

MALAYSIAN ADVERTISING DIRECTORY

# MAD

2017



You don't need to go to the moon...

To get noticed

Email [jarrod@adoimagazine.com](mailto:jarrod@adoimagazine.com) or call 018.2200.682 to find out more

# 22 YEARS OF EXCELLENCE



For more than 22 years, one book has stood as the definitive guide to the industry – the Malaysian Advertising Directory (MAD). We have been tracking agencies and media companies that operate in the dynamic advertising, media and marketing space year after year. Complete with company details and contacts, market trends, essential industry overviews and also celebrated some of the finest work in our pages. Dubbed MAD for short, the Malaysian Advertising Directory is a ready reference to over 35,000 industry professionals listing the who, where and what in Malaysia's growing marketing communications industry. We are now ready to complete our 2017 edition, as we march ahead amidst improving economical conditions.

**8000**  
**PROFESSIONALS**

- Top Advertisers (Marketers) In The Industry
- Top Media Specialists
- Top Advertising Agencies
- Top Media Owners Accross All Major Categories
- PR Companies, Ad Production, Support Services, etc



## MORE CONTENT, CONTENT, FOR 2017 EDITION!

- Listings of all major companies and people in the ad and media industry
- Millennium Managers (industry who's who, leading industry personalities)
- Malaysian Advertising and Media Industry Overview by R3
- Malaysian Media Overview by MEC Malaysia
- Malaysian Digital Overview by the Malaysian Digital Association

**SERVING THE MALAYSIAN MEDIA AND MARKETING INDUSTRY FOR OVER 22 YEARS...**

10 ADVERTISING AGENCIES MALAYSIA 2014 ADVERTISING DIRECTORY

**alpha245**

**ALPHA 245 COMMUNICATIONS SDN BHD**

Suite B-18-1, Level 18,  
Menara Olympia, No. 8, Jin Raja Chulan,  
50002, Kuala Lumpur, Malaysia

Tel: +603 2057 4245  
Fax: +603 2031 1248  
Email: [terence.dool@alpha245.com](mailto:terence.dool@alpha245.com)  
Web: [www.alpha245.com](http://www.alpha245.com)

Total Staff  
43

General Manager  
**Terence Dool**

Creative Director  
**Theresa Tsang**

Group Brand Director  
**Karen Tan**

Studio Manager  
**Shara Goh**

**Major Clients**  
TTL, Indonesia, YES, LBS Group Berhad, Unifac, Ironenberg  
1664, Sunway Pyramid, Somerset, Upton, Abbott, Kiwanis  
Down Syndrome Foundation, Pilek, Universiti Malaysia &  
Computer Science & Engineering

**Company Description**  
Alpha 245 is a global communications network that generates  
creative solutions to client problems to accelerate business  
growth.

We connect diverse creative minds, and work in diverse  
creative ways.

Our approach is rooted in clarity of purpose, creative  
connections, and open collaboration. Diverse creative minds  
expand expertise, insight and creativity to disrupt convention  
and enhance local business solutions.

**alpha245**  
is about connecting creative minds.  
Which means bringing those with  
different perspectives to work together.  
Because great ideas come from diversity.  
Connect with us at 03-205 74 245  
or email [terence.dool@alpha245.com](mailto:terence.dool@alpha245.com)

ADFFEST 2013  
WINNER OF THE BEST  
ADVERTISING AGENCY

GOLD  
2013/2014/2015  
THE MARKETING EVENTS AWARDS  
WINNER OF THE YEAR

BRONZE  
2013/2014/2015  
THE MARKETING EVENTS AWARDS  
WINNER OF THE YEAR

NO TWO GREAT MINDS  
EVER THINK  
ALIKE.  
*Think about it.*

**SAMPLE**

8 ADVERTISING AGENCIES MALAYSIA 2014 ADVERTISING DIRECTORY

**ADDICTIVE**

Addictive Media Sdn. Bhd.  
D&A-3, D&A Business Centre, Jalan Sentul, Sentul East, 51000  
Kuala Lumpur, Malaysia.

Tel: +603 4545 0202 / +6017 335 7696  
Email: [hello@wearaddictive.com](mailto:hello@wearaddictive.com) /  
[jyivi@wearaddictive.com](mailto:jyivi@wearaddictive.com)  
Website: [www.wearaddictive.com](http://www.wearaddictive.com)

Managing Director/ Account Director  
**Georathlan Nageswaran**

Director of Strategy  
**Vasanth Subramanian**

Head Director  
**Shravan Kumar**

Creative Director  
**Abhishek**

Agency Producer  
**Arif Tan**

**Major Clients**  
Prime Minister's Office Malaysia, Malaysian Biotechnology  
Corporation, Tourism Malaysia, Affin Bank, Universiti Pertanian  
Malaysia, Mergel University, Kumon Assurance, Danul  
Ehsan Medical Center, Kuala Lumpur Sports Medical Centre,  
Cybernew Sdn Bhd., Electric bus (Malaysia), United Malay  
Group

**Company Description**  
At Addictive, we pride ourselves in creating the most carefully  
crafted marketing solutions with client goals supported with the  
use of the latest innovations. Our target is to make your brand  
addictive, essentially increasing your revenue and ultimately  
to turn it into the next cultural phenomenon. From building  
genuine customer relationships, creating engaging content  
and marketing your product through multiple channels (digital,  
experiential & traditional), we use pop-culture engineers with  
a wide range of expertise to ensure that your brand is more  
than just noticed. With a combined industry experience of 10  
years, we are young enough to come up with fresh ideas and  
mature enough to execute them flawlessly.

We are Addictive.

**SAMPLE**

2014 MALAYSIAN ADVERTISING DIRECTORY ADVERTISING AGENCIES 9

**ARTISAN | SDN BHD**

3-20, Jalan USJ Sentral 3  
USJ Sentral  
47600 Subang Jaya  
Selangor

Tel: +603 8023 9268 / +603 8011 5947 /  
016-2018877 / 016-2087328  
Fax: +603 8023 9268  
Email: [kay.artisandesign@artisanmy.com](mailto:kay.artisandesign@artisanmy.com) / [admin@artisanmy.com](mailto:admin@artisanmy.com)  
Website: <http://www.artisanmy.com>

Total Staff  
12

CM  
**Ezy Ahmad**

Head of Creative  
**Gan Kwan Guan**

Account Director  
**Jim J. Ang**

**The SHARPER  
EDGE**

**BARON BARON**  
COMMERCIAL

Contact Kenny Foo @ 03-4542 8885 | [kennyfo@baronad.com](mailto:kennyfo@baronad.com) | [www.baronad.com](http://www.baronad.com)

**SAMPLE**

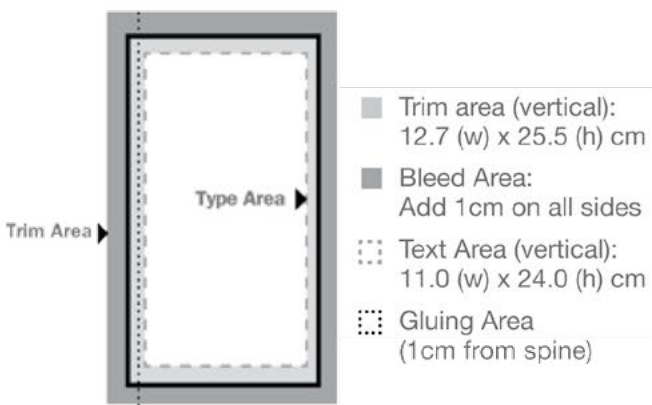
SUMMARY	Trim Area Width x Height cm	Type Area Width x Height cm
a) Double Page Spread	25.4 x 25.5	23.7 x 24
b) Full Page	12.7 x 25.5	11 x 24
c) Half Page	12.7 x 12.7	11 x 11.7

**\* PLEASE ADD 1CM BLEED FOR ALL SIDES**

**NON-STANDARD ADVERTISING**  
Specifications quoted above are for basic process colors (cyan, magenta, yellow and black.) For non-standard advertisements with special colors, folding and cropping, details can be obtained from the publisher.

**MATERIALS FOR ADS:**  
WE ONLY ACCEPT PDF FORMAT (300DPI)

**TECHNICAL SPECS**  
Digital File Format - High resolution PDF. Adverts to be supplied on CD or by email. Pages created must include 1cm bleed. Digital Proof must be provided together with artwork. Please provide color guidelines. No color guarantees are made for non-submission of digital proof.



**IS YOUR COMPANY ANY OF THESE?  
THEN YOU BETTER  
BE HERE!**

**3D Media**  
**Ad Tracking**  
**Advertising Agencies**  
**Audio Post Production**  
**Brand Activation**  
**Brand Consultant**  
**Digital Food Network**  
**Digital Inkjet Printing**  
**Digital Media Audience Validation**  
**Digital Out-Of-Home Media**  
**Event Management**  
**Executive Recruitment**  
**Film/Video Post Production**  
**Film/Video Production**  
**Interactive Marketing**  
**Internet Marketing**  
**IT Solutions**  
**Market Research**  
**Media Representatives**  
**Media Specialists**  
**Newspapers**  
**Online Media**  
**Out Of Home Media**  
**Photography Studios**  
**Public Relations**  
**Publishers - Magazines**  
**Radio**  
**Retail Media**  
**Search Engine Optimisation**  
**Sports Marketing**  
**Talent Casting**  
**Television**  
**Translation**  
**Millennium Managers**  
**Data Scene Overview**  
**An Overview Of Malaysia Retail Industry 2015**  
**2016 Media Landscape Predictions**  
**The Nielsen Global Trust in Advertising Survey**  
**PMAA Report**

# MALAYSIAN ADVERTISING DIRECTORY 2017

## BOOKING FORM: FAX TO +603 7722 5712

Tick	Package	RM
	1 Page Listing + 1 Page ad + <b>*Millennium Managers</b> (2 Executives)	4000 + 6% service tax
	Full Page Listing + <b>*Millennium Managers</b> (2 Executives)	2200 + 6% service tax
	Half-Page Listing	1000 + 6% service tax

**\*Complimentary with DPS and Fullpage package 120 words max per executive**

For more details please call:

- Jarrod at 018.2200.682 / jarrod@adoimagazine.com
- Ruby at 03.7726.2588 / ruby@adoimagazine.com

**Booking Deadline: 31st January, 2017**  
**Ad Material Deadline: 28th February, 2017**

Authorised Signature & Company Stamp

Company Name .....

Authorised By .....

Designation .....

Email Address .....

Telephone No .....

**ALL CONFIRMED BOOKINGS ARE DEEMED FINAL AND NON-REFUNDABLE.**

### SPECIAL MEDIA POSITIONS

- Front Cover
- Inside Front Cover
- Back Cover
- Inside Back Cover
- Spine
- Bookmarks
- Stickers
- Special Paper
- Creative Buys
- Cover Flap
- Index Flap
- Category Dividers
- Die-Cut
- Inserts, etc.

Email:  
[ham@adoimagazine.com](mailto:ham@adoimagazine.com)  
 First come, first served.

Special media positions  
 come with **COMPLIMENTARY**  
 Full-Page listing!

All ads in full-colour (CMYK)

Print Run - 8,000 copies