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RESEARCH &
MEASUREMENT

MEMBERSHIP

COMMUNICATIONS

KNOWLEDGE

ENGAGE

Annual Report

2022

MAA Annual Report 2022

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Financial

President



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

Vice-President



Foong Ai Peng
MAXIS BROADBAND
SDN BHD

Senior Advisor



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

Treasurer

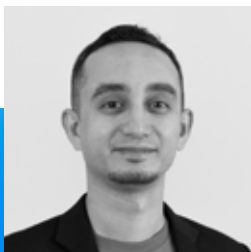


Margaret Au Yong
TUNE GROUP SDN BHD

Council Members



Spencer Lee
GENTING MALAYSIA
BERHAD



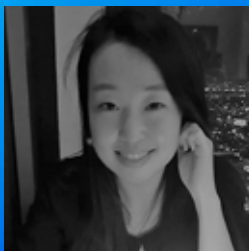
Hassan Alsagoff
GRABTAXI HOLDINGS
PTE LTD



Raja Zalina Raja Safran
MONDELEZ MALAYSIA SALES
SDN BHD



Chow Phee Chat
NESTLE PRODUCTS
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UNILEVER (M) HOLDINGS
SDN BHD



Noelle Wong
PROCTER & GAMBLE
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Chan Mey Fung
HEINEKEN MALAYSIA
BERHAD

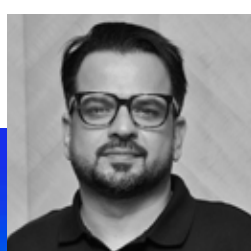
Alternative Members



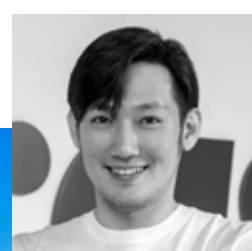
Pamela Chia
GRABTAXI HOLDINGS
PTE LTD



Michael Wong
NESTLE PRODUCTS
SDN BHD



Javed Jafri
UNILEVER (M) HOLDINGS
SDN BHD



Sean Ter
TUNE GROUP
SDN BHD

Service Acknowledgement

President's Report



**Mr. Claudian
Navin Stanislaus**

11 TREES KITCHEN SDN BHD

The objective of the Council remains the same: to continue to serve the interests of the Members and strengthen the Association to drive the growth of the industry.

An earnest rejuvenation, however, was required for the Council to maintain these goals. This involved a change in the organisational structure with the introduction of five pillars and the roles of the Council Members in fortifying them.

Deep gratitude is owed to the Council Members for expending their desire and dedication in achieving the objectives in the past year. The same assertiveness will be retained in 2023 in pursuing the rest of the goals.

This report summarises the progress that the Council has made and the key initiatives that had been rolled in 2022 /23 to aid the Association's quest to produce more benefits for Members.

THE COUNCIL

Composition

The new Council comprised a mix of young and agile members along with some veteran practitioners. There was a reasonable mix of homegrown and multinational brand representation on the Council.

Past Masters' Advisory Council

A Past Masters' Advisory Council – comprising previous Presidents and Vice Presidents of the Association was established – to guide the



Association toward its objectives and to share key information, know-how, best practices and to make recommendations to the Council on certain matters. The past Presidents – En. Zainuddin Mohd Noh, Mr. Peter Das, Mr. Khoo Kar Khoon, Ms. Margaret and En. Kadri – and past Vice-Presidents, Mr. Bharat Avalani, Mr. Kanesan Velupillai and Ms. Chan May Ling had consented to be part of the group and were keen to advise on such matters as government policies and other issues affecting advertisers such as transparency and measurement.

ORGANISATIONAL TRANSFORMATION

Five pillars

The Council had identified and introduced five key pillars that underpin this transformation that intend to benefit the Members, marketers, and brands. Each pillar is represented by a committee that is tasked to deliver its aims. The pillars outlined are;

- Engage
- Knowledge
- Membership
- Communications
- Research and Measurement

● ENGAGE

Government and Regulatory Matters

Ministry of Health (MOH)



In August 2013, the Federation of Malaysian Manufacturers (FMM) had unveiled the Malaysia Pledge on Responsible Advertising to Children Guidelines (Malaysia Pledge), which was developed in consultation with the MOH and the Association.

Ten signatories – including industry giants – committed to a self-regulatory approach in their advertising, which included not encroaching into children's airtime and space in television, print and radio media. This initiative suffered a setback with the MOH's National Plan of Action for Nutrition of Malaysia.

The FMM had engaged the Content Forum of Malaysia (CMCF) to incorporate this area of advertising into the Content Code while the Council urged the definition of the "age of a child" to be aligned with the other markets. The Council is awaiting more details on the follow-up action before determining the Association's next move.

Advertising Standard Malaysia (ASA)



As a member of Advertising Standard Malaysia, the MAA played the lead role in identifying and recruiting Dato' Mah Weng Kwai, who assumed the chairmanship of the body in early 2023. He is a former President of the Malaysian Bar and former Court of Appeal judge, and the MAA is confident that, with his vast credentials and experience, Dato' Mah will steer ASA to greater heights.

Communications and Multimedia Content Forum (CMCF)



As members of the Content Forum, the MAA played an active role in update of the third edition of the Content Code that was launched in November 2022.

In preparation for this, the CMCF had embarked on a series of talks and townhall meetings from July until the end of the year to share the details on the revamp.



The MAA has played an active role in assisting the Content Forum in raising awareness for the Code revision, representing it on at speaking engagements and in the media.

The MAA had also actively assisted our members in an advisory capacity on regulatory matters, as well as acted as the liaison between the regulators and our members from time to time on issues related to the application of the Content Code.

World Federation of Advertisers (WFA)



World Federation
of Advertisers

On the international front while the MAA continues to play a leading role with the World Federation of Advertisers (WFA) in the asia, we have also taken steps to engage with fellow advertiser associations in the ASEAN region to foster greater synergy and cooperation, as the ASEAN region have similar traits, obstacles and opportunities, that we feel deserves collective efforts to raise the level of brands in the region, and to collaborate on common interests.

Trade Associations

On the local front, have stepped up our engagement with the small and medium enterprise (SME) sector by expanding our affiliate membership to include several trade associations associated to the sector.

This is to create awareness of values of branding, advertising as well as on the need for self regulation to be practiced to ensure a conducive environment is maintained for all brands to be able to market their products or services without unnecessary barriers.

Our newest affiliate members are Yayasan Usahawan Malaysia and Kuala Lumpur Malay Chamber of Commerce as members, thereby increasing our voice to include a further 1,800+ Malaysian businesses.

● KNOWLEDGE PILLAR

While the Council believes that students and fresh graduates should endeavor to train themselves before joining the workforce and not limit this role to the Association, it partly shoulders the responsibility of attracting younger talent to the industry.

Future industry leaders must be groomed from the moment they are enrolled into institutions of higher learnings to address the huge gap in knowledge dissemination, skills opportunity and education on regulation.

A number of joint efforts with media and research companies in the region to execute programmes to continue upskilling for Members to meet business requirements had been identified. These will be implemented in 2023.

MEMBERSHIP PILLAR

The Council strives to continue growing the membership of the Association across all sectors and build a robust organisation.

COMMUNICATIONS PILLAR

The Council recognizes the need to communicate MAA's objectives to members, industry and public via all communication touch points. Hence a new publicity framework was being put in place to uplift the role and purpose of MAA by increasing the level of awareness and engagement through the publication of its programs and activities.



RESEARCH AND MEASUREMENT PILLAR

The aim of this fifth pillar is to achieve transparent media measurement in all the on-going initiatives, which are as follows:

- a) **Single Television Audience Measurement**
- b) **Digital Out of Home (DOOH) Single Audience Measurement**
- c) **Digital Adex**

Single Television Audience Measurement (STAM)

The Council intensified its efforts, with the commitment of the MSA to achieve the goal of launching this project amidst a handful of hurdles. Engagement with the Malaysian Communications and Multimedia Commission (MCMC) to continue to impress upon it of the importance of the STAM for the industry.



Digital Out of Home Audience Measurement (DOOH)

For nearly 2 years, the Joint Industry Committee (JIC) was pursuing a Digital Out of Home Audience Measurement had undertaken an extensive selection process, however a key barrier was the exorbitant cost from the potential partners. Earlier this year, the Outdoor Advertising Association of Malaysia, a member of the JIC has decided to champion the initiative as the successful roll out of the measurement will benefit their members directly. The OAAM has requested a reprieve for them to prepare and present a proposed methodology to the JIC for approval before moving forward.

Engage

Committee Report

OBJECTIVE

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

GOVERNMENT AND REGULATORY MATTERS

LEAD BY

Puan Raja Zalina and
Encik Mohamed Kadri Taib

OBJECTIVE

To be government is first source of reference on the (marketing / advertising) industry

Ministry of Health

Beverage Tax

The FMM Sub-committee had engaged the MOH to discuss the Beverage Tax on ready-to-mix drinks which was initially scheduled to be implemented in April 2022. The imposition of the tax was subsequently postponed to July and was expected to apply to selected products only.



Responsible Advertising to Children & government advocacies in regulating the advertising of HFSS food and beverages

As MAA, we recognize the importance of promoting responsible and ethical advertising practices, especially regarding marketing communications to children.

The Responsible Advertising to Children Pledge in Malaysia was launched in 2013 by the FMM Food Manufacturing Group (FMM MAFMAG) in partnership with MAA, aimed at promoting responsible advertising practices that prioritize children's health and well-being.

The National Plan of Action for Nutrition Malaysia (2016 - 2025) developed by the Ministry of Health (MOH) has several strategies to address obesity and non-communicable diseases in the country. Some of these strategies include:

- Regulating food advertising: this involves regulating the marketing and advertising of "unhealthy" food and beverages that do not meet the standard nutrient criteria, particularly to children. The Guidelines to regulate the marketing of food and non-alcoholic beverages to children are targeted to be gazette by 2025
- Imposing a tax on food and beverages with added sugar – including carbonated drinks and premix preparations.

The sugar beverage tax was introduced in July 2019 and imposed a tax on ready-to-drink sugar-sweetened beverages (SSBs). However, last year the government announced the extension of the SSB tax to include all other premix preparations that also contain added sugar.

MOH has recently informed FMM that they will draft a guideline to regulate the marketing of foods and non-alcoholic beverages high in fats, sugar, and salt to children (HFSS). Based on the update, we are concerned about the following risks that may arise from this proposal:

- Increase the age of children from 12 to 18 to follow Child's Act 2011
- No advertising in programmes where 25% were children watching
- Block ban for advertising from 6.30 pm – 11.30 pm, including primetime slots

MAA will call for a meeting with FMM and other key industry stakeholders before engaging with MOH.

REGULATORY BODIES

ADVERTISING STANDARD MALAYSIA (ASA)



The Association was the founding a constituent member of ASA since 1977 and continues to co-fund its operation along with the other constituent members. The Advertising Standards Malaysia (ASA), the industry's self-regulatory body that sets rules and regulates advertisement content over the non-broadcast and non-networked mediums such as print, outdoor, POS, packaging and cinema mediums.



DATO' MAH WENG KWAI

New Chairman

Dato' Mah Weng Kwai, a lawyer by profession, has had helmed various senior positions which included the presidency of the Malaysian Bar and had served as a Court of Appeal judge was appointed as the new ASA Chairman succeeding En. Azizul Kallahan, who completed his term in December 2022.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)



The Association was a founding member of the Communications and Multimedia Content Forum (CMCF). CMCF is a self-regulatory organization established in 2001 is empowered by the Communications and Multimedia Act 1998(CMA '98) to set standards and act on matters related to content over the content over the broadcast and networked mediums. This includes amongst others, advertisements on TV, Radio, Websites, Digital Billboards, Digital news publications and mobile phone services.

Content Code Version 2.0

Content Code Version 2.0 was completed after vetting by the Content Forum's lawyers was officially endorsed and registered by the Malaysian Communications and Multimedia Commission (MCMC) in May 2022. MAA played a pivotal role in updating the "Advertisement Section" of the Code.



**CONTENT CODE
VERSION 2.0**

FILM CENSORSHIP BOARD / LEMBAGA PENAPIS FILM (LPF)



A delegation from the MAA Council led by the President had met with the LPF Board on October 18, 2022 to discuss how both parties can collaborate to create more industry wide awareness on LPF's processes and requirements in order to facilitate a more friendly and seamless business landscape.



During the meeting, LPF also clarified in this meeting that all films that were destined for broadcasting must be approved by the LPF. It was not acceptable that they were only subjected to the self-censorship rules of television stations. The LPF was open to participate in any workshop session organized by MAA.

● GLOBAL AND REGULATORY BODIES

LEAD BY

President

OBJECTIVE

To engage with global/ regional peer industry bodies on matters directly affecting the industry

WORLD FEDERATION OF ADVERTISERS (WFA)

The MAA continues to be part of the WFA. The WFA continued to host webinars, which provided opportunity to gain insights on relevant and current marketing issues, and made available to its national associations and its brand members.



World Federation of Advertisers

With the departure of Ms. Ranji David, the WFA's Director of Marketing Services for APAC, the MAA continued working closely with her successor, Mr Gary Lim.

Diversity, Equity & Inclusion

The launch of the WFA's Diversity, Equity & Inclusion (DEI) charter, which was the result of 2021 global survey, will be supplemented another survey after an 18-month period to measure the results. This first census in 2021 found that one in seven people would consider leaving their company or the industry due to a lack of diversity and inclusion, going up to one in four in some markets.

Since the first global census, the World Federation of Advertisers has published a Charter for Change, outlining how marketers can take key steps to improve knowledge of their specific challenges as well as experiences for members of their organizations. This second wave will allow to measure progress and provide the necessary insights to identify where improvements are needed to drive further change.

The WFA had encouraged national associations to adopt this charter. The WFA's minimum requirements on DEI covered seven areas, which included age, caregiving, gender, race and ethnicity, disability, sexual orientation and gender identity and mental health.

The second wave of the Diversity, Equity and Inclusion (DEI) Census was carried out this year from 15 March 2023 to 30 April 2023.

Webinars

The 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.

● TECH PARTNERS

LEAD BY**Hassan Alsagoff****OBJECTIVE**

To engage with tech partners on matters disrupting the advertising supply chain as well as building a relationship with technology companies and, in the long term form partnership to pass on the knowledge gained to Members.

Google



As a pilot initiative, the association has been talking to Google host a dedicated talk session targeting CMOs' of MAA members. The recommended topic was Mythbusters - "rebalance" perspective after all the predictions during the pandemic about remote working, e-commerce taking over etc and point out what stayed true and what didn't. the session was scheduled for March 2023 but had to be postponed due to the sudden announcement of layoffs at Google.

● TRADE ASSOCIATION

LEAD BY

**Vice President and
Ms Margaret Au Yong**

OBJECTIVE

**To engage with trade
association on matters
related to the advertising
industry**



On the local front the Association has stepped up engagement with the SME sector by expanding our affiliate membership to include several traded associations. This is to create awareness of values of branding, advertising as well as on the need for

self-regulation and equip marketeers with a strong grip of best practices, emerging trends to stay relevant to the consumers. The newest affiliate members are Yayasan Usahawan Malaysia and Kuala Lumpur Malay Chamber of Commerce as members, thereby increasing our voice to include a further 1,800+ Malaysian businesses. The Association will continue to expand its reach to more relevant association in the future.

Knowledge

Committee Report

● EVENTS

LEAD BY

Mr Spencer Lee

OBJECTIVE

The objective is to organize events such as conferences, talk sessions for the benefit of member on related industry topics.

Success through creative marketing and technology

MACROKIOSK and association jointly hosted an event aimed to showcase how brands can leverage the power of creative marketing and technology to drive growth and success. Part of the discussion highlighted that in today's fast-paced digital landscape, creative marketing and technology have become essential components for businesses looking to increase their



brand's growth. By leveraging the power of creative marketing techniques and innovative technologies, brands can connect with customers more effectively, drive engagement, and ultimately achieve long-term success. The session was attended by 15 delegates from the industry and held at MACROKIOSK's office.

State of Social 2023

Malaysians have started shopping online - a lot. Nowadays, consumers can find anything they need without leaving their homes. The Malaysian government has contributed significantly to expanding the country's information technology infrastructure.

Companies have responded to the shift in consumer shopping trends by increasing their spending on digital advertising. Social listening and influencer management tools have increased customer reach and consumer engagement for some of the country's most prominent players.

The association and Meltwater jointly held a forum on 25 April 2023 to present the exclusive key findings on Malaysia from the 2023 Global Digital Report. The forum held at After One Kuala Lumpur was attended by over 20 delegates.



● INSTITUTIONS OF HIGHER LEARNING

LEAD BY

President

OBJECTIVE

To engage with trade To engage IHLs to partner with MAA to work on programs/strategies to increase the fresh talent pool into the industry

There has always been a disparity between the practical requirements of the industry, and knowledge that fresh entrants into the industry are actually equipped with. The Council is working to formalize great cohesion between the industry and the academia, to work towards getting students better prepared as they enter the workforce – thereby reducing the burden on their employers to get them up to speed. The Association also hopes that the greater collaboration will help attract more young talent to the industry.

● UPSKILL

LEAD BY

Hassan Alsagoff

OBJECTIVE

To facilitate continuous learning by providing development opportunities that expands and improves existing employees' skills and abilities so they can advance in their current roles and careers within the organization

Google



Google in partnership with Coursera, is giving away 30,000 free scholarships to study for Google Professional Certificates online. The Council was exploring with Google to see how the Association could be part of this initiative.

Communications

Committee Report

● EVENTS


LEAD BY

Mr Michael Wong and
Mr Sean Ter

OBJECTIVE


To communicate the Association's objectives to members, industry and public via all communication touch pointsof member on related industry topics.

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



A New Partnership – Meltwater and Malaysian Advertisers Association

15 May



[Listen to this article](#)

Meltwater, a global leader in media intelligence and data analytics, partnered with the **Malaysian Advertisers Association (MAA)**, the single body representing the interest of advertisers in all areas of commercial communications, in their monthly industry-sharing with marketers and advertisers in Malaysia.

Meltwater and MAA hosted a forum together on Thursday, 27 April 2023 where **Weldon Fung** deep dive into the stats from the **2023 Global Digital Report**. Meltwater released this report in partnership with We Are Social, earlier this year, which gives you rich insight into the changing global digital landscape every quarter.

The data shows that the average internet user in Malaysia aged 16 to 64, spends 2h 47 minutes on social media each day, higher than the global average of 2h 31 minutes. Internet users in Malaysia use more than 7 social media platforms on average – and they're using them to learn more about brands (58.7%).

15 MAY 2023

MARKETING MAGAZINE

A New Partnership – Meltwater and Malaysian Advertisers Association



Advertisers should adopt Madani principles

Monday, 27 Mar 2023



PETALING JAYA. The Malaysia Madani principles enunciated by Prime Minister Datuk Seri Anwar Ibrahim is a timely reminder for advertisers and marketers as they embark on their brand-building journey.

Industry leaders and market observers said the rapidly changing advertising landscape further warrants the adoption of these principles.

The concept of Madani is shrouded through a civilised and developed nation in terms of thinking, spirituality and infrastructure. It incorporates six core values – sustainability, prosperity, innovation, respect, trust and care and compassion.

27 MAR 2023

THE STAR

Advertisers should adopt Madani principles



Boosting collaboration to raise competitiveness

Share Facebook Twitter Google+ LinkedIn

PETALING JAYA. The Malaysian Advertiser's Association (MAA) aims to, among others, build strong relations with the relevant agencies and authorities with greater collaborative efforts that will empower local businesses to be more competitive, not just locally but regionally.

Speaking with StarBiz the association's president Clouston Navin Stanislaus said the agenda of these meetings with the ministries, authorities and various regulatory bodies were more than courtesy calls.

He said MAA plans to work more cohesively with the ministries and all the other stakeholders in the industry to ensure a more conducive environment for brands and their respective businesses to thrive and sustainably survive.

Knowing that cohesion needs to work for both sides, he said the association has offered to support initiatives to promote the respective objective of the various agencies, while seeking their support in return to push the industry's agenda, while keeping the channels of discourse continuously open.

At the same time, he said MAA was also stepping up its engagement with the small and medium enterprise (SME) sector.

16 JAN 2023

MAA / THE STAR

Boosting collaboration to raise competitiveness

The Star Subscriptions Log In

TOPICS : StarExtra Flood Alert StarESG Urban Biodiversity True or Not SOBA 2022 Co >

MAA forms the Past Masters Advisory Council

ADVERTISING & MEDIA

Monday, 01 Aug 2022



Sharing experience: MAA president Stanislaus (front row third from left in black T-shirt) standing with the newly established Past Masters Advisory Council which comprise of MAA's past presidents and vice-presidents.

PETALING JAYA: In its relentless pursuit for a conducive environment for brands to thrive without compromising consumers' rights, the Malaysian Advertisers Association (MAA) continues to plan and execute strategies to achieve this objective.

MAA president Claudian Navin Stanislaus in a statement said: "We are embarking on a road to rebuild bridges and engage more with all our industry stakeholders.

"Hence one of the key initiatives launched recently is the formation of the 'Past Masters Advisory Council' which comprises of individuals who have served as past presidents and vice-presidents of the MAA.

"The objective of this council is to share their past experiences, best practices, knowledge, wisdom and insight with the new council. The Past Masters will join the current council to brainstorm, review and make recommendation to the council in planning and executing strategies."

1 AUG 2022

THE STAR

MAA forms the Past Masters Advisory Council



DEI charter a welcome introduction for industry

Share Facebook Twitter LinkedIn Print

PETALING JAYA: The World Federation of Advertisers (WFA), of which the Malaysian Advertisers Association (MAA) is a member, has officially introduced the global diversity, equality and inclusion (DEI) Charter for Change at the recent Cannes Lions held in France.

The aim of the charter is to drive real actions and improve the experiences for various groups working in the advertising and marketing industry.

It identifies actions for organisations to undertake to ensure a better work experience.

The charter was developed based on the inputs from the 2021 Global DEI Census which was the first-ever global industry initiative across advertising and marketing professionals in 37 markets including Malaysia to measure the scale of the diversity and inclusion.

Key given:

MAA president Claudian Navin Stanislaus said: "The introduction of the charter is timely as the industry steps up to embrace DEI."

22 AUG 2022

MAA / THE STAR

DEI charter a welcome introduction for industry

Malaysian association elects new president

By The Star

MAA president Stanislaus (left) with board members.



The Malaysian Advertisers Association (MAA) has elected a new president for 2022. Stanislaus Navin Stanislaus, head of communications & corporate marketing at M&S Malaysia, was elected president for 2022.

Stanislaus said in a statement: "I am honoured to be elected president of MAA for 2022. I will continue to work with the board and the industry to ensure a conducive environment for brands to thrive without compromising consumers' rights."

The MAA board members are: Stanislaus Navin Stanislaus (President), Lim Guan Eng (Vice President), Lim Guan Eng (Vice President), Lim Guan Eng (Vice President), Lim Guan Eng (Vice President), Lim Guan Eng (Vice President), Lim Guan Eng (Vice President), Lim Guan Eng (Vice President), Lim Guan Eng (Vice President), Lim Guan Eng (Vice President).

5 MAY 2022

WFA

Malaysian association elects new president

Research & Measurement

Committee Report

LEAD BY

President

OBJECTIVE

**To achieve transparent
media measurement**

● SINGLE TELEVISION AUDIENCE MEASUREMENT (STAM)

The Council actively collaborate with the Malaysian Media Specialist Association (MSA) to continue to advance the STAM project, as there was no further progress in the Malaysian Communications and Multimedia Commission (MCMC)'s re-evaluation on the need to have a STAM as of February. This was a development that halted the release of funds from the Ministry of Finance (MOF) for the agenda.

In April, the Association and MSA had extended a letter to the MCMC to seek an update on the status of the STAM and offered to provide any further assistance if needed. The Association and MSA had also requested the MCMC to share any details required from both parties to facilitate its green light for the exercise.

The Council was informed that the MOF had finally approved the funding for this initiative in June and a tender submission had been called for it. In the meantime, the Council was alerted to conceivable hazards ahead of the STAM implementation based on the situation in Singapore.

MediaCorp, the state-owned media conglomerate in the republic, had withdrawn from a similar television audience measurement scheme after it had initially joined Singtel and Starhub in the venture. There was a prospect of a similar scenario in Malaysia, where satellite television and IPTV provider Astro may pull out from the STAM if they perceived the data to be unfavorable.

This had echoed the concern of the MCMC, which had counselled the Association to convince all relevant media owners to join the STAM to ensure its success. As a preemptive measure, the Council had conferred with the MSA to gain the full support of all stakeholders for the initiative. The first batch of STAM data is expected to be available in 2024, barring any delays.

● OUT OF HOME AUDIENCE MEASUREMENT (OOH)

The Joint Industry Committee (JIC), comprising representatives of the Media Specialists Association, Outdoor Advertisers Association of Malaysia (OAAM) and the Association setup in Q3, 2021 had moved to firmly set the directions and next steps to rollout the OOH project and identify the metrics and the composition of the panel to be tasked to launch it.

Three partners were consequently shortlisted for OOH audience measurement rollout from a list of 30 RFIs. The JIC had obtained additional information from these partners to gain a thorough understanding of the measurement tools they had intended to deploy for the project. Upon final evaluation in Q1, 2023, there was only suitable partner with ready solution. However, this partner was also doing media buying as well.

Hence at the end of Q1, 2023 OAAM had stepped in to take on the responsibility to champion the initiative as their members were not comfortable for media buyer to provide the measurement as it may be a biased situation as such entities could use the data for their benefit. The OAAM was expected to announce the measurement partner latest by Q3, 2023.

Financial

Report

The Income and Expenditure for the year ended 31st December 2022 were RM120,853 and RM205,319 respectively which resulted in a Deficit of Income over Expenditure of RM84,388 for the financial year ended on that date.

Although membership subscription increased for 2022 with the admission of new members, there was still a deficit for the financial year ended 31st December 2022 because of less income generating assets.

As for Expenditure, there has been an increase of RM18,024 in 2022. Apart from an increase in general expenses, other key expenses include the Council hosting several industry relation meetings to expand our membership reach and meeting industry stakeholders to discuss industry issues. MAA representatives of the Council had attended the WFA Exco Meeting in Singapore.

The Council has managed the funds of the Association prudently to ensure that the Association remained in a healthy state. The bank and fixed deposit balances remained strong as of 31st December 2022 with a total of RM1,383,199 (2021: RM1,494,793).

In 2022, the value of investments remained at RM143,429. Total assets are RM1,560,184, whilst liabilities only amount to RM19,602.



CLAUDIAN NAVIN STANISLAUS
PRESIDENT



MARGARET AU YONG
TREASURER

Ordinary Members

1. 11TREES KITCHEN SDN BHD
2. ALLIANCE COSMETICS SDN BHD
3. BABA PRODUCTS (M) SDN BHD
4. BATA PRIMAVERA SDN BHD
5. BOOST HOLDINGS SDN BHD
6. BOUSTEAD PETROLEUM MARKETING SDN BHD
7. CARLSBERG MARKETING SDN BHD
8. CELCOM MOBILE BERHAD
9. CENTRAL SUGARS REFINERY SDN BHD
10. CIMB BANK BERHAD
11. COCA COLA FAR EAST LIMITED
12. COLGATE-PALMOLIVE MARKETING SDN BHD
13. COTRA ENTERPRISES SDN BHD
14. DANONE SPECIALIZED NUTRITION (M) SDN BHD
15. DELIVERY HERO MALAYSIA SDN BHD
16. DIGI TELECOMMUNICATIONS SDN BHD
17. ETIKA SDN BHD
18. FFM MARKETING SDN BHD
19. FONTERRA BRANDS (MALAYSIA) SDN BHD
20. GENTING MALAYSIA BERHAD
21. GERBANG ALAF RESTAURANTS SDN BHD
22. GLAXOSMITHKLINE CONSUMER HEALTHCARE SDN BHD
23. GRABTAXI HOLDINGS PTE LTD
24. HEINEKEN MARKETING MALAYSIA SDN BHD
25. HONG YANG HOO PHARMA SDN BHD
26. INVOICE PROCESSING UNIT (IPU)
27. JOHNSON&JOHNSON SDN BHD
28. JOTUN PAINTS (MALAYSIA) SDN BHD
29. KILANG MAKANAN MAMEE SDN BHD
30. KL WELLNESS CITY SDN BHD
31. KOPITIAM ASIA PACIFIC SDN BHD
32. L'OREAL MALAYSIA SDN BHD
33. LOTUSS STORES (MALAYSIA) SDN BHD
34. MALAYSIA AIRLINES BERHAD
35. MAXIS BROADBAND SDN BHD
36. MEAD JOHNSON NUTRITION (M) SDN BHD
37. MEASAT BROADCAST NETWORK SYSTEMS SDN BHD
38. MILESTONE PRODUCTION SDN BHD
39. MONDELEZ MALAYSIA SALES SDN BHD
40. MUNCHY FOOD INDUSTRIES SDN BHD
41. NESTLE PRODUCTS SDN BHD
42. NIPPON PAINT (MALAYSIA) SDN BHD
43. PEPSICO (MALAYSIA) SDN BHD
44. PERODUA SALES SDN BHD
45. PETRONAS DAGANGAN BERHAD
46. PIZZA HUT RESTAURANTS SDN BHD
47. PROCTER&GAMBLE (MALAYSIA) SDN BHD
48. PROJEK LEBUHRAYA USAHASAMA BERHAD
49. PRUDENTIAL ASSURANCE MALAYSIA BERHAD
50. QSR STORES SDN BHD
51. RB(HEALTH) MALAYSIA SDN BHD
52. RHB BANK BERHAD
53. SC JOHNSON&SON (M) SDN BHD
54. SHAREINVESTOR MALAYSIA SDN BHD
55. TELEKOM MALAYSIA BERHAD
56. TT DOTCOM SDN BHD
57. TUNE GROUP SDN BHD
58. UEM SUNRISE BHD
59. UMW CORPORATION SDN BHD
60. UNILEVER (M) HOLDINGS SDN BHD
61. WATERCO (FAR EAST) SDN BHD
62. WIPRO UNZA (M) SDN BHD

Associate Members

- | | |
|-------------------------------------|---|
| 1. 16TWO COMMUNICATION LABS SDN BHD | 18. MNEWS MALAYSIA SDN BHD |
| 2. ANTSOMI SDN BHD | 19. MOVING WALLS SDN BHD |
| 3. ANYMIND MALAYSIA SDN BHD | 20. NIELSEN AUDIENCE MEASUREMENT SDN BHD |
| 4. BIG TREE OUTDOOR SDN BHD | 21. OOGA X SDN BHD |
| 5. CD ADVERTISING SDN BHD | 22. PHAR PARTNERSHIPS (MALAYSIA) SDN BHD |
| 6. DENTSU HOLDINGS MALAYSIA SDN BHD | 23. POS AD SDN BHD |
| 7. ENTROPIA (M) SDN BHD | 24. PRS PRODUCTIONS SDN BHD |
| 8. FCB SDN BHD | 25. REDHOT MEDIA SDN BHD |
| 9. GOLDEN SCREEN CINEMAS SDN BHD | 26. SILVER LINING 7 SDN BHD |
| 10. GOOGLE MALAYSIA SDN BHD | 27. SIN CHEW MEDIA CORPORATION BERHAD |
| 11. HI-Q MEDIA (M) SDN BHD | 28. SISTEM TELEVISYEN MALAYSIA BHD (TV3) |
| 12. INK MARKETING SDN BHD | 29. STAR MEDIA GROUP BERHAD |
| 13. INNITY SDN BHD | 30. SWEB ASIA SDN BHD |
| 14. INSIDER DIGITAL SDN BHD | 31. THE NEW STRAITS TIMES PRESS GROUP S/B |
| 15. IPG MEDIABRANDS SDN BHD | 32. VIVAKI (MALAYSIA) SDN BHD |
| 16. ISENTIA (M) SDN BHD | 33. YTL INFO SCREEN SDN BHD |
| 17. MCCANN-ERICKSON (M) SDN BHD | |

Affiliate Members

1. BFM EDGE ADVANCING MALAYSIA (BFM)
2. BRANDING ASSOCIATION MALAYSIA
3. BUSINESS NETWORK INTERNATIONAL -
MALAYSIA (BNI)
4. KUALA LUMPUR MALAY CHAMBER
OF COMMERCE
5. MALAYSIAN GIFT & PREMIUM ASSOCIATION
6. MALAYSIAN RETAIL CHAIN ASSOCIATION
7. YAYASAN USAHAWAN MALAYSIA

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