

CONSTANT
ENGAGEMENT

MALAYSIAN
ADVERTISERS
ASSOCIATION



A member of WFA:
World Federation of Advertisers
www.wfanet.org

Annual
Report
2019

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AND FINANCE
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PRESIDENT



En. Mohamed Kadri
Mohamed Taib
Coca-Cola Far East Limited

ADVISOR



Ms. Margaret Au-Yong
Tune Group

COUNCIL
MEMBERS



Ms. Chew Lee Min
L'OREAL Malaysia



Pn. Raja Zalina
Raja Safran
Mondelez Malaysia Sales



Ms. Foong Ai Peng
Maxis Broadband



Mr. Javed Jafri
Unilever (M) Holdings



Mr. Chow Phee Chat
Nestlé Products



En. Adam Wee Abdullah
CIMB Bank



Mr. Pablo Chabot
Heineken Malaysia



Ms. Gladys Goh
Nippon Paint (M)

VICE PRESIDENT



Mr. Claudian Navin Stanislaus
BABA Products

ALTERNATIVE MEMBERS



Ms. Nor Salwani Mohd Saidi
BABA Products



Ms. Chan Mey Fung
Heineken Malaysia



Ms. Kairin Romeena
Abdul Rauf
Mondelez Malaysia Sales



Ms. Carol Ng
L'OREAL Malaysia



Mr. Kshitij Pradeep
Maxis Broadband



Mr. Jason Wong
Unilever (M) Holdings



Datin Wong Meng Lee
Nippon Paint (M) Sdn. Bhd.



Ms. Jessica Tan
Nestlé Products



Ms. Chayenne Tan
CIMB Bank

PRESIDENT'S REPORT

Last year, our industry had to demonstrate determination and innovation in the face of change and challenges. Obstacles arising from the weak global economy confronted advertisers and stimulated an increase in commitment and leadership in managing these hurdles. This too reflected the affairs of the Association.

It is vital that the Association continues to advance with renewed support from and in collaboration with industry stakeholders and government bodies. In 2019, the Council resumed efforts to encourage self-regulation and policies that improve the industry's competitiveness.

CONSTANT
ENGAGEMENT
WITH
ADVERTISING
RELATED
GROUPS

- * AUDIT BUREAU OF CIRCULATIONS
- * MALAYSIA DIGITAL ASSOCIATION
- * WORLD FEDERATION OF ADVERTISER
- * MEDIA SPECIALISTS ASSOCIATION



* MORE ON
PAGE 24-25

WFA

1. GLOBAL MARKETERS WEEK
2. NATIONAL ADVERTISERS CONFERENCE - LISBON

MAA

BEHIND THE CURTAIN
FORUM

* MORE ON
PAGE 15



The Council also convened forums on emerging and relevant issues as well as facilitated the sharing of best practices via our membership of the World Federation of Advertisers (WFA) to strengthen the industry.

In all the activities and discussions, the Council guided Members to adapt to new opportunities and invest in the future in tandem with the Association's four organisational cornerstones: inspire, impart, influence and ignite.



"THERE IS MUCH CONCERN IN THE INDUSTRY TO UNDERSTAND AND VERIFY DIGITAL METRICS AS WELL AS THE NEED TO LEVERAGE ON E-COMMERCE TO STAY CONNECTED WITH CONSUMERS."

Need to safeguard brands against rampant online advertising frauds
The Star
30 September 2019

RESPONSIBLE
ADVERTISING
TO KIDS PLEDGE

"A HIGH AVERAGE COMPLIANCE OF 98%"

"IF THE SELF-REGULATORY FRAMEWORK BECOMES AN INDUSTRY NORM, STATUTORY LEGISLATION IS NO LONGER NECESSARY."

'Harmful for kids': Ban 'junk food' ads before 9pm in Malaysia to complement sugar tax - Expert
FOODnavigator-asia.com
14 October 2019

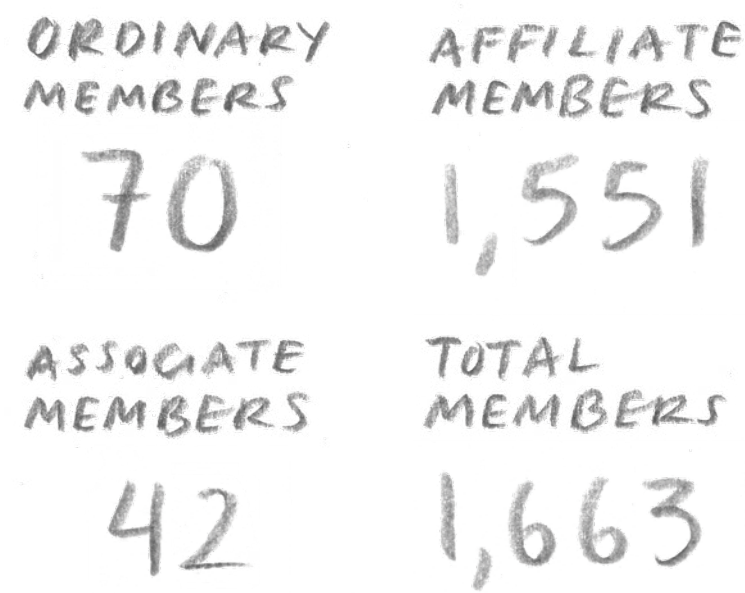
These foundations will continue to anchor the Council as the Association tackles issues that impact our industry with the use of credible research and data—as it was the case in the handling of the television audience measurement initiative and in dealing with the proposed prohibitions on food and beverage advertising to children—to favourably frame the debates and influence outcomes.

MEMBERS RELATIONS

The association’s collaborative membership base, which comprises 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., is essential to the Association’s growing weight.

Currently the Association has a total of 1,663 members with 70 Ordinary Members, 42 Associate Members and 1,551 Affiliate Members. This further allows the Association to speak with a united voice on policy issues and shared concerns.

Participation and involvement is the only way for Members to be part of this important movement, where the Association works on solving critical issues and creating the change that our industry demands for a robust future.



COUNCIL COMPOSITION

L’Oreal Sdn. Bhd. filled the vacancy that materialised with the departure of Bata Primavera Sdn. Bhd.

REGULATORY AND GOVERNMENT RELATIONS

ADVERTISING PROHIBITIONS

The Ministry of Health (MOH) planned to work with the Malaysian Communications and Multimedia Commission (MCMC) to control how food and beverages with high salt, sugar and fat content are advertised to children. The Ministry is keen on a total ban on the advertising of such products.

The Association continued its cooperation with the Federation of Malaysian Manufacturers Food Manufacturing Group (FMM MAFMAG) to mitigate MOH’s concerns. As a counter measure, the FMM submitted its practical proposal for the body to implement a nutrition profiling of products.

Subsequently the MCMC had requested the Communication and Multimedia Content Forum (CMCF) to draft a recommendation on the Sub-Code food and beverage advertising – together with FMM and industry stakeholders.

ADVERTISING STANDARDS ADVISORY (ASA)

ASA proactively continued engaging the Minister of Domestic Trade and Consumer Affairs, to discuss the unified code proposal and pressing industry issues. ASA has forwarded the recommended unified code to the Advertising Council Committee under the purview of the Ministry of Domestic Trade and Consumer Affairs, which has been handed the responsibility to integrate all the codes and oversee their implementation.

Internally, the heads of the ASA Constituent Members felt there was a need to overhaul the ASA to ensure a more sustainable administration of the Malaysian Code of Advertising Practice which led to the appointment of a new Chairman, Encik Azizul Kallahan, a retired advertising veteran.

INDUSTRY RELATIONS

AUDIT BUREAU OF CIRCULATIONS (ABC)

The changing media landscape in Malaysia has seen the withdrawal of leading publications from ABC causing the need for ABC to review its relevance in the industry. The withdrawal of members signaled it was no longer financially viable to sustain it and led to the exploring methods of winding down.

MEDIA SPECIALISTS ASSOCIATIONS (MSA)

A number of challenges face the television industry in Malaysia. The deployment of two different methodologies, the high penetration of online content that has resulted in a viewership shift from television, the growth of over-the-top services have resulted in declining revenue for broadcasters.

In an effort to facilitate a common measurement system for the industry, the Association continues to be part of the Working Group formed by the Malaysian Communications and Multimedia Commission who oversees the Television Audience Measurement (TAM) project.

WORLD FEDERATION OF ADVERTISERS (WFA)

The Association continues to be part of the World Federation of Advertisers (WFA). The WFA aggressively promotes the need for greater transparency in business and earnestly exploring areas of responsible advertising and accountability as well as setting policies for marketers to adopt.

In emulating the WFA's stance, the Association strongly encourages brands in Malaysia— regardless of their affiliation to the Association —to collaborate and support community-centric endeavours.



WFA National Advertisers
Conference-Lisbon
29 March 2019

TALENT DEVELOPMENT AND TRAINING

The Association continues to hold forums to help members gain industry insights. The MAA Forum entitled *Behind the Curtain* was organised to assist Members and other marketers to grasp and verify digital metrics. It also aimed at encouraging brands to leverage on e-commerce strategies to stay connected with consumers.



Behind the
Curtain Forum
23 September 2019

THANK YOU

A huge debt of gratitude is owed to Nippon Paint (Malaysia) Sdn. Bhd. and Nestle Products Sdn. Bhd. for hosting Council meetings in September and December respectively as well as to Council Members who have steadfastly worked for the advancement of the Association.

**MOHAMED KADRI MOHAMED TAIB
PRESIDENT**

MEMBERS RELATION

CONTINUOUS
IMPROVEMENT



IMPROVING
THE QUALITY
OF KNOWLEDGE
OF MEMBERS



SCOPE

Membership & Recruitment Drive
Led by President & Senior Advisor

MEMBERSHIP

The Council Members approached a number of potential recruits to impress upon them of the benefits and importance of joining the Association. A wider base endows the Association with a standout voice on industry and government platforms to spread our stakeholding farther.

As of February 2020, the Association’s membership consisted of 70 Ordinary Members, 49 Associate Members and 1,551 Affiliate Members.

THE NEW MEMBERS JOINED ARE:

Ordinary Members:

- Central Sugar Refinery Sdn. Bhd.
- SI Portal.com Sdn. Bhd.
- Measat Broadcast System Sdn. Bhd.
- UEM Sunrise Bhd.

Associate Members:

- Armani Media Sdn. Bhd.
- Double Verify Pte. Ltd.
- SWEB Asia Sdn. Bhd.

WITHDRAWALS

The Council implements every measure to understand the reasons for the resignation of Members—specifically that under Ordinary membership—and address them to curb more withdrawals. In the past, Council Members have personally engaged with Members who were on the brink of retreating from the Association and persuaded them to stay on and contribute towards the development of the industry.

The following withdrew from the Association;

Ordinary Members:

- Goodyear Malaysia Bhd.
- TCRS Restaurants Sdn. Bhd.

Associates Members:

- Acorn Marketing & Research Consultants
- Lunch Communications Sdn. Bhd.
- Johor International Skills Hub Sdn. Bhd.
- Bates (M) Sdn. Bhd.
- Capslock Pixel Sdn. Bhd.

NURTURING TALENTS

TO *GUIDE & MOTIVATE* MEMBERS TO BE PART OF A KNOWLEDGEABLE WORKFORCE



TO *DEVELOP* AN EMPLOYMENT DEVELOPMENT STRATEGY



TO CREATE A *DIVERSE ENVIRONMENT* THAT ALLOWS MEMBERS TO MEET CURRENT AND FUTURE BUSINESS CHALLENGES

SCOPE

MAA Forum
Led by Ms. Margaret Au Yong
and supported by XXX



MAA FORUM

The *Behind the Curtain* forum was held on September 23 in an effort to educate Members to safeguard brands against online advertising frauds and to stress the significance of self-regulation.

While there is no available data on how much Malaysian brands are hemorrhaging on fraudulent advertising it is widely acknowledged that the practice was rampant.

The Managing Director (APAC) of DoubleVerify Mr. Jordon Khoo and Mr. Rene E. Menezes, the Executive Director (SEA) of SimilarWeb, enlightened Members and media agencies on the subject.



In his 50-minute talk entitled *Media Quality*, Khoo highlighted the advertising industry's efforts in keeping abreast of ways to verify, validate, understand, measure and plan with greater visibility of digital metrics and markers which is the path to truly mastering the Internet.

Menezes, meanwhile, updated Members on the *State of Malaysian e-commerce – who’s winning; who’s not?* Menezes’ presentation—which stretched to almost an hour—was essentially a midyear review on the e-commerce landscape in Malaysia.

Over seventy (70) registered participants attended *Behind the Curtain* forum, which was held at the Hotel Royale Chulan in Petaling Jaya.



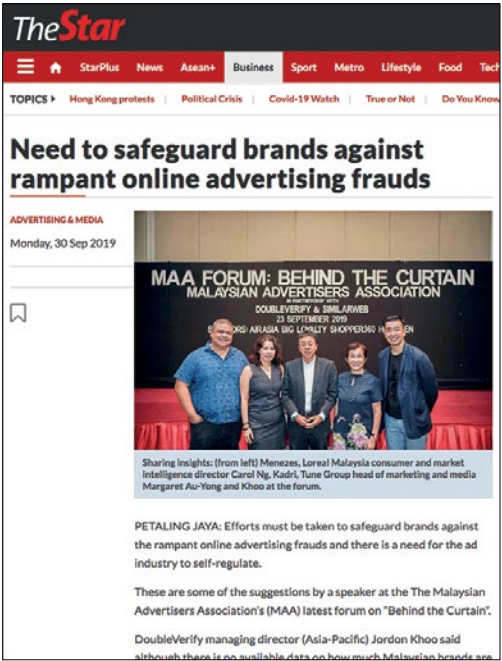
“There is the need for market intelligence solutions to empower brands to optimise digital effectiveness.”

— RENE E. MENEZES



“The way forward is for the industry to self-regulate rather than wait for regulations to be imposed by the government, or the government to engage its counterparts to combat the threat.”

— JORDAN KHOO



[Need to safeguard brands against rampant online advertising frauds](#)
The Star
30 September 2019

INDUSTRY RELATION

BUILDING
RELATIONSHIPS

TO *ENHANCE*
NETWORKING
AND BUSINESS
DEVELOPMENT

TO REGULARLY ENGAGE KEY
ASSOCIATIONS TO MAINTAIN
CLOSE COLLABORATION ON ISSUES
OF MUTUAL INTEREST THAT ALLOWS
MEMBERS TO MEET CURRENT AND
FUTURE BUSINESS CHALLENGES



TO *ENGAGE* TRANSPARENT
AND FAIR DELIVERIES

TO MAINTAIN *CONSTANT*
ENGAGEMENT WITH
ALL ADVERTISING
RELATED GROUPS



SCOPE

Audit Bureau of
Circulation (ABC)
Led by Ms. Foong Ai
Peng and supported
by Ms. Carol Ng and
Ms. Chayenne Tan

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
and supported by
Ms. Foong Ai Peng
and Ms. Carol Ng

Malaysian Digital
Association (MDA)
Led by the President
and supported by
Ms. Margaret Au Yong,
Ms. Foong Ai Peng
and Mr. Javed Jafri

AUDIT BUREAU OF CIRCULATION (ABC)



AUDIT BUREAU OF
CIRCULATIONS

The changing media landscape in Malaysia has seen the early withdrawal of *Sin Chew*, *Guang Ming*, *China Press*, followed by *The Star*, *New Straits Times* and 4As from ABC sparked has caused the need for ABC to review its relevance in the industry. Discussion was held with the Malaysian Newspaper Publishers Association to discuss this matter. However the MNPA was of the opinion that the MAA must mandate its members to advertise in ABC certified publications. MAA as an Association does not have the authority to mandate members but was only able to advocate for members to advertise in ABC certified publications. Discussion ensued and the ABC Board has begun exploring methods to wind down the ABC, as it is no longer financially viable to sustain it.

MEDIA SPECIALISTS ASSOCIATION



MediaSpecialistsAssociation

JOINT INDUSTRY COMMITTEE
ON TELEVISION AUDIENCE MEASUREMENT (JICTAM)

Malaysian Communications and Multimedia Commission (MCMC) continues to lead the Television Audience Measurement (TAM) project for the Malaysian market.

The ambit of TAM was extended to include video viewability measurement and the working group will be JIC comprising key members from MAA, MSA, MDA, RTM etc.

In 2019, the working Group was in discussions with Broadcast Audience Research Council (BARC), India to benchmark the similar setup for Malaysia. BARC was co-founded by a joint industry company helmed by broadcasters, advertisers, advertising and media agencies under three industry associations in India to develop a reliable TV audience measurement system and a pricing model that is transparent. Broadcasters pay based on an agreed percentage of their billings, agencies do so on the size of their billings, clients and categories while revenue and media spends determine the payments for advertisers.

ANALOGUE SWITCH-OFF (ASO)

The single-sourced BARC system facilitates analysis using demographic and psychographic variables for improved TV planning and buying and it could also be used to analyse data by location.

However, in early 2020, there was a management revamp in BARC, India and the new management was not supportive of helping the Working Group in setting up a local body. The Working Group was now seeking a new partner to support the initiative. In the meantime the Working Group was working on the Request For Information to the potential research companies.

The Malaysia Communication and Multimedia Commission (MCMC) announced that Malaysia has fully switched its transmission of free-to-air terrestrial TV from analogue to digital on the MyFreeviewTV platform on October 31, 2019.

The roll out of MyTV decoders in the southern and central regions of Peninsular Malaysia was completed by the end of September 2019 and in by mid-October in 2019 for the North and East Coast of the Peninsular. As at December 1, 2019, about 79% of TV Panel homes are connected with MyTV.

It was that many households have adopted a “wait and see” attitude with regards to ASO. A number of them are even unaware how ASO will affect their TV viewing habits while the rest have not received or installed their MyTV decoders.

It would normally take up to three months for TV viewing patterns to “normalise.” The MSA has raised expressed concern that TV ratings data has remained unstable. Primetime programmes are experiencing fluctuations in ratings between 20 and 25% while a more broad-based programme buy is showing a 10–15% fluctuation in ratings. As such, the MSA cautioned the brands to expect their media agencies to under-deliver in TV ratings during this transition period.

MALAYSIAN MEDIA AWARDS

Ms. Jessica Lim (Nestle Products Sdn. Bhd.), and Ms. Chan Mey Fung (Heineken Malaysia) agreed to be members of the jury for the Malaysian Media Awards 2019.

The inaugural Malaysian Media Conference preceded the awards night – which celebrated its 15th year. The full-day event gathered media industry mavens to share their personal and professional experiences on the subjects of disruption in the media, marketing, and communications industry in general.



DIGITAL ADEX REPORT

In 2019, the MSA decided to undertake the Digital Adex initiative on its own to protect the intellectual property of their information and to shield against any conflicts.

In September, the MSA confirmed it would drive this venture in collaboration with the Association and MDA.

The first report for 2017, 2018 and Q1 2019 was launched in December 2019.

MALAYSIAN DIGITAL ASSOCIATION



D AWARDS 2019

The Council assigned Ms. Jessica Lim of Nestle Products Sdn. Bhd., Mr. Darren Loo of Maxis Mobile Services Bhd., Ms. Liew Wai Fun of Tune Group Sdn. Bhd. Ms. Chew Lee Min of Heineken Malaysia Bhd. and Datin Wong Meng Lee of Nippon Paint Malaysia Sdn. Bhd. as the Association's representatives in the jury for the d Awards 2019.



WORLD FEDERATION OF ADVERTISERS



WFA GLOBAL MARKETERS WEEK 2019

Global Marketer Week 2019 was a resounding success with over 1,000 people from 35 countries attending 10 events across four days, including the showpiece Global Marketer Conference. There was a common theme for the conference, *"Putting People First"*. Key progresses were presented in the following areas;

- Brands are taking the lead on social issues;
- The platforms must put social responsibility and people first;
- Cross-platform measurement may, finally, be about to arrive;
- Supporting quality journalism matters.

WFA NATIONAL ADVERTISERS CONFERENCE—LISBON

The Association was among the 26 national advertiser associations that was part of the National Advertisers Conference in Lisbon on March 29, 2019 where the delegations shared insights and ideas on how to lead locally on global digital challenges and drive organisational growth and membership value. The session was attended by the President.

WFA MEMBERSHIP

The World Federation of Advertisers consists of 120 of the world's biggest brand owners and 60 national advertiser associations on six continents. The Association's members such as CIMB Bank, Maxis Broadband, AirAsia and Nippon Paint are among Malaysian based brands that have joined the WFA as these brands realised the value of being globally networked, allows them to leverage on the collective knowledge of peers.



REGULATORY

IMPROVING
EFFICIENCY



TO ESTABLISH A *STRONG*
RELATIONSHIP WITH KEY
GOVERNMENT INDUSTRY
BODIES THROUGH THE
INITIATION OF REGULAR
DIALOGUES

TO *MANAGE*
REGULATORY ISSUES



TO BE A *KEY CONTRIBUTOR*
TO INDUSTRY POLICIES

SCOPE

Ministry of Health
Led by Puan Raja
Zalina Raja Safran
and supported by
the President

Advertising Standards
Authority
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
Encik Mohamed Zurairi

MINISTRY OF HEALTH (MOH)

RESTRICTIVE ADVERTISING
TO CHILDREN

The Ministry of Health (MOH) planned to work with the Malaysian Communications and Multimedia Commission (MCMC) to control how food and beverages with high salt, sugar and fat content are advertised to children. The Ministry is keen to impose a total ban on the advertising of such products.

MAA in partnership with FMM Food and Beverage Manufacturing Group (FMMMAFMAG) have formally objected to the MOH’s plans to ban the advertising of so called “unhealthy foods” to children and requested the Ministry to consult with the industry first before issuing any restrictions.

The CMCF was subsequently requested by the MCMC to assume the lead to submit with recommendations to restrict advertising of foods and beverages with high fat, sugar or salt content.

As a pre-emptive measure, the FMM had already submitted a list of products and their nutrient details for the MOH to approve so as to not be adversely affected if the ban was implemented.

Since 2016, the industry has adopted a self-regulatory measure in the form of the *Responsible Advertising To Kids Pledge* by manufacturers in their television advertising content and the Nielsen Company monitors their compliance of this pledge. To date 13 companies have signed the Pledge.

A meeting was held on April 11 at the CMCF’s office with FMM MAFMAG, Media Specialists Association (MSA), Association of Accredited Advertising Agents Malaysia (4As), Media Prima Bhd., Measat Broadcast Network Systems Sdn. Bhd. (Astro) and the Association to discuss:

1. The industry’s feedback on MOH’s policy proposal
2. The industry’s commitment and compliance rate
3. The average / total advertisement revenue that will be impacted
4. The industry’s initiatives as solution to address the issue.

The meeting concluded that the CMCF would explore the inclusion of a Sub-Code under the existing paragraph of Protecting Children for Marketing to Children and that the FMM MAFMAG would provide information that will support the recommendation for self-regulation.

CMCF commenced in developing the Sub Code On Children Advertisement Content as a self-regulatory step using standards adopted by the United Kingdom's ASA. CMCF has shared the draft recommendation on the inclusion of the Sub-Code with FMM MAFMAG and MCMC and await their feedback.

ADVERTISING STANDARD ADVISORY



The Constituent Members comprising of the Association of Accredited Advertising Agents Malaysia, Media Specialists Association, Malaysian Newspaper Publishers Association, Outdoor Advertising Association of Malaysia and the Association itself felt there was a need to overhaul the ASA to ensure a more sustainable administration of the Malaysian Code of Advertising Practice. Therefore it was deliberated that a new leadership was needed to turnaround ASA and the Constituent Members agreed to appoint Encik Azizul Kallahan, a retired advertising veteran to helm ASA.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM



As of December 2019, the CMCF had received 328 total cases. Internet content (179) topped the complaints, followed by Mobile content and services (135) and Advertising Content (2). Most of these complaints were lodged by members of the public (324) while the rest were filed by government agencies (3) members of the industry (1).

Malaysian Communication and Multimedia Commission (MCMC) requested for some amendments to be made to the Advertising Section of the Content Code. The revision revised draft was resubmitted to the MCMC for their final approval.

The CMCF was also waiting for the approval for the “Industry Guideline for Marketing Communications by a Company in the Business of Gambling or Betting” from the MCMC.

The MCMC requested CMCF to study the feasibility in introducing an Infringing Website List (IWL). The objective of this effort was to cut off advertising revenue flowing to major pirate websites in the country. It was noted that this initiative was first attempted.

The CMCF was also roped in to lead the development of a Sub-Code On Children Advertisement Content in view of the Ministry of Health's direction to control how food and beverages with high salt, sugar and fat content are advertised to children.

There was a concern that CMCF's function and Content Code overlap with the functions of the Consumer Forum Malaysia (CFM) and, as such, there exists a possibility that both may be merged by MCMC if the Communications and Multimedia Act was amended.

FINANCIAL REPORT

The Council 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 at 31st December 2019 with a total of RM 1,648,499 (2018: 1,723,626). Total asset is RM 1,837,659 whilst liabilities only amounts to RM 23,783.

The Income and Expenditure for the year ended 31st December 2019 was RM159,713 and RM226,194 respectively which resulted in a Deficit of Income over Expenditure of RM 61, 571 for the financial year ended on that date due to fewer events being organised compared to the previous year. Total administrative and general expenses have dropped slightly from RM 228,242 to RM 226,194.

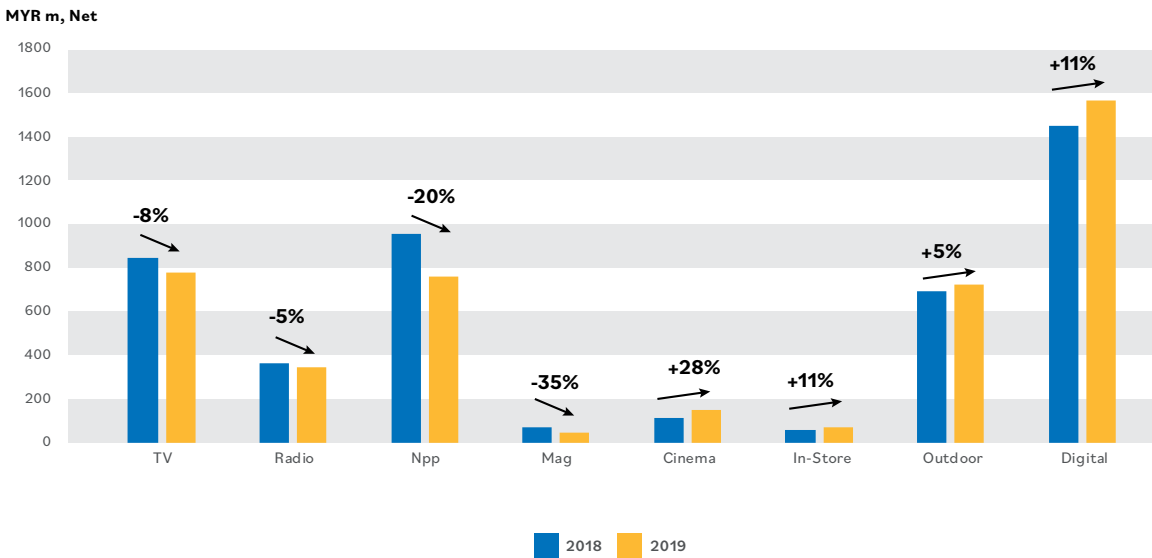
In 2019 MAA representatives of the Council have attended the WFA Exco Meeting in Singapore and the Global Marketer Conference as well as the National Association Congress in Lisbon. It aims to get widespread exposure in the field of marketing and advertising at the international level.

Mohamed Kadri Mohamed Taib
President

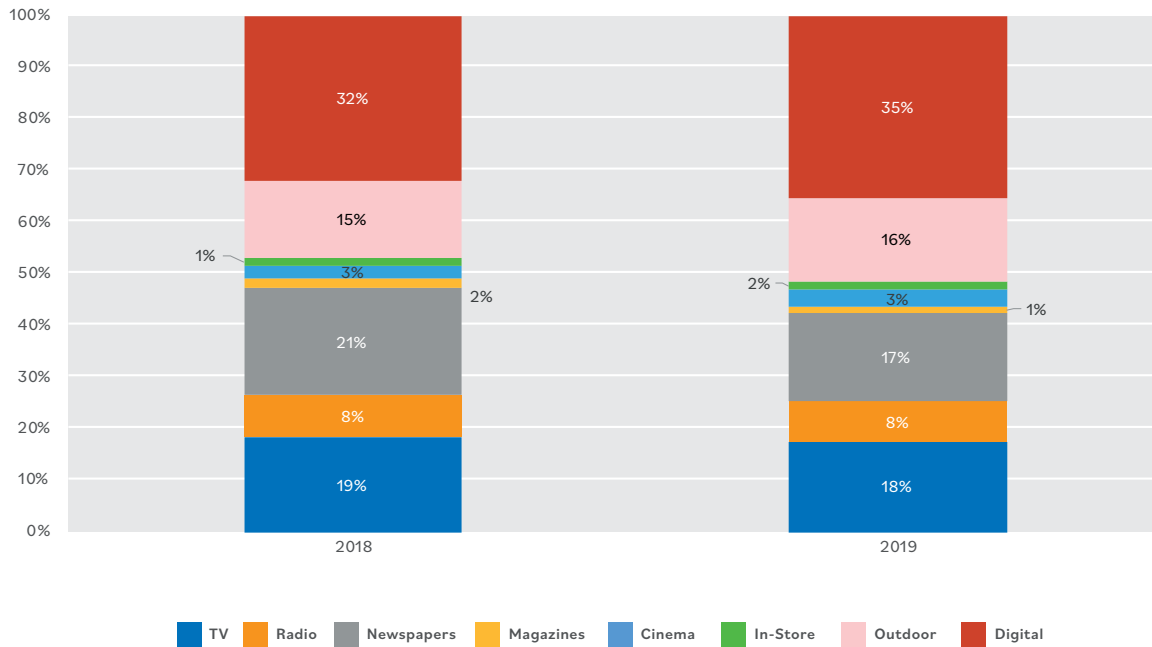
MALAYSIA ADEX: Y2019 VS. Y2018 REPORT

SOURCE: GROUPM TYN

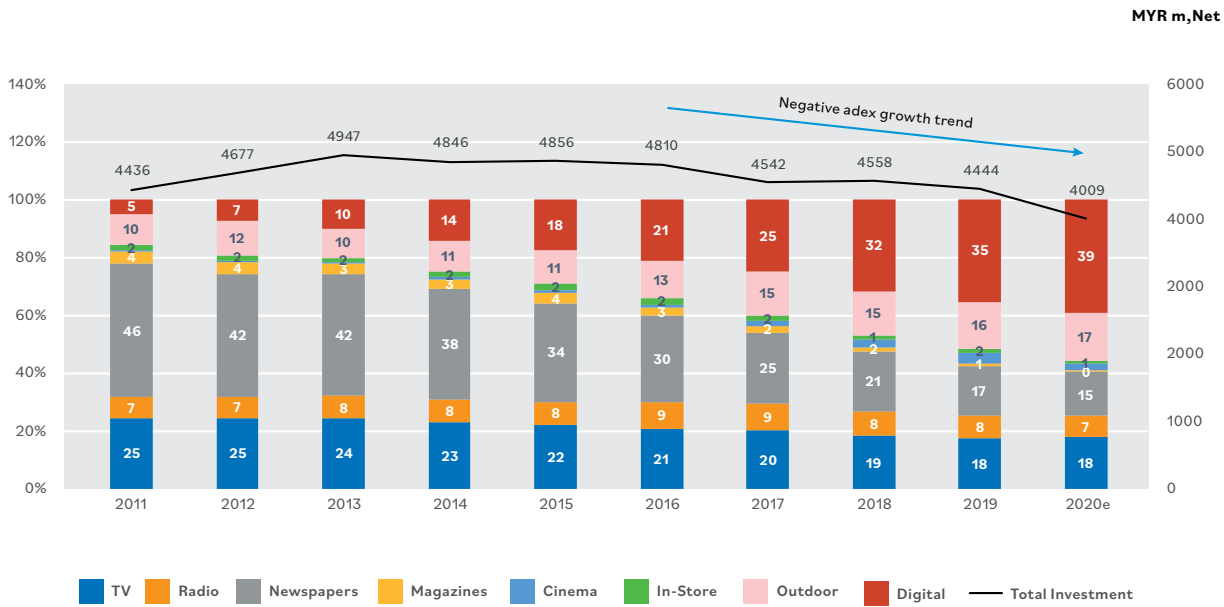
Y2019 VS. Y2018 TOTAL ADEX BY MEDIUM



Y2019 VS. Y2018 ADEX SOS% BY MEDIUM



MULTI YEAR GROWTH & SOS% TREND



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KEY SUMMARY & FORECAST

Malaysia adex experienced continuous decline trend year on year since 2016. Due to Covid-19 pandemic, adex is forecasted to decline by -9.8% in 2020.

Traditional media (Npp, Radio, TV) continued to lose it's share to digital media. Digital is projected to own up 39% share of total adex in 2020. This is inline with the continuous growth of digital penetrations and how the pandemic has fast-tracked consumers and advertisers to digital consumption & commerce.

Out-of-home media (Cinema, Outdoor, In-Store) seen growth in 2019 vs. 2018 due to increase of site penetrations & growth of digital out of home.

ORDINARY MEMBERS

1. Air Asia Berhad

2. Alliance Cosmetics Sdn. Bhd.

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 Permais 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. Kimberly Clark Trading (M) Sdn. Bhd.
34. L’Oreal Malaysia Sdn. Bhd.

35. Maxis Broadband Sdn. Bhd.

36. Malaysian Airlines System Berhad

37. MEAD Johnson Nutrition (M) Sdn. Bhd.

38. Measat Broadcast System Network Sdn. Bhd.

39. Milestone Productions Sdn. Bhd.

40. Mondelez Malaysia Sales Sdn. Bhd.

41. Munchworld Marketing Sdn. Bhd.

42. My News Retail Sdn. Bhd.

43. Nasim Sdn. Bhd.

44. Nestle Products Sdn. Bhd.

45. Nippon Paint (M) Sdn. Bhd.

46. Pensonic Holdings Bhd.

47. PepsiCo (M) Sdn. Bhd.

48. Perodua Sales Sdn. Bhd.

49. Petronas Dagangan Berhad

50. Projek Lebuh raya Usahasama Berhad

51. Pizza Hut Restaurants Sdn. Bhd.

52. Pokka Corporation (S) Pte Ltd

53. Pos Malaysia Berhad

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

55. Proton Holdings Bhd.

56. Prudential Assurance (M) Berhad

57. QSR Stores Sdn. Bhd.

58. RHB Bank Berhad

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

60. Shell Malaysia Trading Sdn. Bhd.

61. Sime Darby Property Bhd.

62. SI Portal.com Sdn. Bhd.

63. Telekom Malaysia Bhd.

64. Tesco Stores (M) Sdn. Bhd.

65. TUNE Group Sdn. Bhd.

66. UEM Sunrise Bhd.

67. UMW Corporation Sdn. Bhd.

68. Unilever (M) Holdings Sdn. Bhd.

69. WaterCo (Far East) Sdn. Bhd.

70. Wipro Unza (M) Sdn. Bhd.

ASSOCIATE MEMBERS

1. Armani Media Sdn. Bhd.

2. Adrenaline Communications Sdn. Bhd.

3. Alakad Management Sdn. Bhd.

4. Antsomi 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. FCB Sdn. Bhd.

14. Fox Sports Sdn. Bhd.

15. Google Malaysia Sdn. Bhd.

16. Golden Screen Cinemas Sdn. Bhd.

17. Havas Media Kuala Lumpur Sdn Bhd

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

19. Innity Sdn. Bhd.

20. Isentia (M) Sdn. Bhd.

21. IPG Mediabrands Sdn. Bhd.
22. Lion Digital Malaysia Sdn. Bhd.

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

24. Moving Walls Sdn. Bhd.

25. Nielsen Audience Measurement Sdn. Bhd.

26. Ogilvy & Mather (M) Sdn. Bhd.

27. Perspective Strategies Sdn. Bhd.

28. Phar Partnerships (Malaysia) Sdn. Bhd.

29. Pos Ad Sdn. Bhd.

30. PRS Productions Sdn. Bhd.

31. Publicis Communications Malaysia Sdn. Bhd.

32. Rapid Pro Sdn. Bhd.

33. Redhot Media Sdn. Bhd.

34. Rev Media Equity Holdings Sdn. Bhd.

35. Silver Lining 7 Sdn. Bhd.

36. Sin Chew Media Corporation Bhd.

37. Sistem Televisyen Malaysia Bhd.

38. Star Publications (M) Bhd.

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

40. Utusan Melayu (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 AND 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.

For further enquiries,
please contact the MAA Secretariat.

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