

MALAYSIAN ADVERTISERS ASSOCIATION

**ENERGY IN UNITY**

ANNUAL REPORT

**2009**

**MALAYSIAN  
ADVERTISERS  
ASSOCIATION**

—

**ANNUAL  
REPORT  
2009**

# COUNCIL



**PRESIDENT**  
Peter A Das



**VICE PRESIDENT**  
V Kanesan  
Scomi Group Bhd



Azizah Wahid  
Panasonic Malaysia Sdn Bhd



Margaret Au-Yong  
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Claudian Navin Stanislaus  
Baba Products (M) Sdn Bhd



Tay Ai Leen  
L'Oreal Malaysia Sdn Bhd



Chan Sheow Vern  
Unilever (M) Holdings Sdn Bhd



Tuan Haji Dr Harith Kassim  
Colgate-Palmolive Marketing Sdn Bhd



Vincent Tiew  
Meda Inc Bhd



Chow Wei Heng  
Resorts World Bhd



Alicia Low  
Golden Arches Restaurants Sdn Bhd

# PRESIDENT'S REPORT

Our energy, enthusiasm and year were channeled into the successful organisation of AdAsia 2009 (see accompanying report) last October. As much as it monopolised our time and left less of it for the handling of association matters, it was the Council's resolution from the start of 2009 that MAA matters must not suffer as a result of our drive to effectively host a global event of immense importance to the industry.

Under these strenuous conditions, the Council has managed the affairs of the MAA with the required degree of professionalism and efficacy. We have managed to conclude matters of immense urgency and the most important of them being the protracted argument between the Advertising Standards Authority and Jotun Paint. But as it is the case almost always, when one issue concludes, another crops up and the matter that concerned the Council most last year was the reintroduction of the Made-in-Malaysia ruling on television commercials.

Such concerns will be addressed at the soonest in the coming months and again we will apply the insistence and thoroughness that they demand so as to find the solutions that are amicable to all parties. In view of the enhanced role of the MAA in the area of government liaisons, Council Members were asked to unite in addressing issues affecting the industry.

The organisation has been recognised as a proactive industry representative by the Ministries of Health and Agriculture following our contributions in the framing of the guidelines on advertisements on fast food and pesticide advertisements respectively. It is incumbent upon us now to maintain the unity that allowed us to play our full part in championing these issues and for the MAA to continue to protect, preserve and promote the interests of advertisers in the industry.

## CONSTITUTION AMENDMENTS:

The status of the resolution approval on the extension of the term from one year to two years from the Registrar of Societies was approved.

## SUB-COMMITTEES:

In July 2009, the Council members were asked to choose the committees that they wanted to serve in before the next Council Meeting. This was aimed at allowing Council Members to competently discharge their duties, more so, in a demanding year for the MAA. The Council would be stretched to the limit with various programmes lined up in 2009 in addition to AdAsia 2009 and could not afford to be lenient with the planning and execution of activities.

Council members were also advised to take the meetings of the association and also the ABC Board in a more serious manner and were reminded of the rule regarding absenteeism. A Member who was absent from three consecutive meetings of the Council without satisfactory explanation shall be deemed to have resigned from the Council.

As such, Council Members were strongly urged to attend the meetings on a regular basis. If a Council Member was not able to do so, it is her or his responsibility to appoint a stand-in to represent her or him in the meetings. In August, the Council approved the composition of these sub-committees:

1	ASA	Tuan Haji Dr Harith Kassim and Mr Claudian Navin Stanislaus
2	CMCF	Mr Claudian Navin Stanislaus and Ms Tay Ai Leen
3	MADE-IN-MALAYSIA	Tuan Haji Dr Harith Kassim and Ms Chan Sheow Vern
4	EFFIE/TALKS	Mr V. Kanesan, Ms Margaret Au Yong and Ms Tay Ai Leen
5	BILLBOARD	Ms Margaret Au Yong and Mr Vincent Tiew
6	ABC	Mr Peter Das, Ms Chan Sheow Vern, Mr Vincent Tiew and Mr Chow Wei Heng
7	MEMBERSHIP	Council
8	RELATIONSHIP WITH OTHER BODIES	Secretaries
9	Adball 2010	Mr Vincent Tiew, Tuan Haji Dr Harith Kassim and Puan Azizah Wahid
10	MAC 2010	Puan Azizah Wahid and Ms Alicia Low

## COMMUNICATIONS:

It was brought to the Council's attention that a number of potential members were keen to learn of the benefits of the MAA membership. As there were no newsletter and information on the industry in circulation, there was a pressing need:

- 1 To reach out to existing and would-be members
- 2 Disseminate news on the issues affecting the industry and challenges faced by the advertisers and MAA's position in relation to them.

The Council Members were directed to be more hands-on and gain the initiative to spearhead projects and were asked to look into projects that would benefit the industry and the members. A working relationship with the Branding Association of Malaysia (BAM), it was suggested, could lead to events, workshops or seminars that would benefit the industry.

As the Malaysian Advertising Congress has been postponed for the year, it was recommended that the event be replaced with forums. These discussions would be a platform for government bodies and highly regarded advertisers as speakers to articulate issues affecting the industry and advertisers such as the ruling on local content in television commercials, the *halal* issue, content on networked electronic medium advertisements, service tax and stamp duty.

## ASIA-PACIFIC ADVERTISING AND MARKETING CONGRESS 2010:

The Institute of Advertising Singapore (IAS) contacted the Council to seek our support for the Advertising & Marketing Congress in Singapore that will be held between June 3 and 4, 2010. Individual Asia Pacific country campaigns would be invited to present at the Congress and campaigns must have attained a finalist position in any recognised award programme approved by the Academy of Judges to be present at the Congress.

The finalists would present a four-minute video for the creative input followed by a six-minute oral presentation then participate in a 10-minute question-and-answer session of the presenter's content from the floor. A panel of judges would review the shortlisted video presentations and decide on the grading of the presentations. These presentations would be awarded Gold, Silver or Bronze medal grades and presented to the winners at the end of the Congress.

The IAS proposed that MAA become a country partner with IAS to promote the congress to the advertising fraternity in Malaysia. The Members felt that the judging criteria were similar to the Effie Award. Taking into consideration the other factors, the Council declined to participate.

## COMMITTEE REPORT: ISSUES MANAGEMENT COMMITTEE

### SCOPE:

- **Promoting value of advertising and self regulation**
  - Content Forum & ASA
- **Securing freedom to advertise**
  - Fast Food ban
  - MIM
  - Billboard
- **Tackling challenges of evolving media environment**
  - Ownership of media platforms
  - Measurement of media – print, TV, website, radio
  - Media rates
- **Advancing advertiser-agency best practices**
  - Professional standards of practice
  - Standards of Advertising Films Production Contract

### MEMBERS:

- Tuan Haji Dr Harith Kassim;
- Mr Claudian Navin Stanislaus;
- Ms Tay Ai Leen;
- Mr Vincent Tiew;
- Ms Chan Sheow Vern; and
- Ms Margaret Au Yong

### ADVERTISING STANDARDS AUTHORITY:

The tone that was set by the partial resolution of the issue concerning the full disclosure in prices in advertisements between budget airlines in 2008 was carried into last year as the ASA sought a more decisive role as a self-regulatory entity. The remaining unresolved matter was that despite the airlines agreeing to disclose their prices in full, advertisements were still in print when the tickets have been sold out.

ASA have been assured that whenever such advertisements were run, there was a reasonable number of tickets available to meet fulfill the claims as stated in the advertisements. The definition of “reasonable number,” however, varied from case to case and was obscured by standard escape clauses such as “Terms and Conditions Apply” or “While Stocks Last.” In another positive development in March, the deadlock between AirAsia and MAS, as regards to the complaint on comparative advertising, reached an amicable settlement.

These successes emboldened the ASA to end the prolonged standoff with Jotun Paints following their refusal to comply with the ASA’s ruling on their advertising claim on the billboard. This pitted the Ministry of Domestic Trade and Consumer Affairs, Petaling Jaya City Council (MBPJ), Kuala Lumpur City Council (DBKL) and Outdoor Advertising Association of Malaysia (OAAM) last year against a recalcitrant advertiser bent on defying all these authorities.

If the ASA were legally empowered to force the respondent to withdraw their misleading advertisement, the saga would have not been extended for well over a year. In order to avoid a repeat incident that consumed substantial time and manpower, the prospect of ASA’s merger with the Communications and Multimedia Content Forum of Malaysia (CMCF), which perform similar functions as the ASA, was again raised. In the meantime, the counsel of the Ministry of Domestic Trade and Consumer Affairs and the Association of Accredited Advertising Agents Malaysia (4As) was actively sought to find a closure.

The ASA accepted an invitation from the MBPJ to attend a meeting in mid-May to discuss Jotun Paint’s rejection on providing justifications for their claim and non-compliance of the ASA’s directive. In July, due to the ASA’s strong stance on this issue, Jotun Paint finally adhered to the ruling.

The ASA continued to deliver sound verdicts on a handful of other subjects of compliance, which included Kotex and their claims over Kotex Ultrathin Pads as well as on the Celcom Broadband Access question. In the latter case, Celcom agreed to compensate the complainant following their failure to substantiate their claim, which demonstrated the ASA progressing in a proactive manner.

While the ASA’s standing and influence have not diminished over the years and it continues to arbitrate over industry matters of high importance, the question of whether the ASA should be bestowed with the relevant powers must be urgently addressed for it to operate more effectively.

### MADE-IN-MALAYSIA (MIM):

The debate over the edict that television commercials must contain 70% local content resurfaced. It was recommended to the Council that, given that the implementation of this ruling is impracticable, as most scripts cannot be locally produced, the Ministry of Energy, Water and Communications were implored to review it. In March, the draft that was handed down from the Ministry was rejected and all concerned agreed that the CMCF be responsible for producing another version of it.

A sub-committee meeting was held to discuss the details of this draft but before the Ministry could be reengaged, it was learnt in July that the Ministry of Information, Communications and Culture - under which the Made-in-Malaysia matter will now fall – were keen on reintroducing the iniquitous guidelines for television advertisements broadcast in Malaysia.

The imposition of MIM would affect advertising by multi-national entities and the MAA would seek a dialogue with the Minister of Information, Communications and Culture before adopting an official stand on the reintroduction of the ruling. The consensus achieved during discussions on this issue in August was that the MAA would appeal for flexibility in compliance if this rule were applied.

### PROFESSIONAL STANDARDS OF PRACTICE FOR TV ADVERTISING PRODUCTION:

In February 2009, all parties achieved an agreement on *Recommended Guidelines - Industry’s Best Practice* and a media release was circulated in March. Following this development, a workshop on the guidelines for television production was conducted by Mr. Paul Loosley in March and was well received. Fifty four (54) participants had attended the three workshop sessions and, in accordance with our accord with the Malaysian Association of Advertising Filmmakers (PPFIM or Persatuan Penerbit-Penerbit Filem Iklan Malaysia), the MAA subsidised the participation of our members in these training sittings.

## COMMITTEE REPORT: INDUSTRY RELATIONS COMMITTEE

### SCOPE:

- The recruitment of new members
- Organising fund raising events and initiatives
- Liaisons with industry and Government bodies
- The maintenance and development of the website
- Securing publicity for the association and activities

### MEMBERS:

- Council Members

### MEMBERSHIP:

The single excruciating dilemma that the Council faced was determining the course of action against members who repeatedly failed to remit their membership subscriptions. The termination of membership for those who have not paid their fees for three consecutive years was mooted in March but was set aside as the Council was of the view that this not an ideal solution.

The Council mulled over a package of rates for members and agreed that the economical situation called for a more genteel approach. A letter to members that outlined our appreciation for their support, listed upcoming events for the year under the MAA banner and a reminder to settle their dues was proposed. In spite of the Council's efforts to cajole members to clear up their outstanding levies, it was regrettable that the response was decidedly lukewarm.

In January 2010, the Council was left with the drastic choice of withdrawing the membership of Ordinary Members Coca Cola Far East, Petronas Dagangan, DRB-Hicom and Quaker Products (M) Sdn Bhd as well as Associate Members Aerohawk Air Sdn Bhd, Fifty-Nine Corporation (M) Sdn Bhd, Media Mappers and Strass Media.

This was not a decision that was reached lightly. As a result of this move, the MAA had to absorb the cost of unpaid membership subscriptions between 2006 and 2008. This, however, was a knock that we had to endure in order to act in a just manner to other members. The Council had resolved to strengthen our membership and this step was aimed at protecting the interests of our loyal members and assuring them that their support is valued at all times.

### JOINT ASSOCIATION COOPERATION:

In May, the Council tabled a proposal from the Association of Accredited Advertising Agents Malaysia (4As) to the Media Specialists Association (MSA) for the development of a common industry template for "booked" media schedules so that creative agencies could accurately determine their revenue entitlement.

A dominant thought on this issue was that information - especially on gross media cost by advertisers - was private and confidential in nature and, as such, it will not be appropriate to disclose it to creative agencies. The Council agreed and decided that their response would be consistent with that of the MSA, which was to maintain the current way of delivering media schedules and media plans.

A pending matter that was initiated by the 4As concerned the hike in stamp duty, which was amended as of January 1, 2009 to subject all service contracts to an ad valorem duty equal to 0.5% of the contract sums. The Council agreed with the 4As' proposal to employ PricewaterhouseCoopers (PwC) to be the professional consultant to seek a clarification on the matter. It was understood in December that a copy of the draft on an appeal for the exemption of stamp duty to the Inland Revenue would be completed by April 2010.

### MINISTRY OF DOMESTIC TRADE, COOPERATIVES AND CONSUMERISM (MDTCC):

The Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC) were planning to hold an annual dialogue session between the Ministry and the private sector in 2010. The Ministry invited the MAA to submit a memorandum on any issues and to provide recommendations by the end of January 2010 to the Ministry before the session took place in early 2010. The Council tasked Tuan Haji Dr Harith Kassim and Mr Claudian Navin Stanislaus to assist on the matter.

# COMMITTEE REPORT: EFFIE AWARDS 2009

## MEMBERS:

- Ms Margaret Au Yong;
- Ms Tay Ai Leen; and
- Mr V Kanesan

Malaysia Effie Awards is gradually growing into an important industry-level award and has earned the respect of advertisers and agencies alike. Since its introduction in 2008, Malaysia Effie Awards has adopted a holistic approach that includes not just a glittering gala night but also efforts to educate and empower members and participants on successful marketing communications and effective campaigns.

Malaysia Effie Awards 2009 included four major events: the Effie Effectiveness Talk Series, Call For Entry, Effie Judging and Effie Award Night. A meeting was held, on the request of the Malaysia External Trade Development Corporation (MATRADE) in February to seek ways to have greater collaboration between the two organizations.

The Effie Effectiveness Talk Series received good support from the industry in terms of attendance and publicity as well as coverage in the print media and on radio stations. Though ticket price was intentionally kept to an affordable RM 120 per person, a good profit was generated from the Talk Series.

Effie Call For Entry was announced in June and ended in July 2009, with the judging taking place on August 19, 2009 followed by the Award Night on October 14, 2009 at the PJ Hilton. When the date for entry submission closed on July 24, 2009, we had received 71 entries, which represented a marginal increase on number for the first ever Effie Awards Malaysia 2008.

The most heartening aspect of this response is that Effie continues to enjoy the support of the industry despite last year's challenging economic conditions, which adversely impacted the level of advertising activities and notwithstanding the shorter qualification period for 2009 (12 months as opposed to 2008's 18 months). Our panel of prominent judges and moderators also added to the prestige of the Effie Awards.

The Council was briefed that sale of tables for the gala dinner and presentation night commenced after the judging was completed in August. As the results were being tabulated by Messrs. Ernst & Young, the Effie Project Coordinator was asked to analyse the entries to determine how many members of MAA participated in the Effie Awards 2009 while the Organising Chairman was asked to write to invite the participating non-members to take up membership with MAA.

The event in October was another upward notch for the industry and preparations for Malaysia Effie Awards 2010 commenced in earnest. Our main objective for 2010 is to raise the standards and quality of the entries. Toward this end, the Council was informed that plans are underway to organize an Effie Round Table on Effective Advertising and the English press will be invited to cover the discussion points in-depth. This year, the call for entry would also be scheduled earlier and is expected to take place in late April while the actual submission for entries would be between June to early July. The judging session will take place in August and the Effie Award Night is slated to take place in October 2010.

Effie Malaysia was selected by Effie Worldwide, New York to conduct one of the four Global Effie Judging sessions that was held in Singapore in Feb 2010.



The MAA were honoured when the Asian Federation of Advertising Associations (AFAA) settled upon Kuala Lumpur as the host of the 26th edition of AdAsia 2009 – Asia's largest marketing, media and communications congress – and were unwavering in our resolve to organise a laudable event under very demanding circumstances.

The Council understood the challenges that lay ahead in the management of such an event and were prepared to meet the expectations of the Asian marketing, media and communications industries for the occasion in October 2010. The time for groundwork was not in favour of the Organising Committee – Lahore had taken up two years of it – when the AFAA announced Kuala Lumpur as the AdAsia 2009 destination in July 2008.

The recession that beleaguered world markets did not help our cost and this was the most complex hurdle that the MAA had to face in order to realise our goals for AdAsia 2009, which carried the apt theme 'Asia Redefining the Future' that looked at the current situation by advocating changes for long-term stability. On the first day, the conference focused on The Age of Responsibility, highlighting how Asian brands need to behave, perform, and innovate to secure a share of the global market. The topic for the second day, Thriving in Uncertain Times, dealt with defining ground rules on establishing paths to success.

Assistance had to be enlisted from peer organisations and industry figureheads in the domestic industry and we were satisfied that they did not disappoint us in our hour of need. In March, the Council was persuaded to outsource the operations of the event to a third party and many organisational alternatives were explored on keeping the budget at its limit while not compromising on the quality of the event. In the same month, the AFAA were briefed in Pattaya (Thailand) on the latest development on the AdAsia 2009.

A discussion followed after the presentation and both AFAA and MAA concurred that the issue of postponement must not arise, as the World Advertising Congress will be held in 2010 as well. As a compromise, AdAsia would now be a two-day event that would take place between October 22 and 24, 2009. The Organising Committee warmly welcomed this decrease in the number of days as it helped reduce the cost of organising the event.

In May, Ms. Pat Wahid from Brad & Buchanan was appointed as the Project Director for AdAsia 2009 and the international road show was rolled out in Indonesia, Singapore, Philippines, India and Taiwan - AFAA member countries that called for support to promote AdAsia - by mid-2009. The initial feedback from the road shows was good and the Council was informed that only Singapore offered unenthusiastic response. Approximately 100 delegates from Indonesia, Philippines and India were estimated to attend.

A change in format for speakers, programmes and presentations plus a reduction in the delegate fees was also contemplated. The hosting of dinners during AdAsia 2009 was also confirmed, with Dentsu sponsoring the dinner for the opening day, member country India picking up the tab for the closing day dinner and the MAA hosting the welcome dinner. ASTRO agreed to host one lunch during the event.

The AdAsia Project Team had received numerous enquires since the KL Industry Briefing held in late July. The offer of the 10% discount and the ability to claim the participating fees from the Human Resources Development Fund (HRDF) were the selling points at the briefing and we received more encouraging news when the Association of Accredited Advertising Agents (4As) of Malaysia decided to include participation in AdAsia 2009 in its Boomerang Program.

In reaction to the demise of Ms. Yasmin Ahmad, the advertisements on AdAsia 2009 that were penciled in to appear in July were withdrawn. The late Yasmin was to be one of the speakers for the event and it was agreed that we would mount a presentation of her contribution on the role of effective advertising in brand building to enable entities to thrive in uncertain times. The presentation, which also doubled up as tribute, highlighted Yasmin's authentic creative talents.

As a measure to increase registration – which has not been producing the figures that we had hoped for - the fee for foreign delegates was reduced from US\$1,000 to US\$750 in July. The Council expressed its disappointment that even with Kuala Lumpur being one of the cheapest venues for AdAsia, we were not obtaining the projected minimum 40% foreign participation for the event after gathering only 25% in July due to the severe economic situation overseas.

About a week before the AdAsia 2009, we further slashed the registration fee for Malaysian delegates by 30% to RM1,800 – a privilege that was previously made available to members of industry associations like the MAA, 4As and Media Specialists Association (MSA) - to attract as many local delegates as possible. The discount also included RM750 per-day from the HRDF and was another attractive incentive for Malaysians to not miss such a prestigious global event.

In an effort to further boost participant registration, the Council proposed to lower the fee for students to attend AdAsia 2009. Following discussions in the Council, it was agreed that the student rate should be RM850.00 but the rate was only applicable if the registration was made via their college or university.

Delegates from almost 25 nations made it to AdAsia 2009 in October: South Korea, India, Pakistan, Singapore, Taipei, Philippines, Japan, Indonesia, Thailand, Sri Lanka, United Arab Emirates, Bangladesh, Hong Kong, Nepal, Vietnam, Australia, Germany, USA, UK, Mauritius, Poland, Kazakhstan and host country Malaysia.

The MAA recorded their debt to Dentsu (Premier Sponsor) and Hakuodo (Gold Sponsor) Malaysian sponsors: Tourism Malaysia (Gold Sponsor), Celcom (Silver Sponsor), Media Prima Bhd, the 4As, and numerous other companies and individuals who responded to the call of duty. The Council also placed their gratitude to the Organising Committee, AdAsia 2009 Project Team and members, whose perseverance and dedication allowed them to rise to the occasion.

In January 2010, the Council was informed that the AdAsia 2009 Project Team had handed over outstanding work pertaining to the event to the Secretaries in November 2009. The Secretaries were to follow up on the pending matters that mainly concerned the accounts.





## THE KUALA LUMPUR DECLARATION:

The most essential outcome of AdAsia 2009 was the Kuala Lumpur Declaration. The statement was framed to forge greater commitment to professional ethics while, at the same time, exhorting to expand pan-Asian horizons to encourage the responsible economic growth of local communities.

AdAsia 09 was steadfast in outlining this agenda in the Kuala Lumpur Declaration, which recognises the continent's diversity of cultures, human rights and fundamental freedoms in the upholding of social responsibility, sustainability, accountability and moral code within the advertising industry.

The emphasis of the Asian advertising fraternity's biennial meeting was on forging a document that sets out to pursue higher standards in good practice in advertising. The meeting also determined that the Kuala Lumpur Declaration would be the centerpiece of intra-Asian partnership and collaboration in achieving these values.

It was broadly agreed at AdAsia 09 that the implementation of the Kuala Lumpur Declaration would:

- Reaffirm the importance of ethics, cultural values and advertising standards as the mainstay of national, regional and international initiatives for the promotion of brands in Asia.
- Commit the advertising communities in Asia to overcoming barriers that prevent the attainment of high advertising standards.
- Commit the advertising communities in Asia to address the vulnerabilities faced by children exposed to advertising and providing education to these children and their families.
- Emphasise the need to strengthen links between advertising and other communication vehicles, national development plans and strategies.
- Reaffirm the commitment of the advertising communities to GATT and its implementation in a manner that supports the rights of Asian nations to protect their indigenous religions, customs and cultures.

The implementation of the Kuala Lumpur Declaration would also involve programmes and plans that aim at improving the skill sets at every stratum in the advertising arena. Toward this, the declaration seeks investment in and efforts to fund the research and development that promote Asian values in advertising.

The meeting also stressed the importance of encouraging advertising companies and agencies to develop partnerships that will produce higher standards in advertising. Concerted bilateral, regional and international endeavours are also required to further knowledge and understanding of good practices in advertising and this too is contained in the Kuala Lumpur Declaration.

It is the hope of all parties that made AdAsia 09 a success that the agreement heralds a fresh chapter on inter-Asian relationships as the advertising community embarks on a mission to incorporate a deeper sense of social responsibility into their everyday life.

## GLOBAL MEDIA TRENDS 2009: TRENDS IN GLOBAL DIGITAL MEDIA



\* This is an exclusive extract from the World Federation of Advertisers 2009 Annual Report.

### TWITTER ET. AL.

In 2009, if it wasn't happening in real time, it wasn't happening at all. Whilst Twitter has been around a couple of years, 2009 saw mass adoption of the micro-blogging service by everyone from news channels to celebrities, self-help gurus and your mum.

ComScore's most recent statistics indicate that growth is up 949% to 80 million users, with three quarters of that user base outside the US. Twitter's founders allegedly turned down offers from Google and Facebook, the latter of which seems sufficiently threatened by Twitter's popularity that its own interface has been redesigned to incorporate more 'live news' from friends and family.

Uptake of real time social media services on mobile has also been largely driven by Facebook and Twitter, with usage up 3500% in the first six months of 2009. Fascinatingly, the use of page views via linksharing services like tiny.cc and bit.ly is up 1068%, indicating that users are not only communicating activities, they're sharing content. Despite a widely held conviction by corner office dwellers at the mainstream media that Twitter is dominated by a cabal of lunatics compulsively communicating the components of their lunch, the service has proven itself capable of far more.

Nor is this real time movement confined to social networks. Google's Wave service offers a platform for real time collaboration, and launched in October 2009 to mass hysteria followed by almost complete confusion. Our favourite fusion of old and new media came in January this year, when CNN.com teamed up with Facebook to stream footage of Barack Obama's inauguration within the Facebook interface, meaning that people could watch, and comment, with their friends or with the world, in real time. The collaboration proved so successful that it was repeated in July for the funeral of Michael Jackson.

Real time media is not without its flaws. Many would argue that the increased reliance of mainstream reportage on services like Twitter results in a dumbing down of news delivery and an overestimation of the opinion of Joe Average compared to recognised expertise. The impact of Twitter's community on politics can also be overstated.

140 characters of text costs nothing to produce and can result in a hollow activism. The addition of many voices to a movement does not force policy change, or provide humanitarian aid. However, from a sociological point of view, Twitter and its community can do some marvelous things.

### REAL TIME ADVERTISING

Naturally, the real-time phenomenon also caught the attention of advertisers, and prompted innovation in business, customer service, marketing, or all three.

### BEST BUY / TWELPFORCE

The US-based consumer electronics retailer took its reputation for in-store service to the next level with the launch of Twelpforce – an army of 2100 Best Buy employees authorised to answer consumer questions via Twitter. Queries are submitted using the #twelpforce hashtag. The tool took 13,000 queries in the first two months, and at a time when consumer spending in the US is down by 1.9%, the company made a net profit of \$158m in 3Q09 on revenues of \$11 billion (up from \$9.8 billion year-on-year).

### IKEA / FACEBOOK SHOWROOM

Tasked with generating buzz around the launch of a new IKEA store in Malmö, Sweden, local agency Forsman & Bodenfors created a Facebook profile for the new store's manager, Gordon Gustavsson, who uploaded 12 different pictures of showrooms from the store over a two week period. Facebook members who had requested Gordon as a friend could then tag themselves to a specific item in each photo and in doing so, win that particular IKEA product. As with any photo on Facebook, as soon as someone tagged themselves, news of this action also appeared on their news feed, growing the campaign across thousands of different profile pages as it was shared between friends.

### LUFTHANSA / MYSKYSTATUS

Users who sign up to Lufthansa's MySkyStatus will find their Facebook and Twitter profiles automatically updated with their altitude, location, departure and arrival information. Lufthansa is branding the service as 'travel made social', but any customers who don't want to share their itineraries with the world are free to keep the information private. There's a comprehensive list of carriers, and Lufthansa has linked to Google Maps so users can see the routes taken by the flights before you board.

### CADBURY'S NIBBLES / ONLINE POP-UP SHOP

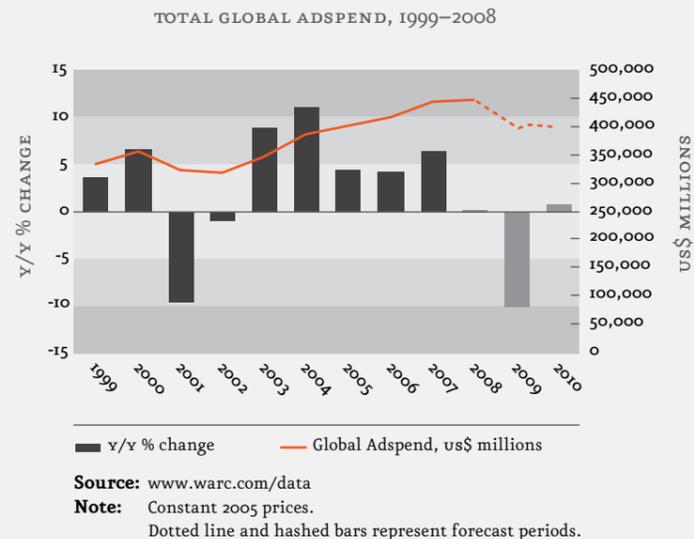
In October 2009, Cadbury teamed up with British designer Giles Deacon to create a limited edition scarf for the launch of a new product, Caramel Nibbles. A pop-up store was located just off Carnaby Street, London, but to claim their scarf, people had to locate the pop-up shop online. It appeared as a widget across different fashion-focused sites such as ASOS and handbag.com and on fashion blogs, closing and opening periodically as thousands of fashionistas chased it round the net. The brand icon, a curvaceous bunny, used Facebook to announce when and where the store would be reopening. When users successfully linked to it, they could take their place in a virtual queue, wait to be served by an assistant and claim their scarf. This smart integration between online and offline saw comments appearing on the Facebook page at the rate of one every 2.5 seconds for the two days of the promotion, and the store garnered an equivalent footfall in excess of 4m people with over £1.5m earned through social media.

### PLAYGROUND STORES / SLEEPLESS /

Swedish outdoor and adventure sports retailer Playground Stores was seeking to promote the positive health effects of leading an active lifestyle. Stockholm-based agency Åkestam. Holst chose four individuals and challenged them to break the record for staying awake the longest by walking – kitted out in Playground Stores products as they did so. Users familiarised themselves with each candidate via profiles hosted on the website, before choosing who they thought would last longest. The walkers were then tracked with an iPhone using the new Bambuser live video streaming service. If it looked like they were falling asleep, users contacted them with an SMS or with a tweet to their Twitter accounts. Anyone purchasing products in the online shop 'through' their chosen walker received a full refund if they went on to win. Footfall increased 11 times as a result of the campaign, with 70% new visitors. Site traffic increased eight-fold, and conversion rate to online purchase was 10%.

# GLOBAL OUTLOOK: GLOBAL ADVERTISING SPEND & ECONOMIC OUTLOOK, 2008—2010

FIG 1: Ad growth forecast after heavy global downturn



## LOOKING FORWARD TO THE REBOUND

At the time of writing, forecasters predict a return to growth for the global advertising economy in 2010 (see fig. 1). If global advertising achieves the modest 2% upturn projected in Warc's consensus of 2010 industry and analysts' forecasts, this would prove a more immediate rebound than occurred after the downturn of 2001-02.

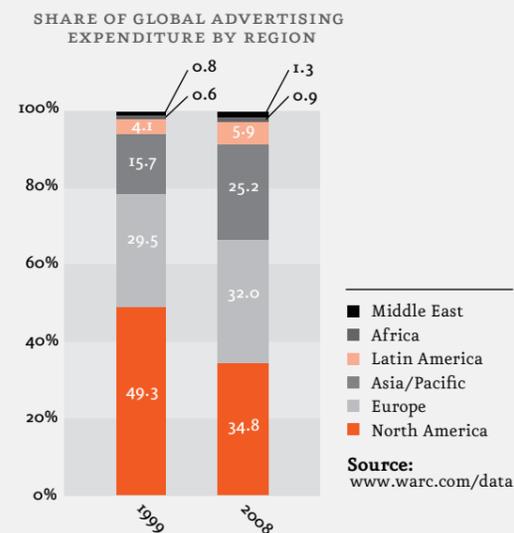
The 2009 advertising slump was notable for the distinct challenges and opportunities it created for advertisers in different markets. North America and European advertising markets were hardest hit, while Asia Pacific and the Middle East have continued to grow strongly. This trend reflects a long term shift in the global balance of advertising expenditure.

Like the recession, the recovery is likely to have a different impact region by region and across different media.

Warc has collated actual advertising expenditure in 2008 for more than 60 markets and produced a variety of forecasts for 2009-10.

Using a combination of actual and estimated advertising expenditure figures and GDP growth forecasts from the International Monetary Fund, we set out below some of the underlying trends which shaped the downturn across all main advertising markets. They are likely to determine the timing and character of any rebound.

FIG 2: North America loses 15% of global adspend share in 10 years



## THE ECONOMIC BACKGROUND

At the end of a tough year for economies worldwide, the International Monetary Fund estimated that the global economic growth rate would be just over 1% in 2009. For 2010 it forecasts global economic growth of 3.1%.

The more mature global economies fell into a deep recession at the end of 2008. Most are now on the road to recovery. Some, including the UK and Spain, are likely to see economic output shrink by nearly 3.5% in 2009, with only modest growth of 1.3% expected for 2010.

Emerging markets have fared better on the whole. These economies are expected to notch up an average of 1.7% growth in 2009, accelerating to 5.1% in 2010. In China and India, economic growth remained stronger in 2009 at 8.5% and 5.4% respectively.

In contrast, Brazil and Russia, have felt the burden of the global downturn more acutely, with GDP declines in 2009. In 2010, Brazil (+3.5%) should experience an economic recovery in line with the global economic growth rate, Russia's growth rate, at 1.5%, however, will be slower.

## ADVERTISING FEELS THE CHILL

In terms of its advertising impact, the pronounced global economic slowdown – the worst since World War II – dealt a heavy blow to all key sectors, including automotive, financial services and retail. The first half of 2009 saw particularly steep cuts in advertising spend.

Larger advertisers have, however, been able to reduce their overall spend and take advantage of lower media prices to maintain advertising presence and visibility. Smaller advertisers, more often than not, have had to cut spending altogether.

## REGIONAL ANALYSIS

### North America

The US economy emerged from recession in Q3 2009, growing 0.7% on the previous quarter. Overall, the US is expected to see output shrink 2.7% in 2009 compared with 2008. In 2010, US growth should be 1.5%. Confidence among US consumers slumped towards the end of 2008 and into 2009, but improved from the middle of the year to levels not seen since the second half of 2007.

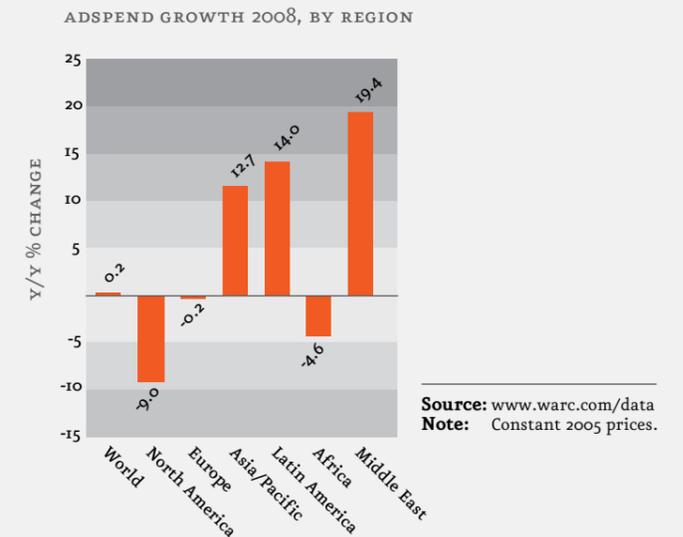
Canada's economy did not escape recession as some commentators expected. Reliant on energy exports, Canada suffered from reduced global demand. Like the US, it embarked on the road to recovery in Q3, with growth of 0.4% (q/q). For the 12 months to September the decline was -3.2%. Annual growth in Canada should resume around mid-2010 to create a 2.1% increase in real GDP by the end of the year.

With no big events to boost advertising in 2009, the US saw a substantial decline in advertising expenditure. Warc's forecast, produced in December 2009, predicted a 13.5% drop in US advertising across main media. We forecast a return to a meagre 1% growth in US advertising spend in 2010.

Canada's ad industry has fared better over the last year – Warc's December 2009 forecast projected an 8% fall in 2009, with advertising set to grow in line with GDP in 2010.

The medium most-affected by the downturn in North America has been press, particularly US newspapers, on which ad expenditure is expected to have fallen 25% year-on-year in 2009, with the medium losing 3pp of share of total US adspend. The majority of this share will be absorbed by the internet - likely to be the only US medium to see positive growth in 2009 (a rise of 4.9%). Growth in internet adspend will improve in 2010 to 10.9% and then gradually decline as unsold ad inventory is used up.

FIG 3: Middle East adspend saw remarkable growth in 2008



Television remains the biggest medium in both the US and Canada. Although TV spending was down nearly 10% and 6.5% respectively in 2009, the medium gained share in both countries, as other media fell out of favour with advertisers. Part of the appeal of TV in Canada can be attributed to the new Portable People Meters system of audience measurement.

In the US, magazines, radio and outdoor were all on double-digit declines going into Q4 2009, and losses of 20%, 19% and 15% respectively are estimated for the year as a whole. Perceived as a cheaper source of entertainment for families, cinema audiences often pick up during times of recession. This may have helped restrict the year-on-year decline in US cinema advertising spend during the recession to just 3% in 2009.

### Europe

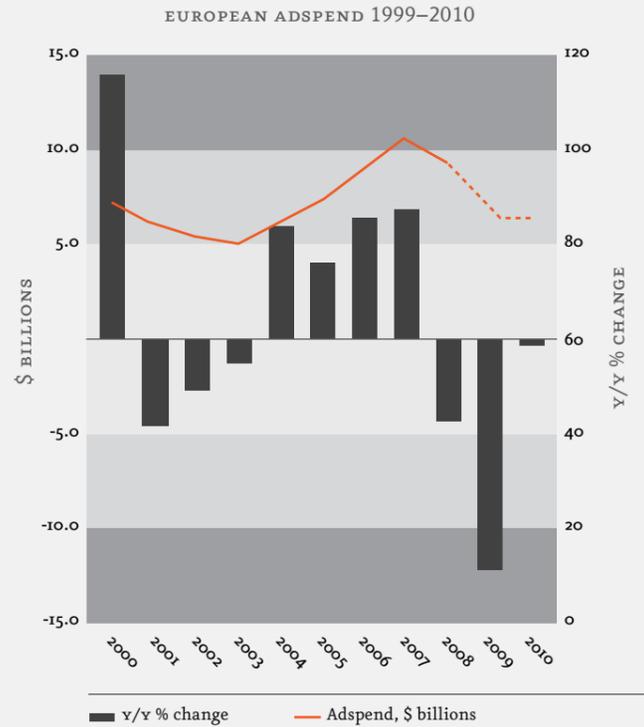
Advertising expenditure in Europe reached US\$156.4 billion in 2008, which amounted to 3.5% growth year-on-year (or -0.2% when adjusted for inflation). The region maintained its share of global adspend at just over 31% in 2008.

But across the European Union, the IMF forecasts an average contraction in GDP of 4.2% for 2009, and just 0.5% growth for 2010.

The output decline across the region was driven by a combination of falling domestic demand – especially investment – and shrinking trade. The downturn in external trade hit Germany hard, while the French economy, which is less export-driven and more reliant on the public sector, was less affected.

Ireland, Spain and the UK were hit by sharp falls in their housing markets. The latter two remained in recession in Q3, while Ireland posted output on a par with Q2.

**FIG 4: Another year of decline forecast for Europe**



Source: www.warc.com/data

Note: Adspend data is at current prices and is representative of the 19 European countries covered in the source report. This accounts for the larger decline shown here for 2008 than is depicted in fig 3, which covers more European markets.

Average economic output across Central and Eastern Europe is believed to have fallen by 5% in 2009 mainly due to a drop in capital inflows. Recovery will depend on the emerging European markets adapting quickly to tighter external financing constraints. The only country in the region to buck this trend was Poland, which posted growth in every quarter of 2009.

Of the 19 European advertising markets that Warc forecasts, 12 are due to post spend declines in excess of 10% when the actual full year 2009 adspend data has been collated. More than half the markets are predicted to have experienced falls of more than 15% in adspend during 2009. By far the worst hit, the Spanish ad market will be down by about 23% in 2009.

The internet has made huge inroads in the Europe advertising market, and the medium is particularly developed in the UK and Denmark, where it boasts 28% and 30% shares respectively of total national advertising budgets.

Across the region as a whole, the internet accounted for an estimated 17% of advertising expenditure in 2009. The huge growth rates in internet advertising seen pre-recession are unlikely to return for most European markets.

Indeed, 2009 will have seen a complete reversal of this trend, with several European markets reducing spend on the internet. Overall, internet adspend is forecast to have grown by 3.8% across the region in 2009.

### Asia-Pacific

Slowly but surely, Asia Pacific's share of global advertising expenditure is rising. In 2008 the ad market grew nearly 17% (12.7% in real terms) to account for nearly a quarter of the global total. As the region's share of the total advertising pie rose, that of North America fell.

However, the export-led economies of the Asia-Pacific region suffered along with the rest of the world in 2009. GDP in Japan, the region's biggest economy, was forecast to have shrunk in 2009 along with the economies of Taiwan, Korea and Singapore.

Asia-Pacific will still have achieved higher economic growth than any other region in 2009. Both China and India are on course for solid year-on-year increases in economic activity in 2009, while the ASEAN-5 (Indonesia, Malaysia, Philippines, Thailand and Vietnam) and Australia are predicted to post more modest growth of up to 1%.

China's economy was ranked third worldwide in 2008, behind the US and Japan. With economic growth of 8.5% expected in 2009, and after the turbulent year that has hit the advanced economies, it is highly likely that China will have overtaken Japan to take second place when all the data is collated.

China's advertising market – worth US\$45 billion in 2008 and ranked second in the world – has been growing at a fast pace over recent years and is set for an 8-9% upturn in 2009.

India's ad market is destined to grow at a faster pace than that of China in 2010, after growing at a similar rate in 2009. In both these markets, advertising will outpace economic growth for some years to come.

Japan has faced further set-backs in both its economy and advertising market in 2009, after losses on both fronts in 2008. Economic recovery is already underway, and the economy should finish 2010 up by 1.7%. The impact of the downturn on Japanese advertising expenditure has been significant and it will take longer to recover – a loss of 10.5% is predicted for 2009.

Across Asia-Pacific, total advertising expenditure will expand by an estimated 3% in 2009 and pick up again in 2010, with a rise of 7-8%, when most of the region's media are likely to post double-digit increases.

### Latin America

Brazil is the leading ad economy in Latin America, helping the region to expand total advertising spend by 15% in 2008 (11% in real terms). Latin America's share of global advertising in 2008 was 7.7%.

Latin America was affected by weak export markets over the past year. Some markets were hit harder than others. When the full data are available, the economies of the region are expected to have experienced an average contraction of 2.7% in 2009, with Mexico dragging the area down with a 7.3% drop in economic activity.

Brazil has fared reasonably well, with just a 0.7% loss anticipated. Most countries should register solid economic growth averaging 3% in 2010.

Generally, advertising in the region has followed the course of national economies. The overall Latin American advertising market is expected to shrink, or at least show very little growth in 2009, but recover quickly to grow around 10% in 2010. Brazil's ad market should buck the trend in 2009 and grow around 3%.

Brazil's television market is the fourth largest in the world, accounting for over 60% of the country's ad expenditure.

The Latin American markets are also some of the heaviest users of social networks in the world in terms of percentage of active internet users. Brazil ranks highest in terms of reach, with 83% of its active internet population engaging in this medium. As an advertising medium, the internet is set to grow by roughly 25% in total in Latin America during 2010 – faster than any other region.

### Middle East and Africa

Accounting for just over 2% of global adspend between them in 2008, these two regions have huge growth potential, both in terms of advertising and their economies. In the Middle East, advertising expenditure rose nearly 24% in 2008, while in Africa it fell 1% (+19% and -5% in real terms respectively).

In 2009, the financial downturn had major repercussions in the Middle East, particularly in the Gulf States – a regional hub for financial services. GDP in this region is nevertheless expected to be up 2% year on year, rising to a projected growth of 4.2% in 2010.

Africa lost some of its growth momentum in 2009. As the country most integrated into global financial markets, South Africa will be the only economy in the region to shrink – by a predicted -2.2% in 2009. The region's highest growth will be seen in the Horn of Africa, encompassing Ethiopia and the Sudan.

Television is the medium of choice for advertisers in the Middle East – it will have taken 50% of all the region's ad spend in 2009 – and TV's share of total advertising expenditure is growing. Internet, meanwhile, takes just 1% of the region's adspend, but is set to grow at an average rate of 35% (CAGR) over the next five years. The growth of the internet depends on penetration rates increasing across the Middle East and Africa. In some countries in the region, internet penetration is more than 50%; in others, it is closer to 30%.

South Africa expects losses this year in its advertising market – the latest projection by Magna, the media buying network, is for a decline of 4%, with all South African media except the internet suffering.

# MALAYSIA ADVERTISING EXPENDITURE REPORT

## Media Adspend by Quarter (2008—2010)

Media: Terrestrial tv, Newspaper, Magazine, Radio, Cinema, Outdoor, Point of Sale, Internet

Source: Nielsen Advertising Information Services (AIS)

Currency: RM'000

### 2008

	Q1	Q2	Q3	Q4
Terrestrial tv	415,996	531,556	592,784	620,911
Newspapers	802,909	841,367	871,215	805,341
Magazines	33,522	38,856	38,873	44,865
Radio	61,168	73,574	79,649	76,950
Cinema	5,221	6,314	7,001	8,861
Outdoor	23,887	23,753	22,529	25,724
Point Of Sale	18,869	19,311	18,031	17,724
Internet	6,667	8,299	10,622	7,681
<b>GRAND TOTAL</b>	<b>1,368,240</b>	<b>1,543,030</b>	<b>1,640,705</b>	<b>1,608,057</b>

### 2009

	Q1	Q2	Q3	Q4
Terrestrial tv	431,580	569,994	707,363	737,598
Newspapers	738,344	820,355	910,623	938,504
Magazines	30,289	33,975	34,168	41,112
Radio	69,502	85,961	104,054	102,302
Cinema	5,064	5,367	6,751	5,313
Outdoor	28,602	26,601	28,085	28,962
Point Of Sale	19,749	21,003	22,790	22,759
Internet	7,290	9,429	9,963	13,764
<b>GRAND TOTAL</b>	<b>1,330,419</b>	<b>1,572,685</b>	<b>1,823,798</b>	<b>1,890,315</b>

### 2010

	Q1
Terrestrial tv	585,610
Newspapers	852,385
Magazines	31,843
Radio	84,540
Cinema	4,379
Outdoor	29,441
Point Of Sale	23,374
Internet	9,880
<b>GRAND TOTAL</b>	<b>1,621,453</b>

#### Notes:

- Nielsen measures advertising spending based on published rate cards. Outdoor advertising is based on actual billings by five media operators.
- Nielsen measures advertising spending on terrestrial (free-to-air) television only.
- Internet adspend is based on submissions from the following websites i.e. MSN Malaysia, Yahoo Malaysia, Forbes Malaysia, Utusan sites, Sin Chew sites and The Star sites.

# MEMBERSHIP

## ORDINARY MEMBERS

- Alliance Cosmetics Sdn Bhd
- Alstom Power Asia Pacific Sdn Bhd
- American Express (M) Sdn Bhd
- Bata Marketing Sdn Bhd
- Baba Products (M) Sdn Bhd
- Berjaya TS Management Sdn Bhd
- Boustead Petroleum Marketing Sdn Bhd
- Cadbury Confectionary (M) Sdn Bhd
- Carlsberg Brewery Malaysia Bhd
- Celcom (M) Bhd
- Coca-Cola Far East Ltd
- Colgate-Palmolive Marketing Sdn Bhd
- Continental Sime Tyre Marketing Sdn Bhd
- Cotra Enterprises Sdn Bhd
- Kraft Malaysia Sdn Bhd
- DAPAT Vista (M) Sdn Bhd
- DRB-Hicom Sdn Bhd
- FFM Bhd
- GlaxoSmithKline Consumer Healthcare Sdn Bhd
- Goodyear Malaysia Bhd
- Golden Arches Restaurants Sdn Bhd
- Guinness Anchor Marketing Sdn Bhd
- Hotel Nikko Kuala Lumpur
- HSBC Bank Malaysia Bhd
- Inforlaxis Technology Sdn Bhd
- Johnson & Johnson Sdn Bhd
- JT International Trading Sdn Bhd
- Julie's Promotion Sdn Bhd
- Meda Inc Bhd
- Leolaris (M) Sdn Bhd
- L'Oreal Malaysia Sdn Bhd
- Malaysian Airline System Bhd
- Malaysian Mobile Services Sdn Bhd
- Mars Foods (M) Sdn Bhd
- Mitsubishi Motors Malaysia Sdn Bhd
- MNC Consulting Sdn Bhd
- Monaxis Sdn Bhd
- Nestle Products Sdn Bhd
- Danone Dumex (M) Sdn Bhd
- Panasonic Malaysia Sdn Bhd
- Parkson Corporation Sdn Bhd
- Pensonic Sales & Service Sdn Bhd
- Permanis Sdn Bhd
- Perusahaan Otomobil Kedua Sdn Bhd
- Petronas Dagangan Bhd
- BP Castrol Lubricants (M) Sdn Bhd
- Procter & Gamble (M) Sdn Bhd
- Public Bank Bhd
- Quaker Products (M) Sdn Bhd
- QSR Brands Berhad
- READ Advertising Sdn Bhd
- RHB Capital Bhd
- Resorts World Bhd
- Royal Selangor International Sdn Bhd
- Sara Lee (Malaysia) Sdn Bhd
- Scomi Group Bhd
- SHH Resources Holdings Bhd
- Spicers Paper (Malaysia) Sdn Bhd
- Telekom Malaysia Bhd
- Tradewinds Corporation Bhd
- Tune Media Sdn Bhd
- Tune Ventures Sdn Bhd
- UMW Holdings Bhd
- Unilever (M) Holdings Sdn Bhd
- Unza (M) Sdn Bhd
- Volkswagen Group Malaysia Sdn Bhd
- Yeo Hiap Seng (M) Bhd

## ASSOCIATE MEMBERS

- AGB Nielsen Media Research (M) Sdn Bhd
- Acorn Marketing & Research Consultants
- Aerohawk Air Sdn Bhd
- Astro – Media Sales
- Bates (Malaysia) Sdn Bhd
- BBDO Malaysia Sdn Bhd
- Big Tree Outdoor Sdn Bhd
- CD Advertising Sdn Bhd
- Creative Souls
- Draft fcb Sdn Bhd
- Dynamic Search Sdn Bhd
- Euro RSCG Partnership (M) Sdn Bhd
- ESPN STAR Sports
- Fifty-Nine Corporation (M) Sdn Bhd
- Expomal International Sdn Bhd
- GME Advertising (M) Sdn Bhd
- Golden Screen Cinemas Sdn Bhd
- Hi-Q Media (M) Sdn Bhd
- Integrated Information (M) Sdn Bhd
- Life Publishers Bhd
- KL Multimedia Sdn Bhd
- McCann-Erickson (M) Sdn Bhd
- Media Mappers Inc Sdn Bhd
- Merge Media Holdings Sdn Bhd
- Mongoose Publishing (M) Sdn Bhd
- Nanyang Siang Pau Sdn Bhd
- NFO World Group (M) Sdn Bhd
- Ogilvy & Mather (M) Sdn Bhd
- Platinum Advertising Sdn Bhd
- Pos Ad Sdn Bhd
- PRS Productions Sdn Bhd
- Publicis Communications Malaysia Sdn Bhd
- Reader's Digest Asia Pte Ltd
- Research International Asia (M) Sdn Bhd
- Ritz KBNMB Ads Sdn Bhd
- Runcit Media Sdn Bhd
- Sabah Publishing House Sdn Bhd
- Sin Chew Media Corporation Bhd
- Sistem Televisyen Malaysia Bhd
- Star Publications (M) Bhd
- Strass Media Sdn Bhd
- Taylor Nelson Sofres Malaysia Sdn Bhd
- The New Straits Times Press (M) Bhd
- The Sarawak Press Sdn Bhd
- United Borneo Press Group Sdn Bhd
- Utusan Melayu (M) Bhd
- Vision Four Media Group
- VC Publications (M) Sdn Bhd
- Women Publications (M) Sdn Bhd
- YTL Infoscreen Sdn Bhd

**TRIBUTE:**  
**YASMIN AHMAD —**  
**THE ETERNAL OPTIMIST**



Yasmin Ahmad:  
 January 7, 1958 – July 25, 2009

**THE RAW MATERIAL OF THE CINEMA IS LIFE ITSELF – SATYAJIT RAY.**

The late Yasmin Ahmad stood astride a delicate line between making advertisements and statements. In a discipline that demands a correlation between communications and bottom line sales, Yasmin's breakthrough works for Petronas defied conventions and in turn, challenged Malaysians to pursue personal ideals that were tied to a common agenda.

Racial diversity was very much the colours that conquered her canvass. The television commercials that Petronas commissioned from Leo Burnett – where she spent just over a quarter of a century as a creative director to executive creative director – regularly aroused the interest of all Malaysians. Yasmin's advertisements and movies dealt with aspirations, relationships, traditions, feelings and acceptance. They dealt with 'what it should be like to be Malaysians'.

They also, as Yasmin's detractors habitually dismissed, dealt with quixotic dreams. But this would be distracting from the fact that she was endeavouring within a medium – at least in Malaysia – that customarily did not permit such lofty ideas. There were not too many advertisements that dared to grasp opinions or locate them on a high wire in a singular act of assertiveness and factual. Yasmin's commercials questioned our very values and corrected our misconceptions on them.

Multiculturalism and its related tensions are bound to obscure the way we relate to each other: stereotyping was rampant, as was distrust. The Petronas commercials that were aired during the major festivals in Malaysia – a sideshow that gradually evolved into an integral part of the occasions themselves - and National Day, illustrated an invincible but shared bond between Malaysians.

They demonstrated the power of advertisements to cajole us to think and they were often the temporal balm to the corrosive environment in which our community has been placed. There is no doubt that Yasmin's ground-breaking efforts positioned local advertisement on an elevated platform. Commercials became talking points - they no longer relied on the gimmickry that made them click – and set a new benchmark for the industry.

In a conscientious manner, her advertisements provoked views on a scale that was previously uncharted in the profession. In the five films that she directed between 2004 and 2009, Yasmin continued to explore interfaith dialogues. Hers was a commitment that was born out of her sensitive observations of the Malaysian life, which were reinterpreted to fit into her principles and beliefs.

Aspirations, relationships, traditions, feelings and acceptance: these were always in the heart of Yasmin Ahmad. Let us take them further in her memory.

## AIMS AND OBJECTIVES OF 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 interest 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 advertising media and of audience or viewers by proprietors of radio, film, theatre slide and out-door 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 the 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 interests of Members and to do all such other lawful things as are or may be incidental or conducive to the attainment of the above objects or any of them.



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