

#MYCYBERSALE

Malaysia's
BIGGEST
Influencer Campaign 2016



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There's no denying it – Malaysians love shopping.

and **Sales!**

It's such a cultural phenomenon that [SAYS](#) have previously joked:

"Malaysia is one of the few countries with two seasons all year round -- it's always hot, and it's always on sales. We are all suckers for sales."

Traditionally Malaysians have favoured weekends at shopping malls. But, as [Vulcan Post](#) reports, with more Malaysians gaining access to the internet, more of those transactions are going online too. Wishing to capitalise on this change and drive more businesses online, the Malaysian Digital Economic Corp ('MDEC') launched **#MYCYBERSALE** in 2014.

What is #MYCYBERSALE?

#MYCYBERSALE is Malaysia's answer to Black Friday, except that all the retailers are e-commerce portals, so there's no riots over discounted televisions to worry about!

According to Digital News Asia, the aims of #MYCYBERSALE are:

- Getting more buyers and sellers on-board;
- Helping SMEs see the value of participating in e-commerce; and
- Driving Malaysia towards becoming a net exporter in e-commerce.

Held annually in September, the 2016 event attracted over 600 online retailers, with [The Star](#) reporting that at least 150 Malaysian brands were involved. With the event setting a record for the highest number of merchants, MDEC were targeting RM200 million worth of sales.

SushiVid Involvement

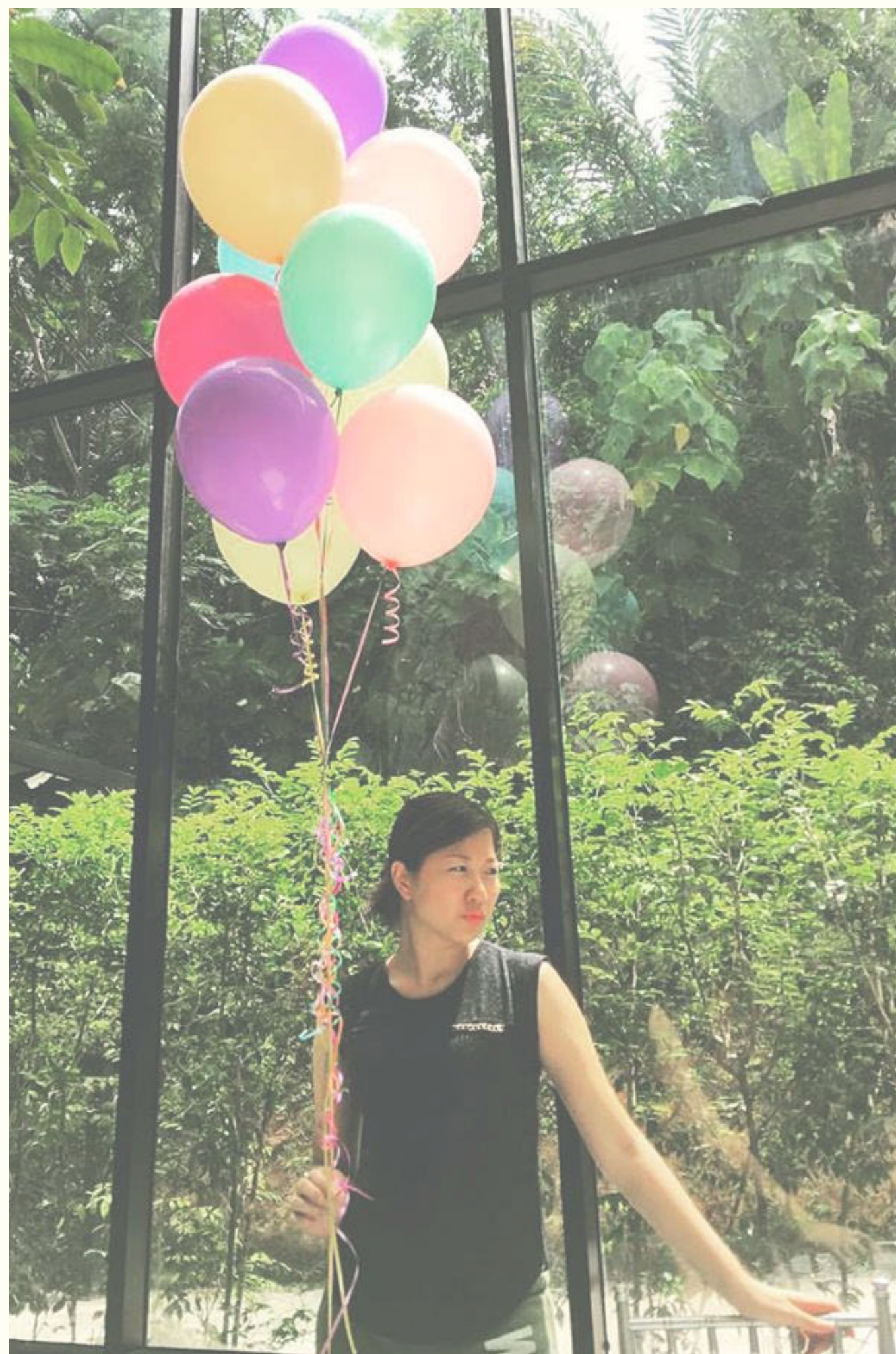
With the transition to the modern marketplace, it seemed only logical that modern advertising techniques be employed. And in marketing right now, there's no bigger buzzword than influencers.

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Being an early adaptor of influencer marketing, SushiVid were brought on board to help promote the 2016 #MYCYBERSALE. [MDEC](#) provided RM2,500 subsidies to YouTube influencers, who produced marketing videos for some of the SMEs that MDEC represented. The idea was that these videos would help to drive more traffic to their websites during #MYCYBERSALE. Each video was created by a SushiVid influencer, and will offer brands the opportunity to conduct A/B testing of their campaigns.

SushiVid CEO, Yuh Wen Foong, instantly saw synergy between the sale and influencers:

"It's an easy linkage between a social media influencer and driving that traffic to your website. Every e-commerce client I know spends tons of money generating leads from remarketing, referral fees, affiliate marketing and first time user coupons. SushiVid provides a less in-your-face way to market your brand and builds trust through endorsements by influencers, however big or small the influencer is. It puts their skin in the game while also giving you content that you can share, that people will watch, that is SEO friendly forever," she says.



Criteria

While there were over 70 brands that wanted to make videos with SushiVid and MDEC during the #MYCYBERSALE, only 27 brands received them. The key criteria for brands was:

- A deal worth making a video for (50% off, cash back etc.);
- An influencer match;
- A substantial basket of products on their online products;
- MDEC approved merchants.

Some of the brands that were unsuccessful failed because they did not find an influencer match. Others had less than 20 products on their e-commerce platforms.

The SushiVid campaign stats

In this case study series, we'll be serving a campaign report card. As a starting point, it's worth bearing in mind the following statistics:

Number of brands that applied	70
Number of successful brands	27
Number of proposals submitted to SushiVid by influencers	380
Number of videos made	35
Number of posts on Instagram	120

Influencer Impact

The number only tell half the story of course. That's why we're taking this opportunity to examine the brands and influencers involved in the

#MYCYBERSALE

campaign, analysing what worked and what didn't. We'll then package together some influencer marketing lessons based on our experience this year.

CHAPTER ONE

brands: our top picks

As we raised in the introduction, 70 brands applied for the MDEC influencer marketing subsidy. As a fresh start-up, less than one year old, it was really exciting to see such a positive response. To us it was validation of our concept - proof that Malaysian businesses are starting to embrace influencer marketing.

Of course, when any new strategy is delayed, there can be some teething problems. In this chapter we look at the brands we worked with, and identify trends and rooms for improvement.

gamehypermart.comLelongmyJocom
Just Order Conveniently On Mobilemaxora

The Brands

watsons

Given the major marketing budgets of the bigger brands, we weren't quite sure who would apply. But, pleasingly, there were even some major international players; proof that it pays to be on the cusp of the next big thing and know where your audience will be looking.

mosquitno
DON'T BITE ME PLEASEyoubeli
Online ShoppingPET
SUPPLIES
PLUS

The greatest activity we saw was in the marketplace sphere. This wasn't entirely surprising given this industry is already familiar with the importance of having an online presence, and tends to spend more on this sphere. Beauty and fashion were the other areas where we saw a great response, and again, this wasn't a complete shock.

HERMO
BEAUTY COLLECTION

The brands we selected for the video only campaigns were:

b.livLAZADA
Effortless ShoppingMOTHERHOOD
.COM.MYBIG BIG
PLACEBONIAOriginal Sprout
Worry-Free Luxury™UNI
QLO

Expectations

While subtle, genuine and authentic are the driving mantras of influencer campaign videos, there were some common expectations from the brands as to just what their videos should include and achieve.

These were:

Logo inclusion

Shout out for their sale

Short, straight, to the point
and impactful videos

Immediate results

Reviews
(these accounted for
25% of the videos created)

At times this approach conflicted with our overarching value of letting the influencer shine. After all, it's how they earned their audience in the first place.

Production

Our general observation of the production process was that there would be two draft submissions before brands gave influencers the green light on their campaigns.

Outcomes

Brands who got involved with the project certainly saw the most success and bang for their buck. This is of course because the earlier a video goes online, the more views it will rack up. In fact, our own experience is that YouTube views really do grow over time, so brands have to be prepared to relinquish their dreams of immediate results and embrace the long tail.

Conclusion

It has been really encouraging to see brands recognising the value of using influencers for their social media marketing campaigns. However, we have noticed that many brands are still committed to the hard-sell of yesteryear. The millennial generation see right through this and are much more comfortable with subtle selling. For this reason, we were careful not to overly boost any videos and were reluctant to over share the content. To us, it's all about letting the influencer speak.

CHAPTER TWO

influencers

While the exercise we undertook with MDEC was geared towards boosting #MYCYBERSALE volumes, it was also a great boon for our influencers who are just finding their feet in Malaysia. Not only did they achieve a financial gain, but a number of them have been exposed to new audiences. And guess what that means? The next time they work for a brand, there'll be more people who see their content. A win for everyone involved.

Let's have a look at how this was all achieved.

The influencers

To see the influencers who participated, follow this link to the playlist:



What were influencers expecting?

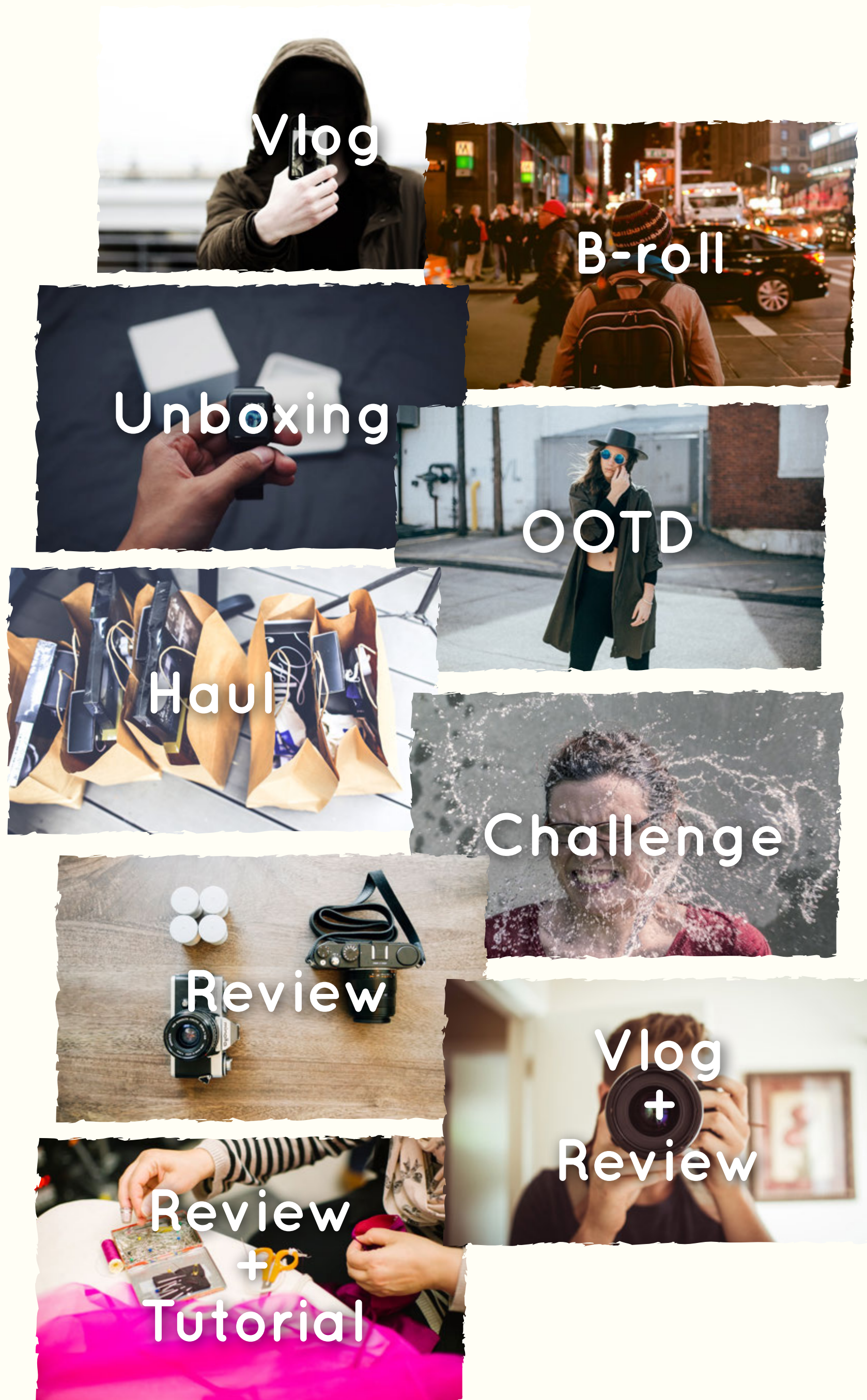
In honing their craft, influencers have often found that they get the most engagement when they are true to their style. In order to achieve those results, influencers will generally expect that brands will allow the following:

- No logo;
- No hard-selling;
- That they perform to their own style;
- They are allowed creative freedom

Now, if you refer back to the brand expectations outlined at Chapter 1, there were some obvious points of contention. Our experience in connecting brands and influencers meant that we were able to explain the benefits of delivering a subtle message.

Videos

The beauty of influencer marketing is that it does not conform to one set style. Influencers can adapt their work to promote the product in a style that suits them. The videos that were produced over the course of the #MYCYBERSALE were:



While 25% of the videos produced for the SushiVid & #MYCYBERSALE project were reviews, our analytics have shown that video challenges had the most views. Vlogs had the second highest level and reviews came However, where vlogs really excelled was in the subscriber gains and likes, with challenge and reviews coming in second and third respectively.

In terms of video length, videos of 3 minutes performed best.

Impact

To date, the 35 videos produced for #MYCYBERSALE have been viewed 700,000 times, including on Facebook. Not only did this benefit the brands involved, but our influencers gained 21,269 new subscribers during the sale period. Largely this was a result of viewers crossing from watching one #MYCYBERSALE video to another. MDEC and SushiVid also helped to promote the videos.

Alongside gaining subscribers, each of our influencers earned around RM1,600 per video.

Conclusion

The influencers who were selected to produce videos have gained both in respect of their finances and their fan base. This will only serve to benefit them and brands in the future. This is a true testament to the quality of the videos produced for #MYCYBERSALE.

The most popular videos tended to average 2 minutes and were generally challenges, reviews and VLOGS. This is not to say other videos were not effective, but there is clearly a preference among YouTube viewers for this style of content.

Unfortunately, brands and influencers had slightly different expectations of the process. Thankfully where brands relinquished a degree of control to their influencers, the results were positive.

CHAPTER THREE

brands: our top pick

In chapter 1 we introduced you to the brands fortunate enough to secure a SushiVid video for #MYCYBERSALE.

For those brands still married to the traditional marketing concept, the transition to influencer marketing can prove to be a struggle. In many cases those brands struggle to strike the right video feel to capture the attention of their target audience.

The brands with the most successful campaigns, however, were those that embraced influencer marketing for what it is. In this chapter we give you a run-down of the very best influencer videos from #MYCYBERSALE 2016.



Video	3
What we loved	Gave a lot of creative freedom to our influencers to do what they do best; Swift response to influencers

With Uniqlo being such a major international brand, a number of our influencers were keen to secure this deal. Luckily for those fortunate influencers, Uniqlo were open and receptive to novel ideas. For instance, we had one influencer who was in Amsterdam and suggested he shoot the campaign as a vlog of his trip. You can see the results here:



The one issue we did encounter is that Uniqlo wanted at least part of the campaign to focus on their heat tech range, which was none too popular given Malaysia’s climate!



Videos	1
What we loved	They sponsored newly launched products
Products featured	Nescafé Barista

It's such a testament to the power of influencer marketing that we had major brands applying to us for influencer campaigns.

Influencers were especially enthusiastic about the Nescafé Barista because it was new and they were given the privilege to review it first!

The Nescafé Barista machine sold like hot cakes during **#MYCYBERSALE**



Bonia

Video	1
What we loved	Know their brand inside out and had clear objectives; they understand how influencer marketing works

Bonia was such an easy shoot for our influencers because of the variety of products that our influencers could choose from. There was a style for everyone, and most of our influencers did more than one!

They were also willing to explore the Singapore market by working with our favourite Singaporean influencer, Adlina Anis.

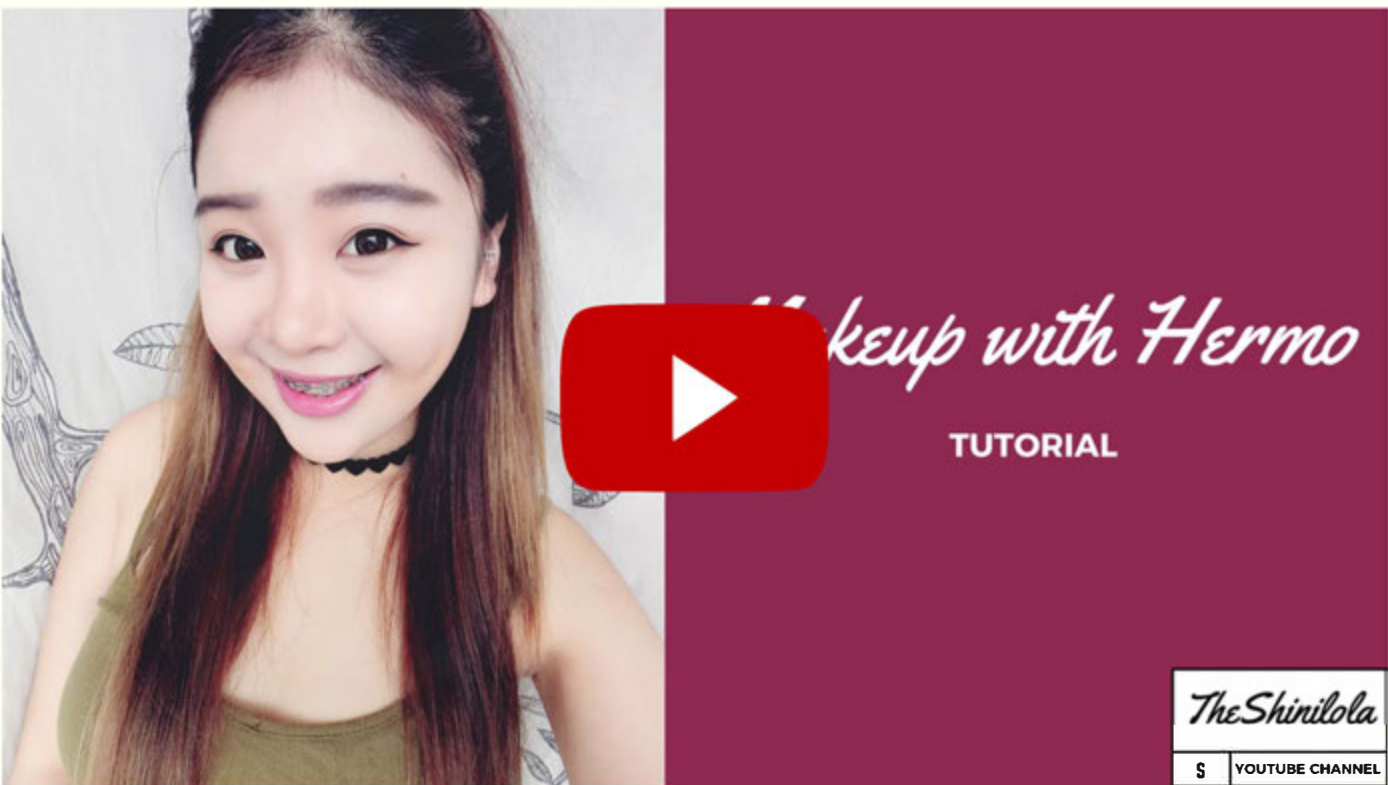




Video	5
What we loved	Generous with items; Keen to try new ideas.

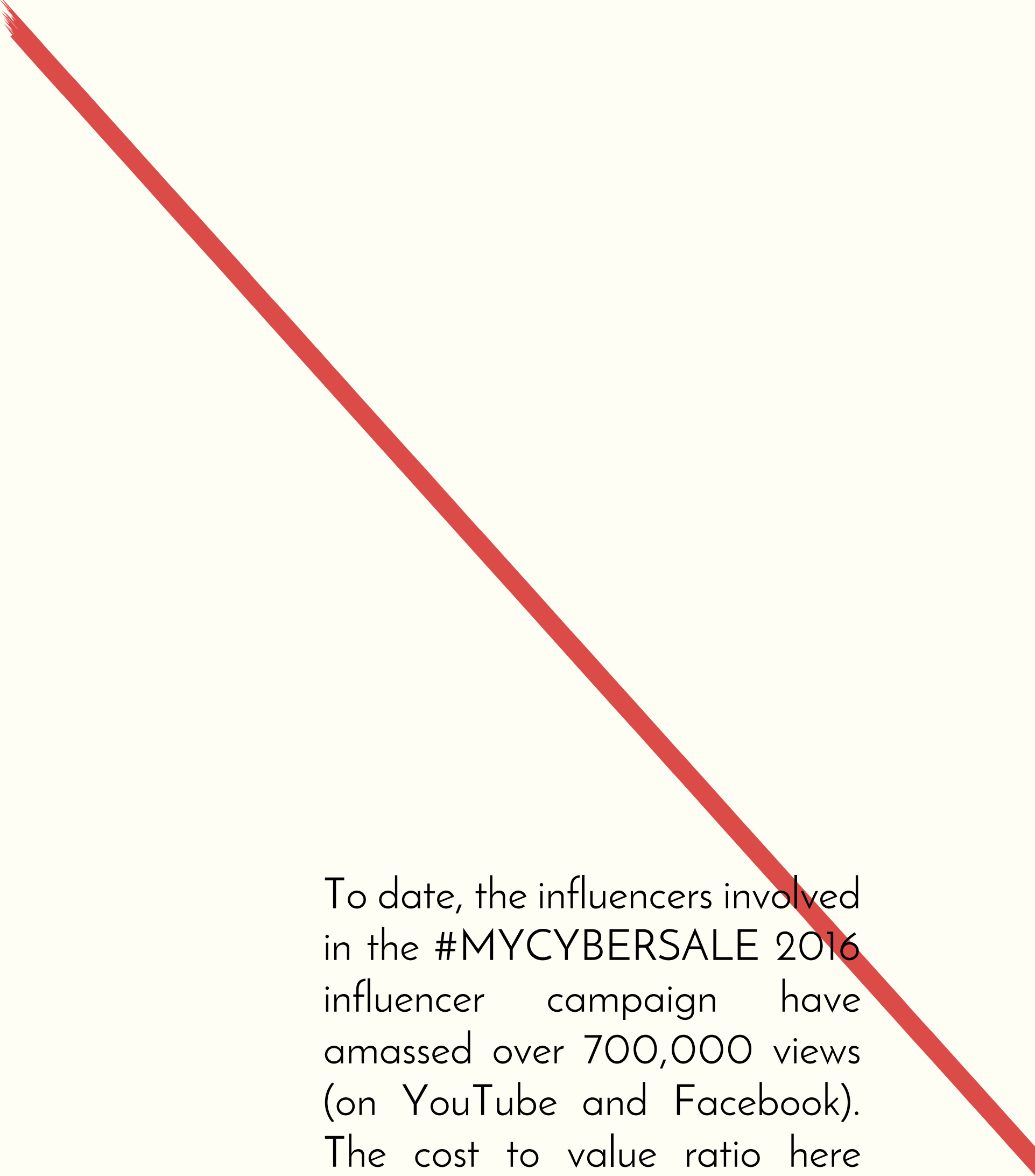
Hermo were our very first customer, and have always been a great supporter of the influencer eco-system.

In this series Hermo were willing to experiment with the standard make-up tutorial concept, with one boyfriend wearing the make-up and another bravely trying to do his influencer girlfriend's make-up. While the ideas were novel, the videos didn't have quite the desired outcomes. Still, the beauty of influencer campaigns is that you can A/B test until you strike the right note.



CHAPTER FOUR

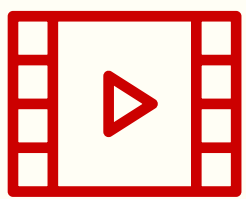
influencers: our top picks



To date, the influencers involved in the #MYCYBERSALE 2016 influencer campaign have amassed over 700,000 views (on YouTube and Facebook). The cost to value ratio here cannot be underestimated.

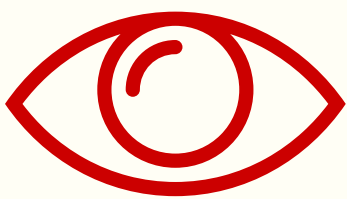
While we are proud of the efforts of all of our influencers, there were some serious standouts and their efforts provide a great lesson for anyone looking to break into the influencer ecosystem.

VIKARWORLD



Video

2



Views

70,000+



Likes

1,400+



Clicks

600+



26%

74%



Audience Age
18-24

Audience Geography



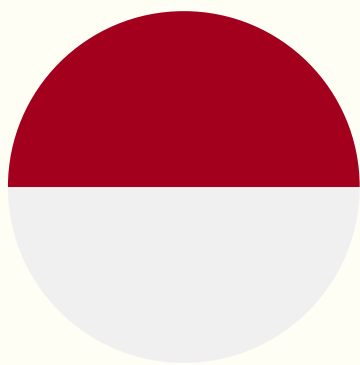
44%



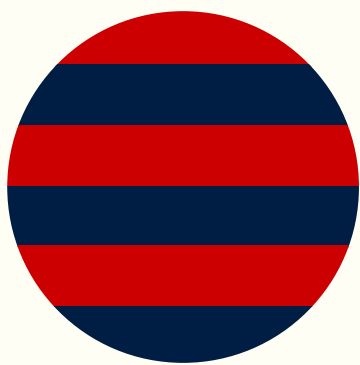
20%



11%



8%



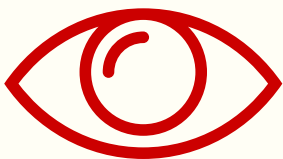
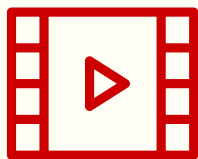
17%



Demonstrating the power of the soft sell, there is nothing evidently promotional about this “Paranormal Activity Prank” video from Vikar. But it sure got people talking, winning the award for “Most Creative YouTube Campaign.”

With 70,000+ views, this video was a sure winner for brand awareness.

TECH COMBO

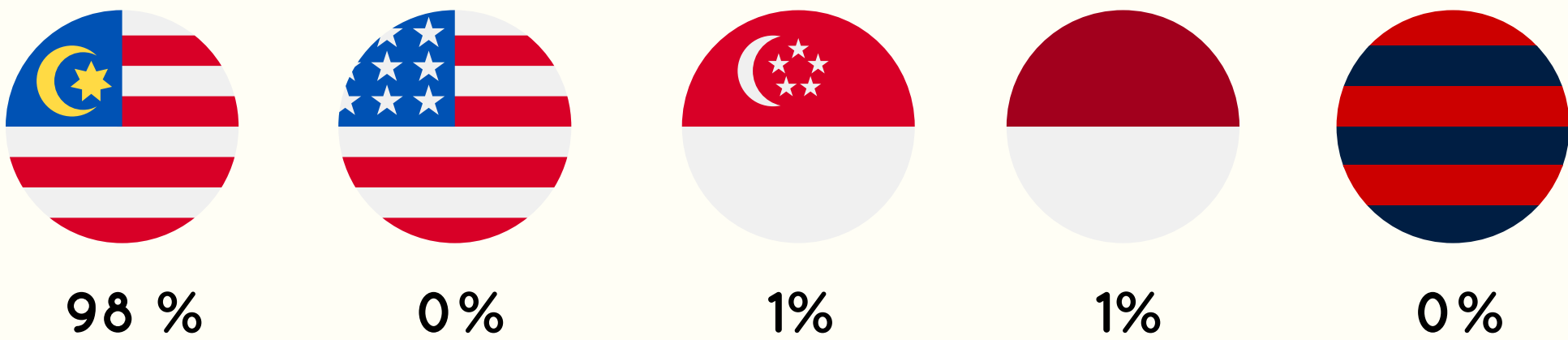


Video	Views	Likes	Clicks
2	10,000+	1,100+	1,800+



Audience Age
18-24

Audience Geography



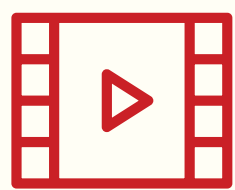
These two videos work because the influencers know what they are talking about. Seriously. And they have such great audience engagement relevant to their audience size.

The Kampung Nerd certainly lives up to his name, using old school video game graphics as his credit reel. And TekGila caught our attention with his challenge to find three games for under RM100.

With over 1,800+ clicks and 98% viewership in Malaysia, these videos were definitely good for conversions.

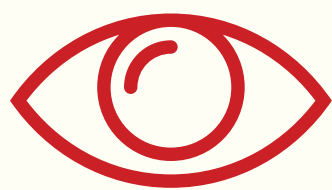


JESSICA CHAW



Video

1



Views

5,000+



Likes

90+



Clicks

200+



19%

81%



Audience Age
18-24

Audience Geography



91%



9%

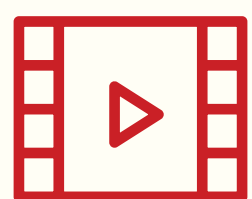


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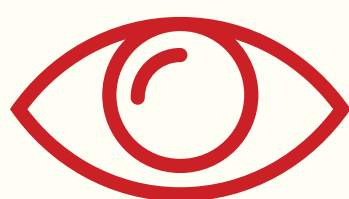
If you're not familiar with Jessica Chaw, she's an influencer who does not take herself seriously. In fact, nothing is sacred in Jessica Chaw's trademark sarcastic style, except for the Nescafe Gold Blend Barista machine that she's promoting as part of #MYCYBERSALE. This video has revealed the most unconventional side of advertising.

DIKIDI



Video

2



Views

90,000+



Likes

1,300+



Clicks

700+



75%

25%



Audience Age
18-24

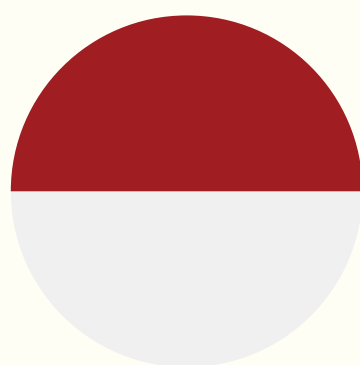
Audience Geography



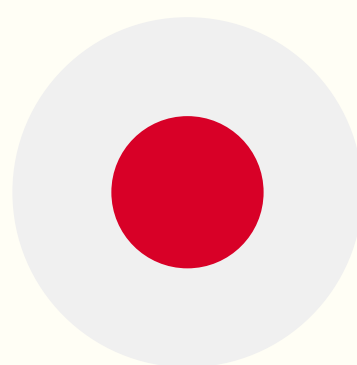
2%



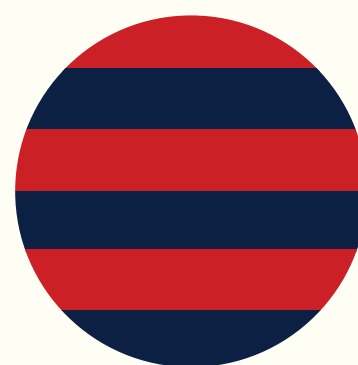
1%



97%



0%



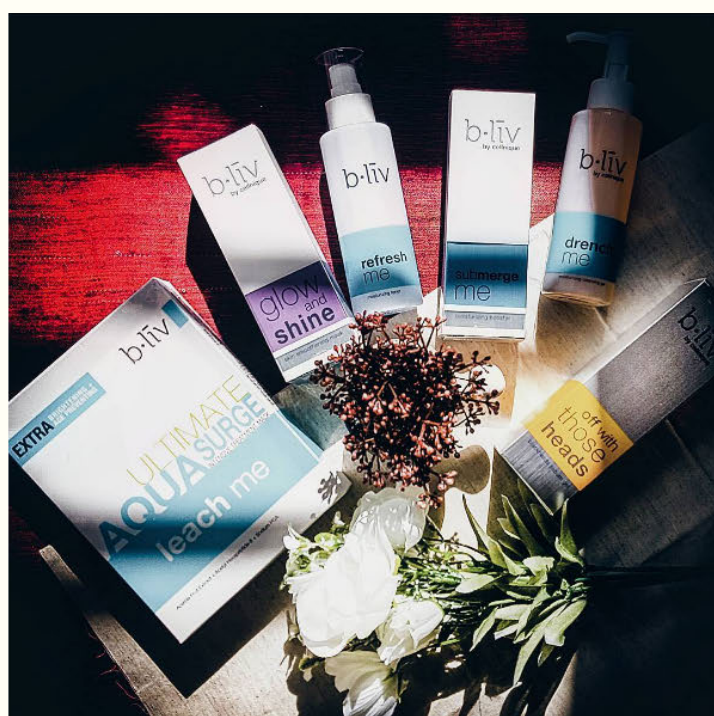
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Hailing from Indonesia, Dikidi's Zena is revered for her cute, slapstick humour. Her two challenge video and vlog have amassed a whopping 90,000 + views, which means great exposure for the brands lucky enough to work with her. These were our very first campaigns in Indonesia and our clients certainly saw significant traffic coming from Indonesia.

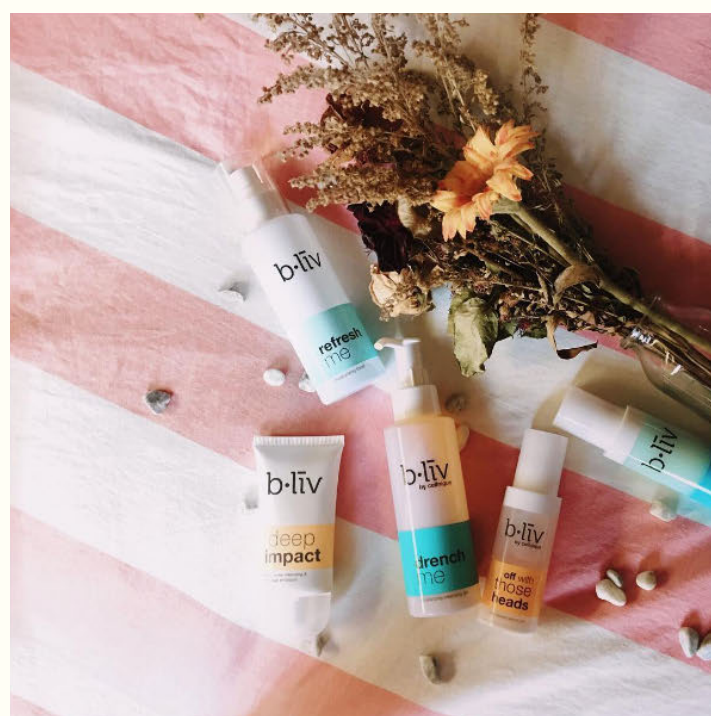


On Instagram

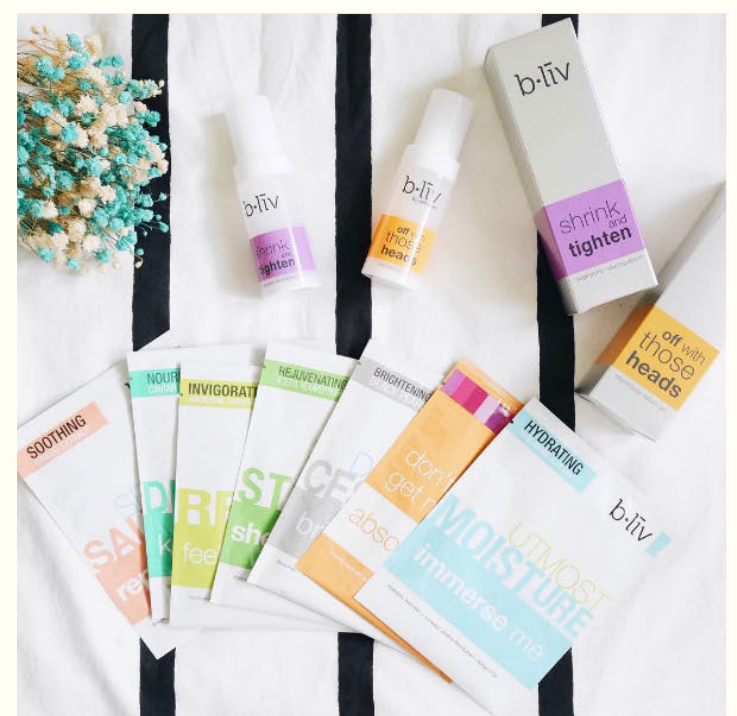
Here are some of the best performing posts on Instagram during
#MYCYBERSALE



 mayjuneshines  474 likes



 jooeeyyyy  141 likes



 weiweihor  410 likes



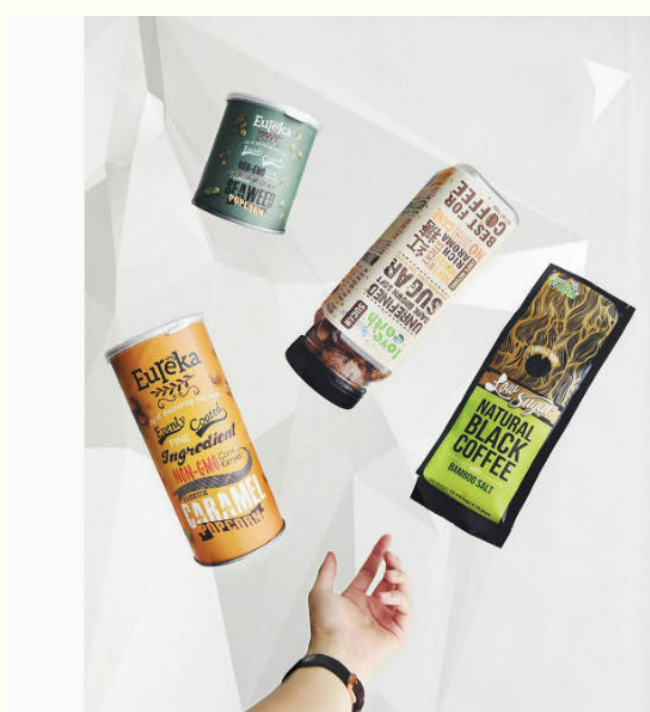
 karinahor  406 likes



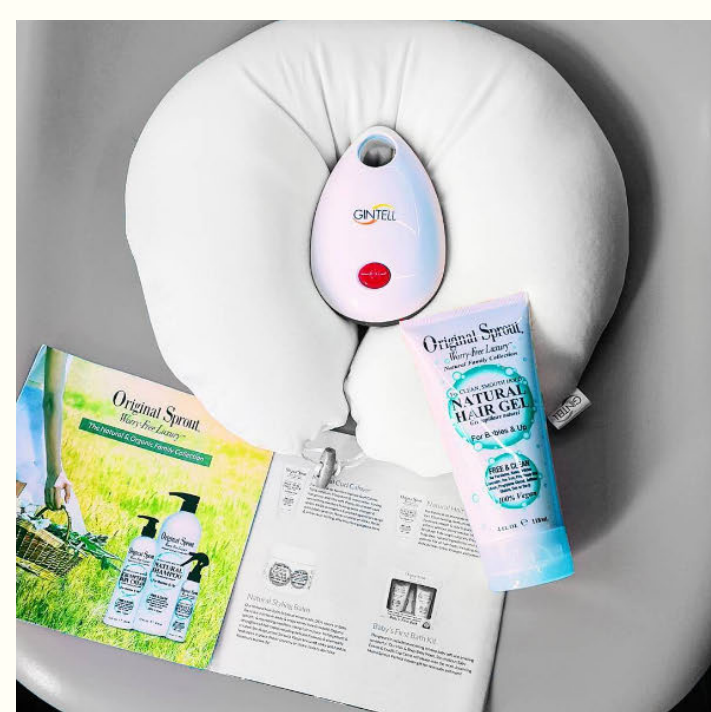
 mayjuneshines  446 likes



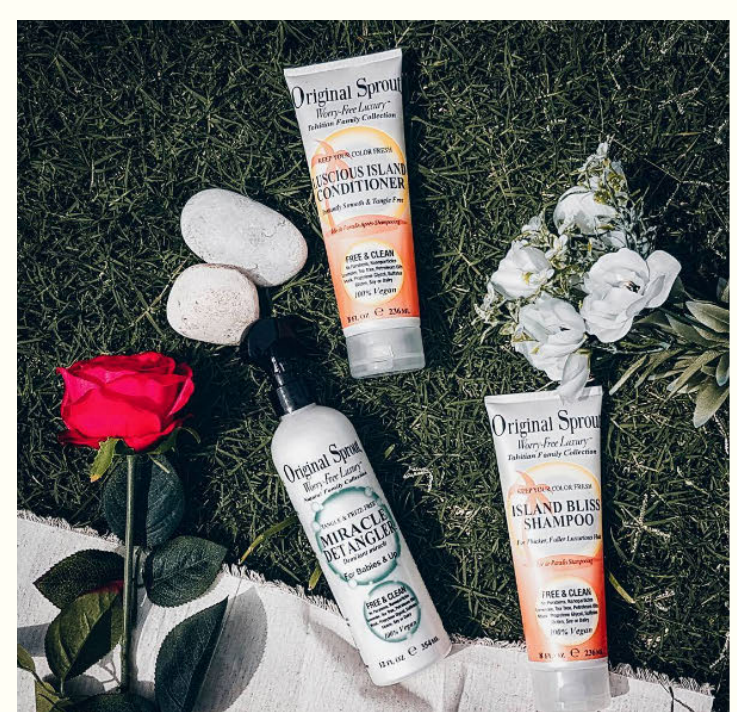
 baztan  219 likes



 tianchad Signature Fitness  143 likes



 brandonma1212 Malaysia  768 likes

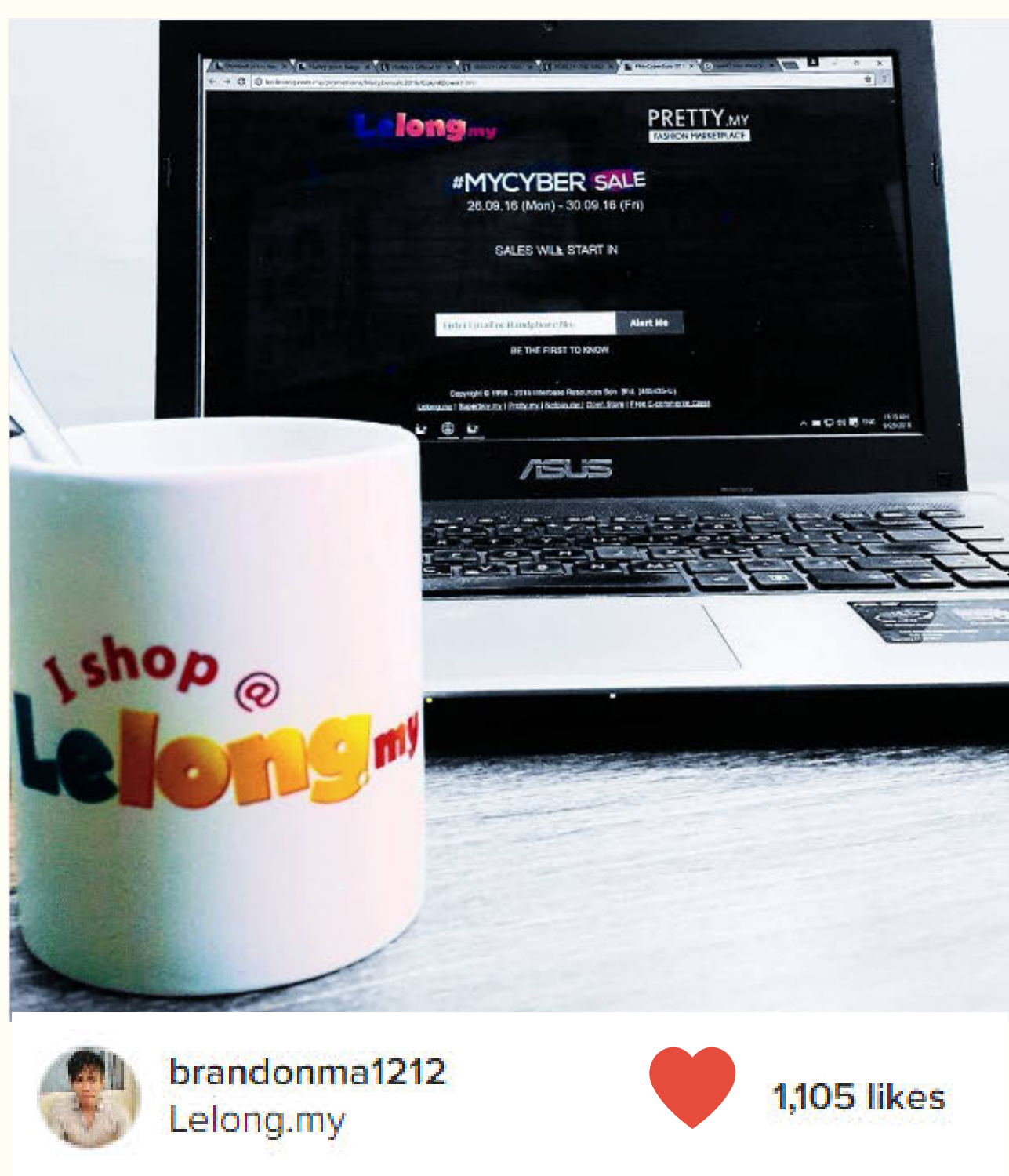


 mayjuneshines  461 likes

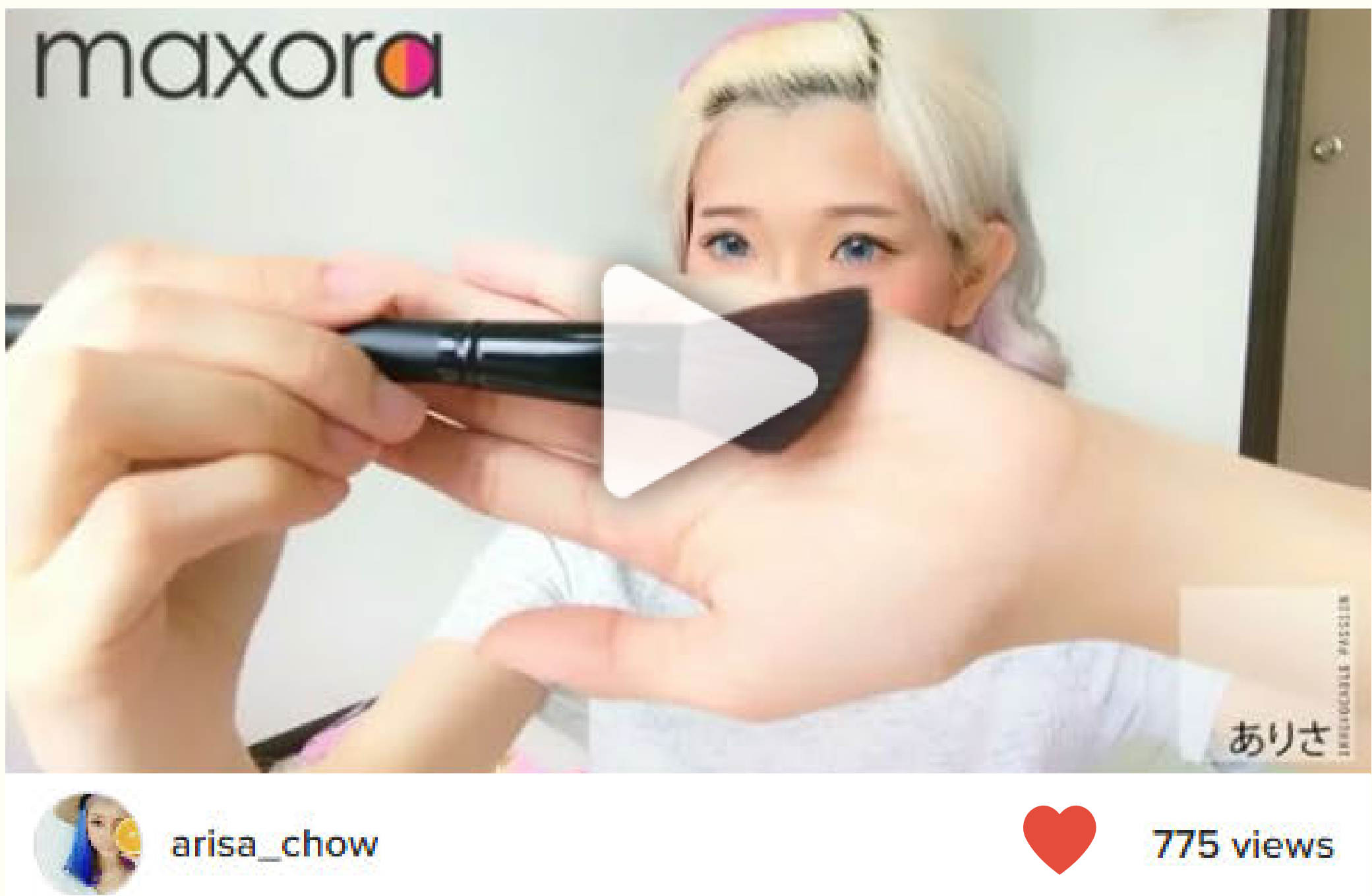
Our best performing Instafamous personalities are:



Brandon Ma with more than 1463 likes for this post for Love Earth Organic and Yubeli.my



And Brandon Ma again with more than 1105 likes for this post for Lelong.my



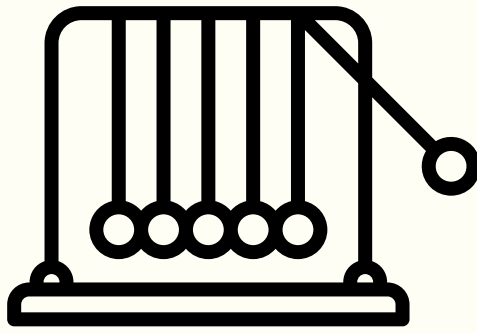
Arisa Chow with more than 775 views
for her Instavideo for Maxora

CONCLUSION

lessons learned



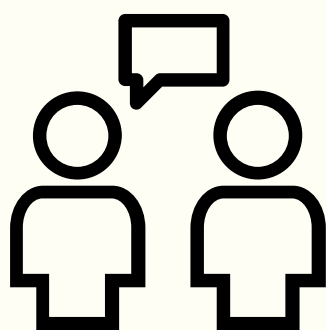
Our experience with #MYCYBERSALE 2016 was nothing short of brilliant. However, it showed us there is still a lot to learn in the influencer domain here in Asia. And, with MDEC assessing e-commerce in Malaysia as being at the [inflection point](#) (that is ready to grow, but with potential for accelerated growth), it has never been so important to get the marketing right. Over the course of the #MYCYBERSALE we made the following observations, which can help influencers and brands to pull off an even more successful sale season in 2017.



Start early

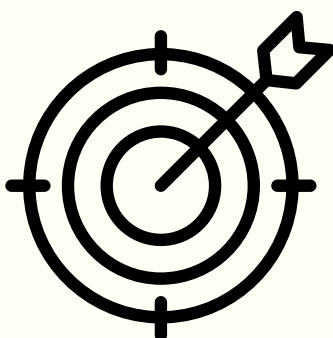
While we take the speed of technology for granted these days, videos can be relatively slow burners on the “like front”; generally they peak in likes within the first week, rather than just on the first day. The flipside of that is they also have longevity, with YouTube allowing them to be accessed today, tomorrow or even next year.

The lesson – don’t upload your video on event day. Put it up a week in advance in order to gain the momentum and shares it needs so that your brand is front and centre come sale day.



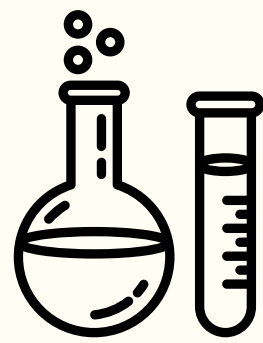
Communicate within SushiVid

Our staff have spent hours fine tuning our platform. Their chief goal, to foster the relationship between brands and influencers. Communicating through SushiVid is thus the most efficient way to do business and can avoid the confusion inherent in communicating across a multitude of channels.



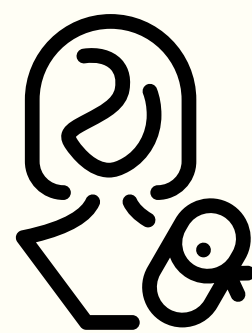
Have a clear campaign goal and vision

This goes for both brands and influencers. Know what you want and how you are going to deliver it.



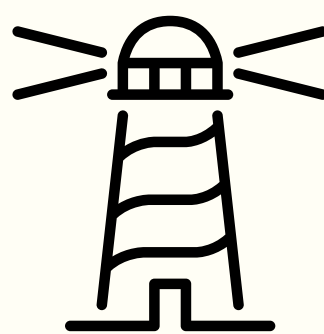
Experiment

Sure, some ideas do not work. But the beauty of the influencer medium is the ability to get innovative with campaigns. Steadily, brands are becoming more comfortable with the idea of allowing social medial influencers to take the reins and raise awareness and the results speak for themselves.



There is an influencer gap

While we always knew influencing was in its infancy in Asia, tendering for these projects revealed just how lacking we are when it comes to influencers. Indeed, the “mommy” blogger sphere is really open and ready for someone to come along and offer quality influencer campaigns to launch baby products and unbox toys.



Lack of guidelines and regulations

This is something that has caused us at SushiVid a great deal of concern. Given our success to date, we see ourselves as being in a unique position to extrapolate our data to set benchmarks and guidelines that protect brands and influencers. Watch this space!

Summary

The **#MYCYBERSALE** experience has been beneficial for brands, influencers and us here at SushiVid. We now possess a greater understanding of the state of the Asian influencer eco-system, which we will use to improve the sphere for everyone involved.

We feel privileged to have worked with the influencers and brands we did over the course of the campaign, and are of course so grateful to MDEC for the opportunity to work together.

We look forward to what 2017 brings.



Written by Beth O'Connor of Elle O'C Communications

Designed by Jazel Lynne