



Council Report

2025 – 2026



4As MALAYSIA
GROWING BRANDS
THROUGH CREATIVITY

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

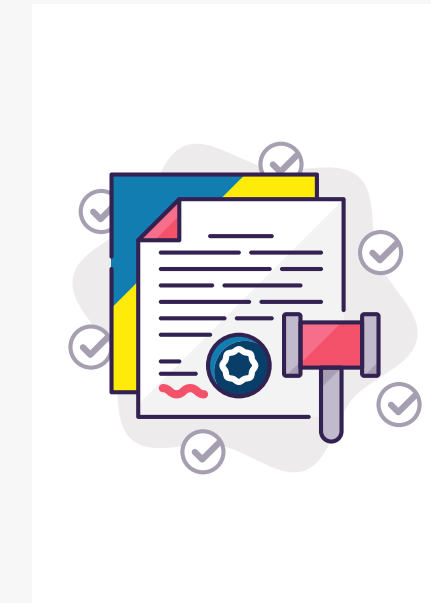
We set clear frameworks for best practices in the industry, to encourage the highest standards of creativity, ethics and business.



Pitch Disbursement By-Laws



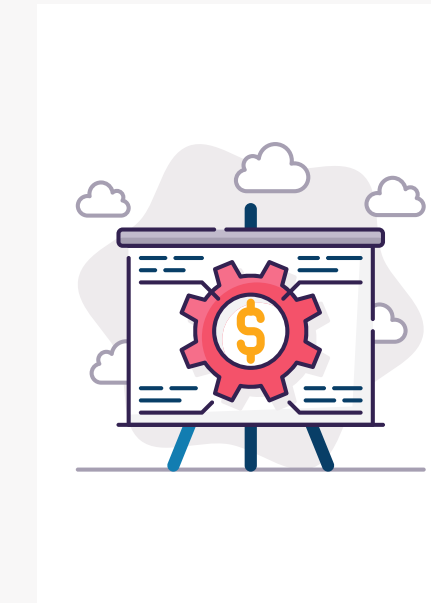
Finding an Agency Guide



Standards of Practice & Ethical Conduct



Ownership of Agency Ideas and Work Developed During a Pitch

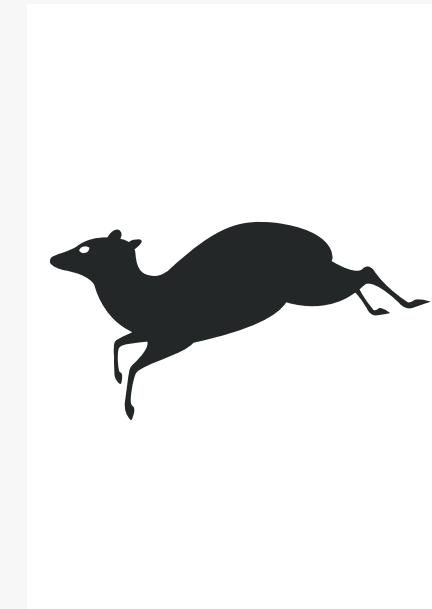


Agency Remuneration Fee Guide

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.



Kancil Awards
—
Creative Competition



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



Effie Awards Malaysia
—
Effectiveness Competition



Effie Masterclass
—
How to Craft Effie Case-studies Submissions



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

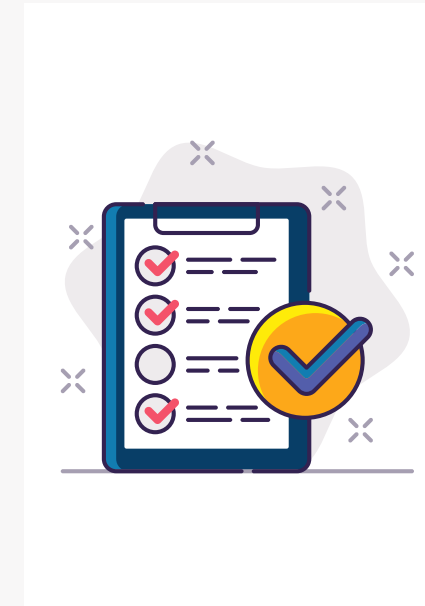


Founding Member of Industry Self-Regulatory Bodies

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

IPA

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

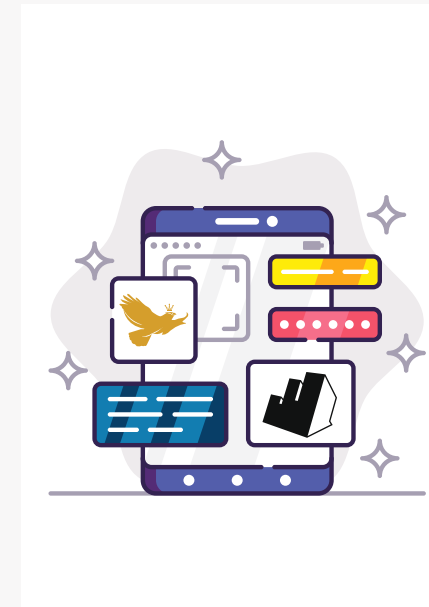


Workshops by Core-subject Specialists

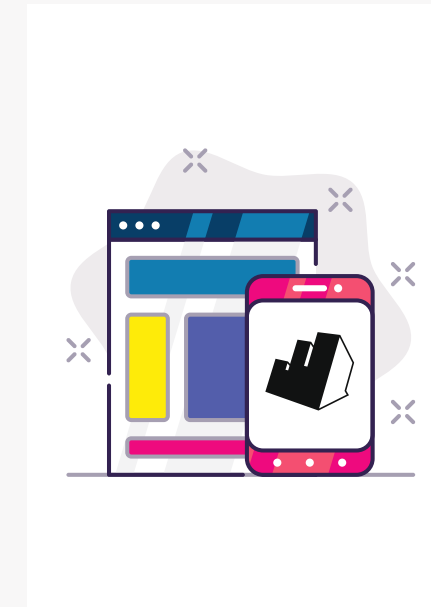
04

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

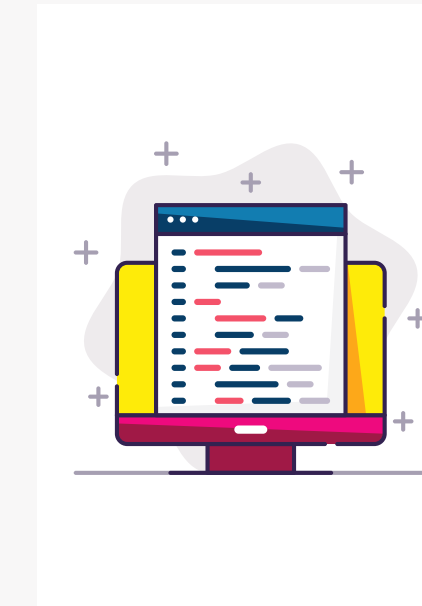
05

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.



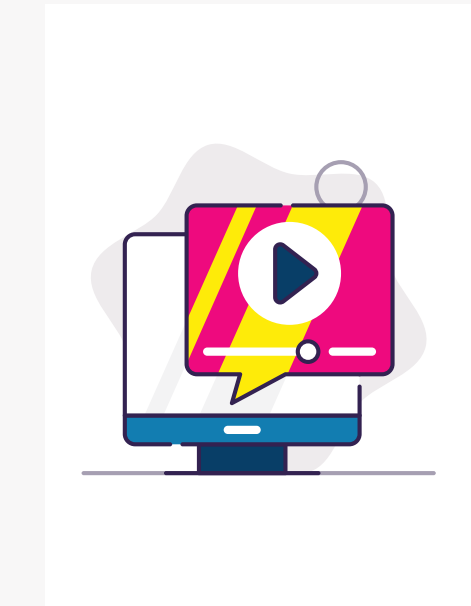
Inputs into the Drafting of An Advertising Code for Medical Device Advertising for the Ministry of Health



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".

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.

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.

Council Members

President



TAN KIEN ENG
MCCANN ERICKSON (M) SDN BHD

Vice President



KRISTIAN LEE
NAGA DDB SDN BHD

Senior Advisor



DATO' JOHNNY MUN
OXYGEN ADVERTISING SDN BHD

Chief Executive Officer



ANDREW LEE
4As MALAYSIA

Council Members



DR MILAN AGNIHOTRI
DENTSU MALAYSIA
SDN BHD



SAMIR DIXIT
DIABRANDS SDN BHD



**JASMIN OMAR
JAYASEELAN**
ELLIPSIS ASIA
SDN BHD



TAKEJI YAMAUCHI
HAKUHODO MALAYSIA
SDN BHD



LIM SUE ANN
MANTRA
COMMUNICATION
SDN BHD



LV CHONG
MONSTER
INTERACTIVE
SDN BHD



ADRIAN LOH
SHINAJII SDN BHD



EMIR SHAFRI
VIVAKI (M) 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

The initiatives in 2025 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 Association, which remains steadfast in championing the value that agencies bring to their clients, actively advancing this through the strategic execution of its five key objectives; advertising industry, enabling it to deliver measurable results and sustainable growth for businesses in an increasingly competitive and dynamic market. The main highlights of our 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 16th edition of the Putra Brand Awards continues to be the only money-cannot-buy recognition for brands that have earned the trust of Malaysians through innovation and strong consumer connections.

Over the past 15 editions, Putra has introduced a different theme each year. However, this year marks a strategic shift. Instead of relying on a specific theme, Putra will position itself alongside prestigious awards such as the Emmy Awards and the Academy Awards, which do not depend on annual themes, as their reputation alone defines their stature.

This bold move reinforces Putra's standing as a distinguished and credible platform that celebrates brand excellence. By focusing on its legacy and authority, the Putra Brand Awards and Putra Aria Brand Awards further solidify their position as the "People's Choice Award", a mark of trust, recognition, and endorsement by the consumers themselves.



Putra Brand Awards Board of Governors Meeting



THE PUTRA ARIA BRAND AWARDS

The 4As continued with the 4th 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 22 and 23 January. A combined attendance of almost 2000 guests was in attendance. Winners were also celebrated in a 92-page "Star Special" supplement published on 27 February 2026.

EFFIE AWARDS MALAYSIA

The Effie Awards is widely regarded as the global gold standard in marketing effectiveness, and the The 17th Effie Awards Malaysia was held on 3 October 2025.

The 2025 awards were themed “Unmatched. Unrivaled. Undeniable. The Only Benchmark for Effectiveness.” The theme “Unmatched” reflects the rigorous methodology used to evaluate each campaign’s marketing effectiveness. “Unrivaled” underscores the Effies’ legacy as the global benchmark – 17 years in Malaysia and 57 years worldwide under the Effie Awards network. “Undeniable” represents the promise that an Effie-winning campaign delivers irrefutable proof that a powerful idea has achieved significant business results.

In conjunction with the awards, the inaugural Effie Learning Festival was launched – a half-day programme designed to provide practical insights into how effective strategies are developed, evaluated and measured to drive tangible business impact.





KANCIL AWARDS

The theme for this year's Kancil Awards, Malaysia's premier creative competition, was "Make It Happen on the World Stage."

More than just a tagline, the theme was a rallying call to the Malaysian creative industry to think beyond borders and compete with confidence at the highest international level. It underscored the ambition to see homegrown ideas, talent, and craftsmanship stand shoulder to shoulder with the world's best – not just as participants, but as leaders and trendsetters.

The theme reflects the Kancil Awards' broader vision: to nurture world-class creativity, inspire higher standards of excellence and position Malaysia as a formidable force within the international creative arena.



PUTRA BRAND COLLOQUIUM

The 4As Malaysia hosted the second edition of the Putra Brand Colloquium in August 2025, a strategic initiative aimed at further elevating the prestige of the Putra Brand Awards within the industry.

This edition, titled “Branding in the Age of Experience: Navigating the Intersection of Technology, Emotion, and Engagement,” focused on the evolving landscape of brand management. The colloquium provided a platform for industry leaders to explore how brands can remain agile, relevant and purpose-driven amid rapidly changing consumer expectations and accelerating technological advancements.

The session reinforced the Putra Brand Awards’ role not only as a recognition of excellence but also as a thought leader shaping the future of branding in Malaysia and beyond.



EDUCATE

The 4As continues to strengthen its decade-long alliance with the Institute of Practitioners in Advertising (IPA). To date, 626 Malaysian practitioners, including advertising and marketing lecturers, have earned qualifications through the six exam-based, globally recognised IPA certificates we offer to the industry.

IPA FOUNDATION CERTIFICATE (BATCH 12)

6 DELEGATES | **83%** PASS RATE

IPA COMMERCIAL CERTIFICATE (BATCH 8)

27 DELEGATES | **37%** PASS RATE

IPA EFFECTIVENESS ESSENTIALS CERTIFICATE (BATCH 15)

3 DELEGATES | **100%** PASS RATE

ADVOCACY

MEMBERS ENGAGEMENT SESSIONS

The 4As Malaysia Steamulus sessions have been rebranded as Members Engagement Sessions, now strategically structured around three key pillars: Product, Promotion, and People.

The sessions are held in person to foster stronger peer-to-peer interaction to provide members with targeted insights across the full spectrum of marketing and advertising, while enabling knowledge exchange, collaboration, and networking. This rebranding reflects the 4As' commitment to delivering a more interactive, insightful, and strategically valuable platform for industry professionals.

Nearly 60 participants from member agencies took part in two sessions held in the second half of 2025.



IP Under the
Spotlight: What You
Need to Know Now
25 Jun 2025



From Burnout to Buy-
In: Rethinking Agency
Culture for the Next
Generation
30 Oct 2025



SALARY SURVEY AND CHARGE OUT RATES

The third edition of the salary survey and charge-out rates exercise was conducted as a tool to support members in making informed talent and business decisions, providing insights on average salaries across agency roles, gender pay gaps and benchmarks for key charge-out rate drivers—such as chargeable hours, overhead recovery, and profit margins helping agencies remain competitive and strategic.

4As Malaysia Unveils 2025 Salary And Charge-Out Rate Survey

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The Association of Accredited Advertising Agents Malaysia (4As), together with The Edge Partnership Malaysia, has released its 2025 Salary and Charge-out Rate Survey, giving a current view of salary levels, charge-out rates, talent trends and agency workforce patterns across Malaysia.

4As President Tan Elen Eng said, "The 4As Salary Survey remains a vital benchmarking tool for agency leaders as they navigate a fast-evolving talent landscape. The findings affirm that while salary growth is steady, the competition for skilled, creative and digitally adept professionals remains intense. We're encouraged to see improving gender parity and stronger investments in strategic and creative leadership across agencies."

Phya Raja, Managing Partner of The Edge Partnership Malaysia said, "We're proud to have partnered with the 4As to deliver this year's survey. The data reflects a cautiously optimistic market that's stabilising after several volatile years. It's encouraging to see renewed focus on creativity, digital innovation, and more equitable pay structures across the industry."

Key highlights of the Survey included data on Overall Salary Movement, Gender Pay Parity, Workforce Preferences and Retention, Remuneration for Creative and Strategy Roles, and Remuneration for Digital, Social, and Technology Roles.

Overall Salary Movement

The Survey indicated that average salaries across agency roles increased by between 5% to 10% year-on-year. Larger agencies with more than fifty employees continued to offer higher pay at senior levels, while smaller agencies were still catching up in pay for mid-management positions.

Gender Pay Parity

The 2025 data showed the industry's further progress in reducing gender pay gaps, particularly in account management and creative roles with Account Director roles showing near-equal average salaries for men and women, while several creative roles such as Art Director and Creative Director showed women earning similar or slightly higher average salaries.

Workforce Preferences and Retention

Respondents to the survey also indicated that flexible and hybrid work structures remained a key retention factor, particularly among millennial and Gen-Z professionals. Agencies also reported that workplace culture, purpose, and growth opportunities were now on an equal footing with salary in attracting and retaining talent.

Creative and Strategy Roles

The Survey revealed that Creative and Planning roles saw substantial salary increases at bonus payouts. Creative Directors in 2025 earned an annual average of RM250,000 to RM300,000, an increase of around 10% compared to the previous survey in 2023, while Strategic Planning Directors averaged RM150,000 to RM200,000, with typical bonus payouts of between one to 1.5 months.

Digital, Social, and Technology Roles

The Survey also showed a continued growth in digital skills and leadership roles. In 2025, Chief Digital Officers and Heads of Technology earned an annual average of RM350,000 and RM300,000 respectively, heads of Social Media earned an average of RM180,000, while other digital leadership roles commanded between RM200,000 to RM300,000.

4As President Tan Elen Eng said, "The gains in Creative and Strategic roles highlight a renewed emphasis on brand thinking and creative leadership amid an evolving, data-led marketing environment, while the growth in Digital, Social, and Technology roles reflect the continued integration of digital, content, and performance capabilities across agencies."

Tan added, "Compiled from data provided by participating 4As member agencies, the survey covers all major functions within agencies, management, account management, strategy, creative, social media, digital/marketing, production and support. Ultimately the Salary and Charge-out Rate Survey helps 4As agency leaders to benchmark pay structures and improves transparency across the industry."

MEMBERS ENGAGEMENT SESSIONS

By the end of 2025, the 4As Malaysia proudly welcomed four new members, marking a milestone in expanding its community. These members represent a new generation of progressive, digital-first, and creativity-driven businesses, many with innovative models that blend creativity, technology, data, content, and social engagement, redefining how brands connect with modern audiences.

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ORDINARY MEMBERS

18

ASSOCIATE MEMBERS

Awards Committee Report

Committee

Led by the Chairman, Dato' Johnny Mun, Encik Emir Shafri, Encik Jasmin Omar, Mr. LV Chong, Dr. Milan Agnihotri and supported by the CEO.

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

Promote that ideas (creative economy) drive value change

Effie Awards Malaysia

Mr LV Chong of Monster Interactive and Dr Milan Agnihotri of Dentsu Malaysia were appointed the Co-Organising Chairpersons for the 17th edition of the Effie Awards Malaysia. The 2025 Effie Awards, themed “ Unmatched. Unrivalled. Undeniable. The Only Benchmark for Effectiveness” award.

The gala night was held on 26 October 2025 at the Sofitel Damansara. A total of one gold, 12 silver and 14 bronze were awarded from a shortlist of 58 campaigns.

More than 72 industry leaders participated in the judging process, led by Chief Judge Datuk Lai Shu Wei, Chief Marketing and Sales Officer of Sime Darby Property Berhad.

The overall standard of submissions remained high.



Grab
BRAND OF THE YEAR



MBCS
AGENCY OF THE YEAR



Effie Learning Festival

The inaugural Effie Learning Festival, a half-day programme, was held on 26 October 2025 and attended by over 100 marketing practitioners, academics and students. The session aimed to provide practical insights into how effective strategies are developed, evaluated, and measured to deliver tangible business impact.

The programme featured keynote presentations, panel discussions, and case presentations jointly delivered by agencies and clients. Speakers and panellists comprised members of the judging panel, while selected finalists presented their cases. The Festival offered attendees valuable perspectives on what constitutes an Effie-winning submission and how these principles can be applied in practice.



Kancil Awards

For Kancil Awards and Creative Festival Conference 2025, Emir Shafri of Vivaki Malaysia and Jasmin Omar Jeyaseelan of Ellipsis Asia were appointed as Co-Organising Chairpersons. Emir Shafri also served as the Creative Chairperson of the Kancil Awards and Creative Festival Conference 2025.

The theme “Make it Happen on the World Stage” was crafted as a call to elevate Malaysian creativity onto the global platform.

Nearly 500 delegates attended the Kancil Festival Conference, with both international and local guest speakers delivering their illuminating views, and more than 1400 guests attended the Awards night on November 28 at the Ex8 Subang Jaya event space.



The Putra Brand Awards and Awards Series

Dato' Johnny Mun of Oxygen Advertising was appointed as the Organising Chairman for both awards. As the awards entered their 16th year, it was recognised that established and reputable award platforms do not require annual themes, as their credibility and legacy speak for themselves.

Accordingly, from 2025 onwards, a strategic decision was made to reinforce and strengthen the legacy positioning of the Putra Brand Awards and the Putra Aria Brand Awards as the definitive People's Choice Awards.

This year's Putra Brand Awards (PBA) saw a total of 168 Platinum, Gold, Silver and Bronze awards 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 182 awards were presented across 24 categories.





Both the PBA and PABA continue to be 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 22 and 23, 2026. 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.

Elevating Malaysian homegrown brands to global excellence

Putra 2026 a celebration of earned trust

Matrade reaffirms commitment to help local champions towards international success

Industry body lauds brands that have made impressions with Malaysians

Recognising brands Malaysians trust most

The Awards spotlight brands that remain relevant and preferred

Putra 2026 a celebration of earned trust

Industry body lauds brands that have made impressions with Malaysians

Recognising brands Malaysians trust most

The Awards spotlight brands that remain relevant and preferred

The home-grown brand that took on global giants

Manybrown's story of how trust, family values and local DNA fueled its award-winning growth

Made in Malaysia, for the World

Modernising a legacy

The Family-Friendly ritual

Made in Malaysia, for the World

Modernising a legacy

The Family-Friendly ritual

2025 PUTRA BRAND AWARDS PUTRA PERSONALITY OF THE YEAR

CHAMPIONING BRANDS THAT MAKE US FEEL

BOOK YOUR TABLES NOW.

22 JAN 2026 PUTRA AKA BRAND AWARDS | 23 JAN 2026 PUTRA PERSONALITY OF THE YEAR

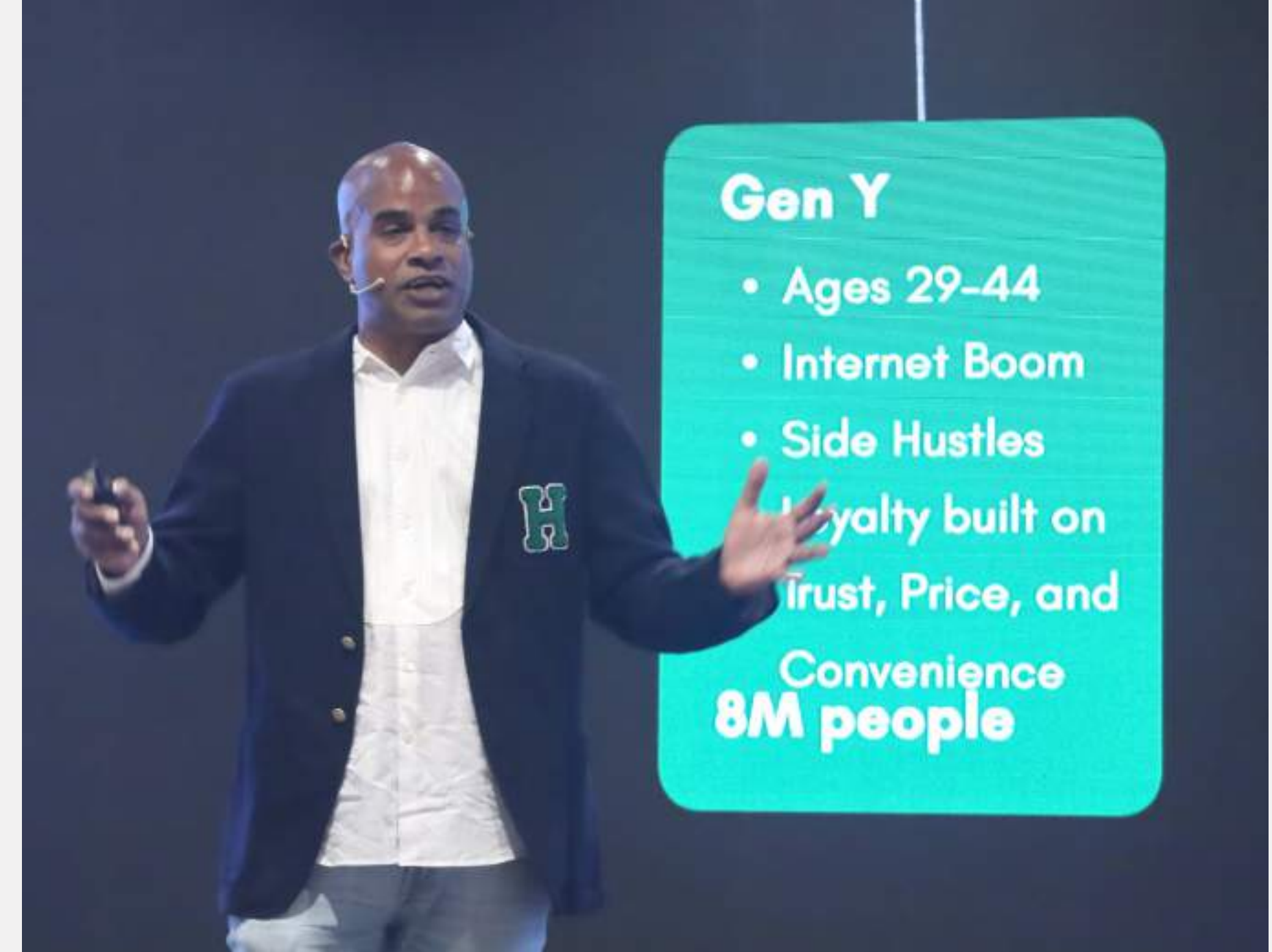
UMANO BALLROOM, THE MAJESTIC HOTEL, KUALA LUMPUR, 6 JALAN BLACK 18 | +60 3 3151513 | secretariat@paba.org.my

The Putra Brand Colloquium

The second edition of the Putra Brand Colloquium, a premier marketing summit featuring Putra Brand Awards (PBA) winners and distinguished industry leaders, was held on 28 August 2025.

Carrying the theme “Branding in the Age of Experience: Navigating the Intersection of Technology, Emotion, and Engagement,” the 2025 colloquium examined how brands can remain agile and purpose-driven amid evolving consumer expectations and rapid technological advancement.

The event attracted 160 attendees, who engaged with industry leaders through thought leadership sessions and case discussions. Participants gained practical insights and proven strategies to strengthen their brand-building efforts for their next phase of growth.



Advocacy Committee Report

Committee

President and Vice President

Objectives

01

Improving the quality of talent, ethics and professional standards

02

Membership Recruitment and Marketing

Membership

The following initiatives were introduced earlier to spur membership growth, attracting new members in 2025 had further attracted new members, bringing the total to over 50 agency brands. This milestone reflects growing confidence in the association and renewed momentum within the creative industry.



- **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 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 nonpayment after the services were rendered, and contracts that were made in bad faith**
- **To clearly communicate to Members how the Association can support the Members**
- **To build a proprietary and accredited executive fast-track programme that injects high-quality talent into the industry**

Additional initiatives are currently being explored to attract even more members while fostering a more dynamic and responsive environment that supports the growth and success of all members.

Member Engagement Series

The Steamulus Series was enhanced and rebranded as the “Member Engagement Series,” with its topics strategically structured and segmented around three key pillars: Product, Promotion, and People. The series was also held in person to foster stronger peer-to-peer engagement and collaboration.



IP UNDER THE SPOTLIGHT: WHAT YOU NEED TO KNOW NOW ORGANISED BY THE 4AS MALAYSIA

The first of the series was “IP Under the Spotlight: What You Need to Know Now”. Nearly 40 participants from 11 agencies attended the session. Experienced IP legal experts from Adnan Sunda & Low delivered practical insights on key topics, including the definition of intellectual property within the creative and media sectors, strategies for agencies to safeguard their IP, critical legal considerations and preventive measures, and the appropriate steps to take in cases of suspected infringement.



FROM BURNOUT TO BUY-IN: RETHINKING AGENCY CULTURE FOR THE NEXT GENERATION BY JANET LEE OF 95%

The second of the series was From Burnout to Buy-In: Rethinking Agency Culture for the Next Generation. The session focused on engaging young talent, empowering managers, and shaping future-ready agency culture. He said the aim is for participants to gain valuable insights into effective strategies for engaging with younger employees in meaningful ways. The session was attended by nearly 20 participants from across 10 agencies.



VOXCOMM

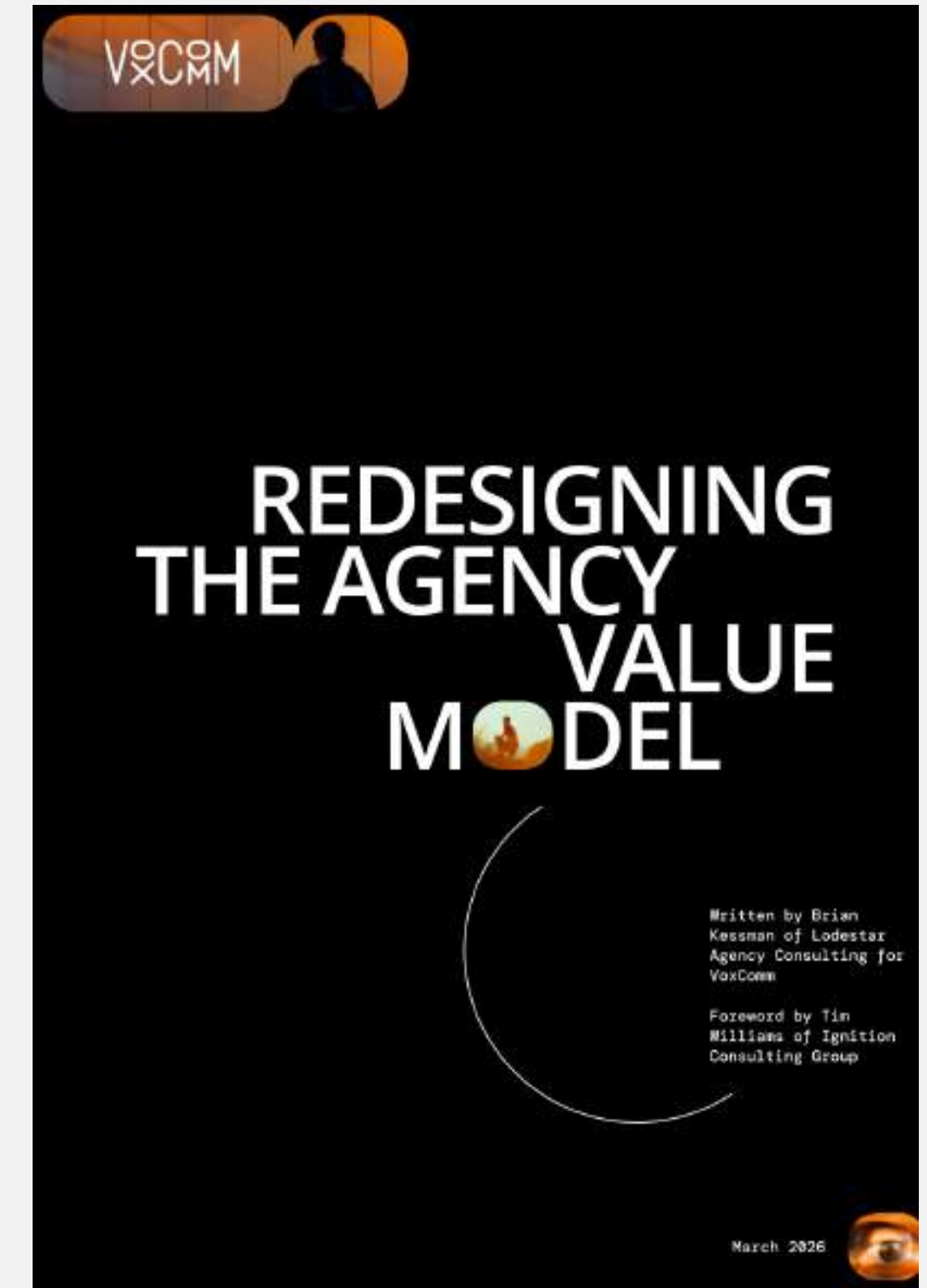
VoxComm, the global voice of agencies, has issued new guidance designed to help agencies ensure they are properly rewarded for helping brands grow in an AI-driven market.

Redesigning the Agency Value Model outlines why pricing changes alone are no longer sufficient and recommends that agencies adopt solution-led productised offerings as AI challenges traditional ways of working and cuts revenue by reducing hours and fees.

The report seeks to encourage agencies to decouple revenue and profit from staffing numbers and is designed as a guide for change across the agency community.

The report identifies four recurring patterns agencies experience along the journey – Busy By Design, Scaling with Strain, Expertly Undervalued, leading to the ultimate goal, Distinctly Scalable. At the final stage, agencies are built around expertise and outcomes rather than effort, pricing aligns with impact using a range of fixed, subscription or performance models, and revenue has become decoupled from headcount.

Agencies that have already embarked on this journey report increased profitability, improved client retention and growth, higher client satisfaction scores and stronger campaign performance.



The report also addresses the most common concerns agency leaders raise when considering a shift away from time-based models, including:

1. HOW WILL CLIENTS REACT IF WE CHANGE THE COMMERCIAL MODEL?

Client reactions depend less on the pricing mechanism and more on how clearly value and outcomes are defined. When agencies lead with clearer accountability and proven solutions to their clients' most critical problems, taking on ownership of business outcomes, clients are often more open to change than expected.

2. WHERE DOES CLIENT PUSHBACK TYPICALLY COME FROM?

Pushback is rarely about price alone. It more commonly stems from uncertainty around scope, predictability and risk – particularly when agencies attempt to change pricing without first changing how value is framed and communicated. When those elements are unclear, price becomes the default focus of negotiation.

3. WHY DO SENIOR CLIENTS OFTEN RESPOND MORE POSITIVELY THAN EXPECTED?

Senior decision-makers are typically less focused on hours and deliverables and more concerned with outcomes, progress, and being able to justify the spend internally. Many respond positively because solution-led models reduce ambiguity and shift the conversation from analysing hours to impact – making value easier to recognise because it is tied to decisions and momentum toward a result, not just activity.

4. WHY DO LONG-STANDING CLIENTS OFTEN PUSH BACK LESS THAN ANTICIPATED?

Existing clients are usually defending stability and managing risk rather than the hours themselves. When agencies introduce more structured, repeatable, proven solutions with clear scope boundaries and a track record of outcomes, clients often feel more in control and less exposed. That clarity and delivery accountability replace the need to monitor effort, reducing anxiety and strengthening the relationship.

5. HOW ARE AGENCIES TRANSITIONING EXISTING RETAINER RELATIONSHIPS?

While some agencies can quickly replace fee-based retainers, many find that larger, more traditional clients prefer a more gradual transition. Agencies introduce solution-based engagements alongside existing agreements, allowing clients to experience the same work structured in a different way. As the value of the new approach becomes clearer, confidence grows, and hours and effort become less relevant as a point of comparison, easing pricing pressure over time.

SALARY SURVEY AND CHARGE OUT RATES

In 2025, the Association partnered with The Edge Partnership, a specialist executive search firm with deep experience across the Asia Pacific, to carry out the survey of the third 2025 survey. Participating members gained free access to classified findings on:

- Average salary data across a wide range of agency roles
- Data that enables Member Agencies to offer competitive remuneration for retention and recruitment.
- Data by gender to help identify any gender pay gaps.
- Benchmarks of the key drivers used to establish charge-out rates (such as chargeable hours, overhead recovery, and profit margins).

Engage Committee Report

Committee

Led by En. Jasmin Omar,
Dato' Johnny Mun and the CEO.

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

PROFESSIONAL BODIES AND MARKETERS



Advertising Standards Advisory (ASA)

The Ministry of Domestic Trade reviewed ASA's proposal for awareness initiatives but was unable to provide financial support due to budget constraints. While the Ministry acknowledged the importance of promoting responsible advertising practices and consumer awareness, limited funding allocations prevented it from extending assistance at this time.

At present, ASA's operations are jointly funded by the 4As and the Malaysian Advertisers Association. Their continued support ensures that ASA is able to carry out its core functions, including complaint handling, code enforcement, and stakeholder engagement. To strengthen its long-term sustainability, ASA has also been exploring alternative funding strategies. One of these initiatives involves inviting other relevant associations with an interest in advertising, marketing, and consumer protection to participate as observers. This provides them with firsthand insight into ASA's governance framework, complaint adjudication process and the broader benefits of being part of a self-regulatory ecosystem.

As of 2025, Yayasan Usahawan Muda and the Small and Medium Enterprises Association Malaysia (SAMENTA) have joined ASA as observers. Their participation reflects growing recognition among industry stakeholders of the importance of responsible advertising standards and collaborative self-regulation. ASA continues to reach out to other industry bodies.

ASA continues to receive and investigate complaints concerning advertisements that may be in breach of the Malaysian Code of Advertising Practice.

**CONTENT
FORUM**



Communications and Multimedia Content Forum of Malaysia (Content Forum)

MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION (MCMC)

Malaysian Communications and Multimedia Commission (MCMC) has tasked the Communications and Content Forum to lead the Single Audience Measurement (SAM) initiative. This initiative is intended to establish a unified and consistent approach to audience measurement across various media platforms.

Currently, viewership and audience data are measured using different systems depending on the medium: television relies on Nielsen, Astro uses Kantar, radio uses GfK, while outdoor and other platforms use separate providers. This fragmented approach results in inconsistencies in methodology, metrics, and reporting standards. MCMC has therefore proposed the development of a single measurement platform to enhance transparency, comparability, and industry-wide consistency.

However, funding remains the primary challenge. At present, each media entity independently subscribes to and pays for its own audience measurement data. Transitioning to a unified system would require significant financial resources and coordination. As such, the Content Forum is seeking funding support to undertake this exercise.

Once implemented, the 4As would play a pivotal role in the SAM initiative, given that it is the only independent association within the ecosystem. As the initiative is media-focused, it enables the 4As to maintain its independence and neutrality, while the direct commercial implications would more significantly impact other industry bodies such as the Media Specialists Association (MSA) and the Malaysian Advertisers Association (MAA).

MEMBERSHIP STRUCTURE

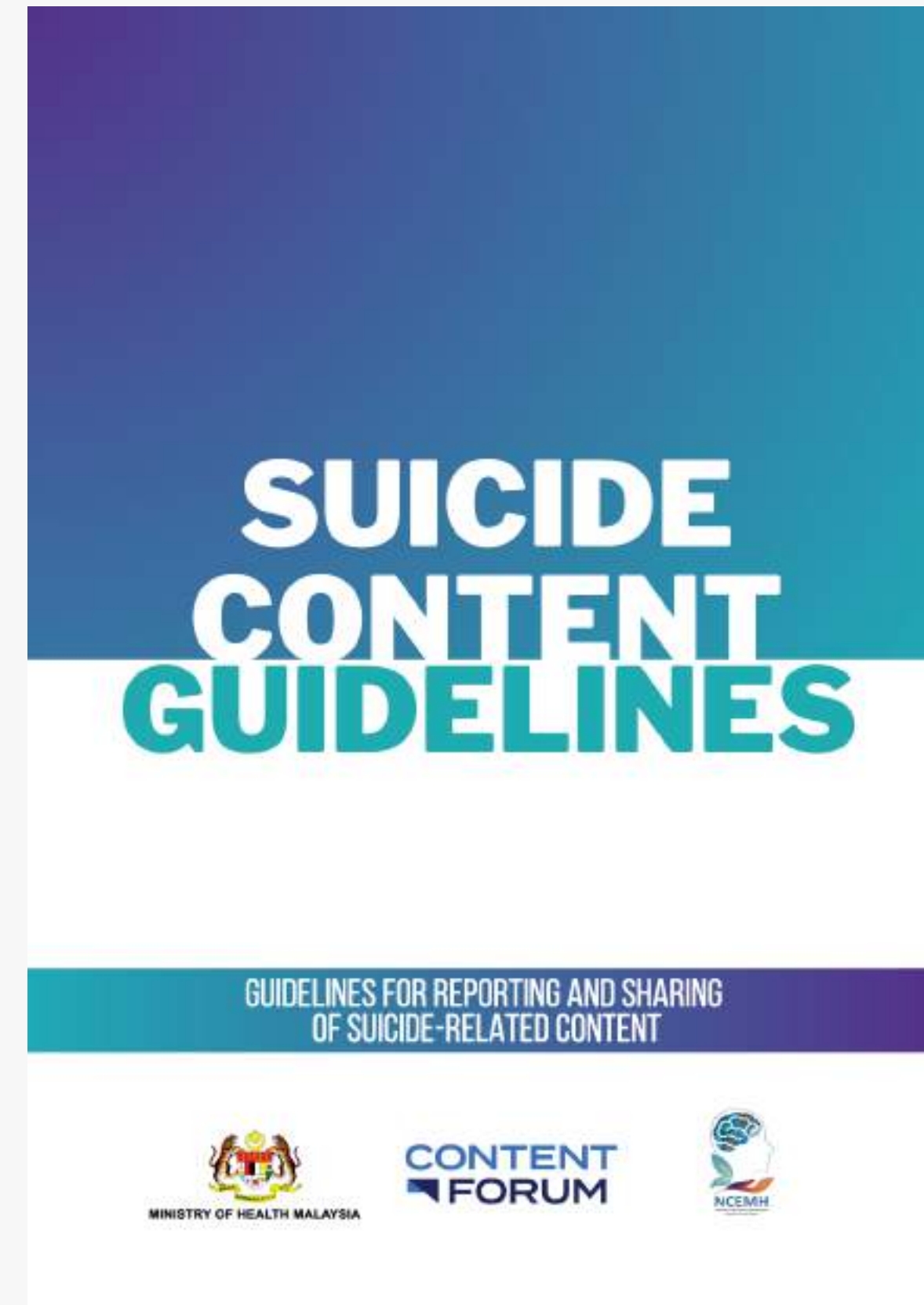
Content Forum has renamed the Civic Group category within its membership categories to 'Civil Society Organisations (CSOs)', to better reflect its original intent of representing community-based and advocacy-driven organisations. The change aims to provide a fairer and more accurate categorisation that aligns with each group's purpose, role and contribution to the content ecosystem.

Additionally, to encourage continued participation from universities and professional bodies, it was recommended that they be placed under a category called Educational and Professional Membership Organisations that more appropriately reflects their function and areas of expertise.

GUIDELINES ON ETHICAL REPORTING AND SHARING OF SUICIDE-RELATED CONTENT-

In June 2025, the Guidelines On Ethical Reporting And Sharing Of Suicide-Related Content, a first-of-its-kind, media-led national policy initiative was introduced in a low- and middle-income setting, with strong representation from individuals with lived experience. The initiative aims to improve the quality and responsibility of suicide-related communication across media platforms, serving as a proactive measure to reduce the risk of imitative suicides and promote more sensitive, informed reporting.

The Guidelines are aligned with the Content Code and reinforce the broader regulatory framework established under the Communications and Multimedia Act 1998. Together, these instruments support the promotion of ethical, balanced, and humane content standards, while encouraging media practitioners to report responsibly and with due consideration for public health and societal impact.



Educate Committee Report

Committee

Led by the CEO

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 12)



6 DELEGATES | **83%** 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.

6 delegates enrolled for the batch 12 intake. This included scholarships for 3 Member Agencies. The 2025 pass rate was 83%. As of 2025, 244 Malaysians have been certified.

IPA COMMERCIAL CERTIFICATE (BATCH 8)



27 DELEGATES | **37%** PASS RATE

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.

27 delegates enrolled for the Batch 8 intake. This included scholarships for 4 Member Agencies. The pass rate for Batch 8 was 37%. As of 2025, 109 Malaysians have been certified.

IPA EFFECTIVENESS ESSENTIALS CERTIFICATE (BATCH 5)



03 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, a lack of investment in commercial creativity, the battle for consumer attention, and evolving consumer behaviour.

3 delegates enrolled for the Batch 5 intake. The pass rate was 100%. As of 2025, there are now 78 certified Malaysians.

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 screenshot shows a news article from Astro Awani. The headline is "Kancil Awards & Creative Festival 2025: Astro tunjang evolusi industri kreatif Malaysia". The author is Malekah Aisyah, and the article was published on 01/12/2025 at 19:30 MYT. The main image is a group photo of people on a stage at the event, with a backdrop that reads "Entertainment Kancils Fiction & Non-fiction Film". Other text on the backdrop includes "NAGA DDB TRIBAL" and "Astro Malaysia".

SUBANG JAYA: Dalam landskap kreatif Malaysia yang semakin berkembang dan kompetitif, Astro sekali lagi membuktikan kedudukannya sebagai peneraju pengisian budaya dan penceritaan negara apabila mencatat sejarah tersendiri di Kancil Awards & Creative Festival, acara paling berprestij yang meraikan kecemerlangan kreatif sejak 1978.

ASTRO AWANI
Kancil Awards & Creative Festival 2025:
Astro tunjang evolusi industri kreatif
Malaysia
 01 December 2025



Astro menampilkan dua figura penting industri, Naib Presiden & Ketua Astro Shaw, Raja Jastina Raja Arshad serta Ketua Strategi Kandungan Komersial Astro, Alex Goh dalam sesi bual bicara mengenai masa depan kandungan premium dan hala tuju kreativiti Malaysia.

Raja Jastina menegaskan bahawa kekuatan sesebuah kandungan terletak pada ketulenan budaya.

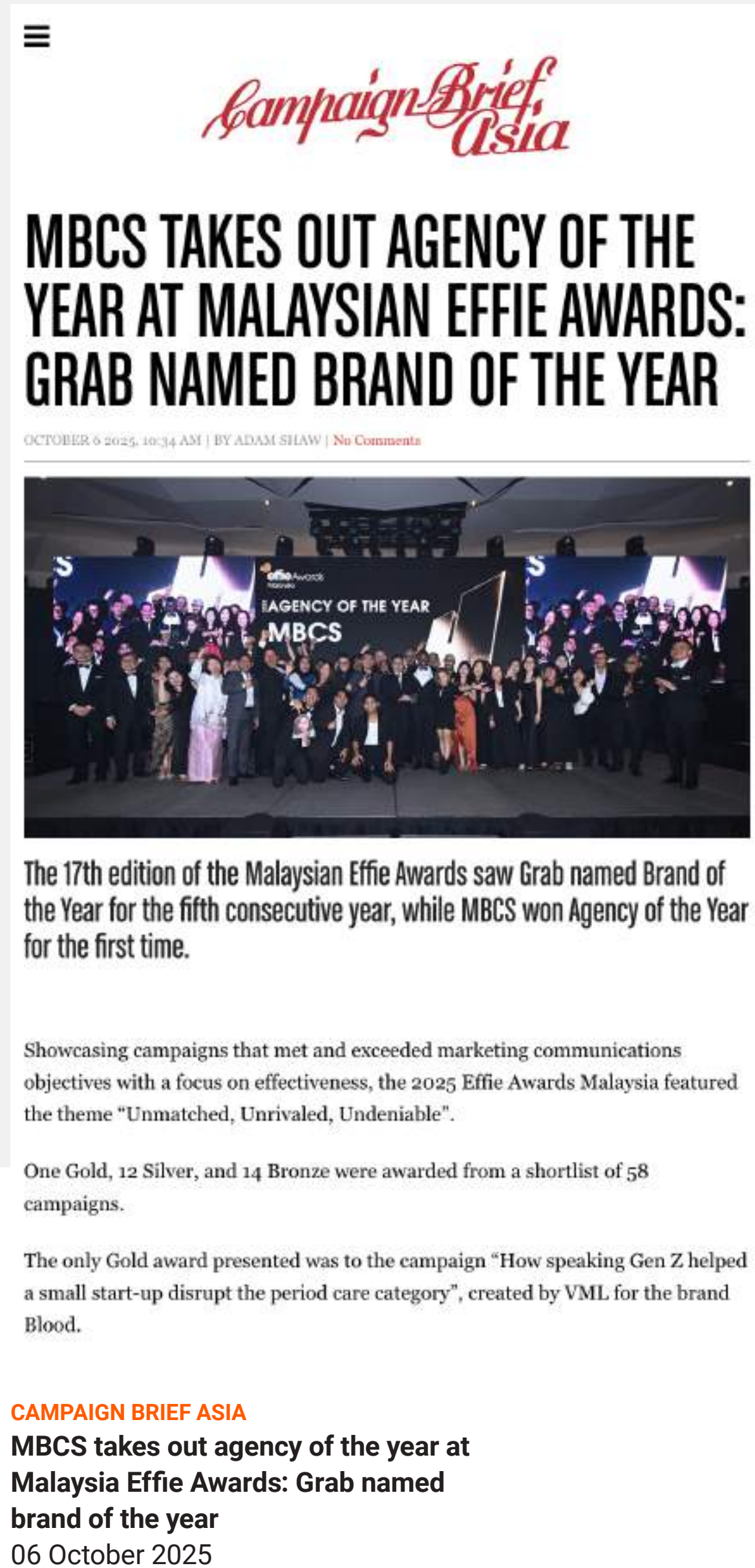
"Trendsetters tunjuk apa yang gempak, tetapi budaya ialah apa yang benar-benar penting. Ia memberikan rasa kebersamaan, dan itu hanya wujud melalui keaslian," katanya.

Beliau turut berkongsi bagaimana Astro Shaw memanfaatkan kekuatan naratif, legasi IP dan pengalaman bertahun-tahun dalam membentuk karya yang dekat di hati penonton.

"Kami memiliki akses kepada kandungan and IP premium. Polis Evo, contohnya, kekal relevan lebih 10 tahun kerana nilai budaya yang kuat," tambahnya.

Kerjasama strategik Astro Shaw bersama jenama seperti Wanda Coffee turut membuktikan keupayaan penceritaan budaya dalam menjana impak perniagaan, termasuk pertumbuhan jualan sehingga 50 peratus dalam tempoh lima bulan. Sebelum ini, Astro juga telah menghasilkan filem berjenama untuk Mirinda dan 7Up yang melonjakkan jualan sehingga 133 peratus.


ASTRO AWANI
Kancil Awards & Creative Festival
2025: Astro tunjang evolusi industri
kreatif Malaysia
 01 December 2025



Campaign Brief Asia

MBCS TAKES OUT AGENCY OF THE YEAR AT MALAYSIAN EFFIE AWARDS: GRAB NAMED BRAND OF THE YEAR

OCTOBER 6 2025, 10:34 AM | BY ADAM SHAW | No Comments



The 17th edition of the Malaysian Effie Awards saw Grab named Brand of the Year for the fifth consecutive year, while MBCS won Agency of the Year for the first time.

Showcasing campaigns that met and exceeded marketing communications objectives with a focus on effectiveness, the 2025 Effie Awards Malaysia featured the theme "Unmatched, Unrivaled, Undeniable".

One Gold, 12 Silver, and 14 Bronze were awarded from a shortlist of 58 campaigns.

The only Gold award presented was to the campaign "How speaking Gen Z helped a small start-up disrupt the period care category", created by VML for the brand Blood.

CAMPAIGN BRIEF ASIA
MBCS takes out agency of the year at Malaysia Effie Awards: Grab named brand of the year
 06 October 2025



advertising + marketing

Home / Opinions



Interview: 4As Malaysia's new leaders on major adland shifts

Published 14 April 2025 Author Lee Shin Yiling

The association of accredited advertising agents Malaysia (4As) has elected Tan Kien Eng (pictured left) as its new president, and Kristian Lee (pictured right) as its new vice president for a two-year term ending March 2027. They succeeded the roles from Ryusuke Oda, who was the acting president and vice president for the previous term.

Previously, A+M reported that Oda had stepped down as the managing director and country manager of Hakuhodo Malaysia, and moved into a chief marketing officer role at Himaraya in Japan. The move was timed with the end of his term with the 4As. Oda's role at Hakuhodo Malaysia was taken over by Takeji Yamauchi.

Tan, who was most recently appointed executive chairman of McCann Kuala Lumpur, was previously the group chief executive officer of dentsu Malaysia, before retiring in October 2023. He was in the role for over two and a half years. Prior to that, Tan was the CEO of Publicis Groupe Malaysia for over four years until 2021. He also held the role of CEO at Leo Burnett Malaysia for 14 years.

Don't miss: Hakuhodo Malaysia's MD steps down

ADVERTISING + MARKETING
Interview: 4As Malaysia's new leaders on major adland shifts
 14 April 2025



MARKETING ZEITGEIST

4As Malaysia Grows Membership By 36%

19 November 2025 by: Nathalie Tay



The 4As Malaysia has increased its membership by 36% during the past 15 months, bringing its total to over 80 agency brands, reflecting growing confidence in the association and the creative industry's renewed momentum.

Tan Kien Eng, 4As President said, "The 4As Malaysia has demonstrated 50 years of effective industry stewardship, and continues to build on this legacy. The surge in new members underscores the industry's recognition of 4As Malaysia as the leading organisation for advocacy, knowledge-sharing, and setting professional standards. In the context of the evolving landscape of

MARKETING ZEITGEIST
4As Malaysia Grows Membership By 36%
 19 November 2025



Malaysian ad industry pay climbs 6% to 10% amid steady talent demand

Published
05 January 2026

Author
Lee Shin Yiing

Industry salaries across Malaysia's advertising sector grew between 6% and 10% year on year, according to the "2025 Salary and charge-out rate survey" released by the Association of Accredited Advertising Agents Malaysia (4As Malaysia) in partnership with The Edge Partnership Malaysia.

The annual survey provides an updated snapshot of salary levels, charge-out rates, talent trends and workforce patterns across agencies in Malaysia. It draws on data contributed by participating 4As member agencies, covering functions such as management, account management, strategy, creative, social media, digital and technology, production, and support roles.

Don't miss: Interview: 4As Malaysia's new leaders on major adland shifts

In terms of overall salary movement, the survey found that larger agencies with more than 50 employees continued to offer higher pay at senior levels,

ADVERTISING + MARKETING

Malaysia ad industry pay climbs 6% to 10% amid steady talent demand
05 January 2026

Media statement from Andrew Lee, CEO of 4As Malaysia on council resignations

Published
29 May 2025

Author
Lee Shin Yiing

Below is a statement from Andrew Lee, chief executive officer of the Association of Accredited Advertising Agents Malaysia (4As Malaysia), in response to key issues raised by four leaders who announced their formal resignations from the association.

Following a recent memo circulated to 4As council members from ex-Council members, the 4As wishes to address the following key issues:

1. Claim of unfair candidate briefings.

It was minuted in the Minutes of Meeting dated 3 March 2025, prior to the Biennial General Meeting (BGM) on 27 March 2025 that "Given the admission of five or six new members, the chairman of the meeting, Johnny Mun suggested that each candidate for the presidency and vice presidency be allowed to introduce themselves at the BGM meeting. He proposed allotting five minutes for each nominee to discuss their qualifications and vision, providing members with a clearer

ADVERTISING + MARKETING

Media statement from Andrew Lee, CEO of 4As Malaysia on council resignations
29 May 2025



Remaja

28 November 2025 · Give 'Em a Show · Lew Sid ·

Kancil Creative Festival 2025 menghimpunkan penggiat industri dari pelbagai cabang kreatif untuk berkongsi idea, inspirasi dan hala tuju baharu. Tema Make It Happen on the World Stage pada tahun ini menyeru komuniti krea Malaysia untuk menghasilkan karya berani yang mampu bersaing secara global tanpa hilang identiti tempatan. Menariknya, festival ini terus menjadi platform utama yang mengangkat bakat, kolaborasi dan inovasi dalam industri kreatif negara.

#MajalahRemaja #Remaja #RemajaMalaysia



REMAJA

Facebook Post
28 November 2025

Astro Menyinar Di Kancil Awards & Creative Festival 2025

By FZ - 9 Dis 2025



Astro terus maju ke hadapan menerajui tren penceritaan di Malaysia menerusi platform setelah ia melakar sejarah menang besar di acara Kancil Awards & Creative Festival 2025, baru-baru ini di Kuala Lumpur.

Untuk pengetahuan semua, Kancil Awards & Creative Festival merupakan sebuah acara anugerah kreatif berprestij di Malaysia yang memberi penghargaan kepada pencapaian pemain industri kreatif di Malaysia.

Sejak diperkenalkan pada tahun 1978, ia telahpun menjadi medan pemain-pemain industri kreatif tempatan untuk meraikan idea, kempen dan kerja kreatif terbaik dalam dunia pengiklanan negara.

Hanya pada tahun 1995, Kancil Awards diberikan nafas baharu dan menonjolkan karya-karya terbaik menerusi kategori seperti penulisan (*copywriting*), arahan seni, konten digital, inovasi kreatif dan macam-macam kategori yang lain.



Semestinya, tidak mudah untuk mana-mana entiti platform pengiklanan untuk

REMAJA
Astro Menyinar Di Kancil Awards & Creative Festival 2025
 9 December 2025

ADVERTISING & MEDIA

Grab crowned Brand of the Year at Effies 2025

By NICOLE CHEW
 Monday, 27 Oct 2025



KUALA LUMPUR: The recent 17th annual Malaysian Effie Awards, which honours the year's best and brightest in marketing effectiveness, saw Grab named "Brand of the Year" for the fifth consecutive year.

Grab clinched three silver awards and four bronze awards for its campaigns, "Grab: Social-first to make lunch stick" with Grab Creative Studio, as well as "#WargaEmasBoleh bersama Grab" and "Grab's Teeny-Tiny Subway Takeover" with Fishermen Integrated.

Meanwhile, creative content practice MBCS nabbed the title of "Agency of the Year" for the first time with one silver award and six bronze awards for campaigns including "Cracking the Secret Language: Ketibas, Ketibus, Ketitam", "#Sembur, Play, Slay: Designed for Their Pace, Fit For Every Moment", and "From Skincare to Self-Belief: SAFI's Scholarship Sparked a Raya Revolution".

Notably, only one gold award was given out this year, going to the campaign "How speaking Gen Z helped a small start-up disrupt the period care category" by VMI for the brand Blood.

THE STAR
Grab crowned Brand of the Year at Effies 2025
 27 October 2025

Ordinary Members

APD DIGITAL SERVICES SDN BHD
BARON ADVERTISING SDN BHD
BEANS MEDIA SDN BHD
BRANCOS WORLDWIDE SDN BHD
CHEIL MALAYSIA SDN BHD
DENTSU (MALAYSIA) SDN BHD
DIA BRAND CONSULTANTS SDN BHD
DNA CREATIVE COMMUNICATIONS SDN BHD
ELLIPSIS ASIA SDN BHD
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GEOMETRY GLOBAL SDN BHD
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PEOPLE 'N RICH - H SDN BHD
SHINAJII SDN BHD
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TWO POINTS SDN BHD
VIVAKI (MALAYSIA) SDN BHD
WPP MARKETING COMMUNICATIONS (M) SDN BHD
(OGILVY MALAYSIA)

Associate Members

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AQM CREATIVE & COMMUNICATION SDN BHD
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GREEN-I MULTIMEDIA SDN. BHD.
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LEWIS COMMUNICATIONS SDN BHD
MLY TRADING SDN BHD
RAPP WORLDWIDE MALAYSIA SDN BHD
REKALABS SDN BHD
SKRIBBLE ME MALAYSIA SDN BHD
TINKER STUDIO SDN BHD
TRINOVIK LABS SDN BHD
YELLOW LEADS SDN BHD
WOFOLLOW SDN BHD

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