

JUNE 2020: POSITIVE SIGNS

WITH 7% MONTH-ON-MONTH ADSPEND INCREASE AS CONSUMERS PREPARE FOR LIFE BEYOND THE MCO¹



DESPITE THE END OF RAYA-RELATED AD ACTIVITIES, JUNE MONTH-ON-MONTH SPEND **CLIMBED 7%** FROM RM249.3 MILLION TO **RM266.5 MILLION** AS MALAYSIA ENTERED INTO THE RECOVERY MOVEMENT CONTROL ORDER (RMCO). THE ADSPEND WAS BOOSTED BY NEWSPAPERS (+RM19.4 MILLION) AND RADIO (+RM7.6 MILLION).

NEWSPAPERS +RM19.4 mil



COMMUNICATION (CORPORATE AD)

A technology company which advertised last month continued its high spending in June **(+RM3.3 million)**, promoting how its solutions help Malaysia be digitally ready in today's world



MOBILE LINE SERVICES

A telecommunication brand spent an additional **RM1 million**, promoting its ongoing sales campaign and continuing its *#KitaSapotKita* initiative



LOCAL GOVERNMENT INSTITUTIONS

Many government states sent wishes to the Yang di-Pertuan Agong on his birthday on June 8th **(+RM920k)**

RADIO +RM7.6 mil



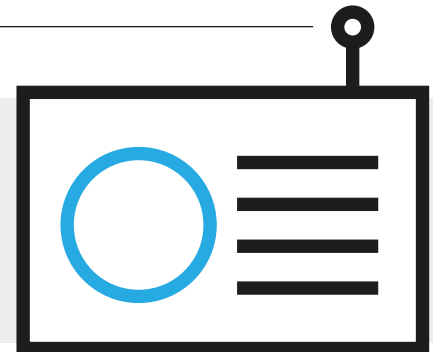
MOBILE LINE SERVICES

Two mobile line service providers spent over **RM2 million** promoting their latest unlimited data plan



INSURANCE

Insurance service providers spent most of their radio adspend this year in June **(RM1.2 million)**



OTHER CATEGORIES WHICH EXPERIENCED ADSPEND INCREASE REFLECT THE MARKET'S SENSITIVITY TO RMCO, FOR INSTANCE:



Real Estate Sector grew month-on-month by **RM1.6 million** as related categories increased spending, e.g. Residential Estate



Automotive Industry also experienced a surge in adspend **(+RM1.4 million)** as most car categories advertised more



Increased adspend from **Personal Care** categories (e.g. Haircare Products, Deodorant, Shaving products) also point towards consumers **preparing for life outside as restrictions ease.**

¹ Media Types included in this analysis piece: Free-To-Air Television, Newspaper and Magazine titles that were mostly/fully coded, Radio, In-Store Media. Adspend does not include Digital and Cinema as cinemas remain temporarily closed.