The background of the entire page is a vibrant yellow-orange color. It features a central point from which several concentric, hand-drawn style ripples emanate outwards. The ripples are composed of thick, dark yellow-orange lines. In the center of the ripples, there is a small, stylized splash of water, represented by several teardrop-shaped droplets of varying sizes, also in shades of yellow and orange. The overall effect is one of dynamic movement and spreading influence.

# THE RIPPLE EFFECTS

**MALAYSIAN ADVERTISERS ASSOCIATION • ANNUAL REPORT 2013**



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# COUNCIL

## PRESIDENT



**MR. KHOO KAR KHOON**  
NESTLE PRODUCTS

## COMMITTEE



**MR. CLAUDIAN NAVIN  
STANISLAUS**  
BABA PRODUCTS  
ALT: MR. GANESAN  
NARAYANAN



**MS. YVETTE LIM**  
COCA COLA FAR EAST  
ALT: ENCIK MOHAMED  
KADRI MOHAMED TAIB

## VICE-PRESIDENT



**MS. CHAN SHEOW-VERN**  
UNILEVER MALAYSIA



**MR. BRUCE RYAN DALLAS**  
GUINNESS ANCHOR  
ALT 1: MR. TAI SEE WAI  
ALT 2: MS. LIM JU LEE



**MS. EMILY LIM**  
L'OREAL MALAYSIA





**MR. ANG CHONG LEE**  
DANONE DUMEX



**MS. CHAN MAY LING**  
DIGI TELECOMMUNICATIONS  
ALT: MR. JEFFREY WOO



**MR. CHOW WEI HENG**  
GENTING MALAYSIA  
ALT: MR. ANDREW LEONG



**ENCIK KHAIRUL  
SYAHAR KHALID**  
MALAYSIA AIRLINES SYSTEM



**MS. MARGARET AU-YONG**  
TUNE GROUP

## COUNCIL MEMBER REPLACEMENTS



**MS. YONG AIK HWA**  
DANONE DUMEX  
REPLACED MR. ANG CHONG LEE  
AS OF JANUARY 2014



**MR. DEAN DACKO**  
MALAYSIA AIRLINES SYSTEM  
REPLACED ENCIK KHAIRUL  
SYAHAR KHALID AS OF MARCH 2014

# PRESIDENT'S REPORT

**THIS PAST YEAR HAS SEEN AN INCREASE IN THE ACTIVITIES AND INVOLVEMENT BY COUNCIL MEMBERS TO SECURE A NUMBER OF MILESTONES AS THE COUNCIL CONTINUED TO FOCUS ON COLLABORATIVE ACTIVITIES IN 2013 AS PART OF OUR ADVOCACY AND EVENTS PROGRAMMES**

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While it continues to be personally gratifying to witness our collective vision realised – particularly during these challenging economic times – I remain mindful that the Association's ability to affect change is dependent on the dedications and commitments of my fellow Council Members, our supportive members, our strategic partnerships within the government and industry corridors.

This past year has seen growing interest in the Association in connection with the increase in the activities and involvement by Council Members to secure a number of milestones. The Council have continued to focus on collaborative activities in 2013 and worked with peer organisations and government bodies as part of our advocacy and events programmes.

Accessibility on a wide range of industry issues was enhanced between these parties and the Association and existing relationships were further strengthened. At every available opportunity in this process, the Council sought to maximise membership value.

## GLOBAL ADVERTISING OUTLOOK 2014

Since 2000, the industrialising nations have consistently contributed much more to advertising growth than is proportionate to their share of the global economy and this is expected to be maintained in 2014.

Reports, however, anticipate a drop from a contribution of 80% in 2013 to 60% in 2014. The industrialised world – and in particular the United States of America – will experience a larger share of growth and contribute 18% of the global net advertising growth.

The share of Latin American markets is forecast to decrease from 16% in 2013 to 12% in 2014 while in Asia, China's ascendancy is tipped to climb even further from the 40% share that it held in 2013.

The advance that online video has made on television and print media will move unabated in 2014 – especially in a year that hosts the World Cup football tournament in Brazil in mid-2014 and the recently concluded Winter Olympics in Russia.

We expect global ad investment in digital media to rise at the expense of newspapers and magazines at 15% in 2013 and 14% in 2014, increasing its share of measured ad investment from 17% in 2012 to 19% in 2013, and on to 21% in 2014.

TV maintains its status quo at about 44% but advertisers' quest for the digital audience may affect it as e-commerce, which has breached the US\$1 trillion mark worldwide, the availability of various smart devices, enthusiasm for IPTV and video advertising gain ground on programmed content.

## ROLES AND RESPONSIBILITIES: 2013 – 2014

A review of the roles and responsibilities of the Council's Committees was undertaken in July 2013 to serve and promote the interests of the Members in a more effective manner. In order to reinforce the governance of the Association and establish a more effective structure, the previous six main Committees were merged into four.

In the revised framework, the Council Members were assigned to represent their respective Committee portfolios based on their company profiles. Four key functions were proposed:

- Member Relations
- Regulatory
- Industry Relations
- Training, Administration and Finance

Mr. Chow Wei Heng (Genting Malaysia) led the Member Relations Committee, with support from Mr. Claudian Navin Stanislaus (Baba Products), and handled matters ranging from member relations to membership recruitment. Ms. Chan May Ling (Digi Telecommunications) and Ms. Chan Sheow-Vern (Unilever Holdings) led the Co-Create Series and Effie Awards respectively.

The Regulatory Committee, comprising the President, Encik Mohamad Kadri Mohamed Taib (Coca Cola Far East) and Mr. Stanislaus, provided the crucial channel between the Council and government departments and regulatory organisations. These included the Ministries of Health (MOH) and Domestic Trade, Cooperatives and Consumerism (MDTCC) whilst Advertising Standards Authority (ASA) were led by Mr. Ang Chong Lee (Danone Dumex) and Audit Bureau of Circulations (ABC) Ms. Margaret Au-Yong (Tune Group).

The Industry Relations Committee concerned themselves with activities and liaisons with peer bodies. The President handled the Marketing Research Society of Malaysia (MRSM) and Federation of Malaysian Manufacturers (FMM) while the Vice-President dealt with the Media Specialists Association (MSA).

Mr. Stanislaus and Ms. Yong Aik Hwa took charge of the Communications and Multimedia Content Forum (CMCF) and Advertising Standards Authority (ASA) respectively. Ms. Chan May Ling liaised with the Malaysian Digital Association (MDA).

## A REVIEW OF THE ROLES AND RESPONSIBILITIES OF THE COUNCIL'S COMMITTEES WAS UNDERTAKEN IN JULY 2013 TO SERVE AND PROMOTE THE INTERESTS OF THE MEMBERS IN A MORE EFFECTIVE MANNER

A new Committee, Training and Administration, was created principally to encourage young recruits to be trained in the field. Ms. Emily Lim (L'Oreal Malaysia) led this Committee. The President and Vice-President liaised with the World Federation of Advertisers (WFA) and Asian Federation of Advertising Associations (AFAA) to maintain closer ties with these bodies.

The Committee leads were encouraged to invite and recruit Members to serve in their respective committees to expand input and participation from Members. The Council Members subsequently drew up plans for the year and their results and progress are detailed in this report.

## GOVERNMENT AFFAIRS

The Council, through their Regulatory Committee, established an important linkage role between policy makers and Members by continuing to advocate for issues related to advertising regulations and safeguard MAA's interests.

MAA's key Government stakeholders included the Ministry of Health (MOH) and Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC) and the Committee engaged with them and industry groups to ensure a favourable regulatory environment for the advertising industry by promoting an effective and transparent engagement.

Encik Mohamad Kadri Mohamed Taib and Mr. Claudian Navin Stanislaus were instrumental in linking the Council with the Ministries. Their presence in the numerous discussions with government representatives ensured that the Association's voice was heard and acknowledged.



## THE HISTORIC SELF-REGULATORY RESPONSIBLE ADVERTISING TO CHILDREN PLEDGE – THE RESULT OF CONCERTED EFFORTS FROM THE FMM, THE MINISTRY OF HEALTH AND COUNCIL – IS A STARTING POINT IN TRYING TO CONTAIN CHILDHOOD OBESITY

### RESPONSIBLE ADVERTISING TO CHILDREN PLEDGE

*The Responsible Advertising to Children Pledge* was the result of concerted efforts from the Federation of Malaysian Manufacturers (FMM), under their Malaysian Food Manufacturing Group (FMM MAFMAG), the Ministry of Health (MOH) and Council.

The MOH had earlier provided their blessing for the industry to formulate a self-regulatory policy on marketing foods and non-alcoholic beverages high in fats, trans fat, sugar and salt to children (HFSS).

The leading categories of food being advertised are soft drinks, sweetened breakfast cereals, biscuits, confectionery, snack foods, ready meals and fast food and quick service outlets. The majority of products featured in these advertisements fall under the HFSS ambit.

The Pledge was put in place at a time when authorities in Europe are pushing hard for reforms and restrictions on advertising aimed at underage children on all media channels.

In February 2014, a World Health Organisation (WHO) European Region report revealed alarming levels of childhood obesity in 53 countries in the continent.

The report also provides an overview of policy developments and actions in the areas of nutrition, physical activity and obesity, including initiatives to reduce the marketing of food and non-alcoholic beverages to children.

France and certain Scandinavian nations have implemented policies such as taxes on foods to reduce intake and tighter advertising controls to help keep obesity levels stable.

The Pledge that the Council had initiated with the FMM MAFMAG is a starting point in trying to contain the epidemic in our shores and will be fine-tuned in each passing period to reach its ultimate objective of turning the situation around.



### MEMBERSHIP AND ENGAGEMENT ACTIVITIES

The revamping of the membership that commenced in 2011 came into fruition as 13 new Members joined the Association between May 2013 and March 2014. A number of these were blue chip companies and their inclusion will help fulfill the materialisation of a more dynamic membership.

Engagement activities such as the Co-Create Social Events played a vital part in not only raising awareness of the Association and their role but also encouraging these Members to become part of the Association.

The direction that was taken for these activities and events proved to be crucial. The Council deliberately targeted senior corporate personnel from potential Member companies and allowed the magnitude of the Association's role and accomplishments to be known and understood.

The master list of more potential Members has grown with each successful organisation of Member engagement event. The Council are confident that the recruitment exercise will increase in momentum with the planned roster of activities for 2014.

## INTER-INDUSTRY COLLABORATIONS (DOMESTIC)

### ABC

Notable achievements have been registered during our stewardship of the Audit Bureau of Circulations (ABC) and 2013 witnessed another notch in our roll of feats largely through the dedication of Ms. Margaret Au-Yong, the Vice-President of ABC, and her fellow Committee members.

In the final quarter of 2014, the ABCi Committee led by Ms. Chan Sheow-Vern will be introducing Circulation Reporting Standards for the digital editions of newspapers and magazines for the first time in the history of the ABC.

The Council were active in challenging the methodology employed by Nielsen Audience Measurement Sdn. Bhd. (Nielsen) and its application which had contributed to a number of unsatisfactory results.

Stakeholders in the advertising and media sectors place great trust on Nielsen's survey findings and verification of these findings is crucial to also ensure that there is a more accountable ROI on their expenditure for the readership survey.

The research role of Nielsen and their capacity to provide a comprehensive data package to Members were also reviewed and the Council have resolved that an alternative to Nielsen will be lined up in the event the company failed to provide reasonable arguments to back up their methodology.

### ASA

The Advertising Standards Authority (ASA) maintained a busy schedule throughout 2013 and early 2014 under the leadership of the body's new Chairman Mr. Michael Tang and MAA represented by 3 members.

The Council provided input and assistance in the body's efforts to update the Malaysian Code of Advertising Practice (the Code) and raised concerns on the often delayed enforcement of the Code. This has left offending advertisers to escape unpunished and the Council were pleased to note that efforts are underway to address this issue.

Repositioning the ASA as a legal body — to spare members of any legal action from disgruntled advertisers was appraised and legal counsel was sought on this matter. The Council was advised to incorporate ASA as a legal body — either as a society or a company limited by guarantee.

The ASA were also engaged by the Ministry of Communications and Multimedia on a National Advertising Policy following rising complaints on misleading advertisements and the lack of enforcement by various Ministries.

The ASA launched their website ([www.asa.com.my](http://www.asa.com.my)) to publicise its role to the public and offer access for the public to reach the ASA to submit complaints to be resolved by the body.

### CMCF

The CMCF office has been steadfast in fulfilling its mandate to manage the CMCF and push it to greater heights. Through their diverse internal and external activities and public awareness campaigns, the CMCF have disseminated knowledge on the Content Code and Internet Safety to the relevant industry players, media, government agencies and general public.

The Council are confident that these efforts will go a long way in building awareness and cultivating a self-regulation exercise as a means to control the degree of safety in the electronic content environment in Malaysia.



## INTER-INDUSTRY COLLABORATIONS (INTERNATIONAL)

### WFA

The WFA's membership has doubled over the past six years and includes 70 of the world's biggest marketers. The Association's affiliation with the body has allowed participation in interactive forums, seek consultation on challenges in the industry, to make informed decisions and raise standards on media and marketing issues.

A working example of this was during the shaping of the *Responsible Advertising to Children Pledge*, when the WFA hosted its first ever Asia-based meeting of the Responsible Advertising and Children (RAC) Programme in mid-2012 in Singapore to share developments around the world on this debate. The vast information made available by the WFA during these meetings and discussions also enables the Council to address other issues of immediate concern.

The groundbreaking Integrated Marketing Communications (IMC) Forum further demonstrated the importance of the WFA. The President and Vice-President participated in two forums in 2013 and 2014 and the knowledge gained was passed on to Members to help them in aligning marketing activities to deliver consistent brand behaviours and drive profitable growth.

## UNIVERSITY COLLEGE PROGRAMME

Developing talent to fill up the vacancies that rise up in any industry is often viewed as the responsibility of individual companies. Such is the chronic lack of highly capable individuals in our industry that action must not come from advertisers alone.

The conventional way of approaching this matter was no longer applicable as it was based on a limited scope. It is the Council's fervent belief that the syllabus in colleges and universities should offer a more holistic exposure for the students.

The Training and Administration Committee have been instrumental in adding this new dimension to the Association. The programme that we have initiated with the IACT and Universiti Teknologi MARA (UiTM) will hopefully grow and inspire the talent pool to support the marketing communications and marketing industry.

While this ambitious action plan strengthens our engagement with universities, it also complements our existing roles and contributes to the industry by preparing the students for full employment.

The Council would like to thank Ms. Emily Lim for spearheading and completing this initiative with such speed and dedication. I invite Members such as her to come forward to participate in this initiative by contributing their professional expertise as speakers and also extend this request to their companies to host interns, and in their training programmes and events.



## MALAYSIAN ADVERTISING CONGRESS MAC (2013)

The distinguished panel of MAC 2013 speakers were senior marketing and advertising experts hand-picked and invited by the MAA Council to discuss topics arising from the congress theme *Leaders vs Challengers: Brand Building Offensives for Robust Growth*.

As the MAC2013 is the only congress for marketers organised by marketers representing the Association, the programmes catered for the needs of everyone from small businesses to big multinationals as well as from homegrown to foreign brands.

The hard endeavours of the Organising Committee and Council paid off when well over 200 participants comprising industry leaders, senior marketing practitioners, brand strategist and leading experts attended the Congress.

The Council were also proud of the feedback from the participants of MAC 2013 — many of whom who had openly declared that the Congress was an eye-opener. Council Members personally received comments from delegates who were content with the speaker's interesting and informative presentations.

The Council also noted a trend that was largely absent from the previous gatherings: the publicity that it garnered from social media channels such as Twitter — especially during the presentations. Participants were also impressed by the imposing stage while the giant screen contributed to the impact of the overall Congress.

Digital DVDs containing the photos and the speakers' presentations were uploaded onto the Association's website. The Council believes that it has raised the bar for the Congress and looks forward to the next edition in 2015.

Towards the end of October 2013, the Council hosted a dinner to celebrate the success of MAC 2013 and by way of thanking Council Members for their active participation and contribution to the various MAA activities held in year 2013. Kudos to Mr. Ang Chong Lee for his excellent leadership of the MAC2013 and for turning in a profit for the Association.

## FUNDING AND FINANCE

It is the duty of the Council to advance a sustainable financial model to meet the objectives of all projects and 2013 was a tough fiscal year to navigate. As Members are aware, the main revenue streams for the Association, apart from the membership fee source, are limited to events such as Malaysian Advertising Congress (MAC).

In the last AGM, it was decided that the invoices would be sent out to Members in January instead of after the AGM in May and this has helped generate subscription payment in a timely fashion. The Council thanks Mr. Claudian Navin Stanislaus for his close monitoring of the Association's finances of MAA.

**A TREND THAT WAS LARGELY  
ABSENT FROM PREVIOUS  
MAC EDITIONS WAS NOTED;  
PUBLICITY WAS GENERATED  
AND SPREAD VIA SOCIAL MEDIA  
CHANNELS BY PARTICIPANTS**





## SUMMARY

Under the Council's leadership, the Association has broadened its membership, developed strategic alliances with other key organisations and strengthened MAA's advocacy efforts to become a strong and influential voice for the industry.

As a result of the hard work and dedication of past and present Council Members, the Association are equipped to meet the challenges and opportunities presented by the current economic environment where the containment or reduction of expenditure is of paramount importance. The Secretariat have worked tirelessly to put together an effective member recruitment strategy and this exercise has brought in Members who will raise the profile of the MAA to loftier heights.

The Association also received the Secretariat's undivided attention and effort for helping turn the MAC 2013 into a profitable event and appreciated their diligence in beginning the dialogue for the initiation of the new University College programme. I thank the Secretariat at Macomm who have guided, supported and sustained our evolutionary growth during a progressive period in the history of the MAA.

A huge gratitude is owed to my fellow Council Members who had worked tirelessly to build the Association to their current position as a vibrant, respected, growing and relevant body with a secure future.

Special thanks to our Council Mr. Ang Chong Lee who has relocated to Danone Dumex China and Encik Khairul Syahar Khalid who left the Company (MAS) he represented and has joined Nestle. We would like to extend our warm wishes to both of them in their new positions and welcomed Ms. Yong Aik Hwa and Mr. Dean Dacko in their place.

As the Council arrives at their second term in office, I extend my heartfelt appreciation to Members for their support, participation, sponsorship and the contribution of their talent to all our undertakings.

At the start of this report, I wrote of my personal gratification of seeing the fulfillment of the Council's vision and I believe that the pleasure of serving the MAA is one that should be shared by Members.

Admittedly, this consumes substantial time and effort but the tangible benefits gained from the networking, sharing and spending hours planning the activities with my fellow Council Members and watching them materialise in the end are immeasurable.

I appeal to Members, as I have had in the past two years, to step forward to be part of our Committees and contribute ideas and help organise programmes that benefit us all. I urge you to play a more active role in your Association as this will be the most encouraging gesture to us all in the Council to improve in our future deliveries.

**KHOO KAR KHOON**  
PRESIDENT



# MEMBER RELATIONS COMMITTEE REPORT



# AS A RESULT OF AN ACTIVE MEMBERSHIP RECRUITMENT DRIVE AND THE RAISED PROFILE OF THE MAA ON THE BACK OF THE SUCCESSFUL ORGANISATION OF VARIOUS MEMBER-CENTRIC ACTIVITIES, THE MAA ATTRACTED A NUMBER OF BLUE CHIP INDUSTRY PLAYERS

## OBJECTIVES

- **IMPROVING THE QUALITY AND KNOWLEDGE OF MEMBERS**

## SCOPE

- **MEMBERSHIP LED BY MR. CHOW WEI HENG AND SUPPORTED BY MR. ANDREW LEONG**
- **CO-CREATE LED BY MS. CHAN MAY LING AND SUPPORTED BY MR. JEFFREY WOO**
- **EFFIE 2014 LED BY MS. CHAN SHEOW-VERN AND SUPPORTED BY MS. MARGARET AU-YONG**
- **MALAYSIAN AD CONGRESS 2013 (MAC 2013) LED BY MR. ANG CHONG LEE AND SUPPORTED BY MS. CHAN MAY LING AND MR. JEFFREY WOO**

## MEMBERSHIP

### NEW MEMBERSHIP & RECRUITMENT DRIVE

In September, the Council decided to actively recruit new members. Thirty-nine (39) potential members were derived from the guest lists of various Association activities to join MAA.

The Council Members followed-up with those they are associated with by encouraging them to join the MAA and were also urged to recommend more names and contacts to the Secretaries for recruitment. The Council agreed that an active membership would benefit the Association and in supporting its cause.

The Council was encouraged by the number of blue chip industry players who became part of the Association. The Council approved and welcomed these new membership applications from those approached:

- Asia Digital Ventures Pte. Ltd.  
– Associate Membership
- Bison Stores Sdn. Bhd.  
– Associate Membership
- Lion Digital Malaysia Sdn. Bhd.  
– Associate Membership
- Phar (Singapore) Partnerships Pte. Ltd.  
– Associate Membership
- Redhot Media Sdn. Bhd. (Media Agency)  
– Associate Membership
- TMI Media House Sdn. Bhd. (Media Agency)  
– Associate Membership
- Unilink Platform Sdn. Bhd.
- Divazz International Sdn. Bhd. (Advertising Agency)  
– Ordinary Membership
- Dutch Lady Industries Berhad  
– Ordinary Membership
- Google Malaysia Sdn. Bhd.  
– Ordinary Membership
- Malayan Banking Berhad  
– Ordinary Membership
- Rev Media Equity Holdings Sdn Bhd  
– Ordinary Membership
- Shell Malaysia Trading Sdn Bhd  
– Ordinary Membership

## CO-CREATE SOCIAL

Two events marked out MAA's Co-Create Social series for 2013: the Crowd Sourcing programme and Oktoberfest, which though was planned for 2013, has been postponed to take place in 2014.

In organising these and similar events, the Council paid particular heed to the quality of the speakers as well as the topics that were explored, which must be highly interesting and niched to ensure their success as well as to justify the sponsorship. Speakers of renown and content that are topical and urgent were sourced to obtain the best response in attendance.

The Council was encouraged to attend such prestigious events as World Global Marketing Summit, Spikes Asia, TEDx and selected regional seminars to source for speakers and provide feedback on structures, ideas and contacts for future programmes.

### CROWD SOURCING

The marketers' social entitled *Does Crowdsourcing Regenerate or Degenerate Creativity?* took place on September 11, 2013 at the Google Malaysia office at Quill 7, KL Sentral and was a notable success.

This event also marked the launch of Google Malaysia's impressive and newly renovated office and they were proud to have the MAA select its workplace for such an important activity. Council Members were afforded a tour of the office and, in a show of strong support, Google Malaysia's CEO Mr. Sajith Sivanathan and his senior staff was in attendance for the whole programme.

The Council expressed their gratitude to Google Malaysia for not only their sponsorship of the venue, food and non-alcoholic beverage for 100 individuals but also for providing the PA system and assisting in the set up and registration of guests.



**IN HELMING THE CO-CREATE SOCIAL SERIES AND SIMILAR EVENTS,  
THE COUNCIL PAID HEED TO THE QUALITY OF THE SPEAKERS AS  
WELL AS THE TOPICS THAT WERE EXPLORED, WHICH MUST BE  
HIGHLY INTERESTING AND BENEFICIAL TO MEMBERS**





The Council also deeply appreciated the contributions of Ms. Chan Sheow-Vern and Ms. Sulin Lau, who also acted as the emcee and moderator respectively; the two other speakers Ms. Cindy Chia and Mr. Abhishek Bhattachargee plus Guinness Anchor, which supplied the tippie.

A good turnout of leading marketers' and media agencies were captivated by the main speakers, Cik Raja Murni from Nestle Products – who helmed the topic *Crowdsourcing – One of the Many Ways*; Mr. Joel Cere from eYeka (*Can Asian Consumers Co-Create?*) and Cik Rahayu Rashid from Universiti Malaya (*Noh & Nina Passion8*, a finalist of Windows 8 campaign in the MSA Media Awards 2013).

The topic revolved around the use of curated content to complement big brand campaigns. A series of talk-show panels highlighted breakthrough collaborations by Nestle Products, Windows and their co-creative partners Group M, Universal McCann to show case the insider story on how crowdsourcing help augment the virality of their campaigns.

The Council stated that these Co-Create series are a platform to help brand advertisers share knowledge and ignite conversations that will be mutually beneficial for the community. In this second series, brand owners feel that there is a much-needed forum for brands to start working closer together.

In placing top decision-makers consisting of marketing directors and senior brand managers to spark off collaborative stories and thought leadership, the industry in its entirety would be able to gain from sharing common industry issues and implementing new ideas.

The Council proposed a separate session for marketers where issues related to marketing communications are discussed. Possible topics that touched on transparency; integration of agency and the rise of digital divisions in the media agency arena were considered.

The survey responses received for the Co-Create was largely positive. There were requests for more integrated and traditional campaigns to be highlighted while others suggested the presence of more senior speakers on the panel.

More encouragement was received when AFAA Insights, the newly launched monthly e-newsletter of the Asian Federation of Advertising Associations, highlighted this event.





## IN PLACING TOP DECISION-MAKERS TO SPARK OFF COLLABORATIVE STORIES AND THOUGHT LEADERSHIP, THE INDUSTRY IN ITS ENTIRETY WOULD BE ABLE TO GAIN FROM SHARING COMMON INDUSTRY ISSUES AND IMPLEMENTING NEW IDEAS

### OKTOBERFEST

The main purpose of this event was to expand networking. Mr. Bruce Dallas agreed to the Association's request to hosting it at the Tavern at Guinness Anchor in October 2014 and to sponsor the beverage.

A sum of RM10 per-person will be channelled towards the Guinness Foundation and the session will be kept light for the senior marketers, as it will be more of a social event.

### CO-CREATE C SERIES

Co-Creat C and Premier Series, extensions to Co-Creat Plus, were mooted to accommodate senior high-level speakers and audience. It was suggested that these events double-up as a fundraising fine dining dinner-cum-talk or forum.

The Council agreed that appropriate topics should be identified to attract the right audience and a handful of speakers were shortlisted. Encik Shakir Moin, Vice-President and Chief Marketing Officer of Coca Cola based in China and heading both Korea & Taiwan, has been asked to flag off the Co-Creat CEO Series on May 15, 2014. Encik Shakir's talk, *Challenges of Marketing & Advertising in the 21<sup>st</sup> Century*, will focus on the future of marketing and how global consumer behavior – as influenced by the explosion of mobile devices and advancing technology – is shaping strategies.

He will look at how the traditional marketing models continue to be challenged as the pace of change accelerates, requiring the best brands and marketers to constantly step-change their game.

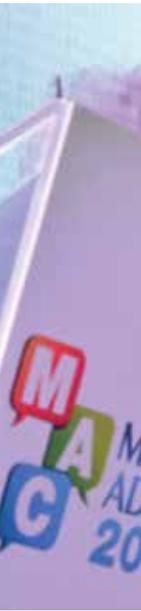
Encik Shakir will draw from the Coca Cola brand experience, which has evolved ahead of time to be relevant with consumers and society by seeing and seizing opportunities in and from challenges to drive growth for the brand. The Council has agreed to target senior level officers whilst Guinness and Coca Cola have agreed to sponsor the drinks for the evening.





# THE BIENNIAL MAC2013 WAS AGAIN ANOTHER TRIUMPH IN TERMS OF THE CONTENT, PARTICIPATION AND FINANCE AND UNDERLINED ITS STATUS AS THE PREMIER ADVERTISING CONGRESS FOR MARKETERS AND ADVERTISERS





## MALAYSIAN AD CONGRESS 2013 (MAC 2013)

The biennial Malaysian AdCongress 2013 (MAC2013), the premier advertising congress for marketers and advertisers, was held between May 9 and 10, 2013 at Golden Palm Tree Resort in Sepang.

Themed *Leaders vs. Challengers: Brand Building Offensives for Robust Growth*, the Congress brought together industry leaders, senior marketing practitioners, brand strategists and leading experts numbering over 200 to explore play-to-win strategies from the two opposing vantage points.

Keynote speaker, Singapore-based consultant Mr. Roger Konopasek of R Kono International, garnered high acclaim for his talk. Mr. Konopasek, who has worked with top executives from companies like Hewlett-Packard, Phillips, Citibank and Dell, challenged businesses stuck in established thought patterns to reignite growth by “creative self-destruction” and “shedding old strategic thought-skin.”

In a presentation driven by case studies, Mr. Konopasek’s *Stepping Out Of Fragility: Why your Business Model May Just have Gone Dinosaur and How you can Become Anti-fragile* reminded participants of the importance of an outsider looking at a brand’s wider picture and offering fresh insights on it.





He opined that brands must no longer employ the same time-tested tactics to retain or expand their consumer base as they and the market have advanced. Rival brands are directly addressing the pressing needs of the consumers and reaching out to them to participate in the brand's activities. This not only fosters a sense of belonging but also loyalty to the brand.



Another notable speaker was Ogilvy & Mather Asia Pacific's COO Mr. Kent Wertime. A published author of two business books, Japan-based Wertime made delegates confront *Digital Marketing: The Open Competitive Advantage*.





Wertime's topic dealt with how both leader and challenger brands have used the digital platform to their advantage. Consumers are becoming increasingly knowledgeable and savvy and present a complicated challenge for both agencies and clients.

Corporate brands are now more accessible and have created a warmer rapport with their consumers and are always on the lookout for engagement opportunities to draw them closer. Mr. Wertime cautioned that, while digital strategies dominate engagement with consumers, the embrace of digital marketing is still an ongoing process for many and brands must learn to use technology to create value for the consumers and not be overpowered by it.

Country Head of Google Malaysia, Mr. Sajith Sivanandan, explained how new levels of data analytics need not be problematic but can instead be the next frontier for innovation and productivity. He described how the correct use of data is able to provide competitive advantage and ultimately be beneficial to business in his *Having Fun with Big Data and How it Makes a Difference to Challengers and Leaders Alike* presentation.

While data is readily available, it is crucial for brands to understand media consumption patterns for them to market their products and services. Sivanandan pointed out that for an entire generation, their first introduction to the internet was via the mobile phone and brands need to be aware of the multi-screens that this generation uses.

Data can now be used to connect with consumers for specific campaigns at particular periods. Armed with the data alone is inadequate as brands must be skilful at cutting across the clutter to reach their target audience with the right marketing and advertising approaches.

Omnicom Media Group Asia Pacific Director Mr. Guy Hearn's *The Body Language of Successful Brands* explained that consumers make swift evaluations when making purchase decisions and they are highly influential in this process.







Building a deep-rooted positivity towards a brand is vital and Mr. Hearn stressed the importance of brands behaving in a consistent manner because this will help consumers identify a brand and build trust and affinity towards it.

At the onset of his presentation, *A Journey on How Internet Was Done Right*, Digi Telecommunications' CMO Mr. Albern Murty asked the audience whether Digi which is not the long serving or widest service provider is a challenger or leader. He went on to elaborate how creative and cost-effective strategies had allowed Digi to remain competitive in certain segments of the market.

These strategies also involved speaking directly to their consumers and in using their feedback, to offer consumer value and carve out a market niche. In continuing to be abreast of trends and engaging them, Digi have become a part of their community, on and off line, and managed to keep focus as a brand.

Mr. Tan Thiam Hock, the Director of Alliance Cosmetics and a challenger of the established order in the highly competitive landscape of beauty and cosmetics shared a practical no-holds-barred perspective of what a challenger brand needs to do to have a sustainable business model to last the distance against the leader in his *Sure Win Strategies for Challenger Brands* talk.





SAYS.com co-founder Mr. Khailee Ng (*What 1,000 Social Media Campaigns Will Tell You About Challengers vs. Leaders in Malaysia*) and the President Branding Association, Datuk Eric Chong (*Branding: The Sun Tzu Art of War Style*) also provided interesting angles to the MAC 2013 theme.

The panel discussion moderated by Encik Malek Ali, Managing Director of BFM Media, and entitled *Being Uncontested Leaders in Your Category – What Are the Proven Methods That Can Inspire Others?* also focused on the key factors of consistency and relevancy for maintaining winning brands.

There was an increase in the number of advertisers who attended the MAC 2013 and the overall attendance for the sessions was hugely encouraging. One of the goals of the MAC 2013 was to raise money to support the Association's operations and, though the financial rewards may fall short of the Council's expectations, this disappointment is lessened by the overall success of the Congress.

The Council congratulated Mr. Ang Chong Lee for his herculean endeavours to make the Congress a success and thanked the Secretariat Ms. Kala Kovan and the Vice Chairman for their contributions. The Council Members were also acknowledged for their hard work and team spirit to generate support from sponsors and participants for the MAC 2013.



Special thanks must be recorded for ASTRO, which from the onset, expended considerable efforts in organising and sponsoring the fear factor dinner and entertainment. The drink sponsorship from GAB contributed immensely to the evenings of networking.

Digital DVDs containing the photos and the speakers' presentations were uploaded onto the Association's website.





## EFFIE AWARDS 2014

Encik Khairul Syahar Khalid was appointed to head the EFFIE 2014 Organising Committee and has since started planning on the most prestigious award in Malaysia, and around the globe.

This year, we will have a fresh face as the Chief Judge and Mr. Simon Kahn, the Chief Marketing Officer of Asia Pacific Google and formerly the Country Head of AMEX, has agreed to take on the role. The EFFIE Boot camp is scheduled for May 28, 2014 and Mr. Judd Labarthe, our Chief Judge for the Effies 2013 who has won more than 50 Effies during his office, will lead the full day workshop.

Encik Khairul Syahar, however, resigned from MAA Council in March 2014 and the Council records their gratitude for his efforts in initiating the plans for the Effie Awards. Ms. Chan Sheow-Vern, the Vice-President, will steer the organisation of this event.



## THE REVENUE GAINED FROM THE EFFIE AWARD EVENT WILL BE USED FOR THE PROMOTION OF ADVERTISING AND COMMUNICATION TALKS AND TRAINING FOR MEMBERS OF THE INDUSTRY

### ENTRY FEES AND REVENUES

Timeline for submissions has been fixed between July 3 and August 1, 2014 for campaigns that were executed between June 1, 2013 and May 31, 2014. Entry fee are as follows:

Member Entry Fees	RM 1,200
Non-Member Entry Fees	RM 2,000
Member Late Entry Fees	RM 2,205 (August 2 – 8)
Non-Member Late Entry Fees	RM 3,150 (August 2 – 8)

In line with the past agreement with the 4As and in adherence of the regulations, the profits or revenues from the EFFIE were to be utilised for the promotion of advertising and communication talks and training amongst the industry. The Council wholly encourages all marketers in town to join the bootcamp and learn more on the factors that make an effective campaign.

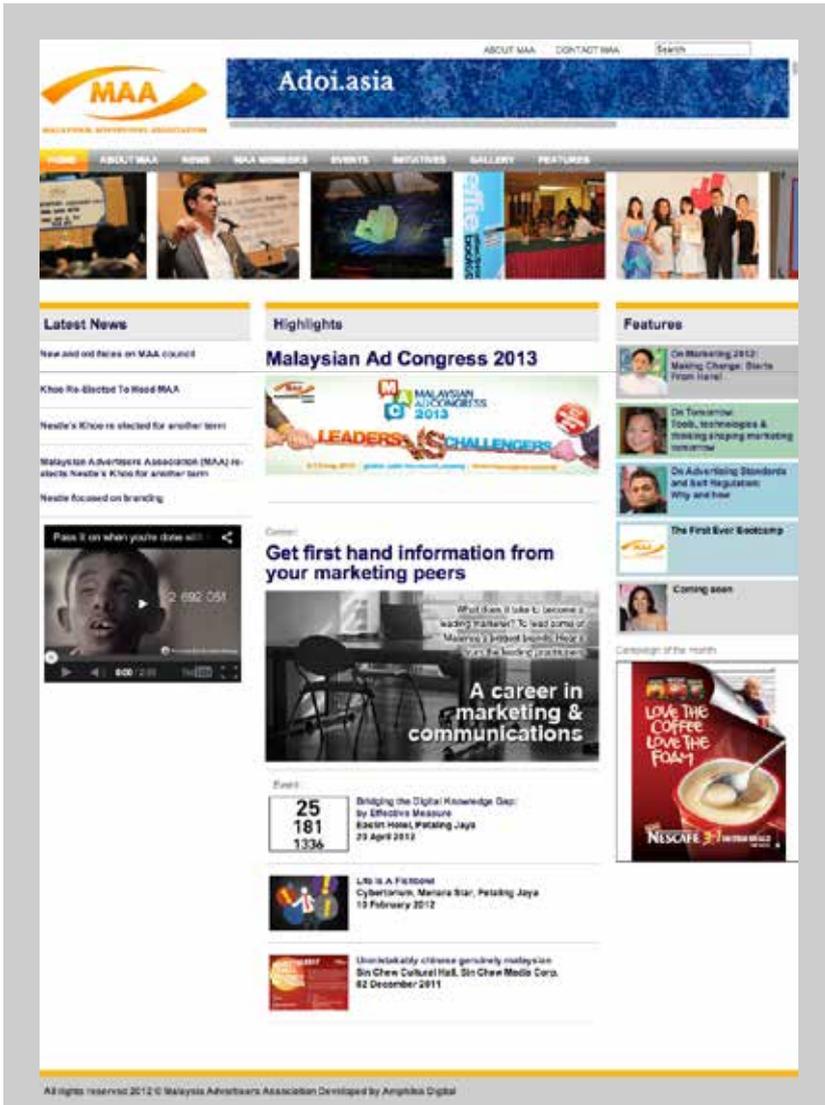
### JUDGING

The CEOs and CMOs of major companies and advertisers would helm the judging scheduled for September 3, 2014 and the sternest requirements set forth by Effies New York to uphold the awards' highest standards will be observed.

### AWARD GALA DINNER NIGHT

The year's most anticipated award night will be held on October 2 at a place near you, so look out and book your table quick when time comes.





## MAA WEBSITE

A website is ideal if the Association is catering for potential and present Members seeking information and several options and upgrade was proposed. Several vendors are being sourced for a quotation-cum-proposal to update, revamp and maintain the current website in view of the urgency of the matter.

The Council will ensure that the site is functional and practical.





# **REGULATORY COMMITTEE REPORT**

## OBJECTIVES

- TO ESTABLISH STRONG RELATIONSHIP WITH KEY GOVERNMENT AND INDUSTRY BODIES AND ENSURE THAT VIEWS OF THE MAA ARE REPRESENTED IN ALL THEIR FORUMS
- TO MANAGE INDUSTRY AND REGULATORY ISSUES
- TO BECOME A KEY CONTRIBUTOR TO INDUSTRY POLICIES
- TO INITIATE DIALOGUES WITH MINISTERS

## SCOPE

- MINISTRY OF HEALTH, MINISTRY OF DOMESTIC TRADE, COOPERATIVES AND CONSUMERISM AND MINISTRY OF SPORTS AND YOUTH LED BY THE PRESIDENT AND SUPPORTED BY ENCIK MOHAMED KADRI BIN MOHAMED TAIB AND MR. CLAUDIAN NAVIN STANISLAUS
- ABC LED BY MS. MARGARET AU-YONG AND SUPPORTED BY MS. CHAN SHEOW-VERN
- ABCi LED BY MS. CHAN SHEOW-VERN AND SUPPORTED BY MS. MARGARET AU-YONG
- ASA LED BY MR. ANG CHONG LEE (REPLACED BY MS. YONG AIK HWA) AND SUPPORTED BY MR. ANDREW LEONG AND MS. YVETTE LIM

## MINISTRY OF HEALTH (MOH)

### RESPONSIBLE ADVERTISING TO CHILDREN PLEDGE

Mondelez Malaysia; MARS Foods Malaysia; Nestle Products; Unilever Malaysia; PepsiCo Malaysia; Coca Cola; F & N Diaries Malaysia, Guan Chong Cocoa Manufacturer came together on August 5, 2013 to commit to a historic *Responsible Advertising to Children Pledge* that promotes high ethical standards for marketing food and beverages to underage children in the country.

The Pledge ensured that Signatories abided by a self-regulatory framework to ensure that children below 12 years old were exposed to significantly less advertisements on all food and beverage products on television, print and radio. This included moving advertising out of children's airtime altogether on these three mediums.

The Signatories also consented not to advertise food and beverage products to target children below the age of 12 unless their products were consistent with the agreed nutrition criteria based on scientific evidence or international dietary guidelines.



They were also in agreement to not engage in any commercial communications related to food and beverage products in primary schools unless upon agreement with or under specific requests from the school administration. An engagement under such circumstances will have to fulfil an educational or informational purpose.

*The Responsible Advertising to Children Pledge*, launched by the Minister of Health, YB Datuk Seri Dr. S Subramaniam, was the result of the sustained efforts of the MOH, MAA, FMM and the 4As.

The Federation of Malaysian Manufacturers (FMM), under their Malaysian Food Manufacturing Group (FMM MAFMAG), and the Council, which have been formulating a framework for the industry and actively engaging and pursuing a global industry advocacy programme since 2010, led the initiative.

Signatories to the Pledge volunteered their minimum commitment and are free to venture further if they so wish. They will develop and publish individual Company Action Plans that outline their specific commitments including individual nutritional standards if applicable in order to meet the scope of the framework.

The way companies comply with these guidelines will differ as their product lines vary though all commitments will be consistent with the scope outlined in this initiative. A transparent public complaints system formulated by member companies and managed by FMM MAFMAG will be in place to handle and resolve issues arising from the enforcement of the Pledge.

The pledge represented the food and beverage industries' willingness to work with the government in their efforts to improve the health and welfare of children. It was also a result of the Association's unceasing efforts to advocate self-regulation and its positive benefits for the industry.

The FMM played a vital role in obtaining the support of a number of prominent food and beverage and SME companies while the Council assisted the FMM on this cause and played a key role to drive this initiative.

It is the Council's fervent belief that this type of self-regulation, where companies made clear and measurable commitments and followed them up with independent third party monitoring will have a tangible and sizeable impact on the nature and balance of food advertising to children.

## THE RESPONSIBLE ADVERTISING TO CHILDREN PLEDGE PROMOTES HIGH ETHICAL STANDARDS FOR MARKETING FOOD AND BEVERAGES TO UNDERAGE CHILDREN IN THE COUNTRY AND ENSURES THAT SIGNATORIES ABIDED BY A SELF-REGULATORY FRAMEWORK



Malaysia has the dubious distinction of having the highest number of obese persons in South East Asia and is ranked sixth in the table for Asia. Through extensive participation in discussions at regional and Asian levels that were initiated by the World Federation of Advertisers (WFA) over the years, the Council have realised that action is desperately in need to counter this problem.

Sweden and Norway, for example, have banned advertising to children under the age of 12 while advertising to children is restricted in Britain, Greece, Denmark and Belgium. Fast food advertisements are only banned on children's television programmes here and these advertisers are banned from sponsoring them.

The Council were pleased that endeavours in encouraging and championing good practices in marketing communications have come into fruition in the form of the Pledge. This was a small but hugely significant step to provide the necessary guidance and support in the promotion of transparent and responsible marketing communications.

It is essential to work closely with the FMM, Ministry of Health and related non-governmental organisations (NGOs) to support the compliance and monitoring of the Pledge as well as to develop more plans and guidelines with the key purpose of sustaining it.

The Council are keen on making the Pledge a success and urge more Members and other food and beverage companies, both local and global, to assume the responsibility of supporting these important initiatives to promote healthy lifestyle in Malaysia.

A close relationship with the FMM has been established to provide advisory to the food industry group in relations to their effort to further expand and promote the Pledge in accordance with the FMM MAFMAG roadmap.

A second group of Members have confirmed their commitment to the Pledge and plans have been made by the FMM for the signing ceremony to take place at the soonest date.

### FOOD ADVERTISING REGULATIONS 2013

No invitation was forthcoming from the Food Safety and Regulatory Division under the Ministry despite the Council's eagerness to contribute views on the draft for the Food Advertising Regulations 2013 that concerned aspects of food advertising.

As there are many government agencies involved in initiating changes and new regulations and laws, the Association needed to work closely with the FMM and 4As so that it is represented at such discussions.



## THE MINISTRY OF HEALTH SOUGHT OUT THE MAA, FMM AND 4AS FOR ADVICE ON MAKING THEIR NUTRITION PROGRAMMES MORE EFFECTIVE TO MEET THEIR GOALS



### TECHNICAL WORKING GROUP

The National Coordination Committee for Food and Nutrition (NCCFN) was held in early October to discuss nutrition issues and the status of Malaysia National Nutrition Action Plan 2006 – 2015 that involves the cooperation of various agencies.

In this meeting, the agencies shared the progress, effectiveness and success of their programmes in support of health and nutrition. The meeting also discussed the status of awareness campaigns on health and nutrition by government ministries, department and agencies.

The feedback received from the FMM was that the meeting focused on more effective campaigns to manage issues and improve nutrition and health related to the Malaysia National Nutrition Action Plan 2006 – 2015.

In a meeting in September, the Ministry's Nutrition Division reached out to the Association, FMM and 4As for advice on how to make their nutrition programmes more effective to reach the objectives and goals on good food promotion.

The Council shared knowledge and expertise with the NCCFN, Nutrition Division under the Ministry and government agencies on advertising and promotion that could assist to enhance effectiveness of food related campaigns by the Division and government agencies.

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

The Council are represented in an Advertising Committee set up by MDTCC to work on Guidelines on False and Misleading Advertising Contents and have participated and contributed to the Advertising Committee.

This had resulted in a set of guidelines on False and Misleading Advertising for the reference of the industry and government agencies, which have also been made available on the Ministry's website.

### 1MALAYSIA UNIFIED SALE (1MUS)

The Council backed the 1MUS Campaign, which took place between June 29 and September 1, 2013, that coaxed various business and service sectors to offer discounts and incentives for their products and services.

The campaign – which was held concurrently with the Mega Sale Carnival 1Malaysia – was expected to contribute an estimated RM1.78 billion to the nation's GDP and create 14,312 job opportunities.

In accordance with the Ministry's request, the Council circulated promotional materials to Members and advised them to inform the Ministry of their participation in the campaign.

## MINISTRY OF YOUTH AND SPORTS

The Minister of Youth and Sports, Minister Khairy Jamaluddin requested to meet the Council in July and all Council Members were urged to attend the meeting. This was an initiative to develop a relationship with the Association to be involved and support budding athletes by promoting their talent through commercial processes.

Council Members were also asked to report on their respective company's support for sports. It was pointed out that Nestle has been highlighting sports through their brands such as Milo, which used athletes extensively in their advertisements for many years.

Such support from advertisers needed to be reciprocated by the government and the Ministry with the creation of policies that promote the interests of the industry and public at large. The Council were keen to collectively assist in this effort and, following the meeting, await the proposals from the Ministry.

## AUDIT BUREAU OF CIRCULATIONS (ABC)

Audited circulation numbers of print media are verified by ABC to determine share of market and to promote a healthy advertising industry. In providing comparable numbers on a standard measurement, ABC helps advertisers to plan their marketing and sales activities in an assured manner.

Last year, ABC embarked and completed a number of activities to promote ABC and the Council was pleased to see Members come together to relay their support for them and acknowledge the value of transparency and accountability in the conduct of business.

Several major projects were realised in the area of audit: ABC overhauled the 10-year-old auditing standards and revamped the website. The body now awaits the imminent launch of the Marketing Campaign and ABCi, which audits websites traffic in partnership with the Malaysian Digital Association (MDA). The bulk of 2013 was spent fine-tuning these projects and organising activities to raise awareness of the importance of auditing.

## TECHNICAL COMMITTEE

The objectives of the Technical Committee are to ensure that the research data supplied by Nielsen Audience Measurement Sdn. Bhd. (Nielsen) is representative of the actual audience size; reliable and relevant to the current industry needs.

The Committee will discuss and identify all the issues and concerns of the industry and present the findings of the industry to Nielsen and work with the company in addressing the issues that were raised.

The print media representatives highlighted that their various promotional activities to boost circulation resulted in a higher circulation and corresponding readership. This, however, was not indicated in the Nielsen survey.

The television sector felt that the age group of the survey sample featured too many elderly viewers that did not reflect the earning population accurately. There should have been greater representation from the younger age groups to reflect popular marketing targets and the population at large.

Though the digital media adex does not come under the remit of this Committee, it was noted that Nielsen does not have an ADEX for digital media despite an increasingly large number of advertisers are spending on digital space.

In maintaining impartiality at all times, an independent consultant will audit the Nielsen data. On April 10, 2013, Mr. Benjamin Ting (Executive Director); Ms. Hua Sook Wai; Ms. Wong Mae Suen (Associate Director); Ms. Lena Tee (Senior Executive Client Service) and Mr. James Hui Kheng Fong (Manager-Client Service) met the Technical Committee.

The Nielsen representatives presented the various researches that they have conducted, especially their method of execution, and addressed various other issues. This included the need for a clearer and more relevant definition of social grade for better market application; the separate inclusion of e-paper readership numbers; how TV panels are recruited and refreshed and the reasons for drastically fluctuating radio listenership figures.

Nielsen agreed to an audit to be performed by an independent auditor and also to consider incorporating ABC's Average Net Circulation figures per publishing day to be incorporated into the survey report for a check and balance between demographics and circulation. The Committee will pursue the appointment of an independent auditor to assess Nielsen's methodology.



## ABC OVERHAULED THE 10-YEAR-OLD AUDITING STANDARDS, REVAMPED THE WEBSITE AND ABCI, IN PARTNERSHIP WITH THE MDA, ARE PREPARED TO RELEASE WEBSITE TRAFFIC AUDITS FOR THE FIRST TIME

In February 2014, Ms. Margaret Lim stepped down from her position. The Board thanks Ms. Lim for her dedication and contributions to ABC and its cause over the years.

### ABCI

In June 2013, Ms. Chan Sheow-Vern assumed the chairmanship of the ABCI from Mr. Koh Weng Wai. The composition of the committee was reviewed in order for it to perform more effectively. The original committee comprised nine individuals and it was downsized to seven representatives:

- MAA – Ms. Chan Sheow-Vern, Ms. Margaret Au-Yong and Encik Khairul Syahar Khalid;
- MDA – Mr. Pete Yoong (Better) and Mr. Serm Teck Choon (Star);
- MSA – Mr. Desmond Chong (Carat, until June 2013) and now replaced by Mr. Kenneth Wong (Carat) and Mr. Tan Soon Liang (Vizeum)

The MDA appointed comScore in September for a two-year term to perform the audience measurement for the Malaysian digital media industry and the committee will work with MDA and comScore to oversee the implementation of digital auditing.

The Committee was informed that Ernst & Young in the United States (US) had audited comScore which comScore insisted on auditing only the unified data and not panel or tag separately for Malaysia. All agencies are currently and largely using panel data of comScore while the number of local websites tagged by comScore was relatively low in Malaysia.

This type of census, as such, was tiny and was not a good representation, and it is ideal not to start off with a tag audit only. Ernst & Young in the US had said that a tag audit was possible and could be completed within three months. It was suggested that a discussion is held with the US Media Rating Council for their expertise on and interpretation of audit.

### MARKETING CAMPAIGN

The objectives of marketing campaign were two-fold; to stress to the advertisers that they should only advertise in titles whose circulation was audited and verified by ABC and to remind the publishers that in the long run it would be beneficial for them to audit the circulation of their titles.

Millward Brown sent out the pre-launch online survey link to MAA and MSA Members and they were encouraged to respond to the questionnaire to check their level of usage and awareness of ABC. The Board agreed that the analysis was essential to understand ABC's current standing before the launch of the Marketing Campaign.

### AUDIT COMMITTEE

The problem whether to release readership numbers as opposed to circulation figures in order to conduct a national readership survey based on the existing methodology and to cover as many titles in the market was highlighted.

A market research firm like Nielsen conducts readership surveys based on sampling and this could mean one respondent representing more than a thousand individuals. In contrast, circulation is "accountable sale" for every copy and not an estimate or guesswork plus the reader of the newspaper is not necessarily the buyer.

Under such circumstances, it is advisable for media planners to use circulation figures as the base and refer to the data provided by Nielsen for details on demographics.

ABC's auditing standards have become more detailed in the last two years to uphold transparency. The inclusion of the price band, for example, allowed media planners to deduce whether the newspaper is growing from strength to strength or is relying on promotion and bulk sales to increase circulation.

The time has come for ABC to audit website traffic data. The ABC commenced this audit about 10 years ago but the exercise did not capture much support as online publishers could not monetize their content and pay for the membership fees.

In March 2014, the Committee pushed ahead for the preparation of rules and regulations pertaining to the circulation audit of the digital editions of newspapers and magazines.

These figures would be made available for the January to June 2014 period. As the focus is on digital and the number of publishers is declining, the most feasible survival strategy would be to migrate to digital.

The ABC are planning to organise hands-on seminars and workshops helmed by digital practitioners from developed digital markets such as Australia, the United States of America and England to accelerate the migration.





## WEBSITE

The newly revamped website, which went live in January 2014, featured content that ranged from the ABC Net Average Audited Circulation Figures per Publishing Day for the period January 1, 2013 to June 30, 2013 to Month-to-Month comparison of the Net Average Audited Circulation per Publishing Day.

Thirteen advertisement placements were confirmed with an advertising period of one year. The site requires more advertisements to offset the cost of maintenance and members were encouraged to support.

The revamped site offers incentives to members through links to their respective websites while the membership directory page lists the who's who of the industry for reference. It also highlights news and articles that are informative and relevant to add benefit to membership and encourage visits to the sites.



## MEDIA WORKSHOP 2014

Mr. Ben Chew of Isobar Malaysia was appointed as the Organising Chairman in August 2013 and set about putting together ABC's flagship event, which will take place from May 22 to 25, 2014.

A target number of 200 participants are expected in Ho Chi Minh (Vietnam) to gather insights and knowledge on the *Economics of Media Convergence*. The theme explores the mass digital acceptance that has brought boundless changes in media utilisation.

This, in turn, affects media strategy and planning as it was directing media and innovativeness into a multimedia environment that offers content that is educational, intelligent and enriching.

The broad spectrum of topics relevant to media and creative partners will be presented to position the workshop as the pivotal driver of convergence for learning and sharing towards effective media planning.

## ADVERTISING STANDARDS AUTHORITY MALAYSIA (ASA)

Mr. Michael Tang, President of the 4As from 1987 to 1990, succeeded Tan Sri Datuk Seri Panglima Abdul Kadir Sheikh Fadzir as the Chairman of the ASA in August 2013.

The new Chairman stated that a strong support of the constituent members as well as media owners was a prerequisite if the Malaysian Code of Advertising Practice (the Code) were to be enforced in full and timely manner.

The media too, the body stated, should take ownership of advertising standards. The four major tasks that awaited the Council were:

- Review of the Code
- Consider the position of ASA as a legal entity
- Accelerate the process of enforcement
- Engagement of other relevant associations
- Promotion of the ASA

The participation of other media mediums such as outdoor, cinema and POS was sought to bolster the self-regulatory body and the Council was pleased to welcome the Outdoor Advertising Association Malaysia (OAAM) into the ASA in December.

The Council also requested proper funding to be in place in order for the body to execute its duties. The British model, where advertisers allocated 1% of their annual revenues, was discussed and the Council urged the four constituent members to consider similar contributions to fund the ASA.

## THE COUNCIL WERE PLEASED WITH THE ASA'S MEASURES ON FACILITATING THE RESOLUTION OF COMPLAINT ON ADVERTISEMENTS THAT WERE IN BREACH OF THE CODE AND EFFORTS TO PROMOTE ITS ROLE TO THE PUBLIC AND THE INDUSTRY

### REVIEW OF THE CODE

Mr. Kenneth Wong, Executive Director of 4As, assumed the task of reviewing the Code in March with the objective of updating it, setting aside grey areas and chartering new territories. A sub-committee was established with Mr. David Mitchell (4As), Mr. Calvin Kan (MNPA), Ms. Margaret Lim (MSA), Ms. Yvette Lim (MAA), Mr. Neal Estavillo (MSA) and Mr. Gary Tay (4As).

The sub-committee was asked to re-examine the Code in a Malaysian context rather than a worldwide context, which may not be relevant and only made the task more arduous, and suggested that they encompass issues that had arisen recently – like political advertisements.

It was agreed that the CMCF Code and ASA Code should be complementary of each other to ensure a level playing field for the advertisers and regulatory bodies. Principles adhered in print should also be applied in electronic broadcast and a dialogue with the CMCF was pursued for this purpose.

The main revision should be to include the clause related to political advertisements and to remove clauses that were no longer relevant or not in existence.

Each constituent member was asked to look at the Code and report on the clauses that required revision and once the Code was revised, all the constituent members will need to review and agree with the proposed revision of the Code.

### ASA AS A LEGAL BODY

As the ASA was not a legal body and its Code was unlike the CMCF Code, which is governed by a parliamentary act, its members may be personally liable for their actions if a party took the matter to court.

However, it was agreed that if ASA intended to publish the cases arbitrated on its website, as is the practice in many developed countries, then it will be in the best interest for ASA to be legalised.

Based on legal advice, the ASA Malaysia can be incorporated as a legal body via being a society or being a company limited by guarantee which must be approved by the Minister of Domestic Trade, Cooperatives and Consumerism (MDTCC).

A minimum of seven members were required for a society to be formed while in the limited by guarantee structure as in the case of the British ASA, an issue of funding would arise.

It was stressed again that ASA have to be legalised to ensure better enforcement and avoid the situation of constituent members being held personally liable. The legal advisors were instructed to prepare the M&A and once it was ready, they will meet the MDTCC to seek their advice on the matter.

If a waiver of the CCM requirement the Company will need to declare the RM1 million contributions within six months of its incorporation was not sanctioned by the MDTCC, the ASA will need to consider being incorporated as company limited by shares.

## POLITICAL ADVERTISING

The consumers viewed political advertisements as “advertising” and, once it veers into bad taste, these advertisements bring disrepute to the industry. As ASA’s credibility was at stake, the body ASA should be able to articulate its position. Three options were explored:

- Cover political advertising under the Code.
- Exclude political advertising.
- Recommend that political advertising must abide by the spirit of the Code.

The Council, as the stakeholder of ASA, sought clarifications on the claim that the advertisements that are political in nature falls outside of the Code. The 4As had sought legal advice on the matter, as the Code only encompasses the protection of innocent consumers from false advertising.

The Council sought legal advice on the interpretation of the Code to overcome the impasse and looked at three options:

- Exempt political advertisements from the Code, as practiced in the United Kingdom, United States of America and Singapore.
- Cover political advertisements in the Code.
- Make it explicit that all advertisements must adhere to the spirit of the Code.

It was the position of the Council that the Code does not take the place of the laws of Malaysia. Though the content of the complaint may be an advertisement, there were laws specifically covering these matters and higher authorities to which such complaints can be made. This stand was relayed to ASA.

## NATIONAL ADVERTISING POLICY

The Ministry of Communications and Multimedia had invited ASA for a dialogue on the need for a National Advertising Policy after pressure was exerted on the government to intervene on issues affecting the public.

The Consumer Association of Penang (CAP) had also urged the Ministry of Domestic Trade, Cooperatives and Consumerism for a one-stop centre for the approval of advertisements.

The discussion with the Ministry in December was focused on misleading advertisements and the lack of enforcement by various ministries. The Ministry was informed ASA had proposed for a National Advertising Code to cover all agencies.

The proposal of one-stop agency to monitor advertisements and enforce any breaches was also debated though the Ministry were reluctant to create another body, as this will drain more resources.

## COMPLAIN RESOLUTION

Far too often, the lengthy timeframe for ASA arbitration allows culprits to escape without receiving any penalty the moment the campaign was over and the Council was in agreement that ASA must accelerate the process to act on the complaint immediately.

A suggestion was made for the ASA to work with CMCF if the same complaint was lodged using the same claims. The Council also considered the possibility of asking media owners to suspend an advertisement in the event the offending party was unable to provide the substantiation requested by ASA.

This might be difficult to do due to the pressure placed by clients on media owners to run the advertisements and the Council decided to further discuss the matter with the MNPA and to convey the message across to all the MNPA members if needed.

The Council was informed that the lodgement fee of RM750.00 per-complaint has now been removed. The ASA Committee opined that the role of ASA was to encourage the public and organisations to assist in identifying advertisements that were in breach of the Code.

In line with this pro-active measure, the Committee would not wait until the fee was received to start investigating a complaint. As part of this approach, the ASA launched their revamped website ([www.asa.org.my](http://www.asa.org.my)) to promote its role to the public as well as the industry and provide easier access for the public to reach ASA to submit complaints.

The website provides guidelines on lodging a complaint for both the public and industry. The Malaysian Code of Advertising Practice (MACP) can be downloaded from the site.

It is expected that the site will also go a long way in expediting the resolution of complaints. In another positive development, the ASA was also shortening the entire process so it is clearly defined and a fixed timeline for response will be set.

In March 2014, the ASA sought the Council’s opinion on engaging a full time employee to monitor advertisements on a daily basis to adopt a more hands-on role in monitoring advertisers to ensure code adherence. This is estimated to cost every ASA member between RM1,000.00 and RM2,000.00 per-month.

The Council would conduct a membership survey on the contribution and services of ASA and CMCF and the findings and feedback will be channelled to both ASA and CMCF.



# INDUSTRY RELATIONS COMMITTEE REPORT

## OBJECTIVES

- TO MAINTAIN CONSTANT ENGAGEMENT WITH ALL THE ADVERTISING RELATED GROUPS AND MEDIA OWNERS
- ENSURE TRANSPARENT AND FAIR DELIVERIES
- REGULAR MEETINGS WITH KEY ASSOCIATIONS TO ENSURE CLOSE COLLABORATION ON ISSUES OF MUTUAL INTEREST
- NETWORKING AND BUSINESS DEVELOPMENT

## SCOPE

- MRSM LED BY THE PRESIDENT
- MEDIA RELATIONS LED BY MS. MARGARET AU-YONG
- MSA LED BY VICE-PRESIDENT
- CMCF LED BY MR. NAVIN CLAUDIAN STANISLAUS



## INTER-INDUSTRY ENGAGEMENT

### MARKETING RESEARCH SOCIETY OF MALAYSIA (MRSM)

The MRSM has asked for funding for their National Social Economic Status Classification for Malaysian Population project, a market research industry project that the Association are keen on partnering.

The not-for-profit organisation have formed a taskforce and one of its duties was the review of the data from Nielsen's Media Index. It agreed on these matters:

- Use of Nielsen's Media Index data as the basis to work out the most appropriate SES classification.
- Supra (Independent Statistician) has been appointed to undertake this exercise and will be given access to the database at Nielsen's office.
- Supra will also work with other researchers in the region, particularly India as they have developed a SES system.
- Metrix Research has agreed to provide its 2011 demographic data on two tracking projects and will allow MRSM to use their Household Income Survey data conducted in 2012 by Supra.

The project has a completion deadline of three months and costs RM15,000.00, with all major agencies having agreed to contribute to the fund and the Council approved a contribution of RM2,500.00 towards the research.



## COMMUNICATION AND MULTIMEDIA CONTENT FORUM OF MALAYSIA (CMCF)

The Council holds that the best way to gauge the SES status (social economic status) of the Malaysian population is to use a more robust measure other than purely relying on income.

The President represented the Association in a dialogue session between the Association and the MRSM in August 2013 to engage the relevant media, marketing and marketing research organisations to enhance industry practice.

Mr. Richard Hall (Company Manager, The Nielsen Company); Dr. Grace Liu, (Managing Director, TNS Global); Mr. Ben Llewellyn (Regional Director, Ipsos); Mr. Ng Mok Sun (Director, Acorn) represented MRSM at the meeting.

A similar session had been held with the MDA in the past and the dialogue with MRSM was the first with a marketing research industry.

Three issues were further discussed:

- Handling population census on income group of new census or SES in future.
- Ensuring quality of interviewers and how to raise the standards.
- Ensuring process in place to manage the professional respondents.

The following action plans were to be undertaken:

- To support MRSM and arrange for a meeting with MOT when necessary.
- MRSM to modify and confirm quality of interviewers or respondent initiatives and provide details on its implementation.
- The Association to endorse and obtain the support of their members on the confirmed Quality Programme.

The meeting agreed to encourage MITI to conduct a presentation on how they perform their research and to push the industry to start from a base level instead of having each party producing their own population data.

The MRSM President, Mr. Barry Ooi, advised the Council that the scope and approach of this initiative would be reviewed due to the lack of primary sources of data.

Mr. Ooi was re-elected as the President on March 18, 2014 for the 2014/15 term, ensuring that the relationship that the Council have forged and the collaboration with the MRSM will continue unfettered.



The CMCF continued where it left off in 2012 and increased media and engagement activities aimed at spreading awareness of the body. The Complaints Bureau recorded a sharp jump in the number of complaints from 2012 with 431 complaints and six advisory cases received from public, government and industry agencies in 2013.

Fifty-seven percent (57%) of these complaints were related to the internet; 37% were to do with mobile device content and services while 5% and 4% were on television and radio broadcasting and advertising content.

The CMCF jointly held programmes with the National Population and Family Development Board (LPPKN), an agency under the Ministry of Women, Family and Community Development, and the Malaysian Communications and Multimedia Commission (MCMC), where the CMCF leveraged on their 1Malaysia Broadband Carnival and became a strategic partner for their *Klik Dengan Bijak* campaign.

The use of print and electronic media to relay CMCF's public service announcements to conduct interviews was a familiar feature of last year's programmes. The effectiveness of this approach was proven by the multiplication of complaints in 2013.

This and the involvement in these activities have certainly raised the profile of the CMCF and their staffs were invited to numerous events as speakers and participants. The CMCF's in-house training programme remains popular and the efforts in industry development resumed through this initiative.

In total, the CMCF took part in 34 road shows and exhibitions. It also helmed and participated in 37 seminars, workshops and conferences throughout 2013. Their quarterly newsletters provided updates on various activities, issues and case studies relating to content and communications tools.





## THE CMCF CONTINUED WHERE IT LEFT OFF IN 2012 AND THEIR INCREASED VISIBILITY LED TO A SHARP JUMP IN THE NUMBER OF COMPLAINTS FROM THE PUBLIC, GOVERNMENT AND INDUSTRY AGENCIES

In the body's AGM in March 21, 2014, the following individuals were elected to the full Council:

Chairman  
**Encik Ahmad Izham Omar**

Vice-Chairman  
**Mr. Claudian Navin Stanislaus**

Secretary  
**Mr. Ramani Ramalingam**

Treasurer  
**Mr. Amarjit Singh Karthar Singh**

### Advertisers Category

Encik Omar Shaari ..... Member

Mr. Girish Menon ..... Member

### Audiotext Service Provider Category

Encik Nabil Abdullah ..... Member

Encik Johary Mustapha ..... Member

Mr. Niall Deegan ..... Member

### Broadcaster Category

Ms. Laila Saat ..... Member

Datuk Kamal Khalid ..... Member

Cik Kudsia Kahar ..... Member

### Civic Group Category

Ms. Lok Yim Pheng ..... Member

Assoc. Prof Dr Kiranjit Kaur ..... Member

Encik Tuan Syed Agil Alsagoff ..... Member

### Content Creators and Distributor Category

Mr. Chin Yoke Kee ..... Member

Encik Azhar Borhan ..... Member

### Internet Access Service Provider Category

Encik Zaidun Omar ..... Member

Puan Anira Che Ani ..... Member

These individuals from the six Ordinary Member categories are tasked with the upholding of industry guidelines on the dissemination of content via the electronic networked medium for public consumption.

The CMCF will embark on a branding project in 2014 that will cover television; radio; print, digital and news portals. On the ground, the body had kicked off its first in-house training in January 2014 and this will be organised every month for the benefit of all stakeholders.

## MEDIA RELATIONS

Two proposed visits to Star Publications and Utusan Malaysia had to be postponed to the second quarter of 2014 as a new management had been placed at the former while the latter had moved into a new office building. The media owners are often well-prepared for these visits and the Committee have engaged with them to obtain suitable dates for these meetings.

Media Prima announced Rate Changes for 2014. The group derives 90% of their top-line revenue from advertising and 80% of this is made up of contributions from television and print media. The Committee will assess the changes and continue to liaise with Media Prima for a win-win solution.

## THE MSA WILL RETAIN THE MAA-INITIATED RULE OF ACCEPTING AUDITED TITLES SUBMISSION ONLY FOR THE BEST USE OF NEWSPAPER / MAGAZINE CATEGORY FOR THE MMA 2014 FOR THE SECOND SUCCESSIVE YEAR TO ENCOURAGE MAGAZINES TO HAVE THEIR TITLES AUDITED

### MEDIA SPECIALISTS ASSOCIATION (MSA)

The MSA have been supportive of ABC in their drive to encourage titles to audit and no better demonstration of this backing is evident than their acceptance of audited titles submission only for the Best Use of Newspaper/Magazine category Malaysian Media Awards (MMA) for the second year running.

The MSA will retain this rule for 2014. Its introduction in the MMA 2012 shook the industry and the Council appreciated the support of the MSA in standing by their side in encouraging magazines to have their titles audited.

Into its ninth year, the MMA have been designed specifically to recognise excellent work and achievements within the media fraternity and remains the media specialist industry's most prestigious awards.

The Awards hope to motivate more media professionals to strive for excellence and together raise the standards of media practitioners in Malaysia. The Council Members were invited to adjudicate works that projected creative media thinking, innovation, process and execution. The MMA 2013 was held in June.

In February 2014, the Organising Committee Chairman of the MMA 2014, Mr. Girish Menon, invited three nominees from the Council to be part of the Jury Panel. Council Members were urged to volunteer for the task for the invaluable experience to be gained from it.

The Council are eager to host the MSA President and Vice-President to an informal meeting, with the intention of seeking MSA's advice on media inflation rates for the year and on embarking on collaborative programs.

### INDUSTRY AWARD EVENTS

#### BRANDING / MARKETING AWARDS

The Council referred to the list of branding and marketing awards compiled by the Secretariat and reviewed each of them to settle on the ones that MAA should endorse in partnership with the 4As and MSA.

Separate meetings were held with the 4As and MSA Presidents to clarify pending issues and discuss their directions for the awards. Following the consultation, the Council reviewed and sanctioned these awards only:

- Putra Brand Awards – 4As
- Malaysia EFFIE Awards – 4As
- Malaysia's Most Valuable Brands (MMVB) – 4As
- Kancil Awards – 4As
- Malaysian Media Awards (MMA) – MSA

In a joint press conference with the 4As in August 2013, the Council made public their endorsement of the brand and marketing awards above. The Council also explained that Members were not prevented from taking part in their own industry awards and left it to them to endorse them under their respective companies if they so wished.

**IN A JOINT PRESS CONFERENCE WITH THE 4AS, THE COUNCIL MADE PUBLIC THEIR ENDORSEMENT OF THE BRAND AND MARKETING AWARDS IN AN EFFORT TO CURB THE PROLIFERATION OF NUMEROUS ARTIFICIAL AWARDS**



## ENDORSEMENT AND PARTNERSHIPS

### FESTIVAL OF MEDIA ASIA PACIFIC (FOMAP)



The Council was pleased to partner FOMAP 2014 and offered five complimentary VIP passes worth US\$1,499.00 each for our Members to join media specialists, senior marketers, media owners and thought leaders from across Asia, to understand the global trends that are influencing the industry and learn how prominent brands tackle a culturally diverse and expansive continent. The Festival, which took place between March 16 and March 18 at the Capella Hotel in Singapore, attracted 700 delegates from the Asia-Pacific media industry.



### MAA-DMG EVENTS CO-MARKETING AGREEMENT



The Council also endorsed a partnership with dmG Events Asia Pacific Pte Ltd for the ad:tech Kuala Lumpur and ad:tech Asean to be held on May 7, 2014 and July 8 and 9, 2014 respectively.

Dmg Events Asia Pacific offered to include an acknowledgement of the MAA as an association partner in all collaterals and provide two full conference passes for each event.



### AD:TECH ASEAN 2014

Over the years, dmG Events' ad:tech has become a true melting pot of industry thought leadership and a marketplace that draws brand advertisers, traditional and interactive agencies, portals, on-line publishers and service providers.

In this seventh instalment at Suntec Singapore International Convention and Exhibition Centre, ad:tech has established itself as the preeminent digital marketing event with leading industry leaders as speakers, delving into industry trends and insights.

The Council urged Members to connect with the projected 3000 – 3500 attendees for the two-day conference (July 8 and 9, 2014) and gain knowledge from its thought-provoking sessions tailored on the trends in the marketplace.



### CMO ASIA SUMMIT

The CMO Asia Summit links the region's leading CMOs and marketing heads with the most renowned advertising agencies, marketing firms and solution providers. In endorsing CMO Asia Summit at Hilton Kuala Lumpur Hotel, the Council encouraged Members to join the top marketers between May 26 and 27, 2014 as they highlight the latest tools and strategies for conquering the minds of Asian and global consumers.



### IAA 2014 WORLD ADVERTISING CONGRESS BID

Mr. Khoo Kar Khoon, President of MAA will be representing MAA at the 43rd IAA World Congress Meeting hosted by China Advertising Association themed "Innovation & Evolution" to be held from May 8 – 10, 2014 in Beijing, China.



**TRAINING AND ADMINISTRATION COMMITTEE REPORT**



## OBJECTIVES

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- TO GUIDE AND MOTIVATE MEMBERS TO BE A PART OF A KNOWLEDGEABLE WORKFORCE
- TO DEVELOP AN EMPLOYMENT DEVELOPMENT STRATEGY
- TO CREATE A DIVERSE ENVIRONMENT THAT ALLOWS MEMBERS TO MEET CURRENT AND FUTURE BUSINESS CHALLENGES

## SCOPE

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- UNIVERSITY COLLEGE INITIATIVE LED BY MS. EMILY LIM
- WORLD FEDERATION OF ADVERTISERS (WFA) LED BY THE PRESIDENT AND SUPPORTED BY THE VICE-PRESIDENT
- ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS (AFAA) LED BY THE PRESIDENT AND SUPPORTED BY THE VICE-PRESIDENT AND MS. MARGARET AU-YONG

**THE UNIVERSITY AND COLLEGE INITIATIVE IS AIMED AT EDUCATING AND RE-EDUCATING TRAINING, ADVERTISING AND MARKETING TALENT IN THE ARENA EVEN BEFORE THEY STEPPED INTO IT TO FILL UP THE VACANCIES**

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## UNIVERSITY AND COLLEGE INITIATIVE

The Council believes in supporting and inspiring the Marketing Communications and Marketing industry through education and industry training and it all starts with creating a sustainable pool of talent and future talent that will then encouragingly bring the industry to the next level to make the industry and MAA proud.

# BOTH HIGHER INSTITUTIONS, THE UITM AND IACT, WERE KEEN ON SPEAKERS FROM THE MAA ADDRESSING THE STUDENTS AND PROVIDING INPUT ON CLASS PROJECTS AND THE COUNCIL ARE COMMITTED TO CONTRIBUTE TO MAKE A DIFFERENCE

These are our approach and the initiatives implemented:

<b>APPROACH</b>	To provide industry knowledge and real life case studies in Marketing and Marketing Communications by MAA Members through MAA Industry Expert Talks
<b>DESIRED RESULT</b>	To equip students with knowledge of the working world and real market scenarios to enable the students to integrate successfully into the working world
<b>DESIRED RESULT</b>	Lecturers and Professionals to remain relevant with the changing times and consumer by delivering lectures from different angles and offering options to bring their modules and syllabus to mirror the realities and demands within the industry
<b>APPROACH</b>	To develop Real Campaign Briefs by MAA Members for students and universities to work on
<b>DESIRED RESULT</b>	Students will be able to gain real experience and problem solving skills and critical thinking. Winning ideas will be executed and the top students will be offered internships
<b>DESIRED RESULT</b>	Universities will be able to offer a Special Certification/exclusive Programme endorsed by MAA

We narrowed down our selection to just two universities (one private and one public) to partner the Association for this University and College Initiative.

## UITM

UiTM is Malaysia's largest institution of higher learning in terms of size and population. It has experienced phenomenal growth since its inception in 1956 and it is still growing. Apart from the main campus in Shah Alam and six satellite campuses in Shah Alam, the university has expanded nationwide to 12 state campuses, 11 state satellite campuses and 21 affiliated colleges.

The university offers almost 480 academic programmes in a conducive and vibrant environment. It is also home to some 175,200 students and a workforce of 17,770.

Dean Prof. Dr. Azizul Halim Yahya heads UiTM's Faculty of Communications and Media Studies, which has 4,000 students completing their Bachelor degree, Master, PhD and Diploma courses.

## IACT

IACT College, formerly known as Institute of Advertising Communication Training (IACT), was founded by a Joint Education Committee of the MAA and the Association of Accredited Advertising Agents, Malaysia (4As) in the early 1970s and progressed to a full-fledged Education Institute in 1993.

Endorsements from the MAA and 4As, have enabled project based learning (PBL) teaching pedagogy moving towards academic achievements to be executed.

As a result, IACT College students have won numerous awards in local and international competitions such as the Kancil Awards, L'Oreal Brandstorm, AdWave and InterAd making IACT the specialist college in creative communication.





L – R front row; Nadia, Abdul Hamid Saifuddin, Khairuddin Murad, Baby Anusha Nur Mohamed Thaheer, Coordinator of Public Relations, Emily Lim, Chairman – MAA University Initiative Committee, Associate Professor Dr. Kiranjit Kaur; Kala Kovan, Secretaries – MAA; Monica Eng Chin, Saidathul Nizah Mat Tazin. Row 2; Hamimda Agil, Head of Strategic Communication; Rozlaili Ahmad

### ACTION AND IMPLEMENTATION PLANS

In October 2013, the Committee Chairman Ms. Emily Lim and the Secretaries, Ms. Kala Kovan had met with Associate Professor Dr. Kiranjit Kaur, Faculty of Communications and Media Studies of UiTM who is the key liaison to drive this initiative and partnership.

In November 2013, Mr. Mark Grunden, IACT's Admissions & Marketing Manager, and Academic Director Nicholas Lee were engaged to discuss the partnership and how to bring it to the next level in 2014.

### COMMITMENT

The Association is committed to these timely initiatives to make a difference in the lives of students in the advertising, marketing and communications fields by providing them the professional experience and exposure they require to succeed in the workplace.

Members are urged to volunteer and participate in these worthy initiatives. The Council is indebted to Ms. Emily Lim, representing L'Oreal Malaysia Sdn. Bhd. and the Secretaries, Ms. Kala Kovan, for the time and energy that they had allocated to commence this programme.

Ms. Lim was involved in the programme from the early days and was passionate in championing it for the benefit of the Association. The Council desires more of this spirit of volunteerism from our Members to bring about positive changes for the present and future.

“ IACT views this as a strategic partnership that is in line with our college's vision to prepare our students for the creative industry that encompasses media, communications, marketing and design. We are thrilled with the prospect that industry leaders will be in our classrooms to share their expertise, wealth of knowledge and more importantly their passion for what they do. In addition to that, we believe this will provide our students with cutting edge opportunities and insights that will equip them for the roles they will be in upon graduation.”

– NICHOLAS LEE, ACADEMIC DIRECTOR, IACT





## ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS (AFAA)

The idea of a monthly newsletter that featured articles that cover new trends of advertising or successful marketing programmes and notable events in member's markets was initiated in March 2013.

AFAA Insights was finally born in July to bring AFAA Regular Member Associations closer to the federation and establish smoother interaction with it as the leading trade association in Asia.

The first issue of AFAA Insights drew attention to a report on the Malaysian Ad Congress (MAC 2013) in May. The newsletter has been made available to our Members to gain information especially from the insightful articles from Warc, the AFAA's knowledge partner.

**“ We welcome the commitment by industry leaders to share the wealth of their expertise and knowledge with our students. In today's educational environment it is important for students and academics to engage with experts from the industry to ensure academic relevance and enhanced professionalism in learning and research that can also in turn contribute towards industry growth. A strategic partnership with industry leaders in media, communication, public relations, advertising and marketing will be in line with UiTM's vision to achieve outstanding scholarship and academic excellence through a dynamic involvement in the professional field to produce globally competitive graduates of sound ethical standing.”**

**– ASSOC. PROF. DR KIRANJIT KAUR, FACULTY OF COMMUNICATION AND MEDIA STUDIES, UITM**



## WORLD FEDERATION OF ADVERTISERS (WFA)

### RESPONSIBLE ADVERTISING TO CHILDREN

The call for controls on marketing foods high in fat, salt and sugar (HFSS) to children to be put in place have been gaining impetus in the last few years and has increased, especially in Europe, since 2013.

In Asia, the United Arab Emirates (UAE) government in December 2013 approved a set of measures to address the widespread obesity problem in the country, including restrictions on “unhealthy” food advertising.

The UAE also agreed to limit the size of sugary drinks, to impose calorie counts on food labeling, as well as to introduce common standards for banning the sale of “unhealthy” food in government and private schools.

Last June, the World Health Organisation (WHO)'s *Marketing of Foods High in Fat, Salt and Sugar to Children: Update 2012 – 2013* report urged policy-makers to tighten restrictions on the marketing of food and beverages high in fat, salt and sugar (HFSS) to children.

The report noted that a majority of the EU countries rely on general advertising regulations, which do not specifically address the promotion of such food and beverage products to children, and on self-regulatory mechanisms which may or may not include special controls to limit the promotion of such products to children.

Though voluntary pledges made by companies and industry associations have their shortcomings, they have been recognised as a step further in restricting marketing to children.

In February 2014, a draft European Union (EU) Action Plan on Childhood Obesity by the EU High Level Group on Nutrition and Physical Activity made up of representatives of the Member States' Health Ministries was presented at the European Commission-chaired EU Platform for Action on Diet, Physical Activity and Health.

The Action Plan estimates that the burden of disease related to obesity accounts for an average of 7% of national health budgets and causes 2.8 million deaths per-year in the EU.

While the Action Plan cites the WFA and the EU Pledge as a relevant self-regulatory initiative, it urges such commitments to “continue to be reviewed and strengthened.”

One of the proposals under consideration was that Member-States would develop a common scheme for food sold or served in schools including in vending machines with 50% of Member-States voluntarily agreeing to implement it.

A final Action Plan will follow the draft, which will then be endorsed during a High Level Greek EU Presidency Conference on Nutrition and Physical Activity in Athens. EU Member State Health Ministers will be asked to formally adopt the commitments of the Action Plan at a ministerial meeting on June 20, 2014.

France advanced public health nutrition policy that covers advertising restrictions; colour coded labeling and taxation on foods that do not fulfill a certain nutritional score.

Apart from a generic mandatory health warning for advertisements for all processed foods, there are no regulatory restrictions on the types of products that can be advertised on French TV.

However, a food charter signed by advertisers, producers, broadcasters, as well as six government Ministers, committed the industry to incorporate healthy eating and lifestyle messages on food and beverage TV spots.

The charter also required the production of a certain number of hours of editorial content that promotes healthy lifestyles and physical activity in and around youth programmes.

**THE COUNCIL STRONGLY BELIEVES THAT IT IS IMPORTANT THAT THE WFA AFFILIATION IS RETAINED AS THE BODY PROVIDE RICH RESOURCES THAT CAN BE TAPPED ON FOR INFORMATION AND ACTION ON ISSUES AT HOME**





## WFA-IMC FORUM

Twenty-five members of the WFA's IMC Forum, comprising senior marketing officers and junior level managers, gathered at Visa's offices in Singapore in September 2013 to handle issues that included ways to make IMC "less painful" and reviewing "the imperfect science of measuring the ROI of IMC."

Understanding ROI is a topic which has been on the WFA's agenda since its launch 60 years ago — yet it becomes more complex by the day. The message communicated by many was that fear of change should not be paralysing.

Even in markets where available data may be less robust or trustworthy, a certain level of accountability is always better than none. Television and Social Media applications impart seven times more ROI. The print media, which is expensive and has an annual rate increase as television, yields only 1.6% ROI.

Passive Stage bias, which influences shopping behavior, is preconceived and is driven by distinctiveness: the biggest brand not always comes on top and it is crucial to understand the insights to the passive stage bias which trigger the consumers to change brands. Triggers are an opportunity for brands to gain or lose momentum.

WFA conducted a video interview with the President, Mr. Khoo Kar Khoo, who participated in this Forum on behalf of the Association. The clip and a summary of the meeting were circulated to the Members for their reference.

The Vice-President, Ms. Chan Sheow-Vern, attended the *Big Data: Beyond Buzzwords* integrated marketing community Forum in February 2014. Mr. James Welch, the guest speaker at the Forum, defined primary data collection versus third party data.

In the *Capability Building* topic, Shell shared that a new employee is sent for training not internationally but to agencies in the first two weeks to understand how the process works.

In the case of Johnson & Johnson, as they do not have an in-house capability, they have tied up with a university to work out the syllabus. Internal staff will be sent for training and the company pays for the course.

Another interesting topic discussed was the Global Agency Remuneration where WFA put together a chart on the whole ecosystem on how much exactly the publisher was receiving minus the cost of the middlemen. It worked out to 55% or less and after capping all the frequency, it amounted to about 20%.

The Council strongly believes that it is important that this affiliation is retained, as WFA offer beneficial resources that can be tapped on for information. The appointment of an official to be based in Singapore will encourage the active participation of Asian members and also affirms WFA's high valuation of members in this region.

The WFA membership is invaluable for the Association as well as individual companies. As only WFA Members are allowed to attend meetings, the Council encourages Members to urge their companies to apply for WFA membership.

## BRAND PURPOSE INDEX

The Association participated in the WFA's global Brand Purpose Index research between July and October 2013, alongside almost 40 other associations. The Council is optimistic that the insight gained from this exercise will provide more information on brand for Members.

The questions dealt with discovering a growing trend among consumers to support brands that have a perceived "purpose" or brands that support a good cause, produce products that address societal issues or adopt ethical business practices.

The research suggests that "purpose" as a "purchase trigger" has rise globally by 26% since 2008 but it also concludes that less than a third of consumers believe that business is performing well in addressing societal issues.



# FINANCIAL REPORT

## MAA REPRESENTATIVES

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- **MR. KHOO KAR KHOON (PRESIDENT)**
- **MR. CLAUDIAN NAVIN STANISLAUS (COUNCIL)**
- **MACOMM MANAGEMENT SERVICES (SECRETARIAT)**

The Income and Expenditure for the financial year ended 31st December 2013 was RM194,067 and RM216,371 respectively.

MAA's flagship event the Malaysian Ad Congress was organised successfully and generated a surplus of RM87,620.

Ordinary membership grew by 10% and Associate membership grew by 22% resulting in increased subscriptions. The Council are pleased to report that expenses were kept under control and in line with previous financial years.

The Associations funds are managed prudently. The Unrestricted Liquid Funds as at 31st December 2013 was RM775,601 as compared to RM783,660 in 2012.



**CLAUDIAN NAVIN STANISLAUS**

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# 2014 GLOBAL ADVERTISING OUTLOOK

Extracted from GroupM 'This Year, Next Year', worldwide media & marketing forecasts, December 2013

The outlook for the global economy remains fragile and has deteriorated fractionally. The obvious ailments include the Washington gridlock, Eurozone austerity and three-wheel-drive Japan stimulus. In advertising, 2013 was another weak year of recovery. Our outlook for 2014 shades downwards from +5.1% mid last year to +4.6% this time and remains vulnerable to a wider economic downside.

China remains the largest single source of ad growth, accounting for 37% of new dollars in 2013 and a prospective 31% in 2014. This is a high level by past standards. China is a surprisingly mature ad market. Advertising already accounts for 0.75% of GDP, which is on the global average, but must be among the highest in the world expressed as a percentage of China's relatively small consumer economy. Another indicator of China's ad maturity is digital's 24% share of measured media investment in 2013, in line with the Western Europe average. Another sign is that advertising's share of GDP has barely changed since 2008. We should therefore expect the pace of advertising investment growth in China to match GDP, which remains around 10% annually.

The USA remains the number-two contributor of new ad demand by virtue of its size rather than its dynamism. Measured US advertising has fallen as a share of US GDP from a peak of 1.24% in 2000 to 0.93% in 2013. Western Europe has experienced comparable shrinkage. In 2013 we expect the USA to add 17% of new dollars and in 2014, 19%.

The UK is the world's fourth-largest ad market (after the USA, China and Japan) and the third-largest contributor to ad growth in 2013 and 2014. Forecast to turn in growth of 7% in 2013 and 6% in 2014, its ad market has suddenly recovered its pre-crisis size (in nominal terms, anyway) in the wake of successive incremental improvements in economic indicators. These do not however include wage growth, and household finances remain generally precarious, with increased consumer demand financed by less saving and more debt.

Japan is a big contributor by virtue of size and to a degree its improving economy. 'Abenomics' faces a test when sales tax rises 3% in April, the prospect of which causes us to pull our forecast of 2014 ad growth back from +2.8% to +1.6% this time.

Advertising investment in Russia and Brazil continues to grow around 10% annually, with local support from this year's soccer World Cup and winter Olympics. India ad growth has returned to double digits amid an improving economy in 2013 and a more expansionary political stance ahead of 2014 elections.

We expect global ad investment in digital media to rise 15% in 2013 and 14% in 2014, taking its share of measured ad investment from 17% in 2012 to 19% in 2013, and on to 21% in 2014. Most of this share is gained at the expense of newspapers and magazines, whose own share declines respectively from 26% to 24% and 23%. TV's share remains stable at around 44%. Advertiser appetite for the digital audience and its interaction has many catalysts including 'shoppability' (e-commerce is already USD 1 trillion worldwide, and growing 18%), smart devices, enthusiasm for IPTV and video advertising, innovative social and other ad formats, and the productivity gains available from 'programmatic' (real-time) and data-driven 'own-time' audience selection/prediction.

Even with the UK lift, Western Europe remains in ad recession with a projected 1% fall in 2013. Central & Eastern Europe ad growth remains in high single digits thanks mainly to Russia and Turkey, bringing the whole continent of Europe to net zero ad growth for the year. We predict Western Europe advertising will return to modest 2% growth in 2014, but this depends on 2014 bringing stability to the 'Eurozone periphery' (Italy and Spain, plus Greece, Ireland and Portugal) which including a forecast 10% fall in ad investment in 2013 has seen its aggregate ad economy contract 40% from its 2007 peak. Austerity has impeded debt reduction, and therefore improvement in business and consumer confidence. Indeed, UK growth is partly underpinned by migrant workers escaping this. Although we forecast 1% ad growth in 2014, experience tells us to prepare for disappointment. Another 10% fall in the periphery's aggregate ad investment in 2014 would reduce to zero our forecast 2% ad growth in Western Europe this year, and pull the global total down from +4.6% to +4.2%.



## WORLDWIDE MEDIA SPEND UPDATE

Media USD m, current prices	2006	2007	2008	2009	2010	2011	2012	2013f	2014f
<b>NORTH AMERICA</b>	<b>172,062</b>	<b>172,613</b>	<b>168,284</b>	<b>154,561</b>	<b>156,690</b>	<b>160,699</b>	<b>166,208</b>	<b>169,246</b>	<b>174,023</b>
yoy %	6.7	0.3	-2.5	-8.2	1.4	2.6	3.4	1.8	2.8
<b>LATIN AMERICA</b>	<b>17,943</b>	<b>19,658</b>	<b>21,821</b>	<b>22,401</b>	<b>26,511</b>	<b>28,652</b>	<b>30,817</b>	<b>32,711</b>	<b>35,748</b>
yoy %	32.2	9.6	11	2.7	18.3	8.1	7.6	6.1	9.3
<b>WESTERN EUROPE</b>	<b>110,044</b>	<b>117,185</b>	<b>115,482</b>	<b>102,443</b>	<b>107,249</b>	<b>107,986</b>	<b>103,648</b>	<b>102,729</b>	<b>104,659</b>
yoy %	5.6	6.5	-1.5	-11.3	4.7	0.7	-4	-0.9	1.9
<b>CENTRAL &amp; EASTERN EUROPE</b>	<b>13,064</b>	<b>16,065</b>	<b>17,992</b>	<b>13,973</b>	<b>15,644</b>	<b>17,593</b>	<b>18,697</b>	<b>19,892</b>	<b>21,422</b>
yoy %	24.8	23	12	-22.3	12	12.5	6.3	6.4	7.7
<b>ASIA-PACIFIC (all)</b>	<b>109,826</b>	<b>116,834</b>	<b>123,542</b>	<b>120,572</b>	<b>132,484</b>	<b>143,563</b>	<b>154,517</b>	<b>164,401</b>	<b>175,681</b>
yoy %	7.6	6.4	5.7	-2.4	9.9	8.4	7.6	6.4	6.9
<b>NORTH ASIA</b>	<b>40,246</b>	<b>44,670</b>	<b>52,191</b>	<b>55,118</b>	<b>63,655</b>	<b>73,464</b>	<b>81,324</b>	<b>87,831</b>	<b>96,550</b>
yoy %	16.1	11	16.8	5.6	15.5	15.4	10.7	8	9.9
<b>ASEAN</b>	<b>6,805</b>	<b>7,208</b>	<b>7,721</b>	<b>8,270</b>	<b>9,736</b>	<b>10,673</b>	<b>11,834</b>	<b>12,790</b>	<b>13,584</b>
yoy %	8.3	5.9	7.1	7.1	17.7	9.6	10.9	8.1	6.2
<b>MIDDLE EAST &amp; AFRICA</b>	<b>8,480</b>	<b>10,230</b>	<b>12,403</b>	<b>13,191</b>	<b>14,944</b>	<b>15,939</b>	<b>17,942</b>	<b>18,839</b>	<b>19,809</b>
yoy %	11.4	20.6	21.2	6.4	13.3	6.7	12.6	5	5.1
<b>WORLD</b>	<b>431,418</b>	<b>452,584</b>	<b>459,525</b>	<b>427,141</b>	<b>453,521</b>	<b>474,432</b>	<b>491,828</b>	<b>507,819</b>	<b>531,342</b>
yoy %	8.1	4.9	1.5	-7	6.2	4.6	3.7	3.3	4.6

Media yoy% adjusted for CPI	2006	2007	2008	2009	2010	2011	2012	2013f	2014f
<b>NORTH AMERICA</b>	<b>3.4</b>	<b>-2.4</b>	<b>-6</b>	<b>-7.9</b>	<b>-0.2</b>	<b>-0.5</b>	<b>1.4</b>	<b>0.4</b>	<b>1.3</b>
<b>LATIN AMERICA</b>	<b>23.3</b>	<b>5</b>	<b>2.9</b>	<b>-2.6</b>	<b>11.7</b>	<b>4.9</b>	<b>1.8</b>	<b>2</b>	<b>4.5</b>
<b>WESTERN EUROPE</b>	<b>3.4</b>	<b>4.3</b>	<b>-4.5</b>	<b>-11.8</b>	<b>2.9</b>	<b>-2</b>	<b>-6</b>	<b>-2.4</b>	<b>0.2</b>
<b>CENTRAL &amp; EASTERN EUROPE</b>	<b>15.9</b>	<b>17.1</b>	<b>4.2</b>	<b>-24.2</b>	<b>5</b>	<b>3.8</b>	<b>-0.3</b>	<b>-0.8</b>	<b>2.9</b>
<b>ASIA-PACIFIC (all)</b>	<b>5.9</b>	<b>3.9</b>	<b>1.3</b>	<b>-3.2</b>	<b>7</b>	<b>4.2</b>	<b>5.3</b>	<b>4</b>	<b>3.1</b>
<b>NORTH ASIA</b>	<b>14.8</b>	<b>6.7</b>	<b>10.9</b>	<b>5.7</b>	<b>12.1</b>	<b>9.6</b>	<b>7.8</b>	<b>5.3</b>	<b>6.8</b>
<b>ASEAN</b>	<b>3.2</b>	<b>2.4</b>	<b>-0.9</b>	<b>4.1</b>	<b>14</b>	<b>3.3</b>	<b>5.7</b>	<b>3.2</b>	<b>0.9</b>
<b>MIDDLE EAST &amp; AFRICA</b>	<b>5.4</b>	<b>14.4</b>	<b>12</b>	<b>2.3</b>	<b>6.4</b>	<b>0</b>	<b>5.1</b>	<b>-1.6</b>	<b>-0.6</b>
<b>WORLD</b>	<b>4.9</b>	<b>2</b>	<b>-2.6</b>	<b>-7.6</b>	<b>3.5</b>	<b>0.9</b>	<b>1</b>	<b>1</b>	<b>1.8</b>

## MALAYSIA MEDIA SPEND UPDATE

Media, MYR m, net	2006	2007	2008	2009	2010	2011	2012	2013f	2014f
TV	443	540	648	734	897	934	977	1,008	1,035
Pay-TV					336	345	383	449	518
<b>Total TV</b>	<b>443</b>	<b>540</b>	<b>648</b>	<b>734</b>	<b>1,232</b>	<b>1,279</b>	<b>1,360</b>	<b>1,457</b>	<b>1,552</b>
Radio	183	217	262	326	368	386	403	427	455
Newspapers	1,758	1,962	2,125	2,181	2,490	2,791	2,718	2,802	2,886
Magazines	241	258	242	215	236	229	226	200	170
Cinema	16	21	22	18	19	18	30	28	30
Outdoor	128	127	112	131	276	274	323	294	309
In-store media	90	89	79	92	87	99	101	95	98
Interaction	25	48	71	106	168	180	280	374	449
<b>Media total MYR m</b>	<b>2,884</b>	<b>3,260</b>	<b>3,562</b>	<b>3,803</b>	<b>4,876</b>	<b>5,255</b>	<b>5,441</b>	<b>5,679</b>	<b>5,949</b>

YOY % change	2006	2007	2008	2009	2010	2011	2012	2013f	2014f
TV	12.7	21.8	20.1	13.2	67.9	3.8	6.3	7.2	6.5
Radio	13.4	18.3	20.9	24.1	13	4.8	4.4	6.1	6.4
Newspapers	-1.1	11.6	8.3	2.6	14.2	12.1	-2.6	3.1	3
Magazines	-3	6.7	-6	-11.1	9.5	-2.8	-1.2	-11.4	-15
Cinema	9.5	34.4	4.3	-17.9	6.7	-8.3	68.8	-5	5
Outdoor	42.9	-1.1	-11.3	17.1	110.2	-0.8	18.1	-9	5
In-store media		-1.1	-11.3	17.1	-5.6	13.7	2.7	-6	3
Interaction	66.7	92	47.9	49.3	58.5	7.1	55.6	33.5	20
<b>Media total YOY% change</b>	<b>4.4</b>	<b>13</b>	<b>9.2</b>	<b>6.8</b>	<b>28.2</b>	<b>7.8</b>	<b>3.5</b>	<b>4.4</b>	<b>4.8</b>

## MALAYSIA MEDIA SPEND UPDATE

% shares of media	2006	2007	2008	2009	2010	2011	2012	2013f	2014f
TV	15.4	16.6	18.2	19.3	25.3	24.3	25	25.7	26.1
Radio	6.4	6.7	7.4	8.6	7.5	7.3	7.4	7.5	7.6
Newspapers	61	60.2	59.7	57.4	51.1	53.1	50	49.3	48.5
Magazines	8.4	7.9	6.8	5.7	4.8	4.4	4.2	3.5	2.9
Cinema	0.5	0.6	0.6	0.5	0.4	0.3	0.5	0.5	0.5
Outdoor and in-store	7.5	6.6	5.4	5.9	7.4	7.1	7.8	6.9	6.8
Interaction	0.9	1.5	2	2.8	3.4	3.4	5.1	6.6	7.5
<b>Media total</b>	<b>100</b>								

Media, USD m	2006	2007	2008	2009	2010	2011	2012	2013f	2014f
<i>Exchange rate</i>	<i>3.205</i>								
TV	138	168	202	229	385	399	424	455	484
Radio	57	68	82	102	115	120	126	133	142
Newspapers	548	612	663	681	777	871	848	874	901
Magazines	75	80	76	67	74	71	71	63	53
Cinema	5	7	7	6	6	5	9	9	9
Outdoor	40	39	35	41	86	85	101	92	96
In-store media	28	28	25	29	27	31	32	30	31
Interaction	8	15	22	33	52	56	87	117	140
<b>Media total USD m</b>	<b>900</b>	<b>1,017</b>	<b>1,111</b>	<b>1,187</b>	<b>1,521</b>	<b>1,640</b>	<b>1,698</b>	<b>1,772</b>	<b>1,856</b>

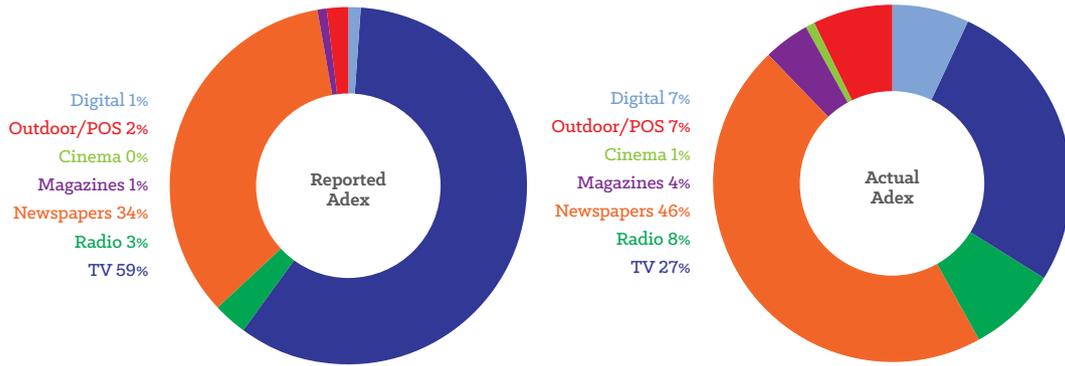
## Media and Nominal GDP



## MALAYSIA ADVERTISING EXPENDITURE

### True size of the market

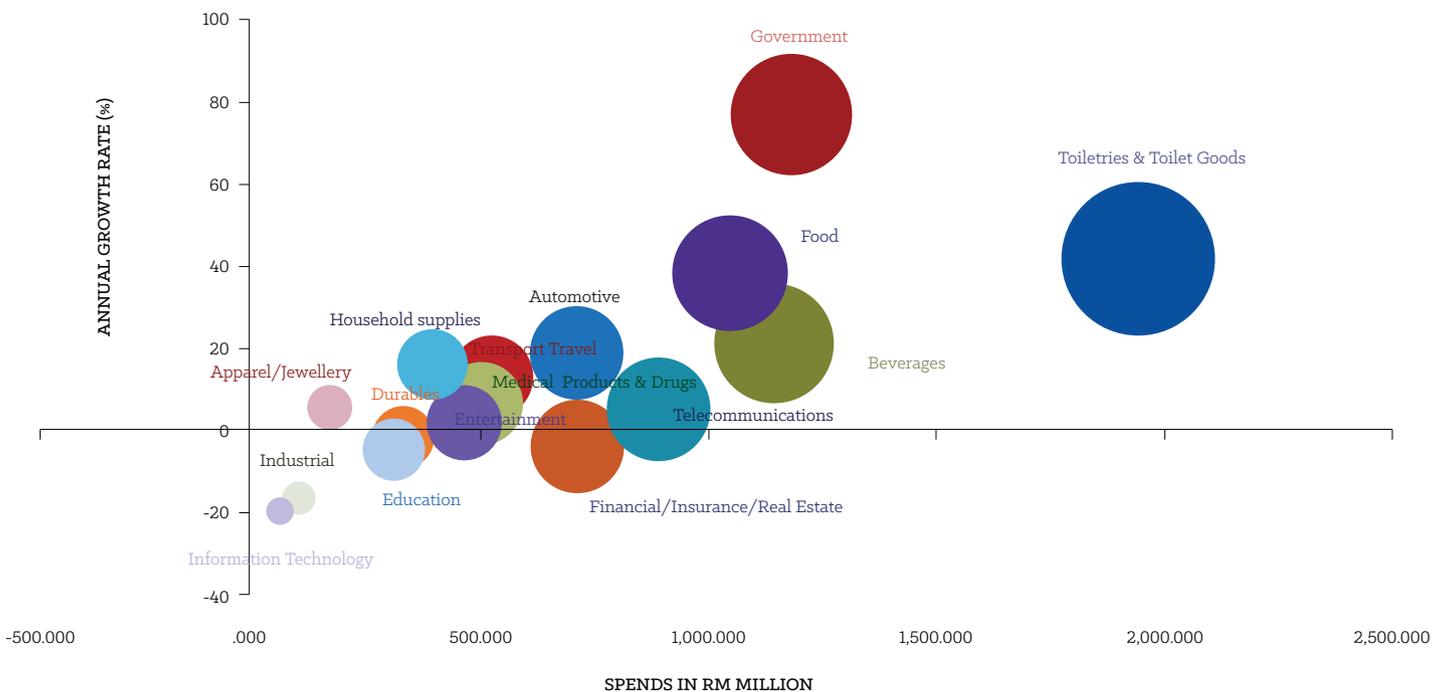
The Reported Ad spend is calculated based on Media Owners' rate cards at full rate. As each Media owner offers volume discounts or bonus inventory, the actual Malaysian Ad spend is significantly lower than reported. Our projected Actual Ad spend for full year of 2013 is RM 5.3 billion vs. reported Ad spend of RM 13.6 billion.



### Top categories and growth rates

One of the major changes observed is the high spending from Government in support for the General Election. The top categories in terms of absolute Ad spend and growth rates are still dominated by FMCGs — Toiletries, Food and Beverages while Information Technology suffered the most in Ad spend.

Malaysia: Top 16 Categories — Adex Spend vs Growth Rate



# ORDINARY MEMBERS

- Alliance Cosmetics Sdn. Bhd.
- Bata Marketing Sdn. Bhd.
- Baba Products (M) Sdn. Bhd.
- Bison Stores Sdn. Bhd.
- Boustead Petroleum Marketing Sdn. Bhd.
- Carlsberg Marketing Sdn. Bhd.
- Canon Marketing (M) Malaysia Sdn. Bhd.
- Celcom Axiata Berhad
- Coca Cola Far East Ltd
- Colgate Palmolive Marketing Sdn. Bhd.
- Continental Sime Tyre PJ Sdn. Bhd.
- Cotra Enterprises Sdn. Bhd.
- Danone Dumex (M) Sdn. Bhd.
- Digi Telecommunications Sdn. Bhd.
- Divazz International Sdn. Bhd.
- Dutch Lady Milk Industries Berhad
- FFM Marketing Sdn. Bhd.
- Fonterra Brands (M) Sdn. Bhd.
- Genting Malaysia Bhd.
- Glaxosmithkline Consumer Healthcare Sdn. Bhd.
- Goodyear Malaysia Berhad
- Golden Arches Restaurants Sdn. Bhd.
- Guinness Anchor Marketing Sdn. Bhd.
- Hong Leong Bank Berhad
- HSBC Bank Malaysia Bhd.
- IBM Malaysia Sdn. Bhd.
- Johnson & Johnson Sdn. Bhd.
- Jotun Malaysia Sdn. Bhd.
- Julie's Promotion Sdn. Bhd.
- Kilang Makanan Mamee Sdn. Bhd.
- Kimberly Clark Trading (M) Sdn. Bhd.
- L'Oreal Malaysia Sdn. Bhd.
- Malaysia Airlines Systems Bhd.
- Maybank Banking Berhad
- Maxis Bhd.
- MEAD Johnson Nutrition (M) Sdn. Bhd.
- Moblife TV Sdn. Bhd.
- Mondelez Malaysia Sales Sdn. Bhd.
- Nestle Products Sdn. Bhd.
- Pensonic Holdings Bhd.
- PepsiCo (M) Sdn. Bhd.
- Permanis Sandilands Sdn. Bhd.
- Perodua Sales Sdn. Bhd.
- Petronas Dagangan Berhad
- Pizza Hut Restaurants Sdn. Bhd.
- Pos Malaysia Berhad
- Proton Holdings Bhd.
- Procter & Gamble (M) Sdn. Bhd.
- Public Bank Berhad
- Royal Selangor International Sdn. Bhd.
- R3 Asia Pacific Pte Ltd
- SC Johnson & Son (M) Sdn. Bhd.
- Shell Malaysia Trading Sdn. Bhd.
- Spicers Paper (M) Sdn. Bhd.
- Telekom Malaysia Bhd.
- TUNE Group Sdn. Bhd.
- UMW Holdings Bhd.
- Unilever (M) Holdings Sdn. Bhd.
- Wipro Unza (M) Sdn. Bhd.

# ASSOCIATE MEMBERS

- Acorn Marketing & Research Consultants
- Astro-Media Sales
- Asia Digital Ventures Pte. Ltd.
- Bates (M) Sdn. Bhd.
- BBDO Malaysia Sdn. Bhd.
- Big Tree Outdoor Sdn. Bhd.
- CD Advertising Sdn. Bhd.
- Dynamic Search Sdn. Bhd.
- Draftfcb Sdn. Bhd.
- Fox Sports Sdn. Bhd.
- Expomal International Sdn. Bhd.
- Google Malaysia Sdn. Bhd.
- Golden Screen Cinemas Sdn. Bhd.
- Hi-Q Media (M) Sdn. Bhd.
- Lion Digital Malaysia Sdn. Bhd.
- McCann-Erickson (M) Sdn. Bhd.
- Mainstream Mediacom Sdn. Bhd.
- Mongoose Publishing (M) Sdn. Bhd.
- Nanyang Siang Pau Sdn. Bhd.
- Nanyang Press Holdings Bhd.
- Nielsen Audience Measurement Sdn. Bhd.
- Ogilvy & Mathar (M) Sdn. Bhd.
- Phar (Singapore) Partnerships Pte. Ltd.
- Pos Ad Sdn. Bhd.
- PRS Productions Sdn. Bhd.
- Publicis Communications Malaysia Sdn. Bhd.
- Reader's Digest Asia Pte. Ltd.
- Redhot Media Sdn. Bhd.
- Rev Media Equity Holdings Sdn. Bhd.
- Runcit Media Sdn. Bhd.
- Sabah Publishing House Sdn. Bhd.
- Screenmedia Sdn. Bhd.
- Sin Chew Media Corporation Bhd.
- Sistem Televisyen Malaysia Bhd.
- Star Publications (M) Bhd.
- Taylor Nelson Sofres Malaysia Sdn. Bhd.
- The New Straits Times Press (M) Bhd.
- TMI Media House Sdn. Bhd.
- United Borneo Press Group Sdn. Bhd.
- Unilink Platform Sdn. Bhd.
- Utusan Media Sales Sdn. Bhd.
- Vision Four Media Group
- YTL Infoscreen Sdn. Bhd.

# AIMS AND OBJECTIVES OF THE MAA

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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 advertising 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.
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