

# COUNCIL REPORT

2022-23



# ABOUT

The Association of Accredited Advertising Agents, Malaysia (4As) formed in 1971, is the Malaysian industry's foremost body engaged in promoting the 'value' of Advertising Agencies in the Marketing Communications industry among advertisers, media, suppliers, government and the public.

The organisation encompasses more than 50 homegrown and international Member Agencies and Agency brands who are key players in the advertising industry.

We help grow Member businesses and advance individual careers through professional development services, industry awards, advocacy and support.



# OBJECTIVES



The five objectives adopted by the Council not only serve as the backbone of the Association, but also a commitment. As we face the challenges of tomorrow, these objectives will steer us through the tough times & propel us towards sustainable growth and inspiration for our industry.

# 01 To Provide Industry Guidance & Leadership

We set clear frameworks for best practices in the industry, to encourage the highest standards of creativity, ethics and business.



Pitch  
Disbursement  
By-Laws



Finding an  
Agency Guide



Standards  
of Practice &  
Ethical Conduct



Ownership of  
Agency Ideas  
During a Pitch



Agency  
Remuneration  
Fee Guide



## 02 To Raise Standards & Professionalism

To actively cultivate a creative economy and raise the quality of works, 4As organises and promotes various awards, coaches Member Agencies, is an active founding member of self-regulatory organisations and a founding member of VoxComm, the global voice for Agencies.



Effie Masterclass  
—  
How to Craft Effie  
Case-studies  
Submissions



Kancil Awards  
—  
Creative  
Competition



Putra Brand  
Awards /  
Putra Aria Brand  
Awards  
—  
The People's  
Choice Awards



The Global Voice  
for Agencies  
—  
35+ National  
Agency Trade  
Associations



Malaysian  
Effie Awards  
—  
Effectiveness  
Competition



Founding  
Member of  
Industry  
Self-Regulatory  
Bodies

# 03

## To Foster Continuous Professional Development for the Attraction & Retention of Agency Talent

To help Member Agencies up-skill their talent pool, 4As partners with top institutes, practitioners and specialists, for customised educational and participatory programs. We know clients trust Agencies that invest in their staff.



Craft-focused Programs by Top Practitioners



Institute of Practitioners in Advertising (UK)

- IPA Foundation Certificate
- IPA Commercial Essentials Certificate
- IPA Advanced Certificate in Effectiveness
  - IPA Digital Performance Certificate
- IPA Effectiveness Essentials Certificate
- IPA Diversity & Inclusion Essentials Certificate



Workshops by Core-subject Specialists

## 04 To Promote Commercial Creativity & Its Effectiveness

4As engages in PR and Marketing activities to showcase the winning 'idea' created by Member Agencies that exceeded KPI's and helped transform an Advertiser's business.



Pre- & Post-event Publicity of Putra & Malaysian Effie Awards



Effie Winners' Showcase in the Business Press

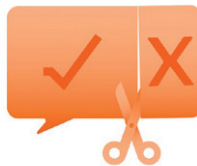
# 05

## To be the Government's Principal Information Source & Advisor on Advertising

4As works with the government and gives its objective inputs to influence public policy, regulations and resist any unwise decisions affecting advertising.



Inputs into the Drafting of An Advertising Code for Medical Device Advertising for the Ministry of Health



Inputs into Re-drafting of the Content Code/ Advertising Rules for the Content Forum



Inputs into the Drafting of an Advertising Film Production Contract Template for the National Film Development Corporation (FINAS) and the Malaysian Association of Advertising Filmmakers (PPFIM)



Removal of Unwise Rules by the Film Censorship Board and the National Language Institute (Dewan Bahasa)

# WHY JOIN THE 4As

## 01

### **Subsidised Award Entry Fees**

Members enjoy a rate that is between 40% to 60% lower than a non-member for entry fees into the Malaysian Effie and Kancil awards competition.

## 02

### **Cost-Reimbursement Pitch presentations**

The 4As Pitch Disbursement By-Laws enable Members who are not successful in a competitive pitch to receive a partial reimbursement for Agency costs to develop the pitch presentation.

## 03

### **Salary and Charge Out Rates Survey**

Members who participate in the 4As surveys gain free access to classified findings on:

- a) Average salaries across an extensive range of Agency positions. This enables Agency management to confidently establish competitive remuneration to help retain/recruit valued employees.
- b) Benchmarks for the charge out rates/ fees for chargeable Agency positions, plus a benchmark of the key drivers used to establish these rates (chargeable hours, overhead recovery, profit margin).

## 04

### **IPA Alliance**

The 4As alliance with the Institute of Practitioners in Advertising (IPA) enables Member access to the portfolio of award winning qualifications and bespoke Agency training programs conducted by IPA's top UK "endorsed trainers".

## 06

### **Subsidised Registration Fees**

Members receive between 20% to 30% reduction on non-member fees to attend 4As hosted seminars and workshops, including fees for the IPA qualifications.

## 05

### **Employee Scholarships**

Member employees are able to attain globally recognized advertising qualifications from the annual 4As scholarships for the:

- IPA Foundation Certificate
- IPA Commercial Essentials Certificate
- IPA Advanced Certificate in Effectiveness
- IPA Digital Performance Certificate
- IPA Effectiveness Essentials Certificate
- IPA Diversity & Inclusion Essentials Certificate

These award winning qualifications are developed and written by top industry practitioners. Not academics.

## 07

### **Networking**

Members have access to industry platforms to help influence Government Regulators on advertising rules. Also to directly play an active role to safe guard interests within the industry.

## 08

### **Best Practice Guides**

Members have access to industry best practice guides on Fair Agency Remuneration, IP Ownership of Pitch Ideas, Finding An Agency, Better Briefs and more as the 4As builds it's library of relevant guides.



# WHY CHOOSE A 4As AGENCY

## 01

### **Indicator of Success**

Working with a 4As Member Agency will help you transform your business because they are the creative pioneers of today, and tomorrow. Membership of the 4As is an indicator of an Agency's success. It is a sign of professional competence, financial stability and a commitment to learning and development.

## 02

### **Professional Competence**

To become a Member of the 4As, Agencies must demonstrate high levels of professional competence in the eyes of their peers, Clients and suppliers.

## 03

### **Committed to Learning and Development**

To ensure Member Agencies skills are kept up-to-date, we encourage them to access a wide range of bespoke courses and industry qualifications through our alliance with UK's Chartered Institute of Practitioners in Advertising (IPA). Member Agencies are required to invest in continuous professional development in order to retain membership.

## 04

### **Proven Effectiveness**

Member Agencies and their Clients regularly sweep the board at the annual Malaysia Effie Awards, the global Gold standard among marketing effectiveness competitions.

## 05

### **Maintain Rigorous Standards**

All our Member Agencies are required to uphold the industry's legal, regulatory and ethical standards, including the Malaysian Code of Advertising Practice and the Content Code.

## 06

### **Adhere to Our Best Practice Guidelines**

We champion Best Practice Guidelines on a wide range of topics including Finding An Agency, Better Briefs, Agency Evaluation, Agency Remuneration, Ownership of Agency Ideas and Agency-Film Production Agreement templates.

**When you choose a 4As Member Agency you can be confident you've made a wise business decision.**



## President



**Andrew Lee**  
**Managing Director**  
Havas Immerse Sdn Bhd

## Senior Advisor



**Dato' Johnny Mun**  
**Chief Executive Officer**  
Oxygen Advertising Sdn Bhd

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**Khairudin Rahim**  
**Chief Executive Officer**  
4As

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## Vice-President



**Nizwani Shahar**  
**Chief Executive Officer**  
WPP Marketing Communications (M) Sdn Bhd - Ogilvy

### **Service Acknowledgement**

**Parames Dorai**  
Forefront Studio Sdn Bhd

**Clarence Koh**  
Naga DDB Sdn Bhd

**Alicia Tang**  
Grey Worldwide Sdn Bhd

# Council Members



**Karthi Palanisamy**  
**Managing Director**

Crush Communications Sdn Bhd



**Jasmin Omar**  
**Managing Director**

Ellipsis Asia Sdn Bhd



**Irene Wong**  
**Chief Executive Officer**

Grey Worldwide Sdn Bhd



**Joyce Gan**  
**Regional Group Brand Director**

Fishermen Integrated



**Darien Mah**  
**Chief Executive Officer**

Forefront Studio Sdn Bhd



**Adrian Loh**  
**Managing Director**

Shinajii Sdn Bhd



**Kristian Lee**  
**Chief Executive Officer**

Naga DDB Sdn Bhd



**Yee Hui Tsin**  
**Chief Executive Officer**

TBWA Kuala Lumpur Sdn Bhd



**Ryusuke Oda**  
**Managing Director**

Hakuhodo Malaysia Sdn Bhd



**LV Chong**  
**Regional Business Director**

Monster Interactive Sdn Bhd

# PRESIDENT'S REPORT

The Association continues to champion the value that agencies bring to their clients and do so through the purposeful delivery of the association's 5 objectives.



**ANDREW LEE**  
President, 4As

- To Provide Industry Guidance & Leadership
- To Raise Standards & Professionalism
- To Foster continuous Professional Development for the Attraction & Retention of Agency Talent
- To Promote Commercial Creativity & Its Effectiveness
- To be the Government's Principal Information Source and Advisor on Advertising

The main highlights of your association's efforts for the past 12 months follow. Details of all our activities and accomplishments are contained in the various section reports.





## AWARDS

### THE PUTRA BRAND AWARDS

The 13th edition of the Putra Brand Awards was captured under the theme "The Great Brand Revival". Consumer behavior changes and global upheavals notwithstanding, the fundamentals of our industry remain unchanged- to win over the consumers' loyalty through creativity and ideas that alters their perceptions and behavior towards the advertised brand.

By measuring the consumers' impression of brands, their purchase intentions and whether they would make word-of-mouth recommendations, the Putra Brand Awards are a true reflection of brand penetration into the consumer's mind. Brands which have continued to pursue and stay committed to a strong advertising presence are the ones that reaps the rewards during the current economic recovery.



THE STAR, SATURDAY 25 FEBRUARY 2022

Putra Brand Awards 2022 3

### Transforming brands into GLOBAL CHAMPIONS



THE Malaysia External Trade Development Corporation (MATRADE) is proud to support the Association of Accredited Advertising Agents Malaysia (4As) in organizing the 13th edition of the Putra Brand Awards.

Since its launch in 2009, we have witnessed the award winners rise in the international market and become role models for others.

MATRADE, as the brand champion partner, commends the business owners who valiantly push their limits to remain competitive in the ever-challenging business landscape.

The high spirit of entrepreneurship and tenacity of the Malaysian and foreign brand owners have certainly propelled our economy in the upward trajectory, underscored by innovation.

With the newly launched Putra ARIA Brand Awards, we also recognize brand building efforts across all segments, and hope it will motivate more companies to continue expanding their brand presence in the international arena.

**DATUK MOHD MUSTAFA ABDUL AZIZ**  
Chief Executive Officer  
Malaysia External Trade Development Corporation (MATRADE)

### Winning over CONSUMERS' LOYALTY



WELCOME to the 13th edition of the Putra Brand Awards. The Putra Brand Awards continues to prove itself as a valuable and definitive measure of consumer-brand relationship.

Which brands are the ones that consumers connect with? They look for brands that are well defined and relevant; brands that reflect consumer desires and values; brands that are consistent in their messaging that developing credibility and trust; and, brands that have continued to invest during tough times – building and maintaining meaningful consumer relationships.

By measuring consumer impressions of brands, their purchase intentions, and whether they would make word-of-mouth recommendations of those brands, the Putra Brand Awards are a true reflection of brand penetration into the consumer's mind.

The past year has demonstrated that brands which have continued to pursue and stay committed to a strong advertising presence are also the ones that have reaped the rewards in a climate of economic recovery.

Consumer behavior has changed significantly in the last few years, and will continue to evolve with seemingly unending global upheavals.

Nevertheless, the fundamentals of our industry remain unchanged as ever – the ability to tell a good story, the power to sell a dream.

The Putra Brand Awards reflect the 4As' belief that a world of product parity, the last-utmost advantage a brand can have is the power of a high-value idea.

This keeps being proven true year after year, when you measure every brand that became a market leader by winning over their consumers' loyalty through creativity and persistence – shaping consumer perceptions and behaviour towards the advertised brand.

On behalf of the 4As, I would like to convey our heartfelt congratulations to all the winners.

**ANDREW LEE**  
President  
Association of Accredited Advertising Agents Malaysia (4As)

### Introducing the PUTRA ARIA BRAND AWARDS



THE theme for the Putra Brand Awards 2022 – "the great brand revival" – is most apt as we creep out of the clanking past two years.

In the aftermath of the pandemic lockdown, 2022 has been a bag of mixed fortunes for the Malaysian economy. While there were resiliencies of recovery in some industries like retail, tourism and hospitality, there were also many businesses that succumbed to the toll inflicted by the effects of the lockdown.

In spite of it all, the Putra Brand Awards salute all winners for their resolve and steadfast belief in continuously investing in marketing their brands to remain top of consumers' minds. Their victories are inscribed through the pennants.

For the Putra Brand Awards 2022, the 4As has also taken the bold initiative to introduce a new award – the Putra ARIA Brand Awards.

The Putra ARIA Brand Awards, an extension of the Putra Brand Awards, recognize the top 15 brands of each category that are included in the same consumer survey in over 50 participating media platforms.

Winners included domestic and overseas by percentages. It is still a judiciously guarded "money cannot buy" percentage awarded only by the people.

On behalf of the board of governors, the 4As and the organizers committee, my heartfelt congratulations to all winners in both awards.

It is most certainly an arduous journey to the top but I am confident that marketers will strive hard to retain their Best wishes to all for the year ahead and we you at next year's show.

**DATUK JOHNNY MUN**  
Putra Brand Awards Organizing Chairman  
Senior Advisor and Council Member  
Association of Accredited Advertising Agents Malaysia (4As)

## NEW – THE PUTRA ARIA BRAND AWARDS



The 4As took a bold initiative to introduce a new award – the Putra Aria Brand Awards. An extension of the Putra Brand Awards. It recognizes the top 15 brands within each category that are included in the same consumer survey.

From the survey scores, brands within the higher percentile group are the Putra Brand Awards winners and brands in the 2nd percentile group are the Putra Aria Brand Awards winners.

We are delighted that the 1st edition of this award resulted in Malaysian consumers i.e the people, choosing to present 36 Gold, 48 Silver and 52 Bronze awards.

The awards were presented at the respective gala events on 12 and 13 January. Winners were also celebrated in an 80 page "Star Special" supplement published on 25 February 2023.



## PETRONAS KANCIL AWARDS AND FESTIVAL



In an unprecedented move, PETRONAS approached the 4As and became title sponsor of Malaysia's longest running and most prestigious advertising awards competition. The 4As is proud to welcome Malaysia's own global brand icon to partner us on the Kancil platform.

After a 2 year hiatus, 300 over paying delegates attended the daytime Kancil Festival talks and 900 over guest attended the Awards night under the theme, "The Hero's Journey", held on 2 December.

## Campaign Brief Asia 2022 MALAYSIAN EFFIE AWARDS ANNOUNCES CALL FOR ENTRIES AND MULTIPLE NEW CATEGORIES



The 14th Malaysian Effie Awards has announced its call for entries with a slew of new categories as well as a new online submission portal and enhanced judging panels. Showcasing campaigns that meet and exceed marketing objectives with a focus on effectiveness, the theme for this year's Effie Awards is 'Look Up Again'.

"As Malaysia emerges from two years of pandemic uncertainty, our industry has endured through the upheaval and chaos, to survive somewhat battered, but certainly resilient," said Malaysia Effie Awards 2022 Organizing Chairperson & Managing Director, Mahabodo Malaysia, Rynsuke Oda (pictured left).

**CAMPAIGN BRIEF ASIA**  
2022 Malaysian Effie Awards announces call for entries and multiple new categories  
30 May 2022

## MALAYSIAN EFFIE AWARDS



The 14th edition of the Malaysian Effie Awards- the global gold standard among marketing effectiveness competitions, received a total of 167 entries.

The theme for this year's awards was "Look Up Again" with 2 Gold, 12 Silver and 14 Bronzes awarded from a shortlist of 63 campaigns. The results were announced virtually on 16 December 2022.

Through this Effie Awards, the Effie Masterclass that helps agencies and advertisers to shape and sharpen their entries and the 2 IPA Effectiveness qualifications, the 4As wants to reinforce the culture of effectiveness in the marketing communications industry and help build "effectiveness" into the everyday language of agency and advertiser conversations.

## CONTENT FORUM



"Greenwashing" is the act of providing the public or investors with misleading or outright false advertisement claims about the environmental impact of a company's brand, products and operations. This practice if left unchecked can damage the credibility of our industry.

The 4As have urged the Content Forum to introduce explicit rules to govern against "Greenwashing" advertisements based on reference rules we have obtained from VoxComm and the World Federation of Advertisers (WFA). The Malaysian draft will be co-written by the 4As and tabled to regulator MCMC for their endorsement by end 2023.



## ADVOCACY

The 4As promotes good practice but will speak out where we see unwise and value destroying behavior.

### DEWAN BAHASA DAN PUSTAKA (DBP)

The 4As in a joint effort with the Content Forum succeed in persuading DBP (The national language institute) to withdraw their original intention to introduce new law aimed at penalizing any party which is deemed to have "deliberately insulted and denigrated the national language"

In a dialogue with DBP's Director General and their senior management on 18 July 2022, the 4As informed DBP that any new law cannot contradict the Content Code which has been registered with regulator, the Malaysian Communications and Multimedia Commission. This Code is backed by the Communications and Multimedia Act 1998.

The Content Code which is premised on industry self-regulation has no restrictions on the use of any language, slang, dialect except the use of words that are obscene, crude, menacing or sexually degrading. It encourages all content, including advertisements to cater to the varied taste, cultures and expectations of Malaysians.

The use of mixed language and local slang is allowed and should not be restricted as an effective tool in advertisements.

DBP post this dialogue and after getting feedback from other stakeholders decided they were no longer planning any new law. Any difference of opinions on choice of words is to be resolved, as per the current practice, through dialogue between the agency or advertiser and DBP. This decision brought much relief to our industry.

### TELEKOM MALAYSIA (TM)

The 4As spoke out against TM's 2 unjustifiable tender conditions premised on the advertiser wanting to ensure only advertising agencies of "acceptable standards" will be shortlisted.

- a) A non-refundable Tender Document Fee of up to RM5,000 per Agency
- b) A refundable Tender Deposit of up to RM20,000 per Agency

## 427 Malaysian practitioners including Advertising/ Marketing lecturers have been qualified through the 6 exam-based, globally recognized IPA certificates we offer to our industry.

The 4As despite sending repeated appeals based on sound reasoning, failed to get any valid counter argument from TM's procurement group. TM in its press statements stated it would stick to its policy. We had to escalate our appeal to TM's Group CEO in February 2023.

This finally prompted a reply from their Chief Procurement Officer on 2 March. TM conceded they will no longer impose a Tender Document Fee for tender documents emailed to agencies effective 1 March 2023. We succeeded in getting 1 unfair condition removed!

TM however decided to retain the condition for a tender deposit but will cap it at RM 10,000. The 4As notes this deposit unfairly ties up our member's working capital and does not in any logical manner ensure TM's objective of shortlisting agencies of "acceptable standards" are fulfilled. This remaining matter continues to be pursued by your association.

### ALLIANCE WITH THE IPA



Our 8 year alliance with the Institute of Practitioners in Advertising (IPA) keeps on growing from strength to strength. To date 427 Malaysian practitioners including Advertising/ Marketing lecturers have been qualified through the 6 exam-based, globally recognized IPA certificates we offer to our industry.

We brought back the "4As Account Management Bootcamp" conducted over 3 days on March 13-15. This was conducted by Paul Burns an "IPA endorsed trainer". Delegates again gave it a very high rating of 4.7/5 (0=Poor, 5= Excellent).

The IPA Digital Performance Certificate became the most sought after professional qualification with a record 75 delegates registered for the Batch 4 intake. Proof of how much the IPA qualifications are valued and recognized today for helping to raise industry standards and professionalism.



# AWARDS COMMITTEE REPORT

## OBJECTIVES

- 01** Elevate the role of the Association in cultivating a Creative Economy
- 02** Engineer a positive perception of Malaysia as a market for creative excellence locally and internationally
- 03** Promoting that ideas (creative economy) drive value change

## COMMITTEE

Led by the Chairman, Dato' Johnny Mun, Mr. Ryusuke Oda, and supported by Mr. LV Chong



## THE PUTRA BRAND AWARDS (PBA) AND PUTRA ARIA BRAND AWARDS (PABA)

The theme for the 2022 PBA awards is "The Great Brand Revival".

A total of 147 awards were bestowed covering Platinum, Gold, Silver and Bronze at the 13th edition of the Putra Brand Awards also known as the "People's Choice Awards". It continues to be a closely followed event by top marketers. An event in which the entire marketing and communications industry looks forward to in order to keep tabs on the brands that are most favoured by consumers. Proof that their cumulative brand building efforts together with their agency partners have worked.

Led by Dato' Johnny Mun of Oxygen Advertising as the Organizing Chairman, the 4As took the bold initiative to introduce a new award- the Putra Aria Brand Awards (PABA). It is an extension of the Putra Brand Awards (PBA) that recognises the top 15 brands within each category that are included in the same consumer survey. Winners were determined and separated by percentiles. Brands within the higher percentile group are the Putra Brand Awards winners and brands in the 2nd percentile group are the Putra Aria Brand Awards winners. 136 awards were presented in 24 categories with 36 Gold, 48 Silver, and 52 Bronze awards handed out.

**SUNWAY® Sunway Group**

Putra Brand of the Year



**Sime Darby Property Marketing Team**

Putra Malaysian Marketer of the Year



**Mr D.I.Y.**

Putra Enterprising Brand Of The Year





## AWARD DIFFERENTIATION

- From the survey scores, brands within the higher percentile group are The Putra Brand Awards winners and brands in the 2nd percentile group are The Putra Aria Brand Awards winners. Brands in the subsequent percentile groups do not win anything.
- In The Putra Aria Brand Awards, there are Gold, Silver and Bronze winners in each category
- In each of the categories, brands that win in The Putra Aria Brand Awards do not win in The Putra Brand Awards, and vice versa.
- A brand that wins in The Putra Aria Brand Awards this year, may win in The Putra Brand Awards the following year as it is decided by the PEOPLE.
- Similarly, a brand that wins in The Putra Brand Awards this year, may win in The Putra Aria Brand Awards or may not even win at all based on the PEOPLE's votes.

[illegible]

PBA and PABA are endorsed by MATRADE as Brand Champion Partner and supported by the Malaysian Advertisers Association, Malaysian Digital Association and the Media Specialists Association. Organised in collaboration with the Star Media Group.

## SELECTION CRITERIA

This is based strictly on consumers' choice of brands that consistently invest in brand building. Close to 25,000 consumer responses were gathered over the eight week-long research period which was promoted via nearly 60 digital platforms. Survey respondents rate the brands based on:

- Their familiarity with the brand
- Their experience with the brand
- Their impression of the brand
- Their intent to purchase the product of the brand
- Their forced-choice brand
- Brands they would recommend to friends and families

The awards were presented at the respective gala events on 12 and 13 January 2023 at the One World Hotel, Petaling Jaya.



60 **Putra Aria Brand Awards 2022** THE STAR, SATURDAY 25 FEBRUARY 2023

### Putra Aria Brand Awards 2022 –Winners–

APPAREL AND ACCESSORIES	AUTOMOTIVE	AUTOMOTIVE –FUEL, LUBRICANTS AND ACCESSORIES	BANKING, INVESTMENT AND INSURANCE
Brands 2022	Brands 2022	Brands 2022	Brands 2022
Adia <b>Gold</b> 95	Mercedes <b>Gold</b> 95	Conventional <b>Gold</b> 95	United Bank <b>Gold</b> 95
Siti Khadijah <b>Silver</b> 91	Vaux <b>Gold</b> 91	Caltex <b>Silver</b> 91	Hong Leong Bank <b>Silver</b> 91
Poh Keng <b>Brass</b> 87	Ford <b>Silver</b> 87	Tan Tien <b>Silver</b> 91	Great Eastern Assurance <b>Silver</b> 91
Chia <b>Brass</b> 83	Malaysia <b>Silver</b> 83	Engelbert <b>Silver</b> 91	IG <b>Brass</b> 83
Deception <b>Brass</b> 83	Nissan <b>Silver</b> 83	Star Petrol <b>Brass</b> 83	
T&M Heuer <b>Brass</b> 83	Subaru <b>Brass</b> 83		
BEVERAGE (ALCOHOLIC)	BEVERAGE (NON-ALCOHOLIC)	BEVERAGE (DAIRY)	CAMERAS, IT, OFFICE AND BUSINESS EQUIPMENT
Brands 2022	Brands 2022	Brands 2022	Brands 2022
Marl <b>Gold</b> 95	Coca Cola <b>Gold</b> 95	Enza <b>Gold</b> 95	AGUS <b>Gold</b> 95
Harrold <b>Silver</b> 91	Levi's <b>Silver</b> 91	Amul <b>Gold</b> 95	Harvard Packard <b>Silver</b> 91
Chia <b>Silver</b> 87	Lipton <b>Silver</b> 87	Enigma <b>Silver</b> 91	Canon <b>Silver</b> 91
Johnnie Walker <b>Brass</b> 83	Pepsi <b>Silver</b> 87	Pedana <b>Silver</b> 91	Pilot <b>Brass</b> 83
	Old Town White Coffee <b>Silver</b> 87	Digi <b>Silver</b> 91	Fujitsu <b>Brass</b> 83
		Ember <b>Brass</b> 83	Epson <b>Brass</b> 83
		Most Johnson <b>Brass</b> 83	
COMMUNICATION DEVICES	COMMUNICATION NETWORKS	e-COMMERCE	EDUCATION AND LEARNING
Brands 2022	Brands 2022	Brands 2022	Brands 2022
AGUS <b>Gold</b> 95	Yohari <b>Gold</b> 95	Justinet <b>Gold</b> 95	Open University Malaysia <b>Gold</b> 95
Garmin <b>Silver</b> 91	Tan Tien <b>Silver</b> 91	Laplink <b>Silver</b> 91	Universiti Kuala Lumpur <b>Gold</b> 95
Lenovo <b>Silver</b> 91	Avia <b>Silver</b> 91	Zalora <b>Silver</b> 91	UCSI University <b>Silver</b> 91
Realme <b>Silver</b> 91	HCONE <b>Brass</b> 83	Mudah.my <b>Brass</b> 83	International Medical University <b>Brass</b> 83
Honor <b>Brass</b> 83	YES <b>Brass</b> 83	Boost <b>Brass</b> 83	NTI Education Group <b>Brass</b> 83
	Yohari <b>Brass</b> 83	Genome <b>Brass</b> 83	Management & Science University <b>Brass</b> 83
ENTERTAINMENT	FOODSTUFF	HEALTH	HOME IMPROVEMENT PRODUCTS AND STORES
Brands 2022	Brands 2022	Brands 2022	Brands 2022
Papaya RUC <b>Gold</b> 95	Merit's <b>Gold</b> 95	Flametta <b>Gold</b> 95	Comet <b>Gold</b> 95
Langkat <b>Gold</b> 95	Marina <b>Gold</b> 95	Konkordia <b>Silver</b> 91	Harang Noman <b>Gold</b> 95
Lago <b>Brass</b> 83	Asahi <b>Silver</b> 91	Neuron <b>Silver</b> 91	Sunberg <b>Silver</b> 91
Kidana <b>Brass</b> 83	La Cometa <b>Brass</b> 83	Lee Wei <b>Brass</b> 83	Cadex <b>Silver</b> 91
		Centum <b>Brass</b> 83	Chies <b>Brass</b> 83
		Cadex <b>Brass</b> 83	Dum <b>Brass</b> 83
HOUSEHOLD PRODUCTS	MEDIA NETWORKS	PERSONAL CARE	PERSONAL HOUSEHOLD AND OUTDOOR APPLIANCES
Brands 2022	Brands 2022	Brands 2022	Brands 2022
Downy <b>Gold</b> 95	New Straits Times <b>Gold</b> 95	Dettol <b>Gold</b> 95	Dyson <b>Gold</b> 95
Shorlax <b>Silver</b> 91	Berita Harian <b>Gold</b> 95	Dove <b>Silver</b> 91	KDK <b>Gold</b> 95
Reliant <b>Silver</b> 91	The Star <b>Silver</b> 91	Coggin <b>Silver</b> 91	As <b>Gold</b> 95
Harit <b>Brass</b> 83	Banka <b>Silver</b> 91	Sensodyne <b>Silver</b> 91	Water <b>Silver</b> 91
Varish <b>Brass</b> 83	VU <b>Brass</b> 83	Yashine <b>Silver</b> 91	Nespresso <b>Silver</b> 91
OLO <b>Brass</b> 83	The Edge <b>Brass</b> 83	Clear <b>Brass</b> 83	Horizon <b>Brass</b> 83
			Kin Manji <b>Brass</b> 83
PROPERTY	RESTAURANTS AND FAST FOOD	RETAIL	TRANSPORTATION, TRAVEL AND TOURISM
Brands 2022	Brands 2022	Brands 2022	Brands 2022
Eastlink <b>Gold</b> 95	Angkor King <b>Gold</b> 95	Lotus's <b>Gold</b> 95	Shangri-La Hotels & Resorts <b>Gold</b> 95
Samudra Land <b>Silver</b> 91	The Chicken Rice Shop <b>Gold</b> 95	Guardian <b>Gold</b> 95	Travel Airline <b>Gold</b> 95
Property <b>Silver</b> 91	Ariffin <b>Silver</b> 91	Mr DIY <b>Silver</b> 91	Briggs Hotel Resorts <b>Silver</b> 91
PropertyGuru <b>Brass</b> 83	Old Town White Coffee <b>Silver</b> 91	Qari <b>Brass</b> 83	Putra Permai <b>Brass</b> 83
Telemedia Corporation <b>Brass</b> 83	Dragon <b>Brass</b> 83	Mylin <b>Brass</b> 83	Amulana Travel & Tours <b>Brass</b> 83
DA <b>Brass</b> 83	Oramel Group <b>Brass</b> 83	KK Supermart <b>Brass</b> 83	



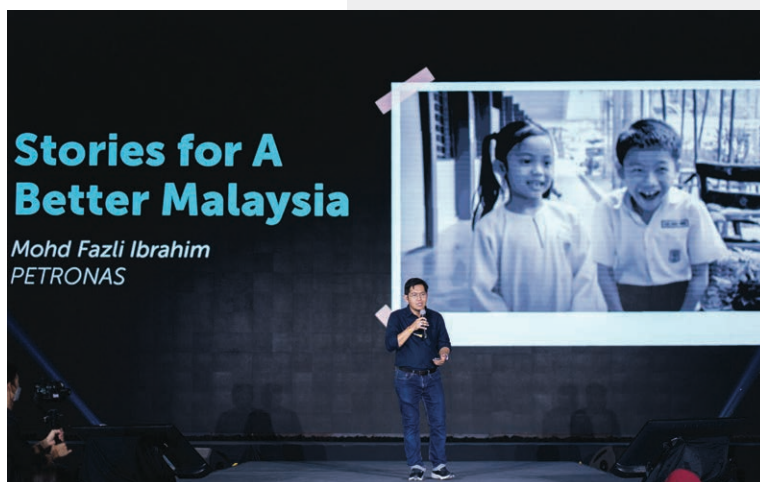




## 2022 PETRONAS KANCIL AWARDS

The Kancil Awards, Malaysia's longest running and most prestigious advertising awards competition resumed after a two year hiatus due to the Covid-19 pandemic. 4As President, Mr Andrew Lee of Havas Immerse took charge as Organizing Chairman whereas Mr Alvin Teoh of Naga DDB returned as Creative Chairman.

The Awards returned with PETRONAS as the title sponsor. It is now named the 2022 PETRONAS Kancil Awards. A new 'PETRONAS Ideas For A Better Malaysia' Special Award was also introduced. Petronas believes the Kancil Awards is the ideal platform for partnership to infuse and promote change, creativity and hope as well as to drive the passion to progress together.







The theme 'The Hero's Journey' – was introduced as the fundamental guide for storytelling, it aims to help people see themselves as the protagonist in their own story that's filled with twists and turns, ups and downs, and each step serving as lessons and stepping stones to becoming a better version of themselves.

More than 300 paying delegates attended the Kancil Festival talks and over 900 guests attended the free walk in during the Awards night on December 2. Several guest speakers delivered their illuminating views at the iconic venue Sentul Depot.







## JUDGING

En. Emir Shafri of Publicis Malaysia returned as the Jury Chairman. this year the judging was completely online for both the professionals and student entries.

797 entries were received. The Student Kancils X Scoolers recorded 271 entries.



## V-Kebaya, Muma

Golden Kancil



## Naga DDB Tribal

Agency of the Year



## Misi Jelajah Digital, Leo Burnett Kuala Lumpur

PETRONAS Ideas for A Better Malaysia



## Grab

Advertiser of the Year

## LONDON INTERNATIONAL AWARDS

London International Awards (LIA) was pleased to sponsor and award the Young Kancils Challenge 2022 winning team with three placements to Creative LIAsons 2023. This honour was presented at the 2022 PETRONAS Kancil Awards. The winning team, OLD KANCILS from Leo Burnett Malaysia, received one coveted spot to the Creative LIAsons onsite programme in Las Vegas 2023, plus two spots into the global, virtual, one-to-one bespoke coaching program, featuring mentoring sessions from the top global creative people.

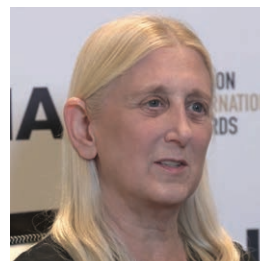
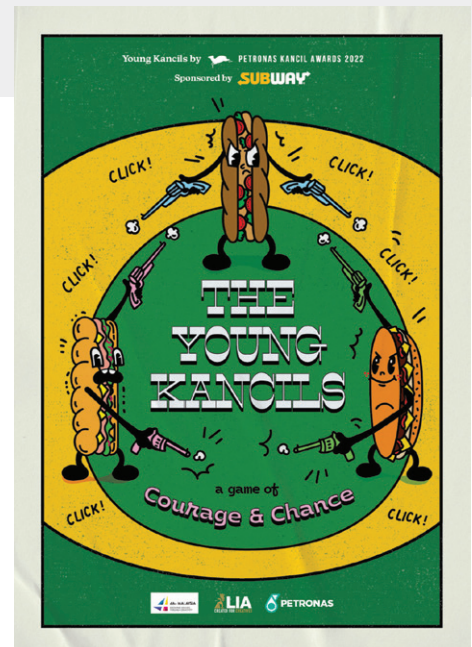
The OLD KANCILS, made up of Farah Farid – Senior Copywriter, Lim Kah Yan – Art Director and Chew Jia Ying – Strategic Planning Manager of Leo Burnett Malaysia, beat 17 other teams in the Young Kancils Challenge, sponsored by Subway.

**"We are very happy to journey with the Malaysian creative community as they celebrate and honour their best creative work and outstanding local talent. We especially extend our heartiest congratulations to the OLD KANCILS for their win. We look forward to having them as part of the Creative LIAsons programme in 2023. It's truly an invaluable experience as throughout the years we have seen many past attendees quickly rise to the ranks of high-level creatives, company owners or hold managerial positions in some of the best agencies, tech companies and brands."**

**CAMPAIGN BRIEF ASIA**  
Team OLD KANCILS  
wins three sponsored  
places to LIA Creative  
LIAsons 2023 in the  
PETRONAS Kancil  
Awards 'Young Kancils  
Challenge'  
22 Dec 2022

*Campaign Brief Asia*

## TEAM OLD KANCILS WINS THREE SPONSORED PLACES TO LIA CREATIVE LIAISONS 2023 IN THE PETRONAS KANCIL AWARDS 'YOUNG KANCILS CHALLENGE'



**BARBARA LEVY**  
President of LIA





## MALAYSIAN EFFIE AWARDS

Mr Ryusuke Oda of Hakuhodo Malaysia and Mr LV Chong of Monster Interactive were appointed as Organizing and Vice Organizing Chairpersons for the 14th edition of the Malaysian Effie Awards. Mr Zayn Khan of Dragon Rogue was appointed as Jury Chairperson. The theme was "Look Up Again", with 2 Gold, 12 Silver, and 14 Bronze awarded from a shortlist of 63 campaigns. A total of 165 entries were received in 2022.

The overall standard of submissions remained remarkably high, despite the challenges post pandemic. The final round of judging was held on 27 October, with the results announced virtually on 16 December.



**Grab**  
Brand of the Year

**Leo Burnett**  
Agency of the Year





### EFFIE MASTERCLASS

The Association organized the "Effie Masterclass 2022" to help agencies and advertisers shape and sharpen their entries

Through the Malaysian Effie Awards, this Masterclass and the 2 IPA Effectiveness qualifications, the Association wants to reinforce the culture of effectiveness in the marketing communications industry and build 'effectiveness' into the everyday language of agency and advertiser conversations. Although it might seem like the basic building blocks of agency work, but understanding what judging panels look for is intimately connected to understanding what clients look for.

This understanding will lead to a refinement of the submission, a sharpening that can make a difference not just for the Effies, but also mean the difference between a proposal staying on the page, or bringing a proposal to life for clients. Ultimately, agencies that nurture creativity with an emphasis on effectiveness become more than intermediaries. They become true business partners and are truly valued for their contribution to their client's business performance.

The half-day Effie Masterclass held on 20 May 2022 was conducted by Ted Lim, former Regional Chief Creative Officer at Dentsu Asia-Pacific, Chief Creative Officer at Leo Burnett Singapore and Executive Creative Director at Naga DDB Malaysia. A total of 80 delegates including marketers attended.







# ADVOCACY COMMITTEE REPORT

## OBJECTIVES

**01** Improving the  
quality of talent, ethics and  
professional standards

**02** Membership  
Recruitment and Marketing

### COMMITTEE

Led by the Chairman, the Vice-President, Ms. Parames Dorai and Ms. Yee Hui Tsin.



## PITCH DISBURSEMENT BY LAWS

### CHANGES TO THE PITCH DISBURSEMENT BY LAWS (EXEMPTIONS)

Council agreed that exemptions for payment of pitch disbursement would remain for pitch briefs/tenders for public service campaigns that originates directly from any Government Ministry and State Government.

No exemptions however would be given for pitch briefs originating from any Government Agency, Statutory Body or State Agency, established by the Government to perform specific and strategic roles in support of the national development agenda. These Government Agencies are annually funded with their own marketing/advertising budgets, employs management, marketing, PR and communications personnel to deliver on their KPIs.

CEO to table the amendments for a members vote at the EGM on 30 March 2023.

### ISSUES

#### — 4AS APPEAL TO PETRONAS

Following a written appeal and face to face dialogue with the 4As CEO on 18 May 2022, the head of Petronas Group Strategic Communications clarified no mandatory Bumiputera requirement shall be imposed for the shortlisting and appointment of Advertising Agencies. Petronas will continue to be merit based and practice “Inclusivity” and “Diversity” in it’s criteria when it comes to the recruitment of professional services from across the Advertising industry.

The Advertiser clarified there had been some miscommunication within Petronas and that this has been aligned internally. 4As Member Agencies who were notified in April as being “not qualified” are now eligible. This news came as a relief for Members.

## — 4AS APPEAL TO TELEKOM MALAYSIA (TM)

The 4As made several appeals for clarification to TM's Chief Procurement Officer beginning October 2022 up to February 2023.

TM introduced 2 tender conditions for advertising agencies premised on the rationale of wanting to ensure only Advertising Agencies of "acceptable standards" will be shortlisted.

- A non-refundable Tender Document Fee of up to RM5,000 per Agency.
- A Refundable Tender Deposit of up to RM20,000 per Agency.

The 4As is of the opinion that the 2 conditions have zero correlation to whether the interested Agency/bidder is of "acceptable standards".

An Agency who from the onset is willing to subject itself to these 2 conditions will not necessarily/automatically meet the "acceptable standards" TM looks for. The mandatory pre-screening conducted by TM's marketers will.

TM as in all past tender exercises have in place a meticulous internal screening process led by TM's own eminently qualified and experienced marketers, entrusted to shortlist potential Agency partners with a proven effectiveness and creativity track record.

Furthermore, the amount imposed for a tender document fee, during the pre-digital era, is usually a token amount. This is for the company to recover printing and binding costs for the thick tender documents to be physically handed over to Agencies.

All TM's tender documents were however emailed to the Agencies. NO printing and binding costs were incurred at all. The 4As found it odd that tender document fees are nowadays still being imposed and with an amount of up to RM5,000.

TM in its press statements stated it would stick to its policy but regrettably chose to not to provide any counter arguments to rebut the 4As opinions.



### 4As calls out TM for 'unjustifiable' tender document fee and deposit

Published  
07 November 2022

Author  
Janice Tan

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The Association of Accredited Advertising Agents Malaysia (4As Malaysia) has called out Telekom Malaysia (TM) for its "unjustifiable" tender document fee and tender deposit. In a statement, 4As CEO Khairudin Rahim (pictured right) also called this aspect of TM's procurement policy "flawed". TM is currently conducting three separate tenders for the appointment of panel agencies for **creative partner**, digital partner, and below-the-line partner. *A+M* has reached out to TM for comment.

The telco has a condition where a non-refundable tender document fee of up to RM5,000 and a refundable tender deposit of up to RM20,000 per tender is part of its requirement. Khairudin said the 4As finds it odd that agencies today have to pay a tender document fee of between RM1,000 to RM5,000 for the first phase of the tender process in order to be allowed to send agency information covering commercial and technical requirements such as its organisation details, case studies, conflict mitigation protocol, ethics compliance and financial documents to TM.

All agencies that choose to submit tender documents in the first phase must also submit a refundable tender deposit to TM of between RM5,000 to RM20,000. Thereafter, shortlisted agencies will be invited to pick up the request for proposal and will then need to submit their customised strategy, creative work, and financial proposals.

"Tender document fees are historically a token charge from the advertiser to recover photocopying costs of documents containing detailed tender specifications and information required from the tenderer. This was in the era before the use of digitally transmitted documents," Khairudin said.

#### MARKETING-INTERACTIVE

#### 4As calls out TM for 'unjustifiable' tender document fee and deposit

07 November 2022

TM's "Code of Conduct and Business Ethics" articulates the good values of fairness and transparency from within and from outside parties dealing with the company. It also emphasizes fees paid must be reasonable in relation to the value of the work actually done.

The 4As escalated its appeal quoting the above, directly to TM's Group CEO in February 2023. This prompted a reply from TM's Chief Procurement Officer on 2nd March 2023. TM conceded they will no longer impose a tender document fee for documents that are emailed to Agencies. This is effective March 1, 2023.

TM however decided to retain their condition for a tender deposit but will cap it at RM10,000. The 4As notes this unfairly ties up the Agencies working capital and does not in any manner ensure TM's objective of shortlisting Agencies of "acceptable standards" are fulfilled. This matter continues to be pursued by the association.

## BOOMERANG MEMBERSHIP ACCREDITATION PROGRAMME (BMAP)

### REVISED BMAP POINTS

The Council deliberated and decided that BMAP Points for 2023 onwards are to be more rewarding for Members.



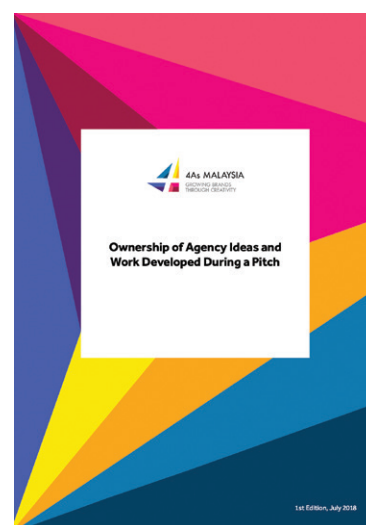
PROGRAM	CURRENT BMAP	REVISED BMAP
IPA Foundation Certificate	100	150
IPA Advanced Certificate in Effectiveness	100	200
IPA Commercial Essentials Certificate	80	80
IPA Digital Performance Certificate	80	100
IPA Effectiveness Essentials Certificate	80	80
IPA Diversity & Inclusion Essentials Certificate	80	60
Kancil Awards (per entry)	20	20
Kancil Judging	50	100
Effie Awards (per entry)	50	50
Effie Judging	70	100
Kancil Awards (per table purchased)	30/20	50
Effie Awards (per table purchased)	40	50
Putra Brand Awards (per table purchased)	30	50
Kancil Festival	100	100
Steamulus – FOC (online)	50	50
Steamulus – Paid (physical)	20	70
4As / ASA / CMCf meetings	10	20
AGM / EGM	100	150
Internship ( < 3 months)	10	30
Internship ( > 3 months)	20	50
Guest lecture	50	50
MDA / MSA jury	20	30
Spikes / Cannes entries	30	30

### NORTHERN CHAPTER

Council Member Mr. Adrian Loh received encouraging feedback from the Penang State Government on the presentation "Why Choose Penang-based 4As Agencies" this is the first of more engagements to come.

Members in the Northern Chapter continue to be struck by a number of advertisers who plagiarise their work. Council encouraged affected Members to refer to the steps to protect intellectual property (IP) as contained in the "*Ownership of Agency Ideas*" – *the Association's Guide*.

Members were also advised to raise the matter to the 4As CEO or the Secretariat for assistance, which includes referrals to lawyers who specialise in intellectual property.

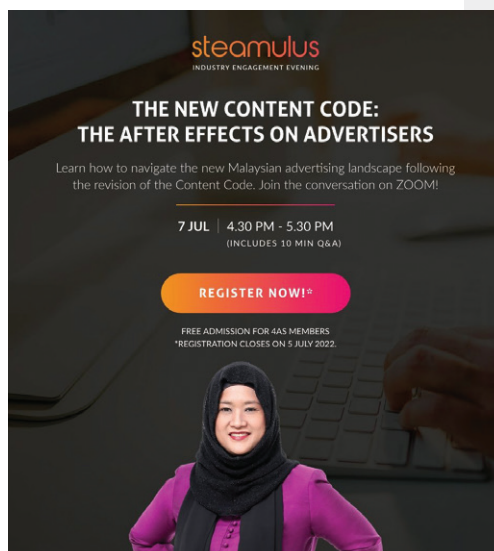


## MEMBER ENGAGEMENT

### STEAMULUS

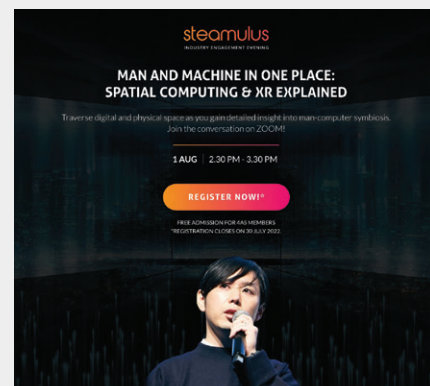
The goal of Steamulus first introduced in July 2019, is to expose Members to a wide range of thought-provoking speakers from different industries and create productive networking sessions. The 1 hour live speaker sessions that had an admission fee was converted to virtual sessions in view of the pandemic. This nonetheless did not deter attendance as the topics themselves attracted attention. All virtual sessions were delivered for free as a tangible benefit for Members.

The 13th session was presented on July 7, by Mediha Mahmood, Executive Director of the Communications and Multimedia Content Forum (CMCF) who delved into *The New Content Code: The After Effects on Advertisers*. This topic, was timely and useful for Members in view of the newly updated industry Content Code.



Mr. Shingo Meguro, the Research & Development Director of Hakuhodo DY in Japan, elaborated on the topic of *Man and Machine in One Place: Spatial Computing & XR Explained*.

The first "live" session of 2022 was held at the Cybertorium in Menara Star. The CEO of Mindshare Malaysia, Ms. Sheila Shanmugam, explained *The Malaysian Media Evolution: Exploring Its Impact & Trends* to Members as well as lecturers and students from institutes of higher learning.



DATE	TOPIC	SPEAKER / DESIGNATION	COMPANY	PARTICIPANTS
7 July	The New Content Code: The After Effects on Advertisers	Puan Mediha Mahmood., Executive Director	Content Forum	34
1 August	Man and Machine in One Place: Spatial Computing & XR Explained.	Mr Shingo Meguro Research and Development Director	Hakuhodo DY	43
15 December	The Malaysian Media Evolution: Exploring Its Impact & Trends	Ms Sheila Shanmugam, CEO	Mindshare Malaysia	51



## VOXCOMM- THE GLOBAL VOICE FOR AGENCIES

Established in 2020, VoxComm is the global voice for agencies, championing the value that agencies bring to their clients. With more than 35 national trade associations from around the globe, the organisation provides a platform to discuss solutions to the global challenges faced by communications agencies. 4As is a pioneer member that joined in April 2021.

VoxComm's objectives are:

- To allow national trade associations representing communications agencies to have an international contact point to connect, build knowledge and share best practices.
- To help promote the value of commercial creativity in all its forms – across strategy, ideas, content and media.
- To support an environment where agencies can flourish, and clients can benefit from the unique business value agencies can deliver.
- To stand up for better ways to procure and compensate the kind of added value, talent-based services agencies offer, and work with agencies and clients to deliver these.
- To promote good practice, but speak out where we see bad practice, value-destroying behaviours to the ultimate disbenefit of our clients, as well as agencies.

## DIVERSITY, EQUITY AND INCLUSIVITY (DEI) GLOBAL CENSUS

Council agreed to support VoxComm's plan to conduct the second DEI Global Census 2023, in association with the World Federation of Advertisers (WFA) The census went live on 15 March 2023 in 35 markets including Malaysia.

## PROPOSED PRESS STATEMENT AGAINST RUSSIA'S INVASION OF UKRAINE

VoxComm requested the Association's feedback on its Board's proposal for a press statement to support the European Association of Communications Agencies (EACA)'s action to suspend their institutional relationships with the Russian and Belarus communications and marketing associations.

The 4As stand is that all trade associations should maintain neutrality and non-alignment on political or geopolitical issues and the 4As has consistently maintained this stand for 50 over years.

This message was conveyed to VoxComm, with the note that the Association prefers the body to focus its plans, activities and public statements confined to its core purpose, as outlined in VoxComm's Articles of Association.



## DIVERSITY, EQUITY AND INCLUSIVITY (DEI)

The 4As sees DEI as a moral imperative, and way to do business, that must be addressed, working towards a human-centric future.

Diversity, Equity, and Inclusion in the business environment is about more than just gender, race, and ethnicity. It includes diverse religious and political beliefs, education, socioeconomic backgrounds, sexual orientation, cultures, and disabilities.

DEI is more than statistics, it must also be seen and felt, in the actions we take, the language we use, the way we interact, the places we present ourselves and the ways in which we open ourselves up to challenge. Agencies must show through words and actions that we are serious about delivering social good, and we must hold ourselves accountable for seeking out the voices too often ignored, and to listen and respond.

Beyond the human impact, DEI is a crucial pillar for agencies to do business. It is neither a CSR-movement nor is it a trend. Companies are discovering that, by supporting and promoting a diverse and inclusive workplace, they are gaining benefits that go beyond the optics.

Based on the recent survey conducted by independent consultancy R3 that reached out to over 200 South East Asian agencies, including 4As Malaysia members, the 4As has identified the following as the key issues that need to be addressed:

- 1) Unconscious bias in recruitment – equality is not just about the obvious and explicit, it also lives in the margins, that is where we find unconscious bias.
- 2) Elimination of bias in the work product – as citizens of Malaysia, we want to be called Malaysian and nothing else. But as marketers, we divide our audience into Malays, Chinese, Indians, and others. We should do our part to put an end to racial profiling and bias.

The 4As has committed to do the following:

- 1) 4As will participate in a VoxComm report and analysis on worldwide gender pay gaps that includes Malaysia. Voxcomm is a global trade body representing 35 national advertising agency trade associations.
- 2) 4As will build a repository of relevant information for business owners and independent businesses.
- 3) 4As launched in May 2022 the “IPA Diversity and Inclusion Essentials Certificate” with long-standing partner the Institute of Practitioners in Advertising UK (IPA).

### WORKSHOP

The Association engaged with LeadWomen, an entity established in 2011 to increase female representation in senior leadership and on the boards of corporate Malaysia. Their work covers advocacy, training, and development, to guide companies and businesses in shifting focus to inclusion strategies in the workplace that can ensure retention and progression of diverse talents.

- i) To conduct an awareness workshop to introduce their *Women Empowerment Principles* and how it can be used to develop a holistic framework in implementing gender inclusive strategies; and
- ii) To introduce their Gender Gap Analysis Tool (GAT), an assessment tool to identify current gaps in existing policies.

In assuming a leadership stance in implementing DEI in the industry, Council agreed to appoint LeadWomen to conduct the three-hour virtual workshop on *Women Empowerment Principles*. Invitations to the workshop were sent to the MAA, Media Specialist Association (MSA) and Malaysia Digital Association (MDA).

**DEI is more than statistics, it must also be seen and felt, in the actions we take, the language we use, the way we interact, the places we present ourselves and the ways in which we open ourselves up to challenge. Agencies must show through words and actions that we are serious about delivering social good, and we must hold ourselves accountable for seeking out the voices too often ignored, and to listen and respond.**

On July 20, LeadWomen demonstrated to the workshop participants how to unbundle the various aspects of DEI and develop a holistic framework in implementing gender inclusive strategies. LeadWomen also introduced the GAT to assess and view the strengths of a company to help improve diversity.

46 Members and representatives from the MAA and MSA attended the workshop, which was funded by the Association. Members attended are now empowered to address DEI issues and must decide on their action plan.

## 4AS SALARY & CHARGE OUT RATES SURVEY 2023

Council agreed to conduct the second wave of our industry's *Salary and Charge-Out Rates Survey* in May 2023 to correspond with a more stable industry in the post-pandemic period. The first wave was in 2018 and its results were shared only amongst Members who participated by providing their own data. It will be conducted and based on IPA's methodology by the same research consultant Data Alive, UK.

An important addition to the next survey is to uncover if there are any gender pay gap and its difference in percentage for every type of job role.

### WOMEN'S EMPOWERMENT PRINCIPLES (WEPS) AWARENESS WORKSHOP

Why is gender equality important in business?

How can the WEPS grow businesses?

**Speaker**



**Dr. Tzee Leng Choy**  
Director of Research and Content  
LeadWomen

**Date:** 20 July 2022  
**Time:** 9am - 12pm  
**Registration link:** <https://bit.ly/WEPSAwareness4As>  
(maximum 3 representatives per company)





\*Open to all (but not limited to) changemakers such as Senior Business Leads, Agency Heads and Talent Directors  
\*\*50 Boomerang points will be accorded for 4As members attending the session

WOMEN'S EMPOWERMENT PRINCIPLES

Empowered to challenge and drive change in our industry

IN COLLABORATION WITH









# ENGAGE COMMITTEE REPORT

## OBJECTIVES

**01** To be a source of reference for brand marketing and communications issues and legislation that affect consumer communications and demand

**02** To build relationships through networking

### COMMITTEE

Led by the Chairman, Mr. Kristian Lee and Ms. Yee Hui Tsin.

# Government



## MATRADE

A delegation from the 4As Council and the CEO had a dialogue with En. Mohd Mustafa Abdul Aziz, the CEO of MATRADE on March 3, 2022. En. Abu Bakar Yusof, Deputy CEO (Exporters Development) and Mr. Sadat Foster Maad, Senior Manager (Corporate Communications) also attended.

En. Mohd Mustafa was appointed to his post in 2021 and had not had the benefit of a face-to-face meeting with the Association to better understand the role and purpose of the 4As.

It was also an opportunity for Matrade's senior management to appreciate the respect and high regard which the Putra Brand Awards (PBA) is held by the marketing communications and business community in Malaysia. Matrade has supported PBA via its *Brand Champion Partner* endorsement for the past 13 years.

### Outcomes:

- 1) Succeeded in obtaining Matrade's assurance it shall continue to be *Brand Champion Partner* for years to come. MATRADE remains assured of the PBA's research methodology, the composition of the PBA Board of Governors and credibility of the 4As as the organisers.
- 2) The MATRADE CEO agreed to the 4As's proposal to organise a knowledge-sharing workshop – exclusive for Members – on the topic of their various annual grants to support SMEs in their overseas marketing, branding, and trademark protection for the export of high-value, niche-branded products.



The workshop will assist 4As Members to be equipped with the know-how in grant applications and consequently develop communications strategy for the export market. This will also add value to Members' existing and potential relationships with their SME clients.

MATRADE later on briefed the 4As that the grant for SMEs to support such activities had unfortunately ceased as this budget had been fully utilised. The workshop initiative will be revived once Matrade announces their new grants.

## MINISTRY OF HOME AFFAIRS



LEMBAGA PENAPIS FILEM

### FILM CENSORSHIP BOARD

The CEO represented the Association at a focus group-cum-townhall meeting with the content, film and broadcasting industry players. This was organised by the Ministry of Home Affairs in September. It was aimed at gathering input to decide on a future-facing policy on the role of the Censorship Board.

Many amongst the 150 attendees were unaware of the Content Forum and industry self-regulation even though they are part of the content industry. About 40% of the attendees were against dissolving the Board as they still believe that content should be regulated by the government.

Puan. Mediha Mahmood – the Executive Director of the Content Forum – provided a summary of the Forum and its functions. She explained the reasons for self-regulation, the fact that the promotion of industry self-regulation via the Content Code is mandated in the Communications and Multimedia Act 1998 (CMA 1998). The 4As CEO outlined clear rationales against the retention of the Censorship Board. He continues to monitor the Ministry's ongoing deliberations on this policy matter.

## DEWAN BAHASA DAN PUSTAKA (DBP)



Dewan Bahasa dan Pustaka (DBP), the national language institute was contemplating drafting laws aimed at penalising any party which "deliberately insults and denigrates the national language."

This was in line with the then Prime Minister Ismail Sabri Yaakob's declaration that the government intends to ensure that the national language is enhanced and upheld.

This declaration attracted wide media coverage. Civil society is against the use of legislation to achieve the government's intention.

If such a law is passed in Parliament, DBP could determine that an advertisement containing a phrase, word, dialect, or mixed language denigrates the Malay language and could penalise the advertiser with not only sanctions but also up to a RM50,000 compound.

In an industry dialogue held on 18 July 2022, CMCF's Executive Director clarified the role of the Content Forum to the Director General and top management of DBP. The 4As CEO, in the same dialogue emphasised that the advertising industry is already governed by the Content Code under the Communications & Multimedia Act 1998 (CMA 1998).

The 4As informed DBP that any new law should not contradict the principles of the Code, which is registered with the Malaysian Communications and Multimedia Commission. The Code promotes creativity and growth of the content industry, including advertising.

The Content Code has no restrictions on the use of any language, slang, dialect except the use of words that are obscene, crude, menacing or sexually degrading. It encourages content to cater to the varied taste, cultures and expectations of Malaysians.



## Professional Bodies

### CONTENT FORUM

#### COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM OF MALAYSIA (CONTENT FORUM)

The Communications and Multimedia Content Forum of Malaysia registered since 2001, is an independent self-regulatory industry organization registered under the Malaysian Communications and Multimedia Commission (MCMC). The Content Forum is designated by the Communications & Multimedia Act 1998 to oversee and promote self-regulation of content over the electronic networked medium. This includes advertisements on TV, Radio, Websites, Digital Billboards, Digital news publications and mobile phone services. It comprises key players in the content industry, i.e. advertisers, advertising agencies, broadcasters, content creators/distributors, audiotext hosting service providers, internet service providers and civil society groups. The 4As is a founding member of the Content Forum.

Following this dialogue:

- 1) DBP now understands that the advertising industry is self-regulated under the Content Code and that any complaints on negative and misleading content are handled by the CMCF's Complaints Bureau, backed by law.  
Any proposed new law aimed at penalising any party which is deemed to have "deliberately insulted and denigrated the national language" should not contradict the principles of the Content Code.
- 2) DBP later confirmed they are no longer contemplating any new law concerning the use of the national language including in advertising. Difference of opinion on choice of words is to be resolved, as is the current practice, through constructive dialogue between the agency, advertiser and DBP.
- 3) DBP's Director General accepted the 4As CEO's invitation for DBP to become a member of the Content Forum. DBP is encouraged to be a part of our industry's self-regulatory mechanism and offer their opinions in working groups, on the drafting of future content-related rules.

## CONTENT CODE VERSION 2.0

Content Code Version 2.0 with strong inputs for the Advertisement Section from the 4As was completed after vetting by the Content Forum's lawyers. MCMC officially endorsed and registered the new code in May 2022. This was a 2+year effort by the content industry players to update rules and help level the playing field for all content creators whilst protecting consumers.

The Content Forum embarked on a series of roadshows to promote the new Code.

This included a panel discussion held on November 2 on the topic "Content: Who Is in Control?"

- Mr. Euan Smith, the Group Chief Executive Officer-Designate of ASTRO
- Mr. Ruben Hattari, the Director of Public Policy SEA for Netflix
- Pn. Nini Yusof, the Deputy CEO of Media Prima TV Network
- Mr. Dinesh Ratnam, Country Manager of iQIYI; and
- Pn. Mediha Mahmood, Executive Director of the Content Forum.

The Chairman, on behalf of the Council and the Association recorded it's appreciation to the CEO for his initiatives that led to 3 significant additions to the new Code:

- i) The definition of an "Advertiser" now includes social media influencers and online marketplace operators.
- ii) The advertising of liquor is allowed online but under strict regulations that includes clear provisions governing age, prohibition for Muslims and responsible drinking messages
- iii) The prohibition against the abuse of any religion in advertisements



## — GREENWASHING

The mounting global menace of "greenwashing" – where advertised brands gloss over their practices, products or services to deceive consumers with their misleading or fake environmental claims – is one that has sullied our industry.

The 4As urged the Content Forum to introduce explicit rules to govern "greenwashing" advertising based on the principles/rules outlined by VoxComm and the World Federation of Advertisers (WFA). The draft is expected to be tabled to MCMC by Q4, 2023.

## — OVER-THE-TOP (OTT) GOVERNANCE FRAMEWORK

The Content Forum set up a working group – which includes participants from local OTT platforms and Netflix – to explore the development of an *OTT Governance Framework* for Malaysia. This is necessary, as OTT was not included within the ambit of the new Content Code.

As a starting point, a representative from the Asia Video Industry Association (AVIA) introduced its Online Curated Content (OCC) governance framework. It was agreed this will be the reference to develop our local framework.



## ADVERTISING STANDARDS MALAYSIA (ASA)



**DATO' MAH WENG KWAI**

### — NEW CHAIRMAN

Dato' Mah Weng Kwai replaced En. Azizul Kallahan – who had served as the ASA's chairman for close to three years. Dato' Mah is a respected lawyer by profession and had held various senior positions that included the President of the Malaysian Bar and judge of the Court of Appeal.

## MEDIA SPECIALISTS ASSOCIATION (MSA)



Mr. Bala Pomaleh, the MSA's newly elected President appealed to the Association to allow MSA members to enjoy the same as 4As members or a lower price on all IPA qualifications that are offered.

Council was initially reluctant as this is one of the eight benefits of 4As membership. It was also pointed out that the IPA charges non-members in the United Kingdom 50% more as a benefit to IPA members.

In order to preserve goodwill between both associations, Council agreed that the price would be reduced to 20% premium instead of the average 35% premium. Council also agreed to the 4As President's proposal to extend this pricing to members of the MAA, MDA, MNPA and the OAAM.

These concessions will encourage wider enrolment from across industry and consequently help lift standards.

## AUDIT BUREAU OF CIRCULATION (ABC)

The ABC's lawyers had advised the body to opt for a "strike off." This is where shareholders of the ABC vote to strike it off from the Registrar of Companies as part of joint industry decision to close down ABC.

This requires 51% of shareholders to agree to the action and is a cost-effective way to wind down ABC as opposed to opting for liquidation. The latter option requires a minimum support of 75% of shareholders and a director's indemnity. This would be an expensive process.

Although the Association had resigned as a member of ABC in 2019, the 4As presence was required to satisfy the quorum for an Extraordinary General Meeting (EGM) by virtue of the shares still in the Association's possession.

The ABC Board requested the Association to attend the EGM to fulfil these requirements. Council agreed and complied with the vote for the "strike off" in concert with other shareholders of the body.



# EDUCATE COMMITTEE REPORT

## OBJECTIVES

**01** To develop and enhance human capital by providing Members the tools, training and other programmes

**02** To increase the skills of Members through engaging and transformative learning experiences

### COMMITTEE

Led by the Chairman, Mr. Kristian Lee and Ms. Yee Hui Tsin

## Qualifications from the Institute of Practitioners in Advertising (IPA)



**19**  
DELEGATES

**90%**  
PASS RATE

### IPA FOUNDATION CERTIFICATE (BATCH 9)

The Foundation Certificate qualification is widely regarded as a “rite of passage” in the UK and now in Malaysia for fast tracking the careers of young industry employees. Knowledge that could take several years to acquire is now available in this essential overview of advertising. The course offers a strong basic foundation and a comprehensive understanding of the marketing communications process, from understanding the advertisers’ business, writing strategy and briefs, media, ideation, creative development up to campaign effectiveness. These basics never change. Get them right and the rest will fall in place.

19 delegates enrolled for the batch 9 intake. This included scholarships for 10 Member Agencies and 5 lecturers. The 2022 pass rate was 90%. As of 2022, 189 Malaysians have been certified.



**24**  
DELEGATES

**75%**  
PASS RATE

### IPA DIGITAL PERFORMANCE CERTIFICATE (BATCH 4)

The Digital Performance Certificate qualification is designed for practitioners to be better able to brief, plan and execute digital specific campaigns regardless of their agency specialization. It helps practitioners understand each of the key disciplines in digital marketing, learn how to buy traffic through display marketing, and “how to message” successful campaigns including how SEO, affiliate marketing and Paid search works.

24 delegates enrolled for Batch 4. This included 5 scholarships for Member Agencies. The pass rate was 75% compared to 71% for Batch 3. There are now 69 certified Malaysians.



**2**  
DELEGATES

**100%**  
PASS RATE

### IPA COMMERCIAL ESSENTIALS CERTIFICATE (BATCH 8)

The Commercial Certificate qualification is a course for agency finance for future agency leaders. It shows the big picture of agency finance. Everything from KPI’s to contracts to fee structures and client P&L’s. It teaches delegates to ask the really important financial questions and understand the commercial factors influencing agencies and clients.

2 delegates enrolled for the Batch 8 intake. This included 1 scholarship for a Member Agency. The pass rate was 100%. As of 2022, 77 Malaysians have been certified.





**3**

**DELEGATES**

**33%**

**PASS RATE**

### **IPA EFFECTIVENESS ESSENTIALS CERTIFICATE (BATCH 2)**

The IPA Effectiveness Essentials qualification enables practitioners to understand that effectiveness is of paramount importance to everyone involved in planning and executing marketing campaign. Successful practitioners plan for effectiveness early in the day not as an afterthought. It enables delegates to make more informed, more insightful and more strategic decisions when dealing with short-termism, lack of investment in commercial creativity, the battle for consumer attention and the evolving consumer behavior. Delegates will:

- Understand the principles of effectiveness, why it matters and how you can make the case for commercial creativity.
- Learn effectiveness best practice and why a culture of effectiveness should be embedded in your workplace.
- Make better, more informed, more strategic decisions in your role.

3 delegates enrolled for the Batch 2 intake. This included 2 scholarships for Member Agencies. The pass rate was 33%. As of 2022, there are now 54 certified Malaysians.



**11**

**DELEGATES**

**82%**

**PASS RATE**

### **IPA ADVANCED CERTIFICATE IN EFFECTIVENESS (BATCH 1)**

The IPA Advanced Certificate in Effectiveness with its updated content replaces the previous IPA EFF Test qualifications.

Our industry's objective is effectiveness, it's strategy is creativity and it's greatest asset it's people. Developing our effectiveness capabilities isn't a nice to have- it's essential. Fundamental to delivering and demonstrating the value we create for our clients

After 35 hours of online learning across 14 modules, Delegates will:

- Learn how to prove the value of your contribution to your client's business.
- Improve your client relationships by speaking their language.
- Discover the best practice approach to designing a measurement programme to evaluate multi-platform activity.
- Confidently and correctly analyse the impact and effect of any campaign.
- Gain the confidence to write a brilliant effectiveness paper

11 delegates enrolled for Batch 1. This included 5 scholarships for Member Agencies. The pass rate was 82%. There are now 9 certified Malaysians.



**7**  
**DELEGATES**

**100%**  
**PASS RATE**

#### **IPA DIVERSITY AND INCLUSION ESSENTIALS CERTIFICATE**

Agencies who are more diverse and inclusive become more successful. This has been proven across countries and indeed has become a highly recommended formula for an Agency's continued work success and profitability.

Learn how to make DE&I become an integral part of your Agency's practice and how you can contribute to business success through a more diverse and inclusive workplace.

It is imperative for everyone in the industry, no matter their experience, background or seniority to understand the challenges needed to overcome and the behaviors needed to change to become a more diverse and inclusive industry. For example the need to stop targeting based on ethnicity and focus on consumer mindset, values and culture. To stop racial and gender stereotyping in our work. To start creating advertising that embraces DE&I values.

The qualification consists of 10 hours of online learning across 9 modules.

7 delegates enrolled for the Batch 1 intake. This included 2 scholarships for Member Agencies. The 2022 pass rate was 100%. As of 2022, 7 Malaysians have been certified.

#### **THE 4AS EMPLOYEE/LECTURER SCHOLARSHIPS**

**Since 2017, a total of 109 scholarships have been awarded across all the IPA certifications including 27 to Advertising Lecturers to qualify for the IPA Foundation Certificate.**

## 4As University Outreach



Spin Communications



DIA Brand Consultants



Naga DDB Tribal



dentsu Malaysia



Ogilvy Malaysia



Havas Immerse

## TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE (TAR UMT)

The 4As re-introduced its student outreach program called the Protege Project, 40 + final year students of the Bachelor of Communication (Honours) in Advertising from Tunku Abdul Rahman University of Management and Technology (TAR UMT) benefitted from their face to face interaction with top industry practitioners. They were from Dentsu Malaysia, DIA Brand Consultants, Havas Immerse, Naga DDB Tribal, Ogilvy Malaysia and Spin Communications.

## Association determined to raise industry standards

4As returns to in-person training with bootcamp

PETALING JAYA: The Association of Accredited Advertising Agents Malaysia (4As) has announced a return to in-person training with the "4As Account Management Bootcamp" to be held from March 13 to 15. Developed in conjunction with their long standing training partner Chartered Institute of Practitioners in Advertising UK (IPA), the Bootcamp is a 4As Malaysia initiative with the goal of raising industry standards and fostering continuous professional development for agency talent.

The bootcamp is designed to equip account managers, account directors and junior planners with key skills in three broad areas – creating opportunities by understanding the client's business, planning for account management and making complex arguments buyable, and making creative briefs brief and creative briefings creative.

Delegates would learn to develop their thinking about the dynamics of client relationships and develop practical skills to question a client about their business case and to explain internally their understanding to help inform agency colleagues.

They would also acquire knowledge and understanding of the basic brand strategy models and how to translate this thinking into persuasive presentations.

Additionally, they would learn how to use the presentation brief and how to construct better arguments that help clients to agree with their thinking and develop the skills to write inspiring creative briefs.

Delegates would understand the benefits of more engaging and creative briefings, ultimately value the importance of leadership and building strong trusted relationships with colleagues, third party partners and their clients.

4As CEO Khairudin Rahim in a statement said, "Account managers are the backbone of agencies, and their day-to-day work can



often be bogged down by the intricacies of delivering work on time and within budget. "However, an organised thought process on how to create business growth and build relationships in a consultative, solutions based manner, with their clients are overlooked. The bootcamp addresses this need. "After attending this bootcamp, delegates who currently feel frustrated by difficult relationships with clients and sometimes with other agency colleagues will be transformed into more confident and better account management individuals." The bootcamp also marks the return to in-person training after three years and allows for invaluable trainer-delegate interactions, and for a more holistic transfer of knowledge as opposed to an online meeting system, added Khairudin. The bootcamp would be conducted by Paul Burns, an IPA UK endorsed trainer with a wide range of veteran industry experience including leadership positions at Saatchi & Saatchi UK, and chairmanship of the IPA Trainers Forum. Burns is the creator of award winning training programmes and the recipient of five IPA Training Awards including a Special Award for Best Training Director.

### THE STAR

Association determined to raise industry standards

27 Feb 2023



**PAUL BURNS**

## **IPA ENDORSED TRAINER**

### **— 4AS ACCOUNT MANAGEMENT BOOTCAMP**

A 3 day bootcamp was held on March 13-15, 2023. Designed to equip account managers, account directors and junior planners with key skills in three broad areas – creating opportunities by understanding the client's business, planning for account management and making complex arguments buyable, and making creative briefs brief and creative briefings creative.

Delegates learnt to develop their thinking about the dynamics of client relationships and develop practical skills to question a client about their business issues and to explain internally their understanding to help inform agency colleagues.

They also acquired knowledge and understanding of the basic brand strategy models and how to translate this thinking into persuasive presentations.

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The bootcamp addressed the need for an organised thought process on how to create business growth and build relationships in a consultative, solutions based manner, with their clients.

It was conducted by Paul Burns, an IPA UK endorsed trainer with a wide range of veteran industry experience including leadership positions at Saatchi & Saatchi UK, and chairmanship of the IPA Trainers Forum.

Burns is the creator of award-winning training programmes and the recipient of five IPA Training Awards including a Special Award for Best Training Director.

The delegate fee was subsidized and made affordable courtesy of Astro's annual Education Aid of RM50,000.

Delegates gave the bootcamp a very high rating of 4.7/5 (0 = Poor, 5 = Excellent).



# PUBLICITY COMMITTEE REPORT

## OBJECTIVES

- 01** Increase visibility of all Association activities and efforts under a single umbrella
- 02** Create consistent publicity through consolidation
- 03** Create an effective strategy to position the Association to attract young talent



## Public Relations

**Our focused PR efforts continue to gain traction. Always premised on attention getting statements with sound reasoning that supports our 5 objectives. The 4As will also speak out in public when we see bad practice and value destroying behavior.**

**TheStar**

### Call for advertisers to respect IP of authors

ADVERTISING & MEDIA  
Monday, 05 Sep 2022



4As CEO Khairudin Rahim

PETALING JAYA: The Association of Accredited Advertising Agents Malaysia (4As) is urging advertisers to adopt ethical behaviour when issuing pitch briefs involving intellectual property (IP) of authors, especially from advertising agencies and design firms.

4As CEO Khairudin Rahim said: "If advertisers wish to retain the ideas and designs that are generated during a speculative Request For Proposal (RFP) process, there are various best-practice options available to fairly recompense the design firms and advertising agencies, for which the 4As would be delighted to share with them.

"To this end, we urge advertisers to respect the IP of the authors of plans, strategy, ideas and designs and to adopt ethical behaviour," he said. An RFP is a briefing document from an advertiser that is interested in procuring a customised solution for a given assignment.

It is issued to potential vendors for them to submit their plans, creative ideas, designs and pricing proposals based on the specifications outlined in the document.

THE STAR

Call for advertisers to respect IP of authors  
5 September 2022

### UNETHICAL PITCH BEHAVIOUR

The 4As spoke out against the alleged copying of a design firm's work presented to Cenergi SEA Bhd. Cenergi executed the project using a different vendor without consulting nor paying for the design rights from the original design firm, Dxclusive Sdn Bhd.

The 4As stated if the allegations of "stealing other people's work" is indeed true, then it is only right that Cenergi's top management apologize and expediently reach an agreement for compensation. Secondly, it's personnel who were allegedly parties to this act should face internal disciplinary action for their conduct. This unethical practice seems to have taken hold at companies that claim to adhere to the highest standards of conduct.

Post the press statement, the 4As understands that an apology from the Cenergi's CEO and payment has been received by the design firm.

The statement served as a clear reminder to advertisers that "All ideas, concepts, trademarks and materials that an advertising agency or design firm submits to a prospective advertiser are presented for the sole purpose of allowing them to determine whether they wish to use the presentation ideas, designs and work and to engage the agency or firm.

The IP remains the agency's or design firm's property unless an agreement is reached on the appropriate compensation. Their intellectual property may not be used in any manner that is against the agency's wishes."

## THE BEST WAY FOR A CLIENT TO BRIEF AN AGENCY (GUIDE)

News that the 4As (with the IPA's permission) had issued a best practice guide for marketers to brief an agency also received wide coverage. Co-authored by industry experts and the IPA, the guide firstly provides a practical tool to help marketers write better briefs underpinned by rock-solid strategic thinking. Secondly it creates a shared

understanding as to what constitutes a good brief and briefing. The guide also helps marketers to lead by putting the thinking back into the brief.

It stipulates if there isn't a well-designed marketing strategy in place, then there can be no brief!



## The best way for a client to brief an agency

Written by BetterBriefs and Mark Ritson in partnership with the IPA

6 Billings

STARZ, MONDAY 12 SEPTEMBER 2022

## Importance of marketing briefs

Association releases best-practice guide for marketers

By DALJIT DHESI  
dheji@starz.com.my

PETALING JAYA: Writing good marketing briefs is essential as it compels marketers to have a well-defined strategy and ensure their marketing budgets are not wasted.

In the words of renowned global advertising executive Sir John Legg, "Writing bad briefs is the most expensive way to waste advertising."

A marketing brief is a document prepared by a marketer to its agency or agencies that outlines a marketing plan and its strategy so that all parties involved are clear on the plan. Commenting on the importance of a brief, the Association of Accredited Advertising Agents Malaysia (4A) chief executive officer Khairudin Rahim told Starz: "If there isn't a well-defined marketing strategy in place, there can be no brief."

"Unfortunately, some marketers in practice lack the creative development process to clarify and decide their strategies later rather than being clear about them from the outset."

"Poor briefs don't allow agencies to solve problems or seize opportunities identified by marketers. If briefs are unclear, then agencies can't be sure what's expected of them, at which point the second guessing begins."

Often, he said, the root cause is the marketers' and agencies' inability to see eye-to-eye on what a good brief looks like.

Unchallenged, poor briefs trigger a raft of negative consequences, Khairudin said, adding that they lead to confusion, shallow creative thinking and often mediocre ideas.

"This will in turn lead to unhappy clients, rounds and rounds of creative work, re-briefs, demotivation and ultimately less effective work in-market. Agencies are encouraged to say 'No' to briefs they don't understand to avoid future misalignment," he noted.

Conversely, he said, good briefs guide creative thinking and act as a neutral reference point for assessing the work, adding that brief writers must be clear in their choices.

**"Ultimately, we all want the same thing: more impactful and effective work that delivers better business results. The guide is about helping marketers to lead, by putting the thinking back into the briefs."**

Khairudin Rahim



ing partner, the Chartered Institute of Practitioners in Advertising (CIPA) UK. Co-authored by industry experts and the IPA, the publication of this guide was prompted by a specialist global survey conducted in 2021 by BetterBriefs, a UK strategy and communications consultancy.

The survey revealed that 80% of marketers think they are good at writing briefs, whereas only 10% of agencies agree, while 90% of marketers fail to provide strategic direction to their agencies.

The survey also found that up to one-third of all marketing budgets are potentially wasted due to poor briefs and misdirected work. Following on to its earlier course "Inspiring Great Work and Better Value from Your Agency", the 4As is once again intent on providing marketers with best practice information and key skills.

This is to allow them to work in a more efficient and productive way with their agency partners, leveraging its enduring alliance of over six years with the IPA UK.

"The 4As has obtained permission to share the guide not only with the 4As member agencies but also with the Malaysian Advertising Association and the Media Specialists Association for the benefit of all their members."

"Ultimately, we all want the same thing: more impactful and effective work that delivers better business results. The guide is about helping marketers to lead, by putting the thinking back into the briefs," Khairudin said.

"Deciding whether a brief is acquiring new customers, appealing to existing ones or increasing frequency of purchase requires a choice."

"When it comes to briefs, they are mutually exclusive. The need to address more than one of these choices will require multiple briefs," Khairudin said.

To facilitate good briefs, the 4As has released a new practice guide, "The Best Way for a Client to Brief an Agency", published by following mind.

THE STAR  
Importance of  
marketing briefs  
12 September 2022

**It stipulates if there isn't a well-designed marketing strategy in place, then there can be no brief!**



## THE TRANSFORMATIVE POWER OF AN EFFIE AWARD

JULY 14 2022, 8:45 AM | BY NINA SIKHAR | The Campaigns



Marketing spend is one of the biggest and most important expenditure items in a company's budget. Successfully executed campaigns allow a company to grow their business, aligning marketing efforts with tangible business results without compromising the creativity and originality which are essential to good advertising.

How do companies know if they have executed an effective industry-leading marketing campaign that has positively impacted their business? For marketers and their advertising agencies, the answer is the Effie Awards.

Organised by the 4As Malaysia, The Effies are the only global award that honour achievement in meeting and exceeding marketing communications objectives, focusing on effective campaigns that work in the marketplace.

The Effie Awards are a closely watched preeminent industry award that recognise all forms of marketing communication that contribute to a brand's success.

In 2021, the Malaysia Effie Awards evaluated 197 entries, an increase from 138 entries in the previous edition, a reflection of how winning an Effie is a universally recognised achievement for the marketer and their partner, the advertising agency.

CAMPAIGN BRIEF ASIA  
The Transformative Power  
of an Effie Award  
14 July 2022



## Scaling up businesses with effective campaigns

ADVERTISING & MEDIA  
Monday, 25 July 2022



"Conversely, from an agency's point of view, winning an Effie silences the people who believe that great creative work isn't effective," said 4As CEO Khairudin Rahim said.

PETALING JAYA: How do companies know if they have executed an effective industry-leading marketing campaign that has positively impacted their business?

For marketers and their advertising agencies, the answer is the Effie Awards.

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In 2021, the Malaysia Effie Awards evaluated 197 entries, an increase from 138 entries in the previous edition, a reflection of how winning an Effie is a universally recognised achievement for the marketer and their partner, the advertising agency.

"Effective marketing communication is what brands want."

"The power of a high value idea keeps repeatedly being proven at the Effies as an efficient, immutable advantage to achieve brand growth and business success."

"Conversely, from an agency's point of view, winning an Effie silences the people who believe that great creative work isn't effective," said 4As CEO Khairudin Rahim said in a statement.

THE STAR  
Scaling up businesses with  
effective campaigns  
25 July 2022

## TELEKOM MALAYSIA'S FLAWED PROCUREMENT POLICY

News reports about the 4As challenging and calling attention to TM's unjustifiable tender conditions received extensive coverage.

TM's press statements said they would hold firmly to their stand on the 2 conditions. The company chose to not provide any counter arguments to rebut the 4As repeated questions.

- 1) How does TM justify the imposition of the 2 tender conditions for a non-refundable Tender Document Fee of up to RM 5,000 and a refundable Tender Deposit of up to RM 20,000 per Agency, as part of procurement best practice, in order for TM to ensure Agencies of "acceptable standards" are shortlisted?

This despite the company already having in place a meticulous internal screening process led by TM's eminently qualified and experienced marketers, entrusted to shortlist potential Agency partners with a proven effectiveness and creativity track record.

The 2 tender conditions have absolutely no correlation to whether the interested Agency/bidder is of "acceptable standards". An Agency who from the onset is willing to subject itself to TM's 2 conditions will not necessarily meet TM's acceptable standards. The mandatory screening conducted by TM's marketers will.

- 2) How does TM justify the imposition for a non-refundable Tender Document Fee of up to RM 5,000 per Agency?

A tender document fee, in the pre digital era, is usually a token amount for the Advertiser company to recover printing and binding costs for the thick tender documents to be physically handed over to bidders.



**MARKETING-INTERACTIVE**  
**4As states inaccuracy in TM's**  
**statement about tender fee,**  
**telco clarifies views**  
 14 November 2022

However, all documents were emailed by TM to the pitching Agencies. No printing and binding costs were incurred at all. The 4As finds it odd that tender document fees are nowadays being imposed and with an amount of up to RM 5,000.

The appeal has been escalated to TM's Group CEO in February 2023. A 4As press statement will be issued once both matters have been amicably resolved.



## 1 DICTATE OF A 360-DAY PAYMENT TERM

35 national advertising agency associations who belong to Voxcomm, including 4As Malaysia spoke out against global consumer giant Keurig Dr Pepper (7UP, Sunkist, Schweppes and Dr Pepper). They cited new terms of payment in the United States for PR agencies who wish to pitch their business, to accept a 360 day payment term.

The 4As were quoted that this demand is grossly unreasonable and unethical by any known standards. Agencies are not banks. We added that on the whole, extended payment terms were an unfair business practice that will damage the agency-client relationship, harm agencies ability to hire and retain the best talent and put smaller firms especially locally owned agencies at risk of survival.

Keurig Dr Pepper should firstly lead by example by paying its own employee salaries one year later and secondly allow it's trade customers to also pay this advertiser one year later.

## LEADERSHIP COURSE

The "4As Account Management Bootcamp", conducted live on March 13-15 by IPA's endorsed trainer, Mr Paul Burns generated wide media coverage. This was an exclusive Member's only training workshop. Cost per delegate was made affordable thanks to Astro's annual Education Aid of RM50,000.

## 3 MARKETING - INTERACTIVE



### Keurig Dr Pepper called out for demanding 360-day payment terms in PR tender

Published  
01 December 2022  
Author  
Janice Tan

Share On Twitter / Facebook / LinkedIn / ...

VoxComm has spoken out against global consumer products giant Keurig Dr Pepper. The latter is currently running a PR agency search in the US, where part of the ask is for agencies tendering to accept 360-day payment terms. Those that cannot are being offered the option of financing, at their own cost, through Atlanta-based supply chain finance service Prime Revenue.

Keurig Dr Pepper's brands include 7up, Canada Dry, Sunkist, Schweppes, Snapple and, Dr Pepper. It also manages at-home coffee products for Cinnabon, Krispy Kreme, McDonald's, and Newman's Own Organics.

VoxComm is an organisation launched in 2020 to champion the values of creative agencies globally and includes 4As Malaysia. VoxComm has reached out to the marketing and procurement leadership at Keurig Dr Pepper to discuss that it is not in the brand's best interests to set this financial expectation. Unfortunately, during talks with Keurig Dr Pepper, the corporation confirmed that it would not change the direction of this review and felt confident in its partnership arrangements and processes.

Scott Knox, director of VoxComm and president and CEO of the Institute of Canadian Agencies, said this is an "egregious display of corporate bullying by Keurig Dr Pepper", adding:

"Agencies are not banks and simply cannot be expected to finance a client's marketing budget."

## 3 Campaign Brief Asia

### 4AS MALAYSIA RETURNS TO IN-PERSON TRAINING WITH THREE DAY "4AS ACCOUNT MANAGEMENT BOOTCAMP"

FEBRUARY 03 2023, 12:45 PM | BY KIM SHAW | No Comments



The Association of Accredited Advertising Agents Malaysia (4As) has announced a return to in-person training with the "4As Account Management Bootcamp" to be held from 13th to 15th March.

Developed in conjunction with their long-standing training partner Chartered Institute of Practitioners in Advertising UK (IPA), the Bootcamp is a 4As Malaysia initiative with the goal of raising industry standards and fostering continuous professional development for Agency talent.

"4As Account Management Bootcamp" is designed to equip Account Managers, Account Directors and Junior Planners with key skills in three broad areas – Creating opportunities by understanding the client's business; Planning for Account Management and making complex arguments buyable; and Making Creative Briefs brief and Creative Briefings creative.

# Keurig Dr Pepper comes under fire from industry

Move to dictate agencies' terms of payment unwelcome

By DALJIT DHESI  
daljit@thestar.com.my

**PETALING JAYA:** The recent move by global consumer products giant Keurig Dr Pepper to dictate the terms of its payment for agencies accepting its requests has come under fire from international advertising associations.

Keurig Dr Pepper is currently running a PR agency search in the United States, where part of the task is for agencies tendering to accept 360-day payment terms.

Those that cannot be offered the option of financing, at their own cost, through Atlanta-based Prime Revenue.

Keurig Dr Pepper's brands include 7up, Canada Dry, Sunkist, Schwepes, Snapple and Dr Pepper. They also manage at home coffee products for Clavinon, Krispy Kreme, McDonalds, and Newman's Own Organics.

Commenting on the harsh and unjustified move, the Association of Accredited Advertising Agents Malaysia (4As) chief executive officer Khairudin Rahim told *StarBiz* that "payment terms universally by advertisers are between 30, 45 and 60 days. This depends on individual negotiations between an advertiser and an agency."

"What this advertiser (Keurig Dr Pepper) is mandating is unprecedented, grossly unreasonable and unethical by any known standards of business conduct. Agencies are not banks."

"Keurig Dr Pepper should firstly lead by example by paying its staff salaries one year later and secondly, allow its trade customers

**"Agencies are not banks."**

Khairudin Rahim

to also pay the advertiser one year later."

Furthermore, he added that on the whole, extended payment terms were an unfair business practice that damaged the agency-client relationship, harmed agencies' ability to hire and retain the best talent and put smaller firms, especially locally owned agencies that often don't have access to capital, at risk of survival.

VoxComm director Scott Knox, who is also the president and CEO of the Institute of Canadian Agencies (ICA), said this was an egregious display of corporate bullying by Keurig Dr Pepper. Agencies are not banks and simply cannot be expected to finance a client's marketing budget, he noted.

"Shareholders of the corporation should be holding the leadership to account, especially when their own supplier Code of Conduct states that they are committed to high standards of ethical conduct."

"Keurig Dr Pepper's website publicly states a commitment to equality, how does asking a business a fraction of the size of theirs to bankroll marketing activity for a year create a culture of equality?"

"There will be agencies owned by people of colour, lesbian, gay, bisexual, transgender, queer and others and other diverse creatives that, because of the inequity that already exists in business, will never be able to afford to adhere to 360-day payment terms," Knox said.

VoxComm, in which 4As Malaysia is a member, is the new global voice for agencies, championing the value that agencies bring to their clients as turbo boosters for growth.

It, among others, stands for the power of commercial creativity in all its forms - across strategy, ideas, content and media - as a proven lever for growth that businesses neglect at their peril.

VoxComm had previously highlighted statements from the US and global brand associations that challenge this extended payment terms practice which is an abuse of an advertiser's dominant position.

For example, the Association of National Advertisers' (ANA) Payment Terms report, March 2020, stated that: "Extended terms often come with consequences, including reduction in flexibility and higher prices."

World Federation of Advertisers CEO Stephan Loecker in May 2020, added that "It cannot be in clients' long-term interest, when reputation is so critical to ensuring you can work with the best possible talent, to unfairly extend payment terms".

ANA CEO Bob Liodice in the same year said: "I think there are situations which are unfair and cross the line, and I am not a proponent of continuing to extend terms."

**This demand is grossly unreasonable and unethical by any known standards. Agencies are not banks.**

# Putra Brand Awards back in the limelight

Online survey to commence on Sept 25

By DALJIT DHESI  
daljit@thestar.com.my

**PETALING JAYA:** It's the time of the year when excitement prevails as people from all walks of life will vote for their favourite brands in the local market.

Also known as the People's Choice Awards, the Putra Brand Awards 2022, which is its 13th edition, will take place at One World Hotel in Kuala Lumpur on January 13 next year.

Putra Brand Awards 2022 organising chairman Datuk Johnny Mun told *StarBiz* there would be 24 categories, including the e-commerce category, which was launched last year.

He said the online survey to determine consumers' choice of brands in the different categories would commence on Sept 25 and would run for eight weeks in various major media channels.

"We are targeting around 6,000 to 8,000 respondents for the survey, which makes it one of the most extensive brand surveys in the Asian region."

"Upon completion of the survey, the results will be tabulated and endorsed by the awards' board of governors. Ipsos Malaysia remains the official research partner responsible for the findings."

"Measured by a robust consumer research methodology, consumers' responses will be captured directly by Ipsos," Mun, who is also the senior adviser to the Association of Accredited Advertising Agents (4As), added.

Ipsos is a global leader in market research and incorporates the best of science, technology and know-how and applies the principles of security, simplicity, speed and substance to everything it does.

Last year, the Putra Brand Awards saw the presentation of 162 awards in 24 categories to 156 of Malaysia's favourite brands. A new category for e-commerce was included this year to reflect the growing sector, marked by the digitalisation trend amid lockdown restrictions as a result of Covid-19, for brands that operate and have offices in Malaysia.

There would be four special awards similar to last year, he said. They are the Putra Most Entertaining Brand of the Year, Putra Malaysian Marketer of the Year, Putra Brand Personality Award and Putra Brand of the Year.

In addition, there would be the Putra Hall of Fame award, an accolade that was introduced in 2019 for brands that have won their respective categories over 10 successive years.

Putra Most Entertaining Brand of the Year



**"We are targeting around 6,000 to 8,000 respondents for the survey, which makes it one of the most extensive brand surveys in the Asian region."**

Datuk Johnny Mun

reflects outstanding achievements in developing a brand that has made strong inroads into the international market via product or service innovation, is committed to comprehensive marketing and communications programmes and demonstrates a strong corporate social responsibility (CSR) commitment.

Putra Brand Personality Award celebrates an outstanding individual with creativity, perseverance and persuasion.

Putra Malaysia Marketer of the Year recognises a company, team or individual exhibiting overall excellence in marketing, innovation and creativity in brand building while challenging conventional strategies in the product sector.

Lastly, Putra Brand of the Year is presented to the brand that best exemplifies continuous product innovation, commitment to brand building via communication and exhibits a strong sense of CSR.

The awards, first launched in 2010, is organised by the 4As in collaboration with the Star Media Group. It is supported by the Malaysian Advertisers Association, the Media Specialists Association, the Malaysian Digital Association, and endorsed as "Brand Champion Partner" by Malaysia External Trade Development Corp. *The Star* is also the official news partner of the Putra Brand Awards.

Mun said the theme for this year's awards would be announced soon.

Commenting on the awards, 4As president Andrew Lee said for brands to continue to remain relevant, they need to celebrate human connections with purpose and cater to consumers in the new normal, finding a balance between the rational and the emotional.

"The 4As will continue to nurture the con-



**Lee:** The 4As will continue to nurture the conditions that allow creativity to thrive and flourish.

According to Mun, for this year, there would be a new People's Choice Award which comes under the ambit of the Putra Brand Awards, known as the Aria Brand Awards.

This is specifically for brands that have made an impact and are deepening their presence in the market. This award would be held on January 12 next year at the same venue where Putra Brand Awards would be held.

## 1. MARKETING-INTERACTIVE

Keurig Dr Pepper called out for demanding 360-day payment terms in PR tender

01 December 2022

## 2. THE STAR

Keurig Dr Pepper comes under fire from industry

12 December 2022

## 3. CAMPAIGN BRIEF ASIA

4As Malaysia returns to in-person training with three day "4As Account Management Bootcamp"

22 February 2023

## 4. THE STAR

Putra brand Awards back in the limelight

19 September 2022



5

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## CONTENT CODE 2022 REFLECTS THE CHANGING TIMES



STARPICKS

Friday, 19 Aug 2022



According to Media, concerns addressed in Content Code 2022 include the need to improve accessibility of content for persons with disabilities, curtail abuse of religion in advertising, and require influencer marketing to adhere to the same standards expected of other advertisers.

Revamped code provides for a competitive, efficient and self-regulating industry in this era

IN a move forward towards regulating content in a digital future, the Content Forum of Malaysia announced the successful registration of the Content Code 2022 – aimed at fostering a robust content landscape in the country where freedom of expression and responsibility can seamlessly coexist.

First established in 2004, the Content Code outlines best practices and ethical standards for the creation and curation of content drawn up by the Communications and Multimedia Content Forum, which falls under the Malaysian

### 5. THE STAR

Content Code 2022 reflects the changing times

19 August 2022

### 6. MARKETING-INTERACTIVE

Design firm Dxclusive CEO on agencies feeling hopeless on copyright issues in MY

2 September 2022

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MARKETING-INTERACTIVE

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## Design firm Dxclusive CEO on agencies feeling hopeless on copyright issues in MY

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02 September 2022  
Author  
Janice Tan

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Khazanah-backed sustainable energy solutions company, Cenengi SEA, drew chatter for allegedly stealing an idea from design company Dxclusive. The company has since stated that it is investigating the issue, and that further updates will be provided as soon as possible. Meanwhile, shortly after A+M published the news yesterday, founder and CEO of Dxclusive Diana Chew, said on Facebook that both parties have reached an amicable solution and removed her initial post.

In a conversation with A+M, Chew added that many Malaysian are not aware of the design copyright, that is why this issue keeps popping up.

"We realised this only happens with big companies because of the procurement process, where the goal is to get the finest idea with the cheapest price. Many might not be aware that what they are doing isn't actually ethical because there isn't enough awareness on the topic," she said, adding:

Many designers and agencies encounter this situation, the community often feels hopeless in speaking out due to the lack of support.

**The IP remains the agency's or design firm's property unless an agreement is reached on the appropriate compensation. Their intellectual property may not be used in any manner that is against the agency's wishes.**

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