

# **Malaysian Advertisers Association**

**Annual Report 2016**

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Ordinary & Associates Members

# Council Members



President

**Ms. Margaret Au-Yong**

TUNE GROUP



Vice-President

**Ms. Chan May Ling**

DIGI TELECOMMUNICATIONS



**Claudian Mr. Navin  
Stanislaus**  
BABA Products Sdn Bhd



**Y Bhg Dato' Sri  
Dr Vincent Tiew**  
Andaman Property  
Management Sdn Bhd



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



**Ms. Maud Meijiboom**  
Heineken Malaysia Berhad



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



**Ms. Sulin Lau**  
Maxis Mobile Services



**Pn. Raja Zalina  
Raja Safran**  
Mondelez Malaysia  
Sales Sdn Bhd



**Mr. Eugene Chan**  
Nestle Products Sdn Bhd



**Mr. Javed Jafri**  
Unilever



# Alternate Members



**Ms. Foong Ai Peng**  
Maxis Mobile Services



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



**Mr. Ganesan Narayanan**  
BABA Products Sdn Bhd



**En. Khairul Syahar**  
Nestle Malaysia



**Ms. Chan Mei Fung**  
Unilever



**Mr. Roland Tan Cheng Lee**  
Andaman Property  
Management Sdn Bhd



**Ms. Jessie Chuah**  
Guinness Anchor Marketing

# President's Report

Last year was another challenging period for advertisers. Both external and internal factors raised uncertainties throughout 2016, particularly as the impact of the GST – introduced two years ago – reverberated across the lives of advertisers and consumers.





The Council attempted to cushion the uncertainties by doubling its efforts in preparing Members to navigate past this phase. Apart from fulfilling this principal task, the Council also expanded the membership base, nurtured the potential of Members, explored mutually beneficial

industry collaborations and charted new territories on the digital media frontier.

These endeavours revolved around the Four Pillars:

- a. Members Relations
- b. Training

- c. Industry Relations
- d. Regulatory and Government Relations

The Council Portfolios were reassigned to elicit a larger participation amongst Council Members and two new portfolios were created to serve this purpose, which are Administration and Finance plus Website.



# 4Es: Efficiency Effectiveness Ethics Excellence

The accent, as a new chapter opened in 2016, was again on the 4Es: Efficiency, Effectiveness, Ethics and Excellence. Council Members were reminded that they would have to adhere to these guiding principles while engaging with all stakeholders and managing individual portfolios.



## Members Relations

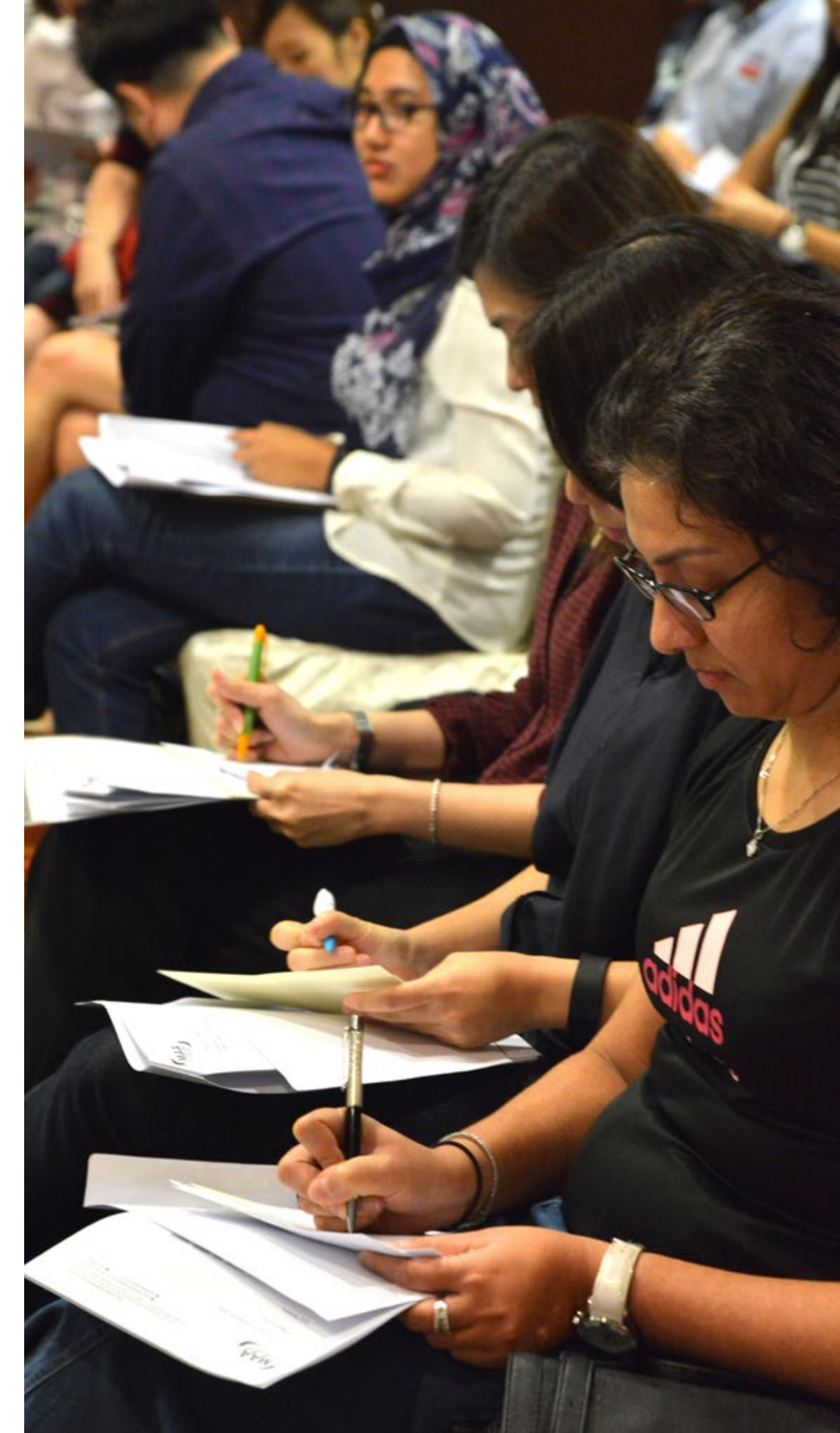
The EGM and AGM proceeded smoothly. No objections were raised towards the changes in the Constitution to accommodate the new rule under General Meetings to ensure nomination papers are only valid when the Ordinary Member submitting the nomination has paid the subscription in full.

As of March 2017, the Association recorded 60 Ordinary Members, 51 Associate Members and three Affiliate Members in the Malaysian Retailers Chain Association

(MRCA), Business Network International Sdn. Bhd (BNI) and Branding Association Malaysia (BAM).

The Affiliate Members add at least 1,000 Members to the Association's base and the Council looks forward to leveraging on the vast networks and know-how of the MRCA, BNI and BAM to benefit Members.

The Council broadened membership benefits through three major programmes in 2016.: the Ad Fraud Forum, entitled



## Membership as of November 2016

**60**

**Ordinary Members**

**51**

**Associate Members**

**3**

**Affiliate Members**

**113**

**total of new Members**

Uncovering the Digital Era's Biggest Con, MAA Marketer Forum with James Sampson, which dealt with programmatic marketing, an introspective on the media supply chain, the meaning of transparency in programmatic and global standards to measure advertisement quality and Innovation Café.

These projects were curated and implemented to help Members fully embrace the possibilities that digital channels and platforms offer and equip

Members with the right skillset to use technology and demand transparency from their media partners to obtain the necessary visibility to strengthen themselves and their respective organisations.

### **Training**

The digital media remains an exciting – and challenging – new mode of accessing a generation of technologically savvy consumers. The Council has always welcomed presentations from digital market and research agencies that covered





subjects from measurable advertising expenditure to programmatic buying.

The Council's close working relationship with Google is emblematic of the push towards digitalisation. The activities and programmes that were executed under the Google Ignite initiative, which witnessed a larger Member participation last year, serve the goal of the Council to chaperon Members towards the next level in digital.

The Digital Workshops with the MDA and IAB were another way of developing Members' talent while in backing the





YouTube Awards, the Council encouraged Members to participate and send over jurors for the judging.

The partnership with the WFA and Dragon Rogue, which commenced with the Ad Fraud Forum, was further sustained with Programmatic and Viewability updates with a series of talks for Members. The feedback from Members has encouraged explore comparable programmes in 2017 to advance this agenda.

## **Industry Relations**

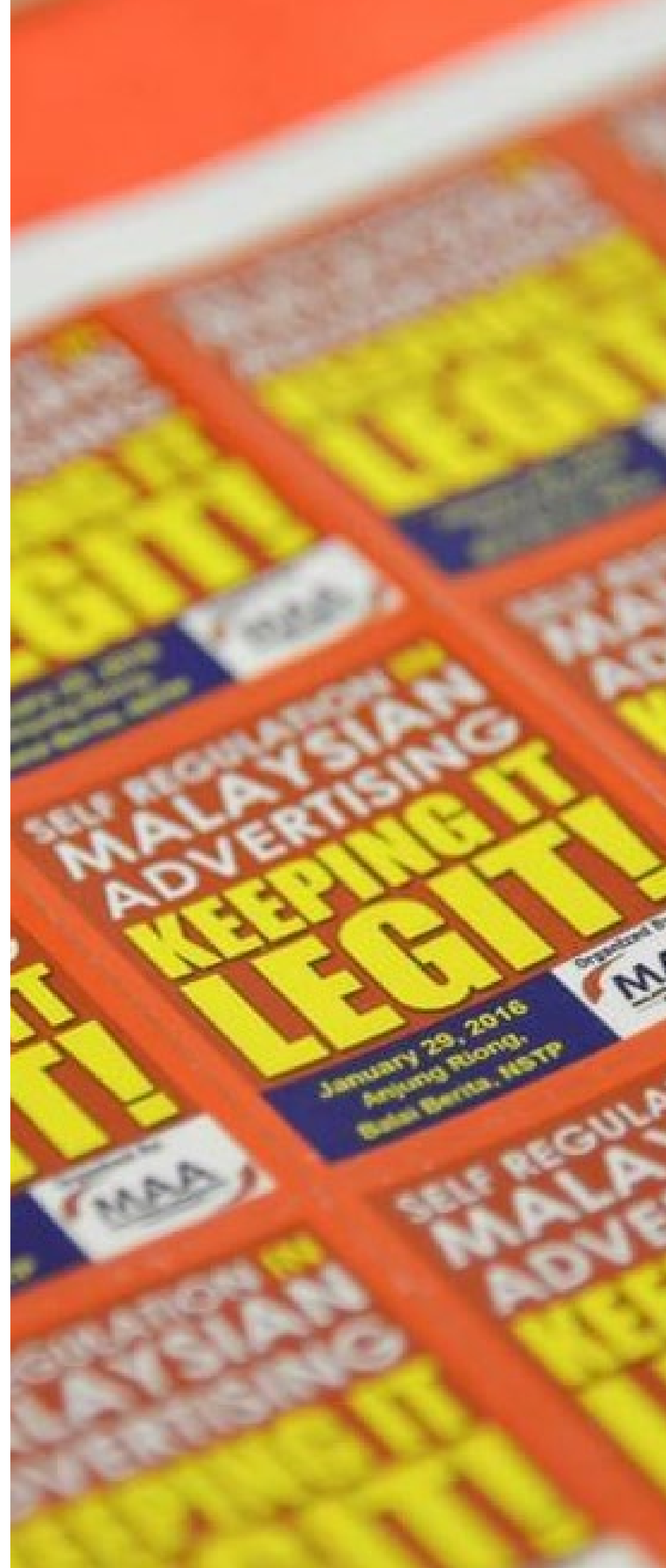
One of the proudest moments in the Association's history was when it was selected to host the first-ever WFA Global Marketer Conference Week in South East Asia on March 17, 2016.

The Association was praised for bringing together an array of 450 marketers and thought-leaders to Kuala Lumpur to address common challenges in delivering growth in an interconnected world.



The event highlighted innovative ways in which marketers could successfully engage consumers both internally and externally. It also provided inspirational examples of innovation, new platforms and marketing with purpose from the world's most exciting brands.

The Council would like to record its deepest gratitude to WFA for the faith it placed on the Association to be only the third WFA Member from Asia-Pacific (APAC) to host such a significant event and the assistance that the federation rendered in facilitating its success.



The Council maintained its association with the Effie Awards, Putra Awards and the MSA's Media Awards by providing Council Members as jurors. Likewise, the Council followed the revamp of the Kancil Awards very closely and hope to see a more vibrant and credible event this month.

The Council has been strident in its dialogues with ABCi to complete viewability auditing which would be a significant breakthrough for the industry in measuring the effectiveness of digital media. The Council has teamed up with the MSA to champion this agenda and to see its fruition in 2017.





**Regulatory and  
Government Relations**

The principal obstacle that the Council faced in 2016 was in the food and beverage industry, where the authorities are determined to impose directives and additional regulations in an attempt to govern it.

Under these circumstances, a minor triumph was recorded when the Association was invited to sit as an advisor to help develop the Ministry of Health’s Third National Plan of Action for Nutrition of Malaysia (NPANM) between 2016 and 2026.



In the meantime, the Association will lead a task force, made up of industry stakeholders, to tackle issues emanating from healthy food promotion campaigns and preempt any developments that could lead to the introduction of unsustainable ordinances.

The ASA agreed to be incorporated as a company limited by shares late last year in a move to increase its clout and legal standing and is working closely with CMCF to review and update the Content Code and the Code of Advertising Practice.





While the advertisers abide by the CMCF Content Code in producing their advertisements, the requirements Code are sidestepped by the Censorship Board (Lembaga Penapisan Film or LPF), which employs their own rules to approve advertisements.

The Council is currently seeking explanations from the CMCF and an audience with the LPF to stress that any decisions to reject or release advertisements must be founded on established rules and not interpretations.

## Summary

The achievements and projects outlines here, especially those that bore great benefits for Members, would have not been possible without the contributions of my colleagues in the Council.

I thank each and every one of them for their selflessness in dedicating their time and energy to ensure that the Association delivered on its goals yet again. Our partners and Members also richly deserve a mention for their contributions to the success stories of 2016.

## Global Advertising Expenditure Forecast 2017

**Magna Global**

**3.6% increase**

**GroupM & Zenith**

**4.4% increase**

Peer bodies as well as media organisations have approached the Council to collaborate on a few programmes that are designed to assist Members. These include the Malaysian Digital Association (MDA)'s Digital and Transparency Conference; Leadership Programme for Members in

senior management from ICLIF and the BFM-Edge partnership plan for education courses for entrepreneurs.

The Council will weigh each proposal and its benefits for Members before proceeding to commit to the programmes. As we await

the fruition of these proposals, I urge you to maintain your support for the Association and its initiatives.

**Advertising, however, is becoming more data-driven and complex and it is vital that advertisers fulfill the needs of the digital economy.**



# Member Relations

Committee Report

# Objectives

Improving the quality & knowledge of members.

# Scope

**MEMBERSHIP & RECRUITMENT DRIVE** Led by the President

# Membership

## **ROS Standardisation Exercise**

In November, the Council was informed that the changes to the Constitution must be completed as a matter of urgency. In line with the standardisation exercise under the Registrar of Societies (ROS), the Council was advised to incorporate these amendments into the Association's Constitution:

1. Quantum of Entrance Fees, Subscriptions and other dues to be stated clearly
2. Limit of expenditure under financial provision to be stated clearly
3. Logo rationale

The first steps would be for a limit on expenditure to be set under Financial

Provisions. This will affect other clauses, such as those which govern subscription due dates, which would need to be reviewed and changed as well.

The subsequent move would be to conduct the EGM to address the amendments above. The ROS needs to be notified of





these amendments within 60 days from the EGM. The Council undertook to ascertain if the EGM could be postponed to the following year.

An appeal was sent to the ROS to allow the EGM to be conducted in April 2017 and, in the meantime, the Council worked on limiting expenditures under Financial Provision.



### New Membership & Recruitment Drive

The membership recruitment exercise for 2016 mainly targeted the Putra Brand Award 2016 winners and WFA event participants. As a consequence of these and existing endeavours, the Council reported a rise in new membership.

As in the past, the Council's recruitment drive placed quality above quantity. Potential members were vetted to ensure that they fulfilled the criteria as an advertiser. The Council approved the Associate membership applications for these companies:

- a) Isentia (M) Sdn Bhd
- b) Cense Media Sdn Bhd

- c) Navigator Asia Business Sdn Bhd
- d) Dragon Rouge Singapore Pte Ltd
- e) Silver Lining 7 Sdn Bhd
- f) Michael's Badminton Academy & Sports Sdn Bhd
- g) A+E Network Asia
- h) Entropia (M) Sdn Bhd
- i) Capslock Pixel Sdn Bhd
- j) Johor International Skills Hub Sdn Bhd
- k) Branding Association of Malaysia

The Council also welcomed the application of these companies as Ordinary Members:

- a) CIMB Group
- b) Nippon Paint (M) Sdn Bhd
- c) QSR Stores Sdn Bhd

The resignations of these Ordinary and Associate Members were accepted:

- a) Hong Leong Bank Berhad (Ordinary)
- b) IBM Malaysia Sdn Bhd (Ordinary)
- c) Public Bank Berhad (Ordinary)
- d) Asia Digital Ventures Pte Ltd (Associate)
- e) Mainstream Mediacom Sdn Bhd (Associate)
- f) Taylor Nelson Sofres Malaysia Sdn Bhd (Associate)

The Council was pleased to note that Malaysia Airlines Berhad (MAB), formerly known as Malaysian Airline System Bhd (MAS), have expressed an interest to rejoin the Association.



Similarly, UMW Corporation Sdn Bhd are keen to return under the subscription fee structure of 2015 and the Council accepted their application and request to remit the old subscription rate to facilitate the membership. The Council awaits the response from Royal Chulan Hotel and TCRS Restaurants (Ordinary Members) plus Moving Walls Sdn Bhd and Gardenia Bakeries Sdn Bhd.

Every attempt will be made to encourage these companies as well as other identified firms to join the Association in the first quarter of 2017. Personal approaches, apart from formally written letters, are vital in

convincing them of the benefits of membership.

### **Voting Eligibility**

Mr. Claudian Navin Stanislaus requested that the EGM be held before the AGM to endorse an amendment to the constitution to bar Members who have not paid their fees for two years from exercising their right to nominate or vote at the elections during the AGM.

The Council consented to this proposal and instructed the Secretaries to review the constitution and share a draft for this new clause with the Council for further action.







# Industry Relations

Committee Report



# Objectives

1. To maintain constant engagement with all the advertising related groups.
2. To ensure transparent and fair deliveries.
3. To regularly engage key associations to maintain close collaboration on issues of mutual interest.
4. To enhance networking and business development.

# Scope

**Asian Federation of Advertising Associations (AFAA)**  
Led by the President and supported by the Vice-President

**World Federation of Advertisers (WFA)**  
Led by the President and Vice-President and supported by Council

**Dynamic Television Audience Measurement (DTAM) and Joint Industry Committee for Television Audience Rating (JICTAR)**  
Led by Mr. Javed Jafri and supported by Mr. Claudian Navin Stanislaus, Mr Faisal Akhtar Rana and Ms Carol Ng

**Malaysian Digital Association (MDA)**  
Led by the Ms Sulin Lau and supported by Encik Khairul Syahar and Ms. Chan Mey Fung

**Media Relations**  
Led by the President and supported by all Council Members



# DYNAMIC TELEVISION AUDIENCE MEASUREMENT (DTAM)

## **DTAM Technical Committee**

The Association and Media Specialists Association (MSA), which acts as the mediator, agreed that there must be a data fusion to ensure that there is only one currency for audience measurement in the market.

Both associations will decide whether an external consultant is required to oversee the entire process and to align the stakeholders' choice on the single currency. It was suggested that other regulatory bodies are invited to assist on the matter.

Astro have made it clear that they are not providing Nielsen with the data while Media Prima are using Neilson. This is causing a divide, as the objective is to implement the data fusion with Kantar as a short-term solution.



The MAA and MSA need to examine the right model and finance the initial paid cost before passing it on to the industry, with the benchmark set by the advertisers.

The Council resolved to speak to Media Prima. The Chairman led a delegation that comprised Mr. Khoo Kar Khoon, Mr. Javed Jafri and Mr. Claudian Navin Stanislaus to understand the concerns and to obtain the buy-in for the proposed single currency from Datuk Kamal Khalid, the Chief Executive Officer of Media Prima.

In May, the delegation secured the consent of Kamal (Media Prima) and Mr. Henry Tan, the Chief Operating Officer of ASTRO, for the data fusion. The broadcasters are now investing in this initiative.

The Council was advised that the way forward was to form a company to handle the reports. Kantar and Nielsen have been approached on this idea and both the Association and MSA await a response from both television broadcasters.







## **JICTAR**

Ms. Carol Ng was inducted into JICTAR, along with representatives from Media Prima, Astro, Starcom, MSA, Kantar and Nielsen, in a first of its kind Joint Industry Committee (JIC) to establish a single currency.

The ideal situation that is sought by the JIC is for both Kantar and Nielsen to share their data autonomously, after which the JIC or an independent consultant would review the data and submit their proposals to Nielsen and Kantar.



Though the Association had to state its stand, as data merging is currently only available in a limited number of countries, the Council opined that the industry should scrutinise the data first before deciding whether the responsibility falls on the Association.

The most positive outcome before the close of 2016 was the inclination of Nielsen and Kantar to collaborate. The companies, however, do not have a governing body to act as an authority.



The Association again found itself pushed towards this role to determine the single currency, especially as the MSA only possesses the technical expertise. The industry will continue to use two currencies, as it awaits a resolution.

In late 2016, Mr. Qamar Abbas from the Pakistan Advertisers Association (PAS) was flown down to share PAS's experience and recommendations with the JICTAR members in relation to TAM partner selection.

# MALAYSIAN DIGITAL ASSOCIATION (MDA)

It is an accepted fact that Digital ADEX is highly under represented in our market and that Digital ADEX must be in the mix to make it more attractive. The Council, in a meeting with the MDA President Mr. Serm,

advocated that the association must be instrumental in driving this enterprise.

MDA has not agreed on any methodology or partner to collate and verify this data though efforts have been advanced on its part for this purpose. While it was agreed

that the agencies would have to fund this initiative, the Association will continue to engage Mr. Serm and Mr Nick Drew, the Vice President of the MDA, to convince it to collaborate with media owners to deliver an effective solution.



# MEDIA RELATIONS

The Council's dialogues with media houses continued apace in 2016. Utusan Malaysia requested for articles with different angles of Branding for the publication of monthly articles in the daily.

The President, meanwhile, was interviewed by Star on her thoughts on the Goods and Services Tax (GST) and the direction of the Association for the year. An additional three pieces on the Effie Awards, Co-Creation and self-regulation issues were scheduled to appear in the newspaper.

It was agreed that each article would be translated once Star had published them and fine-tuned by Mr. Stanislaus before they are sent to Utusan Malaysia for publication.



### **Briefing by the Star Media Group**

In July, the Council hosted the Star Media Group's Datuk Seri Wong Chun Wai, (Group CEO) and Ms. Heather Wee (General Manager of Advertising & Business Development).

Wong shared its successful interactive digital venture in Las Vegas and asserted that the Star Media Group is growing its digital and mobile platforms with multiple projects to make its brand of products more cohesive and integrated. He claimed that currently Star is the only English daily that is performing satisfactorily in both its print and digital platforms.





Ms. Wee revealed that the group has ventured into multiple platforms, namely Television, Events, Training, Out of Home and Radio. She added that Star Digital now has platforms for advertisers for high impact Ads, Native Ads, Mstar (Malay language portal) and its Audience Data Management and Reach called AIM (Audience Interest Marketing).

Ms. Wee said that current demographics show that digital users are made up of 60% Male between the age of 25 and 44 and 40% of them are professionals. She added that projects in the pipeline include luxury, tag and parenting segments. These segments can be customised to help advertisers to develop and build brand relationship with the audience.

The reporting system in place is adequately comprehensive to ensure Advertisers are able to make more informed decisions on future campaigns, audience breakdown and the number of clicks, which are monitored by Sizmek. The Star Media Group has a three-prong strategy, which is centred on Awareness, Engagement and Action (conversion).

**Current demographics on digital users according to AIM (Audience Interest Marketing)**

**60%**  
**Male aged 25 – 44**

**40%**  
**Professionals**

## Commercial Radio Malaysia (CRM)

The introduction to GSK methodology and approach to survey and market trends on radio listening in Malaysia was presented to the Council by Ms. Selina Chin (Managing Director of Commercial Choices) and Mr. Jeffrey Raymond, CRM's Honorary Treasurer, in September.

GSK tracks radio measurement through electronic and mobile diary by using a hybrid model to track both passive and active measurements. The measurement can be segmented to state-by-state markers and offers 12 weeks of survey periods in a year plus more unique samples from all CRM stations.

Mr. Raymond explained that CRM would be working closely with GSK by providing them the data of all its member stations for their compilation and analysis.

The Council was informed that radio listeners currently consist of 45% Females and 55% Males. GSK is working with CRM at the moment to capture data on live online radio streaming.

The CRM is planning to publish the figures in two waves, which is every six months and on different sample sizes. Mr. Raymond also shared that presently only Astro Radio will be conducting the market survey on the stations in Sabah and Sarawak.

## Radio Listener Gender Breakdown

45%

Females

55%

Males



# INTERNATIONAL RELATIONS

## **Asian Federation of Advertising Agencies (AFAA)**

The AFAA agreed to absorb the hosting fee amounting to US\$15,000.00 that was owed to the federation when the Association stepped in to hold AdAsia 2009, when the designated Pakistan host backed out at the last minute.

## **WFA**

### **WFA & MAA Global Marketer Conference**

The Conference attracted 450 delegates, including 120 foreigners. The key factors that made the event a success lied in personally calling potential delegates, meeting company heads and extending offers, where possible, to interested parties.

WFA Chief Executive Officer, Stephan Loerke, played a vital role in allowing the Association to leverage on WFA's insights, knowledge, learning and best practices from their numerous projects to strengthen relationship with existing members and to recruit new members.

The Council agreed that a number of the best practices from other members of WFA should be studied and adopted. The Council was pleased with the excellent WiFi connection during the conference that enabled delegates to access WFA mobile application to poll and pose questions – which was a first for a WFA Conference.

The Association made a surplus of RM309,854.65, excluding Macomm charges and contingency adjustments. The President thanked the Council Members for their input and support; Mr. Khoo Kar Khoon for encouraging her to host the event and his invaluable help with the sponsorships;

the Vice Chairman for her feedback on the WiFi capabilities and direction; Mr. Stanislaus for his backing and presence at all events organised during the Global Marketers Week.





The Council is also grateful to Encik Mohd Kadri for sponsoring and delivering the soft drinks the various events and during the Conference and Ms. Chua for the wide range of drinks provided during the networking sessions. Ms. Connie, Ms. Carol and Ms. Fong were equally commendable in their support and presence and, even though work commitments abroad nullified their participation at the event, Ms. Sulin and Mr. Javed were generous with their moral support.

In another encouraging progress, the Secretaries managed to secure the training provider status for the Association for events



for the next three years. The Council was advised that details for all events in the future must be submitted to ensure that it complied with the training providers' event and training criteria.

### **WFA CMO Forum**

Ms. Michelle Lum, Strategic Communications ICT Head from Petronas (Ordinary Member), represented the Association at the forum. The President had approached Ms Lum as she believed that more Members need to be afforded the opportunity to step in if Council Members are unable to attend such meetings. This would add value to Members as being part of the Association.



# 17<sup>TH</sup> MARCH 2016 LE MERIDIEN KUALA LUMPUR, MALAYSIA



Ms. Lum reported that she found the WFA CMO Forum enriching from the aspect of learning from other marketing leaders and in the sharing of their work for the brands they represent and best practices.

She appreciated the marketers' need to leverage on technology to progress their marketing campaigns and initiatives, especially in this digital age. Ms. Lum found the forum good for networking amongst like-minded marketing communication leaders and professionals within the region.

Ms. Lum's report was distributed to the Council. Council Members were encouraged to become members of the WFA and conduct a number of relevant and quality webinars for its members with the assistance of the body.



# INDUSTRY AWARDS, ENDORSEMENT & PARTNERSHIPS

## **YouTube Awards**

The inaugural YouTube 2016 Awards was held on December 9, 2016. The Association was the supporting partner of the event, which honored the year's most outstanding ad creatives on the popular video platform.

Mr. Eugene Chan was selected to be part of the Jury Committee. As part of its promotions, YouTube initiated the "YouTube House" workshops targeting marketers, advertising agents and content developers and benefiting media agencies.



# **Training, Administration & Finance**

**Committee Report**



# Objectives

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

## Scope

### **Google Ignite**

Led by Ms. Connie Ng and supported by Ms. Carol Ng

### **Google / YouTube**

Led by Vice President and supported by President

### **MRCA / BNI Training Programmes**

Led by the President and Dato' Seri Dr Vincent Tiew

### **Innovation Café**

Led by Ms. Chan May Ling and supported by the President

### **Website**

Led by the Vice-President and supported by Secretariat

### **Co-Creat**

Led by Ms. Sulin Lau and supported by Ms. Fong Ai Peng

### **Administration & Finance**

Led by Dato' Seri Dr Vincent Tiew

# TRAINING

## **Google Open Day**

The Google Open Day at Pullman Hotel on August 27, 2016 witnessed over 5,000 interns completing the programme. The event drew 16 more universities than in 2015 and there was a noticeable increase in the number of international students participating in the programme.

The student participation could have been larger if companies were permitted to receive non-Malaysians. The human resources policy of many firms is not in favour of employing foreign students and there was a considerable amount of paper work that had to be completed even if they were to include these students as part of the programme.

Numerous companies do not accept foreign students due to these factors. The Council advised that it is important for Google to guide these students to the companies that do welcome foreign students to avoid disappointment.

The Association received good publicity as Google Malaysia's project partner. Fifteen



Association Members and their subsidiaries were part of the programme: Digi Telecommunications, Isentia, L’Oreal, Maxis, Nestle, P&G, Unilever, Phar Partnership, roKKi, Think Bing, TPaay, Tune Hotels, Tune Protect and Tune Talk.

### **Google Ignite Training**

Google proceeded to the second year of this programme, which places its trained interns with interested marketers. The Council had passed on its feedback on the response and quality of last year’s edition and noted that a few Members rejoined the 2016 programme.







### **Presentation**

In March, Mr Sajith Sivanandan, Managing Director of Google Malaysia, Vietnam, Philipines & Emerging Markets and Mr Vijay Pratap, Brand Solutions Lead (You Tube) presented The Changing Video Viewing and Engagement Landscape in Malaysia to the Council. Mr. Nick Drew, the company's Head of Agency Relations, was also present.

Mr. Sivanandan reported that the mode of reach for audience has changed tremendously: mobile viewing has soared

by 65% and 115 billion watched videos from this platform in 2015 alone. Marketers are now looking at reach, efficiency and impact of their advertisement campaigns and that YouTube measures audience reach and frequency.

Mr Sivanandan shared that GroupM currently measures advertisements in the following manner: 100% of the advertisement must appear on the window and for at least 15 seconds of the video must be viewed with sound.



He added the pertinent questions are: How far was the advertisement reach and whom did the advertisement target? How many of them watched the advertisement for at least 30 seconds and how many watched the entire advertisement? It is clear that brands are not measuring the impact of what they

spend online – which is key indicator to justify their investment.

In summation, Mr Sivanandan advised the Council that the reach is shifting, online platforms are more efficient and it is important that brands understand the impact of their campaigns to the targeted audience.

## **Co-Create – Truth Lies and Programmatic Advertising**

The training programme attracted 360 participants, which far exceeded the target of only 250. The Association sponsored the lie detectors and seats for its Members and the Council was advised that the Association is capable of organising a standalone event in 2017.







## **HRDF 1Malaysia Grip Programme**

MRCA, the Association's Affiliate Member, has 280 retailers with 20,000 retail stores. Dato' Bruce Lim, the Secretary General of the body, applied for HRDF funding for training due to the lack of marketing capabilities amongst members.

The body planned to work closely with the Association to conduct training programmes to realign their current training programme which in turn will expand the Association's training portfolio and its current status as a HRDF training provider.

Lim, who is also heads Kumpulan Johor Skills, informed the Council that HRDF's funded projects encourage companies and associations to provide soft skills training to HRDF members.

He believed that this was a good opportunity for the Association to provide certification for various niche marketing and communications areas, such as digital. This will also allow the Association to set the standards and and select the most suitable trainers.



The certification program will promote credibility for the Association. Lim commented that it would be important for the Association to identify the critical skills area and trainers to ensure it is organised efficiently.

He stressed that funds are available for those who qualify to manage the programmes. HRDF hands out RM50,000 worth of grant for a class of between 20 and 25 participants and the Association will be remunerated RM800 per-participant per-day.

The Council questioned the validity of the certificates issued by the Association for the training programmes and it was assured by Lim that the Association is free to work with other credible partners like Google to strengthen their credentials.

**HRDF hands out**  
**RM50,000**  
**worth of grant for a**  
**class of between**

**20 and 25**  
**participants and the Association**  
**will be remunerated**

**RM800**  
**per-participant per-day.**

As the 4As is currently offering courses endorsed by the internationally recognised Institute of Practitioners in Advertising (IPA, in the United Kingdom), the Council considered that it is in the interest of all parties that they do not extend similar modules under the 4As-IPA venture.

The Council was also aware that the Association would need resources for logistics and operations to handle trainers and trainees apart from marketing the certification courses. In September, the Association was awarded RM300,000 to organise training programmes under HRDF (1Malaysia Grip) and discussed the

feasibility of offering these programmes with Lim.

In November, the Council officially informed the HRDF that the Association is unable to organise the 1MalaysiaGrip programmes due to lack of resources and time.

The Council was advised that the funds allocated to the Association to be transferred to Persatuan Ushawan Maju Malaysia (PUMM) with the consent of HRDF. After considering the Association's request, the HRDF reassigned the allocation to PUMM. The Council hopes to work with HRDF in 2017 on other projects.

**In September,  
the Association  
was awarded  
RM300,000  
to organise  
training  
programmes  
under HRDF  
(1Malaysia Grip)**



## WFA-MAA Digital Ad Fraud Talk

The objective of the talk was to educate advertisers on how to avoid programmatic or advertisement fraud. Expert speakers from TubeMogul, Ebiquity South East Asia and Integral Ad Science shared their presentations with 128 participants on August 17, 2016 at The Bee in Publika.









A positive feedback was gathered from the participants and this acts a boost for the Association to offer similar events in the future. The Council absorbed lessons to improve the next talk and this includes offering less complimentary seats, angling it more to marketers than media owners and agencies, selecting an affordable venue and using more digital platforms to promote the event.

The cash sponsorship received for the talk amounted to RM17,000, with a RM8,500 profit for the Association. The talk also garnered wide coverage in both Marketing Magazine and The Star.



## **Innovation Café Series**

The Innovation Café Series was another successful project that the Association conducted for Ordinary Members. The event, held on April 8, 2016 at Bobo KL, appealed to a total of 45 companies and 67 participants.

Dragon Rouge and the Association shared the cost of the event, with the Association funding the technical and food and beverage costs. Members and guests were not charged for the event. The Council is keen to continue collaborating with Dragon Rouge to extend the Innovation Café Series.



**The Council is conscious that the MAC model must be studied carefully to ensure there is no major risk involved with the current soft market.**

### **Malaysian Ad Congress (MAC) 2017**

The Council recommended that the MAC adopt the style of TedX, SPIKES or Campaign Asia, which would differentiate it by being unique in terms of speaker selection and format. This change was needed in view of the abundant industry conferences organised by various bodies at present.

The MRCA had also approached the Council to explore the possibility of collaborating on the congress. Both the Association and MRCA command completely different audiences (advertisers versus retailers) and any such cooperation would also require a review of the congress' format and focal points.

For example, topics such as digital transformation are crucial for Members while SME's could also be targeted with subjects on how to globalise their brand. The Council is conscious that the MAC model must be studied carefully to ensure there is no major risk involved with the current soft market.

The Council resolved to approach MRCA to discuss the feasibility of joining forces to organise the event and, if an agreement could be reached, to determine the target audience, a tentative date, venue, budget and profit sharing arrangement.

# ADMINISTRATION

## MAA Website

In November, the Council was informed that the average page views for the website had dropped to 1,400. The bounce rate, however, has dropped significantly

to (52.15%) indicating that the users are spending more time (1 minute 46 seconds) browsing these pages.

Articles on the Association's activities and industry updates, ranging from the Google Ignite project to the latest on JICTAM, were published for the reference of Members in a timely manner.



# FINANCE

The Secretaries advised the Council that invoices would be resent to companies with a reminder as part of the effort to collect outstanding sums owed to the Association.

The Secretaries also reminded Council Members that they must request a Tax Invoice from the supplier to be addressed to the Association should they spend the approved amount of RM500.00 to be claimed under the Association.

Council Members were also notified to forward their Association name card to the supplier for identification. If the bill or invoice is not addressed to the Association, the claimable input tax will be limited to RM 30.00 and not 6% of the amount.

# Regulatory

Committee Report



# Objectives

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

## Scope

1-4 SEP 2016  
Lövenpick Resort Phuket, Thailand

### **Ministry of Health**

Led by Puan Raja Zalina Raja Safran supported by Encik Mohamed Kadri Mohamed Tahir and Mr. Claudian Navin Stanislaus

### **Advertising Standards Authority Malaysia (ASA)**

Led by Encik Mohamed Kadri Mohamed Tahir and supported by Mr. Claudian Navin Stanislaus

### **Audit Bureau of Circulations (ABC)**

Led by Ms. Fong Ai Peng and supported by Ms. Chan Mey Fung, Dato' Seri Dr Vincent Tiew and Ms. Carol Ng

### **Communication and Multimedia Forum of Malaysia (CMCF)**

Led by Mr. Claudian Navin Stanislaus and supported by Dato' Seri Dr Vincent Tiew

# MINISTRY OF HEALTH (MOH)

## **National Plan of Action for Nutrition Malaysia 2016 (NPAMN)**

The Association has been asked to play an advisory role to help develop the Third National Plan of Action for Nutrition of Malaysia (NPANM) for the period between 2016 and 2026) in the government's campaign against obesity and diabetes.

Encik Kadri, who is on the advisory committee along with Raja Zalina, encouraged Council Members from the Food and Beverage categories to participate in it to ensure advertisers channel their feedback. Mr. Eugene Chan agreed to nominate members of his team from Nestlé.

The objective of NPANM, which was due to be launched in 2017, is to achieve optimal nutritional needs for Malaysians. The programme could offer tax exemptions or other incentives; compulsory sodium declaration and rules on advertising to children, especially school children.



## Responsible Advertising to Children Pledge

The Council studied the statistics released by the Ministry on Marketing to Children and Media Monitoring. The overall findings, logged between January and August 2016, show high compliance of 96% while a breach occurred when 35% or more of the audience are children under the age of 14.

The MOH is keen to determine the effectiveness of self-regulation within the industry as far as the Responsible Advertising to Children Pledge (RACP) initiative is concerned. The Ministry has requested for empirical data to validate findings on how successful the relevant industries have been in addressing current health issues afflicting children.

The Ministry also asked for the submission of data on infringement and non-compliance. The Council will work with the food industry as well as market research companies Kantar and Nielsen on obtaining the data and sharing it with the Ministry and Members.

**Ministry on Marketing  
Statistics on Children  
& Media Monitoring**  
January – August 2016

**96%**

high compliance

**35%**

a breach occurred  
with children audience  
under the age of 14

In April, a panel was formed to consider changes to the Food Regulatory Act and is tasked to hear, discuss and determine proposed amendments. Under the current regulation, product advertisements are not permissible for the consumption of children watching mainstream television or print media. Digital media channels, on the other hand, are presently not affected by this ruling.

Carat Media Services is developing a framework of pledge on the marketing of food and beverage to children and reporting standards for the Association. The mechanics will include the usage of Nielsen's data and the latter has been

persuaded to provide the service on a pro-bono basis.

Meanwhile, the Ministry propositioned to place its Healthier Choice logo (HCL) on packaging of products that meet its stringent nutrition criteria. Though the use of the logo is voluntary, advertisers who participate in this programme may benefit from tax exemptions.

The Council will monitor the impact of this programme on advertisers in the food and beverage industries in 2017. As 2016 came to a close, the Council proceeded to deliberate the framework with the Federation of Malaysian Manufacturers (FMM).



**the Ministry  
propositioned  
to place its  
Healthier Choice  
logo (HCL) on  
packaging of  
products that  
meet its stringent  
nutrition criteria.**



## Healthy Food Promotion Campaign

The Nutrition Division of the Ministry invited the Association to assist and advise it in improving the implementation of healthy food promotion campaigns. The Council requested the Ministry to share their materials for a review and to make appropriate suggestions on enhancing them.

The Ministry subsequently did not respond to the Council's requests for a follow-up on the issue and it appeared that the focus has shifted to the Ministry's proposed implementation of a Healthier Choice logo. The Council submitted that a task force comprising industry members is established to actively address the issues on health

promotion campaigns. The Association will assume the lead in this task force, which should also include the FMM, with the brief to potentially avoid any directives in the future that may lead to the imposition of untenable policies.

## Sugar Tax Proposal

The report that 3.4 million or 14.9% of Malaysians suffer from diabetes triggered an alarmed response. In response to this and the prolonged lobbying of pressure groups, the Ministry announced that they are planning to impose a tax on imported or locally produced sugar-sweetened beverages in an effort to control obesity.

The proposal, which is to be included in the NPANM III, is currently under discussion at ministry-level and is subject to approval by the Ministry of Finance.

If endorsed, the implementation will be rolled out in stages, as this is a long-term plan to help reduce the amount of sugar consumed by Malaysians.

The Malaysian food and beverage industry, as expected, is resisting taxes on sugary drinks and has articulated a clear stand that the tax proposal is a misleading solution to health issue and negatively impacts consumers and businesses.

# AUDIT BUREAU OF CIRCULATION

## (ABC)

### **Dispute Resolution**

The ABC Audit Committee and Secretaries attended to two matters. The first concerned the request of information from Nielsen's lawyers for the suit with The Sun.

The second was the complaint from The Edge against Focus Malaysia's use of the July – December 2015 figures, which the former claimed infringed the publicity rules. The Edge also believed that an early announcement is unfair to other members.

The Board decided that even though ABC had made the decision to allow Focus Malaysia to announce earlier, based on the current CRS, it would discontinue the practice to be fair to existing members.



## ABCi

The solution to the challenge in retaining the relevance of ABC in current times is to push ahead with the ABCi. The primary hurdle for the ABCi resides in successfully handling viewability measurement audits.

This involves finalising methods to ensure that humans and not bots view the online pages. Board members Mr. Spencer Lee and Mr. Serm Teck Choong will be looking at a methodology to move the measurement forward by also studying the system used in the United Kingdom.

## Media Workshop

The 17th ABC Media Conference that was held between September 1 and 4, 2016 in Phuket (Thailand) and attended by 85 participants and 11 speakers was efficiently organised.





Sponsorship in cash and kind totaled RM120,000 – which included the Association’s contribution of RM6,000 – and ABC recorded a profit of RM40,000. The conference also gained positive.



All 85 participants submitted their online surveys on the conference themed, Disrupt or Be Disrupted, after its last session. Almost 90% of the participants still preferred the conference to be held overseas.











A meeting was conducted with Mr. Richard Foan from ABC UK, who was one of the speakers at the conference, with key industry members. The aim of the meeting was to determine a way forward for ABC Malaysia to incorporate global standards and processes for web viewability that are already in place.

The next course of action is to forward a letter of intention to ABC UK to determine the proposal and fee structure to commence the project for ABC Malaysia.

### **Rotation**

The Secretaries advised the Council that the next rotation would see the Association holding



the Chairmanship, with the 4As as second-in-command. The 4As, however, have stated that they find no value in persevering as a member of ABC and plan to quit it in 2017.

In the event of this situation materialising, the Council was informed that the M&A would need to be altered accordingly as currently the rotation is between the Association, 4As and MSA.

The President and Vice-President mentioned that the M&A also needs revert to its original breakdown of representatives from the Association, MSA and 4As as the Association is unable to meet the prevailing quota of providing five Association representatives.

# ADVERTISING STANDARD AUTHORITY MALAYSIA (ASA)

## **Incorporation as Company**

The ASA deliberated registering itself as an association to increase its clout and legal standing and lobbied the MCMC to grant it more than an advisory role and empower it to discipline parties which breach ASA's codes.

In November, the ASA agreed to be incorporated as a company limited by shares. The exercise would need all 14 directors to sign bank statement. The four signatories from the Association include the President, Vice-President, Dato' Johnny Mun and Encik Mohamed Kadri Mohamed Taib.

## **CMCF Code**

The ASA is working closely with CMCF to review and update the Content Code and the Code of Advertising Practice respectively and with the agency, First Principles, to lower the cost. The CMCF is to complete its content code revision before moving towards the consolidation of the codes.



The body awaits the CMCF to complete its Content Code review to revise its codes to ensure consistency. It was recommended to the CMCF that it refer to the ICC Codes, as it is both international and up-to-date, to expedite the exercise.

### **Ad Monitoring**

The ASA employed UiTM students to monitor advertisements and, in solidarity with members, the Council contributed RM1,000 to aid the body. The larger question of sustaining funding for the ASA, after its incorporation as a company, remains unsettled.

**The ASA employed  
UiTM students to  
monitor advertisements  
and, in solidarity with  
members, the Council  
contributed RM1,000 to  
aid the body.**

# COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)

The CMCF's self-funding initiatives, which encompass the CMCF Internet Safety Project (My Trust Seal) with CyberSecurity Malaysia (CSM) and the Complaints Bureau Order Publication Editorial Board, are on-going.

## **Complaint Management**

As of October 2016, the CMCF had received 412 complaints. Mobile content and services topped the list with 200 grievances, followed by Internet content (190). Advertising Content and Broadcasting content registered 12 and 9 cases respectively.

Members of the public had filed 391 complaints. At the head of this category were Government Agencies (14 cases); Members of the Industry (4) and three cases lodged by the Executive Office.



**CMCF complaints as of  
October 2016 Total 412 complaints.**

Complaint Type	Amount
Mobile content & services	200
Internet content	190
Advertising Content	12
Broadcasting	9

The CMCF deliberated over the complaint from P&G against Colgate’s claims that its toothpaste is five-fold cleaner than other brands. While the CMCF maintained its view that all “superiority claims” are prohibited, it urged the MCMC to provide a clearer definition of “superiority claims.”

**Censorship Board**

Advertisers abide by the CMCF Content Code in producing their advertisements. However, when an advertisement copy reaches the Censorship Board (Lembaga Penapisan Film or LPF), the requirements of the CMCF Content Code are ignored and the LPF employs their own rules to arrive at decisions.

Council Members believe that the LPF is erratic with its application of the existing policy and that there were cases where approved advertisements were ruled out at a later period without a plausible reason.

The Association has been advised to seek clarifications from the CMCF to verify the effectiveness of its Code and to also ask for an audience with the LPF to stress that their decisions are based on interpretations and not established rules.

The Council agreed that there has to be reference points in the decision-making process and existing rules must be consolidated to avoid inconsistencies. It was also suggested that the Council write to select Members to obtain their feedback and updates on the LPF.

**The Council agreed that there has to be reference points in the decision-making process and existing rules must be consolidated to avoid inconsistencies.**



The background is a solid red color. In the center, there is a large, dark blue, rounded rectangular shape. Overlaid on this blue shape is the text "MAA FINANCIAL REPORT" in white, bold, sans-serif capital letters. Below this, also centered on the blue shape, is the year "2016" in the same white, bold, sans-serif font. On the left and right sides of the red background, there are two large, dark blue, rounded shapes that resemble the left and right halves of a large letter 'U' or a stylized 'C', framing the central blue rectangle.

# **MAA FINANCIAL REPORT**

**2016**

## Financial Report

The Income and Expenditure for the financial year ended 31st December 2016 was RM1,261,472 and RM243,441 respectively.

We successfully co-organised the Global Marketer Conference with The World Federation of Advertisers (WFA), which generated a surplus of RM 272,501.

Ordinary membership grew by 7.4% and Associate membership grew by 9.84% resulting in an increase in subscriptions. For Affiliate membership category saw two

new associations; BNI Business Network Sdn Bhd and Branding Association of Malaysia (BAM) joining in as members.

The Association funds are managed prudently. Cash and Fixed Deposits at the disposal of the Association as at 31st December 2016 was RM1,840,475 as compared to RM781,119 in 2015.



**Y Bhg Dato' Sri Dr Vincent Tiew**

# Income

financial year ended 31st December

## RM 1,261,472

# Expenditure

financial year ended 31st December

## RM 243,441



# MALAYSIA ADEX COMMENTARY AND FORECAST

Malaysia saw its 3rd consecutive year of declining Adex in 2016, with a 1.6% yoy decline vs. 2015. This follows on from 1.8% decline in 2015 and 3.9% decline in 2014. As a result, Malaysia adex dipped under the RM 5 billion mark for the first time since 2011.

In 2016, the only media to experience significant increases in adex were Digital, Radio, Pay TV and Cinema, with Digital growing most aggressively at 25% p.a.

At the current rates of growth, Digital share of adex will overtake TV share of adex towards the end of 2018 or by early 2019.

By the middle of 2019, Digital media, Newspapers and TV (Free-to-Air and PayTV combined) will each command approximately 25% of adex. By comparison, in 2009, Digital share of adex was 4% and Newspaper share was 48%, while TV has remained relatively unchanged at 25% through the past few years (although share has shifted away from FTA to PayTV).

# GLOBAL ADVERTISING OVERVIEW 2016 AND FORECAST 2017

Global ad growth continues to shadow nominal GDP at 4.3% in 2016 and is projected to be at 4.4% in 2017.

We have digital's share of all global adex at 31% in 2016, rising to 33% in 2017. Most significantly, digital's share of adex in the high-growth developing world (i.e. APAC

and LATAM) will catch up with the share in the developed world.

The twin political/ economic phenomenon of Brexit in Europe and the Trump victory in the USA will have a negative impact on corporate risk appetite and short-term investment decision-making by people,

governments and corporates. 71% of the ad growth in 2017 will come from 6 countries, i.e. China, USA, UK, Argentina, Japan and India. The next tier of countries contributing to growth in adex are Russia, Egypt, Brazil, the Philippines, Australia and Spain.

**Analysis and Figures courtesy of GroupM**

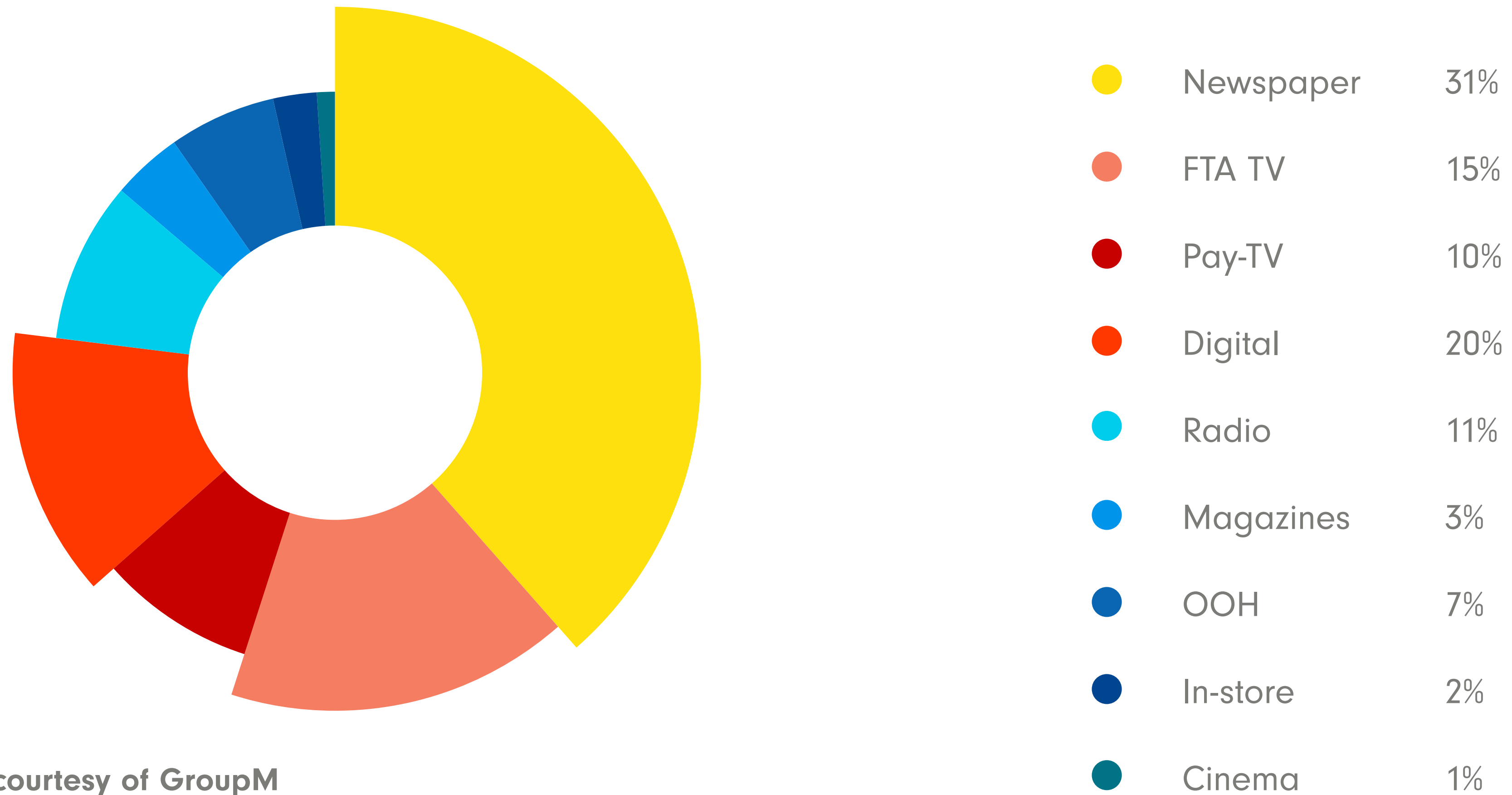


## 2016 ADEX PROVISIONAL: RM 4.97 BN



Analysis and Figures courtesy of GroupM

## 2017 ADEX PROJECTION: RM 5.13 BN



Analysis and Figures courtesy of GroupM



**MALAYSIAN ADVERTISERS ASSOCIATION**

**ORDINARY MEMBERS – 2016**

- |   |   |   |
|---|---|---|
| 1. Alliance Cosmetics Sdn. Bhd.           | 12. Colgate Palmolive Marketing Sdn. Bhd.     | 22. Fonterra Brands (M) Sdn. Bhd.                 |
| 2. Air Asia Berhad                        | 13. Continental Sime Tyre PJ Sdn. Bhd.        | 23. Genting Malaysia Bhd.                         |
| 3. Andaman Property Management Sdn Bhd    | 14. Cotra Enterprises Sdn. Bhd.               | 24. Glaxosmithkline Consumer Healthcare Sdn. Bhd. |
| 4. Baba Products (M) Sdn. Bhd.            | 15. Danone Dumex (M) Sdn. Bhd.                | 25. Goodyear Malaysia Berhad                      |
| 5. Bata Marketing Sdn. Bhd.               | 16. Digi Telecommunications Sdn. Bhd.         | 26. Golden Arches Restaurants Sdn. Bhd.           |
| 6. Bison Stores Sdn. Bhd.                 | 17. Disposable Soft Goods (M) Sdn. Bhd.       | 27. Heineken Malaysia Berhad                      |
| 7. Boustead Petroleum Marketing Sdn. Bhd. | 18. Divazz International Sdn. Bhd.            | (formerly known as GAB Sdn Bhd)                   |
| 8. Carlsberg Marketing Sdn. Bhd.          | 19. Dutch Lady Industries Berhad              | 28. HSBC Bank Malaysia Bhd.                       |
| 9. Celcom Axiata Berhad                   | 20. Etika Sdn Bhd (formerly known as Permanis | 29. Inti Universal Holdings                       |
| 10. CIMB Bank Berhad                      | Sandilands Sdn. Bhd)                          | 30. Johnson & Johnson Sdn. Bhd.                   |
| 11. Coca Cola Far East Ltd                | 21. FFM Marketing Sdn. Bhd.                   | 31. Jotun Malaysia Sdn. Bhd.                      |

**ORDINARY MEMBERS – 2016, cont.**

32. Julie’s Promotion Sdn. Bhd.

33. Kilang Makanan Mamee Sdn. Bhd.

34. Kimberly Clark Trading (M) Sdn. Bhd.

35. L’Oreal Malaysia Sdn. Bhd.

36. Maybank Banking Berhad

37. Maxis Mobile Services Berhad

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

39. Mondelez Malaysia Sales Sdn. Bhd.

40. Nasim Sdn Bhd

41. Nestle Products Sdn. Bhd.

42. Nippon Paint (M) Sdn Bhd

43. Pensonic Holdings Bhd.

44. PepsiCo (M) Sdn. Bhd.

45. Perodua Sales Sdn. Bhd.

46. Petronas Dagangan Berhad

47. Pizza Hut Restaurants Sdn. Bhd.

48. Pos Malaysia Berhad

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

50. Proton Holdings Bhd.

51. Prudential Assurance (M) Berhad

52. QSR Stores Sdn Bhd

53. Royal Selangor International Sdn. Bhd.

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

55. Shell Malaysia Trading Sdn. Bhd.

56. TCRS Restaurants Sdn Bhd

57. Telekom Malaysia Bhd.

58. TUNE Group Sdn. Bhd.

59. UMW Corporation Sdn Bhd

60. Unilever (M) Holdings Sdn. Bhd.

61. Wipro Unza (M) Sdn. Bhd.



**MALAYSIAN ADVERTISERS ASSOCIATION**

**ASSOCIATE MEMBERS – 2016**

- |   |                                      |  |
|---|--------------------------------------|--|
| 1. Acorn Marketing & Research Consultants | 12. Expomal International Sdn. Bhd.  | 23. Johor International Skills Hub Sdn Bhd       |
| 2. A+E Network Asia                       | 13. FCB Sdn Bhd                      | 24. McCann-Erickson (M) Sdn. Bhd.                |
| 3. Astro- Media Sales                     | 14. Fox Sports Sdn. Bhd.             | 25. Michael’s Badminton Academy & Sports Sdn Bhd |
| 4. Bates (M) Sdn. Bhd.                    | 15. GigaGigs Sdn Bhd                 | 26. Mongoose Publishing (M) Sdn. Bhd.            |
| 5. Big Tree Outdoor Sdn. Bhd.             | 16. Google Malaysia Sdn. Bhd.        | 27. Nanyang Press Holdings Bhd.                  |
| 6. Capslock Pixel Sdn Bhd                 | 17. Golden Screen Cinemas Sdn. Bhd.  | 28. Nanyang Siang Pau Sdn. Bhd.                  |
| 7. CD Advertising Sdn. Bhd.               | 18. Havas Media Kuala Lumpur Sdn Bhd | 29. Navigator Asia Business Sdn Bhd              |
| 8. Cense Media Sdn. Bhd.                  | 19. Hi-Q Media (M) Sdn. Bhd.         | 30. Nielsen Audience Measurement Sdn. Bhd.       |
| 9. Dragon Rouge Singapore PTE LTD         | 20. Lion Digital Malaysia Sdn. Bhd.  | 31. Ogilvy & Mathar (M) Sdn. Bhd.                |
| 10. Dynamic Search Sdn. Bhd.              | 21. Innity Sdn Bhd                   | 32. Phar Partnerships (Malaysia) Sdn Bhd         |
| 11. Entropia (M) Sdn Bhd                  | 22. Isentia (M) Sdn Bhd              | 33. Pos Ad Sdn. Bhd.                             |

**ASSOCIATE MEMBERS – 2016, cont.**

- 34. PRS Productions Sdn. Bhd.
- 35. Publicis Communications Malaysia Sdn. Bhd.
- 36. Reader’s Digest Asia Pte. Ltd.
- 37. Redhot Media Sdn. Bhd.
- 38. Rev Media Equity Holdings Sdn. Bhd.
- 39. Runcit Media Sdn. Bhd.
- 40. Sabah Publishing House Sdn. Bhd.
- 41. Silver Lining 7 Sdn. Bhd.
- 42. Sin Chew Media Corporation Bhd.
- 43. Sistem Televisyen Malaysia Bhd.
- 44. Star Publications (M) Bhd.

- 45. The New Straits Times Press (M) Bhd.
- 46. TMI Media House Sdn. Bhd.
- 47. Utusan Melayu (M) Bhd.
- 48. Vision Four Media Group
- 49. YTL Infoscreen Sdn. Bhd.
- 50. 59Motorads Sdn Bhd

**AFILLIATE MEMBERS – 2016**

- 1. Malaysian Retailers Chain Association (MRCA)
- 2. BNI Business Network International Sdn Bhd (BNI)
- 3. Branding Association Malaysia (BAM)



# AIMS AND OBJECTIVES OF THE MAA

1. To enable Members through the Association to speak with one voice and act with one purpose on advertising matters.
2. Holding meetings for the discussion of matters of interest to members.
3. Promoting or opposing legislative and other measures capable of affecting advertisers as a body.
4. Providing an official voice whereby members can collectively make known their wishes to media owners and advertising agents (either as individuals or associations) and thereby seek recognition of just claims.
5. To maintain good relations with all other bodies and organisations connected with advertising as a whole or for any particular purpose and to cooperate with them for the benefit of advertising.
6. Prosecuting or defending any suits, applications and proceedings before any court or tribunal whatsoever as may be deemed necessary or expedient in the interests of the Association or its members.

7. To raise funds by means of subscriptions of Members and levies on Members or otherwise for all the purpose and objects of the Association in such amounts and in such manner as is provided for in the Rules.
8. To promote, hold, sponsor or assist in the promoting, holding or sponsoring of Exhibitions of advertising matter or connected with such other objects as may be considered by the Council to be allied to or in conformity with all or any of the objects of the Association.
9. Advocating the complete and accurate disclosure of circulation figures by proprietors of all printed 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 Circulation and Circulations Audit Board.
10. Promoting the elimination of fraudulent, untruthful, misleading or otherwise objectionable advertising, increasing thereby the public confidence in advertising and in advertised goods and services.
11. Advocating the standardisation and simplifications of advertising rate cards.
12. Entering into any affiliation with, or promoting or assisting in the promotion of any association, having objects similar to those of the Association, or calculated to benefit generally the members of the Association.
13. Printing and publishing newspapers, magazines, periodicals, newsletters and memoranda for the spreading of information on any matters related to the objects of this Association, and for other like purposes.
14. Being at all times of continual service, and supplying information to members on all matters germane to advertising.
15. Investing the funds for the Association in such manner and in investments of such kind and nature as the Council may think fit.
16. Acting as arbitrator or mediator in settlement of disputes arising out of advertising transactions.
17. To organise, promote, sponsor and participate in educational and training programmes in advertising and related fields, either on its own or jointly with academic, vocational, cultural and professional organisations.
18. Generally to promote further and protect the mutual interest of Members and to do all such other lawful things as are or may be incidental or conducive to the attainment of the above objects or any of them.



# **WWW.MALAYSIAADVERTISERS.COM.MY**

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