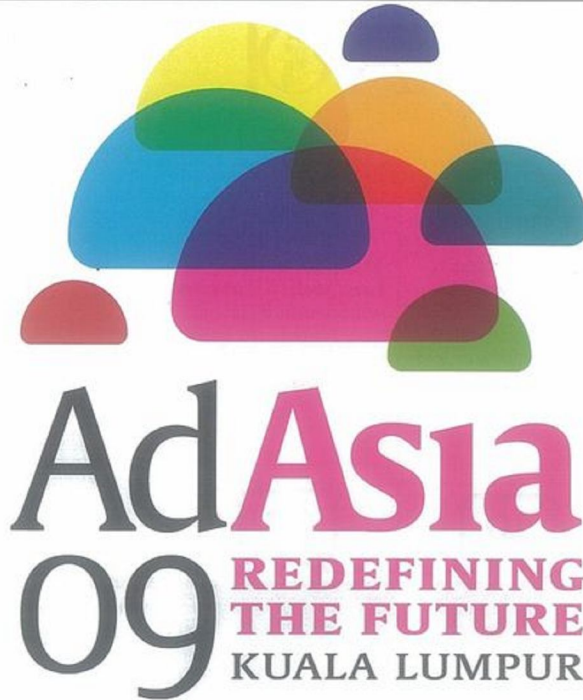


Editor's Note



KANCIL FESTIVAL - AN OPPORTUNITY TO MARKET MALAYSIA!

What a hectic and electric November it has been for the Malaysian ad industry. Certainly the Association of Accredited Advertising Agents (4As) outdid themselves this time, and for good reason. The Kancil Festival marked the 30th Anniversary of the revered Kancil creative awards show this year.

There were workshops, awards shows, a Hall of Fame luncheon taking place in townhall settings and schools, to convention rooms and palatial ballrooms. As the committee worked tirelessly to pull an event 'almost every other day', we became a showcase of planning ingenuity, tenacious lobbying, immaculate teamwork and task delegation.

From the media, sponsors and agencies to partners, friends and judges, I dare say about 3,000 people attended the events, in total. From ad professionals and students to marketers and media players. Hundreds of thousands more Malaysians were exposed to the Festival through media channels.

Everything moved under the theme 'Change the Game'.

Of particular significance was Kyoorius Design Yatra, a coup of sorts, where an established

event was brought to our shores 'seamlessly'.

So what's my point?

Simple: we could have used the Kancil Festival to sell-in Malaysia to key sponsors, regional and world media, and financial decision-makers delegates for the coming AdAsia next year in KL. If critical sponsors and potential 'ambassadors' witnessed the Kancil Festival in person, our marketing for AdAsia09 could have begun instantly. This could have saved us a bundle on expensive road shows next year.

The Asian Advertising Congress 2009 (AdAsia09) will take place at the Kuala Lumpur Convention Centre from October 22 to 25, 2009. This is the biggest coup of them all. The change of venue came when political uncertainties in Pakistan made major participating countries like China and Japan wary of sending big delegations; Pakistan last hosted AdAsia in 1989.

Labelled the 'Olympics of Advertising', it is traditionally a 3-day event covering advertising, media and marketing. A time when the city will be filled by ad people from around the world!

Kudos to Peter Anthony Das of Perodua,

President of the Malaysian Advertisers Association, Chairman of the Asian Federation of Advertising Associations and Chairman of the organising committee for AdAsia09 for clinching this.

In late October, at the veiling of the new logo, Peter said, "AdAsia09 is expected to attract more than 1000 marketing communication practitioners from Asia and around the world."

Malaysia first hosted AdAsia in 1990 with a spectacular opening ceremony featuring colourful performances at the Putra World Trade Centre, officiated by His Majesty Sultan Azlan Shah and the keynote address by ex Prime Minister YAB Tun Dr Mahathir Mohamed.

Let the promotion for AdAsia09 begin, we have a phenomenal story to tell! ■



7 | EDITOR'S NOTE

COVER STORY

10 | GO COMMUNICATIONS
He took the PR world by storm and has never looked back since. Check out how Peter steers Asia's fastest and most dynamic PR agency.

RETAIL MARKET-

32 | STRASS MEDIA
Strass Media will leave no stone unturned and no space wasted in its quest to be the premier out of home advertising specialist.



60



LOSING THE GAME IS NOT AN OPTION page 60

10



THE MOMENTUM AND TRUST IN A BRAND page 74

62



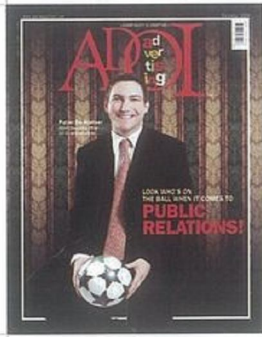
HALL OF FAME page 62

BRAND AWARDS

66 | KANCIL AWARDS
A dazzling performance that left everyone speechless and took the Malaysian advertising arena to greater heights in one memorable night of reckoning!

ONLINE SAGA

22 | ALT MEDIA
Alfred Juan Anthony shares his passion and ideas that will see online media taking the lead in the new era of entertainment, advertising and content.



On the cover: Peter de Kretser



KYOORIOUS DESIGN YATRA page 56

THE REAL DEAL

34 | GREY MALAYSIA
Bold creativity and experimentation with David Sin at Grey and how he will lead the renaissance of ideas and brands.

16

IDEAS
16 | 30 | 40



Support our industry by being a member of these bodies:

Macomm Management Services Sdn Bhd Secretaries
Unit 706, Block B, Pusat Dagangan Phileo Damansara 1, 9, Jalan 16/11, Off Jalan Damansara, 46350 Petaling Jaya
Tel: 603-7660 8535
Fax: 603-7660 8532

aaaa
ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA
aaaa@macomm.com.my
www.aaaa.org.my

MAA
MALAYSIAN ADVERTISERS ASSOCIATION
maa@macomm.com.my

afaa
asian federation of advertising associations
afaa@macomm.com.my
www.afaa.co.kr

MediaSpecialistAssociation
msa@macomm.com.my
www.mymssa.org

Inspiring Excellence in Communications Worldwide
iaa@macomm.com.my
www.iaaglobal.org

Commercial radio
crm@macomm.com.my

MMCP
malaysian marketing communication practitioners
mmcp@macomm.com.my

Malaysian Digital Association
www.idea.org.my