBJECTIVE

To achieve transparent media measurement.

SINGLE VIDEO AUDIENCE MEASUREMENT (SVAM)

The STAM initiative was designed to introduce a standardized methodology for measuring television audiences in Malaysia, aiming to replace the current dual-currency system with a unified standard. This shift is intended to foster more effective collaboration between broadcasters and media agencies, ultimately enabling brands to make better-informed media investment decisions.

**CONTENT
FORUM**



However, in April 2024, the Malaysian Communications and Multimedia Commission (MCMC), which had been leading the effort, unexpectedly informed stakeholders within the STAM working committee that it would be reassessing the feasibility of the initiative. As a result, the MCMC cancelled the tender process, despite nearly five years of discussions.

In September, the Media Specialists Association (MSA) and the A met with the MCMC to discuss the cancelled tender. The MCMC cited budget constraints as the primary reason for the cancellation. Nevertheless, it expressed commitment to support the initiative by providing seed funding and allowing the industry to define the measurement methodology.

To manage the funding, the MCMC proposed two possible models:

- a) Establishing a Joint Industry Committee (JIC) comprising relevant industry stakeholders
- b) Placing the initiative under the Communications and Multimedia Content Forum (CMCF), given that "broadcast" falls within its domain The MCMC committed to funding the initiative for three years, after which a self-funding model would be adopted. Both the MSA and the Association

agreed to place the initiative under the CMCF for funding purposes. However, the CMCF will not oversee the implementation; a designated committee will be formed to manage operations independently.

Since the CMCF's current mandate only covers online content regulation, the MCMC began consultations to determine whether the CMCF's remit could be expanded to include audience measurement. As the MCMC has direct financial access to the CMCF, placing the JIC under it was seen as a practical solution for channeling funds.

It was also acknowledged that several CMCF members were part of the JIC. All parties agreed that the placement of the JIC under the CMCF would be strictly administrative, with the JIC maintaining full control over its operations. The CMCF has since begun reviewing its constitution and consulting legal advisors to provide the MCMC with further guidance.

NATIONWIDE SURVEY PROPOSAL (TV AND RADIO)

The Malaysian Communications and Multimedia Commission (MCMC) invited the MAA, along with other industry stakeholders, to a briefing on a forthcoming study focused on television and radio consumption trends in Malaysia. This study is intended to inform future policy considerations and regulatory strategies in the evolving media landscape. During the session, the MAA took the opportunity to voice its concerns regarding two key aspects of the study—the profile of the participants being selected and the methodology being applied. The Association highlighted that both elements are fundamental to the credibility and relevance of the study's findings. As such, it strongly advocated for greater industry involvement in shaping these aspects of the research process.

The MAA stressed that, in order to ensure transparency and trust in the outcomes, the design and execution of the study must be collaborative. This would not only ensure that the data collected is robust and representative of actual market sentiment, but also guard against the risk of skewed findings that could misinform decision-makers.

Given the potential for the study's results to influence strategic frameworks such as SVAM , it is critical that the findings are grounded in real-world market dynamics. Any misalignment at this stage could have downstream implications on media planning, industry standards, and policy recommendations, potentially impacting the effectiveness and credibility of future initiatives.

In light of this, the MAA has called for a more inclusive and consultative approach moving forward, ensuring that all relevant voices within the media and marketing ecosystem are meaningfully represented.

SINGLE OUT OF HOME AUDIENCE MEASUREMENT



Since 2023, OAAM has taken the lead in spearheading an initiative driven by industry concerns about potential biases arising from media buyers providing audience measurements for their own benefit.

In Q3 2024, OAAM, in collaboration with its Denmark-based technology partner AllUnite, conducted a briefing session for the industry to introduce a new out-of-home (OOH) audience measurement initiative in Malaysia.

AllUnite, which works with leading OOH media owners, agencies, retailers, and industry experts to develop a global audience measurement standard, presented the technical details of the system. The approach incorporates telecommunications data to enhance measurement accuracy and reliability.

While the framework appears promising, the Proof of Concept (POC) is critical to validate the system's effectiveness before the industry can endorse a full rollout. The POC results are expected to be released in 2025.

Financial

Highlights 2024

For the financial year ended 31st December 2024, the total income was RM113,757, while total expenditure amounted to RM209,645, resulting in a deficit of RM95,808.

Interest income from fixed deposits reduced compared to the previous year, from RM35,634 in 2023 to RM30,627 in 2024, due to the low interest rate. As at year-end, total assets stood at RM1,466,029, with liabilities amounting to only RM109,375. In the second half of 2024, all FDS have been transferred to RHB Bank based on better promotional rates extended to MAA.

On the expenditure side, there was a reduction in expenditure of RM12,989 in 2024 compared to the previous year.



CLAUDIAN NAVIN STANISLAUS
PRESIDENT



MARGARET AU YONG
TREASURER

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For further enquiries,
please contact the MAA Secretariat:

**MACOMM MANAGEMENT
SERVICES SDN BHD**

Level 7, Unit 023, 129 Offices
Block J, Jaya One
72A, Jalan Profesor Diraja Ungku Aziz
Petaling Jaya, Selangor, Malaysia 46200
TEL 603 7613 1510 **FAX** 603 7613 1511
EMAIL maa@macomm.com.my

malaysiaadvertisers.com.my