

Dentsu unveils gaming solutions

Service offers deep expertise from across the group

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KUALA LUMPUR: Dentsu group has announced the launch of dentsu gaming. It is an integrated solution which brings together the extensive gaming heritage and expertise of the dentsu japan network with the global scale and specialist capabilities within dentsu international.

The dentsu gaming solution will be accessible in Malaysia through dentsu production, creative, customer experience management (CCM) and media agencies, as well as globally via Carat, dentsu X, iProspect, Isobar, dentsu mcgarrybowen, Merkle and the Content Business Design Centre within dentsu Inc.

As a new global solution, dentsu gaming provides access to specialist strategy, activation and original intellectual property (IP) development for brands seeking to connect with and navigate the gaming ecosystem.

Leading the local launch of dentsu gaming, Tan Kien Eng, chief executive officer, dentsu Malaysia, said that: "Eighty three percent of chief marketing officers (CMOs) agree that gaming is a new storytelling opportunity.

"Dentsu gaming can create richer, more immersive online experiences with virtual experiences just as real, human and valuable as offline experiences. Consumers on the one hand want to be delighted and entertained while brands are looking for innovative, fresh ways to engage with them.

"With dentsu gaming, we can help to bridge the gap. Contrary to popular belief, the gaming community covers a wide age segment cutting across Millennials and Generation Z."

Through its network of agencies and teams worldwide, dentsu now provides bespoke game/IP development, in-game advertising, commerce, consumer promotions, native game integrations, augmented reality (AR),



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virtual reality (VR), talent activation, esports and experiential as its core capabilities through dentsu gaming.

Meanwhile, Peter Huijboom, global CEO, Media and Global Clients, dentsu international, and one of the primary executive sponsors of dentsu gaming, added: "We have a truly integrated and borderless business model at dentsu which ensures a seamless sharing of insights, deep-knowledge and specialisms to benefit our clients, regardless of their geography - dentsu gaming is a perfect example of this.

"Bringing together the exceptional talent and deep gaming expertise from across the group, this new global solution makes it easier for clients and partners to leverage the potential of gaming for business growth through local market dentsu agency brands they already know and trust."

He said with a heritage of more than 35 years in the gaming and entertainment space, dentsu has been working with pioneering brands and developers since the gaming industry's infancy and continues to innovate and break new ground.

"For example, dentsu, a co-host of the Tokyo Game Show, has been one of the key development partners in bringing a part of this year's event into the virtual world, producing in partnership with ambr, the virtual reality (VR) application for Tokyo Game Show VR 2021."

Powered by thousands of passionate people globally, dentsu gaming is led by its guiding principle of authentic and respectful engagement within the gaming community. Dentsu stands with the creators and players to make the future of gaming representative, inclusive and accessible for all.

IAA launches 'Bring Compassion Back' campaign

KUALA LUMPUR: Every Oct 3 marks a significant day for the International Advertising Association (IAA) and the global fraternity of marketing and communications.

This is because the IAA has declared it as World Marketing and Communications Day.

It recognises and celebrates the world of marketing and communications, its players, practices, history and achievements.

It is also a day when the IAA would lead the rest of the marketing communications world to recognise and celebrate the purpose-led good of communications and marketing.

This year, the inaugural celebration, the focus is on Covid-19 and showing compassion to all who have been affected by this pandemic.

To commemorate the day, the IAA is launching the "Bring Compassion Back" campaign, which encourages people across the world to show acts of compassion and also celebrate individuals who have contributed to the fight against the pandemic.

Speaking at a virtual global inauguration ceremony, world president and chairman of IAA, Joel E. Nettey, made an eloquent statement.

"Setting aside a day on the calendar every year to rally all brands, marketers and agencies around the world, to focus on 'marketing for good' is an initiative the IAA is very proud of and is very much in keeping with our positioning as 'the global compass of marketing communications'.

"It is our hope that over time, organisations such as the UN will adopt it as well, and encourage the whole world to recognise and celebrate brands and people who make the world a little brighter," Nettey said.

The idea of "Compassion" was first sparked by IAA Malaysia back in June this year, and it is a tribute to the campaign's significance in these times that media houses, including out-of-home players and the Star Media Group, put much weight in amplifying the campaign to the hilt.

John D. Chacko, president of IAA Malaysia and global vice-president of education said: "Earlier this year, IAA Malaysia developed its 'Compassion' campaign with the sign-off 'a call to all to make compassion a way of work'.

"It had a footprint across online, print and out-of-home, generously supported by several like-minded media owners, as they immediately recognised the importance of the campaign that singularly empathises with challenges many face in current times."

Chacko alluded to the success of the campaign in pointing out how IAA Malaysia's call to make compassion a way of work extended into the movement for this year's World Marketing and Communications Day.

"World Marketing and Communications Day further underpins this need for compassion with the global 'Bring Back Compassion' message, thus reinforcing IAA Malaysia's 'a call to make compassion a way of work' platform," he added.

Penang well-positioned to gain from strong Malaysia-China bond

GEORGE TOWN: Penang is well-positioned to benefit from the strong diplomatic bond between Malaysia and China, especially in transforming and upgrading the state's economic and industrial structure.

Chief Minister Chow Kon Yeow said the establishment of the diplomatic relationship between Malaysia and China back in 1974 had led to mutually beneficial growth, especially in areas such as trading, culture, education and tourism.

He also noted the recognition of the "sister cities" relationship between Penang, as a trade and economic hub for the northern region, with Xiamen, as well as close relations with cities such as Zhongshan and Chengdu.

"In order to strengthen the diplomatic relations between Malaysia and China, Penang is willing to become a closer partner with China for the benefit of people in the two countries," he said during an online forum on "New Trend, New Development, New Business

Opportunities" hosted by the Penang Chinese Chamber of Commerce.

He also hoped that more Chinese-funded enterprises would "ride on the Belt and Road" and attract more potential foreign investments to Penang as well as enhancing the professional technical knowledge and promoting future economic development between Malaysia and China.

"The investments of Chinese enterprises in the northern region have formed an industri-




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Direct-selling industry sales set to expand next year

KUALA LUMPUR: Malaysia's direct-selling industry sales are forecast to grow next year despite the Covid-19 pandemic.

This is in line with global trends, driven mainly by wellness as well as cosmetic and personal care products.

Sales in Malaysia were expected to increase by 10% to 15% next year from RM20bil in 2020, Qi Group founder and executive chairman Datuk Seri Vijay Eswaran told *Bernama*.

He said job losses and economic difficulties during the pandemic had driven many individuals in Malaysia to turn to direct selling as a viable micro-entrepreneurship opportunity that provided an alternative income stream.

It was encouraging to note Malaysia being listed as one of the top 10 markets for direct selling worldwide by the World Federation of Direct Selling Associations (WFDSA), he said.

A report by WFDSA listed Malaysia climbing the ranks to seventh position on its top market list with a three-year compound annual growth rate, or investment yields of 11.4%, from 2017 to 2020 - the third-highest growth rate after Argentina and India, respectively.

Global direct sales increased by 2.3% year-on-year, from US\$175.3bil (RM732.7bil) in 2019 to US\$179.3bil (RM749.4bil) in 2020, clearly demonstrating resilience when most commercial sectors were experiencing a downward trend due to the pandemic.

He said global trends last year showed that wellness products constituted the majority of direct sales by category at 36.2%, followed by cosmetics and personal care products at 26.2%.

"This is a trend likely to persist throughout 2021 as the third wave of the pandemic continues to affect consumer demand," he said in conjunction with Asian conglomerate Qi's 23rd anniversary celebration.

Vijay said the direct-selling industry proved its resilience and adaptability as Covid-19 presented a great opportunity to companies with a strong portfolio of personal health and wellness products like the ones offered by QNET, the group's direct-selling subsidiary.

Despite the difficulties caused by the pandemic, especially in its early days when the world went into lockdown, QNET survived the rough patch by adapting to the virtual world seamlessly on the strength of its e-commerce platform and a loyal distributor base, he said.

"Demand for such products skyrocketed with a focus on immunity building," he added. — *Bernama*

chain reaction and we believe that more enterprises will come to Penang in the future," he added.

Among the keynote speakers at the online forum were Consul-General of China in Penang Lu Shiwei, Penang state tourism and creative economy committee chairman Yeoh Soon Hin, PCCC president Datuk Seri Hong Yean Wah and representatives from the North Perak and Perlis Chinese Chambers of Commerce. — *Bernama*