

The Pattern, Entry Requirements, and Judging Criteria of The Malaysian Media Award From 2005-2014

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Abstract—The Malaysian Media Award is a yearly event organized by the Malaysian Specialist Association (MSA) since 2004. The judging criteria changes according to the change in the media industry but overall, it always focused on the insight, strategy and idea; media execution; and result and effectiveness. This research used content analysis to analyze a decade of information that focus on the pattern, entry requirements, and the judging criteria of the Malaysian Media Award from 2005 – 2014. Throughout the years there were many participants from various advertising agencies and among the agencies, Universal McCann was found to be the most creative agency over the years. Apart from that, the Malaysian Media Award helps to cultivate creativity among the advertising agencies in Malaysia.

Index Terms- Malaysian Media Award, Media, Advertising Agency, Creative Industry.

1 INTRODUCTION

Malaysian Media Awards is one of the prestige's award presented to the media practitioners in Malaysia. It is also the longest running media award for media performance and the only non-profit award run by industry associations [2]. It focused on awarding advertising agencies for boasting media innovation standard in the industry. Media Specialist Association (MSA) organized The Malaysian Media award the since 2004. There are about 12 to 13 categories presented each year with special awards (Advertiser of the Year Award, and Grand Prix Award) given to agencies that had performed above par. The award is given based on the highest accumulated points from the categories and according to Menon Girish [2], the categories of the awards changes according the change in the media industry. The Media Specialist Association welcome participations from various agencies and the juries were also selected from various media agencies. The award emphasis on the used of media and judging is based on how well the medium is being used. In 2014, there are 12 categories presented and two special awards given to the winners. The categories presented includes best used of Television/Cinema Screen, Sponsorship, Branded content, Digital, Performance Marketing, Social Media, Out of Home/ POS Media, Activation/Events, Small Budget Exclude Digital, Newspaper/ Magazines, Radio/ Audio, and Integrated Media Campaign.

Since this creates an interesting scenario in media industry, the researchers seek to analyze it from the

several inquiries as stated below:

RQ1: What is the pattern of the Malaysian Media Award Winners from 2005 - 2014 for best used of Television/Cinema Screen?

RQ2: What are the entry requirement and judging criteria for the Malaysian Media Award?

2 LITERATURE REVIEW

There are various award ceremonies that are being held around the world to celebrate the creative idea of the media practitioners. Award ceremony is important as it helps the industry to grow, improve and change. According to Weiland [6], there are many art directors (media practitioners) practicing today do not have the clear understanding of the generation market segments, thus the best advertising come from those practitioners who understand the need of the market and appeals to it. Advertising awards encourage practitioners to become better as for instance communication platforms are changing and successful ads needs ideas and creativity [5]. Thus it helps the growth of the industry. According to Campelli [1], Britten's iTV also had experience increase in revenue due to the growth in advertising. Although the mainstream media such as television continue to dominate advertising spending, it was revealed that currently the advertising industry is lead by digital media and content development [5].

3 METHODOLOGY

The method used in this research is content analysis. The data was accumulated from The Malaysian Media Award yearbook and The Malaysian Media Award online database. The duration of this study is from 2005 until

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2014. The unit of analysis of this study is *the pattern of winners and judging criteria*. The researchers analyzed the results manually by identifying and calculating the variables. Data was presented in the tables below.

4 FINDINGS AND DISCUSSION

4.1 The Pattern of the Malaysian Media Award Winners

The aims for the Malaysian Media Award is to recognized the excellent and achievement of the media players [8]. Based on Table 1, for Best Used of Television/Cinema category, there are four advertising agencies in Malaysia had actively participated in the Malaysian Media Award and winning the medals. According to the statistics, Universal McCann Advertising Agency proved to be leading agency that had constantly winning for the last decade. Based from the records from The Malaysian Media Award for Best Used Of Television, in the last 10 years, except for the year 2005, 2007, and 2008, Universal McCann had been continuously winning medals in this category. Furthermore in 2014 they were awarded 'Agency Of The Year' for the fifth time in a row [2]. Meanwhile, the second leading agency Mindshare Malaysia won the Grand Prix for their campaign in Shampoo brand 'Sunsilk' [2]. Unfortunately Mindshare Malaysia did not win any medals for Best Used of Television award for 2014.

TABLE 1. ADVERTISING AGENCY WINNING GOLD, SILVER, AND BRONZE MEDAL FROM BEST USED OF TELEVISION/CINEMA SCREEN FROM 2005-2014

Adv. Agency	Gold	Silver	Bronze	Total Points
Universal McCann	4	4	5	25
Mindshare Malaysia	3	1	2	13
Carat Media Services	1	3	1	10
Star Com MediaVest	1	0	3	6
Vizeum Media Services	1	0	0	3
MEC Malaysia Media	1	0	0	3
Complete Sdn. Bhd.	1	0	0	3
TBWA	0	1	0	2

Note: Gold=3 points, Silver=2 points, Bronze=1 point

In the last decade, the researcher realized from the product advertised on television, most of the advertisement that received award from the Malaysian Media Award includes beauty product and services, and packaged food. This is most probably because television had been the best platform to promote consumer products. Other category such as beverages, baby

products, and telecommunication services were also advertised and managed to win medals. Over the years there were many categories of products advertised in the Malaysian television. According to Menon Girish who is the president of the Media Specialist Association, television's role in advertising is to create basic awareness for brands [3].

Based on Table 2, the brands that won the most awards over the years are Nestle Products Sdn. Bhd. and Procter and Gamble. Both are established international company that has factories in Malaysia and are responsible to produce for the Malaysian market.

In the 10 years of the establishment of the award, there had been countless of brands vying for the awards each year. There were 22 brands that managed to acquire the medals and proved that they have the best agencies working on their advertising campaign.

TABLE 2. MALAYSIAN MEDIA AWARD LIST OF GOLD, SILVER, AND BRONZE WINNERS FROM 2005-2014

Year	Gold	Silver	Bronze	
2005	Agency: Starcom MediaVest Group Product: Head & Shoulders Title: Fugitive Brand: Procter & Gamble	Agency: Mindshare Malaysia Product: Pond's Title: Pond's Table for Two Brand: Uniliver	Agency: Starcom MediaVest Group Product: Olay Total White Title: Aspirasiku Brand: P&G	
	2006	Agency: Universal McCann Product: Nespray Title: Nespray Dodoi - Celebrating Motherhood Brand: Nestle Product Sdn. Bhd.	Agency: Carat Media Services (M) Sdn. Bhd. Product: Cadbury Dairy Milk Title: Turning Cadbury Happiness into News Brand: Cadbury Confectionar y (M) Sdn. Bhd.	Agency: Starcom MediaVest Group Product: Rejoice Title: Rejoice long Dramercial Brand: Procter & Gamble
		Agency: Carat Media Services (M) Sdn. Bhd. Product: Pizza Delivery Title:	Agency: Universal McCann Product: Coca-Cola Title: Music Executive	

	Top of the Hour Brand: Pizza Hut Restaurant Sdn. Bhd.		Brand: Coca-Cola Company		Johnson & Johnson Sdn. Bhd.	Air Asia Berhad	Brand: F&N Holdings Berhad
2007	Agency: Mindshare Malaysia Product: Friskies Pet Food Title: Purr-fect TV Stunt Brand: Nestle Purina Pet Care Company	Agency: Carat Media Services (M) Sdn. Bhd. Product: Safi Title: Safi Rania Jelita Raya Brand: Wipro unza (M) Sdn. Bhd.	Agency: Mindshare Malaysia Product: Nestle Coco Crunch Title: Football Fever Brand: Nestle Product Sdn. Bhd.	2011	Agency: MEC Malaysia Product: Sony Handycam Title: Share the Moment and Detik Bersama Brand: Sony (Malaysia) Sdn. Bhd.	Agency: Universal McCann Product: Brand's Essence of Chicken Title: Winning All The Way With Brand: Hebat Cerebos (M) Sdn. Bhd.	Agency: Mindshare Malaysia Product: Maggi Title: Inspiring 2 Million Brand: Chinese with The Feast Of Good Luck and Prosperity Product: Nestle Products Sdn. Bhd.
2008	Agency: Vizeum Media Services Product: Perodua Viva Title: Creating Love at First Sight Brand: Perodua	Agency: Media Complete Sdn. Bhd. Product: Silky Girl Title: Mukhsin - My First Love, from cinema to Television Brand: Alliance Cosmetic Group	Agency: Carat Media Services (M) Sdn. Bhd. Product: Nivea Title: The Ultimate Prom Night Brand: Beiersdoft	2012	Agency: Universal McCann Product: Captain Munch Title: Captain Munch - From Hero To Zero Brand: Munchy's Food Industries Sdn. Bhd.	Agency: Universal McCann Product: Johnson's Baby Bedtime Title: Johnson's Baby Tales Creates Magic Brand: Johnson & Johnson Sdn. Bhd.	Agency: Starcom MediaVest Group Product: FAB Title: Meet The FAB Squad, The Load Brand: Lightening Troopers Product: Proctor & Gamble
2009	Agency: Mindshare Malaysia Product: Chipster Title: Chipster Highjack TV Host Brand: Kraft Malaysia Sdn. Bhd.	Agency: Universal McCann Product: NURAL Title: Turning Crisis into Opportunity Brand: -	Agency: Universal McCann Product: Clean & Clear Title: Song of possibilities Brand: Johnson & Johnson Sdn. Bhd.	2013	Agency: Mindshare Malaysia Product: Maggi Title: Maggi Brings Back The Taste Of Home Brand: Nestle Products Sdn. Bhd.	Agency: Universal McCann Product: F&N Fun Flavours Title: F&N Redefines TV Into A Participative Gaming Hub Brand: F&N Interflavine Ptd. Ltd.	Agency: Universal McCann Product: Dutch Lady Chocolate Title: Drink Title: The 'Green' Mighty Brand: Disrupted by dutch Lady Brand: Dutch Lady Milk Agency: Industry Agency: Universal Product: McCann Product: HyppTV Title:
2010	Agency: Universal McCann Product: Johnson's Baby Title: Johnson's Baby Gugu Brand: Gaga Era	Agency: Carat Media Services (M) Sdn. Bhd. Product: Air Asia Title: Bringing China to The Living Room Brand:	Agency: Universal McCann Product: F&N Fun Flavours Title: Bringing Your Move Brand: With F&N Freestyle	2014	Agency: Universal McCann Product: Frisco Title:	Agency: TBWA Product: Digi Easy Title: Prepaid Title:	Agency: Universal McCann Product: Dutch Lady Title:

Point of Dissonance to Point of Conversion Brand: Dutch Lady Milk Industries	Digi Made Conventional TV Into Social TV Brand: Digi Telecommuni cations Sdn. Bhd.	Driving Subscriptions Using Competitor's Viewership Brand: Telekom M'sia Berhad
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4.2 Judging Criteria of the Malaysian Media Award

The Media Specialist Association (MSA) had been responsible in organizing the Malaysian Media Award since 2004. The award was given in order to recognize the media practitioners that had delivered exceptional results through strategic and innovative media campaign. As discussed earlier in the paper, there are many categories in the use of media in Malaysia. This paper only focused on one category which is Television/Cinema Screen.

As stated by Menon Girish [2], the categories of the award change according to the change in the media industry. Thus the researcher had identified the latest judging criteria for the Malaysian Media Award.

Based from the Malaysian Media Award 2014 Entry Kit, the researcher found that there are several juries from various organizations that will act as juries for each category. As mention earlier, the categories for each award ceremony depends on the change in the media industry. The study reveals that the participants should fulfill the entry requirements and will be judge based on certain criteria [7]. The entry requirements are: 1) *the Best Used of the Media, which means that judging will examine on how well the medium is used in the media campaign*; 2) *the entry should leverage TV or cinema screen and its existing assets for brand building promotion*; 3) *the agency should used varied solution such as scheduling strategy*; 4) *they should implied product endorsement in their campaign*; 5) *contextual advertising*; 6) *unbranded bespoke content (PSA)*; 7) *advertorials*; and 8) *segment takeover*. Furthermore the judging criteria are then categorized into three counts which are: 1) *Insight, strategy, and idea 40%*; 2) *Media execution 30%*; and 3) *Results and effectiveness 30%*.

5 CONCLUSION

Firstly in term of the pattern of winners for this study the researchers conclude that Universal McCann conquered the creativity of advertising agency as portray by the Media Specialist Association. Secondly, this study conclude that there are three criteria of judging which involved the concept and content of the advertisement, the contribution of advertisement in the media, and turnover of the advertisement to the company. Thus the study found that The Malaysian Media Award is a platform for advertising agency in Malaysia to cultivate its creative industry.

ACKNOWLEDGMENT

The authors wish to thank The Media Specialists Association for providing the materials for this research.

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