

Council Report

2024 – 2025



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.

- 1. TO PROVIDE INDUSTRY GUIDANCE & LEADERSHIP**
- 2. TO RAISE STANDARDS & PROFESSIONALISM**
- 3. TO FOSTER CONTINUOUS PROFESSIONAL DEVELOPMENT FOR THE ATTRACTION & RETENTION OF AGENCY TALENT**
- 4. TO PROMOTE COMMERCIAL CREATIVITY & ITS EFFECTIVENESS**
- 5. TO BE THE GOVERNMENT'S PRINCIPAL INFORMATION SOURCE & ADVISOR ON ADVERTISING**

01

TO PROVIDE INDUSTRY GUIDANCE & LEADERSHIP

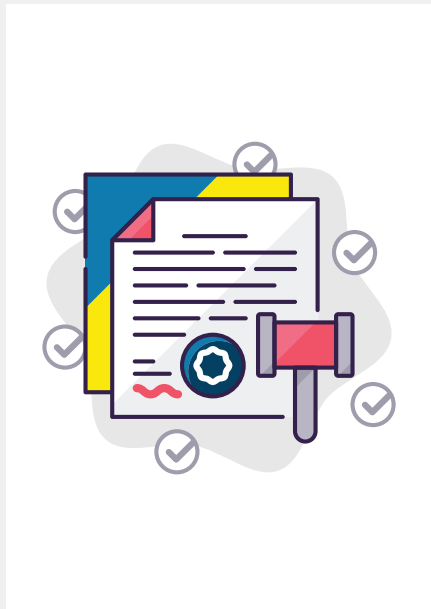
We set clear frameworks for best practices in the industry, to encourage the highest standards of creativity, ethics and business.



Pitch Disbursement By-Laws



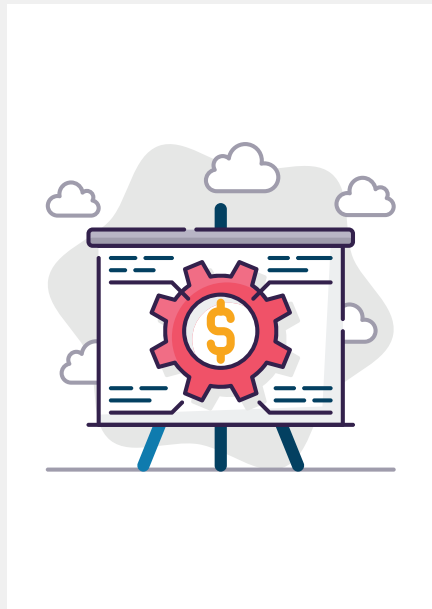
Finding an Agency Guide



Standards of Practice & Ethical Conduct



Ownership of Agency Ideas and Work Developed During a Pitch



Agency Remuneration Fee Guide

O2

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



Effie Awards Malaysia
—
Effectiveness Competition

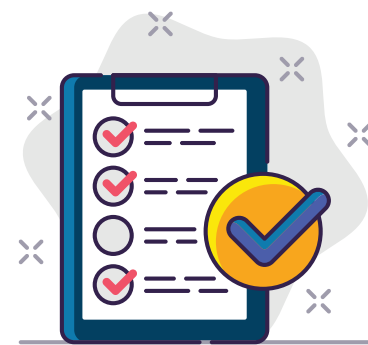


Founding Member of Industry Self-Regulatory Bodies

O3

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

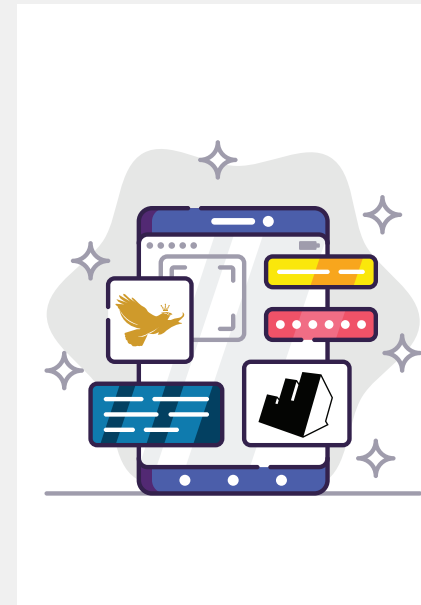


Workshops by Core-subject Specialists

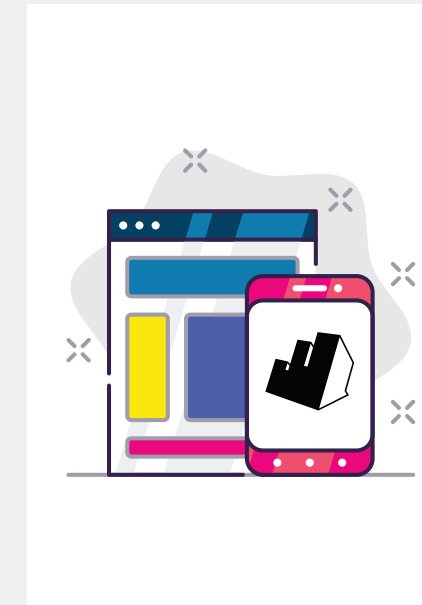
04

**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 Brand Awards, Putra Aria Brand Awards, Kancil Awards & Effie Awards Malaysia



Effie Winners' Showcase in the Business Press

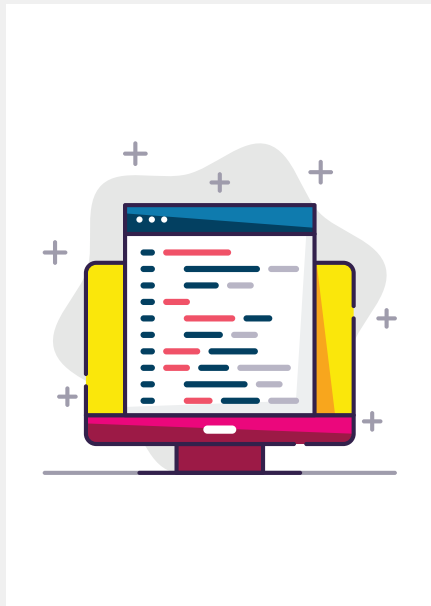
O5

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.



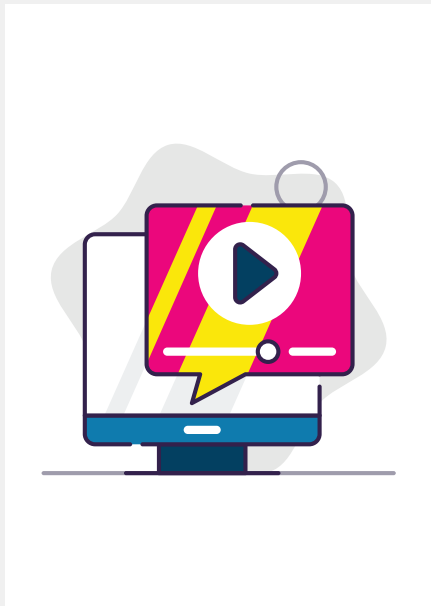
Inputs into the Drafting of An Advertising Code for Medical Device Advertising for the Ministry of Health



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".

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.

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.

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.

09

FREE LEGAL ADVICE

Members have access to free legal advice for an initial 1 hour consultation session from top legal firms. This includes topics related to contracts, HR, commercial, intellectual property and advice on client contract reviews.

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 Effie Awards Malaysia, the global Gold standard among marketing effectiveness competitions.

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.

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.

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

Council Members

Acting President



RYUSUKE ODA
Managing Director
HAKUHODO MALAYSIA SDN BHD

Senior Advisor



DATO' JOHNNY MUN
Chief Executive Officer
OXYGEN ADVERTISING SDN BHD



ANDREW LEE
Chief Executive Officer
4As MALAYSIA

SERVICE ACKNOWLEDGEMENT

MARCUS SK
GREY WORLDWIDE SDN BHD

ANDREW LEE
PRESIDENT: APR – SEP 2023

Council Members



ADRIAN LOH
Managing Director
SHINAJII SDN BHD



NISHA DEVINA ROY
Managing Director
M&C SAATCHI
MALAYSIA SDN BHD



IRENE WONG
Chief Executive Officer
GREY WORLDWIDE
SDN BHD



DR MILAN AGNIHOTRI
Head of Growth and
Strategy
DENTSU MALAYSIA
SDN BHD



JOYCE GAN
Partner / Group Client
Service Director
FISHERMEN
INTEGRATED



CLARENCE KOH
Chief Executive Officer
NAGA DDB SDN BHD



LV CHONG
Regional Managing
Director
MONSTER
INTERACTIVE
SDN BHD



YEE HUI TSIN
Chief Executive Officer
TBWA KUALA LUMPUR
SDN BHD



**JASMIN OMAR
JAYASEELAN**
Managing Director
ELLIPSIS ASIA
SDN BHD



PARAMES IYADORAI
Group Chief
Business Officer
FOREFRONT STUDIO
SDN BHD



NIZWANI SHAHAR
Chief Executive Officer
HAVAS MALAYSIA
SDN BHD

Presidents Report



The Association remains steadfast in championing the value that agencies bring to their clients, actively advancing this through the strategic execution of its five key objectives;

1. To Provide Industry Guidance & Leadership
2. To Raise Standards & Professionalism
3. To Foster Continuous Professional Development for the Attraction & Retention of Agency Talent
4. To Promote Commercial Creativity & Its Effectiveness
5. To be the Government's Principal Information Source & Advisor on Advertising

These initiatives not only enhance the Association's recognition within the industry but also solidify its position as a powerful force with a positive and lasting impact on advertisers' businesses. By driving innovation, fostering collaboration, and supporting the development of best practices, the Association ensures that agencies are consistently acknowledged for their vital role in shaping successful advertising strategies. This, in turn, strengthens the influence of the

advertising industry, enabling it to deliver measurable results and sustainable growth for businesses in an increasingly competitive and dynamic market.

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.

Leadership

Andrew Lee, the retired Group Managing Director of Havas Malaysia and the immediate past President of 4As Malaysia, having served three consecutive terms, was appointed the new Chief Executive Officer (CEO) of 4As, effective May 2024. With his vast experience and profound insights into the advertising industry, Andrew is well-equipped to lead 4As Malaysia towards continued success, driving the association's strategic initiatives and ensuring alignment with its key objectives. As the association continues to play a pivotal role in shaping the future of the advertising industry, he will oversee the expansion of the 4As community. By prioritising membership growth and extending its reach, the 4As aim to enhance the association's influence, ensuring it remains relevant and responsive to the dynamic and evolving needs of the industry.



ANDREW LEE

PRESIDENT: APR 2017 – SEP 2023

By prioritising membership growth and extending its reach, the 4As aim to enhance the association's influence, ensuring it remains relevant and responsive to the dynamic and evolving needs of the industry.

Membership

By the end of 2024, the 4As proudly welcomed 10 new members into its fold, marking a significant milestone in expanding its community. These new members bring a diverse range of expertise, creativity, and innovation to the association, further strengthening the 4As' position as a leading force in Malaysia's advertising and marketing industry. The addition of these members reflects the growing recognition of the 4As' commitment to driving creative excellence. With these new members the 4As continue to evolve and lead the way in shaping the future of our industry.

NEW MEMBERS

- **A PAPER CREATIVE**
- **REKALABS (JUNO)**
- **MLY TRADING SDN BHD (ANYMETA)**
- **THE CHARIOT AGENCY**
- **ALEXANDAR BERNARD ADVERTISING**
- **PEOPLE 'N RICH – H**
- **LEWIS COMMUNICATIONS**
- **RAPP WORLDWIDE MALAYSIA**
- **TINKER STUDIO**
- **YELLOW LEADS**

Awards

THE PUTRA BRAND AWARDS

The 15th edition of the Putra Brand Awards continues to be the one and only money-cannot-buy recognition for brands that have earned the trust of Malaysians through innovation and strong consumer connections. This year's "Forging Legacies" encapsulates the collective spirit that propels our industry forward. A legacy is not created in isolation; it stems from shared aspirations, meaningful collaboration, and a commitment to excellence that brings together teams, industries, and communities. It serves as a reminder that brands are more than just logos or products – they are dynamic forces that influence lives.





THE PUTRA ARIA BRAND AWARDS

The 4As continued with the 3rd edition of the Putra Aria Brand Awards, an extension of the Putra Brand Awards. It recognises 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. This year's recognition has been shaped by a record-breaking 50,000 voices, reflecting trust, integrity, and steadfast consumer loyalty.

The awards were presented at the respective gala events on 16 and 17 January. A combined attendance of almost 2000 guests were in attendance. Winners were also celebrated in a 92-page "Star Special" supplement published on 25 February 2025.



EFFIE AWARDS MALAYSIA

The 16th Effie Awards Malaysia, the global gold standard among marketing effectiveness competitions, was held on 20 September 2024. The theme for this year's awards, "Make Malaysia Move," captures the essence of Effie by focusing on creativity and effectiveness as key drivers of Malaysia's market growth through innovative ideas. It challenges marketers and advertisers to push boundaries, craft captivating campaigns, and deliver tangible results. By emphasising the importance of blending bold creativity with strategic execution, Effie celebrates campaigns that create a meaningful business impact, inspiring industry professionals to pursue excellence and leave a lasting mark through their work.





KANCIL AWARDS 2024

The theme for this year's Kancil Awards, Malaysia's premier creative competition, was "Make [IT] Happen." Crafted to ignite creative spirits, it celebrates extraordinary talent and ideas that not only dream of greatness but also boldly elevate Malaysia to the global creative stage.

The one-day festival saw over 400 delegates in attendance, while nearly 1,500 guests gathered for the awards night on November 20.



PUTRA BRAND COLLOQUIUM

The 4As held its first-ever Putra Brand Colloquium in August 2024 to further enhance the prestige of the Putra Brand Awards within the industry. The first edition, entitled Elevate Your Brand - Strategies for Success in the Evolving Marketing Landscape, provided insights into developing and refining focus on strategic brand development amidst the challenges of a rapidly evolving mediascape.



Educate

The 4As continues to strengthen its decade-long alliance with the Institute of Practitioners in Advertising (IPA). To date, 609 Malaysian practitioners, including advertising and marketing lecturers, have earned qualifications through the six exam-based, globally recognised IPA certificates we offer to the industry

Through our partnership with the IPA, 609 Malaysian practitioners have earned globally recognised qualifications.

IPA FOUNDATION CERTIFICATE (BATCH 11)

40

DELEGATES

73%

PASS RATE

IPA DIGITAL PERFORMANCE CERTIFICATE (BATCH 6)

15

DELEGATES

67%

PASS RATE

IPA EFFECTIVENESS ESSENTIALS CERTIFICATE (BATCH 4)

07

DELEGATES

100%

PASS RATE

IPA ADVANCED CERTIFICATE IN EFFECTIVENESS (BATCH 3)

20

DELEGATES

90%

PASS RATE

IPA DIVERSITY & INCLUSION ESSENTIALS CERTIFICATE (BATCH 2)

07

DELEGATES

71%

PASS RATE

THE REFINERY

The successful launch of the inaugural program, "The Refinery," in 2023 motivated the 4As to proceed with the launch of its second edition in Q3, 2024. A total of 13 Member agencies had registered for the 2024/25 Refinery program with 6 institutions of higher learning.



ADVOCACY

STEAMULUS

The 4As Steamulus session continues to be proven to be an invaluable resource for members to stay informed and up-to-date on the constantly evolving dynamics of the Malaysian media landscape. These sessions serve as a platform for industry practitioners to engage in insightful discussions, exchange knowledge, and gain a deeper understanding of the latest trends, challenges, and opportunities within the advertising and marketing industry. By bringing together thought leaders, media experts, and practitioners, the 4As Steamulus sessions facilitate the sharing of critical information, enabling participants to navigate changes in the industry with greater awareness and strategic foresight. Nearly 200 participants from member agencies took part in three sessions held in 2024/25.

steamulus

INDUSTRY ENGAGEMENT EVENING

DECODING MALAYSIAN MEDIA:
INSIGHTS FOR MODERN MARKETERS

Gain insights into effective digital strategies amidst the evolving Malaysian media landscape. Join the conversation!

29 APR
Monday

2:30 PM - 4:30 PM
(Includes 10 min Q&A)

Cybertorium Menara Star
15, Jalan 16/11,
46350 Petaling Jaya, Selangor

REGISTER NOW!

FREE ADMISSION FOR 4AS MEMBERS.
*REGISTRATION CLOSES ON 27 APRIL 2024.

SPEAKER – SHEILA SHANMUGAM

Sheila is a turnaround specialist with a keen Malaysian media literacy. Her career highlights include the launch of m/SIX Malaysia, near-total conversion in business development, and managing four agency brands: Mindshare, m/SIX, OPENMIND, and NEO. Additionally, she serves as an Adjunct Professor at Taylor's University and Monash University and is enrolled in a Strategy and Innovation postgraduate program at Saïd Business School, University of Oxford.

PRESENTED BY

4As MALAYSIA

BUKUMERANG

WHAT YOU'LL LEARN

In this session, participants will delve into four critical areas of the Malaysian media industry:

✓ The Evolving Landscape of Malaysian Media
Delve into the shifting trends, consumer behaviours, and digital influences that are reshaping the Malaysian media scene.

✓ Economic Impact and Consumption Behaviours
An overview of Malaysia's economic evolution, focusing on the middle-class decline, local consumption, and boycott impacts.

✓ Digital 2023: What's Emerging, Relevant, and Irrelevant
Quick highlights on AI-driven advertising and emerging micro-communities like Xia Hong Shu as new avenues for marketers.

✓ Traditional Media in Transition
A brief overview of how traditional media outlets like TV and OOH integrate with digital platforms to create a comprehensive media experience.

Decoding Malaysia Media - Insights for Modern Marketers
29 April 2024

ADVENT OF AI
IN MARKET RESEARCH:
THE FUTURE IS NOW!

25 FEB 2025 | 4pm to 5pm
(On-Line Session)

REGISTER NOW

FREE ENTRY TO 4AS MEMBER AGENCIES
REGISTRATION CLOSING ON 21 FEBRUARY 2025

The integration of Artificial Intelligence (AI) into market research is transforming the marketing communications industry towards an era of enhanced efficiency and innovation. MR agencies are leveraging AI through their IP tools to deliver real-time, actionable insights in the realms of advertising pre-testing, idea and concept building, brand strategy, segmentation intelligence and consumer understanding.

Listen to the POV on two experienced researchers on how AI is powering informed marketing decisions.

SPEAKERS

Paromeeta M Banerjee

General Manager Insights, Country Head, Kantar Insights, Malaysia

Paro has a career spanning 23+ years in market research, working across a myriad range of sectors such as FMCG, Telecom, Personal Care, Aviation, Media, Fin-Tech and others, across markets in APAC. Partnered large global and local organisations such as PepsiCo, Nestle, Heineken, Beckett Benckiser, AirAsia, F&N, Tata Group and Avista, to name a few.

Divya Singh

Director Brand Strategy, Kantar Insights

Divya brings 15+ years of comprehensive market research experience, with a focus on the Malaysian market for 10 years, facilitating growth for local and multinational brands and providing strategic guidance to enhance their market presence. She drives Kantar's Sustainable Transformation initiatives in Malaysia, working with clients to embed sustainability into their strategies.

WHAT WILL YOU LEARN?

How advancements through AI can empower marketers, advertising and media professionals to anticipate market shifts and make data-driven strategic decisions with greater confidence.

PRESENTED BY

4As MALAYSIA

GROWING BRANDS
THROUGH CREATIVITY

Advent of AI in Market Research: The Future is Now!
25 Feb 2025

steamulus

INDUSTRY ENGAGEMENT EVENING

GRANT MASTERY – FULLY UNDERSTANDING
HRD CORP CLAIMABLE SCHEMES

HRD Corp in collaboration with 4As Malaysia presents this specially organised session dedicated to providing an approachable yet comprehensive explanation of the available HRD Corp claimable schemes.

19 MAR 2025 | 2:30 PM - 4:00 PM
(On-Line Session)

REGISTER NOW

FREE ENTRY TO 4AS MEMBER AGENCIES
REGISTRATION CLOSING ON 17 MARCH 2025

Grant Mastery - Fully Understanding HRD CORP Claimable Schemes
19 Mar 2025

4As COUNCIL REPORT 2024 – 25 21

Awards Committee Report

Committee

Acting President, Dato Johnny Mun,
Mr LV Chong, Ms Joyce Gan, Ms Yee Hui Tsin

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 creative economy ideas to drive value change.

Effie Awards Malaysia

Mr Ryusuke Oda of Hakuhodo Malaysia and Mr LV Chong of Monster Interactive returned as the Co-Organising Chairpersons for the 16th edition of the Effie Awards Malaysia. Datuk Lai Shu Wei of Sime Darby Property also returned as Jury Chairperson.

The 2024 Effie Awards, themed "Make Malaysia Move" awarded 2 Gold, 14 Silver, and 13 Bronze from a shortlist of 67 campaigns. The gala night was held on 20 September 2024 at the One World Hotel, Petaling Jaya.

The overall standard of submissions remained high. The 2024 Effie Awards Malaysia were judged by panels comprised of more than 60 advertising, media and marketing leaders.



Grab

BRAND OF THE YEAR



Grab Creative Studio

AGENCY OF THE YEAR



Kancil Awards

For Kancil 2024, Yee Hui Tsin of TBWA Kuala Lumpur and Joyce Gan of Fishermen Integrated returned as Co-Organising Chairpersons along with Mr Adam Miranda of Fishermen Integrated and Mr Emir Shafri of Publicis Malaysia as Co-Creative Chairpersons for the Kancil Awards and Creative Festival Conference 2024.

The theme "Make [IT] Happen" was crafted to ignite creative spirits and celebrate the extraordinary talent and ideas that don't just dream of greatness but also courageously elevate Malaysia to the global creative spotlight.

More than 400 delegates attended the Kancil Festival Conference, with both international and local guest speakers delivering their illuminating views, and more than 1600 guests attended the Awards night on November 20 at the Ex8 Subang Jaya event space.



Judging

Mr. Graham Drew of Grey Malaysia and Mr. Chan Woei Hern of Vayner Media were appointed Co Jury Chairpersons. A total of 865 entries were received. The Student Kancils X Scoolers recorded 545 entries and was sponsored by Goodday Charge.



NUMBER OF
ENTRIES

865

PROFESSIONAL

545

STUDENT





**Heidden In Plain Sight,
Leo Burnett
Kuala Lumpur**

GOLDEN KANCIL

**Leo Burnett
Kuala Lumpur**

AGENCY OF THE YEAR

**Heineken
Malaysia Berhad**

ADVERTISER OF THE YEAR

**Directors
Think Tank**

PRODUCTION HOUSE OF THE YEAR

**Papayah,
Lim Xin Ruu
GRAPH STUDIO**

YOUNG DIRECTORS CHALLENGE

The Putra Brand Awards and Putra Aria Brand Awards

Dato' Johnny Mun of Oxygen Advertising continued as the Organising Chairman for both awards. The 2024 theme "Forging Legacies" set the stage for the 15th Putra Brand Awards—also known as the People's Choice Award—where 178 Platinum, Gold, Silver, and Bronze awards were presented across 24 categories.

The Putra Aria Brand Awards (PABA) continues to recognise top brands in each category using the same consumer survey for the third consecutive year. Winners were determined by percentiles—brands in the higher percentile group received the Putra Brand Awards, while those in the second percentile group earned the Putra Aria Brand Awards. A total of 165 awards were presented across 24 categories.

Both the PBA and PABA are endorsed by MATRADE as Brand Champion Partner and supported by the Malaysian Advertisers Association, Malaysian Digital Association, Media Specialists Association, and the Outdoor Advertising Association of Malaysia. The awards were organised in collaboration with the Star Media Group. The ceremonies for both awards took place on January 16 and 17, 2025.

The awards remain highly sought after by top marketers due to their credibility and prestige as a money-can't-buy recognition, making them one of the most anticipated events in the marketing and communications industry, where the most consumer-favoured brands are showcased.



GARDENIA

**PUTRA MOST
ENTERPRISING
BRAND OF THE YEAR**

FARM FRESH MARKETING TEAM

PUTRA MALAYSIAN MARKETER OF THE YEAR

WATSON'S

PUTRA BRAND OF THE YEAR

DATUK WIRA AMEER ALI MYDIN

MANAGING DIRECTOR, MYDIN
PUTRA PERSONALITY OF THE YEAR

FARM FRESH

PUTRA BRAND ICON

Star Special

THE STAR, TUESDAY 25 FEBRUARY 2025

PUTRA BRAND AWARDS 2024

15 YEARS OF BRAND EXCELLENCE

Recognising brands that have earned the trust of Malaysians through their innovation and strong consumer connections. A record-breaking 50,000 voices have shaped this year's recognition, reflecting trust, integrity and unwavering consumer loyalty.

At the Putra Brand Awards 2024, we honour Malaysia's most beloved brands and the brilliant minds behind their success.

Turn to page 65 to discover the winners of the third Putra Aria Brand Awards 2024.



ORGANISED BY



IN COLLABORATION WITH



BRAND CHAMPION PARTNER



SUPPORTED BY







2

Putra Brand Awards 2024

Putra Brand Awards 2024

Board of governors

Datta Mahesh Adani A&P (chairman)
Chief Executive Officer, A&P (Malaysia)

Dr. Mohd Faizul Lee
Managing Director, M&A

Dr. Mohd Yusoff Yusoff Accredited Advertising Agency Malaysia (AAAM)

Acrylic House

Agency One Accredited Advertising Agency Malaysia (AAAM)

Delish Jeffrey Hoo (Managing chairman)

Associate and Counsel Member, Accredited Advertising Agency Malaysia (AAAM)

Rafa Rhee

Group Managing Director, Media Prima Bhd

Elan Sang Lee

Group Chief Marketing Officer, Astro Media Group

Lim Han Loo

Group Chief Marketing Officer, Astro Malaysia Holdings Bhd

Song Ho Key Tat

Publisher and Group Chief Executive Officer, The Edge Media Group

Shahla Mageson

Managing Director, Media Specialist Association

Cherliee Nee Dithindan

President, Malaysian Advertisers Association

Elmer Tan

Managing Director, Malaysia Digital Association

Masroff Yusoff

Managing Director, Outdoor Advertising Association of Malaysia

Voted by the people

Putra Brand Awards (PBA)

Putra Brand Awards (PBA) 2024 recently awarded

the following winners:

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

Malaysia's most renowned

[illegible]

YOUR
CHOICE
YOUR
VOICE



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2024

VOTE NOW

Selection Criteria

This is based strictly on consumers' choice of brands that consistently invest in brand building. This year, a total of 50,000 consumer responses were received for both awards during an eight-week survey period, surpassing the minimum requirement of 6,000 responses.

The survey was conducted across 60 digital platforms, with the respondents rating 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

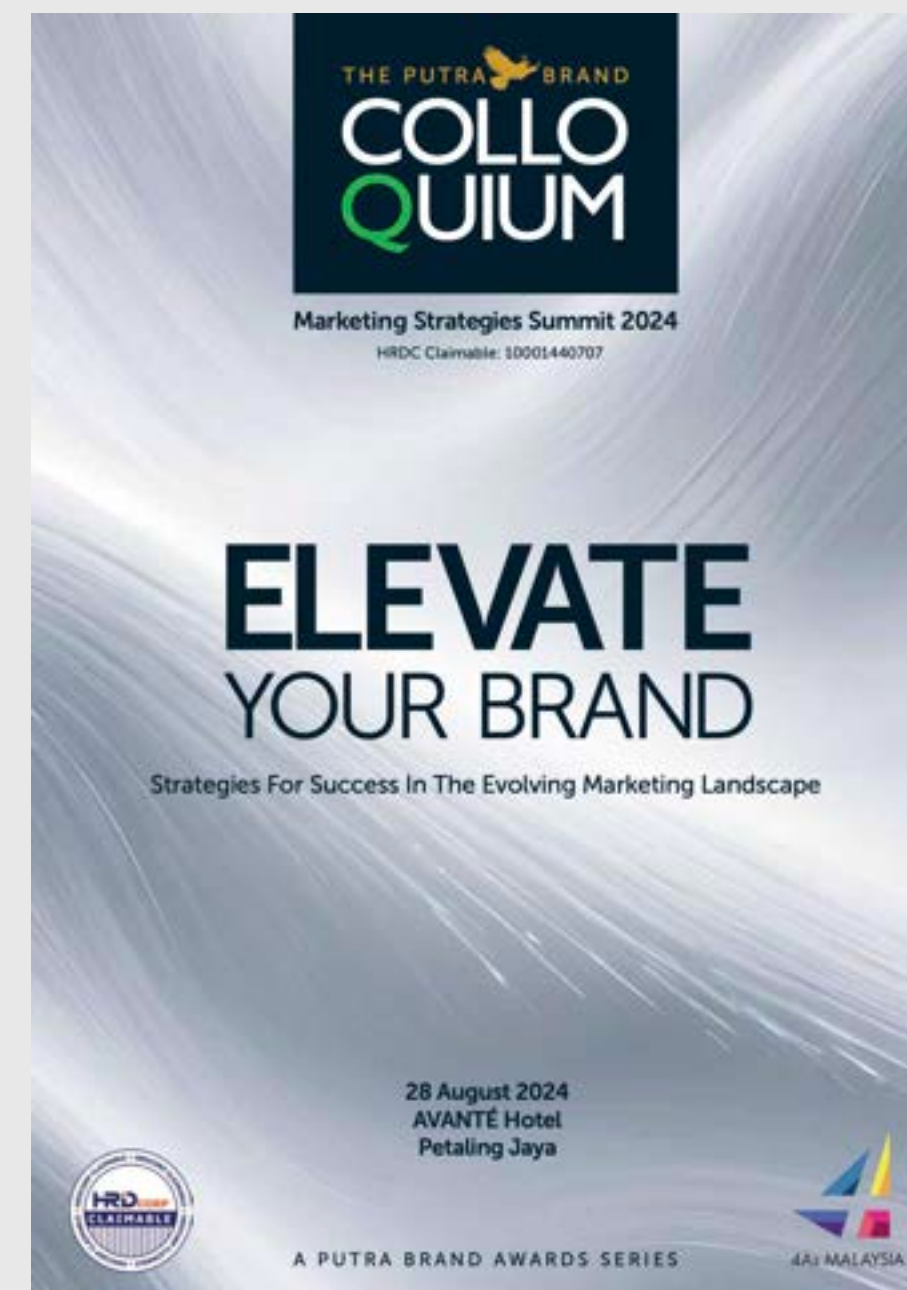


The Putra Brand Colloquium

The inaugural Putra Brand Colloquium, a premier marketing summit featuring Putra Brand Award (PBA) winners and seasoned industry leaders, was held on August 28. This marks the first-ever marketing strategies summit for the Putra Brand Series since its inception 15 years ago.

The summit provides a platform for industry leaders to share proven strategies behind their brand success. As a natural extension of the Putra Brand Awards, it reinforces that the Putra Brand credo's impact extends far beyond the awards gala night.

The theme for 2024, "Elevate Your Brand" focused on the strategies essential for uplifting brands in today's dynamic marketing landscape. The colloquium offered 156 attendees the chance to engage with industry leaders, gaining insights from their proven tactics and success stories to inspire and enhance their brand-building efforts.



Advocacy Committee Report

Committee

Acting President, Ms Parames Dorai,
Ms Nisha Roy, Ms Irene Wong,
Ms Nizwani Shahar, Mr Clarence Koh,
Dr Milan Agnihotri

Objectives

01

Improving the quality of talent, ethics
and professional standards.

02

Membership Recruitment and
Marketing.

Pitch Disbursement By-Laws

Efforts to bypass the Pitch Disbursement By-Laws

Advertisers have been found circumventing the Pitch Disbursement By-Laws by using media pitches as intermediaries in the pitching process. In these cases, a media agency is invited to participate in a pitch and partners with a creative agency to provide creative strategies or solutions. This tactic allows advertisers to effectively bypass the Pitch Disbursement By-Laws, which are designed to ensure a fair and transparent process.

This practice presents significant challenges for network agencies, especially those with media and creative agencies within the same organisation. When a media agency within a network is invited to participate in a pitch, creative agencies are often expected to collaborate. This creates a conflict, as network agencies struggle to comply with local By-Laws when

their involvement may be influenced by regional or global directives that bypass the intended rules.

To address this concern, the 4As met with the President and Vice President of the Media Specialists Association (MSA). During the meeting, the MSA acknowledged the issue and agreed to include a requirement in their pitch guidelines for advertisers seeking creative strategies or solutions to contact the 4As directly. This ensures that creative solutions are governed by a separate pitch disbursement process, reinforcing compliance with the established By-Laws.

Increased Marketing Budget Threshold

The Pitch Disbursement was introduced to protect agencies from having their ideas and strategies exploited without fair compensation and to address the issue of pitches being overcrowded with an unreasonable number of participants, sometimes exceeding 20 agencies.

Recently, the 4As received feedback from members expressing that the current RM100,000 marketing budget

threshold is too low given the current market conditions. In response, the Council agreed on the need to update the threshold to reflect creative agency fee and/or commissions exceed RM200,000, rather than using the current threshold, which is based on the total marketing communications budget (including media costs, production costs, and fees/commissions) of RM100,000 for Member Agencies participating in pitches. This adjustment aims to better align the criteria with current industry standards and business needs, making the pitching process more effective and inclusive.

However, during the Extraordinary General Meeting held on 1 October 2024, members decided that the threshold should remain based on the total marketing communications budget (inclusive of media costs, production costs, and fees/commissions), but with the revised amount of RM200,000 instead of switching to a focus on creative agency fees and/or commissions.



Pitch Disbursement
Pitch Disbursement By Laws
(November 2024)

Membership

Initiatives to Spur Membership Growth

In addition to its ongoing efforts in professional development, education, training, industry awards, and fostering a favourable business environment, the Council acknowledged the need for the Association to become more agile in addressing the industry's evolving needs. The following initiatives were being explored to attract new members while also creating a more dynamic and responsive environment that supports the growth and success of all members.

- To communicate the financial advantages of membership
- To use case studies and testimonials from existing Members to demonstrate how the Association has directly contributed to their success and growth
- To promote diversity within the Association's leadership and membership and showcase a modern inclusive organisation that is open to all types of agencies
- To expand the professional development offerings beyond traditional models by collaborating with current industry leaders
- To build a proprietary and accredited executive fast-track programme that injects high-quality talent into the industry
- The repackaging of a resource centre with partners that fill addressable needs
- To include more diverse showcases of Members' works through industry publications and media partnerships, which traverse the award ceremonies
- To strengthen the advisory role by actively intervening in cases where Member agencies face challenges with either government policies such as censorship or client-related issues such as non-payment after the services were rendered and contracts that were made in bad faith
- To clearly communicate to Members how the Association is able to support the Members

New Members joined in 2024

The Council welcomed the following new members:

- **A Paper Creative**
- **Rekalabs (JUNO)**
- **MLY Trading Sdn Bhd (Anymeta)**
- **The Chariot Agency**
- **Alexandar Bernard Advertising**
- **People 'n Rich – H**
- **LEWIS Communications**
- **RAPP Worldwide Malaysia**
- **Tinker Studio**
- **Yellow Leads**

Member Engagement

Steamulus

Since 2019, the 4As Steamulus session has been a valuable resource for staying updated on the evolving dynamics of the Malaysian media landscape, AI-driven advertising, consumer trends, consumption behaviours and how traditional platforms are adapting to the rapid changes brought about by digital platforms.

Mindshare Group Malaysia returned by popular demand on April 20, 2024, to present their insights at Steamulus #17, held at the Cybertorium in Menara Star. The session, titled "*Decoding Malaysian Media - Insights for Modern Marketers*", offered a deep dive into the evolving media landscape.

This was a fantastic opportunity to hear directly from a media agency expert on what drives both consumers and the media marketplace, offering valuable context for members own work. The session was attended by 80 practitioners.

steamulus

INDUSTRY ENGAGEMENT EVENING

DECODING MALAYSIAN MEDIA:
INSIGHTS FOR MODERN MARKETERS

Gain insights into effective digital strategies amidst the evolving Malaysian media landscape. Join the conversation!

29 APR
Monday

2.30 PM - 4.30 PM
(Includes 10 min Q&A)

Cybertorium Menara Star
15, Jalan 16/11,
46350 Petaling Jaya, Selangor

REGISTER NOW!

FREE ADMISSION FOR 4AS MEMBERS.
*REGISTRATION CLOSES ON 27 APRIL 2024.



SPEAKER – SHEILA SHANMUGAM

Sheila is a turnaround specialist with a keen Malaysian media literacy. Her career highlights include the launch of m/SIX Malaysia, near-total conversion in business development, and managing four agency brands: Mindshare, m/SIX, OPENMIND, and NEO. Additionally, she serves as an Adjunct Professor at Taylor's University and Monash University and is enrolled in a Strategy and Innovation postgraduate program at Saïd Business School, University of Oxford.

PRESENTED BY


4As MALAYSIA
COUNCIL MEMBER
RETIRED DEPUTY


BOOMERANG

WHAT YOU'LL LEARN

In this session, participants will delve into four critical areas of the Malaysian media industry:

✓ The Evolving Landscape of Malaysian Media

Delve into the shifting trends, consumer behaviours, and digital influences that are reshaping the Malaysian media scene.

✓ Economic Impact and Consumption Behaviours

An overview of Malaysia's economic evolution, focusing on the middle-class decline, local consumerism, and boycott impacts.

✓ Digital 2023: What's Emerging, Relevant, and Irrelevant

Quick highlights on AI-driven advertising and emerging micro-communities like Xia Hong Shu as new avenues for marketers.

✓ Traditional Media in Transition

A brief overview of how traditional media outlets like TV and OOH integrate with digital platforms to create a comprehensive media experience.

Decoding Malaysia Media - Insights for Modern Marketers
29 April 2024

4As COUNCIL REPORT 2024 – 25 34

ADVENT OF AI IN MARKET RESEARCH: THE FUTURE IS NOW!

25 FEB 2025 | 4pm to 5pm
(On-Line Session)

REGISTER NOW

FREE ENTRY TO 4AS MEMBER AGENCIES
REGISTRATION CLOSES ON 23 FEBRUARY 2025

The integration of Artificial Intelligence (AI) into market research is transforming the marketing communications industry towards an era of enhanced efficiency and innovation. MR agencies are leveraging AI through their IP tools to deliver real-time, actionable insights in the realms of advertising pre-testing, idea and concept building, brand strategy, segmentation intelligence and consumer understanding.

Listen to the POV on two experienced researchers on how AI is powering informed marketing decisions.

SPEAKERS



Paromeeta M Banerjee
*General Manager Insights, Country Head,
Kantar Insights, Malaysia*

Paro has a career spanning 23+ years in market research, working across a myriad range of sectors such as FMCG, Telecom, Personal Care, Aviation, Media, Fin-Tech and others, across markets in APAC. Partnered large global and local organisations such as PepsiCo, Nestle, Heineken, Rockitt, Berckliar, AirAsia, F&N, Tata Group and Axiata, to name a few.



Divya Singh
Director Brand Strategy, Kantar Insights

Divya brings 18+ years of comprehensive market research experience, with a focus on the Malaysian market for 10 years, facilitating growth for local and multinational brands and providing strategic guidance to enhance their market presence. She drives Kantar's Sustainable Transformation initiatives in Malaysia, working with clients to embed sustainability into their strategies.

WHAT WILL YOU LEARN?

How advancements through AI can empower marketers, advertising and media professionals to anticipate market shifts and make data-driven strategic decisions with greater confidence.

PRESENTED BY



4As MALAYSIA
GROWING BRANES
THROUGH CREATIVITY

Steamulus #18: Advent Of AI In Market Research: The Future is Now! was held online on February 24, 2025, with speakers from Kantar Insights Malaysia providing insights on the integration of Artificial Intelligence (AI) into market research which is transforming the marketing communications industry, enhancing efficiency and innovation.

This was an opportunity to learn how market research agencies are using AI tools to deliver real-time, actionable insights in areas like advertising pre-testing, concept development, brand strategy, segmentation, and consumer behaviour. The session was attended by 72 practitioners.

Advent of AI in Market Research: The Future is Now!
25 Feb 2025

4As in collaboration with Human Resources Development Corporation (HRDC) held the Steamulus #19: Grant Mastery- Fully Understanding Of HRD Corp Claimable Schemes on March 19, 2025. This session was specially organised and aimed at providing an understandable explanation of the nine HRD Corp claimable schemes available to employers and employees. This session delved into the details of how members can take advantage of these schemes to support their workforce development and training needs. In addition, the session will provide an in-depth explanation of the recently updated Allowable Cost Matrix (ACM), helping participants understand how these changes may impact their claims.

Participants will gain practical insights into claims, eligibility, and procedures, with the session designed to make HRD Corp claims accessible to all, even those unfamiliar with the process. A dedicated Q&A segment was held allowing participants to clarify any



GRANT MASTERY – FULLY UNDERSTANDING HRD CORP CLAIMABLE SCHEMES

HRD Corp in collaboration with 4As Malaysia presents this specially organised session dedicated to providing an approachable yet comprehensive explanation of the available HRD Corp claimable schemes.

19 MAR 2025 | 2.30 PM - 4.00 PM
(On-Line Session)

REGISTER NOW

FREE ENTRY TO 4AS MEMBER AGENCIES
REGISTRATION CLOSING ON 17 MARCH 2025



Grant Mastery - Fully Understanding HRD CORP Claimable Schemes
19 Mar 2025

points and address immediate concerns. This interactive session aims to equip businesses and individuals with the knowledge to fully leverage HRD Corp programs. The session was attended by 50 practitioners



VOXCOMM

Qualifications Based Selection (QBS)

The VoxComm Board had reviewed the VoxComm Manifesto and, after a deliberation, unanimously agreed that it would not support the QBS Principles, which discourage the request for speculative work. The manifesto will be updated to *Client and Agency Partnership Principles*, which also integrates Artificial Intelligence (AI) as a commercial creativity rather than treating it as a separate element.

Client and Agency Partnership Principles

VoxComm had worked with the WFA (World Federation of Advertisers) to forward the Client and Agency Partnership Principles. The draft Principles are:

1. CLIENTS TO FOCUS EFFORT ON ASSESSING QUALIFICATIONS AND CREDENTIALS

Prioritising rigorous evaluation of agency expertise is crucial to ensuring the right fit for the business needs.

- Clients should assess agencies based on the five Cs: Credentials, Capabilities, Chemistry, Culture, and Client References. This process ensures a strong match, particularly for project-based works
- To experience an agency's capabilities, clients may engage them in a defined project or tactical campaign
- Agencies should also evaluate potential clients using these criteria to ensure alignment with their own values and operational strengths. If necessary, a formal pitch can be used for further evaluation, with both parties demonstrating their suitability and compatibility.

2. PARTNERSHIPS ARE BUILT ON CLARITY AND TRANSPARENCY

Clear and transparent communications are essential for successful partnerships

- Clients should declare indicative annual or projected budgets upfront, including media, production, and agency fees, and provide a sample scope of work along with standard contract terms. This allows agencies to assess whether they can service the business profitably.
- Clients should therefore disclose the number of agencies that would be considered at each stage of the selection procedure to manage expectations and streamline the decision-making process.
- Agencies should reciprocate by clearly outlining their capabilities, pricing structures, and IP considerations.

3. ADVOCATE FOR FAIR AND EQUITABLE COMMERCIAL TERMS

In advertising, as in any business, fair and equitable commercial terms are essential. Payment terms are a key operational requirement

- Clients should promote fair business practices, including adherence to standard payment terms, such as 30 days, to help maintain agency cash flow and profitability. It is in the client's best interest to ensure that agencies earn a reasonable margin on the services they provide, especially considering that a significant portion of agency costs (approximately 75%) is allocated to talent, which is the driving force behind creativity.
- The client's procurement department should be included from the onset of the arrangement to clearly understand the scope of work requested by marketing.
- Agencies should set their prices based on the value of their services and be open to negotiating

terms that reflect the project's scope. They should also avoid unsustainable pricing practices and consider incorporating risk / reward pricing structures where appropriate. This ensures that both parties engage in a fair and balanced business relationship.

4. RESPECT OWNERSHIP OF INTELLECTUAL PROPERTY (IP)

Intellectual Property (IP) must be respected and properly managed

- Clients should honour these terms and refrain from requesting extensive free consulting services, which undermine the value of the agency's expertise.
- Agencies should clearly define IP ownership terms in their proposals and communications, ensuring that IP developed during the selection process is assigned only when agreed upon and compensated.

- Proper management of IP fosters a professional and ethical partnership where both parties uphold agreed-upon terms and recognise each other's contributions.

5. OFFER AND ACCEPT FEES FOR EXPERTISE

An ethical and professional partnership is built on mutual respect for each other's expertise

- Clients should offer a fair fee for the effort and strategic value provided during the pitching process. If pitch fees are not feasible, clients should rely on a robust profile phase using the 5Cs to assess agency qualifications.
- Agencies should assert the value of their expertise by requesting appropriate fees for their strategic input and pitching efforts. This mutual respect for expertise and fair compensation reinforces a strong and collaborative alliance.

Pay-to-Pitch

Pitch consultants have introduced a "pay-to-pitch" trend, which originated in the United Kingdom several years ago. Under this practice, agencies that do not pay an intermediary's fee (either upfront or as a percentage of client billings) are excluded from pitch shortlists.

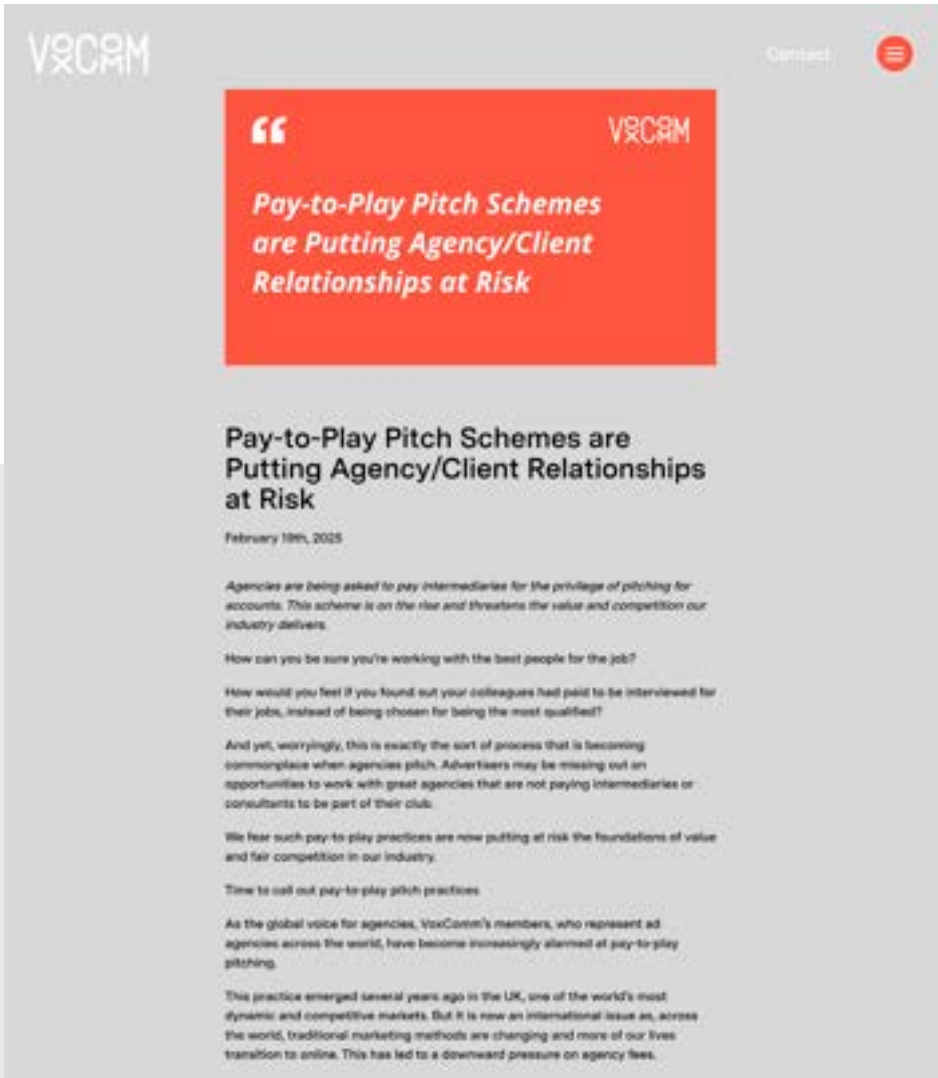
In certain cases, advertisers are assured that they will not incur any costs for the intermediary's services, as the entire financial burden is placed on the agency. This seems to have also occurred in Portugal in November 2024, when a prominent bank was advised not to consider its incumbent advertising agency, with the excuse that the agency did not provide the consultant with the appropriate "credentials."

VoxComm responded to this matter with a statement in the form of a content piece titled *Pay-to-play Pitch Rackets are Putting the Advertising Industry's Integrity at Risk*. This article addressed the following:

- **THE ETHICAL CONCERNS OVER "PAY-TO-PITCH"**
Certain intermediaries require agencies to pay fees to participate in pitches, which may exclude qualified agencies and prioritise financial interests over the needs of the client.
- **THE LACK OF TRANSPARENCY IN PITCH PROCESSES**
Clients may not be aware that only agencies paying fees are being recommended, which limits their access to the most qualified agencies and creates an unfair competitive environment.
- **THE PRESSURE ON AGENCIES AND UNFAIR PRACTICES**
Smaller agencies feel compelled to comply with intermediaries' demands, which leads to a risky situation of accepting unfavourable conditions and unfair pitch processes.

- **THE NEED FOR CLEAR ETHICAL GUIDELINES**
The industry requires transparent guidelines and stronger ethical standards to ensure fairness in intermediary operations and to protect agencies and clients from exploitative practices.

- **CLIENT EDUCATION AND INDUSTRY REFORM**
Clients should be educated about intermediary practices, while industry stakeholders must advocate for greater transparency, redefine success metrics, and strengthen codes of conduct to promote fairer relationships.



Pay-to-Play Pitch Schemes are Putting Agency/Client Relationships at Risk
VoxComm
19 February 2025



Pitch consultants respond to 'pay-to-play' criticism: Don't 'lump all intermediaries in one bucket'
Campaign Asia
23 February 2025

Engage Committee Report

Committee

Mr Jasmin Omar, Ms Nisha Roy

Objectives

01

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

02

To be Brand Malaysia advocate

03

To build relationships through Networking

GOVERNMENT



Ministry of Health

MYIKLAN

The "Minimum Standards and Guidelines on Actions to Protect Children from the Harmful Impact of Food Marketing" has been released by the World Health Organization (WHO) through the ASEAN Secretariat. The guidelines were presented to all ASEAN countries' Health ministries on March 18, 2024.

In essence, the above "Minimum Standards and Guidelines" involve:

1. Defining "Marketing to Children" as all marketing materials that children are exposed to, including advertising, promotions, direct marketing, product placements, branding, and sponsorships.
2. Agreeing on WHO's definition of children as individuals aged 18 years and below.
3. Establishing a food classification system for food and beverages containing high fat.

In Malaysia, the Ministry of Health is implementing the Mylklan Logo to categorise marketing of food deemed to be "unhealth in line with the WHO's recommendation. The roll-out of this initiative was targeted for Q2, 2025.

In October 2024, the Malaysian Advertisers Association facilitated a dialogue with the Ministry of Health (MOH), the Federation of Malaysian Manufacturers, and broadcasters, with 4As also participating in the discussion. The outcome of the dialogue was as follows:

1. PROPOSED ADJUSTMENTS TO AGE DEFINITION

MOH expressed its willingness to consider changing the age definition of children from 18 years to 14 years, provided the industry submits the necessary justification and supporting data.

2. TIME BELT REMOVAL AND FOCUS ON CHILDREN'S PROGRAMMING

MOH agreed to the industry's proposal to remove time-belt restrictions and instead focus regulatory measures on children's programming.

An updated is being awaited from the Ministry.

PROFESSIONAL BODIES AND MARKETERS



Advertising Standards Advisory (ASA)

ASA was originally established in 1977 by the 4As and MAA. Today, there are 4 constituent members who co-fund operations:

- 4As
- MAA (Malaysian Advertisers Association)
- MSA (Media Specialists Association)
- OAAM (Outdoor Advertising Association of Malaysia)

OAAM, due to financial difficulties, have had to temporarily cease co-funding ASA since January 2023, whereas the Malaysian Newspaper Publishers Association (MNPA) had withdrawn from the alliance at the end of 2023.

In early 2024, ASA met officials from the Ministry of Domestic Trade to update them on the risk of ASA being dissolved. ASA subsequently submitted the following three options for the ministry's consideration:

1. Ministry to provide an annual co-funding of RM250,000
2. Absorb ASA's role in the Ministry and set up a commission
3. The Ministry empower ASA as a proactive body with a full annual grant (similar to the Communications and Multimedia Content Forum)

Although the Ministry officials openly acknowledged the relevance and commendable work of ASA in self-regulating advertisements across print, static outdoor, and cinema mediums, unfortunately, they were unable to pursue the proposed options. Subsequently, the Ministry expressed their willingness to collaborate with ASA on awareness initiatives and requested ASA to submit a proposal. ASA has submitted a proposal which is currently being reviewed by the ministry.



Communications and Multimedia Content Forum of Malaysia (Content Forum)

MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION (MCMC)

The Malaysian Communications and Multimedia Commission (MCMC) was undertaking the initiative to review and assess all MCMC industry forums to improve the overall standardisation and efficiency in managing the registered industry forums: CMCF (Content Forum), CFM (Consumer Forum), Malaysian Technical Standards Forum Bhd. (MTFSB), and the Postal Forum.

The emphasis of the review was on aligning key aspects such as manpower allocation, remuneration structures, key performance index (KPIs), development opportunities, operational expenses, and scope of work. This could lead to the either the creation of a new department or retention of the status quo.

CONTENT CODE

Guidelines on Alcohol Advertisements:

The Content Code had been revamped to allow the advertisements of alcoholic drinks and liquor on digital platforms to be subjected to strict regulations. Recognising that any advertising and marketing practices for these products must also comply with the Customs Act 1967, the Food Act 1983, the Food Regulations 1985, and other relevant laws, rules, guidelines, and regulations governing the advertisement of intoxicating liquor, the Content Forum intends to develop a unified set of guidelines. This will consolidate the objectives and purposes of all existing provisions, providing a clearer reference for ease of compliance by all parties. The guidelines were launched on October 30, 2024.



FILM CENSORSHIP BOARD GUIDELINES

The government had endorsed both the Film Censorship Board's guidelines and the Content Code under two different ministries, Communications and Multimedia plus Home Affairs, and both contradict each other.

The Content Forum's lawyers had submitted a presentation to both the Film Censorship Board and MCMC to illustrate how the Film Censorship Act 2002 conflicted with the Content Code, which is supported by the Communications and Multimedia Act 1998.

The Film Censorship Guidelines are deemed regressive and adopt a paternalistic approach to the regulation of traditional film platforms on free-to-air television and cinema. The Content Code is more inclusive, with a rights-based approach for the internet and online platforms.

As viewers increasingly embrace over-the-top (OTT) and online platforms for film content – including advertisements – questions have been directed at a film censorship framework working to deliver objectives which were formulated in the 1950s.

Meanwhile, the Film Censorship Board had launched new guidelines for the film industry. It was noted the guidelines seemed to move towards self-regulation. The view was based on the Board's concentration on:

- Protecting children from age-appropriate films
- Ensuring parental responsibilities
- Allowing adults to make their own content choices

SINGLE TELEVISION AUDIENCE MEASUREMENT

The STAM initiative aims to establish a standardised measurement methodology for television audiences, facilitating more efficient collaboration between broadcasters and media agencies. This transition from a dual currency system to a unified currency is expected to empower brands to make informed decisions regarding their media investments on television. of compliance by all parties. The guidelines were launched on October 30, 2024.

The MCMC has championed this initiative since 2018 but now intends to transfer its administrative oversight to the CMCF. This will be done by establishing a Joint Industry Committee to administer the initiative separately from the CMCF Council. The necessary approvals are currently being finalised by MCMC and CMCF.

Educate Committee Report

Committee

Led by Mr. Clarence Koh

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

Institute of Practitioners in Advertising (IPA)



Qualifications from the Institute of Practitioners in Advertising (IPA)

IPA FOUNDATION
CERTIFICATE (BATCH 11)

40

DELEGATES

73%

PASS RATE

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 and creative development up to campaign effectiveness. These basics never change. Get them right and the rest will fall in place.

40 delegates enrolled for the batch 11 intake. This included scholarships for 15 Member Agencies. The 2024 pass rate was 73%. As of 2024, 239 Malaysians have been certified.

IPA DIGITAL PERFORMANCE
CERTIFICATE (BATCH 6)

15

DELEGATES

67%

PASS RATE

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.

15 delegates enrolled for Batch 6. This included 2 scholarships for Member Agencies. The pass rate was 67% for Batch 6. There are now 148 certified Malaysians

IPA EFFECTIVENESS
ESSENTIALS CERTIFICATE
(BATCH 4)

07

DELEGATES

100%

PASS RATE

The IPA Effectiveness Essentials qualification enables practitioners to understand that effectiveness is of paramount importance to everyone involved in planning and executing marketing campaigns. 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 evolving consumer behaviour.

7 delegates enrolled for the Batch 4 intake. This included 2 scholarships for Member Agencies. The pass rate was 100%. As of 2024, there are now 75 certified Malaysians.

IPA ADVANCED CERTIFICATE
IN EFFECTIVENESS (BATCH 3)



20
DELEGATES

90%
PASS RATE

The IPA Advanced Certificate in Effectiveness with its updated content replaces the previous IPA EFF Test qualifications. Our industry's objective is effectiveness, its strategy, its creativity and its greatest asset - its 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.

20 delegates enrolled for Batch 3. This included 2 scholarships for Member Agencies. The pass rate was 90%. There are now 35 certified Malaysians.

IPA DIVERSITY AND INCLUSION
ESSENTIALS CERTIFICATE (BATCH 2)



07
DELEGATES

71%
PASS RATE

Agencies that 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 behaviours 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 2 intake. This included 2 scholarships for Member Agencies. The 2024 pass rate was 71%. As of 2024, 12 Malaysians have been certified.

THE 4AS EMPLOYEE/LECTURER
SCHOLARSHIP

Since 2017, a total of 135 scholarships have been awarded across all the IPA certifications, including to advertising lecturers to qualify for the IPA Foundation Certificate.

Graduate Recruitment



Refinery 2023-2024

The inaugural session was held between Q4 2023 and Q1 2024 where 11 universities and 12 Member Agencies participated in the Refinery initiative. Activities led and implemented by the 12 Member Agencies included:

- **Agency Open Days**
– an office visit at a 4As Agency for students and lecturers.
- **Guest Lectures**
– a guest lecture on campus by a prominent 4As practitioner.
- **The Refinery Masterclass**
– a hybrid of in-person and online training over an extended timeframe.
- **The Refinery Bootcamp**
– a half or full day hands on activity for students to work on an actual client brief.
- **Internships**
– working with local leading universities to provide internship placements for students

Refinery 2024/25

The Refinery session for 2024- 2025 kickstarted in Q3 2024. The initiatives for 2024 will have a clearer four-month roadmap leading towards an internship recruitment in December to improve the internship recruitment drive.

A total of 13 Member agencies had registered for the 2024/25 Refinery programme:

- **Naga DDB Tribal**
- **GrowthOps Asia**
- **M&C Saatchi**
- **Havas Malaysia**
- **A Paper Creative**
- **DIA Brand Consultants**
- **Monster Interactive**
- **Forefront Studio**
- **Fishermen Integrated**
- **TBWA Kuala Lumpur**
- **JUNO**
- **AnyMeta**
- **Grey Malaysia**

As for the institutions of higher learning, Taylor's University, Sunway University, UiTM, Tunku Abdul Rahman University of Management and Technology and Raffles College of Higher Education are among those who have signed up thus far.

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 reposition the Association to attract young talent

Public Relations

Our targeted PR efforts continue to gain momentum. They are always driven by attention-grabbing statements backed by solid reasoning that aligns with our five key objectives. The 4As will not hesitate to speak out publicly when we encounter poor practices or value-destroying behavior.



THE STAR
Putra Brand Awards results imminent, with some surprises in store
25 November 2024



ADOBO MAGAZINE
Kancil Creative Festival returns, seeking to inspire Malaysian creativity
19 November 2024



MALAYSIA NEWS TV
Berjaya raih emas di Anugerah Jenama Putra Aria 2024
23 January 2025



BRANDING IN ASIA
Grab awarded brand of the year of 4th consecutive year at 2024 Effie Awards Malaysia
23 September 2024



MARKETING
Andrew Lee appointed as CEO of 4As Malaysia
3 May 2024

Khamis | 06 Mac 2025

- KLAN -

Farm Fresh Menyerlah di Putra Brand Awards rangkul 4 Platinum

20 Januari 2025 06:15pm



Dari kiri, Mohd Khairul Mat Hassan, Ketua Pegawai Kewangan Kumpulan, Loi Tuan Ee, Pengarah Urusan Kumpulan dan Ketua Pegawai Eksekutif Kumpulan, serta Azmi Zainal, Ketua Pegawai Operasi Kumpulan Farm Fresh Berhad bersama tiga kemenangan mereka di Putra Brand Awards 2024.

SHAH ALAM - Farm Fresh Berhad sekali lagi dinobatkan sebagai jenama tenusu nombor satu di Malaysia, dengan memenangi Anugerah Platinum keempat berturut-turut dalam kategori Minuman-Tenusu di Malam Gala Putra Brand Awards 2024 yang berprestij sejak kemenangan pertama mereka pada tahun 2021.

Farm Fresh turut menerima anugerah Putra Brand Marketer of the Year, atas usaha tanpa henti memperjuangkan inovasi dan kreativiti dalam membina jenama mereka, serta gelaran Putra Brand Icon atas pencapaian meraih Anugerah Platinum untuk empat tahun berturut-turut.

SINAR HARIAN

Farm Fresh Menyerlah di Putra Brand Awards rangkul 4 Platinum

20 January 2025

Khamis, 6 Mar 2025, 11:59am

NASIONAL KES POLITIK PENDIDIKAN WILAYAH

BH, NST rangkul emas Anugerah Putra Aria Brand 2023

Oleh Zanariah Abd Mutalib - Januari 18, 2024 @ 11:36pm
zanariah_mutalib@bh.com.my



PETALING JAYA: Jenama *Berita Harian* (BH) dan *New Straits Times* (NST) kekal menjadi media pilihan ramai apabila mengungguli Anugerah Putra Aria Brands 2023 bagi kategori Rangkaian Media.

Kedua-dua jenama terbitan The New Straits Times Press (Malaysia) Berhad (NSTP) yang juga anak syarikat kumpulan media bersepadu terbesar Malaysia, Media Prima Berhad (Media Prima), diumumkan sebagai pemenang Anugerah Emas buat tahun kedua berturut-turut sejak diperkenalkan tahun lalu.

Hadir bagi menerima anugerah itu pada majlis di sini malam tadi ialah Pengarang Urusan Kumpulan NSTP yang juga Pengarang Kumpulan BH, Datuk Ahmad Zaini Kamaruzzaman dan Pengarang Eksekutif NST, Sharanjit Singh.

Anugerah Putra Aria Brands mengiktiraf jenama mengikut pelbagai kategori berdasarkan pilihan ramai.

Pencapaian terbaharu ini dengan sendirinya mengukuhkan kedudukan BH sebagai akhbar dan platform digital yang dipercayai pembaca serta diiktiraf dalam menghasilkan berita sahih.

Mengikut data terkumpul sepanjang tahun lalu, pelawat unik (UV) platform digital BH Online secara purata menarik 4.1 juta pembaca sebulan, manakala purata jumlah tatapan halaman (PV) berdasarkan kiraan Google Analytics mencecah 1.1 juta sehari.

BH ONLINE

BH, NST rangkul emas Anugerah Putra Aria Brand 2023

18 January 2024

TOPICS: [Flood Alert](#) [Connecting Communities](#) [StarExtra](#) [True or Not](#) [SOBA 2024](#) [Sabah & Sarawak](#) [Do You Know?](#) >

Putra Brand Awards 2024 honour engaging brands

METRO NEWS

Friday, 07 Feb 2025



IT WAS a repeat of last year when Star Media Group (SMG) was announced the winner of the prestigious gold award in the Media and Networks category at the Putra Brand Awards 2024 held on Jan 17 at the Majestic Hotel Kuala Lumpur.

The award was accepted by SMG managing editor Brian Martin.

THE STAR

Putra Brand Awards 2024 honour engaging brands

7 February 2025

Ordinary Members

180 DEGREES BRANDCOM SDN BHD

APD DIGITAL SERVICES SDN BHD

- GrowthOps

BARON ADVERTISING SDN BHD

BEANS MEDIA SDN BHD

BRNCOS WORLDWIDE SDN BHD

CHEIL MALAYSIA SDN BHD

DENTSU (MALAYSIA) SDN BHD

- Dentsu Creative

DIA BRAND CONSULTANTS SDN BHD

- Dia Brand

ELLIPSIS ASIA SDN BHD

FISHERMEN INTEGRATED SDN BHD

FOREFRONT STUDIO SDN BHD

GEOMETRY GLOBAL SDN BHD

- VMLY&R Commerce Malaysia

GREY WORLDWIDE SDN BHD

HAKUHODO (M) SDN BHD

HAVAS Malaysia SDN BHD

- Havas Malaysia

K-GIC ADVERTISING SDN BHD

LINS ADVERTISING & MARKETING SDN BHD

M&C SAATCHI (M) SDN BHD

- MC Saatchi

MANTRA COMMUNICATION SDN BHD

McCANN-ERICKSON (M) SDN BHD

MEDIACLIQ SDN BHD

MEGA ADVERTISING SDN BHD

MONSTER INTERACTIVE SDN BHD

NAGA DDB SDN BHD

- Naga DDB Tribal, Talon

OXYGEN ADVERTISING SDN BHD

PEOPLE 'N RICH - H SDN BHD

SHINAJII SDN BHD

SPIN COMMUNICATIONS SDN BHD

STAR REACHER ADVERTISING SDN BHD

- Leo Burnett, Digitas, Arc Worldwide, Alpha245, Prodigious

TBWA KUALA LUMPUR SDN BHD

- Creative Juice

TWO POINTS SDN BHD

VIVAKI(M) SDN BHD

- Saatchi & Saatchi Arachnid Publicis Malaysia.

WPP MARKETING COMMUNICATIONS

(MALAYSIA) SDN BHD

- Ogilvy

Associate Members

ALEXANDRE BERNARD ADVERTISING

A PAPER CREATIVE SDN BHD

AQM CREATIVE & COMMUNICATION SDN BHD

B&B ADVERTISING

CHARIOT AGENCY SDN BHD

DNA CREATIVE COMMUNICATIONS SDN BHD

- DNACC, DNA Tribe

ISC INTERNATIONAL SDN BHD

- ISC or ISCI

LEWIS COMMUNICATIONS SDN BHD

- TEAM LEWIS

LION DIGITAL MALAYSIA SDN BHD

- Lion&Lion

MLY BIG TRADING SDN BHD

- Anymeta

RAPP WORLDWIDE MALAYSIA SDN BHD

REKALABS SDN BHD

- JUNO

TINKER STUDIO SDN BHD

- TINKER SOCIETY

YELLOW LEADS SDN BHD

- YELLOW LEADS

CONTACT

For further enquiries, please contact the 4As Secretariat.

Macomm Management Services Sdn Bhd

Level 7, Unit 023, 129 Offices

Block J, Jaya One

72A, Jalan Profesor Diraja Ungku Aziz

46200 Petaling Jaya, Selangor, Malaysia

Tel No. (603) 7613 1510

Fax No. (603) 7613 1511

Email Add. secretariat@aaaa.org.my

aaaa.org.my