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World Federation of Advertisers
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Annual Report 2025



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President



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Navin Stanislaus**
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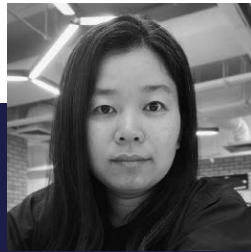


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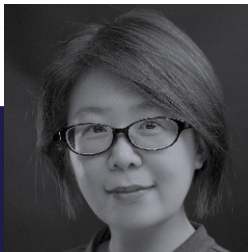


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Service Acknowledgement



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President's Report



**Mr. Claudian
Navin Stanislaus**
11 TREES KITCHEN SDN BHD

The past year once again reminded us that the advertising and marketing industry does not operate in isolation. The pressures shaping our businesses today; economic uncertainty, regulatory change, technological disruption, shifting public expectations, and continued scrutiny of standards and accountability, all have direct implications for advertisers and the wider ecosystem in which we operate.

Against that backdrop, the Council remained focused on two priorities; protecting member interests, and strengthening the Malaysian Advertisers Association so that it continues to remain relevant, credible, and effective in representing the industry.

Guided by five key pillars; Engagement, Knowledge, Membership, Communications, and Research & Measurement, the Council worked to deepen collaboration, deliver useful industry perspectives, strengthen member value, raise the Association's standing, and support more informed decision-making across the sector.

The strength of any association depends not only on the willingness of individuals to serve, but also on the judgement of members in choosing those entrusted to represent them. Council appointments are not ceremonial distinctions; they carry a responsibility to contribute meaningfully, uphold the trust placed in that office, and share in the work required to move the Association forward. The following reflects the progress made in 2025/2026 and the key initiatives undertaken by the Council in advancing the Association's role as a trusted and constructive industry voice on matters affecting advertisers, businesses, and the broader communications landscape.

GOVERNMENT AND REGULATORY MATTERS

MINISTRY OF HEALTH (MOH)



MARKETING OF FOOD AND BEVERAGE TO CHILDREN

The Ministry of Health's Nutrition Division continued its plans to adopt ASEAN-endorsed guidelines on food marketing to children through the Mykklan initiative. The Association, together with FMM and broadcasters, emphasised that any implementation must be fair, practical, and non-selective across media platforms and business sizes. The Association also expressed its willingness to support the process through a multi-stakeholder committee.

By the fourth quarter of 2025, however, the Ministry shifted its focus away from Mykklan, prioritising other non-physical regulatory measures relating to food and beverages.

NUTRI-GRADE LABELLING

The Ministry of Health plans to pilot Nutri-Grade labelling by late 2026 or early 2027, with mandatory implementation expected by 2028 or 2029 following a transition period. The proposed system is expected to align broadly with Singapore's model.

Regionally, Thailand has adopted a phased approach by restricting advertising beginning with Grade D products before expanding progressively to higher grades. This reflects a broader regional movement towards Nutri-Grade frameworks in the regulation of food marketing.

HEALTHY RETAIL ENVIRONMENT

The Ministry is also shifting its attention towards the retail environment, particularly in relation to marketing practices, with implementation expected in 2026. While the impact on mass-market advertising may be limited, in-store promotions are likely to be affected.

The Ministry has also introduced an education programme for major supermarket chains to promote healthier products, following similar initiatives in the Philippines and Indonesia with UNICEF support.

MINISTRY OF COMMUNICATIONS (MOC)



MINISTRY OF COMMUNICATIONS

The Ministry of Communications is in the process of rolling out the National Broadcasting Policy, or DPN, aimed at promoting a more sustainable broadcasting ecosystem, strengthening local content production, and ensuring more transparent governance across platforms. The broader intention is to improve the competitiveness of the local broadcasting sector while safeguarding public interest and supporting Malaysia's creative economy.

ADVERTISING STANDARDS MALAYSIA (ASA)



Follow-up discussions with the Ministry of Domestic Trade on funding for Advertising Standards Malaysia did not result in grant support. As a founding member, the Association reaffirmed ASA's value and remained committed to jointly funding it with 4As Malaysia until a more sustainable model can be identified. This reflects the Association's continued commitment to responsible advertising, self-regulation, and industry integrity.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)



The Communications and Multimedia Content Forum completed its review of the Content Code, covering areas such as AI, influencers, diversity, and online safety, and submitted it to MCMC for approval.

MCMC has also placed the Single Audience Measurement exercise under the Content Forum, with an expanded scope to include radio, and the JIC process has been restarted.

Regulatory discussions have also continued on gaming, influencer marketing, and podcasts, with a general preference for practical frameworks rather than overly rigid licensing approaches. Concerns were also raised regarding foreign alcohol advertising practices, and industry discussions on this remain ongoing.

LEMBAGA PENAPISAN FILEM (LPF)



LEMBAGA PENAPIS FILEM

The appointment of the new LPF Chairman, Mohamad Khir Mat Lazim, along with new LPF members, prompted a meeting to reaffirm MAA's role within the advertising ecosystem and strengthen collaboration. During the session, industry representatives raised key concerns regarding processes and timelines impacting campaign launches, underscoring the need for greater clarity and consistency. The LPF team confirmed that all procedures adhere to established guidelines and timelines, and welcomed continued industry engagement for clarification. MAA reiterated its support and commitment to working collaboratively to advance the industry.

EVENTS

MAA TRAILBLAZERS

The inaugural MAA Trailblazers, held on 23 May 2025, marked an important step in demonstrating the Association's commitment to creating more meaningful industry engagement.

Despite the challenges that naturally accompany any first-year event, and having to manoeuvre around the clashing ASEAN Summit, Trailblazers delivered a distinctive hands-on experience that moved beyond the now familiar circuit of conferences, gala dinners, and awards. Twenty-one teams took part in a dynamic road rally format built around real-world marketing tasks, testing strategy, creativity, and adaptability in practice rather than theory.

The involvement of leading CMOs as mentors added depth and relevance to the experience, while the event itself helped strengthen the Association's profile as a forward-looking and engaged industry body.



As the Association continues to evolve, the Council remains mindful that relevance cannot be assumed; it must be earned continually through contribution, credibility, and a willingness to respond to what the industry truly needs.

That same principle applies equally to leadership and service. The Association is strengthened when experience remains accessible, while space is also made for renewal, fresh participation, and the continued development of future industry leaders.

On behalf of the Council, I would like to record my sincere appreciation to all members, partners, stakeholders, and Council colleagues who contributed their time, effort, and support over the course of the year.

As this report also marks the conclusion of my term as President, I do so with gratitude for the opportunity to have served, and with confidence that the Association will continue to grow in relevance, responsibility, and impact in the years ahead.

Institutions endure best when they honour both memory and renewal; and I remain hopeful that the MAA will continue to do both well.

ENGAGE

Committee Report

OBJECTIVE

To lead and advocate positive change for a more advertising-friendly business landscape.

GOVERNMENT AND NATIONAL REGULATORY BODIES

MINISTRY OF HEALTH (MOH)

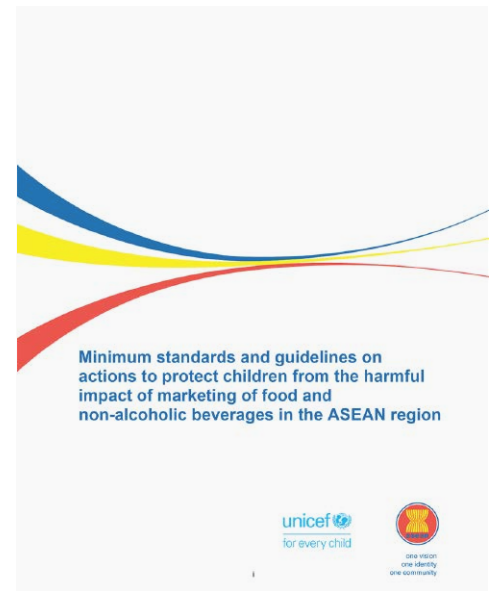
MARKETING OF FOOD AND BEVERAGE TO CHILDREN

MYIKLAN

The release of the “The Minimum Standards and Guidelines on “Actions to Protect Children from the Harmful Impact of Food Marketing” the World Health Organization (WHO) through the ASEAN Secretariat and presented to ASEAN Health Ministries on March 18, 2024 saw the Ministry of Health gearing to proposing the implementation of the Mykklan logo to classify food marketing deemed “unhealthy,” in line with WHO recommendations.



MOH's proposal would likely result in amendments to the age definition of children, lowering the threshold, as well as the introduction of time-belt restrictions for broadcasters. Towards the end of 2024, a dialogue was held between the Federation of Malaysian Manufacturers, broadcasters and MAA, where an amiable decision was reached.



In early 2025, both broadcasters and FMM highlighted that for the Mylklan initiative to be effective and equitable, it should not be applied selectively across media platforms or business sizes, and expressed their willingness to collaborate with the Nutrition Division through a multi-stakeholder working committee. While the Ministry had begun arranging a kick-off for this committee, MAA remained supportive and ready to contribute.

However, the latest update in Q4 2025 indicates that the Ministry is no longer prioritising Mylklan for now, and is instead focusing on other measures, particularly non-physical approaches related to food and beverage regulation.

NUTRITION ACT

The MOH had announced in May that it was drafting a Nutrition Act based on a proposal paper that had received the approval of the Cabinet. It also confirmed that the Bill, which extends the MOH's efforts to curb obesity among children and adolescents. There has been limited progress on the Nutrition Act; however, discussions regarding the Act are expected to resume in January of next year.

NUTRI-GRADE LABELLING

The MOH had planned to pilot the Nutri-Grade labelling system, with the intention of incorporating it into the Food Act's regulatory guidelines. Its implementation is scheduled for either in the Q4, 2026 or Q1, 2027, with a two-year voluntary transition period before it is deemed mandatory, which is expected to begin in 2028, potentially in Q4 2028 or early 2029.

The Nutri-Grade labelling will largely mirror Singapore's model, as part of ASEAN's efforts to harmonise laws as follows:

GRADE	A	B	C	D
Sugar Treshold	<1.0g / 100ml with no artificial sweeteners	>1.0 to 5g / 100ml	>5 to 10g / 100ml	>10g/ 100ml
Remarks	Zero Sugar/ Sugar Free claims allowed if threshold is <0.5g / 100ml	"B" grade aligns with MOH's Healthier Choice Logo (HCL) standards	Mandatory Nutri-Grade mark	Mandatory Nutri-Grade mark and advertising prohibition

It is noted that Thailand will roll out the Nutri-Grade system in phases. They will start by prohibiting advertising for products graded D. Thailand's approach is even more stringent between 2026 and 2028, the government will progressively expand the advertising ban from Grade D to C and eventually to B. This phased approach provides the industry with a grace period to comply. Thailand released this information towards the end of Q3, now entering Q4, to inform industry stakeholders. Countries that are actively discussing restrictions on marketing to children such as Thailand and Malaysia, are now adopting the Nutri-Grade concept. Previously, they focused mainly on nutrient profiles, but they are now shifting towards a Nutri-Grade system.

HEALTHY RETAIL ENVIRONMENT

MOH has been focusing on regulating the retail environment, specifically marketing practices, with efforts expected to begin in 2026. This was shared during the Healthy Retail Environment session organised by MOH and UNICEF on December 1, 2025, with representatives from the MOH Nutrition Division in attendance. While this initiative may have a limited impact on mass-market advertising, it will affect advertising and promotions within retail settings. Meanwhile, MOH has launched a programme to educate major supermarket chains on promoting healthy products and meals. This approach, previously introduced in the Philippines and Indonesia, is supported by UNICEF.

NATIONAL BROADCASTING POLICY

The Ministry of Communications is currently rolling out the National Broadcasting Policy (DPN), which aims to ensure a sustainable broadcasting ecosystem, strengthen the production of quality local content as well as promote transparent and equitable governance across public, private and international platforms. The Association was invited to participate in a briefing and workshop related to this policy.



MALAYSIA COMPETITION COMMISSION (MYCC)



MyCC has embarked on a Market Review on the Digital Economy Ecosystem, which started in July 2024 and concluded in December 2025. The report was launched early 2026.

The study focuses on the following sub-sectors:

1. Mobile Operating and Payment Systems;
2. E-commerce (Retail Marketplace);
3. Digital Advertising Services;
4. Online Travel Agencies (OTAs); and
5. Data Privacy and Protection (cross-cutting theme)

The primary aim of this study is to gain a comprehensive understanding of the market structure and supply chain as well as to identify any potential anti-competitive behaviours within Malaysia's digital economy ecosystem. The Association contributed under the Digital Advertising Services sub sector.



ADVERTISING STANDARD MALAYSIA (ASA)



ASA continues to be sustained solely by its founding members, the 4As and MAA, in fulfilling its mission of promoting responsible advertising practices and industry self-regulation. Two associations, Yayasan Usahawan Muda and samneta, have joined as observer members. While they are able to attend meetings and contribute their perspectives, they do not hold voting rights nor are they counted towards quorum. Asa has also invited the Malaysian Retail Chain Association and the branding association of Malaysia to join as observers, although they have yet to come on board. The ASA hopes that, over time, these observers will see the value of ASA's mission and choose to upgrade to full constituent membership.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CONTENT FORUM/CMCF)



CONTENT CODE

The Content Forum has completed a review of the advertising section of the Code, with a particular focus on artificial intelligence (AI) elements to ensure it remains relevant and future-ready. The initial draft addressed key themes such as AI, influencers, diversity, and online safety, and was released for public consultation, which concluded in November 2025. Following the consultation, market feedback was incorporated and amendments were made by the CMCF legal team before submission to MCMC for approval. The revised Content Code is currently pending approval from MCMC.



SINGLE AUDIENCE MEASUREMENT (SAM)



Industry stakeholders were once again invited by the Malaysian Communication Multimedia Commission (MCMC) to participate in the Joint Industry Committee (JIC). The Single Television Audience Measurement (STAM) initiative launched in 2018 evolved into the Single Video Audience Measurement (SVAM) in 2021 with the inclusion of video measurement and has since in 2026 progressed into Single Audience Measurement (SAM), which now also incorporates radio measurement. MCMC has now placed the initiative under the purview of the Content Forum for seamless governance.

GAMING COMPANIES

The Ministry of Communications was considering requiring online gaming companies to be licensed, as this approach has worked well for the digital platforms. In response, the Content Forum has advised against licensing and recommended engaging the gaming companies to explore the development of best-practice codes.

INFLUENCER MARKETING

Another licensing stream was proposed to be introduced to encompass influencer marketing. While this was a positive development and has the potential to set out a defined structure, concerns remained over matters of enforcement and uptake, as stakeholder participation in existing licensing frameworks was low.

PODCASTS

The Commercial Radio Malaysia (CRM) had proposed to have all podcasts regulated. Although this matter currently falls under the Content Forum's ambit, this suggestion has the potential to create separate sub-codes or a specific regulatory framework tailored to podcasts. The Council urged the parties involved to explore the formation of a dedicated structure or mechanism rather than churning out more rules.

FOREIGN ALCOHOL ADVERTISEMENTS

Foreign alcohol brands – which had claimed to target an older demographic on social media platforms – were flagged for broadcasting their messaging by deploying younger talent. Discussions are still underway to address this practice.

LEMBAGA PENAPISAN FILEN (LPF)



LEMBAGA PENAPIS FILEM

A meeting was held with the new LPF Chairman, Tuan Mohamad Khir Mat Lazim, and his team to share MAA's role within the advertising ecosystem and to strengthen ongoing collaboration. The session provided an opportunity for both parties to exchange views on recent developments and align on expectations moving forward.



During the discussion, association representatives raised several concerns regarding the current challenges experienced, particularly in relation to processes, timeline, and their impact on campaign launches. These concerns reflected the need for greater clarity and consistency to ensure smooth implementation across stakeholders.



In response, the LPF team assured that all procedures are being carried out in accordance with established LPF guidelines and timelines. They emphasised their commitment to maintaining transparency and consistency, while remaining open to continued engagement with industry players to address any challenges that may arise. MAA expressed its continued support and readiness to support LPF to elevate the industry.

MEDIA OWNERS

BROADCASTING

ASTRO HOLDINGS



The visit to Astro was originally planned to explore its latest developments but pivoted when the broadcaster urged the Association to help encourage greater collaboration among media owners amid rising competition. The Association clarified that its role is to represent members' views, not to mediate between platforms. During the meeting it was also highlighted the need for clearer metrics and stronger accountability in advertising effectiveness.

MEDIA PRIMA



The Council met with Media Prima's leadership as part of its courtesy visit initiative, engaging in a productive discussion on their offerings and plans for brands. The visit also included a tour of their integrated, multi-platform operations.





Subsequently, Media Prima hosted a session for the Association's brand members, providing valuable insights into MPB's integrated platform from content strategy and creative execution to amplification all under one roof. In today's multi-platform media landscape. A total of 20 representatives from various brands attended the session.

PRINT

STAR MEDIA GROUP



The Star Media Group hosted Council Members at its premises and shared an overview of its current strategic direction. While the company has transitioned towards digital platforms, social media, and account-based content, approximately 30% of its audience reach still comes from traditional print. Although smaller, this segment comprises a largely high-income demographic with strong consumer intent, particularly in areas such as education and home furnishings. The company also highlighted its ongoing efforts to strengthen its environmental, social and governance (ESG) credentials.

TECHNOLOGY PARTNERS

BRAND SAFETY



There has been an alarming rise in bad actors impersonating legitimate brands on Meta’s platforms, using fake accounts, misappropriating intellectual property, and misleading consumers with the intent to scam. These incidents have affected many local and international brands across Malaysia, causing not only financial loss but also eroding consumer trust and damaging long-built brand equity.

As an industry body, the Association takes this matter seriously and has begun working closely with Meta Platforms, Inc. to explore practical measures to create a safer environment for users, advertisers, and consumers engaging with content on its platforms.

As a first step, the Association is assessing the adoption of Meta’s Brand Rights Protection tool among its members. This free tool enables businesses to register intellectual property assets, monitor for impersonation or misuse, and report infringing or scam accounts with prioritised review. Broader adoption could collectively reduce impersonation cases and make it significantly more difficult for bad actors to operate. This initiative marks the beginning of a wider effort.

In addition, as a constituent member of the Content Forum, the Association has formally written to urge closer collaboration with relevant stakeholders, including the Malaysian Digital Association, MDEC, PDRM, and the Ministry of Digital. The Association has also affirmed its willingness to work alongside these parties to strengthen enforcement and standards around platform accountability, advertiser verification, and the swift removal of scam content. Clear and enforceable measures, supported by effective oversight, are essential to protect consumers, uphold brand safety, preserve brand reputation, and maintain trust in Malaysia's digital advertising ecosystem.

GLOBAL BODIES

WORLD FEDERATION OF ADVERTISERS (WFA)



Meetings were held with the World Federation of Advertisers (WFA), during which the Council highlighted that WFA updates remain largely focused on developments in the United States and Europe, with limited relevance to ASEAN markets. The Council reiterated its longstanding concern that WFA outputs have not sufficiently addressed regional or local priorities, noting that engagement in ASEAN has been largely administrative in nature, with minimal actionable insights for the region.

Currently, only Malaysia, the Philippines, and Indonesia remain active WFA members in ASEAN, while the WFA's Singapore office has limited capacity following Singapore's withdrawal. In response, the Council proposed the formation of an ASEAN-focused working committee under the WFA to better address regional regulatory issues. The WFA acknowledged its limited reach in ASEAN but expressed willingness to support the initiative through knowledge-sharing and expertise, should it be driven by the Association.

The WFA also pledged support in key areas, particularly evolving regulations on food marketing to children. It was noted that global food marketing monitoring is led from Brussels, with Food Industry Asia overseeing efforts in the Asia Pacific region. Further engagement on this topic is expected in 2026.

In addition, the Council raised concerns over the lack of clear regulatory frameworks for artificial intelligence in Malaysia, particularly regarding unauthorised AI-generated brand content. The WFA responded positively, offering to connect the Association with its global AI network and to share updates on international regulatory developments in this area.

ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS (AFAA)



The Asian Federation of Advertising Associations (AFAA) leadership reached out to invite MAA to rejoin as a member. MAA had previously been a member several years ago but withdrew after noting that it was the only advertiser association among a membership base largely comprising advertising associations across the region.

Following a review, it was noted that AFAA is keen to welcome MAA back, recognising the value it brings in terms of industry perspective, as well as its networks and regional connections. This aligns with MAA's intention to explore the establishment of a regional chapter focused on addressing common challenges faced by advertisers.

At present, AFAA does not have specific initiatives dedicated to this area. However, it has expressed willingness to facilitate an ASEAN-focused initiative should MAA choose to pursue it. In such a case, MAA would need take the lead in coordinating relevant advertiser stakeholders, including defining the scope and objectives, while AFAA would support by convening key regional parties.

KNOWLEDGE

Committee Report

OBJECTIVE

To provide thought leadership and actionable learning platforms to build industry knowledge and hone skills of existing and future industry talent.

MAA KNOWLEDGE SERIES



AI MARKETING AND ADVERTISING CONTENT

This session, held on 28 January 2026, highlighted how industry-led initiatives are advancing Malaysia's AI capabilities within the creative sector. Future Studios, the producer of the world's first theatrically released AI-generated feature film *Pirate Queen*, has also contributed to workforce development through AI training programmes led by MDEC and FINAS.

These efforts showcase how ethical and practical AI adoption can enhance talent development and strengthen Malaysia’s global creative competitiveness. The session demonstrated how marketing and product teams can rapidly create high-impact, scroll-stopping content without extensive planning or complex tools. Participants learned to transform a single idea or live moment into multiple engaging assets for platforms such as TikTok and Facebook, gaining practical workflows and AI-powered techniques to deliver faster, more compelling campaigns.



Ai

AI MARKETING & ADVERTISING
SHARING SESSION



AI Marketing and Branding



AI Advertising and Design



AI Short Video



AI Short Drama



AI Influencer



Prof. Yoki Chin
Speaker

- President of Future Studios and Post College.
- Produced the World's First AI Movie - Prata Queen.
- President of POSTAM (Post Production, Animation & Creative Content Association Malaysia).
- 30 years of experience in film, AI, TV, advertising, animation, education & other digital content.
- Winner of over 100 local and international creative awards.



Mr Ganesh
Speaker

- Over 20 years of experience in advertising and marketing.
- Delivering impactful campaigns across industries including Automotive, F&B, Tourism and FMCG.
- Diverse portfolio spans digital billboards, immersive brand experiences, passionate about the future of AI content creation, constantly exploring how emerging tools can enhance digital storytelling.

28 January 2026
02:30 pm - 05:00 pm

Come and join us at Star Media Group Berhad
Menara Star, 15 Jalan 16/11, 46350 Petaling Jaya, Selangor

2:30 pm Registration	3:30 pm Hands-on walk-through using simple AI tools for content, design & branding
3:00 pm Welcome note by Venue Sponsor - Star Media Group	4:20 pm AI Panel Discussion - "The Real Impact of AI: From Strategy to Execution"
3:10 pm Opening by Mr Hassan Alagoff - Vice President of MAA	4:50 pm Q&A with Audience
3:20 pm The Role of AI Marketing & Advertising by Professor Yoki Chin - President of Future Studio	5:00 pm Networking

RSVP BY 22 JAN 2026 kandesh@macomm.com.my
Any enquiry please contact Mr Kandesh 03 - 7613 1510

Organized by: 

Supported by: 



WINNING IN 2026: SMARTER SIGNALS, SMARTER GROWTH

The MAA, in partnership with Google, Sensor Tower, and Adjust, hosted an exclusive, invite-only gathering of Malaysia's leading app marketers, growth leaders, and decision-makers. The event provided a dynamic platform for participants to reflect on key lessons from 2025, gain forward-looking insights into strategies shaping mobile growth in 2026, and engage in meaningful discussions with industry peers over curated dining.



Session Highlights:

- Market & Competitive Signals: From Insight to Impact: The Shifts Redefining Mobile Growth in 2026 – Sensor Tower
- Audience & Behavioural Signals: The Future of Discovery: Understanding Consumer Behaviour and Acquisition in an AI-Driven World – Google
- Measurement & Attribution Signals: Measuring What Matters: Turning Data into Real Growth in 2026

The session was attended by a total of 95 participants and was held at the Google Malaysia office.



INSTITUTES OF HIGHER LEARNING (IHL)

The Association continued its collaboration with institutions of higher learning, strengthening partnerships to support talent development, knowledge exchange, and industry-relevant initiatives.

TAYLOR'S UNIVERSITY



Taylor's University School of Media and Communication (SOMAC) invited MAA members to collaborate on the Final Year Projects of its

Advertising and Brand Management students for the April and September 2025 semesters. During these sessions, brand representatives had the opportunity to present their briefs and preferences directly to students at the start of the semester. 70 students participated in the sessions.

This approach enabled students to gain exposure to a variety of briefs, rather than being limited to a single assigned project, thereby broadening their understanding of diverse industry perspectives.

Participating brands included Genting Malaysia, CelcomDigi, Jasmine, Malaysian Aviation Group, Content Forum, Shell Malaysia, Telekom Malaysia, ShareInvestor, Munchy's, Mamee, Pizza Hut and Grab.

SUNWAY UNIVERSITY



Sunway University had approached the Association to secure 6 brands to collaborate on their upcoming final year project (FYP) for its Advertising & Branding students. The activity comprised 72 students for the September semester.

Each client was paired with two student teams. The students will operate as mock advertising agencies and manage the entire process from acquiring insights to developing strategies to executing campaigns, based on briefs provided by the participating brands.

Brands that participated included Fonterra, Share Investor, RHB Banking Group, CelcomDigi, Foodpanda and Wipro Unza.

TAYLOR'S COLLEGE



Taylor's College approached the Association with a proposal to collaborate on its annual MCS media event, which connects students, industry practitioners, and academics through knowledge sharing while building practical skills.

For 2025, the theme "REEL Malaysia: Stories that Unite" featured a one-day career talk, workshop, and competition focused on Instagram Reels storytelling, centred on "Togetherness Through the Lens of Gen Z." The initiative aimed to equip media and communications students with practical content creation skills while promoting social cohesion.

The organisers invited MAA to provide four industry experts as workshop facilitators, career speakers, and judges. Upon review, it was noted that the project's direction differed from MAA's focus. As such, MAA facilitated a collaboration between the institution and the Malaysian Digital Association for the project.



Taylor's College approached the Association with a proposal to collaborate on its annual MCS media event, which connects students, industry practitioners, and academics through knowledge sharing while building practical skills. For 2025, the theme "REEL Malaysia: Stories that Unite" featured a one-day career talk, workshop, and competition focused on Instagram Reels storytelling, centred on "Togetherness Through the Lens of Gen Z." The initiative aimed to equip media and communications students with practical content creation skills while promoting social cohesion.

MAA TRAILBLAZERS



The inaugural MAA Trailblazers, a high-energy on the road competition celebrating Malaysia's advertising and marketing industry, was successfully held on 23 May 2025 despite coinciding with the ASEAN Summit in Kuala Lumpur, which resulted in significant road closures across the city.

At its core, MAA Trailblazers is a celebration of creativity, collaboration, and industry spirit where learning, competition, and connection come together in an unforgettable experience. Designed as an immersive, real-time challenge, teams of three comprising agency professionals, marketers, media strategists, creatives and students tackled tasks that simulate real-world scenarios. A total of 30 cars were registered.





From rapid pitch battles and creative briefs to data-driven strategy games, participants must demonstrate sharp thinking, collaboration, and innovation. The competition featured unexpected twists, including time penalties and strategic challenges that test adaptability and teamwork.

Five teams earned mentorship opportunities with leading Chief Marketing Officers through a wildcard draw, adding further value and motivation. All teams were provided with a car and driver, creating a dynamic road rally experience across multiple challenge locations.



MAA TRAILBLAZERS VIDEO REEL



COMMUNICATIONS

Committee Report

OBJECTIVE

To communicate the Association's objectives to members, industry and public via all communication touch points

The association continues to gain PR traction on all its initiatives and statements in elevating the industry.

10 DEC 2025

ADVERTISING + MARKETING

Malaysia's digital adex rebounds in 1H 2025, fueled by social and travel sectors

advertising+marketing

Home / News

Malaysia's digital adex rebounds in 1H 2025, fueled by social and travel sectors

Published 10 December 2025 Author Lee Shin Yling

Malaysia's digital advertising market is showing strong signs of recovery in the first half of 2025, with social media and travel sectors driving the rebound, according to the latest "Digital ADEX Report" released by the Media Specialists Association (MSA), in collaboration with the Malaysian Advertisers Association (MAA) and the Malaysian Digital Association (MDA).

Covering January to June 2025, the reports draw on data from 21 participating media agencies, representing approximately 60% of Malaysia's total digital ad spend. The data shows a 6.4% increase in Q1 and a substantial 22% surge in Q2 compared to the same period in 2024, bringing total reported digital adex to RM343 million and RM661 million respectively. Combined, these figures mark one of the strongest first-half performances since the initiative began tracking digital spend in 2017.

The upward trend points to renewed advertiser confidence and steady growth in consumer activity across digital platforms, following a period of cautious spending in 2024.

■ Q1 2024 ■ Q2 2024 ■ Q1 2025 ■ Q2 2025

08 DEC 2025

BUSINESS TODAY

Digital Ad Spend Surges in First Half of 2025

BUSINESSTODAY

NEWS Digital Ad Spend Surges In First Half Of 2025

Malaysia's digital advertising market recorded strong growth in the first half of 2025, according to the Malaysian Digital ADEX Reports released by the Media Specialists Association (MSA), in collaboration with the Malaysian Advertisers Association (MAA) and the Malaysian Digital Association (MDA).

Data from 21 media agencies, representing around 60% of the nation's digital ad spend, showed Q1 digital adex at RM343 million, rising 6.4% from the same period last year, followed by a 22% surge in Q2 to RM661 million.

Jessica Lim, Pillar Lead for Research and Measurement at MAA, said, "After a cautious year in 2024, we're now seeing a genuine resurgence in digital advertising confidence. Brands are re-energising their campaigns, experimenting with creative formats, and doubling down on measurable results. This rebound signals not just recovery, but renewed belief in the strength of Malaysia's digital economy."

The reports highlighted social platforms as the fastest-growing segment, increasing from 41% to 44% of ad spend in Q1 year-on-year.



MAA, Media Prima teroka ruang kerjasama

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JASBANT Singh (empat kiri) dan Timbalan Pengarah Urusan Farrah Noz Abdul Karim (empat kanan) bersama Navin Stanislaus (dua kiri) ketika lawatan ke editorial Balai Berita hari ini. FOTO Rohanis Shukri

Kuala Lumpur: Presiden Persatuan Pengiklan Malaysia (MAA) Claudian Navin Stanislaus mengadakan lawatan rasmi ke Balai Berita, Bangsar, di sini hari ini.

Ketibaannya disambut barisan pengurusan tertinggi Media Prima Berhad (Media Prima) diketuai Pengarah Urusan Kumpulan Media Prima, Rafiq Razali, Ketua Pegawai Kewangan Kumpulan Media Prima, Rosli Sabarudin dan Ketua Pegawai Eksekutif, Rangkaian Televisyen Media Prima dan Primeworks Studios, Nini Yusof.

Dalam lawatan berkenaan, beliau diberikan taklimat berkaitan operasi Media Prima.

Menurutnya, lawatan itu bertujuan melihat ruang kerjasama dan melihat keperluan Media Prima dalam berdepan cabaran dalam industri media sekarang.

Katanya, ia juga membuka mata dan memberi peluang kepada ahli untuk memahami bagaimana industri media seperti Media Prima beroperasi.

*Pertemuan hari ini juga ruang untuk Media Prima membentangkan idea dan melihat bagaimana kita boleh berada dalam aliran yang

01 JUL 2025
MY METRO
MAA, Media Prima teroka ruang kerjasama



Accountability demanded for sponsored investment scams on Meta platforms



(Graphic TMR)

Monday, January 19th, 2026 at News

The prevalence of paid scam-like ads represents a fundamental breach of trust and signals an ethical failure, says MAA

by **FADHILAH AHMAD FADZLI**

SPONSORED postings on social media platforms promoting what appear to be investment scams are resurfacing with increasing frequency, raising fresh questions about platform accountability, advertiser vetting and regulatory oversight, even as Malaysian authorities step up enforcement against online fraud.

A review of recent Facebook feeds and publicly available advertising listings shows repeated instances of paid advertisements promoting "guaranteed returns", cryptocurrency schemes and investment programmes allegedly endorsed by public figures. Many of these ads carry the "sponsored" label, indicating they are paid placements rather than organic posts.

The issue has drawn heightened attention amid growing losses linked to online investment scams, with industry players warning that the paid nature of such content places it squarely within the digital advertising ecosystem rather than the realm of user-generated posts.



Deepfake investment scams fronted by cloned political leaders, business figures and celebrities are running rampant on social medias pic: AFP)

What 'Sponsored' Means — and Why It Matters

On Facebook, the "sponsored" tag indicates that content has been paid for by an advertiser and distributed through Meta Platforms Inc's advertising system.

Meta's advertising policies state that paid ads are reviewed using a combination of automated systems and human oversight to screen for prohibited content, including fraud and impersonation.

Advertising executives said the challenge lies in the scale and speed of approvals, which are increasingly tested by sophisticated scam tactics. These include artificial intelligence (AI)-generated videos, deepfake endorsements, cloned brand pages and fabricated news-style content designed to mimic legitimate media outlets.

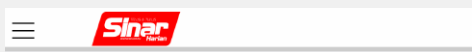
Unlike click fraud, which primarily harms advertisers through fake engagement, investment scam ads are designed to deceive users directly. Victims often only realise they have been scammed after funds have been transferred off platform, frequently to overseas accounts.

Meta's own published guidelines set clear limits on paid and branded content, including strict disclosure requirements and prohibitions on certain investment-related promotions. Under its branded content policies, creators and advertisers are required to disclose commercial relationships when content is posted in exchange for payment or other value.

The platform also classifies investment-related promotions as a restricted category, with cryptocurrency products, high-risk trading instruments and "guaranteed return" schemes either prohibited or subject to prior authorisation. Industry executives said many scam-like ads circulating on Facebook appear to mirror these high-risk categories, raising questions not about the absence of rules, but about how consistently those rules are enforced at scale.

In November 2025, Reuters reported that a leaked Meta's internal documents showed that approximately 10% of the company's total revenue in 2024, estimated at US\$16 billion (RM64.9 billion), came from online advertisements promoting scams and prohibited goods.

The same documents revealed that Meta's platforms, including Facebook, Instagram and WhatsApp, displayed high-risk advertisements over 15 billion times daily, promoting fake shopping websites, fraudulent investment schemes, illegal online gambling and prohibited



Selasa | 14 April 2025

MAA sambut angin pembaharuan dengan kepimpinan dan visi segar

LIZA MOKHTAR

27 Oktober 2025 05:14pm
 Masa membaca: 4 minit

PERSATUAN Pengiklan Malaysia (MAA) menyambut era pembaharuan dengan pelantikan kepimpinan baharu dan visi kolektif untuk mengukuhkan peranan pengiklan dalam landskap perniagaan Malaysia yang semakin berkembang.

Pembaharuan tersebut menyaksikan Ketua Kesetiaan & Pemasaran Serantau Grab, Hassan Alsagoff dilantik Naib Presiden untuk penggal 2025-2026.

Turut dilantik sebagai ahli majlis baharu, Ketua Pegawai Pemasaran Kumpulan RHB, Abdul Sani Abdul Murad dan Ketua Pegawai Pemasaran Boost, Diana Boo.

Menurut Hassan, untuk masa yang lama, MAA dibentuk terutamanya oleh industri barangan pengguna bergerak pantas (FMCG) tetapi industri pengiklanan telah berubah.

14 APR 2026
SINAR HARIAN
MAA sambut angin pembaharuan dengan kepimpinan dan visi segar

19 JAN 2026
THE MALAYSIAN RESERVE
Accountability demanded for sponsored investment scamson Meta platforms

The Star

ADVERTISING & MEDIA

Shaping marketing's next generation

By NICOLE CHEW
Monday, 28 Jul 2025



Stanislaus: Our goal is to bridge the gap between academic proficiency and industry readiness. —LOW LAY PHON/The Star

THE ability to connect with and understand people will remain fundamental to the marketing profession, even as the industry and technologies continue to rapidly evolve.

President of the Malaysian Advertisers Association (MAA) Claudian Navin Stanislaus affirms that while marketers need to keep up with new skills, they must always stay rooted in marketing's core values.

28 JUL 2025
THE STAR
Shaping marketing's next generation

The Star

NATION

Levelling up creativity with AI

By ONG HUEY ERN
Friday, 30 Jan 2026



MAA Knowledge Se AI Marketing Advertising Cor

(From left) Hassan, Chin, Boo and Ganesh discussing how AI is reshaping advertising, from creative production to hyper-localised campaigns, during the MAA AI Marketing and Advertising Sharing Session. —SAMUEL ONG/The Star

PETALING JAYA: With the government allocating RM5.9bil to strengthen Malaysia's artificial intelligence (AI) capabilities and digital structure in Budget 2026, the message to the advertising industry is clear: adapt to AI or lose out.

The Malaysian Advertisers Association (MAA) believes the time for tentative experiments is over.


30 JAN 2026
THE STAR
Levelling up creativity with AI

The Star

EDUCATION

Varsity students prove mettle in industry 'Ad-venture'


Sunday, 15 Jun 2025



Kick-off: The teams and MAA leadership posing for a group photo before the start of the challenge.

University students took centre stage at the inaugural Malaysian Advertisers Association (MAA) Trailblazers: The Ad-venture Challenge, sweeping two of the top three spots, including the coveted champion's title.

The top team, AiScReam, comprising Sunway University students Alycia Yap Kay Lynn, Cheah Renee and Wong Zi En, captured the judges' attention with their inventive strategies, quick thinking and infectious team spirit – proving that bold ideas and fresh perspectives can take on the best in the business.



Champs: (From left) Cheah, Yap and Wong celebrating their win with (from right) Claudian, MAA vice president and event organising chair Foong Ai Peng, and Billups managing director (Southeast Asia) Angie Cutter.

15 JUN 2025
THE STAR
Varsity students prove mettle in industry 'Ad-venture'



22 MAR 2025

MARKETING MAGAZINE ASIA

Trailblazers: The Ad-venture Challenge by the Malaysian Advertisers Association

Trailblazers: The Ad-venture Challenge by the Malaysian Advertisers Association

22 March 2025 by: @dminMM



The Malaysian Advertisers Association (MAA) is set to ignite the marketing world with the launch of Trailblazers: The Ad-venture Challenge – an exciting, fast-paced marketing competition that promises to test real-world marketing skills in a fun and experiential manner.

Trailblazers is not your typical marketing challenge!

In this thrilling competition, teams of three will face off across a series of unique challenges, that serve as marketing reminders and lessons built into a reality-tv experience. These tasks will put their creativity, persuasion, market insights, strategic thinking, and collaboration skills to the test.

"Trailblazers: The Ad-venture Challenge represents a dynamic opportunity to push the boundaries of marketing and demonstrate how creativity and strategy can come together in real-world settings. It's also an opportunity to have a little fun in the industry. Where hierarchies go out the door and you can challenge your 'know it all' bosses! If they dare," said Mr. **Claudian Navin Stanislaus**, President of the Malaysian Advertisers Association. [the_ad_placement id="leaderboard-top"]

Teams will compete for points, time bonuses, and strategic advantages, but they must also overcome detours and unexpected roadblocks that require sharp decision-making, specially curated by Council Members of the MAA. To elevate the excitement, a team may draw a surprise CMO mentor who will join them for the rest of their ad-venture.

The Organising Committee, chaired by MAA VP, Ms. Foong Ai Peng expressed excitement about presenting an event that challenges participants' marketing skills while fostering teamwork, adaptability, and creative thinking. The event is an experiential challenge designed to push the boundaries of innovation and creativity, and the team is excitedly awaiting to see who will step up to the challenge.

Winners will receive a range of fantastic prizes, including cash and other goodies. The "Trailblazers: The Ad-venture Challenge" offers participants a unique opportunity to win incredible rewards while enjoying a fun and refreshing experience in marketing.



Malaysia Advertisers Association Ushers in Renewal with Fresh Leadership and Vision

24 October 2025 by: @dminMM



The **Malaysia Advertisers Association (MAA)** is ushering in a new era of renewal, marked by fresh leadership appointments and a collective vision to strengthen the role of advertisers in Malaysia's evolving business landscape.

As part of this renewal, Hassan Alsagoff, Regional Head of Loyalty & Marketing at Grab, has been elected Vice President for the 2025-2026 term. He is joined by new council members Abdul Sani Abdul Murad, Group Chief Marketing Officer at RHB, and Diana Boo, Chief Marketing Officer at Boost.

In his capacity as Vice President, Hassan will also continue to lead the Tech Partners committee under the Engage pillar, strengthening collaboration between advertisers and technology platforms. Since joining Grab in 2019, he has advanced to a regional role overseeing loyalty and marketing, with expertise in digital innovation and customer engagement. This dual vantage point positions him to help MAA connect advertisers with emerging platforms and solutions.

"For a long time, MAA was shaped mainly by FMCG voices, but the industry has changed. With technology companies now contributing significantly to advertising expenditure, which reached about RM 6.1 billion in 2024, it's important their perspectives are part of the conversation. I'm committed to helping MAA build stronger bridges between advertisers and technology platforms while preparing the next generation of marketers for what's ahead," says Hassan.

With decades of experience in marketing, **Abdul Sani** brings industry insights that complement the diverse expertise within the MAA Council. His participation contributes to broader representation across sectors within Malaysia's advertising community. "The advertising industry is at a critical juncture where diverse voices need to be heard. I hope to bring a different perspective to the table and contribute to building a more inclusive and impactful MAA," he says.

"Having spent years across different facets of marketing, I believe every industry brings unique insights that can strengthen how we connect with audiences. I look forward to contributing these experiences towards MAA's efforts in building a more relevant and responsible advertising landscape."

24 OCT 2025

MARKETING MAGAZINE ASIA

Malaysia Advertisers Association Ushers in Renewal with Fresh Leadership and Vision

RESEARCH & MEASUREMENT

Committee Report

OBJECTIVE

To achieve transparent media measurement.

SINGLE AUDIENCE MEASUREMENT (SAM)



Following several rounds of consultations, The Malaysian Communication and Multimedia Commission (MCMC) has moved forward with Single Audience Measurement (SAM) to replace the Single Video Audience Measurement (SVAM) initiative under the Content Forum, as its scope expanded to include radio measurement.

Following this transition, industry bodies have been re-invited to form a Joint Industry Committee (JIC), with the process set to restart from the beginning to ensure alignment under the revised framework. The JIC is now awaiting further details on the sanctioned budget for the exercise since the scope has been expanded.

DIGITAL OUT OF HOME AUDIENCE MEASUREMENT (DOOH)



The Proof of Concept/pilot phase was successfully completed by the Outdoor Advertising Association of Malaysia (OAAM) across six media owners, with 20 sensors installed and 120 sites modeled, using SDK and sensor-based data as interim sources. However, the feedback from these trials was considered insufficient, as a key concern remained the reliance solely on SDK data, which was expected to be matched with telecommunications data that could not be obtained at the anticipated cost.

Consequently, it remains unclear whether the system can effectively integrate both datasets. While OAAM indicated that these issues would be addressed in Phase One, this assurance was deemed inadequate given the financial commitments involved for the industry bodies. Although the service provider may be investing significant resources, the primary concern remains the accountability for funds contributed by JIC members, regardless of the amount.

Financial

Highlights 2024

For the financial year ended 31st December 2025, the total income was RM220,244,00, while total expenditure amounted to RM402,468.00, resulting in a deficit of RM182,224.

Interest income from fixed deposits increased compared to the previous year, from RM30,627,00 in 2024 to RM36,289.00 in 2025, due to the better interest rate. As at year-end, total assets stood at RM1,265,328,00, with liabilities amounting to only RM91,223,00.

Expenditure increased primarily due to the organisation of the MAA Trailblazer event. The inaugural event saw a lukewarm response, leading to a shortfall in projected sponsorship and registration revenue, which contributed to the deficit. However, the event delivered indirect, non-monetary returns, including raising awareness and generating PR value amounting to RM866,794.22.

Another key driver of the higher expenditure was the increased allocation of funds towards ASA, reflecting MAA's continued commitment to responsible advertising, self-regulation, and industry integrity.



CLAUDIAN NAVIN STANISLAUS
PRESIDENT



MARGARET AU YONG
TREASURER

Ordinary Members

1. 11 TREES KITCHEN SDN BHD
2. ALLIANCE COSMETICS SDN BHD
3. AXIATA DIGITAL ENCODE SDN BHD
4. BATA PRIMAVERA SDN BHD
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6. CARLSBERG MARKETING SDN BHD
7. CELCOM DIGI BERHAD
8. CIMB BANK BERHAD
9. COCA COLA FAR EAST LTD
10. COLGATE PALMOLIVE MARKETING SDN BHD
11. COTRA ENTERPRISES SDN BHD
12. DANONE SPECIALIZED NUTRITION
(MALAYSIA) SDN. BHD
13. DELIVERY HERO SDN BHD
14. ETIKA SDN BHD
15. FONTERRA BRANDS (M) SDN BHD
16. GENTING MALAYSIA BHD
17. GERBANG ALAF RESTAURANTS SDN BHD
18. GLAXOSMITHKLINE CONSUMER
HEALTHCARE SDN BHD
19. GRABTAXI HOLDINGS PTE LTD
20. HEINEKEN MALAYSIA BERHAD
21. DELIVERY HERO MALAYSIA SDN BHD
22. INVOICE PROCESSING UNIT(SHELL MALAYSIA)
23. JOHNSON & JOHNSON SDN BHD
24. JOTUN MALAYSIA SDN BHD
25. KILANG MAKANAN MAMEE SDN BHD
26. KL WELLNESS CITY SDN BHD
27. KOIPTIAM ASIA PACIFIC SDN BHD
28. L'OREAL MALAYSIA SDN BHD
29. LOTUSS STORES(MALAYSIA) SDN BHD
30. MALAYSIAN AIRLINES BERHAD
31. MAXIS BROADBAND SDN BHD
32. MEAD JOHNSON NUTRITION (M) SDN BHD
33. MEASAT BROADCAST SYSTEM
NETWORK SDN BHD
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35. MUNCHWORLD MARKETING SDN BHD
36. NESTLE PRODUCTS SDN BHD
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38. PEPSICO (M) SDN BHD
39. PERODUA SALES SDN BHD
40. PETRONAS DAGANGAN BERHAD
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45. QSR STORES SDN BHD
46. RECKITT BENCKISER SDN BHD
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