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'Strike a chord with consumers'

Engage the savvy users now through authenticity, marketing industry urged

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KUALA LUMPUR: Malaysians are becoming more savvy and mature in their thinking despite the spread of fake news and sensationalism, says Gobind Singh Deo.

The Communications and Multimedia Minister said due to this, the marketing industry had a role to play in reaching out and engaging with consumers through authenticity.

Gobind said there was an upward trend towards forging deeper connections between businesses and consumers, and increasingly on social media.

"People will share a post on products or businesses if they find them to be authentic and honest.

"It seems that the more virtual our lives get, we will go after something that really strikes a chord where it is not just a product or service but the experience.

"Marketers must cater to this growing consumer authority to survive and thrive," he said in his speech while opening the Malaysian Chief Marketing Officers (CMO) Awards 2019 on Friday.

Also present was Star Media Group chief executive officer Andreas Voglatzakis.

Gobind said Malaysia was a well-placed and is a perfect marketing test bed for many products and services.

"Malaysia is a rich microcosm of Asia. Due to our racial diversity and dynamic demographic, we can show the marketing world what is workable in the marketplace," he said.

The CMO awards recognise and acknowledge the immense contributions, inspiring leadership and trail-blazing achievements in Malaysia's marketing communications industry.

A panel of judges has pored over 30 final entries for winners in 30 categories.

Among the winners are RHB Bank Group chief marketing officer Abdul Sani Abdul Murad, Mudah.my head of marketing Andrew Pinto, Red Bull Malaysia head of commercial Edmund Lee, Axiata Group head of group marketing and branding Fernie Jasmine, F&N Beverages Marketing Sdn Bhd marketing director Graham Lim and Malaysia Airlines Group chief marketing and customer experience officer Lau Yin May.

Others include DRB-Hicom Bhd division head, group strategic communications Mahmood Abdul Razak, CIMB Group CMO Mohamed Adam Wee Abdullah, Maybank EVB corporate marketing head, group brand and sponsorship management, Shazlina Mohd Suffian and Tenaga Nasional Bhd general manager, strategic communications and branding, Sutapa Bhattacharya.

Star Media Group is an official media partner of the Malaysian CMO Conference & Awards 2019.



Tapping the market potential: Gobind (left) receiving a token from Malaysian CMO Awards President Harmendar Singh during the Malaysian CMO Awards Night 2019 at Sime Darby Convention Centre in Kuala Lumpur. — Bernama