

COUNCIL REPORT

2020–21

ABOUT

THE 4AS MALAYSIA, FORMED IN 1971, IS THE MALAYSIAN INDUSTRY'S FOREMOST BODY THAT REPRESENTS AND PROMOTES 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 who are key players in the advertising industry.

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

OBJECTIVES

THE FOLLOWING FIVE OBJECTIVES ADOPTED BY THE COUNCIL NOT ONLY SERVE AS THE BACKBONE OF THE ASSOCIATION, BUT ALSO A COMMITMENT. AS WE FACE THE CHALLENGES OF TOMORROW, THESE OBJECTIVES WILL STEER US THROUGH THE TOUGH TIMES & PROPEL US TOWARDS SUSTAINABLE GROWTH AND INSPIRATION FOR OUR INDUSTRY.

01 To Provide Industry Guidance & Leadership

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



Advertiser–
Agency
Agreement
Template



Pitch
Disbursement
By-Laws



Finding an
Agency Guide



Standards of
Practice & Ethical
Conduct



Ownership of
Agency Ideas
During a Pitch



Agency
Remuneration
Fee Guide



Agency – Film
Production
Agreement
Template

02 To Raise Standards & Professionalism

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



Effie Masterclass
—
How to Craft Effie
Case-studies
Submissions



Kancil Awards
—
Creative
Competition



Putra Brand
Awards
—
Recognition of
the People's
Brand Choice



The Global Voice
for Agencies



Franchise Holder
of Effie Awards
—
Effectiveness
Competition



Founding
Member of
Industry
Self-Regulatory
Organisations

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

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



Craft-focused
Programs by Top
Practitioners



Institute of
Practitioners
in Advertising (UK)

- IPA Foundation Certificate
- IPA Commercial Certificate
- IPA Advanced Certificate in Effectiveness
 - IPA Digital Performance Certificate
- IPA Effectiveness Essentials Certificate



Workshops by
Core-subject
Specialists

O4 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 & Effie Awards



Effie Winners' Showcase in the Business Press

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

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



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



Inputs into Re-drafting of the Content Code/ Advertising Rules for the Communications and Multimedia Content Forum (CMCF)



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

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 Effie and Kancil awards competition.

02

Cost-Reimbursement Pitch presentations

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

03

Salary and Charge Out Rates Survey

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

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

04

IPA Alliance

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

06

Subsidised Registration Fees

Members receive between 20% to 40% reduction on non-member fees to attend 4As hosted seminars and workshops, including fees for the IPA qualifications.

05

Employee Scholarships

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

- IPA Foundation Certificate
- IPA Commercial Certificate
- IPA Advanced Certificate in Effectiveness
- IPA Digital Performance Certificate
- IPA Effectiveness Essentials Certificate

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

07

Networking

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

08

Best Practice Guides

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

President



Andrew Lee
Managing Director

Havas Immerse Sdn Bhd

Senior Advisor



Dato' Johnny Mun
Chief Executive Officer

Oxygen Advertising Sdn Bhd



Khairudin Rahim
Chief Executive Officer

4As

Service
Acknowledgement

Datin Seri Sharifah Menyalara Hussein
Ben Chew
Leon Tang

Council Members



Karthi Palanisamy

Managing Director

Crush Communications
Sdn Bhd



Jasmin Omar

Managing Director

Ellipsis Asia Sdn Bhd



Irene Wong

Chief Executive
Officer

Grey Worldwide Sdn Bhd



Darien Mah

Chief Executive
Officer

Forefront Studio Sdn Bhd



Nizwani Shahar

Chief Executive
Officer

WPP Marketing
Communications (M)
Sdn Bhd



Adrian Loh

Managing Director

Shinajii Sdn Bhd



Kristian Lee

Chief Executive
Officer

Naga DDB Sdn Bhd



Yee Hui Tsin

Chief Executive
Officer

TBWA Kuala Lumpur
Sdn Bhd



Ryusuke Oda

Managing Director

Hakuhodo Malaysia
Sdn Bhd



LV Chong

Regional
Business Director

Monster Interactive
Sdn Bhd

KEY HIGHLIGHTS

Agencies with annual revenue less than RM3mil would be granted a levy reduction of 100%.

LEVY REDUCTION OF

25%

>RM9 MIL ANNUAL REVENUE

50-75%

OTHERS

100%

<RM3 MIL ANNUAL REVENUE

advertising
marketing



4As Malaysia to reduce annual membership levy for agencies

GRACE ONG / 30 APRIL 2020



The Association of Accredited Advertising Agents Malaysia (4As) will reduce and, in some cases, waive its annual membership levy for 2020, to ameliorate the impact of COVID-19 on its member agencies. Agencies with an annual revenue of less than RM3 million will be granted a levy reduction of 100%, while agencies with an annual revenue of RM9 million and above will be granted a levy reduction of 25%. All other member agencies will receive either a 50% or 75% levy reduction, depending on their revenue tier.



4AS REDUCES/WAIVES ANNUAL MEMBERSHIP LEVY

In recognition of the financial impact that the pandemic was having on Member Agencies, the 4As Council decided in April 2020 to reduce and in some cases, waive the annual levy to ameliorate the impact of the pandemic on members.

Agencies with less than RM3 million annual revenue was granted a 100% levy reduction, while agencies with an annual revenue of RM 9 Million and above were granted a 25% levy reduction. Other Member Agencies received either a 50% or 75% levy reduction depending on their revenue tier. As a result of these reduction, the 4As agreed to forgo an estimated 55% of its 2020 income to be derived from levies.



IPA QUALIFICATIONS

Since 2016, a total of 249 Malaysian Practitioners have been “certified” by IPA for their globally recognised professional qualifications.

The 5th and latest Effectiveness Essentials Certificate was launched in January 2021. A record 58 delegates enrolled and for the first time, 28 of the pioneer delegates came from Media Specialist Agencies.

This course gives practitioners the correct set of lenses to plan and think about effectiveness early rather than an afterthought. It reinforces and promotes a “culture of effectiveness” in our industry.

FREE ONLINE COURSES FOR MEMBERS

In recognition of the financial, emotional and physical impact that the pandemic was having on Member Agencies, the 4As offered free access to online courses for home-based learning. 3 IPA endorsed trainers were recruited and delivered 8 different courses over 20 dates. Each lasting 90 minutes via Zoom. Over 219 employees from Member Agencies benefitted. Every course had a full house attendance.

4As Malaysia proudly presents

HOW TO BRIEF WORK-FROM-HOME TEAMS

LIVE on Fri 15 May, 2am-3am

A FREE webinar in partnership with the American Advertising Agencies Association.

#LearnFromHome at www.aaaa.org/professional-and-organizational-development



4As Malaysia proudly presents

7 THINGS YOU CAN LEARN BY TALKING TO YOUR CLIENTS

LIVE on Wed 20 May, 2am-3am

A FREE webinar in partnership with the American Advertising Agencies Association.

#LearnFromHome at www.aaaa.org/professional-and-organizational-development



TheStar 4As offers free training webinars during the MCO period

4As offers free training webinars during the MCO period

ADVERTISEMENT & MEDIA
Monday, 11 May 2020



Association of Accredited Advertising Agents of Malaysia (4As) Chief Executive Officer Khairudin Rahim.

PETALING JAYA: The Association of Accredited Advertising Agents Malaysia (4As) has announced a slew of free training webinars during the movement control order (MCO) period when many agency employees are working from home.

CEO Khairudin Rahim said: "In recognition of the financial, emotional and physical impact that Covid-19 is having on our member agencies and their employees, we have leveraged on our established international and industry partnerships to offer free access to online training for home-based learning."

Following the IPA UK commercial certificate that was offered free last month, 4As Malaysia is now able to offer access to additional courses from the American Advertising Agencies Association (also known as 4Aa).

The four-hour long webinars would be presented five this month.



EFFIE AWARDS 2020/2021

There was a record increase in entries of nearly 50% for its 13th edition, with a large number of Covid-19 related campaigns submitted in the new Topical Marketing (Current Events) category.

Overall, the standard of submissions was remarkably high, despite the challenges of the past year.



4AS JOINS VOXCOMM- THE GLOBAL VOICE FOR AGENCIES

Council agreed on 4 January 2021 to join a newly established International Organization for national agency associations. We were nominated by founding member IPA as a worthy candidate to join this global group. VoxComm's purpose is to;

- Be the new global voice for Agencies
- Champion the value that Agencies bring to their clients
- Share resources, best practices and ideas
- Promote good practice and speak out when there are bad practices.

DEMAND FOR IP OWNERSHIP OF PITCH WORK REMOVED

The Malaysian Healthcare Travel Council (MHTC) had insisted via a clause in their tender document that they own the rights to all ideas and creatives presented at the pitch.

After repeated notifications by the 4As that their demand for an Agency's IP without compensation was unethical and that no 4As Member would proceed with the pitch, MHTC agreed to back down and remove the clause from current and future tenders.



PUTRA BRAND AWARDS HITS 11 YEARS

Close to 6,000 consumers responded over the 6 week long research period to nominate their favourite brands across 23 categories. Winners were announced in a 52 page Star Special Supplement on 5th February 2021.

PRESIDENT'S REPORT



Andrew Lee
President, 4As

THE ASSOCIATION CONTINUES TO CHAMPION THE VALUE THAT AGENCIES BRING TO THEIR CLIENTS AND DO SO THROUGH THE PURPOSEFUL DELIVERY OF THE ASSOCIATION'S 5 LONG-STANDING OBJECTIVES.

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



The 4As was challenged in 2020 with the unprecedented effects of the pandemic onto our industry's entire eco system. In an immediate response and in recognition of the financial impact that the pandemic was having on Members, your Council decided in April 2020 to introduce a one-time reduction and in some cases waive the annual levy to ameliorate the financial impact of the pandemic on Members.

Your Council did so despite an estimated 55% income drop for the 4As to be derived from annual levies for the year. Our accumulated reserves prudently made from operational surpluses over the past years helped us afford this income drop for the sake of Members.

In addition, realizing that training budgets would immediately become a casualty of Agencies needing to cost cut, we decided to leverage our strong alliance with the IPA by hosting for free, 8 different online courses staggered over 20 different dates using 3 different top-rated IPA endorsed trainers. Each session was a minimum of 90 minutes in duration. Over 270 employees from Member Agencies benefitted with courses like Writing Better Briefs, Being A Better Account Handler, Selling Creative Ideas, Uncovering Insights and The 7Es of Engagement.

In an immediate response and in recognition of the financial impact that the pandemic was having on Members, your Council decided in April 2020 to introduce a one-time reduction and in some cases waive the annual levy to ameliorate the financial impact of the pandemic on Members.

JOINT INDUSTRY MEMORANDUM

Recognizing that our industry needs short to medium term assistance from the Government, the 4As took the front lead and developed a joint memorandum to the Ministry of Finance on behalf of the Malaysian Advertising and Marketing industry. There was a total of 10 reliefs sought from Government. The 2 main reliefs requested were:

- 1) Waiver of Sales and Service Tax (SST) on all advertisement creation, production and placement by Malaysian companies until Q2 2021.
- 2) Waiver of SST until Q2 2021 from being charged by all Malaysian companies through an order under the SST Act for persons who are exempted from payment of service tax.

With regret, the Government did not provide any stimulus benefit for our industry in Budget 2021 that was announced on 6 November 2020.

EDUCATION

We introduced the 5th and latest IPA qualification called the Effectiveness Essentials Certificate. A record 58 delegates enrolled and for the first time, 28 came from Media Specialist Agencies. This indicates recognition of our efforts to promote a culture of effectiveness in the Malaysian industry. Since 2016 a total of 249 Malaysian practitioners and Marketing Communications lecturers have been “certified” by IPA for their globally recognized, professional qualifications. This number excludes the other short 1 to 3 day courses we have hosted using IPA trainers.

At the end of 2020 over 50 individuals have gained from the 4As scholarship award for the IPA certifications including lecturers. We will continue with this award for the years to come.

The Council thanks Astro for deciding to continue with their 4As Education Aid and awarding RM 50,000 for 2021. There was no award for 2020. This funding helps us to make training costs affordable, bearing in mind IPA trainers fees are in British Pounds.

AWARDS

The 11th installment of The Putra Brand Awards was successfully conducted with over 6,000 consumers responding to the survey held over a 6 week period. 23 categories were covered. Winners of the “People’s Choice” award were announced in a 52 page Star Special supplement on 5th February 2021. The Gala Award Ceremony night could not be held due to the pandemic.

The 2020 Effie Awards had to be postponed to 2021. There was a 47% increase in entries received at 197 vs 2019’s 135 entries. A record performance despite the negative effects of the ongoing pandemic. Final judging was held on 24th March with results targeted to be announced on 28 May 2021.

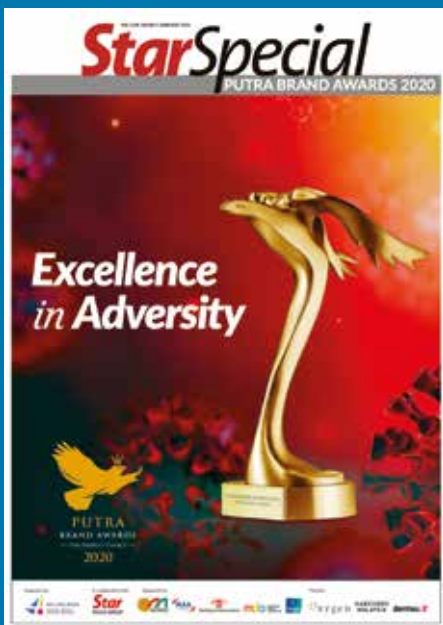
ADVOCACY

We will continue to speak out against any Advertisers who demand IP ownership of Agency work presented in a pitch without compensation. After repeated demands and warnings that no 4As Member would be allowed to pitch, The Malaysian Healthcare Travel Council (MHTC) agreed to back down and removed their unethical clause from the tender document.

VOXCOMM

The Council agreed in January 2021 to join VoxComm based in Brussels, a newly established international organization for national and regional agency associations. The founding organizations includes 4As America, IPA UK, the European Association of Communications Agencies and the Institute of Communications Agencies Canada. The IPA honored us by deciding to nominate 4As Malaysia as a qualified candidate. VoxComm will be the new global voice for agencies. They share the same values and purpose of the 4As.

- 1) Champion the value that agencies bring to their clients.
 - 2) Share resources, best practices and ideas.
 - 3) Promote good practice and speak out when there are bad practices
- More on this in the months to come.



AWARDS COMMITTEE REPORT

OBJECTIVES

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



Into its eleventh year, the Putra Brand Awards is a closely followed event by top marketers. It's an event in which the entire marketing and communications industry looks forward to in order to keep tabs on the brands that are most favoured by consumers. Proof that their cumulative brand building efforts together with their agency partners have worked.

It is endorsed by MATRADE as Brand Champion Partner and supported by the Malaysian Advertisers Association, Malaysian Digital Association and the Media Specialists Association. Organised in collaboration with the Star Media Group as the main sponsor. There are 23 categories in addition to three special awards.

PUTRA BRAND AWARDS (PBA)

Dato' Johnny Mun & Mr. Ryusuke Oda returned as Organising and Vice Organising Chairpersons.

A total of 135 awards were bestowed covering Platinum, Gold, Silver and Bronze. In addition, the 3 special awards went to:



Gardenia

Putra Brand of the Year



Malaysia Airlines

Putra Brand Icon



UNITAR International University

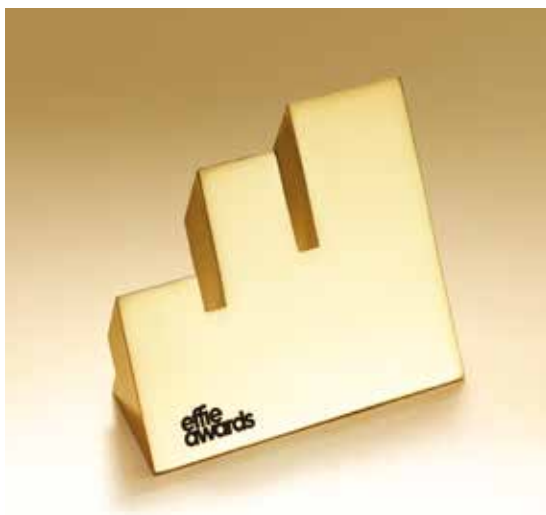
Putra Enterprising Brand Of The Year

Selection Criteria

This is based strictly on consumers' choice of the brands that consistently invest in brand building. Close to 6,000 consumers responded over the six week-long research period which was promoted via 25 digital platforms. The research was carried out by Ipsos Sdn Bhd to determine Malaysia's favourite brands. Respondents rate the brands based on:

- their impression of the brand;
- their intention to purchase the product or services of the brand;
- their "forced" choice of the brand;
- those they would recommend to friends and families.

Winners were announced in a 52 page Star Special supplement on 5th February 2021.



EFFIE AWARDS

The Awards scheduled for November 2020 had to be postponed to 2021 due to the pandemic.

Ms Irene Wong and Ms Yee Hui Tsin returned as Organizing and Vice Organizing Chairpersons. Datin Sri Lara Hussein also returned as Jury Chairperson.

RECORD NUMBER OF ENTRIES RECEIVED FOR 2020/2021 EFFIE AWARDS MALAYSIA: WINNERS ANNOUNCED IN MAY



The 2020/2021 Effie Awards Malaysia announced a record increase in entries of nearly fifty percent for its 13th edition, with a large number of Covid-19 related campaigns submitted in the new Topical Marketing (Current Events) category.

"I am delighted with the healthy participation, and that we have seen a substantial increase in entries this year," said Irene Wong (pictured right), Organizing Chairperson of the Malaysia Effie awards says. "It is a reflection of the continued interest of these awards in the industry, and confirms the significance that this recognition brings to agencies and advertisers alike."

Two other new competition categories – new healthcare brands, for campaigns that have proven successful in more than three years, and Marketing Disruption, for campaigns that have successfully changed the marketing paradigm.

These additions bring the total to 14 Product & Service categories and 14 Specialty categories, in which a select number of Gold, Silver, and Bronze awards will be presented. This year also sees the introduction of the Grand Effie (best in class), which will also be awarded to a Gold winner if the judges believe it to be deserving.

The final round of judging, concluded on 24th February, was undertaken by more than 300 senior members of leading marketing agencies, and media owners led by Datin Sri Shahril Shahril-Hussein (pictured left), CEO and President, M4C Berhad Kuala Lumpur.

Datin Sri Shahril said, "we expected the entries to the new Topical Marketing category were particularly keen and successful. Overall, the standard of submissions was remarkable high, despite the challenges of the past year."

"In keeping with the spirit of the awards, our judging deliberations were conducted online, for this was no detriment to a truly and robust discussion."

The final round of judging will also be held virtually on 24th March, with the results to be announced on 26th May.

Grand Effie and record winners will then be eligible to compete for the Global Grand Effie in their category, with a final round award of the Global Effie, the single most effective marketing advertisement, presented by Effie Worldwide.

The event 2021 Effie Awards Malaysia is organized by the JAW and supported by the Malaysian advertising association (M4A) and Media Specialty Association (MSA), in association with the Malaysian Internet Trade Development Corporation (MINTADe).

"From dealing with the health crisis to weathering the global economic downturn, the numbers and data from the creative solutions to solve business challenges in Covid-19 times are the hard evidence providing critical proof that marketing and advertising are economic growth engines."

IRENE WONG

Organising Chairperson of the 2020/2021 Effie Awards in Malaysia

“The Pulse, this year’s theme, is about celebrating advertisers and marketers who despite going through this testing time, still produce great works because they tapped into the pulse of the people, the situation, and pivoted quickly.”

IRENE WONG



A record increase in entries of nearly 50% for its 13th edition, with a large number of Covid-19 related campaigns submitted in the new Topical Marketing (Current Events) category. This is a reflection of the continued relevance of these awards to the industry, and reaffirms the significance that this recognition brings to agencies and advertisers alike.

Overall, the standard of submissions was remarkably high, despite the challenges of the past year. The final round of judging was held virtually, on 24th March, with the results to be announced on 28th May.



KANCIL AWARDS

The Kancil Festival and Awards scheduled for 13 and 14 August 2020 had to be postponed to 2021 due to the pandemic. The events will be held virtually at a date to be announced in Q2, 2021.

ADVOCACY COMMITTEE REPORT

OBJECTIVES

- 01** Improving the quality of talent, ethics and professional standards
- 02** Membership Recruitment and Marketing



PITCH DISBURSEMENT BY-LAWS

The updated Pitch Disbursement By-Laws (Update No 7) was introduced in December 2020.

The amendments were unanimously agreed to and voted by Members who attended the 4As EGM held on 3rd September.

The major change is for Clause 4.1. The previous rule where a “related corporation” to a Member Agency will ALSO be subject to pitch disbursement have been dropped. Pitch Disbursement payment is however still applicable for a “subsidiary” of a Member Agency who is engaged in the same business as the Member, which is to create, maintain and enhance the value of it’s client’s brands and business through advertising, marketing communications or marketing services.

The other is Clause 5.1 where it is incumbent upon a Member to immediately and without fail to notify the Advertiser that:

- a) As a Member of the 4As, the Agency is bound by the Pitch Disbursement By-Laws, an industry requirement since 2006.
- b) The Advertiser will need to provide an undertaking to the 4As’ Secretariat to pay a pitch disbursement of RM10,000 (plus applicable Government tax) per assignment, per Member Agency.
- c) The 4As Secretariat shall be providing the detailed rationales, modus operandi and By-Laws directly to the Advertiser.

Members were requested to please do their part by also notifying the Advertiser the above instead of remaining silent during or after the Advertiser briefing meeting.

The rest of the updates made several clauses explicit to better manage expectations.

Best Practices

Council agreed to publish of a list of the 4As expectations from Advertisers who organizes a pitch. This is to help Advertisers understand “best practices” and urge them to select the winning Agency within a 60-day window period.

- a) Have the clearly written brief endorsed by top management.
- b) Identify and enlist the key decision makers.
- c) Establish clear and objective evaluation criteria to judge/select.
- d) Set a fixed timetable for the various stages of deliberations.
- e) Fulfill the 60 day window period after the pitch presentation to make/announce the decision.
- f) Give the unsuccessful Agencies the courtesy of constructive feedback on their performance.

These have been included on the “Advertiser Form,” which is the Advertiser’s undertaking that they need to sign prior to every pitch involving our Members.

MEMBERSHIP

Disciplinary Action

CD Advertising Sdn. Bhd.

Council unanimously agreed in January 2020 to expel CD Advertising Sdn Bhd from the Association. The Member had proceeded with a pitch submission despite knowledge that the Advertiser, UMW Corporation Sdn Bhd had not agreed to the Association’s official request for an undertaking to pay the required Pitch Disbursement for CD Advertising.

The Member breached Clause 4.2, 6.1(a) and 8.1 of the Pitch Disbursement By-Laws. The Member, a repeat offender, was previously suspended for 6 months for breaches involving 4 different pitches Petronas Chemicals Group Sdn. Bhd, Proton Edar Sdn. Bhd (twice) and Petroliam Nasional Bhd.

CD Advertising served a formal appeal to the Association against their expulsion. Clause 22 of the Association Rules states “Any Member aggrieved by the decision of the Council have the right of appeal to an Extraordinary General Meeting (EGM) of the Association provided that within thirty (30) days of its decision, notice of appeal be served on the President at the registered address of the Association.

“Such meeting shall be held as soon as is convenient after receipt of such notice and if at such meeting a majority of not less than three quarters of those present and voting shall have the right to review the decision. Voting at such meeting will be by ballot.”

A Disciplinary Committee was established earlier at the President’s request to investigate the matter. CD Advertising was found guilty of discrediting and defeating the objectives of the Association.

During the EGM held on 3 September 2020, Members were advised that they have the right to review the decision of the Council and to vote to either uphold Council’s decision to expel or to reinstate CD Advertising as a Member. The Members present unanimously voted to uphold Council’s decision to expel CD Advertising.



BOOMERANG MEMBERSHIP ACCREDITATION PROGRAMME (BMAP)

Compliance

The Council was informed that, as at October 2, 21 out of 54 Members had not fulfilled their BMAP points for the period between 1 April 2019 and 31 March 2020. Council reminded the 21 members of their non-compliance and enclosed a list of up-coming programmes they could participate to earn points.

This number declined to 17 in November. Again, the Council reached out to these same Members to discuss efforts they could undertake to fulfill their obligations as part of their annual membership renewal requirement.

4 of these Members fulfilled the requirement by the end of 2020. The remaining 13 Members were cautioned of the consequence of their continued non-compliance.

As of January 2021, 5 Members had still not achieved their minimum points and Council issued a “Show Cause” letter. 2 of the Members, Fixgo Advertising and Agenda Solution reverted on their withdrawal from the Association. The other 3 failed to respond.

A Disciplinary Committee was then established at the President's request to investigate the matter and found the 3 Members guilty of breaching the BMAP By-Laws. This was deemed to discredit and defeat the objectives of the Association. The Council made a decision to suspend the 3 Members as per Clause 20 of the Rules of the Association, for a period of 8 months commencing from 1 February 2021;

- 1) ABC Mediaworks Sdn Bhd
- 2) Hunter Strategic Communications Sdn Bhd
- 3) J Walter Thompson Sdn Bhd

Ownership of Intellectual Property- Pitch Materials

The Malaysia Healthcare Travel Council (MHTC), and the East Coast Economic Region Development Council (ECERDC) via their tender document, insisted that each owns the rights to all ideas and creatives to be presented at their pitch. Both are Ministry of Finance bodies.

The 4As formally notified MHTC and ECERDC that demands to own an Agency's intellectual property (IP) rights without compensation was unethical and requested they remove this unfair condition. MHTC subsequently agreed to remove the clause from their current and future tenders. ECERDC as at March 2021 has yet to formally respond to the 4As request that has been escalated to their CEO and Head of Legal Affairs.

Maybank informed the 4As they would continue to demand the retention of the Agency's intellectual property proposed by non- 4As Members while agreeing to NOT demand the same for Members at their pitches.

The Council deliberated if the 4As should defend the IP rights of these non-members. While it maintained its stand that IP rights belong to an Agency, the Association will continue to pursue the rights of Members only.

Bi-monthly Steamulus Event

At the fifth talk, held on 16 December 16, Ms. Zanny Liu of Ampersand Sports shared her experience on how companies could benefit from Harnessing the Power of Sports to Grow your Brand. A total of 36 joined this session.

The sixth talk held on 25 February 2021 featured Mr Cheong Pi Bin of Hyped Mind who presented "Chatbot for Sales Automation". A total of 48 joined this session.

The Council noted that the response rate for the Steamulus series was below expectation and debated if the programme should be discontinued. The general view was that the number of participants is dependent on the relevancy of the topic. Council agreed to continue with the activity which will be reviewed by the next 2021/2023 Council.



ENGAGE COMMITTEE REPORT

OBJECTIVES

- 01** To be a source of reference for brand marketing and communications issues, and Legislation that affect consumer communications and demand.
- 02** To be Brand Malaysia advocate
- 03** To build relationship through Networking

Government



MINISTRY OF FINANCE:

Budget 2021: Industry Memorandum to the Ministry of Finance

As a consequence of the pandemic and its negative impact to the industry, the 4As took the lead and developed a joint memorandum to the Ministry of Finance on behalf of the Malaysian Advertising and Marketing industry. The 4As urged that adequate relief measures be implemented, in order to ensure that businesses can continue and jobs not lost.

The other associations that partnered the 4As were Commercial Radio Malaysia (CRM), Media Specialists Association (MSA), Malaysian Advertisers Association (MAA), Malaysian Newspaper Publishers Association (MNPA) and Outdoor Advertising Association of Malaysia (OAAM).

The group agreed to appoint a specialists consultancy, White Rook Ltd to formulate the memorandum. The requests for support and relief were:

- 1) Waiver of Sales and Service Tax (SST) on all advertisement creation, production and placement by Malaysian companies until 31 December 2020 or until Q1 or Q2 of 2021.
- 2) Waiver of SST until 31 December 2020 or until Q1 or Q2 of 2021 from being charged by all Malaysian companies providing services to advertising companies through an order under the Service Tax Act for persons who are exempted from the payment of service tax.
- 3) To consider double deduction relief of advertising expenditure incurred by all Malaysian companies for tax computation purposes until 31 December 2020 or until Q1 or Q2 of 2021.
- 4) To ease the bank credit facilities application requirements for all Malaysian advertising companies.
- 5) Moratorium on individual and/or corporate statutory contributions, including but not limited to monthly tax installments, EPF, SOCSO and HRDF contributions.
- 6) To facilitate ease of variations to current CP204 and CP500 requirements for reductions without incurring any penalties.
- 7) Additional tax relief for Capex and Opex expenditure in 2020 (i.e. Reinvestment allowance, waiver or the lowering of tax rates within selected industries).
- 8) Utilisation of HRD Funds to subsidise software upgrades and subscription costs to support digital transformation.
- 9) Extension and relaxation of the utilisation of brought forward tax losses for a period beyond the current 7 years' time limit imposed.
- 10) Relaxation of the rules under the Income Tax Act for claims for deduction on the "provision for Bad and Doubtful Debts.



COMMUNICATIONS AND MULTIMEDIA
CONTENT FORUM OF MALAYSIA

In a follow up meeting with Puan Che Nazli binti Jaapar, Deputy Undersecretary, Tax Division of MOF on July 14 at Putrajaya, the 4As highlighted two key reliefs sought by the industry:

- i) Sales and Service Tax (SST) exemption from July 1, 2020 to December 31, 2020 or from the first to the second quarter of 2021 for advertising spend and costs
- ii) Double deduction relief on advertising expenditure incurred by all Malaysian-owned companies to be exempted from claims submission and extension of qualifying criteria for tax deduction

Disappointingly none of the reliefs were adopted nor announced by the Prime Minister during the 2021 budget speech.

This same call for temporary assistance from the Government was made again by the 4As President and reported in the Star Biz on 1 March 2021.



COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM OF MALAYSIA (CMCF)

The 4As is a founding member of The Communications and Multimedia Content Forum of Malaysia (CMCF). This is a Self-Regulatory Organization (SRO) empowered by the Communications and Multimedia Act 1998 (CMA 98) to act as an industry self regulator on matters related to content over the electronic networked medium. This includes advertisements on TV, Radio, Websites, Digital Billboards, Digital news publications and mobile phone services.

Officially registered since 2001, the CMCF is in its 20th year of operations. Strategic direction is provided by the CMCF's Council and Executive Committee (EXCO).

CMCF is actively involved in policy making, enforcement and awareness activities centred on industry wide application of the Malaysian Communications and Multimedia Content Code (Content Code). It works alongside the Malaysian Communications and Multimedia Commission (MCMC), State Governments, CMCF's own members and affiliated partners.

Content Code Version 2.0

The newly appointed Chairman of MCMC, Dr. Fadhlullah Malek has given CMCF the mandate to revamp the entire Content Code in order to address new content issues and new developments that were not fully addressed in the previous editions of the Content Code. The revamped Code will be referred to as Content Code Version 2.0.

These include:

- 01 New Areas in Online Content:** Consider including provisions to govern OTT (over-the-top) providers, User-Generated Content, Influencer Marketing and E-commerce marketplaces.
- 02 Issue of a Level Playing Field with Non-members:** MCMC intends to implement a level-playing field based on the provisions of the CMA 98, for example Section 99 (Directions to Comply with a Registered Voluntary Industry Code) and Section 233 (Improper use of network facilities or network service). CMCF has been asked to proceed in drafting a revamped Content Code that promotes a holistic effect and MCMC will take care of the jurisdiction issues.
- 03 Sub Code on Children's Advertisement Content:** This sub code, co-written by the 4As has already been finalised and will be incorporated into the revamped Content Code as MCMC prefers for the Content Code to be a 'master code', incorporating all necessary provisions.
- 04 Lead-In Advertisements in News:** Such advertisements are to be allowed but must be clearly identified as advertisements. CMCF to include specific provisions on this under 'News and Current Affairs'.
- 05 Privacy and Digital Piracy:** To include provisions relating to compliance with the Personal Data Protection Act 2010 and a provision on anti-piracy responsibilities.
- 06 Ban list:** CMCF to review the ban list for removal/inclusion of items. To also include a provision that makes clear the ban list is not exhaustive and will encompass future items banned by the Government e.g., ban of vapes by the Ministry of Health.
- 07 Undergarments:** To include clearer language allowing undergarments to be advertised as long as not indecent or obscene i.e., no live lingerie models, no thongs, no indecent mannequins etc.
- 08 Content Accessibility for Disabled Groups:** To include provisions encouraging CMCF members to facilitate content accessibility, especially for news and public interest programs.
- 09 Sanctions:** To consider stricter sanctions i.e., increase quantum of the fine, alternative sanctions such as suspension of program etc.



The MCMC Chairman in a dialogue held on 8 February 2021 with the 4As CEO who is Vice Chairman of CMCF, together with the CMCF Exco, clarified that the existing laws under the CMA 98 can indeed be applied to individuals and non member companies of CMCF. MCMC is prepared and empowered to do so in accordance with Section 99 and Section 233 of the Act.

This revamp will provide the advertising industry the opportunity once again to level the playing field, set new standards to further ensure advertisements are legal, decent, honest and truthful. New areas include Influencer Marketing, E-Commerce, Use of Religion and Advertisements targeted at Children.

The new rules are targeted to be registered by MCMC in Q4, 2021.

Superlative and Comparative Ad Claims

The 4As proposed a new SOP for complaints handling to the CMCF Complaints Bureau Chairman, Datuk Bazain Idris who is a retired Federal Judge.

- a) The Advertiser to submit upon demand, within 2 working days to the Complaints Bureau, their documentary evidence to prove the superlative or comparative claim (eg. Best, First, Fastest, 5x more).
- b) Upon receipt of (a) above, the Complaints Bureau to decide within 10 working days (or less) whether a breach has taken place.
- c) In the event Advertiser exceeds the 2 working day requirement, the Complaints Bureau to rule the ad claim has breached/ is false, due to no evidence submitted.

Rationales:

1. We have an obligation to protect consumers against false and misleading claims. We also have an obligation to NOT allow any advertisement content that will bring advertising into disrepute or reduce confidence in advertising as a service to the industry and public.
2. We need to effectively deter rogue Advertisers from having a free reign to conduct "hit and run" false claim/ unfair comparison advertisements. These advertisers take advantage as they know the current CMCF modus operandi usually takes 1 to 2 months or more, before the Complaints Bureau arrives at a decision on an advertisement complaint.
3. Part 3 Advertisement of the Content Code states:-

(iii) Honesty and Truthfulness

- b) "No advertisement should mislead by inaccuracy, ambiguity, exaggeration, omission or otherwise".

(Viii) Claims

- a) "Advertisers must hold documentary evidence to prove all claims made in an advertisement whether direct or implied that are capable of objective substantiation".
- b) "Claims that have not been independently substantiated should not exaggerate the value, accuracy, scientific validity or practical usefulness of the product advertised".

(Xiv) Comparisons

- d) i "The basis of comparison shall be the same for all products being compared and shall be clearly stated in the advertisements so that it can be seen that like is being compared with like".

4. The Code explicitly states that Advertisers must already have in their possession their objectively verifiable documentary evidence. Requests for delays/ postponements to submit evidence should not be permitted. Superlative and comparative claims rely on objective evidence. Either these exist or does not. CMCF officers in these types of cases should not be obliged to conduct further in-depth investigations. The onus is clearly on the Advertiser without delay, to provide their solid, objective evidence.

The CMCF Complaints Bureau Chairman did not agree to the proposed 2 working days and 10 working days timeline to make a decision. Following further dialogue, the Chairman agreed to reconsider this as part of the Content Code Version 2.0 exercise. A written appeal was submitted to his office.

Infringing Website List (IWL)

CMCF has proposed the establishment of the Infringing Website List (IWL). This is a “black list” of websites proven to stream pirated, inappropriate and other illegal content. The purpose of IWL is to discourage advertisers and media agencies from placing online ads onto these rogue sites and to get these illegal sites removed by the authorities.

CMCF will collate and regularly submit this list to the enforcement division of the Ministry of Domestic Trade and Consumer Affairs. In exercising their enforcement powers, the Ministry will then instruct the Internet Service Providers (“ISP”) to remove these rogue websites within 48 hours or less.

CMCF will also issue this regularly updated list of rogue websites to the Media Specialists Association (MSA) agencies, Advertisers and the Marcomm eco-system in order to deter digital advertisements from appearing on these sites and prevent the rogue websites from unlawfully earning advertising revenue.

The above were formally discussed on 25 February 2021 with officers from the Ministry of Domestic Trade and Consumer Affairs including representatives from the 4As, MAA, MDA, MSA and MCMC who initiated this dialogue with the Ministry. IWL is targeted to be launched during Q3, 2021.

Professional Bodies



MediaSpecialistsAssociation

MEDIA SPECIALISTS ASSOCIATION (MSA)

Media Pitch Disbursement -Rejected

The 4As since 2015 had proposed Media Specialist agencies adopt the requirement for payment of a pitch disbursement for media pitches.

Several presentations and rounds of dialogue had taken place to explain the efficacy of the 4As Pitch Disbursement By Laws with past Media Specialists Association (MSA) Presidents and Council members, including MSA's newly elected President, Mr Chanchal Chakrabarty in October and December 2020

MSA agrees Media Agencies too needs a mechanism to deter being taken advantage of by unscrupulous Advertisers. MSA disappointingly decided to not implement their own pitch disbursement rules as they believe the challenges they face are different from Creative Agencies. They also perceive the governance of the By Laws would be difficult to execute despite the 4As having successfully done so for the past 15 years.

MSA plans instead to introduce in 2021, a media pitch guideline for advertisers to voluntarily adhere to.

As a consequence, the 4As will need to study the viability of developing new By Laws requiring media agencies to pay Creative Agencies pitch disbursement when they enlist a 4As Member to partner the media agency for a combined media/creative pitch. They will need to pay Creative Agencies who are not successful, a partial reimbursement for Agency costs to develop the pitch work. This matter will be deliberated by the next incoming Council during 2021.



ADVERTISING STANDARDS MALAYSIA (ASA)

The 4As is a founding constituent member of ASA. That was formed in 1977. The ASA Board, headed by Chairman, Encik Azizul Kallahan have been delivering decisions on straightforward complaints via emails rather than waiting to deliberate at their scheduled monthly meetings. This covers ASA's self regulatory scope for advertisements over the traditional mediums of print, outdoor, cinema and point of sale.

While the Council noted this improvement, Council proposed that the ASA execute a fixed timeframe for Advertisers to respond to an ASA request for substantiation based on complaints where a superlative or comparative claim has been made. (eg, Best, First, Fastest, 5X more)

The Council suggested an Advertiser be given a response time of 5 or less working days to submit their documentary evidence to prove the superlative or comparative claim. Upon the receipt of the substantiation, ASA must arrive at its verdict within 10 working days. The Malaysian Code of Advertising Practice (MCAP) already provides for this.

Clause 4.1 of the MCAP states "All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation and advertisers and advertising agencies are required to hold such substantiation ready for scrutiny without delay to ASA."

The onus is therefore on the Advertiser to ensure that they have objectively verifiable proof prior to making the claim. Any delays in providing the substantiation imply that their search for proof is an afterthought and that the claim is false.

The need for fixed time frames is to minimize rogue Advertisers willfully presenting false advertising claims via “hit and run” campaigns. These Advertisers take advantage of ASA’s lengthy decision process and escape unpunished.

Time is of the essence, as advertisements that contain false claims have the potential to mislead millions of Malaysians and consequently brings advertising, as a service to industry and the public, into disrepute.

The Council also pressed the ASA to remind print, outdoor and cinema media owners of their obligation to pre-screen superlative and comparative claims and to uphold, without any delay, ASA’s sanctions.

This is part of the MCAP’s terms of reference, which has been adopted by the industry since 1977. The sanctions include the withholding of advertising space, disallowing repeat insertions until the false claim is removed and withdrawal of trading privileges for advertisers and media booking agencies.

The Council also proposed the ASA to persuade these media owners to include a specific clause stating all advertisements must comply with the MCAP and ASA decisions in their space booking terms and conditions.

Complaints Resolution

The ASA Chairman in consultation with ASA Board Members which includes 4As representatives developed a plan on how the ASA could improve its effectiveness. The Council acknowledged that this plan has incorporated the 4As suggestions such as substantiation to be submitted to the ASA within five working days and rulings on complaints to be announced within 10 working days.

Endorsement

ASA is in the midst of dialogues with the Deputy Director General of the Ministry of Domestic Trade and Consumer Affairs to see how it could collaborate with the ministry on consumer protection and at the same time get them to allow ASA to carry the Ministry’s endorsement in all ASA’s communications.



THE GLOBAL VOICE FOR AGENCIES

Council agreed on 4 January 2021 for the 4As to join VoxComm effective from April 2021. Membership to be reviewed after 1 year. The 4As CEO will be the lead contact with this organization.

VoxComm is an international organization for national and regional agency associations. Founding members include the American Association of Advertising Agencies (4As) – USA, the Institute of Communications Agencies (ICA) – Canada, Institute of Practitioners in Advertising (IPA) – UK and European Association of Communications Agencies (EACA) – Belgium.

Our strong 6 year alliance with IPA resulted in the IPA deciding to nominate 4As Malaysia as a qualified candidate.

VoxComm’s purpose is to:

- **Be the new global voice for Agencies**
- **Champion the value that Agencies bring to their clients**
- **Share resources, best practices and ideas**
- **Promote good practice and speak out when there are bad practices.**

EDUCATE COMMITTEE REPORT

OBJECTIVES

- 01** To develop and enhance human capital by providing Members the tools, training and other programmes
- 02** To increase the skills of Members through engaging and transformative learning experiences

INSTITUTE OF PRACTITIONERS IN ADVERTISING (IPA)



Free Online Courses for Members

The effects of the pandemic was quickly felt with Agencies needing to cut costs across the board, including trainings. In recognition of the financial, emotional and physical impact that COVID-19 was having on Member Agencies, the 4As leveraged on its IPA alliance to offer free access to online courses for home based learning.

The Association hosted 8 different 90-minute Zoom training topics with over 20 sessions helmed by Mr Patrick Collister, Mr. Paul Burns and Mr Paul Arnold. All 3 endorsed IPA trainers specializes in creative leadership, account management and strategy. 219 Malaysian practitioners benefited from these free upskill courses.

JULY 28, 29 & 30	Making Creative Briefs Brief and Creative Briefings Creative
AUGUST 18, 29 & 25	How to be the Best Account Handler in your Agency
SEPTEMBER 21, 22 & 23	Selling Creative Ideas Without the Big Sell
OCTOBER 8, 15 & 22	The 7Es of Engagement
NOVEMBER 2 & 3	How to Uncover Insight to Drive Communication
NOVEMBER 23 & 24	How to Judge / Feedback Creative Work and Unlock It's Potency
DECEMBER 7 & 8	How to Develop Lateral Thinking To Trigger Novel Ideas
DECEMBER 14 & 15	How to Influence the Purchase Decision.



PATRICK COLLISTER



PAUL BURNS



PAUL ARNOLD

Alliance is Extended

The IPA and 4As mutually agreed to extend the alliance for another 2 year period from 1 February 2021. Council agreed that IPA qualifications and their endorsed trainers, specialized courses remain highly relevant for Malaysian Practitioners.



11

DELEGATES

82%

PASS RATE

Foundation Certificate (Batch 7)

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

A total of 11 delegates enrolled for the batch 7 intake. The 2020 pass rate was at 82% compared to 92% in 2019. 2 delegates scored a distinction. As of 2020, 161 Malaysians have been certified.



33

DELEGATES

67%

PASS RATE

Commercial Certificate (Batch 5 & 6)

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.

In an unprecedented move, the IPA decided to assist 4As members by opening Batch 5 to all delegates, free of charge. This intake had 27 delegates with 16 certified giving a pass rate of 60%.

Batch 6 had only 6 delegates who were all successful giving a 100% pass rate. As of 2020, 61 Malaysians have been certified.



15

DELEGATES

87%

PASS RATE

Digital Performance Certificate (Batch 2)

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 2. The pass rate was 87% compared to 93% for Batch 1. There are now 27 certified Malaysians.



58

DELEGATES

Coming Soon

PASS RATE

Effectiveness Essentials Certificate (Batch 1)

The latest IPA qualification called Effectiveness Essentials was launched in January 2021.

This is the fifth IPA qualification offered by the 4As for Malaysians. An entry level qualification that enables practitioners to understand that effectiveness is of paramount importance to everyone involved in planning and executing marketing campaign. Successful practitioners plan for effectiveness early in the day not as an afterthought.

It enables delegates to make more informed, more insightful and more strategic decisions when dealing with short-termism, lack of investment in commercial creativity, the battle for consumer attention and the evolving consumer behavior. Delegates will:

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

A record 58 delegates enrolled. Noteworthy that 28 delegates were from GroupM, a Media Specialist Agency group. Results will be announced in April 2021.



ASTRO EDUCATION AID

An annual dialogue was held with Astro's Jolyn Gasper (Senior Associate Vice President, Corporate Responsibility) to re-emphasize the importance for Astro to continue its financial aid to co-fund the Association's professional development programs. Astro had ceased this for 2020 due to their budget cuts caused by the pandemic.

The broadcaster remained pleased with the industry relevant courses helmed by the IPA endorsed trainers. Astro supported the 4As plan to continue tapping into the IPA knowledge base and agreed to extend their aid for 2021 based on a reduced amount of RM 50,000 compared to RM 100,000 in 2019 and RM 150,000 for previous years.

The funding helps the 4As to price training costs more affordably, bearing in mind IPA trainers fees are levied in British Pounds.

PUBLICITY COMMITTEE REPORT

OBJECTIVES

01 Increase visibility of all Association activities and efforts under a single umbrella

02 Create consistent publicity through consolidation

“ Covid-19 and the resulting extended MCO have put agencies in a position of making decisions that we have never made before. We need to remain passionate with our work and to be more creative in finding solutions to problems we may not have encountered before. ”

ANDREW LEE
President of 4As

PUBLIC RELATIONS

Our focused PR efforts continue to gain positive traction. It is centered on attention getting statements with sound reasoning that supports our 5 objectives including speaking out when we see bad practice and value destroying behavior.

The Association's alliance with the Institute of Practitioners in Advertising (IPA), especially the 8 different 90 minutes Zoom training topics with over 20 sessions, generated substantial media value. Industry stakeholders also commended the Association for redoubling its efforts to support the industry through its concerted advocacy work.

Council's decision to reduce or waive the 2020 annual membership levy was lauded, as was the push against Advertisers exploiting the pandemic as an excuse to delay payments to Agencies.

The 4As 's memorandum to the Ministry of Finance for Sales and Services Tax (SST) exemption and double deduction relief of advertising expenditure incurred by all Malaysian-owned companies garnered ample media reports regionally and within Malaysia.

**advertising
+marketing**

The screenshot shows the homepage of the advertising+marketing website. The navigation bar includes links for NEWS, AGENCIES, OPINIONS, ANALYSIS, MEDIA, TUNE IN, BRAND HIGHLIGHTS, and PARTNER INSIGHTS. The main headline reads "4As Malaysia appeals service tax waiver for members amidst COVID-19 storm" by JANICE TAN on 17 JUNE 2020. Below the headline is a large image of the Petronas Towers in Kuala Lumpur. To the right of the main article is a "MOST RECENT" sidebar with several news items: "Digiz Awards 2021", "TransUnion Hong Kong extends credit insights data to SME lending services", "Your Maker looks out for 'an ailing brand' to help with complimentary creative work", "SmartTone offers 5G services at SH97's hotels", "Amazon 5G celebrates women-run biz with 4-week dedicated storefront", "Let's embrace 'scappy' in our marketing", and "Porsche veers towards younger SEA consumers, aims to be more accessible with new studio". At the bottom, there are social media icons and a "RETAIL RESET" banner.

1



1. THE STAR
IPA Commercial
Certificate qualification
free of charge in April
13 April 2020

**2. MARKETING
INTERACTIVE**
Global ad agency
alliance: 'Late Payment
is not smart, it's
irresponsible.'
20 May 2020

3. THE STAR
4As waives up to 100%
membership levy for
members.
30 April 2020

2



“Late payment is a pernicious habit that even cash rich companies employ to falsely enhance their liquidity ratios.”

3



4. THE STAR

Time for tech-giant to pay publishers for content-use
11 May 2020

5. THE STAR

4As offers free training webinars during the MCO period
11 May 2020

6. THE STAR

VoxComm: Companies using Covid-19 as excuse to delay payment
01 Jun 2020

8 Billings

STARBEAT, KUALA LUMPUR 11 MAY 2020

By DALIT DHESE
dhe@theinquirer.com.my

PETALING JAYA: The move to allow publishers to be compensated for the use of their news content by tech giants is gaining momentum at a time when ad revenue is plummeting down by the Covid-19 outbreak.

Industry leaders, on the whole, think that the time is ripe for local publishers to be awarded a fair share of the ad revenue generated by the global tech players like Google and Facebook.

They are calling for the implementation of a mandatory code of conduct in the country to compel the tech companies to pay media companies for using their news content.

At the same time, they are urging the tech companies to act responsibly to limit the frequency of fake news on their platforms.

GroupM Malaysia CEO Chanchal Choudhary said during that Google and Facebook should pay the publishers for the news content used on their platforms.

"It will be a fair value exchange between tech giants and the publishers. While the publishers get the benefit of the tech players' platforms, which is practically equal to the whole online universe of the nation, tech giants are also getting quality content which is the core competence of the publishers."

"This will help Google and Facebook by improving visibility standards and help combat the constant fake news syndrome rife on their platforms," he said.

Media tycoon Rupert Murdoch, he said, was the first to ask Facebook to pay for the

Time for tech giants to pay publishers for content-use

Industry leaders calling for mandatory code of conduct



Chanchal: This will help Google and Facebook by improving visibility standards.



Andrew: When one uses content created by someone, one must pay for the usage rights.



Yagi: We need to keep the sustainability of the Malaysian journalism.

"When one uses content created by someone, one must pay for the usage rights and there's no two ways about it."

"This is an unprecedented 4As initiative to help members upskill their staff or repurpose their roles during times when training budgets are scarce."

5

TheStar 4As offers free training webinars during the MCO period

4As offers free training webinars during the MCO period

ADVERTISING & MEDIA
Monday, 11 May 2020

Association of Accredited Advertising Agents of Malaysia (4As) Chief Executive Officer Khairudin Rahim.

PETALING JAYA: The Association of Accredited Advertising Agents Malaysia (4As) has announced a slate of free training webinars during the movement control order (MCO) period when many agency employees are working from home.

CEO Khairudin Rahim said: "In recognition of the financial, emotional and physical impact that Covid-19 is having on our member agencies and their employees, we have leveraged on our established international and industry partnerships to offer free access to online training for home-based learning."

Following the IPA UK commercial certificate that was offered free last month, 4As Malaysia is now able to offer access to additional courses from the American Advertising Agencies Association (also known as 4As).

The four-long webinars would be presented five this month.

6

TheStar VoxComm: Companies using Covid-19 as excuse to delay payment

VoxComm: Companies using Covid-19 as excuse to delay payment

ADVERTISING & MEDIA
Monday, 01 Jun 2020

The Association of Accredited Advertising Agents Malaysia (4As) Chief Executive Officer Khairudin Rahim said: "This is an unprecedented 4As initiative to help members upskill their staff or repurpose their roles during times when training budgets are scarce."

PETALING JAYA: Companies around the globe are using the Covid-19 pandemic crisis to delay paying their agencies, according to VoxComm.

"It is directly at odds with their avowed policy of corporate social responsibility (CSR)."

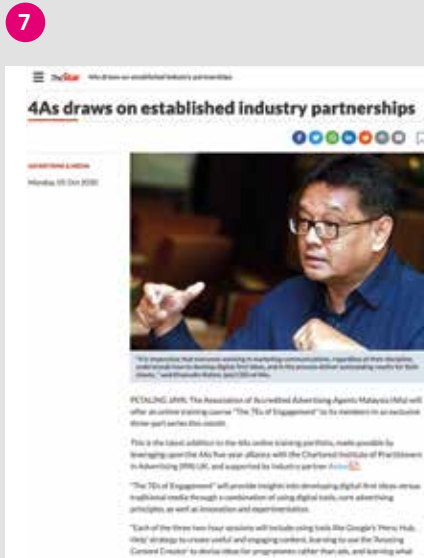
"Agencies are de facto being asked to act as banks for bigger client companies."

"These companies bully agencies into longer payment terms or just flagrantly flout contractual payment terms. The unintended consequences mean agencies in turn struggle to meet payroll, often 75% of their costs," it noted.

This has resulted in delaying payments to their freelancers and subcontractors who have been hired to work directly for these clients.

7. THE STAR
4As draws on established industry partnership'
 15 Oct 2020

8. THE STAR
4As big push for growth
 19 Oct 2020



“ It is imperative that everyone working in marketing communications, regardless of their discipline, understands how to develop digital-first ideas, and in the process deliver outstanding results for their clients. ”

8



“ The 4As will not be silent when it encounters bad practices and value-destroying behaviour. ”

“ Agencies that nurture creativity with an emphasis on effectiveness become more than intermediaries. They become true business partners and are valued for contributing to business performance.”



“ We want to reinforce the culture of effectiveness in the marketing communications industry and build the word 'effectiveness' into the everyday language of agencies and advertiser conversations.”



9. THE STAR
4As kicks-off training slate with focus on effectiveness
18 Jan 2021

10. MARKETING INTERACTIVE
How you pitch is a reflection of your brand
05 March 2021

Ordinary Members

180 DEGREES BRANDCOM SDN BHD
ABC MEDIAWORKS SDN BHD
ADRENALINE COMMUNICATIONS SDN BHD
ALT ADVANTAGE SDN BHD
APD DIGITAL SERVICES SDN BHD
ARTURN COMMUNICATIONS (M) SDN BHD
ASATSU-DK SDN BHD
ASTANA INTERNATIONAL SDN BHD
BARON ADVERTISING SDN BHD
BEANS MEDIA SDN BHD
BRANCOS WORLDWIDE SDN BHD
BULB COMMUNIQUE SDN BHD
CHEIL MALAYSIA SDN BHD
CREATIVE JUICE KUALA LUMPUR SDN BHD
CRUSH COMMUNICATIONS (M) SDN BHD
DENTSU (MALAYSIA) SDN BHD
DIA BRAND CONSULTANTS SDN BHD
ELLIPSIS ASIA SDN BHD
FISHERMEN INTEGRATED SDN BHD
FOREFRONT STUDIO SDN BHD
GEOMETRY GLOBAL SDN BHD
GREY WORLDWIDE SDN BHD
HAKUHODO (M) SDN BHD
HAVAS IMMERSE SDN BHD

HUNTER STRATEGIC COMMUNICATIONS
SDN BHD
IF INTERACTIVE SDN BHD
J WALTER THOMPSON SDN BHD
KARISMA KREATIF WORLDWIDE SDN BHD
K-GIC ADVERTISING SDN BHD
LINS ADVERTISING & MARKETING SDN BHD
M&C SAATCHI (M) SDN BHD
MANTRA COMMUNICATION SDN BHD
McCANN-ERICKSON (M) SDN BHD
MEDIACLIQ SDN BHD
MEGA ADVERTISING SDN BHD
MONSTER INTERACTIVE SDN BHD
NAGA DDB SDN BHD
OXYGEN ADVERTISING SDN BHD
SHINAJII SDN BHD
SPIN COMMUNICATIONS SDN BHD
STAR REACHER ADVERTISING SDN BHD
TBWA KUALA LUMPUR
TORPEDO IDEAS (M) SDN BHD
TWO POINTS SDN BHD
VIVAKI (M) SDN BHD
WPP MARKETING COMMUNICATIONS
(MALAYSIA) SDN BHD
YOUNG & RUBICAM SDN BHD

Associate Members

B&B ADVERTISING
INNO MIND SDN BHD
INTER XS MEDIA SDN BHD

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IN ALLIANCE WITH



A MEMBER OF

