

NOV 2020: MEDIA ADSPEND HIKES UP TO 2ND HIGHEST LEVELS FOR THE YEAR EVEN WITH RENEWED CMCO

November 2020 total media adspend was at RM 491.0 million, increasing (+9%) from October. The month-on-month increase was driven by FTA Television (+RM30.9 million), Digital (+RM21.3 million), Magazines (+RM624.8 k), and In-Store Media (+RM339.4 k). The Deepavali festival and 11.11 sales contributed to heightened ad activity for the month. The increase was offset by 0 adspend for Cinema in November, as these were closed for the renewed CMCO, and dips in Newspaper and Radio spend.

Top-spending sectors for media with highest month-on-month growth included:



LOCAL GOVERNMENT INSTITUTIONS
RM 94.6 MIL

In Nov, adspend softened (-RM2.5 mil) from the spike in Oct, albeit still higher than in months prior to Oct.



FTA TELEVISION

RM 283.9 MIL



TOILETRIES
RM 46.4 MIL
(+RM5.8 mil in Nov)

Toothpaste (+RM 3.2 mil):
4 known brands consistently advertising since July 2020 - increased adspend in Nov.

Deodorant (+RM 1.3 mil):
Increased activity among 2 brands' campaigns propelled higher adspend in Nov.



FOODSTUFF
RM 24.6 MIL
(+RM8.1 million in Nov)

Spices, Herbs, Sauces & Dressing (+RM3.9 mil):
9 brands under this category advertised in Nov with 2 brands dominating with higher spend.

Biscuits, Bread, Cookies & Cakes (+RM1.7 mil):
While one brand was the clear top spender, highest increases to adspend were observed for 1 bread and 2 biscuit brands.



RETAIL
RM 22.5 MIL

(+RM6.7 million) with promo ads for Nov, led by the following:

Other Retail (+RM4.3 mil):
Lazada and Shopee rode the wave of the 11.11 November sale season and accounted for most of the increases to adspend for this category.

Fastfood Centres (+RM2.5 mil):
One fastfood brand spending steadily on digital throughout the year--increased online adspend in Nov.(+59%).



TOILETRIES
RM 12.4 MIL

Increases to this sector's adspend in Digital was at slightly over RM5 mil in Nov, compared to Oct.

Face Care-Women (+RM4.9 mil):
Digital adpend of 2 brands were highest among 15 active brands in this category by a wide margin in Nov.

Fragrance (+RM912.0k):
One global brand was the top advertiser in digital for this category in Nov, having resumed digital advertising after a 5-month hiatus.



COMMUNICATION
RM 10.5 MIL

Phones & Accessories (+RM660.1k):
An American phone brand, followed not so closely by a Chinese brand stepped up digital adspend for Nov, compared to Oct.

As the country steps into the final month of 2020 with anticipated announcements about the Conditional Movement Control Order status for key areas, consumers do need the reassurance and reminder that products and services are available and accessible for them.

DIGITAL

RM 81.9 MIL

