

SIGNS OF ADSPEND RECOVERY

AS MORE SECTORS GAIN MOMENTUM¹

THESE SECTORS RECORDED NOTICEABLE SPEND INCREASES OVER THE PAST FEW MONTHS:

JULY WAS THE SECOND TIME THAT MONTH-ON-MONTH ADSPEND INCREASED BY MORE THAN 15%, FOLLOWING THE 30% INCREASE SEEN IN MAY, INDICATING THAT THE MARKET IS CONTINUING TO ADAPT. AS RESTRICTIONS EASED IN JULY, THERE WERE CORRESPONDING INCREASES IN THOSE MEDIA TYPES WHICH HAD BEEN SIGNIFICANTLY HIT BY THE MCO, INCLUDING CINEMA, WHERE RENEWED ADVERTISING CONTRIBUTED AN ADDITIONAL RM5 MILLION TO THE OVERALL ADEX UPLIFT IN JULY.



AUTOMOTIVE

Adspend increased from RM1.3 million in April to RM6.8 million in July. The government's car tax exemption incentive served as a contributing factor.



REAL ESTATE

Spending has been improving since April from RM3.2 million to RM7.3 million in July.



EDUCATION & LEARNING

Spending in July resembled figures recorded in the beginning of the year (around RM7 million), as education institutions resumed their courses.



GOVERNMENT, SOCIAL & POLITICAL ORGANIZATIONS

Recent advertisement activities included campaigns about the PENJANA/Short Term Economic Recovery Plan initiative.



PHARMACEUTICAL

Cough syrup and lozenge brands have been advertising consistently.



TOILETRIES

Many categories continued to spend even after the immediate COVID-19 restrictions have passed. Hair Shampoo & Conditioners, Deodorant and Toothpaste (which welcomed a new brand in July), were key spenders



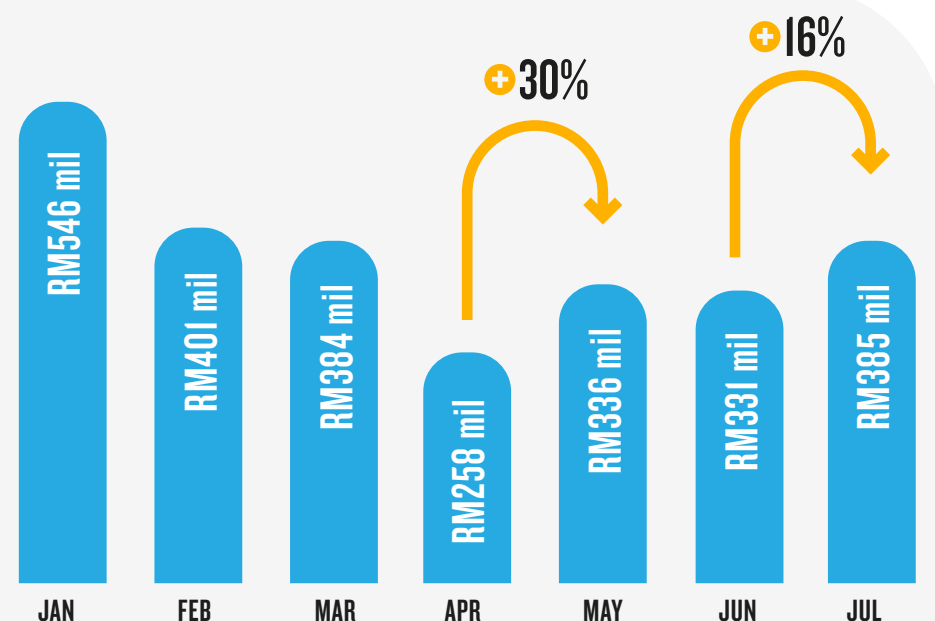
ENTERTAINMENT

Gambling operators and Cinemas upped their advertising activity given they were allowed to resume business.



FINANCE

Insurance, Financial Services (e.g. Credit Counselling and Debt Management Agency/Agensi Kaunseling dan Pengurusan Kredit (AKPK)) and Credit Cards were amongst the categories with increasing spend.



MONTHLY YTD JULY 2020
ADSPEND (RM)

Source: Nielsen Ad Intel, January-July 2020

¹ Media types included in this analysis piece: Free-To-Air Television, Newspapers (removed titles which were mostly/fully not coded for due to pending delivery), Magazines, Radio, Cinema, In-Store Media and Digital