



# COUNCIL REPORT

2021-22



# GIVE US 5 MINUTES OF YOUR TIME FOR 50 YEARS OF OURS.

In 1971, a group of advertising professionals formed the Association of Accredited Advertising Agents Malaysia, also known as the 4As. A body that represents and promotes the value of advertising agencies.

They advocated that the future of Malaysian advertising would be based on growing brands through creativity across strategy, ideas, content, and media.

In the past 50 years, Malaysian agencies have produced some of the most recognised work locally and around the world.

50 years later, the power of a high value idea keeps repeatedly being proven as an efficient, immutable advantage to achieve brand growth and business success. This as a result of properly practiced creativity that altered consumer perceptions and behaviour towards the advertised brand.

For proof, just ask any of the past brand winners at the Malaysia Effie Awards — the global Gold standard among marketing effectiveness competitions, the Putra Brand Awards — the people's choice award, and the Kancil Awards — Malaysia's premier accolade for creativity. Brands you will recognise as they have already gained your admiration and attention.

We thank you for your 5 minutes and here's to another 50 years of growing brands together through creativity.




# 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 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 & 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 (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

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

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

## 07

### **Networking**

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

## 08

### **Best Practice Guides**

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

# WHY CHOOSE A 4As AGENCY?

## 01

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

## 02

### **Professional Competence**

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

## 03

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

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

## 04

### **Proven Effectiveness**

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

## 05

### **Maintain Rigorous Standards**

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

## 06

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

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

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

## President



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

## Vice- President



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

## Senior Advisor



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

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**Khairudin Rahim**  
Chief Executive Officer  
4As

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Service  
Acknowledgement

**Parames Dorai**  
**Nisha Khiruddin**  
**Alicia 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



**Joyce Gan**

Regional Group Brand Director

Fishermen Integrated



**Darien Mah**

Chief Executive Officer

Forefront Studio Sdn Bhd



**Adrian Loh**

Managing Director

Shinajii Sdn Bhd



**Kristian Lee**

Chief Executive Officer

Naga DDB Sdn Bhd



**Yee Hui Tsin**

Chief Executive Officer

TBWA Kuala Lumpur Sdn Bhd



**Ryusuke Oda**

Managing Director

Hakuhodo Malaysia Sdn Bhd



**LV Chong**

Regional Business Director

Monster Interactive Sdn Bhd

# PRESIDENT'S REPORT



**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 LONGSTANDING OBJECTIVES.

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





## 50 YEARS OF CHAMPIONING LOCAL TALENTS

**Fifty years of championing home-grown talents:** The 4As has been at the forefront of measures to develop and nurture our local talents through continuous professional development via training programmes for member agencies employees, as well as providing them with scholarships.

**Fifty years of providing industry guidance and leadership:** From the outset, the 4As has taken on the role of serving as one of the Government's key information sources on advertising, providing objective inputs to influence fair regulations and avoid unwise decisions that might affect the industry negatively.

2021 is special for us as the 4As celebrates 50 years in Malaysia, marking our stewardship of the advertising industry since the 4As formation in 1971 by a group of forward-thinking advertising professionals.

**Fifty years of generating impact:** 4As has been organising and promoting several annual awards for the industry, including the Malaysia Effie Awards, the global gold standard for marketing effectiveness; the Kancil Awards, Malaysia's premier accolade for creativity; and the Putra Brand Awards, also known as the "money can't buy" People's Choice Awards.

These awards continually raise the bar and are a tangible measure of the power of the industry to reach the hearts and minds of the consumer.



The Putra Brand Awards reflect our belief that in a world of product parity, the last unfair advantage a brand can have is the power of a high value idea.

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

For brands to remain relevant, they need to celebrate human connections with purpose and cater to consumers in the new normal, finding a balance between the rational and the emotional.

We look forward to the next 50 years during which we will continue to nurture the conditions that allow such creativity to thrive and flourish.

## AWARDS



The 12th instalment of the Putra Brands Awards was captured under the theme “Honouring Hero Brands”. This is most appropriate in the aftermath of the pandemic that has hit globally the past 2 years. The award salutes brands that remained steadfast in the face of adversity to rise as the people’s choice for 2021.

This award continues to grow in credibility, fame and importance. It is without doubt a closely followed competition by many top marketers and their companies. Winning a Putra Brand Award, the “People’s Choice” award, is proof that their cumulative brand building efforts together with the power of a high value idea from their Agency partners have worked extremely well.

162 awards were bestowed at a full house, physical gala event on 21 January 2022 at the Majestic Hotel, Kuala Lumpur.

The winners were also announced in a 52 page “Star Special” supplement published on 16 February 2022.

The 13th edition of the Effie Awards- the global gold standard among marketing effectiveness competitions, received a record 197 entries compared to 135 in 2019. An increase of 47%. This despite the negative business effects of the pandemic. 3 Gold, 11 Silver and 18 Bronze trophies were awarded on 28 May 2021 via a virtual gala event.



## THE KANCIL AWARDS



Malaysia’s premier accolade for creativity, earlier scheduled for August 2020 unfortunately needed to be postponed again during 2021. The Creative Council is determined to hold this virtually during Quarter 3, 2022.

## DIVERSITY, EQUITY & INCLUSION (DE&I)

To kick off the next 50 years of our industry stewardship, the 4As sees DE&I as a moral imperative and a way to do business. Beyond the human impact, DE&I is a crucial pillar for Agencies. It is not a trend or a CSR movement. Companies everywhere are discovering that by supporting and promoting a diverse and inclusive workplace, they are gaining benefits that go beyond the optics.

We should do our part to shape our beloved nation and put an end to racial profiling and biasness. We need to stop developing campaigns based on ethnicity but instead focus on consumer mindsets, values and culture. We need to stop racial and gender stereotyping in our work. We need to start creating advertising that embraces acceptance and not mere tolerance.

Why? Because it makes for better business!

Your Council have developed the 4As position on DE&I. We advocate this to be an integral part of an Agency’s culture and practice. Members are encouraged to refer to our DE&I Committee, headed by our Vice President for questions on how to implement within your Agency.

## **CONTENT CODE VERSION 2.0**



Barring any unforeseen circumstances, we expect MCMC to officially register the new code by May 2022. This completes the 2+ year effort by the content industry players, including the 4As, to introduce new and update several of the outdated rules that was first written over 20 years ago. This includes the 'Advertisement' section. It helps level the playing field for all content creators whilst ensuring all advertisements are legal, decent, honest and truthful.

## **VOXCOMM – THE GLOBAL VOICE FOR AGENCIES**



We see positive value in remaining a member of this 1-year-old international trade body that to date represents 36 national advertising trade associations. 4As Malaysia is a pioneer member who joined in April 2021. Council has unanimously decided to renew membership.

VoxComm in collaboration with the World Federation of Advertisers (WFA) is finalizing a best practice position on "Agency Selection Principles". This is endorsed by WFA's Chief Marketing Officer's Council and the Sourcing Council (Procurement).

The 2 global bodies have agreed to announce that Advertisers should stop requesting Agencies to pitch via the traditional speculative work method. Advertisers should not in a pitch ask for insights, strategy and creative work that aim to solve the Advertisers business challenge.

The new recommended way instead is by choosing an Agency using the "Qualifications Based Selection" (QBS) method already in use in Canada. This is an in-depth Agency credentials, detailed case studies, capability presentation method.

This would be a welcomed major industry milestone. It necessitates QBS training for all Members and Advertisers (Procurement and Marketers). Details will be forthcoming in Quarter 4, 2022. The Malaysian Advertisers Association (MAA) who is part of the WFA is expected to also endorse and support this best practice position.

## **ALLIANCE WITH IPA**



Our 7 year alliance with the Chartered Institute of Practitioners in Advertising (IPA) keeps on growing from strength to strength. To date 274 Malaysian practitioners including Advertising/ Marketing lecturers have been qualified through the 5 exam-based IPA certificates. We will in May 2022 introduce the 6th qualification called the "Diversity and Inclusion Essentials Certificate". This will help everyone, regardless of seniority and department, to gain a deeper understanding of the challenges we need to overcome and behaviors to change to become a more diverse and inclusive industry. We highly recommend it.

## **WHY CHOOSE A 4As AGENCY?**

6 clear rationales have been established on why it is a wise business decision for Advertisers to choose our Members. This has been circulated and becomes a clear reminder to all Members on the minimum standards expected from each Agency. Please ensure all colleagues in the Agency have a copy.

# 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 ideas that drive value change





## PUTRA BRAND AWARDS (PBA)

The theme for the 2021 awards is "Honouring Hero Brands". Most appropriate in the aftermath of the Covid-19 crisis that has hit us globally the past two years.

The Organising Committee decided to proceed with a physical event to honour marketers who remained steadfast in face of adversities and persevered building their brands. The show is dedicated to reward and salute these heroes who were unwavering in their ambition to be Malaysia's favourite brands.

**SAMSUNG**

**Samsung**

Putra Brand of the Year



**Milo Marketing Team**

Putra Malaysian Marketer of the Year



**Farm Fresh**

Putra Enterprising Brand Of The Year

## Selection criteria for 2021 awards

Selection of brands for the award is based on their professional advertisement data over a 12-month period in 2020 across product and service categories.

The 2021 award survey responses were received during an eight-week-long research period which was processed via 10 digital tools. The research was conducted by local and international agencies.

Longlisted brands were shortlisted based on the following factors: brand awareness of the brand, its reputation for quality, its product or service, its financial performance, its social and environmental impact, its brand equity and its brand loyalty.

### People's choice

One of the main goals of the Putra Brand Awards is to identify and celebrate the top brands every year. It is an event to which the public is invited to vote for the brands they like best. The Association of Accredited Advertising Agencies Malaysia (AAAM) is endorsed by MATRADE as the official advertising agency for the Putra Brand Awards. The Association of Accredited Advertising Agencies Malaysia (AAAM) is endorsed by MATRADE as the official advertising agency for the Putra Brand Awards. The Association of Accredited Advertising Agencies Malaysia (AAAM) is endorsed by MATRADE as the official advertising agency for the Putra Brand Awards.

## Putra Brand Awards 2021 Board of Governors

**Mohd Mustafa Abdul Aziz (Chairperson)**

Chief Executive Officer  
Malaysia External Trade Development Corporation (MATRADE)

**Tan Sri Datuk Vincent Lee**

Honorary Life President  
Association of Accredited Advertising Agencies Malaysia (AAAM)

**Datuk Johnny Mun (Organising chairman)**

Senior Advisor and Council Member  
Association of Accredited Advertising Agencies Malaysia (AAAM)

**Andrew Lee**

President  
Association of Accredited Advertising Agencies Malaysia (AAAM)

**Henry Tan**

Group Chief Executive Officer  
Asian Malaysia Holdings Pte Ltd

**Datuk Ho Kay Tat**

Chief Executive Officer  
Edge Communications Sdn Bhd

**Kristin Teo**

President  
Malaysian Advertisers Association (MATA)



**Nicholas Sages Tony Nigral**  
President  
Malaysian Digital Association (MDA)

**Rafiq Razali**

Group Managing Director  
Media Prima Berhad

**Cherish Chakraborty**

President  
Media Specialists Association (MSA)

**Alan Yew**

Group CEO  
Star Media Group

**Adam Ong**

Executive Director  
Star Media Corporation

CATEGORIES	PLATINUM	GOLD	SILVER	BRONZE
Food and Beverages	Wing	Alfa Romeo	Alfa	Kris, Hui-Hing, Shi-Hong, Susan
Automotive	Noble	Harley-Davidson	Harley-Davidson	Harley-Davidson
Automotive Parts, Lubricants and Accessories	Shell	Harley-Davidson	Harley-Davidson	Harley-Davidson
Beverage (Alcoholic)	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Beverage (Non-Alcoholic)	M&S	Carlsberg	Carlsberg	Carlsberg
Beverage (Soft)	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Communication Services	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Education and Learning	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Health, Investment and Insurance (Financial)	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Health	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Healthcare Products	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Home Improvement Products and Tools	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Consumer IT, Office and Business Equipment	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Media and Entertainment	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Personal, Household and Outdoor Appliances	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Personal Care	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Property Development	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Retail	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Travel, Recreation and Sport Goods	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Transportation, Travel and Tourism	Carlsberg	Carlsberg	Carlsberg	Carlsberg
Telecommunications	Carlsberg	Carlsberg	Carlsberg	Carlsberg

### Message from



**Mohd Mustafa Abdul Aziz**  
Chief Executive Officer  
Malaysia External Trade Development Corporation (MATRADE)

## Driven by shared vision

THE Malay External Trade Development Corporation (MATRADE) is proud to support the growing collaboration between the government and the private sector in driving the growth of local brands. MATRADE, as the Brand Champion, further supports the growth of local brands.

As all of us are aware, the Covid-19 pandemic has caused the economic situation to be very challenging. MATRADE, as the Brand Champion, further supports the growth of local brands.

Through our shared vision, we are committed to driving the growth of local brands. MATRADE, as the Brand Champion, further supports the growth of local brands.

### Message from



**Andrew Lee**  
President  
Association of Accredited Advertising Agencies Malaysia (AAAM)

## Championing local talents

WELCOME to the 12th edition of the Putra Brand Awards.

The Putra Brand Awards is a platform for the industry to showcase the talents of local brands. MATRADE, as the Brand Champion, further supports the growth of local brands.

Through our shared vision, we are committed to driving the growth of local brands. MATRADE, as the Brand Champion, further supports the growth of local brands.

### Message from



**Datuk Johnny Mun**  
Organising Chairman  
Senior Advisor and Council Member  
Association of Accredited Advertising Agencies Malaysia (AAAM)

## A time to honour heroes

THE Putra Brand Awards is a platform for the industry to showcase the talents of local brands. MATRADE, as the Brand Champion, further supports the growth of local brands.

Through our shared vision, we are committed to driving the growth of local brands. MATRADE, as the Brand Champion, further supports the growth of local brands.



In challenging times, only the strong and the brave survive.

**VOTE TO REVEAL**  
THE HERO BRANDS AMONG US.



SCAN HERE TO VOTE NOW

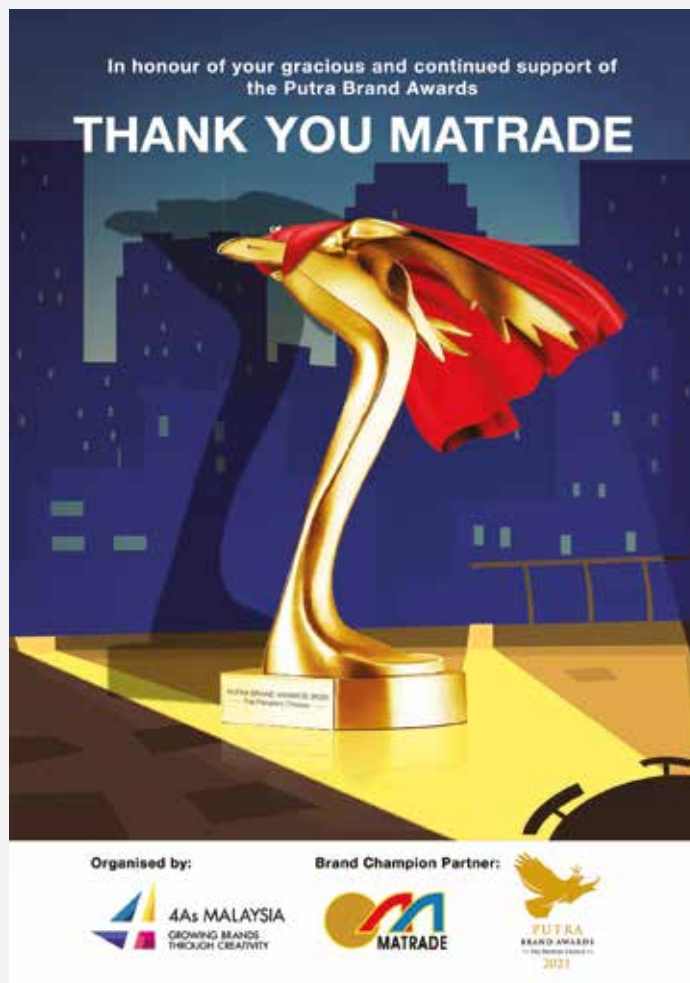
Everybody needs a hero. Thankfully, there are many heroes out there, particularly during these dark and trying times. Cast your votes for the brands that rise to the occasion and stand with you through it all.



A total of 162 awards were bestowed covering Platinum, Gold, Silver and Bronze at the 12th edition of the Putra Brand Awards. It continues to be a closely followed event by top marketers. An event in which the entire marketing and communications industry looks forward to in order to keep tabs on the brands that are most favoured by consumers. Proof that their cumulative brand building efforts together with their agency partners have worked.

PBA 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. There are 24 categories in addition to five special awards.





## Selection Criteria

This is based strictly on consumers' choice of brands that consistently invest in brand building. Close to 11,000 consumer responses were gathered over the eight week-long research period which was promoted via nearly 60 digital platforms. The research was carried out by Ipsos Sdn Bhd to determine Malaysia's favourite brands.

Respondents rate the brands 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.

Following the calibrated reopening of the economy, the awards were presented at a gala event on 21 January 2022 at the Majestic Hotel, Kuala Lumpur under strict event SOP.





## EFFIE AWARDS

In spite of the negative business effects of the pandemic, a record 197 entries were received – as opposed to 135 in 2019, a 47% increase for the 13th edition of the Malaysian Effie Awards 2020/2021. Round 1 judging was on February 24 followed by the Final judging on March 24.

Three new categories introduced were Sustained Success, for campaigns that have proven successful for more than three years; Marketing Disruptors, for campaigns where brands have changed the marketing paradigm; and Topical Marketing (Current Events), for campaigns that leverage current events such as elections, the Olympics, or the pandemic.

These additions brought the total to 24 Product & Services categories and 14 Specialty categories, with the further possibility of a Grand Effie (best in show) being awarded to one of the Gold award winners. The Grand Effie was deliberated by a special panel of 8 judges.

The award ceremony was concluded virtually on May 28 via the Association's Facebook Live. A total of 74 finalists were shortlisted, with 3 Gold, 11 Silver, and 18 Bronze awards presented to brands for their high value idea campaigns.





**“50 years later, the power of a high value idea keeps repeatedly being proven as an efficient immutable advantage to achieve brand growth and business success. This is a result of properly practiced creativity that altered consumer perceptions and behaviour towards the advertised brand.”**




**GIVE US 5 MINUTES OF YOUR TIME FOR 50 YEARS OF OURS.**

In 1971, a group of advertising professionals formed the Association of Accredited Advertising Agents Malaysia, also known as the 4AAs. A body that represents and promotes the value of advertising agencies.

They advocated that the future of Malaysian advertising would be based on growing brands through creativity across strategy, ideas, content, and media.

In the past 50 years, Malaysian agencies have produced some of the most recognised work locally and around the world.

50 years later, the power of a high value idea keeps repeatedly being proven as an efficient, immutable advantage to achieve brand growth and business success. This is a result of properly practiced creativity that altered consumer perceptions and behaviour towards the advertised brand.

For proof, just ask any of the past brand winners at the Malaysia Effie Awards — the global Gold standard among marketing effectiveness competitions, the Putra Brand Awards — the people's choice award, and the Kancil Awards — Malaysia's premier accolade for creativity. Brands you will recognise as they have already gained your admiration and attention.

We thank you for your 5 minutes and here's to another 50 years of growing brands together through creativity.



ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA

## 50th ANNIVERSARY OF THE ASSOCIATION

The Council was heartened by the response of media owners who fully supported Association's landmark anniversary.

The Star Media Group granted full colour pages on November 22 and 29 while The Edge Communications agreed the same in The Edge on November 1 and 15 as well as its CEO Morning Brief on November 4, 10, 17 and 24. The New Straits Times carried full colour pages for the 4AAs advertisement on December 8 and 16. The Sun featured Junior full colour pages on December 9 and Marketing magazine a full page in December 2021.



## KANCIL AWARDS

The Kancil Awards remains postponed due to the pandemic. The Creative Council is in the midst of planning the event to be held virtually during Quarter 3, 2022.

# ADVOCACY COMMITTEE REPORT

## OBJECTIVES

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

**02** Membership  
Recruitment and Marketing



## **PITCH DISBURSEMENT BY LAWS**

### **Amendments**

The Council discussed the amendments for clause 7.6:

#### **Clause 7.6**

“When only one (1) member has been invited to the pitch and compete against non-member agencies, the requirement for Pitch Disbursement shall not apply.”

This was originally introduced in order to not disadvantage the Member, which may unwittingly be placed in a situation where it is the sole competing Member agency.

The Advertiser, in realising the attraction of cost savings, would be inclined to drop the pitch invitation to the sole Member Agency from the shortlist. This clause assists the Member to remain in competition.

Council decided to conduct a survey amongst Members to retain or remove Clause 7.6, with the findings from the survey guiding the decision. In the ensuing survey conducted between June 21 and 25, 79% of Members voted to retain. Council agreed Clause 7.6 shall remain.



## **BOOMERANG MEMBERSHIP ACCREDITATION PROGRAMME (BMAP)**

### **Compliance**

In view of decreased activities due to the pandemic and the inability of a number of Members to fulfil their BMAP, Council agreed to increase points on Steamulus talks to 50 from 20 points. This will assist more Members to meet the minimum requirements for membership renewal.

3 out of 13 Members had satisfied their minimum requirements as of January 2021 while 5 out of the 10 Members had met more than 50% of their requirement. Council agreed to extend the qualifying period by one month – until March 31, 2021.

### **Disciplinary Action**

Show cause letters were issued in January to 5 Members who had not fulfilled their minimum renewal requirement for the previous 2019/2020 period.

4 of the Members had accumulated zero points while one Member had only 50 points despite the Council granting them extensions. This was regrettable as the Council had introduced convenient ways for Members to earn points via the talks and trainings that were organised.

These included the free Steamulus events, employee scholarships to participate in four online IPA courses, a free IPA Commercial Certificate course and various free 90-minute Zoom classes conducted by IPA-endorsed trainers.

3 Members – Hunter Strategic Communications Sdn. Bhd., ABC Mediaworks Sdn. Bhd. and J Walter Thompson Sdn. Bhd. – failed to reply to the showcause letters. At the disciplinary review process, they were found to have failed to fulfil their requirement for a minimum 100 BMAP that was already a reduced amount.

In January, a Disciplinary Committee – comprising three Council Members deliberated. The Committee was satisfied they had breached Clauses 4.3 and 6.1 of the Boomerang Membership Accredited Points By-Laws.

As a consequence, they have breached Clause 20 of the Constitution. The Committee proposed to either terminate their membership or impose an 8-month membership suspension from February 1, 2021 to September 30, 2021.

Council decided they be suspended for 8 months.

Council however still wished to support the Members and decided to further lower their points requirement for the suspension period.

Their status was reviewed upon the expiry of the period. Council unanimously agreed to expel Hunter Strategic Communications and ABC Mediaworks. Both Members had regrettably continued to not fulfil the reduced requirements

## MEMBERSHIP

### Updated Membership Declaration / Information (Trading Names)

In view of several agency groups re-structuring, merging, opening up new divisions and rebranding, the Chairman suggested that the Members' directory be revised for 2022. This update to include all the "trading names" (brands) in use under the registered Member's company name (Sdn. Bhd.), with these features:

- Each Member's declaration of their annual levy calculation from 2022 must include the revenue from their "trading name(s)" in order for each to qualify as under the umbrella of the Member.
- This updated registry will enable the Secretariat to keep track of Member's employees eligible for training costs at discounted Member's rate and BMAP points.
- Award entries are also to be submitted or declared under the registered Member's "Sdn. Bhd." name followed by the respective trading name. This will help in monitoring of award points by industry bodies and regional or global competition organisers.
- Pitch Disbursement By-Laws will apply equally for each Member's trading name. Members are required to notify the Secretariat for every pitch they participate including when using their trading name.

## MEMBER ENGAGEMENT

### Steamulus

The goal of Steamulus first introduced in July 2019, is to expose Members to a wide range of thought provoking speakers from different industries and create productive networking sessions.

The 1 hour live speaker sessions that had an admission fee was converted to virtual sessions in view of the pandemic. This nonetheless did not deter attendance as the topics themselves attracted attention.

All virtual sessions were delivered for free as a tangible benefit for Members.



DATE	TOPIC	SPEAKER / DESIGNATION	COMPANY	PARTICIPANTS
June 24	Supercharge Sales With Streams: How To Live Stream To Drive E-Commerce Success	Ms. Yuhwen Foong, Founder	SushiVid	43
Aug 26	Unlocking the Power of Inclusion for your Business Success	Ms. Sue Oliver, Chief People Officer	Ogilvy Asia	43
Oct 21	Mindfulness: Managing Mental Health, Stress & Anxiety	Esther Loh, Certified Coach, Counsellor & EAP Specialists	The Mind Faculty	32
Nov 25	I Can't Do Anything Innovative	Mr. Shun Matsuzaka, Creative Director	McCann Malaysia	30
Jan 20	Tech Talk: Changing the Advertising Game with Unreal Engine	Dean Reinhard, Technical Account Manager	Epic Games	17
Feb 24	Online Defamation : The Fine Print of Freedom of Speech	Alliff Benjamin Suhaimi Partner	Thomas Phillip	37



## **VOXCOMM- THE GLOBAL VOICE FOR AGENCIES**

VoxComm is an international trade body which has enrolled to date, 36 national advertising agency trade associations. 4As Malaysia is one of it's pioneer members who joined in April 2021.

VoxComm's goal is to demonstrate that Creative Agencies and the commercial creativity they deliver is a powerful and proven lever for growth. This aligns exactly with the 4As mission to strengthen the value of our profession.

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.**

## **Agency Selection Principles**

VoxComm in collaboration with the World Federation of Advertisers (WFA) is finalising a best practice position on "Agency Selection Principles". It contains a section on "Qualifications Based Selection" (QBS) as a recommended alternative method to select an Agency.

The position paper is in principle endorsed by WFA's Chief Marketing Officer's Council and their Sourcing Council (Procurement). The major breakthrough includes the WFA agreeing to communicate to all Advertisers that the new recommended way is the QBS method already in use in Canada.

WFA and VoxComm agree to announce Advertisers should preferably not request Agencies to pitch via the traditional speculative work method. This includes not asking for insights, strategy and / or creative concepts that aim to solve the Advertiser's business challenge. In other words, a request for free consultation from Agencies is no longer supported by WFA.

Members of the Malaysian Advertisers Association (MAA) – who are in alliance with WFA- will be asked by the global Advertiser association – to support this new position.

Council acknowledged this as a major industry milestone necessitating training for Members on how to manage QBS. Details will be forthcoming in Q4, 2022.

## **DIVERSITY, EQUITY & INCLUSIVITY (DE&I)**

Council embarked on an initiative to kickstart the advertising industry to address diversity, equity and inclusivity. It began with the 4As participation in the World Federation of Advertisers (WFA)'s Diversity, Equity & Inclusivity Global Survey. This attracted 250 Malaysian-based respondents.

The findings from this survey is to be used as input to develop an action plan on communicating the value and benefits of diversity, equity and inclusivity amongst Member Agencies.

Council has developed the 4As position on DE&I and advocates this be an integral part of an Agency's culture and practice.

## **DIVERSITY, EQUITY AND INCLUSIVITY IN ADVERTISING**

**We acknowledge that the industry we all work in can and should do more, with greater energy and speed, to both increase and develop our diverse populations so we represent the world we live in.**

**Diversity is more than statistics, it must also be seen and felt, in the actions we take, the language we use, the way we interact, the places we present ourselves and the ways in which we open ourselves up to challenge.**

**In order to move forward, those of us who hold the power must show through our actions and words that we are serious about delivering social good with people, and not to people.**

**We must hold ourselves accountable for seeking out the voices too often ignored, to listen and respond, and in so doing, share our power with generosity and enthusiasm.**

**Therefore, we need to commit ourselves to action. To speak openly about our limitations, acknowledge our gaps and communicate our shared ambition.**

**We ask for agencies to commit to support the industry, to explore and understand how we can be more equitable and inclusive of everyone in our industry. We need to clarify our ambitious goals and work together not only to improve but make an impact that can be measured in the outcomes we achieve.**

**We will start by focusing on the following initiatives and will introduce more initiatives for the Malaysian advertising industry over the coming months and years.**



# 1 Gender Pay Gap

A systemic global concern that is also visible in our industry is the gender pay gap. Advancing women's equality in Asia Pacific could add \$4.5 trillion to our collective GDP by 2025, a 12% increase over the usual trajectory. We need to do our part in ensuring that agencies are being equitable with all employees, ensuring competitive market-rate salaries across genders. We will commission a salary audit amongst members to understand what the gender pay gap is and what we can do to ensure a more consistent and equal pay amongst genders of similar designation and competency.

# 2 Unconscious Biasness in Recruitment

Equality is not just about the obvious and explicit; it also lives in the margins – these are what we define as unconscious biasness. The goal is to maximise human potential in the advertising industry by minimizing the influence of unconscious biasness and identifying them in our organizations.

We seek to learn and understand best practices from fellow advertising agency associations, global talent resource platforms and partners to create guidelines and policies on how to recognize and minimize unconscious biasness in recruitment, interview and hire selection.

# 3 Eliminating Biasness in Our Work

As a citizen of Malaysia, we want to be called Malaysian and nothing else. But as a marketer, we call our target Malays, Chinese, Indians and others. We should do our part to shape this nation and put an end to racial profiling and biasness.

We need to stop targeting based on ethnicity and focus on consumer mindset, values, and culture.

We need to stop racial and gender stereotyping in our work.

We need to start creating advertising that embraces DE&I values.

We need to start creating communication that embraces acceptance and not mere tolerance.

The 4As has committed to do the following:

1. **4As will participate in a 2023 VoxComm survey on worldwide gender pay gaps.**
2. **4As will build a repository of relevant information for business owners and independent businesses.**
3. **4As will launch a course on DEI, "Diversity and Inclusion Essentials Certificate" with long-standing partner the Chartered Institute of Practitioners in Advertising (IPA) UK.**

All Members are encouraged to refer to the 4As's Diversity, Equity and Inclusivity (DEI) Committee for any questions on how to implement diversity, equity and inclusivity within their agencies.

# ENGAGE COMMITTEE REPORT

## OBJECTIVES

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

**02** To be Brand Malaysia advocate

**03** To build relationships through Networking

## Government



### **HUMAN RESOURCES DEVELOPMENT CORPORATION (HRDC)**

The Human Resources Development Fund, was re-branded in May to HRD Corporation (HRDC). They had also changed the process for companies to claim for training grants. Under this new process, the Association would need to re-apply as a training provider and do so for each training programme which must last for at least four hours.

HRDC also introduced new rules that no longer awards 100% training cost reimbursement to employers. Reimbursement in most cases amount to only RM700 for a 7 hour online course. This is a disincentive for employers.

The Council resolved to appeal for a higher amount. Members feedback revealed that HRDC had been inconsistent in applying this rule. A number of Members had received full training cost reimbursement while others had to be contented with only a 30% reimbursement.

The Council is seeking a meeting with the HRDC CEO to discuss this anomaly, push for a common benchmark for all training and certificate courses and also explore the possibility of reinstating the original 100% cost reimbursement.

## Professional Bodies



### **COMMUNICATIONS & MULTIMEDIA CONTENT FORUM OF MALAYSIA**

The Communications and Multimedia Content Forum of Malaysia (Content Forum) registered since 2001, is an independent self-regulatory industry organization registered under the Malaysian Communications and Multimedia Commission (MCMC). The Content Forum is designated by the Communications & Multimedia Act 1998 to oversee and promote self-regulation of content over the electronic networked medium.

This includes advertisements on TV, Radio, Websites, Digital Billboards, Digital news publications and mobile phone services.

It comprises key players in the content industry, namely advertisers, advertising agencies, broadcasters, content creators/distributors, audiotext hosting service providers, internet service providers and civil society groups. The 4As is a founding member of the Content Forum.

## Vice Chairman-Content Forum

The 4As President was elected as the new Vice Chairman on June 9, 2021 for a 2 year term. He succeeded the 4As CEO who held the same position for the past 2 consecutive terms. The Association was also re-elected as a Council member within the Advertiser category alongside Nestle Products Sdn Bhd and the Malaysian Advertisers Association(MAA).

## Content Code Version 2.0

The new Content Code Version 2.0 (Advertisement section) with strong inputs from the 4As was completed and vetted by the Content Forum's lawyers in July.

Barring any unforeseen circumstances we expect MCMC to officially endorse and register the new code by May 2022. This completes the 2+year effort of the key content industry players in updating rules that will help level the playing field for all content creators whilst protecting consumers.

The key focus areas of the new code are:

- a) **Empowering and protecting the rights of persons with disabilities** – new provision introduced for service providers to provide reasonable accommodation to deliver any Content and information intended for the general public in accessible formats and technologies appropriate for Persons with Disabilities.
- b) **Defination of an Advertiser now includes social media influencers and online marketplace operators** – to expand the provision on the scope of coverage for advertising guidelines to also advertisements from online marketplace operators and influencers.
- c) **Disclosures in identifying advertisers** – clarify the provision that particular care is needed to ensure that no paid-for space, material or programming is in the style of the normal editorial, material or programming, as it may mislead viewers.
- d) **Advertisements targeting children** – new provisions concerning the use of children in advertisement as well as advertisements targeted to children to enhance the protection of children's rights.
- e) **Advertisements of liquor under strict regulations** – new provision on intoxicating liquor advertisements, which are only allowed over electronic mediums except for television, radio and public digital platforms i.e. out-of-home advertising and subject to strict restrictions (with clear provisions governing age, prohibition for Muslims, responsible drinking messages).
- f) **Prohibition against the exploitation of religion in advertisements** – a new provision prohibiting the use of religion in advertising except in situations where the products or services are directly related to religion or where the use of religion descriptions is in compliance with the relevant legislation.
- g) **Content on religion shall only feature accredited Islamic religious preachers or speakers** – a clearer provision that all religious Content on Islam shall be in congruence with the relevant religious authorities or accredited scholars prior to transmission, and content relating to other religions shall be in congruence with their respective religious authorities.
- h) **Unacceptable Products and Services to be in line with current laws** – a new provision has introduced the general rule is that all products and services, which are legal, should be allowed to be advertised if they comply with the advertising standards set in the Content Code and existing laws, rules and regulations in force.
- i) **Suicide reporting** – a new provision on suicide-related content, which must be reported and shared ethically and responsibly based on available best practices and media guidelines, including the Guidelines for Media Reporting on Suicide 2011 published by the Ministry of Health Malaysia.
- j) **Appeal process via Alternative Dispute Resolution** – introduction of mediation and/or arbitration as a form of appeal for the Complaint's Bureau's decision, whereby both parties shall agree on the terms of the mediation (including costs) before it commences.

## ADVERTISING STANDARDS MALAYSIA (ASA)

The Advertising Standards Malaysia (ASA), formed since 1977 is an independent body that ensures the adherence of self-regulation by the Advertising industry to the Malaysian Code of Advertising Practice in the print, outdoor, and cinema media.

ASA's members include organisations that represent the Advertisers, Advertising Agencies, and media owners. Through their membership of ASA, member organisations, or through contractual agreements with media owners, those businesses agree to comply with the Code so that advertisements are legal, decent, socially responsible, honest and truthful. This to ensure consumer confidence is maintained.

The Code complements the law and provides an easier pathway of resolving disputes than by litigation or prosecution. In many cases, self-regulation ensures that legislation can be avoided if necessary.

The Association continues to be supportive of the initiatives of the ASA and has constantly re-educated and promoted the role of ASA in effective advertising and self-regulation for print, outdoor and cinema advertisement amongst Members.



### Updated Code

ASA has launched its 6th edition of the Malaysian Code of Advertising Practice. This has been circulated to Members. Members have an obligation to uphold and comply with the industry's set of self-imposed rules to ensure advertisements conform to the principles of fair competition, to NOT bring advertising into disrepute nor reduce confidence in advertising as a service to the industry and public.

# 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

## QUALIFICATIONS FROM THE INSTITUTE OF PRACTITIONERS IN ADVERTISING



**11**

**DELEGATES**

**100%**

**PASS RATE**

### IPA Foundation Certification (Batch 8)

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 8 intake. The 2021 pass rate was at 100% compared to 82% in 2020. 3 delegates scored a distinction. 2 were lecturers who specialized in advertising. As of 2021, 172 Malaysians have been certified.



**16**

**DELEGATES**

**81%**

**PASS RATE**

### IPA Commercial Essentials Certificate (Batch 7)

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&Ls. It teaches delegates to ask the really important financial questions and understand the commercial factors influencing agencies and clients.

Batch 7 had 16 delegates with 81% pass rate. As of 2021, 74 Malaysians have been certified.



**34**

**DELEGATES**

**71%**

**PASS RATE**

### IPA Digital Performance Certificate (Batch 3)

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.

34 delegates enrolled for Batch 3. This included 3 scholarships for Member Agencies. For the first time a majority of delegates came from Media Specialists Agencies. The pass rate was 71 % compared to 87 % for Batch 2. There are now 51 certified Malaysians.



**58**  
DELEGATES

**91%**  
PASS RATE

### IPA 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:

- 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 29 delegates were from GroupM, a Media Specialist Agency group. The pass rate was 91%. There are now 53 certified Malaysians.



## TESTIMONIALS



**“I've improved a lot in writing my briefs and dealing with third parties. I hope clients also take part in these courses so that they can get a better understanding of how the industry works.”**

**NURNABILA MELANIE**  
Account Servicing



**“Every module made me learn more about the industry. Talking to clients and colleagues became different, and a lot of the modules I learnt applies to my day to day work experiences.”**

**MELISSA SAMUEL**  
Junior Strategic Planner



**“I found the planning part of the course interesting, as it covers a lot of the basics and the things you would need to consider when you look into a brief.”**

**LIM XIN EE**  
Account Servicing





### The 4As Employee / Lecturer Scholarships

Since 2017, a total of 79 scholarships have been awarded across all the IPA certifications including 22 to Advertising Lecturers.



## IPA ENDORSED TRAINERS

### Creative Leadership Course

The 'OMG! I'm in Charge' workshop – targeted at Creative Directors, Group Heads and individuals in line to be appointed to these positions – was helmed by IPA endorsed trainer, Mr. Patrick Collister.

Mr. Collister is the former ECD of Ogilvy London and Head of Design for Google's Creative Thinktank for Northern Europe, The Zoo.

The workshop held on July 24 and August 5, drew 18 delegates who rated the trainer 4.6/5 (O=Poor, 5=Excellent).

### Winning a Pitch Course

The 2-part 'Life's A Pitch' online workshop conducted by another IPA-endorsed trainer, Mr. Paul Burns, was attended by 12 delegates on October 14 and 21. The course catered for Account Directors, Account Managers and Planners and revolved around the key elements of winning a pitch, managing the pitch team and creating winning pitch presentations.

Delegates rated Mr Burns 4.65/5 (O=Poor, 5=Excellent).



**PATRICK COLLISTER**



**PAUL BURNS**

# 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



**“ There is no room for imprecise documentation and catch-all terminology in any modern and fiscally responsible tender. ECERDC was subsequently advised that no 4As member agency would participate in their pitch until this clause was removed. ”**

## 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.

### Unethical Pitch Demands

The 4As spoke out and criticized the “unethical” demand by Government organization, the East Coast Economic Region Development Council (ECERDC) for their demand on the automatic ownership and retention of Agencies’ intellectual property in their invitation to bid (ITB) document.

Clause 13.1 of their ITB document states:- “ Copyright of all reports/ documents, plans, designs drawings and works prepared by the bidder pursuant to this ITB document shall be the property of ECERDC and ECERDC may use them in any manner ECERDC wishes”.

In a written response to the 4As, ECERDC’s Tender Secretary stated their intention is for the work submitted by unsuccessful bidders to only be kept for report or audit purposes.

Despite this there was no written confirmation that Clause 13.1 would be removed as repeatedly requested by the 4As. There is no room for imprecise documentation and catch-all terminology in any modern and fiscally responsible tender.

ECERDC was subsequently advised that no 4As member agency would participate in their pitch until this clause was removed.

The 4As position against such unethical pitch demands were extensively covered in the business and regional trade press. This included a 30+ minute detailed interview on business station, BFM radio.



**Click here to listen to the interview on BFM.**

Local and regional Industry stakeholders commended the association for its consistent stand against unethical advertisers as well as to the 4As members for refusing to participate in such pitches.

## 4As offers leadership course for creative directors

**PETALING JAYA:** The Association of Accredited Advertising Agents Malaysia (4As) will offer an online training course, "OMG! I'm in Charge!" to its members in a three-part series in June and July.

This is the latest addition to the 4As online training portfolio, made possible by leveraging upon the 4As' six-year alliance with the Chartered Institute of Practitioners in Advertising (IPA) UK, and supported by industry partner Astro.

"OMG! I'm in Charge!" will show practitioners in leadership roles ways to navigate the intricacies of managing both the creative team and the creative process over three two-hour sessions.

The course will cover topics such as - Where are you leading your team to and why should they follow you; How to determine your leadership style; Learn that whatever the terms of your contract, you will be judged for skills that you were never told you would need; How to

set goals and create a game plan; Examine the role of the leader in the project; How to nurture ideas with 10 killer questions; How to practise listening and learn the benefits of shutting-up; The importance of appraisal.

"This syllabus fills a needs gap as existing advertising courses fail to address the shaping of great creative thinkers and does on how to lead a team," said Khairudin Rahim, 4As CEO.

"This is a completely new skill set

which many practitioners fumble through and learn by trial and error, sometimes with poor results, forcing the new leaders to revert to executing work themselves, as subordinates keep missing the bullseye."

"This course is years of mentorship distilled into six hours," added Khairudin.

The online course will be conducted by Patrick Collister, an IPA UK endorsed trainer with prior leadership positions at Ogilvy

London, and The Zoo, Google's creative think tank - for northern Europe.

The course is for 4As members only, with a fee of RM 2,000 plus 6% sales and service tax. The closing date for registration is June 4.

4As, formed in 1971, is the advertising industry's foremost body engaged in promoting the value of advertising agencies in the marketing communications industry to advertisers, media, suppliers, government and the public.

## Leadership Courses

The 2 leadership courses conducted by IPA's endorsed trainers, "Life's A Pitch" (key elements on how to win a pitch) and "OMG! I'm in Charge!" (how to manage creative teams and the creative process) generated high media coverage.

## 50th Anniversary

The 4As was formed on May 18, 1971. It's 50th anniversary was announced through an attention getting full page color advertisement "Give Us 5 Minutes of Your Time For 50 Years of Ours".

A distillation of what the 4As is about and what it has been advocating successfully since 1971.

This generated traction and repeated runs in leading business and trade presses.

We obtained free ad spaces stemming from the strong relationship, mutual respect and collaboration built over decades with the media owners.

**TheStar**

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**4As celebrates golden anniversary**

By [JALIT CHOI](#)

**ADVERTISEMENT & MEDIA**  
Monday, 22 Nov 2021



**4As president Andrew Lee (left) says the 4As would continue to nurture the conditions that allow advertising to flourish, and champion the industry's value through the personal delivery of the 4As objectives. The 4As organises and produces several annual awards, among them the Putra Brahma Awards.**

**PETALING JAYA:** The Association of Accredited Advertising Agents Malaysia (4As) is celebrating 50 years of existence with a campaign that celebrates its contribution to the advertising industry since its formation by a group of forward-thinking advertising professionals.

The association was formed on May 18, 1971. They advocated that the future of Malaysian advertising would be based on growing brands through creativity across strategy, ideas, content and media.

In the past 50 years, Malaysian agencies have produced some of the most recognised work locally and around the world.

**Generating Impact**

The 4As organises and promotes several annual awards which serve a two-fold purpose - Firstly as an incentive for the industry to continually raise the bar, and secondly as a tangible measure of the power of the industry to reach the hearts and minds of the consumers.

The celebrated awards are the Malaysia GFA Awards, the global gold standard for marketing effectiveness, the Putra Brahma Awards, also known as the 'money can't buy' People's Choice Awards, and the Kijal Awards, Malaysia's premier accolade for creativity.

"Through the years, we have always believed that in a world of product parity, the user's advantage is found in the power of a high value idea from its advertising agency partners.



**Executive:** The past 50 years is really a combination of challenges and triumphs.

**STAMPING OFF**  
Vibrant network marks the new year celebration

"This long and proud history, time and time again, when you examine every brand that became a market leader by working over and over on the quality, and then accolades of leading industry awards.

"This is a consequence of properly practised creativity that altered consumer perceptions and behaviour towards the advertised brand. The 4As would continue to nurture the conditions that allow such creativity to flourish, and champion the value of advertising agencies through the personal delivery of the 4As objectives," said 4As president Andrew Lee.





**“As a citizen of Malaysia, we want to be called Malaysian and nothing else. But as a marketer, we call our target Malays, Chinese, Indians and others. We should do our part to shape this nation and put an end to racial profiling and biasness.**

**We need to stop targeting based on ethnicity and focus on consumer mindset, values, and culture.**

**We need to stop racial and gender stereotyping in our work.**

**We need to start creating advertising that embraces DEI values.**

**We need to start creating communication that embraces acceptance and not mere tolerance.”**

## Diversity, Inclusivity & Equity (DE&I)

In 2022, to kick off the next 50 years, the 4As formally announced that it sees DE&I as a moral imperative and way to do business.

The 3 key issues gender pay gap, unconscious bias in recruitment and elimination of work bias in the work produced needs to collectively be addressed as we work towards a human-centric future.

## Invitation to Join Malaysia Effie Awards Judging Panels

The 4As for the first time, announced an open invitation to senior marketing and advertising practitioners to form the Effie Awards judging panel. This is to bring new and different perspectives to the judging process and is a demonstration of the 4As commitment towards addressing DE&I shortcomings in the Malaysian ad landscape.



1



### 1. BFM.MY

#### A Creeping Trend: Unethical Copyright Clauses in RFPs

29 September 2021

### 2. THE STAR

#### Malaysia Effie Awards invites senior practitioners to join its judging panels

7 February 2022

### 3. THE STAR

#### Self-regulation key to creating safe content

5 July 2021

### 4. MARKETING INTERACTIVE

#### Analysis: Be upfront. How you pitch is a reflection of your brand

5 March 2021

### 5. MARKETING MAGAZINE

#### 4As expands online training portfolio with Paul Burns

20 September 2021

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#### 4As expands online training portfolio with Paul Burns



The Association of Accredited Advertising Agencies Malaysia (4As) will offer an online training course "Life's A Pitch" to its members in a two-part course on October 14 and 21, 2021.

This is the latest addition to the 4As online training portfolio, made possible by leveraging upon the 4As' six-year alliance with the Chartered Institute of Practitioners in Advertising (CIPPA) UK, and supported by industry partner Astro.

"Life's A Pitch" will show practitioners the key elements of winning a pitch, from managing the pitch team and creating winning pitch presentations to considering the ultimate pitch checklist.

During the course, delegates will learn how to: Be confident in understanding Pitch Strategy versus Pitch Content; have their own "Tool Box" of presentation structures to help write compelling presentations; understand the power of writing a "Pitch Brief" to align the team from day one; be inspired to manage the pitch team into a focused and motivated group with clear roles and responsibilities; ultimately challenge assumptions, have a point of view and constantly strive for simplicity over complexity.

"Pitches are the lifeblood of an agency. This syllabus fills a needs gap to support and transform Account Directors and Planners who currently feel stressed and frustrated during new business pitches into more

**TheStar**

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## Self-regulation key to creating safe content

by CHAI CHEN

Monday, 02 Jul 2021



**PETALING LIRIA** Advertising is the very essence of how a consumer makes choices in life. It is like a life guide book which helps a consumer make decisions on certain brands or products.

In this day and age where traditional means of advertising has to share its space with social media advertising, digital marketing and other virtual means, ensuring its content to ensure its information is not misleading presents a new challenge.

It is more of a challenge when social influencers, bloggers and vloggers come into play. Without even knowing it, these virtual advertising channels have the power to promote subconscious marketing on their respective social media pages, where a consumer's thought is often timely shaped and formed.

To ensure all forms of content are kept in check, self-regulation among industry players and all other content creators is crucial to ensure there is no foul play.

This is where the Communications and Multimedia Content Forum of Malaysia (CMCF) comes into play, with its Malaysian Communications and Multimedia Content Code (Content Code), which is a self-regulatory framework to promote good practices and standards among content producers.

**Business & Finance newsletter**

Catch up on stories you can't afford to miss with our limited weekly newsletter.

With self-regulation in place, industry players and content creators can be held accountable to the public for the content created, and ensure it is suitable for mass consumption.

"Effective self-regulation is instrumental in protecting the brands and companies' reputation and can be seen as a social obligation for businesses to build trust with their consumers by ensuring their content is not just harmless, legal and truthful," said the Association of Accredited Advertising Agencies Malaysia (4A) president Andrew Lim.

**advertising + marketing**

NEWS AGENCIES OPINIONS ANALYSIS MEDIA TRENDS BRAND HIGHLIGHTS PARTNER INSIGHTS

## Analysis: Be upfront. How you pitch is a reflection of your brand

JAMES TAN | 08 MARCH 2021



The level of clients' willingness to disclose budgets during initial conversations with agencies is not new and agency owners stated that it's a usual part of the process. Clients are largely upfront with their budgets, there are those who are rather silent about what they hope to be paying for (in terms of scope of work) or prefer agencies to recommend an appropriate budget based on their ambitions.

According to a report by Ad Intelligence and IQ in 2016 titled "Missing an agency", online media ad spend (27%) and other forms (11%) and lack of transparency on pitch details (77%) are some of the top issues that agencies are frustrated with during the pitch process.

**AGENCY FRUSTRATIONS WITH PITCH PROCESS**



Frustration	Percentage
Lack of transparency on pitch details	77%
Length of the process	69%
Failure of content	68%
Lack of feedback	65%
Unrealistic budgets	28%
Unfair evaluation criteria	23%
Length of time to win	8%
Others	1%

The report said agencies should be given a specific checklist on how to prepare their competition proposals. If the marketer has a preferred competition methodology the agencies should know that. If the marketer is open to the agencies' recommendations on competition, they should know that as well.

According to the report, marketers are not taken into a competition methodology. They will want the finalist agencies to make proposals based on their own preferred methodologies. Hence, this signals to agencies that the marketer is flexible and open-minded on the subject of agency competition – an area where most agencies just find themselves

**“ Effective self-regulation is instrumental in protecting the brands and companies’ reputation and can be seen as a social obligation for businesses to build trust with their consumers by assuring them the content put out is honest, legal and truthful. ”**

# Ordinary Members

**180 DEGREES BRANDCOM SDN BHD**

**APD DIGITAL SERVICES SDN BHD**

• GrowthOps

**ARTURN CREATIVE SDN BHD**

**ASATSU-DK SDN BHD**

**ASTANA INTERNATIONAL SDN BHD**

**BARON ADVERTISING SDN BHD**

**BEANS MEDIA SDN BHD**

**BRNCOS 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**

• Dentsu LHS

**DIA BRAND CONSULTANTS SDN BHD**

• Dia Brand

**ELLIPSIS ASIA SDN BHD**

**FISHERMEN INTEGRATED SDN BHD**

**FOREFRONT STUDIO SDN BHD**

**GEOMETRY GLOBAL SDN BHD**

• VMLY&R Commerce Malaysia

**GREY WORLDWIDE SDN BHD**

**HAKUHODO (M) SDN BHD**

**HAVAS IMMERSE SDN BHD**

• Havas Immerse, Epic

**IF INTERACTIVE SDN BHD**

• Isobar

**KARISMA KREATIF WORLDWIDE SDN BHD**

**K-GIC ADVERTISING SDN BHD**

**LINS ADVERTISING & MARKETING SDN BHD**

**M&C SAATCHI (M) SDN BHD**

• MC Saatchi

**MANTRA COMMUNICATION SDN BHD**

**McCANN-ERICKSON (M) SDN BHD**

**MEDIACLIQ SDN BHD**

**MEGA ADVERTISING SDN BHD**

**MONSTER INTERACTIVE SDN BHD**

**NAGA DDB SDN BHD**

• Naga DDB Tribal

**OXYGEN ADVERTISING SDN BHD**

**SHINAJII SDN BHD**

**SPIN COMMUNICATIONS SDN BHD**

**STAR REACHER ADVERTISING SDN BHD**

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

**TBWA KUALA LUMPUR SDN BHD**

**TORPEDO IDEAS (M) SDN BHD**

**TWO POINTS SDN BHD**

**VIVAKI(M) SDN BHD**

• Saatchi & Saatchi Arachnid,  
Publicis Malaysia

**WPP MARKETING COMMUNICATIONS  
(MALAYSIA) SDN BHD**

• Ogilvy

# Associate Members

**B&B ADVERTISING**

**INTER XS MEDIA SDN BHD**



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