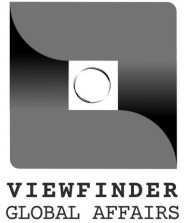


— When the Dragon Roars



Implications for Advocacy and Campaigns

Joint Roundtable with the
Malaysian Dutch Business Council

26 August 2025
Kuala Lumpur



What We Do

Campaigns

We develop and execute data-driven campaigns that run on multiple channels to achieve specific commercial or political objectives.

Managing Geopolitical Risks

We carry out assessments of geopolitical risks, and develop mitigation plans to ensure continuity and resilience.

Crisis Management

We identify and isolate the root causes of crises, navigate complex stakeholder dynamics, and implement solutions that restore stability and safeguard reputations.



Why are we here?

- **Geopolitical Tensions**
 - From the Middle East to US-China trade tensions
- **Rising Alternatives**
 - Emergence of quality products from China
- **Strategic Response**
 - Rethinking advocacy, partnerships, and resilience



— Case Study – Halal Crisis

How a Company would Typically Navigate a Halal Crisis (unfair suspension of Halal certification)

- High-level stakeholder engagement
- Narrative building
- Use of KOL/influencers to amplify messages
- C-level visits



What worked before may no longer work today!

Advocacy and Campaigns – the Typical Campaign Cycle



The Recent Boycott Movement in Malaysia

- More coordinated and sustained than past efforts, cutting across civil society, politicians, and influencers.
- Western brands hit hardest (especially F&B) some forced to close outlets.
- Impact extends beyond sales to jobs and investor sentiment.



The Playbook Breaks When New Challenges Emerge

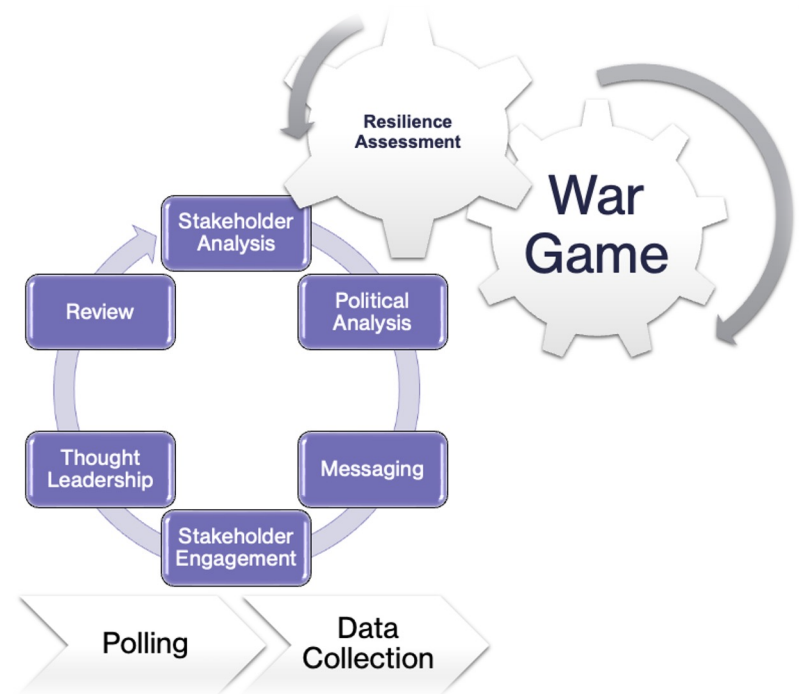


- Old maps miss new power centres
- Engagement fails with shifting loyalties to alternative products
- Western (or narrow) lens blinds political analysis
- Messaging or traditional trust building exercise sounds tone-deaf today



Campaigning in a Changing World: Adapting Old Methods to New Challenges

- Campaigns Still Crucial. Important for resilience, yet it cannot stand on its own.
- No Room for Silos – traditional “standalone” approaches fail; campaigns must connect with wider corporate functions.
- Part of a Bigger System – Advocacy and Campaigns should be seen as part of a broader machine of research, polling, strategy, and risk management.
- Old Playbooks Are Outdated – existing methods cannot keep pace with today’s geopolitical tensions, tariffs, and Middle East crises.



Aligning Advocacy and Campaigns with a Shifting Environment



- Advocacy or campaign can no longer be a standalone mission.
- Consumer sentiment (e.g., boycotts) can matter as much as government policy.
- Building trust with communities helps sustain product credibility.
- Traditional CSR is no longer enough — with cheaper alternatives emerging, advocacy must go beyond charity to create genuine local value and loyalty.

When the Dragon Roars

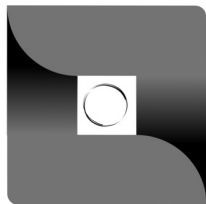
Implications for Advocacy and Campaigns

— **Thank You**

The information provided does not constitute investment advice.

For more information, please contact adib@viewfinderglobal.com

26 August 2025



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