

ADSPEND BREAKTHROUGH

IN MAY 2020 AS MALAYSIA'S RESTRICTIONS EASE

CATEGORIES EXPERIENCING THE BIGGEST SPEND INCREASES WERE:



COMMUNICATION (CORPORATE & OTHERS)

+RM14.6 mil

A technology company promoted its digital solutions to help businesses thrive post-pandemic. Many telecommunication companies extended Raya greetings.



LOCAL GOVERNMENT INSTITUTIONS

+RM14.2 mil

Local government bodies continued to educate about the COVID-19 situation.



PHONES AND ACCESSORIES

+RM11.4 mil

Most phone brands increased their adspend.



OTHER RETAIL

+RM7.4 mil

An e-commerce player spent RM10.1 million promoting its Jualan Raya campaign.



HYPERMARKETS, DEPARTMENT STORES, & SUPERMARKETS

+RM5.3 mil

All increased spending in May.

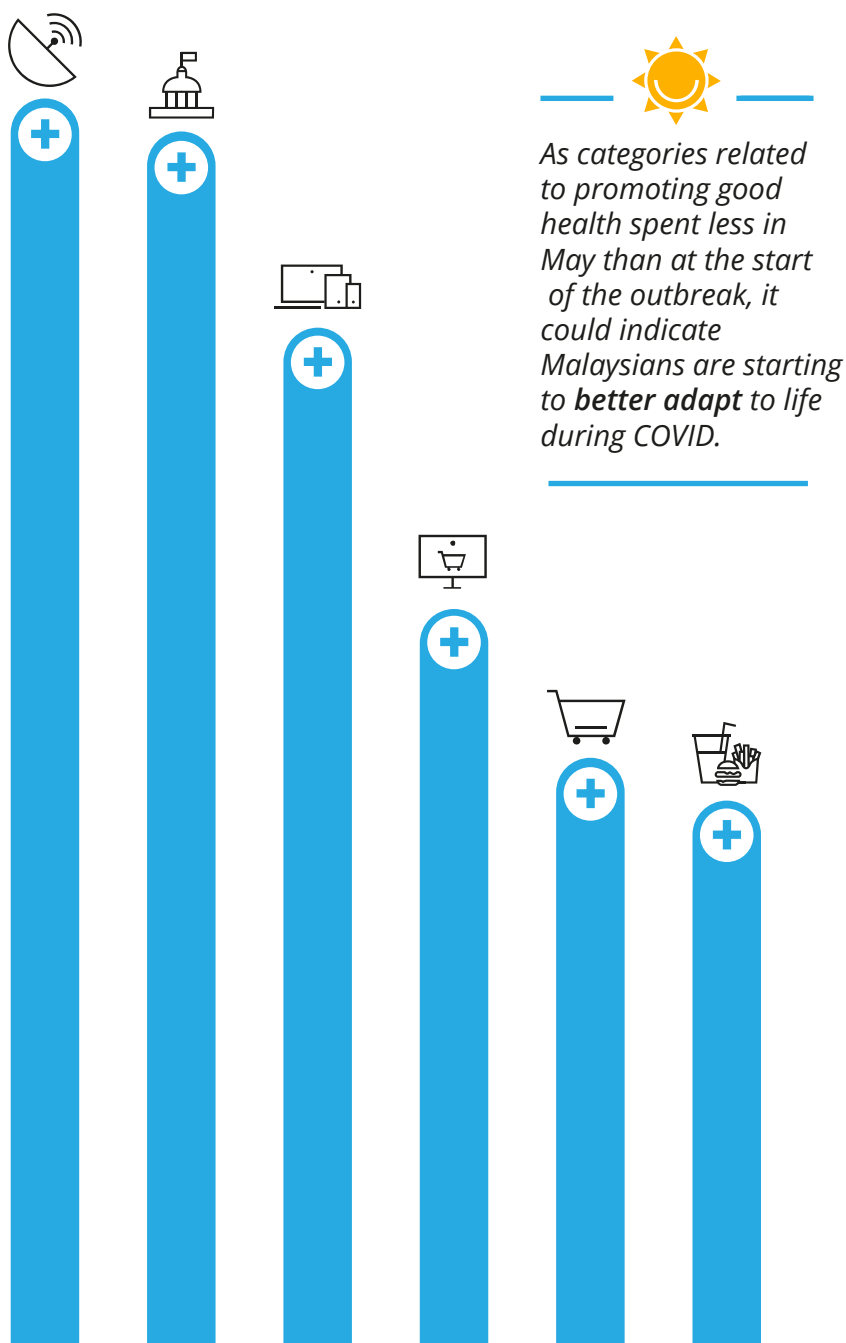


FAST FOOD CENTRES

+RM4.7 mil

Most digital campaigns mentioned alternative dining-in options, e.g. food delivery, drive-throughs and self-pickup.

MAY'S ADSPEND **REBOUNDED BY 32%** FROM APRIL, INCREASING TO RM331.6 MILLION, MAINLY BOOSTED BY RAMADAN AND RAYA - RELATED ADS, ALONG WITH THE IMPACT OF RE-OPENING MANY INDUSTRY SECTORS AS THE CONDITIONAL MOVEMENT CONTROL ORDER (CMCO) WAS IMPLEMENTED FROM MAY 4TH ONWARDS.



Source: Nielsen Ad Intel, April 2020-May 2020

Note: Adspend does not include Cinema as cinemas remain temporarily closed. Only Newspaper and magazine titles which were most/fully coded in April 2020 or May 2020 were included in this analysis.