



WAN-IFRA Asia Pacific

# Digital Ads That Works

31 October 2019, Hong Kong

a sharing session by **Chia Ting Ting**  
Chief Commercial Officer, Malaysiakini Group

**malaysiakini** **kiniTV** **FC MEDIA** *kiniEvents*

In the era of fake ad scams:  
what solutions and services can a media publisher  
offer to make digital ads really work?

Between fake news, fake ads and clickbait, digital advertising is looking like the wild west. Often, the responsibility is falling under publishers to improve the ad result and media experience.

# Part 1: The Problem & Issue of Digital Ads

## 1.1 Fake Ads Scam & Clickbait

Billion of money was wasted on display ads

## 1.2 Programmatic vs Result

Spent too much to get too little result

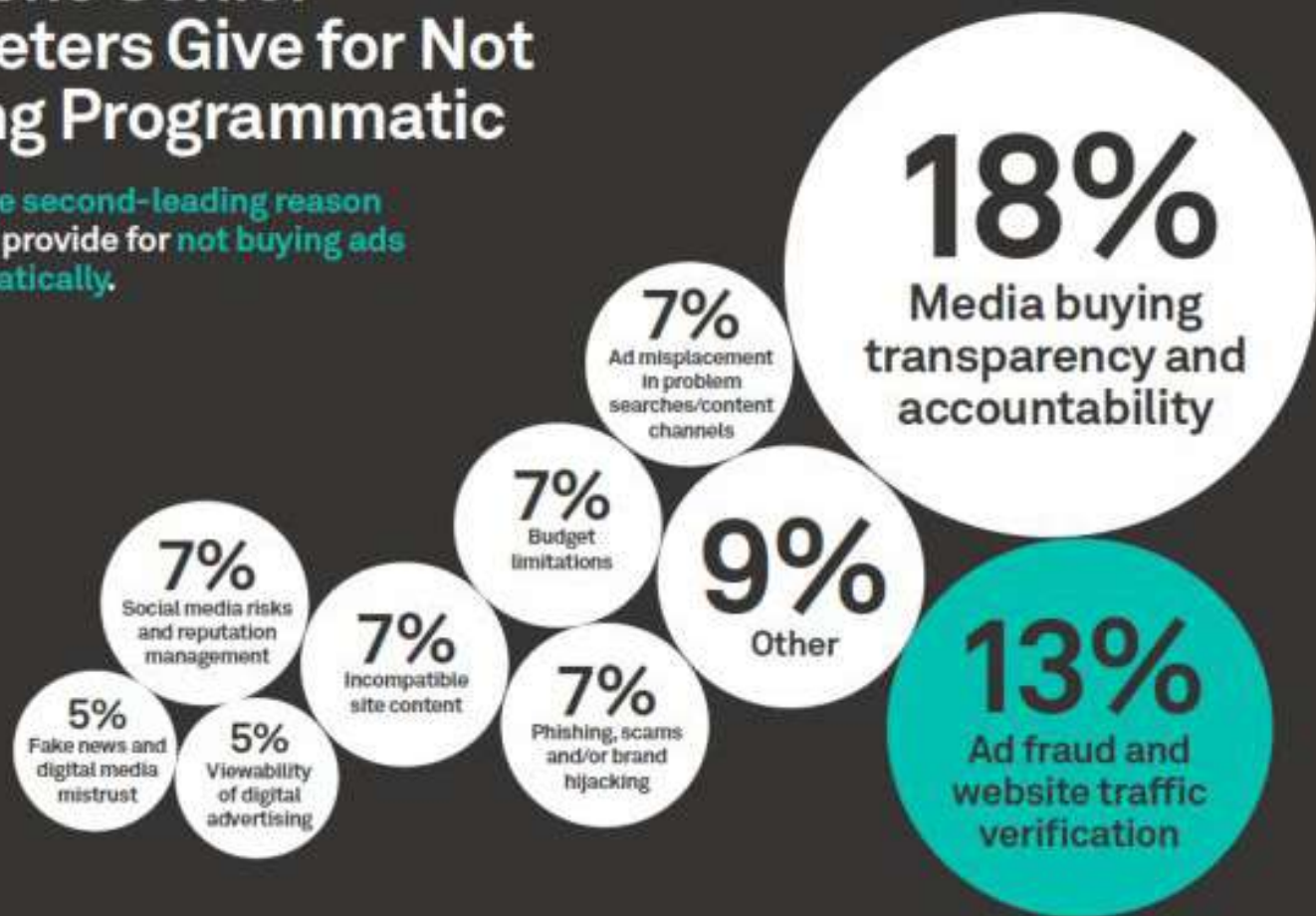
## 1.3 Fake Content, Hate Speech

Cause brand crisis → need reputation management

For clients like F&B, Palm Oil Plantation, Lynas in Malaysia etc

# Reasons Senior Marketers Give for Not Buying Programmatic

Fraud is the **second-leading reason** marketers provide for **not buying ads programmatically**.



# Part 1: The Problem & Issue of Digital Ads

## The global state of ad fraud:

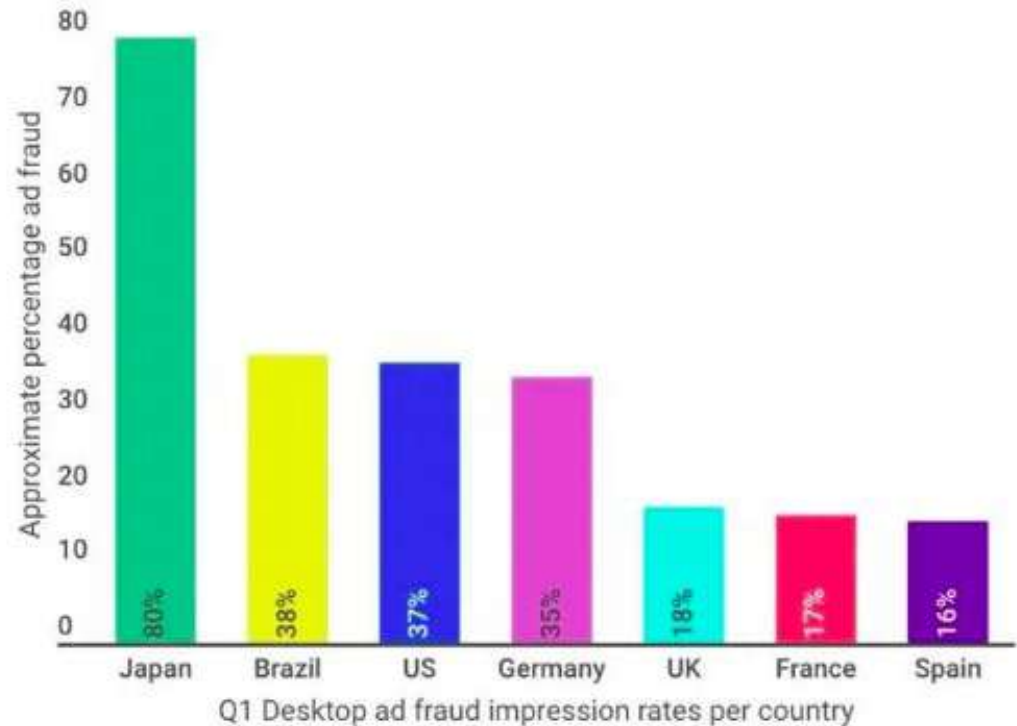
- Digital ad fraud remains rampant, costing marketers a small fortune and cheating publishers out of revenue.
- An estimated **\$7.4 billion** (£5.5 billion) was **wasted on display ads** alone in **2016**, a figure that will rise to **\$10.9 billion** (£8 billion) **by 2021**, according to Forrester.
- **72% of CMOs** are facing pressure to figure out the **trust issue between brands, agencies, publishers and customers** (CMO Council)
- Online fraud forms: **click-farms, bots and domain spoofing** (“Methbot” scheme)
- **Ad misplacement** → marketers wasting budget on ads that appear next to content unsuitable for their brand, like hate speech, or terrorist content, or against fake news.

(Source: DIGIDAY news <https://digiday.com/marketing/global-state-ad-fraud-4-charts/>)

# Part I: The Problem & Issue of Digital Ads

**The current state of ad fraud:**  
(Q1 2017)

i. Ad fraud is a global problem

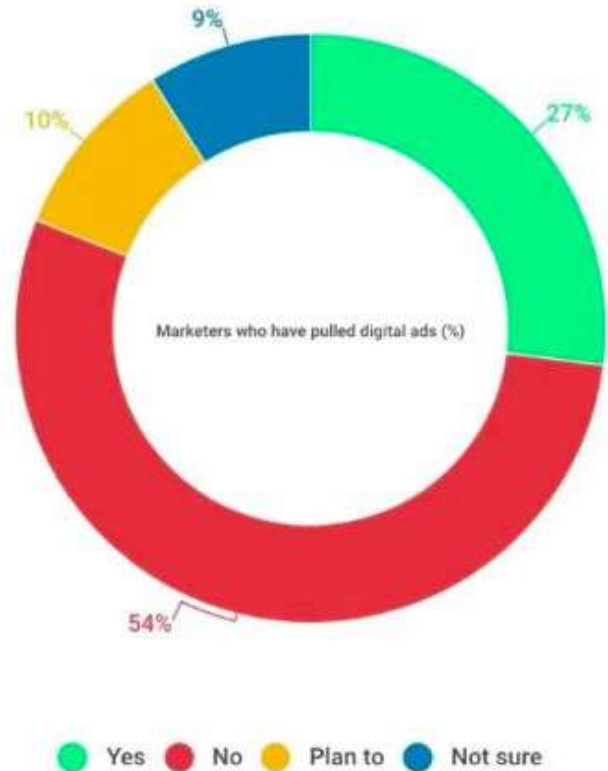


# Part I: The Problem & Issue of Digital Ads

**The current state of ad fraud:**  
(Q1 2017)

## ii. Marketers are on the offensive

- **Ad fraud and ad misplacement** were the second-highest pain points given by the **300 marketers**
- Half of respondents said **social media risk** and **reputation management** was their **prime concern**



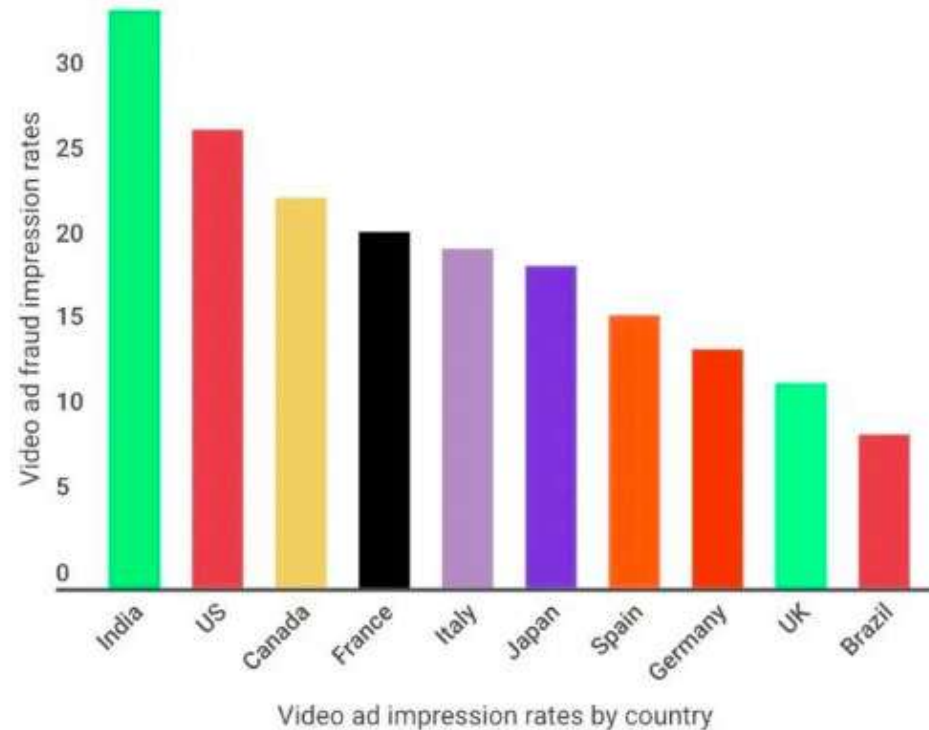
# Part I: The Problem & Issue of Digital Ads

## The current state of ad fraud:

(Q1 2017)

### iii. Fraudsters are hot for video

- **Video** accounts for **45% of spending** and is responsible for **64% of ad fraud**
- While **programmatically video** is a particular problem child, accounting for **67% more fraud than direct video**, according to Forester.



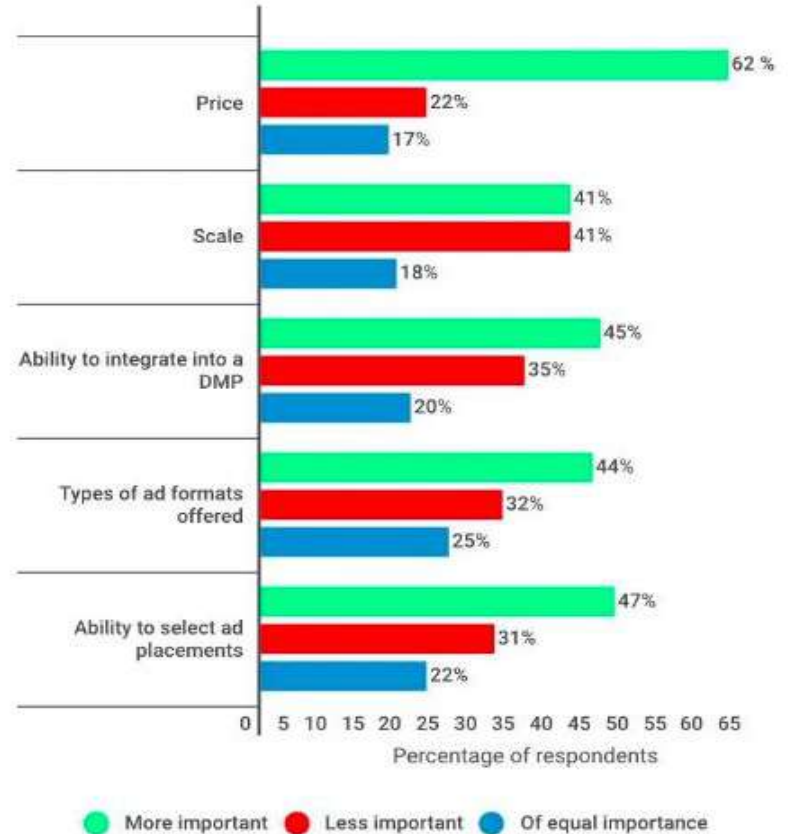


# Part I: The Problem & Issue of Digital Ads

## The current state of ad fraud: (Q1 2017)

### iv. Rise of mobile third-party verification

- Ad fraud is equally rampant on mobile as it is on desktop display.
- In U.K., 24% → 45% of **media planners using third-party verification** to detect fraud or verify brand safety within mobile campaigns.
- 62% saying that to have **media partners with brand safety tools** was **more important than price.**



## Part 2: Media's Product & Service as Solution

### 2.1 Deeper Interaction with Customer (More Effective Engagement & Education)

Younger Audiences: involvement-participation, belonging to a community, expression, fun-entertainment, competition

MKini's Product: **Interactive Content (Kini News Lab)**

→ it serves as an innovation incubator of exploring the **combination of journalism, technology and data**

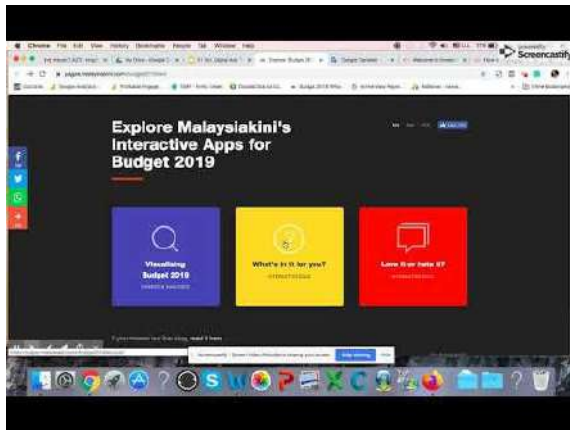
→ from educational native content to interaction-engagement content

Advertiser's Benefit: to obtain more insight-info, reader's choice, opinion & responses, better understanding about customer on an issue/topic

Examples: **Budget 2019/2020 | Malaysia-O-Meter | May 13**  
**Ministry of Finance | Ministry of Communications & Multimedia | Nasional Unity Depart.**

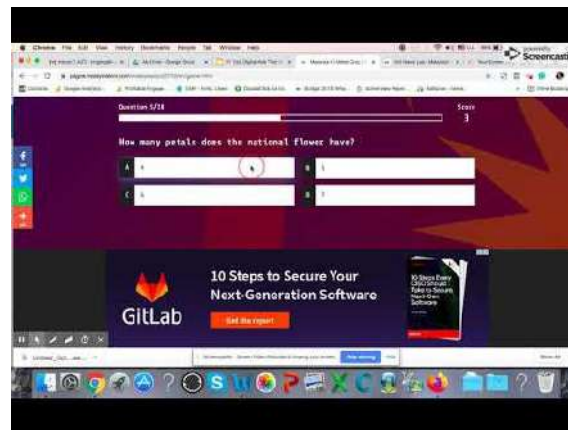
## Budget 2019

[pages.malysiakini.com/budget2019/en/](https://pages.malysiakini.com/budget2019/en/)



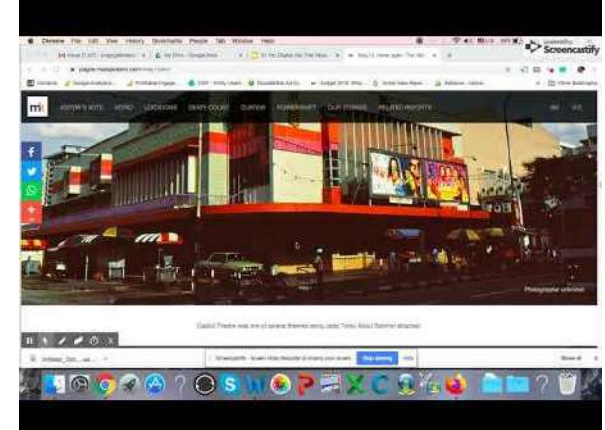
## Malaysia-O-Meter

[pages.malysiakini.com/malaysiaquiz2019/en/](https://pages.malysiakini.com/malaysiaquiz2019/en/)



## May 13

[pages.malysiakini.com/may13/en/](https://pages.malysiakini.com/may13/en/)

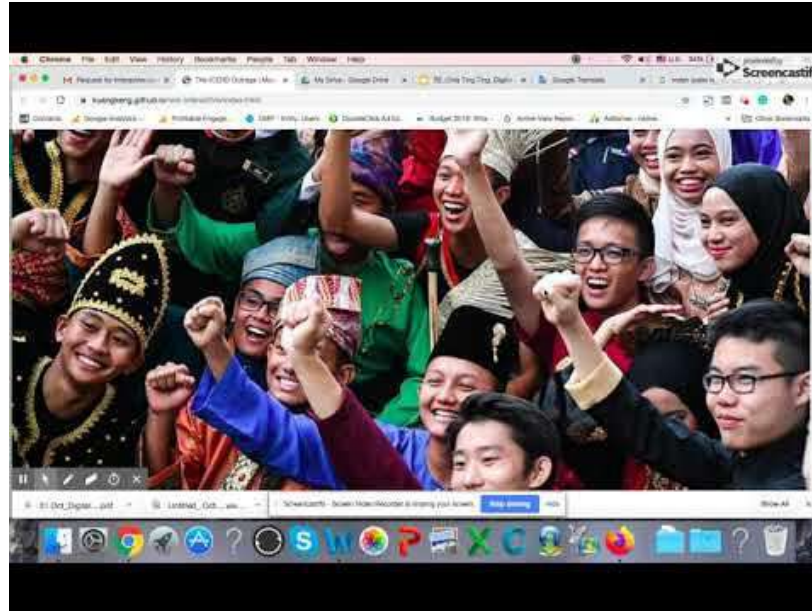


Example:

## Indah Water Konsortium

Indah Water Konsortium Sdn Bhd is a **national sewerage company in Malaysia.**

<https://kuangkeng.github.io/iwk-interactive/index.html> (Under Construction)



# Access the data you need

## BUDGET 2019

[pages.malysiakini.com/budget2019/en](https://pages.malysiakini.com/budget2019/en)

### Explore Malaysiakini's Interactive Apps for Budget 2019



If you missed our live blog, read it here →

© Malaysiakini  
Ngga We, Lee Ling Hee, Kofi, Ann Qi, Syarifian Dadijzamal, Sean Ho

| Language                | Page                                      | Page Views       |     |
|-------------------------|---|------------------|-----|
| English                 | <a href="#">Main page</a>                 | 16,059           |     |
|                         | <a href="#">Charts &amp; Infographics</a> | 351,701          |     |
|                         | <a href="#">Quiz</a>                      | 1,050,593        |     |
|                         | <a href="#">Poll</a>                      | 209,845          |     |
| Malay                   | <a href="#">Main page</a>                 | 971              |     |
|                         | <a href="#">Charts &amp; Infographics</a> | 629,946          |     |
|                         | <a href="#">Quiz</a>                      | 385,593          |     |
|                         | <a href="#">Poll</a>                      | 206,248          |     |
| Chinese                 | <a href="#">Main page</a>                 | 492              |     |
|                         | <a href="#">Charts &amp; Infographics</a> | 167,910          |     |
|                         | <a href="#">Quiz</a>                      | 68,761           |     |
|                         | <a href="#">Poll</a>                      | 44,247           |     |
| <b>Total</b>            |   | <b>3,132,366</b> |     |
| <b>Breakdown by App</b> | Charts & Infographics                     | 1,149,557        | 37% |
|                         | Quiz                                      | 1,504,947        | 48% |
|                         | Poll                                      | 460,340          | 15% |



31 Mar 2018

## Stolen' 1MDB Funds

GUIDE | The DOJ lawsuit revisited

[READ MORE](#)



27 Dec 2017

## Undi Power (Game)

GUIDE | How powerful is your vote?

[READ MORE](#)

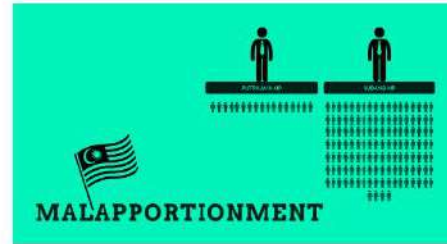


5 Mar 2018

## Death in custody (Game)

INVESTIGATIVE | Can you protect your friend and yourself in police custody?

[READ MORE](#)

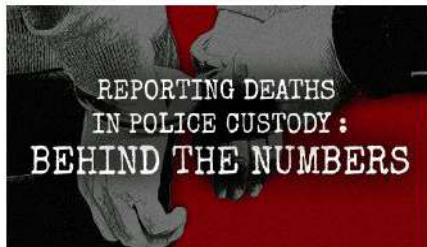


27 Dec 2017

## Malapportionment

GUIDE | Why isn't every vote equal in Malaysia?

[READ MORE](#)



5 Mar 2018

## Behind the numbers

INVESTIGATIVE | Reporting deaths in police custody

[READ MORE](#)



2017

## Toll Calculator

CALCULATOR | Do you know how much toll you'll be paying?

[READ MORE](#)

## Part 2: Media's Product & Service as Solution

### 2.2 Better Understanding & Engaging with Customer (Gain Better Support)

MKini's Product & Service: **Market Research & Survey** (topical-based approach)  
follow-by **Event**

Advertiser's Benefits: create conversation, better relationship with customer,  
gain support, obtain customer's personal data & insight

Example: **Green Energy | Aviation Hub** (Interactive Content + Survey + Forum)



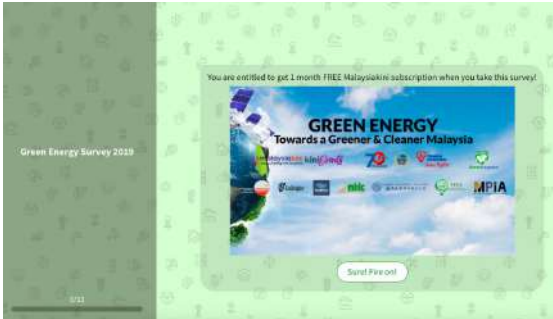
# Part 2: Media's Product & Service as Solution

Example: **Green Energy** (Interactive Content + Survey + Forum)

- Malaysia MESTECC: **20% of energy generated by renewable sources by 2025**
- Main Sponsor: **Tenaga Nasional Berhad** (Malaysia largest electricity supplier)

(Phase I) **Online Survey**

(Phase II) **Forum**



YT video:

<https://www.youtube.com/watch?v=ebx9laEGwQQ&feature=youtu.be>



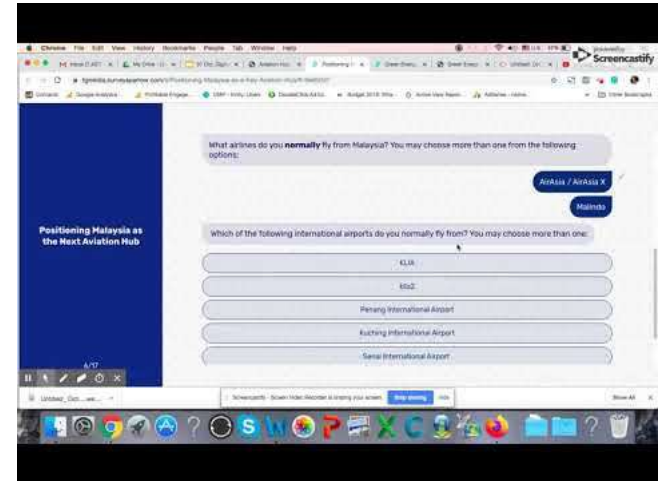
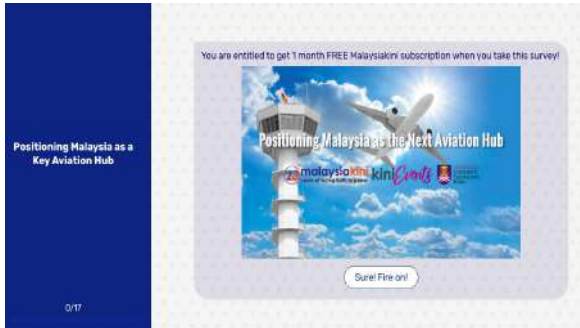
# Part 2: Media's Product & Service as Solution

Example: **Aviation Hub** (Interactive Content + Survey + Forum)

- Malaysia Ministry of Transport: Effective 1 Sept 2019, **all outbound air travellers will be required to pay a departure levy**
- Main Sponsor: **Air Asia** (Malaysia largest low-cost airline company)

(Phase I) **Online Survey**

(Phase II) **Forum**



YT video:

<https://www.youtube.com/watch?v=OoQllgkVjKA&feature=youtu.be>

## Part 2: Media's Product & Service as Solution

### 2.3 Building Brand-Trust with Customer (Reputation Management)

MKini's Product & Service: **Content Creation, Campaign & Event Management**  
**Social Media Listening**

Advertiser's Benefits: change public perception, gain public's support

Example: **Palm Oil Content** (target mass audience) & **Contest** (target students)

- i. Branded Content Section on Malaysiakini Desktop & Mobile Webs
- ii. Create a Website for **#KnowMyPalmOil**
- iii. Organise a Contest for **#LoveMyPalmOil90**
- iv. Create an Event Facebook Page
- v. Produce Voxopo Videos and Interview Industry Experts

# #KnowMyPalmOil

<https://www.malysiakini.com/en/latest/knowMYpalmoil>

Campaign Period: **6 months**

Total: **240 Articles & Infographics**

Target Audience: **Mass Malaysian**

Sponsor: **Malaysia Palm Oil Council**  
**Ministry of Primary Industries**

The screenshot shows the Malaysia Kini website homepage. At the top, there are navigation links for Home, News, Parliament, Editor's Pick, Special Report, Roundup, Opinions, Letters, Yoursay, KiniGuide, knowMYpalmoil, and News Lab. Below this is a search bar and social media icons. The main content area features a grid of news articles. A red box highlights a sponsored section for 'KNOW MY PALM OIL' with the following text:

**KNOW MY PALM OIL**  
Sponsored section

The research and development driving our palm oil industry forward

Malaysia is at the forefront of palm oil research, establishing various organisations.

8d ago by SC Chin, Research writer

Malaysians feel palm oil is healthier than soy oil, UCSI Poll reveals

Facts vs right of free speech

Spark up your creativity with fun and feel-good natural homemade soap

How oleochemicals production is contributing to the palm oil industry

More -->

The screenshot shows a grid of sponsored articles for 'KNOW MY PALM OIL' on the Malaysia Kini website. The grid consists of 12 articles arranged in 4 rows and 3 columns. Each article features a title, a short description, and a date. The articles are:

- KNOWMYPALMOIL**  
The research and development driving our palm oil industry forward  
8d ago by SC Chin, Research writer
- KNOWMYPALMOIL**  
Malaysians feel palm oil is healthier than soy oil, UCSI Poll reveals  
15d ago
- KNOWMYPALMOIL**  
Facts vs right of free speech  
MPOA wishes issue with anti-palm activities to be handled in sensitive manner.  
18d ago
- KNOWMYPALMOIL**  
Spark up your creativity with fun and feel-good natural homemade soap  
18d ago by SC Chin, Research writer
- KNOWMYPALMOIL**  
How oleochemicals production is contributing to the palm oil industry  
22d ago by SC Chin, Research writer
- KNOWMYPALMOIL**  
Palm oil in the world's top brands  
Find out which of your favourite brands and products use palm oil.  
22d ago by SC Chin, Research writer

# #LoveMyPalmOil90

<https://lovemypalmoil90.com/>

Campaign Period: **3 months**

Total: **> 65 Short Film Submissions**

**50 Voxpop Videos**

Target Audience: **University Students & Millennial**

Sponsor: **Malaysia Palm Oil Council**

**IOI Plantation Group**

Facebook page for Lovemypalmoil. The page features a vibrant yellow banner with the campaign logo, which includes a heart shape filled with palm oil splashes and the text "LOVE MY PALM OIL A 5\* Malaysian Product". Below the banner, there are navigation tabs for Home, Reviews, About, Videos, Photos, Posts, and Community. A "Write a post..." section is visible, along with a "Recommendations and Reviews" section showing a 4.1 rating based on 17 opinions. The page also includes a "Learn More" button and a "Send Message" button.

Website for Lovemypalmoil90.com. The top navigation bar includes "Short Film Contest", "Submissions", "Vote", "Voxpop", and "About Us". The main content area is divided into two sections: "VOXPOP VIDEOS" and "WATCH AND VOTE FOR YOUR FAVOURITE SUBMISSIONS". The "VOXPOP VIDEOS" section shows a video thumbnail for "THENAGARAN" featuring a man in a cap. The "WATCH AND VOTE FOR YOUR FAVOURITE SUBMISSIONS" section shows a video thumbnail for "The Endless Road (2021 film)" featuring two men. The website also features a "Chat (174)" button at the bottom.

# #LoveMyPalmOil90

<https://lovemypalmoil90.com/>

## Winning Videos



## Part 2: Media's Product & Service as Solution

### 2.4 Ads Verification

- **Media salespersons to verify an ads personally** before they approve the ads to run on their sites (esp property house, used Car ads etc)
- Publisher might charge an additional cost for ad verification services.
- Local publishers in Myanmar, **MNJ Myitkyina** (North, Kachin state) and **Dawei** (South) will drop-by advertiser's site/office to verify their business and offer, before publish their ad on the local newspaper.
- Some local small publisher even provide tele-marketing, flyer distribution services for their local advertisers.

### 2.5 Sales Transaction

- From **need finding to transactions**
- In Malaysia, some **industry-based niche publisher (directory)** like **iMoney, Carsome** etc is offering product-comparison and recommendation to readers. Only charge advertiser based on Cost-Per-Lead / Cost-Per-Acquisition model.

# Part 3: Summary

## 1. New demands from Marketer & Advertiser

- Deeper Customer Data & Insight
- Selected trustworthy media sites vs scale → the shift to **community-based marketing** (Topic Interest Group)
- From educational native content to interaction-engagement content
- From market research (survey, social media listening) to campaign management (ground event & forum)
- From need finding to transactions

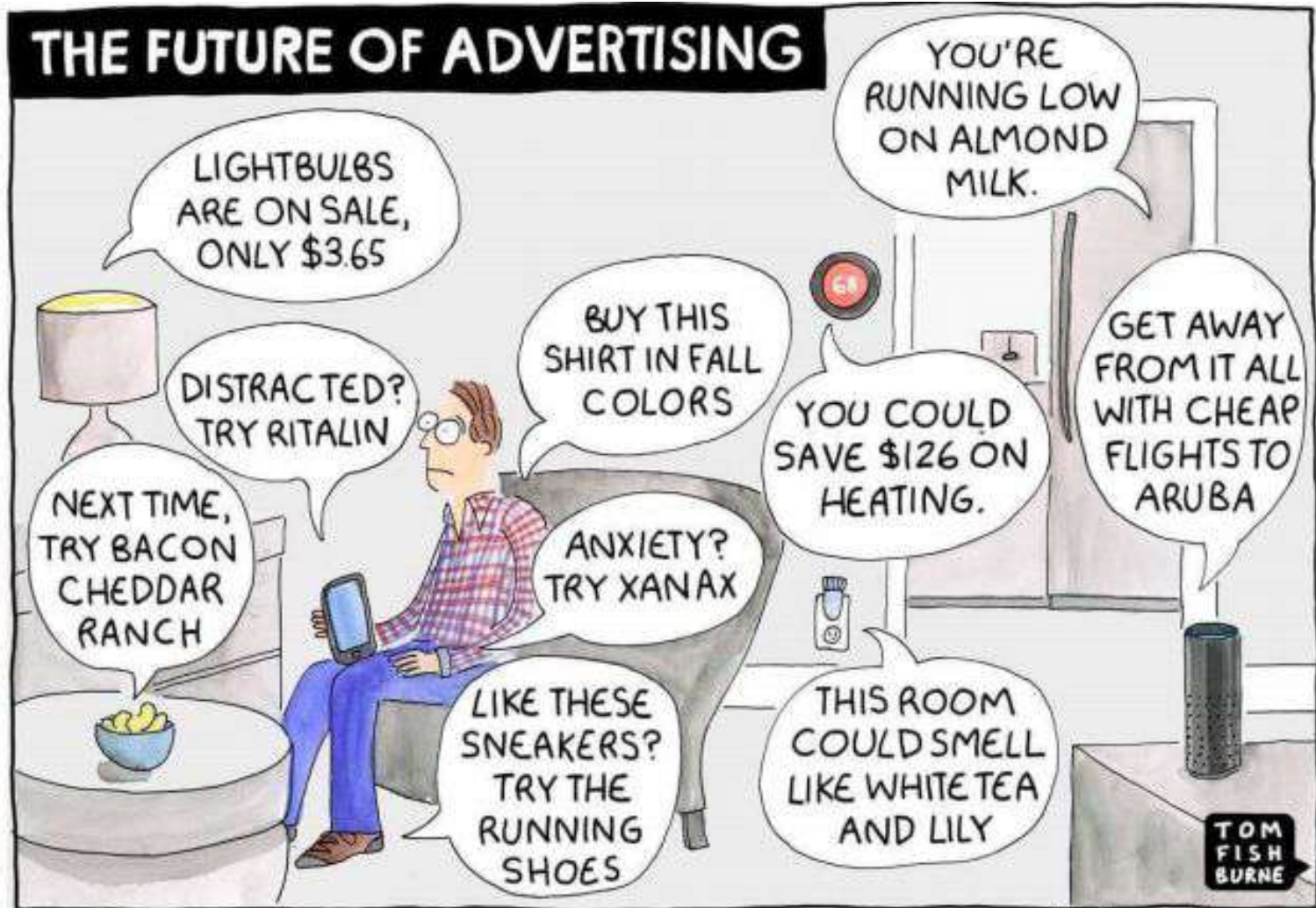
## 2. Extension of Media's Products & Services

- Interactive-engaging content development, data analysis, marketing campaign consultation, retargeting campaign, ground event
- Media Sales Team to sell beyond own media platforms (media collaboration, social media boosting, network adbuy)
- Media role → bridging between readers-community, government & corporate company
- Reputation Management

## 3. The Future Digital+Tech Ads

- Advisory-based Voice Ads
- Artificial Intelligence Ads

# THE FUTURE OF ADVERTISING





Digital Influencer  
**Miquela**

Instagram [instagram.com/lilmiquela](https://www.instagram.com/lilmiquela)  
Twitter [twitter.com/lilmiquela](https://twitter.com/lilmiquela)  
Facebook [facebook.com/lilmiquela](https://facebook.com/lilmiquela)  
Youtube [youtube.com/lilmiquela](https://youtube.com/lilmiquela)  
Spotify [spoti.fi/2K411as](https://spoti.fi/2K411as)



<https://www.youtube.com/watch?v=9-KhO0EqMq0>

Video Ads:





**THANK YOU**

Sincerely from:

**Chia Ting Ting**  
[tingting@malaysiakini.com](mailto:tingting@malaysiakini.com)  
LinkedIn: [Chia Ting Ting](#)  
FaceBook: [Tting Chia](#)