APPIESODES IN MARKETING EXCELLENCE

The comprehensive report to 27 winning marketing case studies from The APPIES Malaysia Marketing Campaigns Festival 2024

PLUS ALL WINNERS 2016-2024

THE APPIES 2024
MALAYSIA
MARKETING CAMPAIGNS AWARDS



INTRODUCTION

About this report

The APPIES Awards 2024 Malaysia Marketing Campaigns Awards celebrated outstanding marketing campaigns across various categories, recognizing creativity, innovation, and effectiveness in advertising efforts. The APPIES Awards 2024 Malaysia Marketing Campaigns Awards celebrated outstanding marketing campaigns across various categories, recognizing creativity, innovation, and effectiveness. This report provides a first-ever detailed summary of the stories behind the campaigns.

JOURNEY TO EXCELLENCE

The APPIES is an annual event that presents a rare opportunity for creative, media, digital and marketing agencies or brands to present their best campaigns to the industry.

This is the only event where Live Presentations meet Live Judging. Similar to TED Talks, The APPIES is the chance for great presenters with outstanding work to show it off to some of the industry's most important industry leaders. This year's winners will receive Gold, Silver or Bronze trophies for 21 categories, and 6 special Best of Best categories (red trophies) that require no submissions!

There were fewer Gold given out this year, amidst a larger field of campaign submissions.

After two full days of high-powered judging by more than 20 senior marketers, over 180 stage presentations and 153 presenters, the crème de la crème rose to the top.

This year's winners clinched 8 Gold, 13 Silver and 10 Bronze. Rising Star Presenter of the Year was Ilisa Izhar Time dotCom. Trailblazing Presenters of the Year were Don Michael De Leon Leo Burnett Malaysia, Carolyn Tay from Maybank, Gigi Lee from RHB and Kalithasan Sothinathan from Atlas Vending.

Advertising Agency of The Year - Fishermen Integrated.
Media Agency of The Year - Ampersand Advisory.
Marketer of The Year - Etika.

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13 Best Marketing Case Studies 2024

14  > Gold Winners

38  > Silver Winners

71  > Bronze Winners

92  
Special Categories
> Agency of The Year
> Media Agency of The Year
> Marketer of The Year
> Rising Star Presenter of The Year
> Trailblazing Presenter of The Year

PRESIDENT'S MESSAGE

Gearing up for a decade of Marketing Excellence in Malaysia.



The APPIES, brainchild of Patrick Mowe, President of the Institute of Advertising Singapore (IAS) from 1997 - 2010, started as a regional marketing competition in 2010 and ran until 2016.

With the blessings of Ms Goh Shu Fen, President of IAS then, Malaysia took up the gauntlet of running The APPIES Malaysia from 2016 till this day.

You could say that this unique show now exists only in Malaysia.

What sets The APPIES apart from the rest is that each campaign is presented Live by the brand marketers and/or campaign creators before a panel of judges and an industry audience.

This is the only event where LIVE Presentations meet LIVE Judging.

A two-day Festival where 20-30 leading marketers gather to review more than 100 of the best marketing campaigns of the year in a Live stage performance.

It showcases all the breakthrough campaigns in Malaysia in one place and fosters an environment of sharing, learning and networking across our industry.

In fact, marketers involved in the judging process admit they learn a lot during the two day event, cheekily labelled as a 2-day MBA crash course on local marketing.

The APPIES also honours the best presenters annually; Rising Star (age 30 years and below) and Trailblazer (above 30 years). Many 'Best Presenters' over the years have gone on to lead companies, and some achieved great business successes on their own.

To celebrate our 10th year in 2025, we have decided to do this special edition to celebrate the APPIES experience in Malaysia.

In this issue, we pay tribute to the hundreds of brands, both local and international, that have been applauded for their marketing mettle over the years.

We'd also like to thank the more than 300 bold judges and amazing supporters who have been true catalysts for the success of The APPIES.

Special thanks to our APPIES Malaysia Advisors Goh Shu Fen, Mohd Adam Wee Abdullah, Santharuban T. Sundaram, May Loong and Bernard Chan (Singapore), and CEO Vishnu Devarajan.

This APPIESODES edition provides an inspiring overview of the APPIES Malaysia legacy; its background, judging criteria, categories, winners from previous years, and showcases all the 2024 winning campaigns in detail.

Enjoy, and in the true spirit of The APPIES, please share!

Respectfully,



Prof Harmandar Singh (Taylor's University 2019- 2026)
President, The APPIES Malaysia.

APPIES MALAYSIA WINNERS: 2016-2019

THE APPIES 2024 MALAYSIA MARKETING CAMPAIGNS AWARDS

2016 WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
Food & Beverage	Big Mac Dubsmash Chant Challenge	McDonald's	LEO BURNETT	GOLD
Food & Beverage	KFC Hot and Cheezy	KFC	ENSEMBLE WORLDWIDE	GOLD
Consumer Durables	Get Cheras to Cheras	IKEA	BBH SINGAPORE	GOLD
Non-food FMCG	Polis Evo	ASTRO	ASTRO	GOLD
Food & Beverage	Wonda Restarts Your Day	Wonda Coffee	DENTSU MALAYSIA	GOLD
Non-food FMCG	Safi Shayla: Show the world that there is nothing that Hijabsters cannot do	Safi Shayla	IGNITE KL	GOLD
Consumer Services	Kucing Happy – How a conventional bank made itself relevant in the age of social media	BSN Corporate	FISHERMEN INTEGRATED	GOLD
Consumer Services	Huawei Best "Wei"	Hua Wei "Mate S"	VIZEUM MEDIA SERVICES	GOLD
Probono/Government/Cultural	Rubber Boy	PETRONAS	LEO BURNETT	GOLD
Probono/Government/Cultural	#PakCik Misteri by TM	Telekom Malaysia Berhad	UNIVERSAL MCCAN	GOLD
Food & Beverage	How Wonda Owned A Day	Wonda Coffee	DENTSU MALAYSIA	SILVER
Consumer Services	Maxis Zerolution – Turning Zero Into Hero	Maxis	LEO BURNETT	SILVER
Food & Beverage	Mountain Dew Neonizes Malaysia	Mountain Dew	DENTSU MALAYSIA	SILVER
Consumer Services	Yonder Music Launch	Yonder Music	M&C SAATCHI	SILVER
Non-food FMCG	L'Oreal Raya Cantik Bergaya	L'Oreal Paris, Maybelline and Garnier	LION & LION	SILVER
Consumer Services	Easy Resolutions with Mr. Coach	OCBC Bank	MCCANN ERICKSON	SILVER

SPECIAL CATEGORY	
PRESENTERS	**AGENCY**
Josie Khng	BBH
KC Hong	BBH
Amit Sutha	ENSEMBLE WORLDWIDE
Angelina Villanueva	KFC

2017 WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
Food & Beverage	The Secret Lives of KFC Fans	KFC	Entropia Global	GOLD
Food & Beverage	Activating Biskidz with Ejen Ali	Mamee Monster Bizkidz	Media Prima	GOLD
Food & Beverage	How Milo brought the child's champion ecosystem to life	Milo	Society (under IPG Mediabrands)	GOLD
Consumer Services	The Most Talked About Plan	Celcom First Gold	M&C Saatchi	GOLD
Probono/Government/Cultural	Stop Nursery Crimes	Protect and Save the Children	Naga DDB Group	GOLD
Consumer Services	Maxis Power of One	Maxis	Leo Burnett/Arc WW	GOLD
Non-Food FMCG	Kong Dou Zhun, Wong Dou Chun	Listerine	Ensemble WW (under IPG Mediabrands)	GOLD
Probono/Government/Cultural	#YouCanDuit	MDEC	Astro Entertainment Sdn Bhd	GOLD
Food & Beverage	McChicken #3BitesChallenge	McDonald's	Leo Burnett/Arc WW	GOLD
Food & Beverage	Confirm Gila Babi	Ticklish Ribs 'Wiches	Torpedo Ideas	GOLD
Food & Beverage	Mountain Dew Thematic 2016	Mountain Dew	Dentsu LHS	SILVER
Food & Beverage	How Milo used the weather to drive a social media campaign	Milo	Society (under IPG Mediabrands)	SILVER
Consumer Services	A truly Malaysian Greeting	Malaysia Airlines Berhad	M&C Saatchi	SILVER
Consumer Services	Calpis Launch	Calpis	Dentsu LHS	SILVER
Consumer Durables	A magnificent secret revealed: AIRA Residence	AIRA Residence	Leo Burnett/Arc WW	SILVER
Food & Beverage	Wonda Kopi Tarik Reaction Campaign	Wonda Coffee	Dentsu LHS	SILVER

SPECIAL CATEGORY	
PRESENTERS	**AGENCY**
Stanley Clement	IPG Mediabrands Malaysia.

2018 WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
Consumer Services	Raya Around The World 2017	Malaysia Airlines	M&C Saatchi	GOLD
Consumer Services	Nippon Paint Child Wellness	Nippon Paint	Entropia	GOLD
Consumer Services	PruBSN Anugerah – Sentiasa Disisimu	PruBSN Anugerah	Mastermind Group & Dreamteam Studio	GOLD
Consumer Services	Grab Drivers Acquisition	Grab Malaysia	Entropia	GOLD
Consumer Services	Turn Nivea into a K-drama star!	Nivea	Astro	GOLD
Food & Beverage	Anchor Twist	Anchor Dairy	APD Group	GOLD
Food & Beverage	International Wonda Coffee Day	Wonda Coffee	Dentsu LHS	GOLD
Food & Beverage	Domino's Cheese Tarik	Dommal Food Services	MullenLowe	GOLD
Food & Beverage	Stay Strong	Wonda Coffee	Naga DDB Tribal	GOLD
Food & Beverage	Made For The Bold	KFC	Naga DDB Tribal	GOLD
Consumer Services	Celcom Lagenda 5 Sekawan Series	Celcom Axiata	M&C Saatchi	SILVER
Consumer Services	From Stickers to Consumer Stickiness: How U Mobile Launched the Unlimited HERO Postpaid P78 Plan	U Mobile	U Mobile	SILVER
Consumer Services	Boost It's Raining Angpows	Boost E-Wallet	M&C Saatchi	SILVER
Consumer Services	Proud Supporter of Dreams	Prudential Assurance Malaysia Berhad	Naga DDB Tribal	SILVER
Food & Beverage	Goodness Feeds Greatness	Fernleaf	BBDO Malaysia	SILVER
Food & Beverage	Dairy Champ "Mestilah" Launch Campaign	Dairy Champ	Entropia & Dentsu LHS	SILVER

2019 WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
Non-Food FMCG	Caring 101	TENA	BBDO Malaysia	GOLD
Food & Beverage	The Launch of McDonald's App	McDonald's	IDOTYOU	GOLD
Food & Beverage	Big Mac Tik Tok Challenge	McDonald's	Leo Burnett Kuala Lumpur	GOLD
Food & Beverage	Peace Cola	Coke	Dentsu LHS	GOLD
Consumer Services	Petron Talking Cars	PETRON	Astana International	GOLD
Consumer Services	The IPC Mood Menu App	IPC Shopping Centre	Bonsey Jaden	GOLD
Consumer Services	The #MostHappening 11.11	Malaysia Airlines Berhad	ADA Asia	GOLD
Non-Food FMCG	Makleen 9 The Softergent	Maxkleen 9	Dentsu LHS	GOLD
Consumer Services	unifi: When you are the No. 1, keeping the status quo means thinking differently	unifi	VMLY&R Malaysia & m/SIX Malaysia	GOLD
Food & Beverage	Korean Hot Chicks Sensation	Marrybrown	MullenLowe S'ng & Partners	GOLD
Food & Beverage	Taste the Passion, with the new pan pizza	Pizza Hut	TBWA Kuala Lumpur	SILVER
Non-Food FMCG	Syahirah Vitalis	Syahirah Vitalis	Dentsu LHS	SILVER
Food & Beverage	Pepsi Generation - Celebrating Every Generation	Pepsi	Noir by Entropia	SILVER
Consumer Services	The YangXi Deposit Strategy	RHB Bank Berhad	FF Wire	SILVER
Consumer Services	Petron Fuel Happy Tabletop	PETRON	Astana International	SILVER
Non-Food FMCG	Sharing the Essence of Little Joys in Life	Herbal Essence	Astro Entertainment Sdn Bhd	SILVER

SPECIAL CATEGORY	
PRESENTERS	**AGENCY**
Eugene Lee	McDonald's Malaysia

APPIES MALAYSIA WINNERS: 2020-2021

THE APPIES 2024 MALAYSIA MARKETING CAMPAIGNS AWARDS

2020 WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
Consumer & Business Services	Jangan @JelesEk. Jumpa di Toppen!	Toppen Shopping Centre	ensemble wordwide	GOLD
Festive & Entertainment	Rumah Happy AidilFitri	UEM Sunrise Berhad	Reprise Malaysia	GOLD
Food & Beverage	Wonda Brings Maximum Results With Satisfying, Zero-Sugar Coffee	Wonda	Noir by Entropia	GOLD
AdTech/MarTech	Do Good with Boost this Ramadan	Boost	ADA	GOLD
Consumer Durables	Koleksi Mistik Dengan Petron Malaysia	Petron	Astana International	GOLD
Food & Beverage	Dutch Lady Growing-up Milk 'Life Changer' Campaign 2019	Dutch Lady Growing-up Milk	Dentsu One	GOLD
Non-Food FMCG	KOTEX LIMITED EDITION BATIK	Kotex	Ogilvy	GOLD
Consumer & Business Services	PETRONAS Land of Light Bulbs	PETRONAS	ensemble wordwide	SILVER
Festive & Entertainment	Awakening the Challenger Within	RHB Bank	FCB	SILVER
Non-Food FMCG	Herbal Essences is Naturally Legit	Herbal Essences	Astro Media Solutions	SILVER
Customer Experience	Earn BIG Live BIG	BIG Loyalty	BIG Life	SILVER
Festive & Entertainment	Getaran Pertama	Axiata & Celcom	M&C Saatchi	SILVER
E-Commerce	Boost Bill Payment	Boost	ADA	SILVER
Marketing Innovation	BoBoiBoy Movie 2 Marketing	BoBoiBoy Movie 2 Marketing	Astro Shaw	SILVER
Consumer & Busines Serivices	Do Good with Boost this Ramadan	Boost	ADA	SILVER
Marketing Innovation	CIMB #DEBIT JER 2019	CIMB	Geometry Malaysia	SILVER
Digital & Social	Jangan @JelesEk. Jumpa di Toppen!	Toppen Shopping Centre	ensemble wordwide	SILVER
Consumer & Business Services	Kena Sales? Kena Sell!	Mudah.my	Isobar Malaysia	BRONZE
Consumer & Business Services	Hong Leong Bank Digital Day 2019 – Bye Bye Cash: No Cash, No Problem	Hong Leong Bank	Naga DDB Tribal	BRONZE
Food & Beverage	Pepsi Raya Sakan Bersama ERA, SINAR & SYOK	Pepsi	Astro Media Solutions	BRONZE
Food & Beverage	Strength Chair-lenge	Ensure	Dentsu	BRONZE
Food & Beverage	Huat A Delight by Pepsi	Pepsi Black	Noir by Entropia	BRONZE
Non-Food FMCG	Drypers – When It Fits, It's Amazing	Drypers	Merdeka LHS	BRONZE
Customer Experience	PETRONAS Bersama Merentas Zaman	PETRONAS	ensemble wordwide	BRONZE
Consumer Durables	Astro's Big Stage Drives Gen Zs to Perodua	Perodua Axia	Astro Media Solutions	BRONZE
E-Commerce	Do Good with Boost this Ramadan	Boost	ADA	BRONZE
E-Commerce	Boostopia	Boost	ADA	BRONZE

SPECIAL CATEGORY	
PRESENTERS	**AGENCY**
Shaun Tay	FCB Shout
Azhary Azhar	Ogilvy

THE APPIES OF THE YEAR	
Advertising Agency of The Year	Ensemble Worldwide, IPG
Media Agency of The Year	Noir by Entropia
Digital Agency of The Year	ADA Asia
Marketer of The Year	Axiata Digital Ecode

2021 WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
Consumer & Business Services	Nando's Re-Celebrate 2020	Nando's	Fishermen Integrated	GOLD
Consumer & Business Services	PRUMy Critical Care – Critical Illness Doesn't Discriminate	Prudential Malaysia	Naga DDB Tribal	GOLD
Customer Experience	F&N Organises Mass Mamak Gathering – During Lockdown.	RTD Teh Tarik	Invictus Blue Group	GOLD
Digital & Social	How our Pizza Heart won the hearts of Malaysians	Pizza Hut	Fishermen Integrated	GOLD
Digital & Social	AIA Knows When You Are Sleeping, AIA Knows When You Are Awake	AIA	Invictus Blue Group	GOLD
Digital & Social	Jobs That Matter	JobStreet	ensemble worldwide	GOLD
Digital & Social	Nando's Re-Celebrate 2020	Nando's	Fishermen Integrated	GOLD
Non-Food FMCG	Nippon Paint Gets People "Listening" to Their Walls	Nippon Paint VirusGuard	Astro Media Solutions	GOLD
Adtech/Martech	Tiger Virtual Street Food Festival	Tiger Beer	Ministry XR	SILVER
Adtech/Martech	AIA Knows When You Are Sleeping, AIA Knows When You Are Awake	AIA	Invictus Blue Group	SILVER
Consumer & Business Services	Jobs That Matter	JobStreet	ensemble worldwide	SILVER
Customer Experience	How we used toxic masculinity to save lives and RM2mil in PR value.	The Urological Cancer Trust Fund	Invictus Blue Group	SILVER
Digital & Social	#BrosInterupted: Raising (BRO) Awareness (BRO) for Men's (BRO) Health through (BRO) Self (BRO) Assessment	AIA	Invictus Blue Group	SILVER
Digital & Social	Reverse Engineering sales funnel to close RM 1.5Billion+ Property Sales	Spotlight 8	Invictus Blue Group	SILVER
Festive & Entertainment	Grab CNY 2020: HUATever You Want, Grab Got.	Grab	Fishermen Integrated	SILVER
Festive & Entertainment	Deklarasi Anak Malaysia	Tenaga Nasional Berhad	Noir by Entropia	SILVER
Marketing Innovation	F&N Organises Mass Mamak Gathering – During Lockdown.	RTD Teh Tarik	Invictus Blue Group	SILVER
Marketing Innovation	PETRONAS Primax 97 with Pro-Race Launch	PETRONAS Primax 97 with Pro-Race	PETRONAS Dagangan Berhad	SILVER
Marketing Innovation	AIA Knows When You Are Sleeping, AIA Knows When You Are Awake	AIA	Invictus Blue Group	SILVER
Consumer & Business Services	Boost ePenjana #KasiTambah	Boost	ADA Asia Malaysia	BRONZE
Customer Experience	TikTokable Mall	Ikano Centres, part of IKEA SEA	ensemble worldwide	BRONZE
Digital & Social	IPC Live Shopping Fiesta	IPC Shopping Centre	IDOTYOU	BRONZE
Festive & Entertainment	Heart Baker: Love triumphs over taboos	RHB Bank	FCB Malaysia	BRONZE
Festive & Entertainment	MeReka Merdeka by Celcom	Celcom	M&C Saatchi	BRONZE
Festive & Entertainment	#KitaDLL	Ikano Centres, part of IKEA SEA	ensemble worldwide	BRONZE
Food & Beverage	Chinese New Year has to be like THIS	Ribena	Dentsu One	BRONZE
Food & Beverage	WONDA Defines A New Class	WONDA	Dentsu Malaysia	BRONZE
Marketing Innovation	Goodday Seleb-Raya: Malaysia's First- Ever webAR 3D Celebrity Experience	Goodday	Noir by Entropia	BRONZE
Marketing Innovation	IPC Live Shopping Fiesta	IPC Shopping Centre	IDOTYOU	BRONZE
Non-Food FMCG	Resolving Millennials' Dilemma Through Bunga's Secret Garden	Herbal Essences	Astro Media Solutions	BRONZE
Consumer & Business Services	MAE-ke It ONG	MAE by Maybank2u	The Clan	MERIT
Consumer & Business Services	How our Pizza Heart won the hearts of Malaysians	Pizza Hut	Fishermen Integrated	MERIT
Consumer & Business Services	Super Seram Sale	Ikano Centres	ensemble worldwide	MERIT
Consumer & Business Services	Texas Glazed Herb & Garlic	Texas Chicken Malaysia	MullenLowe S'ng & Partners	MERIT
Digital & Social	Deklarasi Anak Malaysia	Tenaga Nasional Berhad	Noir by Entropia	MERIT
E-Commerce	Bill Payment Reactivation	Boost	ADA Asia Malaysia	MERIT
Non-Food FMCG	UnMasking Goddesses with WonderDewi	WonderDewi	Astro Media Solutions	MERIT

SPECIAL CATEGORY	
PRESENTERS	**AGENCY/CLIENT**
Trailblazing Presenter of the Year **Wong Meng Lee**	Nippon Paint
Rising Star Presenter of the Year **Chong Wei Ling**	Nando's

THE APPIES OF THE YEAR	
Advertising Agency of The Year	Invictus Blue Group
Media Agency of The Year	Astro Media Solutions
Marketer of The Year	AIA Malaysia

APPIES MALAYSIA WINNERS 2022

2022 MALAYSIAN WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
AdTech/MarTech	The Science Behind The Homebuyer Hunt	Sime Darby Property	Mindshare Group	GOLD
Consumer & Business Services	How Time's Kabel Besar Disrupted A Sea Of Sameness	TIME Internet	Fishermen Integrated	GOLD
Digital & Social	Nando's Juiciest Secret	Nando's	Fishermen Integrated	GOLD
Non-Food FMCG	Safi Shayla Supa Supa Supa	Safi	ensemble worldwide	GOLD
Digital & Social	How Time's Kabel Besar Disrupted A Sea Of Sameness	TIME Internet	Fishermen Integrated	GOLD
Digital & Social	McDonald's Entertains Malaysians With Virtual Rock Concert For McD's Rockin' BBQ Burger Launch	McDonald's Malaysia	Astro Media Solutions	GOLD
Non-Food FMCG	Gaya Raya Luar Biasa	Watsons	Leo Burnett	GOLD
E-Commerce	Gaya Raya Luar Biasa	Watsons	Leo Burnett	GOLD
Food & Beverage	San Francisco Hand Crafted Pizza	Pizza Hut	Pizza Hut Malaysia	GOLD
Food & Beverage	Bringing a Goodday out of a Gloomy Situation	Goodday Milk	Noir by Entropia	SILVER
Digital & Social	Berhari-hari Bertenaga Bersama Berocca #BeroccaBERChallenge	Berocca Malaysia	Fishermen Integrated	SILVER
Customer Experience	So Light So Tasty	Pizza Hut Malaysia	Fishermen Integrated	SILVER
Marketing Innovation	Search Hack for Sale – RM0.60! 104mil% ROI Guaranteed	AIA Malaysia	Invictus Blue	SILVER
Pro Bono / Festive / Govt / Entertainment	Gaya Raya Luar Biasa	Watsons	Leo Burnett	SILVER
Digital & Social	Aiken Prebiotic Most Wanted Moisturiser on Social Media	Aiken	ensemble worldwide	SILVER
Digital & Social	MYDIN Goes Trendin'	MYDIN	MYDIN Mohamed Holdings Berhad	SILVER
Customer Experience	Fan10stic	AIA Malaysia	AIA Bhd	BRONZE
Food & Beverage	Food Delivery Apps Got Hacked by a Burger King 'Glitch'!	Burger King	Invictus Blue	BRONZE
Pro Bono / Festive / Govt / Entertainment	GRAB CNY Huatever 2021-2022	GRAB Malaysia	Fishermen Integrated	BRONZE
Marketing Innovation	The Accelerated Success of Maya Ara	Sime Darby Property	Skribble Me Malaysia Sdn Bhd	BRONZE
Consumer & Business Services	GOLDEN WISDOM – Turning traditional culture into modern art-vertisements	RHB Bank	FCB SHOUT	BRONZE
Pro Bono / Festive / Govt / Entertainment	GRAB RAYA 2021 – Bukan Sekadar Pesanan	GRAB Malaysia	Fishermen Integrated	BRONZE
Digital & Social	Search Hack for Sale – RM0.60! 104mil% ROI Guaranteed	AIA Malaysia	Invictus Blue	BRONZE
Non-Food FMCG	Listerine Starts a Mouth Swishing New Year with #SwishHealthyDance	Listerine	ensemble worldwide	BRONZE
Consumer & Business Services	PRUCash Enrich	Prudential	Naga DDB Tribal	BRONZE
Consumer & Business Services	PROJECT OPEN – From SRF to #JOMSAPOT, RHB delivered Aid to Malaysian SMES when they needed it most.	RHB Bank	FCB SHOUT	MERIT
Customer Experience	F&N Turns A Problem Into A Nationwide Dance Party!	RTD Teh Tarik	Invictus Blue	MERIT
Customer Experience	How Goodday Milk turned frowns into smiles!	Goodday Milk	Noir by Entropia	MERIT
AdTech/MarTech	Original KFC Moments	KFC	Entropia (part of Accenture Song)	MERIT
Customer Experience	ATLAS Revolutionizes Product Sampling in Malaysia via Automation & IOT	ATLAS Vending	ATLAS Vending	MERIT
Food & Beverage	Nando's Juiciest Secret	Nando's	Fishermen Integrated	MERIT
Digital & Social	Think Tune Talk, Think Gaming	Tune Talk	Mindshare Group	MERIT

SPECIAL CATEGORY	
PRESENTERS	**AGENCY**
Rising Star Presenter of the Year **Tan Lih Wern**	Fishermen Integrated
Trailblazing Presenter of the Year **Sai Phaik Cheng**	Mindshare Group

THE APPIES OF THE YEAR	
Advertising Agency of The Year	Fishermen Integrated
Media Agency of The Year	Mindshare Group
Marketer of The Year	Watson's Personal Care Stores Sdn Bhd

APPIES MALAYSIA WINNERS 2024

2024 MALAYSIAN WINNERS

THE APPIES 2024 MALAYSIA MARKETING CAMPAIGNS AWARDS

THE APPIES MALAYSIA – GOLD WINNERS

CATEGORY	CAMPAIGN	BRAND	CLIENT	AGENCY
AdTech/MarTech	The Science Behind The Homebuyer Hunt	Sime Darby Property	Sime Darby Property	Mindshare Group
Consumer & Business Services	How Time's Kabel Besar Disrupted A Sea Of Sameness	TIME Internet	TIME DOTCOM Sdn Bhd	Fishermen Integrated
Digital & Social	Nando's Juiciest Secret	Nando's	Nando's Malaysia	Fishermen Integrated
Non-Food FMCG	Safi Shayla Supa Supa Supa	Safi	Wipro Unza (Malaysia) Sdn. Bhd.	ensemble worldwide
Digital & Social	How Time's Kabel Besar Disrupted A Sea Of Sameness	TIME Internet	TIME DOTCOM Sdn Bhd	Fishermen Integrated
Digital & Social	McDonald's Entertains Malaysians With Virtual Rock Concert For McD's Rockin' BBQ Burger Launch	McDonald's Malaysia	Gerbang Alaf Restaurants Sdn Bhd	Astro Media Solutions
Non-Food FMCG	Gaya Raya Luar Biasa	Watsons	Watson's Personal Care Stores Sdn Bhd	Leo Burnett
E-Commerce	Gaya Raya Luar Biasa	Watsons	Watson's Personal Care Stores Sdn Bhd	Leo Burnett
Food & Beverage	San Francisco Hand Crafted Pizza	Pizza Hut	Pizza Hut Malaysia	Pizza Hut Malaysia

THE APPIES MALAYSIA – SILVER WINNERS

CATEGORY	CAMPAIGN	BRAND	CLIENT	AGENCY
Food & Beverage	Bringing a Goodday out of a Gloomy Situation	Goodday Milk	Etika Beverages Sdn Bhd	Noir by Entropia
Digital & Social	Berhari-hari Bertenaga Bersama Berocca #BeroccaBERChallenge	Berocca Malaysia	Bayer (M) Sdn Bhd	Fishermen Integrated
Customer Experience	So Light So Tasty	Pizza Hut Malaysia	Pizza Hut Malaysia	Fishermen Integrated
Marketing Innovation	Search Hack for Sale – RM0.60! 104mil% ROI Guaranteed	AIA Malaysia	AIA Malaysia	Invictus Blue
Pro Bono / Festive / Govt / Entertainment	Gaya Raya Luar Biasa	Watsons	Watson's Personal Care Stores Sdn Bhd	Leo Burnett
Digital & Social	Aiken Prebiotic Most Wanted Moisturiser on Social Media	Aiken	Wipro Unza (Malaysia) Sdn. Bhd.	ensemble worldwide
Digital & Social	MYDIN Goes Trendin'	MYDIN	MYDIN Mohamed Holdings	MYDIN Mohamed Holdings Berhad

THE APPIES MALAYSIA – BRONZE WINNERS

CATEGORY	CAMPAIGN	BRAND	CLIENT	AGENCY
Customer Experience	Fan10stic	AIA Malaysia	AIA Bhd	AIA Bhd
Food & Beverage	Food Delivery Apps Got Hacked by a Burger King 'Glitch'!	Burger King	Burger King	Invictus Blue
Pro Bono / Festive / Govt / Entertainment	GRAB CNY Huatever 2021-2022	GRAB Malaysia	GRAB Malaysia	Fishermen Integrated
Marketing Innovation	The Accelerated Success of Maya Ara	Sime Darby Property	Sime Darby Property	Skribble Me Malaysia Sdn Bhd
Consumer & Business Services	GOLDEN WISDOM – Turning traditional culture into modern art-vertisements	RHB Bank	RHB Group	FCB SHOUT
Pro Bono / Festive / Govt / Entertainment	GRAB RAYA 2021 – Bukan Sekadar Pesanan	GRAB Malaysia	GRAB Malaysia	Fishermen Integrated
Digital & Social	Search Hack for Sale – RM0.60! 104mil% ROI Guaranteed	AIA Malaysia	AIA Bhd	Invictus Blue
Non-Food FMCG	Listerine Starts a Mouth Swishing New Year with #SwishHealthyDance	Listerine	Johnson & Johnson Malaysia Sdn Bhd	ensemble worldwide
Consumer & Business Services	PRUCash Enrich	Prudential	Prudential Malaysia	Naga DDB Tribal

THE APPIES MALAYSIA – MERIT WINNERS

CATEGORY	CAMPAIGN	BRAND	CLIENT	AGENCY
Consumer & Business Services	PROJECT OPEN – From SRF to #JOMSAPOT, RHB delivered Aid to Malaysian SMES when they needed it most.	RHB Bank	RHB Group	FCB SHOUT
Customer Experience	F&N Turns A Problem Into A Nationwide Dance Party!	RTD Teh Tarik	F&N Malaysia	Invictus Blue
Customer Experience	How Goodday Milk turned frowns into smiles!	Goodday Milk	Etika Beverages Sdn Bhd	Noir by Entropia
AdTech/MarTech	Original KFC Moments	KFC	QSR Stores Sdn. Bhd.	Entropia (part of Accenture Song)
Customer Experience	ATLAS Revolutionizes Product Sampling in Malaysia via Automation & IOT	ATLAS Vending	ATLAS Vending	ATLAS Vending
Food & Beverage	Nando's Juiciest Secret	Nando's	Nando's Malaysia	Fishermen Integrated
Digital & Social	Think Tune Talk, Think Gaming	Tune Talk	Tune Talk	Mindshare Group

APPIES MALAYSIA WINNERS 2024

2024 MALAYSIAN WINNERS

THE APPIES MALAYSIA – SPECIAL AWARDS				
CATEGORY	**CAMPAIGN**	**BRAND**	**CLIENT**	**AGENCY**
APPIES Malaysia 2022 Rising Star Presenter of the Year (below 30)	Tan Lih Wern	Pizza Hut Malaysia	Pizza Hut Malaysia	Fishermen Integrated
APPIES Malaysia 2022 Trailblazing Presenter of the Year (above 30)	Sai Phaik Cheng	Sime Darby Property	Sime Darby Property	Mindshare Group

CATEGORY	AGENCY/BRAND
Advertising Agency of The Year	Fishermen Integrated
Media Agency of The Year	Mindshare Group
Marketer of The Year	Watson's Personal Care Stores Sdn Bhd

APPIES APAC WINNERS 2024

2024 APAC WINNERS

THE APPIES ASIA PACIFIC – GOLD WINNERS				
CATEGORY	**CAMPAIGN**	**BRAND**	**CLIENT**	**AGENCY**
Best in Consumer & Business Services	Health Insurance for the Healthy	ManipalCigna Health Insurance	ManipalCigna Health Insurance	McCann Worldgroup India
Best in Non-Food FMCG	Resolving Millennials' Dilemma Through Bunga's Secret Garden	Herbal Essences	Procter & Gamble	Astro Media Solutions Sdn Bhd Malaysia
Best in Digital & Social	AIA Knows when you are sleeping, AIA knows when you are awake	AIA	AIA Malaysia	Invictus Blue Malaysia
Best In Marketing Innovation	Tokyo Ginza Street Lands In Malaysia: An Escapist Fantasy With 7 Levels Of Virtual Reality Becomes A Global First	Shiseido Ultimune	Shiseido Malaysia	Ampersand Advisory Malaysia
Best in E-Commerce	PROJECT OPEN – From SRF to #JOMSAPOT, RHB delivered Aid to Malaysian SMES when they needed it most.	RHB Bank	RHB Group	FCB SHOUT Malaysia
Best in Customer Experience	F&N Organises Mass Mamak Gathering – During Lockdown.	RTD Teh Tarik	F&N Beverages Marketing Sdn Bhd	Invictus Blue Malaysia
Best in Food & Beverage	Love Life, Love Food, Love to Share	Love, Afare	JUMBO GROUP OF RESTAURANTS	AD.WRIGHT COMMUNICATIONS PTE LTD Singapore
Best in Consumer & Business Services	Malaysia Pavilion "Energising Sustainability" Expo 2020 Dubai	Malaysia Pavilion at Expo 2020 Dubai	Malaysian Green Technology and Climate Change Corporation	Edelman Public Relations Worldwide Sdn. Bhd. Malaysia
Best in Digital & Social	PROJECT OPEN – From SRF to #JOMSAPOT, RHB delivered Aid to Malaysian SMES when they needed it most.	RHB Bank	RHB Group	FCB SHOUT Malaysia
Best in Consumer & Business Services	Rebrand	Telkomsel	Telkomsel	VCCP Singapore
Best in Customer Experience	ALLY AGAINST ADVERSITY – Shining the spotlight on Malaysian resilience with the power of storytelling	RHB Bank	RHB Group	FCB SHOUT Malaysia

APPIES APAC WINNERS 2024

THE APPIES 2024 MALAYSIA MARKETING CAMPAIGNS AWARDS

THE APPIES ASIA PACIFIC – SILVER WINNERS				
CATEGORY	**CAMPAIGN**	**BRAND**	**CLIENT**	**AGENCY**
Best in Food & Beverage	GrabAds X McDonald's Indonesia Mini Cuts Spicy Chicken	McDonald's	McDonald's	GrabAds Singapore
Best In Customer Experience	Tokyo Ginza Street Lands In Malaysia: An Escapist Fantasy With 7 Levels Of Virtual Reality Becomes A Global First	Shiseido Ultimune	Shiseido Malaysia	Ampersand Advisory Malaysia
Best in Marketing Innovation	Education Marketing During a Pandemic	Melbourne Polytechnic	Melbourne Polytechnic	Momentro Malaysia
Best in Non-Food FMCG	Safe Space : Listen To Your Walls	Nippon Paint Malaysia	Nippon Paint Malaysia Sdn Bhd	Astro Media Solutions Sdn Bhd Malaysia
THE APPIES ASIA PACIFIC – BRONZE WINNERS				
CATEGORY	**CAMPAIGN**	**BRAND**	**CLIENT**	**AGENCY**
Best in Pro Bono / Festive / Govt / Entertainment	The Confidant – Depression doesn't discriminate	Lokmat	Lokmat Media Pvt. Ltd.	Curry Nation Brand Conversations Pvt. Ltd. India
Best in Marketing Innovation	OCEAN HARMONY – Bringing life back to the oceans, one card at a time.	RHB Bank	RHB Group	FCB SHOUT Malaysia
Best in Digital & Social	PETRONAS Converts Brand Platforms to Social Media Frontliners!	PETRONAS	PETRONAS	Invictus Blue Malaysia
Best In Adtech/Martech	Tokyo Ginza Street Lands In Malaysia: An Escapist Fantasy With 7 Levels Of Vr Becomes A Global First	Shiseido Ultimune	Shiseido Malaysia	Ampersand Advisory Malaysia
Best in Pro Bono / Festive / Govt / Entertainment	ALLY AGAINST ADVERSITY – Shining the spotlight on Malaysian resilience with the power of storytelling	RHB Bank	RHB Group	FCB SHOUT Malaysia
Best in Pro Bono / Festive / Govt / Entertainment	MeReka Merdeka by Celcom	Celcom	Celcom Axiata	M&C Saatchi (M) Sdn Bhd Malaysia
Best in Marketing Innovation	"Anti-Virus Mobility" by Panasonic, HAKUHODO, Grab	nanoe X	Panasonic	Hakuhodo Singapore
Best in Pro Bono / Festive / Govt / Entertainment	Digi Kaamatan 2021 – Tiga Kali Satu Hari	Digi	Digi	OOGA X Sdn Bhd Malaysia
Best in Consumer & Business Services	OCEAN HARMONY – Bringing life back to the oceans, one card at a time.	RHB Bank	RHB Group	FCB SHOUT Malaysia
THE APPIES ASIA PACIFIC – SPECIAL AWARDS				
CATEGORY	**CAMPAIGN**	**BRAND**	**CLIENT**	**AGENCY**
APPIES Asia Pacific 2020-2022 Rising Star Presenter of the Year (below 30)	Jessica Biscocho	Herbal Essences	Procter & Gamble	Astro Media Solutions Sdn Bhd Malaysia
APPIES Asia Pacific 2020-2022 Trailblazing Presenter of the Year (above 30)	Rajesh Sharma	ManipalCigna Health Insurance	ManipalCigna Health Insurance	McCann Worldgroup India
APPIES Asia Pacific 2020-2022 Trailblazing Presenter of the Year (above 30)	Gigi Lee	RHB Bank	RHB Group	FCB SHOUT Malaysia

CATEGORY	AGENCY/BRAND
Advertising Agency of The Year	FCB SHOUT Malaysia
Media Agency of The Year	Ampersand Advisory Malaysia
Marketer of The Year	RHB Group

APPIES MALAYSIA WINNERS 2023

2023 MALAYSIAN WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
Digital & Social	KJ Jadi DJ	Hot FM	Media Prima Audio	GOLD
Customer Experience	A Cash Can't Buy Experience	DuitNow	Mindshare Group	GOLD
Consumer & Business Services	All New Raya With Mr. DIY	MR. DIY	FCB SHOUT	GOLD
Non-Food FMCG	POCKETS OF BIG GROWTH	Dashing & Enchanteur Chic	Mutiara Harrison (part of McCann Worldgroup)	GOLD
Food & Beverage	Save The Drama With Pepsi	Pepsi	FCB SHOUT	GOLD
AdTech/MarTech	CNY 2023: From Point of Interest to Point of Sales	Sime Darby Property	Mindshare Group	GOLD
Marketing Innovation	Malaysia's First NFT Vending Machine	Atlas Vending	Ampersand Advisory	GOLD
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Save The Drama With Pepsi	Pepsi	FCB SHOUT	GOLD
Customer Experience	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song	GOLD
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Aiken Prebiotic CNY 水润润	Aiken Prebiotic	MediaBrands Content Studio	GOLD
AdTech/MarTech	Serasi: Gone in 60minutes	Sime Darby Property	Mindshare Group Malaysia	GOLD
Digital & Social	ROMANO – Premium for the Masses	Romano	Mutiara Harrison (part of McCann Worldgroup)	GOLD
Customer Experience	Wonda At Every Corner – #WondaBolaCorner	Wonda	Fishermen Integrated	GOLD
Customer Experience	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song	SILVER
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Aiken Prebiotic CNY 水润润	Aiken Prebiotic	MediaBrands Content Studio	SILVER
AdTech/MarTech	Serasi: Gone in 60minutes	Sime Darby Property	Mindshare Group Malaysia	SILVER
Digital & Social	ROMANO – Premium for the Masses	Romano	Mutiara Harrison (part of McCann Worldgroup)	SILVER
Customer Experience	Wonda At Every Corner – #WondaBolaCorner	Wonda	Fishermen Integrated	SILVER
Consumer & Business Services	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song	SILVER
Digital & Social	Bank Your Way. Ride Your Style.	RHB Bank	FCB SHOUT	SILVER
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	People, Purpose and Progress	RHB Bank	FCB SHOUT	SILVER
Digital & Social	Time Kabel Besar Disrupts A Sea of Sameness	Time Internet	Fishermen Integrated	SILVER
Non-Food FMCG	Lifebuoy: Turning Hygiene Education into an Inclusive Social Movement	LIFEBUOY	MINDSHARE GROUP	SILVER
Customer Experience	Goodday KidSTART: Malaysia's Biggest Kidpreneur Challenge	Goodday Milk	Ampersand Advisory	SILVER
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	Ampersand Advisory	BRONZE
E-Commerce	Hilang – Ada Apa Dengan Kg Seri Daik	Viu	Fishermen Integrated	BRONZE
Food & Beverage	It Doesn't Get Cheesier Than Mega Cheese	Domino's	FCB SHOUT	BRONZE
Consumer & Business Services	Nando's – Decemberfest	Nando's	Fishermen Integrated	BRONZE
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Watsons Happy Beautiful Year!	Watsons Malaysia	Leo Burnett	BRONZE
Consumer & Business Services	PRUMy Child Plus	Prudential	Naga DDB Tribal	BRONZE
Food & Beverage	Sunquick FoodPanda Mixologists – Peeling Abang Food Pandas' hidden talent	Sunquick	Mindshare Group	BRONZE
Non-Food FMCG	Small but Powerful	Breeze	Unilever Malaysia	BRONZE
Food & Beverage	PediaSure Grow to Great	PediaSure	Media Prima Omnia Sdn Bhd	BRONZE
Consumer & Business Services	PRUFirst	Prudential	NAGA DDB SDN BHD	BRONZE
Consumer & Business Services	Watsons Happy Beautiful Year!	Watsons Malaysia	Leo Burnett	BRONZE
Consumer & Business Services	When KFC hijacked the biggest sporting event in 2022	KFC	Universal McCann	BRONZE

SPECIAL CATEGORY	
PRESENTERS	**AGENCY**
Rising Star Presenter of the Year **Michelle Ng**	Etika
Trailblazing Presenter of the Year **Sai Phaik Cheng**	Mindshare Group

THE APPIES OF THE YEAR	
Advertising Agency of The Year	FCB SHOUT
Media Agency of The Year	Mindshare Group
Marketer of The Year	Etika

APPIES APAC WINNERS 2023

2023 ASIA PACIFIC WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY	AWARD
Marketing Innovation	Cadbury Celebrations #ShopsForShopless	Cadbury Celebrations	Ogilvy India	GOLD
AdTech/MarTech	Serasi: Gone in 60minutes	Serasi	Mindshare Group Malaysia	GOLD
Food & Beverage	Wonda At Every Corner – #WondaBolaCorner	Wonda	Fishermen Integrated	GOLD
Food & Beverage	Save The Drama With Pepsi	Pepsi	FCB SHOUT	GOLD
AdTech/MarTech	Cadbury Celebrations #ShopsForShopless	Cadbury Celebrations	Ogilvy India	SILVER
Food & Beverage	New Look. New Purpose.	Spritzer	FCB SHOUT	SILVER
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	#ProudSponsorsOfTheGroundStaff	Cadbury Dairy Milk	Ogilvy India	SILVER
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Wonda At Every Corner – #WondaBolaCorner	Wonda	Fishermen Integrated	SILVER
Non-Food FMCG	Lifebuoy: Turning Hygiene Education into an Inclusive Social Movement	LIFEBUOY	Mindshare Group Malaysia	SILVER
Food & Beverage	First Spring	Hoegaarden	McCann Worldgroup China	SILVER
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Build Real Connections With Pepsi	Pepsi	FCB SHOUT	BRONZE
Non-Food FMCG	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	Ampersand Advisory	BRONZE
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	Ampersand Advisory	BRONZE
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Watson's Rahsia Gaya Raya	Watsons Malaysia	Leo Burnett	BRONZE
Food & Beverage	#ProudSponsorsOfTheGroundStaff	Cadbury Dairy Milk	Ogilvy India	BRONZE

SPECIAL CATEGORY APPIES ASIA PACIFIC 2023	
PRESENTERS	**AGENCY/CLIENT**
Rising Star Presenter of the Year **Bellace Lim**	Etika
Rising Star Presenter of the Year **Nadine Hor**	Ampersand Advisory
Trailblazing Presenter of the Year **Sherene Tan**	Grab

APPIES MALAYSIA WINNERS 2024

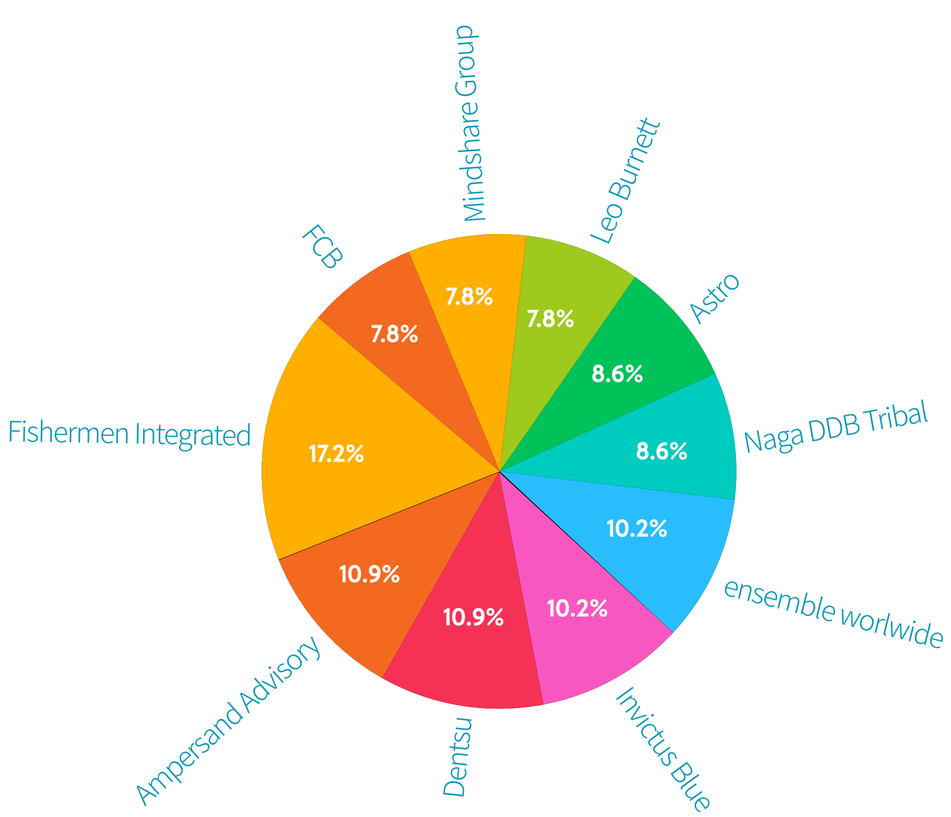
2024 WINNERS

CATEGORY	CAMPAIGN	BRAND	ADVERTISER/BRAND	AGENCY / COMPANY	AWARD
Best in Customer Experience	World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records	Mountain Dew	Etika Sdn Bhd	Ampersand Advisory	GOLD
Best in Non-Food FMCG	Durex Academy	Durex Malaysia	Reckitt Benckiser	Fishermen Integrated	GOLD
Best in Innovation	Vibe Kopi Susu	McDonald's Malaysia	Gerbang Alaf Restaurants Sdn Bhd	Leo Burnett Malaysia	GOLD
Best in Govt/NGO	#JANGANKENASCAM	ABM	Association of Banks Malaysia	M&C SAATCHI	GOLD
Best in AI	Malaysia's First A.I Radio DJ	Fly FM	Media Prima Audio	Media Prima Audio	GOLD
Best in Festive	Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration	Aiken	Wipro Unza (Malaysia) Sdn. Bhd.	Mediabrands Content Studio & PHD Media Malaysia	GOLD
Best in Social	Resorts World Genting: A Destination Verified By Kids, For Kids	Resorts World Genting	Resorts World Genting	Naga DDB Tribal	GOLD
Best in B2B	CelcomDigi MY5G Series	CelcomDigi Business	CelcomDigi	Naga DDB Tribal & M&C Saatchi	GOLD
Best in Govt/NGO	A Winning Blend: Wonda Coffee x FAM Fuels Football Fans And Harimau Malaya	Wonda Coffee	Etika Sdn Bhd	Ampersand Advisory	SILVER
Best in B2B	Mirinda x The Experts	Mirinda	Etika Sdn Bhd	Ampersand Advisory	SILVER
Best in Admail Impact	Wonda Kopi Tarik - The World's Longest Magazine Gets A Guinness World Record!	Wonda Coffee	Etika Sdn Bhd	Ampersand Advisory	SILVER
Best in Innovation	Wonda Kopi Tarik - The World's Longest Magazine Gets A Guinness World Record!	Wonda Coffee	Etika Sdn Bhd	Ampersand Advisory	SILVER
Best in Customer Experience	Time Tarik Kabel Besar	Time	Time dotCom Bhd	Fishermen Integrated	SILVER
Best in Social	Time X Creators	Time	Time dotCom Bhd	Fishermen Integrated	SILVER
Best in Non-Food FMCG	Applecrumby x AJL: Anugerah Juara Lampin	Applecrumby	Duchess Merchantiles	Invictus Blue	SILVER
Best in Financial Services	Kisah Terror	Allianz Malaysia	Allianz Malaysia	MediaCliQ	SILVER
Best in Healthcare	#MovemberGoals: Tackling Men's Health and Winning	Pantai Hospitals, Gleneagles Hospitals, Prince Court Medical Centre	IHH Healthcare	Naga DDB Tribal	SILVER
Best in Festive	Enchanteur Luxe Violette Celebrates Sales Uplift with Iman Troye's Raya Content	Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	PHD Media Malaysia	SILVER
Best in B2B	#JomSapot BeliLokal	RHB Bank	RHB Banking Group	THE SHOUT GROUP	SILVER
Best in Innovation	#JomSapot BeliLokal	RHB Bank	RHB Banking Group	THE SHOUT GROUP	SILVER
Best in Customer Experience	Ready-Set-Go-Move: The largest Watsons Get Active Carnival	Watsons	Watsons Malaysia	Watsons Malaysia	SILVER
Best in Govt/NGO	ATLAS Vending Supports Ministry Of Economy Through RM1 Thirst Quenchers Campaign	Atlas Vending	Etika Sdn Bhd	Ampersand Advisory	BRONZE
Best in FMCG - F&B	Calpis Chewy Grape x DJ AINA: AI brand ambassador drives AIMAZING Results for new flavour launch!	Calpis	Etika Sdn Bhd	Ampersand Advisory	BRONZE
Best in Innovation	Calpis Chewy Grape x DJ AINA: AI brand ambassador drives AIMAZING Results for new flavour launch!	Calpis	Etika Sdn Bhd	Ampersand Advisory	BRONZE
Best in FMCG - F&B	The Original Taste of Malaysia rolls out a Wonda-ful campaign of big scale initiatives	Wonda Coffee	Etika Sdn Bhd	Ampersand Advisory	BRONZE
Best in Customer Experience	Wonda 10 Anniversary (Train)	Wonda Coffee	Etika Sdn Bhd	Ampersand Advisory	BRONZE
Best in Social	Any Excuse Will Do: Nando's Brings Malaysians Together For A Year-End Meal	Nando's Malaysia	Nando's Malaysia	Ampersand Advisory	BRONZE
Best in Festive	Like It's Your Father's Company	Time	Time dotCom Bhd	Fishermen Integrated	BRONZE
Best in E-Commerce	Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration	Aiken	Wipro Unza (Malaysia) Sdn. Bhd.	Mediabrands Content Studio & PHD Media Malaysia	BRONZE
Best in Financial Services	Sekinchan Go Cashless with HLB BizBuddy!	Hong Leong Bank	Hong Leong Bank	Mindshare Group Malaysia	BRONZE
Best in B2B	Sekinchan-ese, Cannot Lose Face!	Hong Leong Bank	Hong Leong Bank	Mindshare Group Malaysia	BRONZE

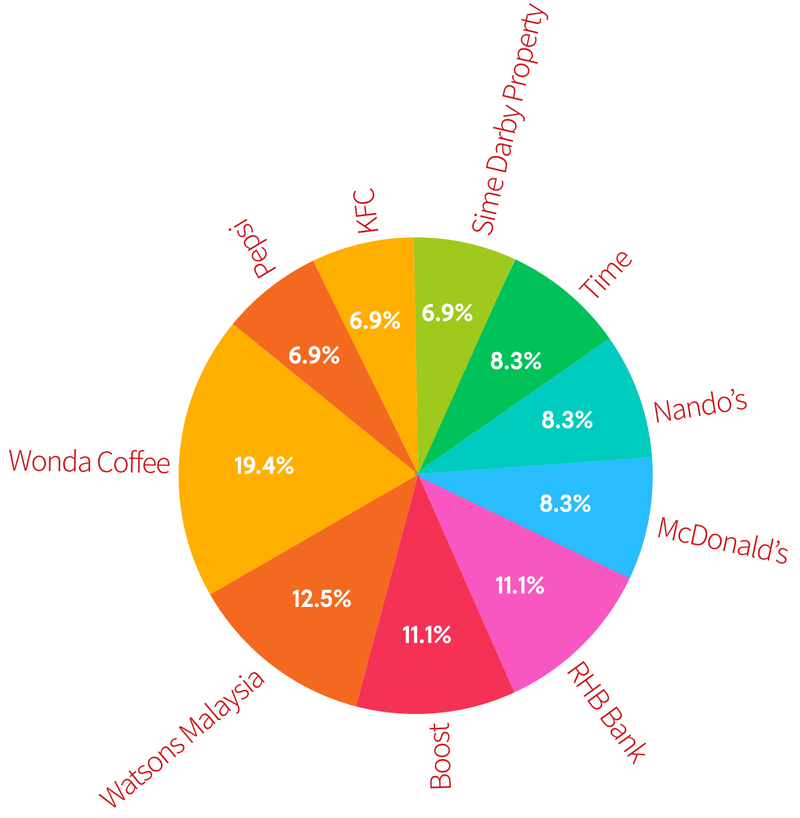
SPECIAL CATEGORY	
PRESENTERS	**AGENCY**
Rising Star Presenter of the Year **Ilisa Izhar**	Time dotCom
Trailblazing Presenter of the Year **Don Michael De Leon**	Leo Burnett Malaysia
Trailblazing Presenter of the Year **Carolyn Tay**	Maybank
Trailblazing Presenter of the Year **Kalithasan Sothinathan**	Atlas Vending
Trailblazing Presenter of the Year **GiGi Lee**	RHB Bank

THE APPIES OF THE YEAR	
Advertising Agency of The Year	Fishermen Integrated
Media Agency of The Year	Ampersand Advisory
Marketer of The Year	Etika

Top 10 Agencies
(2016-2024)



Top 10 Brands
(2016-2024)



Judging Criteria

1

Challenge (10%)

- Business Objective of the Campaign
- Clear marketing goals defined in context of business challenge
- Difficulty of task in context of market challenges

(Consider: competition / product / price/ market size)

2

Thinking (30%)

- What Is The Big Idea or The Campaign Concept?
- Sharp distillation of insights
- Core idea is relevant and distinctive

3

Execution (30%)

- How is it effectively carried out?
- Synergistic implementation of idea across relevant touch points

4

Results (30%)

- Results shared can be attributed to the marketing tactics deployed
- Results in reference to market (e.g. size, market category, market share)
- What is the return on investment? Directly impact on sales, market share or conversions? (or do they reflect media activity?)
- Consider the results metrics.

All campaigns are judged on the same criteria and not by category.
All scores are tallied onto a Master Score Sheet from which thresholds for Gold, Silver and Bronze are defined and awarded accordingly.

How to Enter

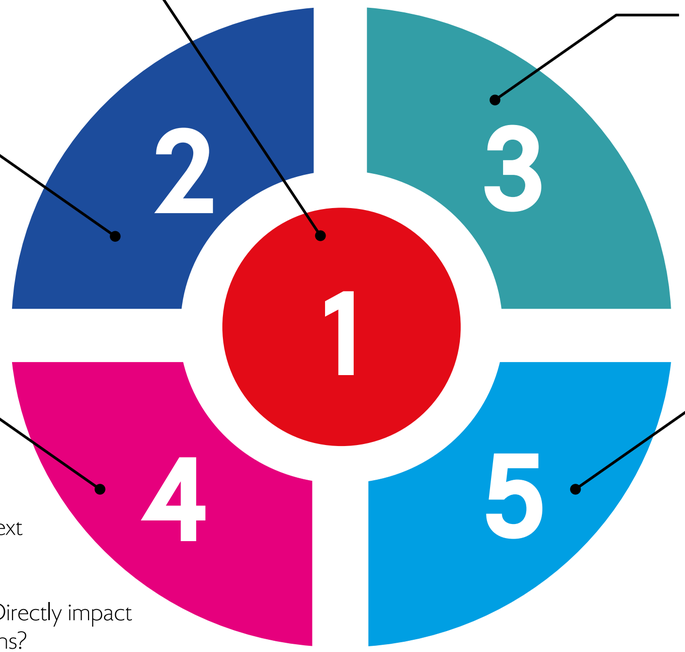
Define Brands & Business and Platforms and Purposes

BUSINESS CHALLENGE
(250 words max)

- Business Objective of the Campaign
- Clear marketing goals defined in context of business challenge
- Difficulty of task in context of market challenges (Consider: relevant regulatory, competition / product / price/ market size)

THE BIG IDEA
(250 words max)

- What Is The Big Idea or The Campaign Concept?
- Sharp distillation of insights
- Core idea is relevant and distinctive



EXECUTIONS
(250 words max)

- How is it effectively carried out?
- Synergistic implementation of idea across relevant touch points

THE RESULTS
(250 words max)

- Results shared can be attributed to the marketing tactics deployed
- Results in reference to market context (e.g. market size, market category, market share)
- What is the return on investment? Directly impact on sales, market share or conversions? (or do they reflect media activity?)
- Consider the results metrics. Are they:
- Direct sales/market share impact?
- Survey metrics of purchase preference?
- Media and frequency metrics?
- Activity metrics (social media likes, comments, engagement)?

SYNOPSIS
(150 words max)

C A T E G O R I E S

BRANDS & BUSINESS

Best in FMCG - F&B
Campaigns about beverages, ie. beers, wines, soft drinks, water, packaged foods, confectionery, snacks and others, etc.

Best in Fast Dining
Campaigns about fast-food brands, casual dining, quick service restaurants, etc.

Best in Non-Food FMCG
Campaigns about telco products, apps, electronics, homecare, paints, toiletries, beauty, personal care, etc.

Best in Festive
Campaigns about religious/cultural festivals and landmark events like Merdeka/National Day, Valentine's, etc.

Best in B2B
Campaigns about B2B brands that advertise products and services from one business or organization to another, across any media.

Best in Financial Services
Campaigns about Financial Services brands, includes businesses like banks, insurance, E-Wallet, crypto, etc.

Best in Travel & Hospitality
Campaigns about travel, airlines, hotels, tourism, retail, fairs, events, etc.

Best in Education & Training
Campaigns about educational institutions, training providers and online courses.

Best in Automotive & Transport
Campaigns about motoring brands, includes transport brands like courier, shipping, cargo, rail, etc.

Best in Healthcare
Campaigns about hospitals, medical tourism, healthcare, dental care, OTC medicine, pharmaceuticals, wellness, etc.

PLATFORMS & PURPOSE

Best in Govt/NGO
Campaigns about the government's nation building initiatives - health, road safety, anti-drug, etc., and organisations that do social good to uplift society and humanity, etc.

Best in Sustainability
Campaigns that promote DEI, ESG, Sustainability, CSR, etc., to ensure the planet's well being.

Best in Digital
Campaigns that deploy, social, search, contextual, native, web, email, podcasts, EDMs, gaming, e-sports, mobile, etc., to build their brand.

Best in Social
Campaigns that deploy social sharing platforms like FB, LinkedIn, IG, WhatsApp, Pinterest, etc.

Best in Tech
Campaigns that deploy Advertising/Marketing/Media/Consumer technology and market analytics for brand performance. Includes programmatic, data, apps, cloud systems, IoT, AI, VR, AR, DOOH, etc.

Best in Customer Experience
Campaigns that deploy CX/UX, Activation, CRM, loyalty programmes, influencer marketing, retail innovations, experiential marketing and design, and customer engagement to deliver the best consumer experience.

Best in E-Commerce
Campaigns by online retailers that sell products and services for B2B, B2C, O2O, etc. Includes related products like e-hailing, e-deliveries, e-wallets, e-travel, promotions, co-branding and partnerships, etc.

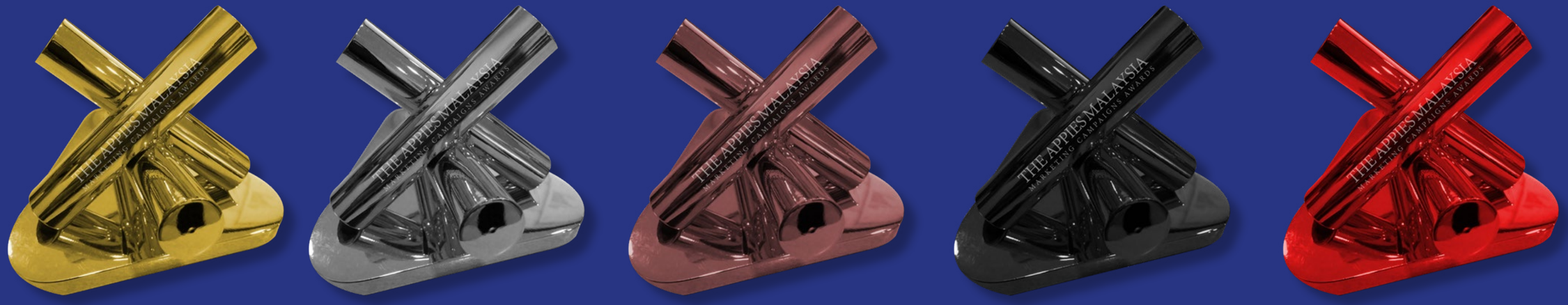
Best in AI
Campaigns that specifically deploy Artificial Intelligence technology in their marketing strategies to showcase innovative marketing

Best in OOH/DOOH
Campaigns deploying billboards, transit, signages, ambient, etc.

Best in Innovation
Campaigns that deploy a game-changing approach to marketing, technology, platforms, data and experience in a way that elevates the benchmark of marketing excellence.

Best in Admail Impact
Campaigns that deploy postal services to stand out from the digital clutter and drive breakthrough impact. Innovative direct mail collaborations that go beyond the conventional use of post.

BEST MARKETING
CASE STUDIES 2024





GOLD WINNER

Malaysia’s First A.I Radio DJ





GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best in AI
CAMPAIGN TITLE
Malaysia's First A.I Radio DJ
ADVERTISER
Media Prima Audio
AGENCY
Media Prima Audio
BRAND
Fly FM
Shah Hayatudin
Group Network Director
Amir Mirza Daud
Head Of Digital Broadcast
PRESENTER
Sean Farrell Matjeraie



BUSINESS CHALLENGE

With the rapid shift in the technological landscape over the past few years, traditional media channels have increasingly taken a back seat to digital platforms. This change has dramatically impacted all industries, particularly the media sector, where maintaining relevance and engagement with audiences who now prefer digital consumption has become a significant challenge.

Media Prima Audio found itself at a crossroads, needing to adapt to this new reality to survive and thrive. The objective was clear: to retain and grow its audience base by embracing digital innovation. However, achieving this objective was far from straightforward. The market was crowded with competitors all vying for the same audience, and the challenge was compounded by the need to stand out in a sea of digital content.

The company had to set clear marketing goals in the context of this business challenge. These included differentiating their offerings from competitors, leveraging technology to create unique and engaging content, and effectively reaching and retaining a digital-savvy audience. The difficulty of this task was magnified by several market challenges: intense competition from both traditional and new media players, the necessity of managing product costs while investing in cutting-edge technology, and the ever-changing landscape of audience preferences and consumption patterns.



CAMPAIGN SYNOPSIS

Media Prima Audio launched AiNA, Malaysia's first AI-driven radio DJ, to address the shift from traditional media to digital platforms. AiNA uses advanced AI and machine learning to curate personalised playlists and interact with listeners in real-time, creating a unique and engaging audio experience.

Strategic marketing efforts, social media campaigns, and brand partnerships effectively generated significant awareness and excitement. Post-launch surveys indicated high listener satisfaction and increased brand loyalty. AiNA's introduction resulted in substantial digital engagement, with notable increases in website visits, app downloads, and social media interactions.

AiNA's success has set a new industry standard, positioning Media Prima Audio as a leader in technological innovation. The campaign has significantly enhanced the brand's image, captured market share, and demonstrated the powerful potential of integrating AI with traditional media to drive business success.

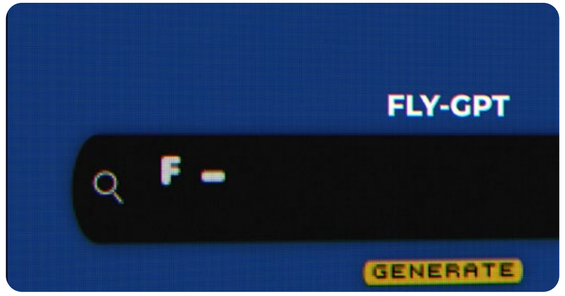
Engagement thrives on personalization, immediacy, and innovation. By merging AI with interactivity, Media Prima Audio redefined traditional media, proving that technological novelty can capture attention and loyalty, positioning brands as leaders in a competitive, digitally-driven landscape.



GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best in AI
CAMPAIGN TITLE
Malaysia's First A.I Radio DJ
ADVERTISER
Media Prima Audio
AGENCY
Media Prima Audio
BRAND
Fly FM
Shah Hayatudin
Group Network Director
Amir Mirza Daud
Head Of Digital Broadcast
PRESENTER
Sean Farrell Matjeraie









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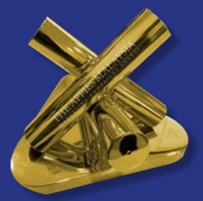












GOLD WINNER

CelcomDigi MY5G Series





GOLD WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In B2B
CAMPAIGN TITLE
CelcomDigi My5G Series
ADVERTISER
CelcomDigi
AGENCY
Naga DDB Tribal & M&C Saatchi
BRAND
CelcomDigi Business
PRESENTERS
Teoh Xin Xian
Creative Group Head
M&C Saatchi
Susan Lee
Head Of Enterprise Marketing
CelcomDigi



BUSINESS CHALLENGE

As 5G ushers in a new era of digitalization, its most compelling applications are poised to benefit the business sector. CelcomDigi, with its substantial legacy in B2B telecommunications, faces a dual-faceted challenge in this new landscape. Despite the robust infrastructure in place, the slow adoption of 5G by Malaysian enterprises remains an issue, primarily due to a lack of understanding of its potential impact.

The challenge is further compounded by Malaysia's unique approach to 5G deployment through a Single Wholesale Network (SWN) model. This model, where all telecom companies share the same 5G network, is rare globally and presents a distinct challenge: differentiating CelcomDigi in a market where infrastructural parity is mandated.

Therefore, CelcomDigi's mission isn't just to enter the 5G market but to define itself as the beacon of 5G business transformation in Malaysia. The goal is to navigate through a "monochrome market" and establish CelcomDigi as the leader in a landscape of equal technological access.

Objective: To establish CelcomDigi Business as the formidable force in the competitive 5G category and position it at the forefront of Malaysia's 5G revolution. Beyond that, we wanted to position CelcomDigi Business as the trusted partner for businesses —both small and large— that supports business by helping them stimulate growth, foster innovation, and gain a competitive edge.



CAMPAIGN SYNOPSIS

5G marks the biggest revolution in connectivity, making it crucial for CelcomDigi to lead in this space, especially for B2B applications. However, Malaysia's decision to deploy 5G under a Single Wholesale Network (SWN) poses a unique challenge: how to differentiate when everyone shares the same network?

Our solution was to align closely with the government's MyDIGITAL Blueprint, positioning ourselves not just as a 5G provider but as the the main sponsor and partner, of Malaysia's digital odyssey, through the creation of CelcomDigi's MY5G Initiative. Through a series of strategic events, we aimed to establish authority, drive relevance, and trigger action, accelerating 5G adoption among businesses.

The MY5G event series exceeded expectations, drawing strong industry interest with over $200 million in blue chip contracts and generating a 36x return in PR value. This initiative positioned our brand as the trusted partner for businesses looking to reimagine operations and growth opportunities through 5G, making us the face of Business 5G in Malaysia.

In commoditized spaces like 5G under SWN, differentiation lies in thought leadership and value-driven partnerships. By aligning with national initiatives and showcasing transformative potential, brands can transcend parity, positioning themselves as indispensable catalysts for innovation and growth in the B2B ecosystem.



GOLD WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In B2B
CAMPAIGN TITLE
CelcomDigi My5G Series
ADVERTISER
CelcomDigi
AGENCY
Naga DDB Tribal & M&C Saatchi
BRAND
CelcomDigi Business
PRESENTERS
Teoh Xin Xian
Creative Group Head
M&C Saatchi
Susan Lee
Head Of Enterprise Marketing
CelcomDigi





















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GOLD WINNER

World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records



GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Customer Experience
CAMPAIGN TITLE
World's First Regional Virtual To Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records
ADVERTISER
Etika Sdn Bhd
AGENCY
Ampersand Advisory Sdn Bhd
BRAND
Mountain Dew
PRESENTERS
Kalithasan Sothinathan
Marketing Manager
Joshua Desmond
Business Director, PR



BUSINESS CHALLENGE

Mountain Dew stood at a precipice. Once a vibrant force in the beverage world, its bold flavor and loyal fan base were being overshadowed by years of silence. The lack of advertising from 2015-2017 had left a void, with awareness plummeting, market share eroding, and the brand fading from consumer consciousness.

But beneath the surface, a dormant giant stirred. This setback presented a crucial challenge. ##STRATEGY## "Do the Dew" is a credo that rallies people to live life authentically. We seized this essence, crafting a three-pronged strategy that would reclaim our position, and redefine the very landscape of experiential marketing:
1. Amplify — Unleash a tidal wave of buzz
2. Excite — Ignite a firestorm of engagement
3. Sustain — Fan the flames of success ##MOUNTAIN DEW'S BOLD LEAP INTO REALITY GAMING## The "Dew Challenge," an annual amateur Dota 2 tournament, had kept the embers of gaming passion alive.

Amidst the 2020 pandemic chaos, Mountain Dew forged a global partnership with PUBG Mobile – a masterstroke that fortified its connection with the gaming community. As the world emerges from isolation in 2021, people yearned for real-world experience: We saw a way to jolt people back into the vibrancy of life beyond screens, to boldly live the "Do the Dew" credo!

We envisioned a campaign that would not only excite consumers but drive brand awareness, conversion, and most importantly, sales. Our mission was clear: transform the 2023 Dew Challenge into a larger-than-life event, igniting brand connection in immersive ways.



CAMPAIGN SYNOPSIS

Mountain-Dew's "Dew It Real Challenge" revolutionized experiential marketing by bridging the gap between virtual gaming and tangible reality. This groundbreaking campaign shattered expectations by transforming the popular PUBG Mobile game into a nationwide, five-month real-world thrilling extravaganza, targeting tech-savvy adventurers aged 25-34.

Featuring PUBG-themed paintball tournaments, treasure hunts, and a roving truck experience, it drew in massive crowds of PUBG fans immersing them in a blend of digital and physical worlds. A nationwide hit, participants earned Dew Coins for leaderboard rankings and prizes.

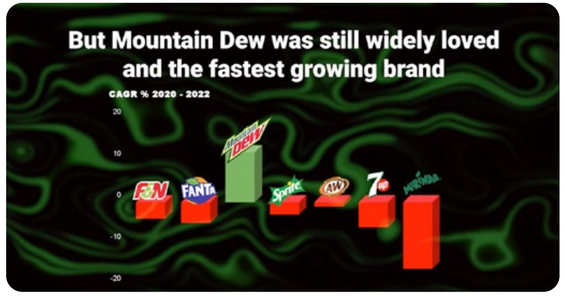
The campaign's success was marked by two Guinness World Records, over 1,000 attendees at the Grand Finale, and a reach of 15 million fans through strategic partnerships. It not only drove sales but reinforced Mountain Dew's position at the epicenter of gaming culture. By boldly claiming its position as a trailblazer, the campaign catapulted Mountain-Dew to new heights in brand awareness, consumer engagement and sales growth.

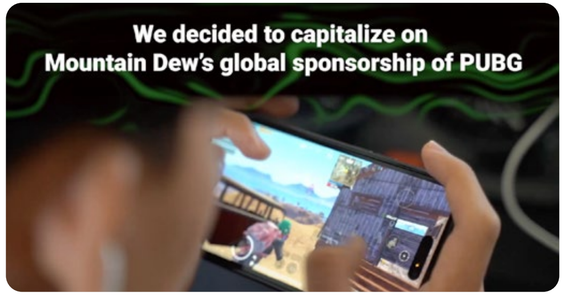
Bridging digital and physical worlds creates deeper brand resonance. By merging gaming culture with real-world activations, brands can transform passive audiences into active participants, driving emotional engagement, cultural relevance, and measurable business growth in an era defined by experiential expectations.



GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Customer Experience
CAMPAIGN TITLE
World's First Regional Virtual To Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records
ADVERTISER
Etika Sdn Bhd
AGENCY
Ampersand Advisory Sdn Bhd
BRAND
Mountain Dew
PRESENTERS
Kalithasan Sothinathan
Marketing Manager
Joshua Desmond
Business Director, PR





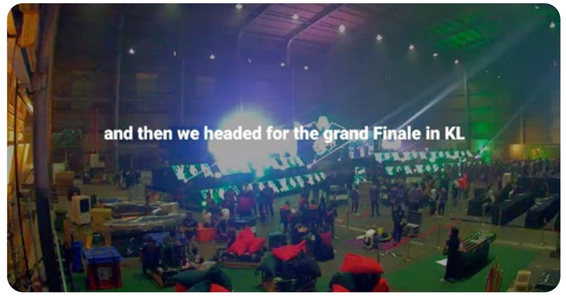




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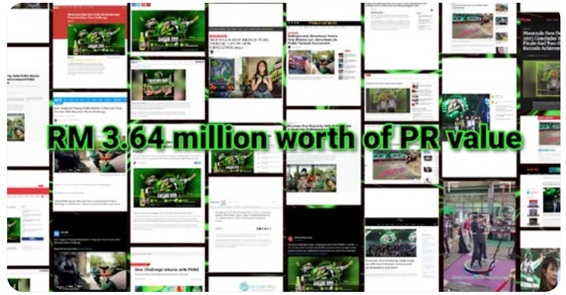














GOLD WINNER

Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration





GOLD WINNER



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Gold – Best In Festive
Bronze – Best In E-Commerce
CAMPAIGN TITLE
Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration
ADVERTISER
Wipro Unza (Malaysia) Sdn. Bhd
Saki Goh
Senior GM Marketing, Consumer Care
Cherry Foo
Senior Marketing Manager
Puteri Nadhira
Product Executive
AGENCY
MBCS
BRAND
Aiken
PRESENTERS
Kelvin Lye
Senior Strategic Planner
Ashlee Yeo
Group Product Manager

BUSINESS CHALLENGE

Aiken as a digital-first brand with the highest e-commerce sales within the WIPRO UNZA family plays a crucial role with Health & Beauty being the Top 5 categories as consumer purchase preferences via E-commerce.
A relatively new player into the brightening sector, we were not growing as fast as market leader Garnier during CNY, who grew 15.2% during the period. We seeked to capture the CNY growth period.

This opportunity also presented a challenge: standing out amidst a flood of advertisements, some of which are advertising similar products during the CNY period like Garnier and Watsons with bigger advertising budgets. Our business objective was to drive increase in Vita-C Whitening range sales during January and February 2024, exceeding the benchmark set by the previous year's campaign, and achieve a +30% sales target on e-commerce vs previous performance.

Marketing Objective: Achieve an 20% uplift in search volume and 200% social engagement during CNY compared to the previous two months (Nov-Dec), signifying the campaign's success in capturing audience attention.

CAMPAIGN SYNOPSIS

Aiken's Chinese New Year campaign seamlessly blends nostalgia and creativity, utilizing Stephen Chow's iconic status to forge an authentic connection with the audience. By integrating elements from Chow's iconic works with Aiken's products, we created an innovative and captivating festive advertising campaign for a traditionally utilitarian skincare category.

The Stephen Chow tribute taps into shared cultural memories, forging a strong emotional connection to the brand during CNY. "焕龙一新 #AikenBrightening 亮丽白皙" (Bright & Beautiful All Year Long with Aiken) campaign saw significant success, surpassing expectations in both business and marketing results, generating buzz and interest through Aiken's departure from typical festive ads ensures they stand out in the crowded landscape, successfully combining nostalgia, relevance, disruptive and memorable with modernity to drive brand awareness and resonate with consumers during the festive season.

Aiken's CNY campaign highlights a key marketing insight - emotional resonance through cultural nostalgia can elevate brand perception in saturated markets. By blending iconic cultural elements with product relevance, brands can disrupt conventional festive advertising, fostering deeper consumer connections while driving differentiation and engagement in highly competitive and seasonally driven categories.



GOLD WINNER



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Gold – Best In Festive
Bronze – Best In E-Commerce
CAMPAIGN TITLE
Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration
ADVERTISER
Wipro Unza (Malaysia) Sdn. Bhd
Saki Goh
Senior GM Marketing, Consumer Care
Cherry Foo
Senior Marketing Manager
Puteri Nadhira
Product Executive
AGENCY
MBCS
BRAND
Aiken
PRESENTERS
Kelvin Lye
Senior Strategic Planner
Ashlee Yeo
Group Product Manager









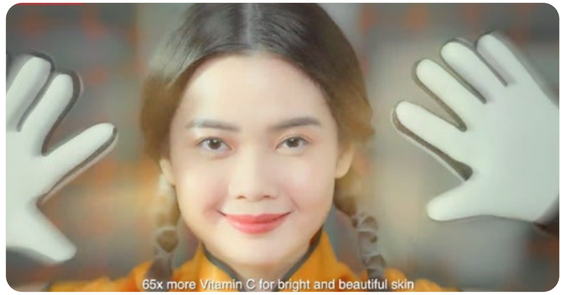
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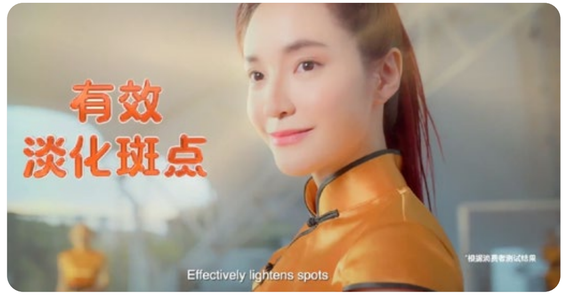














GOLD WINNER

#JANGANKENASCAM



GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Govt/NGO
CAMPAIGN TITLE
#JANGANKENASCAM
ADVERTISER
Association Of Banks Malaysia
William Chien
Maybank, Creative Lead
Yip Yi Ling
Marketing Lead, Maybank2u
AGENCY
M&C Saatchi
Kathleen De Cruz
Planning Director
Shiraj Sarmada
Sr Account Executive
Hor Yew Pong
Executive Creative Director
Jenatun Zulkifli
BM Copywriter
Chang Li Shian
Planning Director
BRAND
ABM
PRESENTERS
Kathleen De Cruz
Planning Director
Carolyn Tay
Communications &
Social Media Lead



BUSINESS CHALLENGE

Malaysia has experienced a troubling increase in scam-related activities. In 2022 alone, Malaysians lost an astounding RM804 million to scams, with 63% of the population reporting close encounters with various scam tactics. This highlights the urgent need for a comprehensive, nationwide effort to tackle this escalating issue. The rise in financial scams has not only led to substantial financial losses but has also jeopardized trust in the country's financial system.

To address this, it is crucial to regain public trust and safeguard financial well-being by:
1) Demonstrating that trusted banking and financial institutions are actively collaborating to combat financial scams.

2) Raising public awareness and educating Malaysians on how to identify scams.

3) Equipping Malaysians with practical tools to protect themselves against these threats.



CAMPAIGN SYNOPSIS

The #JanganKenaScam campaign, launched by the Association of Banks in Malaysia (ABM) and the Association of Islamic Banking and Financial Institutions Malaysia (AIBIM), addressed the surge in financial scams, with Malaysians losing RM804 million in 2022. Given 63% of the population encountered scam tactics, a nationwide effort was crucial to raise awareness, educate on scam identification, and equip citizens with defensive tools. The campaign's "DEFEND! DEFEND! DEFEND!" message emphasized never sharing passwords, personal details, or trusting unofficial sources.

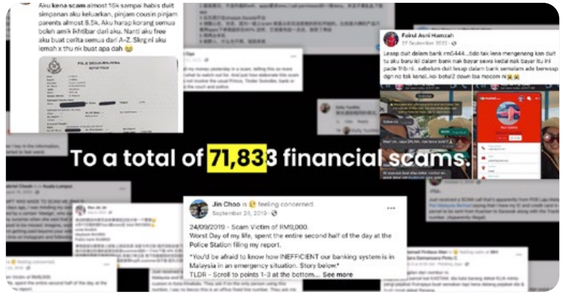
Key components included the Anti-Scam Resource Hub (www.jangankenascam.com), the Jangan Kena Scam Festival, and support from influential figures. The campaign saw 390,000 website visitors, 500,000 festival attendees, and RM410,000 in media coverage. Influencer content went viral, and social media engagement increased 100x. The National Scam Response Centre handled 66,997 calls, and BNM received 317,435 suspicious transaction reports, reflecting heightened vigilance.

The #JanganKenaScam campaign underscores the fact that effective public education campaigns thrive on simplicity, clarity and actionability. By leveraging on painful realities, community engagement, and accessible tools, brands and institutions can foster collective vigilance, rebuild trust, and empower citizens to combat systemic threats, creating lasting societal and institutional impact.

GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Govt/NGO
CAMPAIGN TITLE
#JANGANKENASCAM
ADVERTISER
Association Of Banks Malaysia
William Chien
Maybank, Creative Lead
Yip Yi Ling
Marketing Lead, Maybank2u
AGENCY
M&C Saatchi
Kathleen De Cruz
Planning Director
Shiraj Sarmada
Sr Account Executive
Hor Yew Pong
Executive Creative Director
Jenatun Zulkifli
BM Copywriter
Chang Li Shian
Planning Director
BRAND
ABM
PRESENTERS
Kathleen De Cruz
Planning Director
Carolyn Tay
Communications &
Social Media Lead









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THE VIDEO















GOLD WINNER

Vibe Kopi Susu





GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Innovation
CAMPAIGN TITLE
Vibe Kopi Susu
ADVERTISER
Gerbang Alaf Restaurants Sdn Bhd
Melati Abdul Hai
VP & Chief Marketing Officer
Azman Mohammad
Marketing Director
AGENCY
Leo Burnett Malaysia
Barry Victor
Senior Client & Creative Partner
Kim Wai Kuan
Creative Director
Don Michael Acelar De Leon
Client Partner
Arid Ajlan
Associate Creative Director
BRAND
McDonald's Malaysia
PRESENTERS
Kar Yee Tan
Strategic Planner
Jason Tan
Marketing Manager

BUSINESS CHALLENGE

Most Malaysians' first cup of coffee is kopi susu from local kopitiams — black coffee with condensed milk — before the espresso craze. In 2012, McCafe entered Malaysia, capitalizing on this trend while bridging quality and affordability with premium 100% Arabica bean coffee. Coffee culture in Malaysia boomed by 90% despite COVID-19, from RM1,187.3 million in 2018 to RM2,256.8 million in 2023. Despite industry growth, competitors like Zus Coffee surged from 0.8% (2019) to 9.2% market share (2023), while McCafe's share dwindled from 17.2% (2018) to 14.0%. To regain ground, McCafe introduced McCafe Kopi Susu — a blend of espresso and condensed milk tailored to appeal to traditional coffee drinkers.

In January 2023, the launch fell short despite stellar taste tests, leaving us puzzled. A post-launch dive uncovered a eureka moment with one poignant anecdote: "For kopi susu, I'll go to a Kopitiam. What does an American burger joint know?" We then uncovered a pivotal challenge: McDonald's brand overshadowed McCafe's coffee identity, complicating efforts to carve a distinct niche in the competitive market. Kopi susu is a cultural icon and we needed to prove our place in this nostalgic pathway. The Kopi Susu Campaign was make-or-break; with objectives crucial to proving McCafe Kopi Susu's potential for long-term market share growth.

CAMPAIGN SYNOPSIS

"What does an American burger joint know about serving local Malaysian coffee?" Our challenge was to break through preconceived notions and convince Malaysians that McCafe could serve Kopi Susu, a coffee deeply rooted in local tradition.

We orchestrated a cultural renaissance with "Vibe Kopi Susu.", making it a sensory journey across the nation. From earworms on Spotify and YouTube to the aroma of freshly brewed kopi susu wafting from our touring McCafe Truck, we touched Malaysians at every turn. The #McCafeBelanjaKopi experience transformed skeptics into believers, one free sample at a time.

The outcome was extraordinary: an 86% increase in sales, a staggering 597% surge in app purchases, and over 1 million unique Spotify reaches. But beyond numbers, we witnessed a cultural shift to have Kopi Susu embraced as part of Malaysia's coffee legacy. We didn't just serve coffee; we served an experience that bridged cultures, generations, and expectations.

This campaign shows why overcoming brand perception requires cultural authenticity and immersive experiences. By honouring local traditions while leveraging sensory marketing, McCafe reframed its narrative, proving that global brands can resonate locally. Authenticity, coupled with experiential touchpoints, can transform skepticism into loyalty in culturally strong markets.



GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Innovation
CAMPAIGN TITLE
Vibe Kopi Susu
ADVERTISER
Gerbang Alaf Restaurants Sdn Bhd
Melati Abdul Hai
VP & Chief Marketing Officer
Azman Mohammad
Marketing Director
AGENCY
Leo Burnett Malaysia
Barry Victor
Senior Client & Creative Partner
Kim Wai Kuan
Creative Director
Don Michael Acelar De Leon
Client Partner
Arid Ajlan
Associate Creative Director
BRAND
McDonald's Malaysia
PRESENTERS
Kar Yee Tan
Strategic Planner
Jason Tan
Marketing Manager









CLICK TO WATCH THE VIDEO











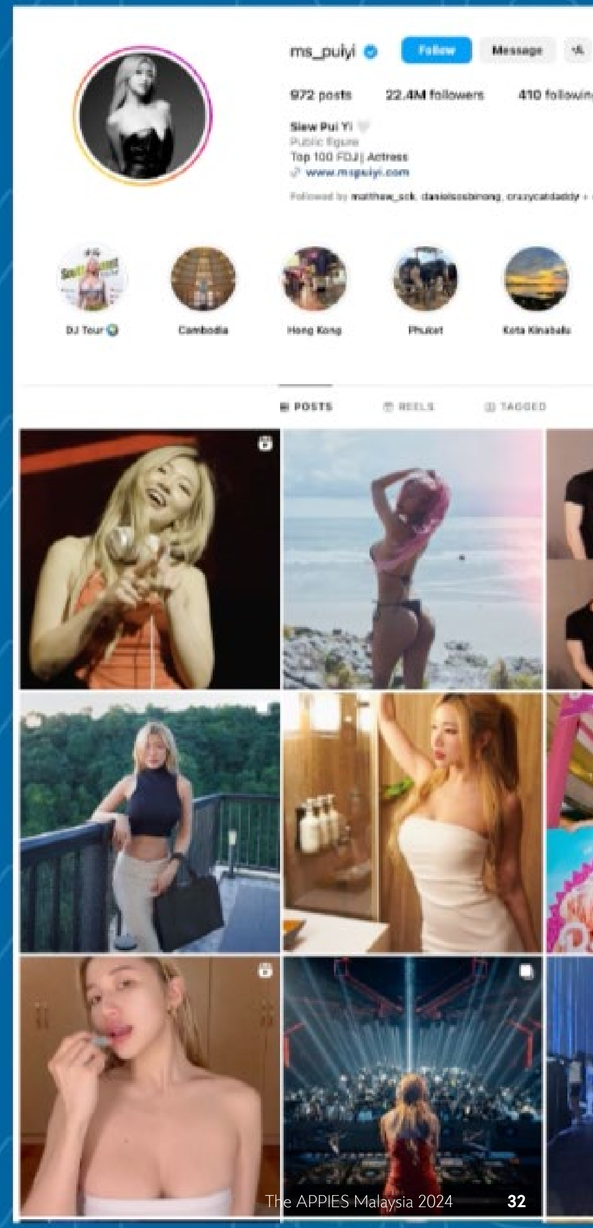




GOLD WINNER

Durex Academy







GOLD WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Non-Food FMCG
CAMPAIGN TITLE
Durex Academy
ADVERTISER
Reckitt Benckiser
Tiffany Tang
Marketing Director M'sia, S'pore, Vietnam - Health & Hygiene.
Jerome Goh
Head of Marketing, OTC & IW
AGENCY
Fishermen Integrated
Andrew Perera
Creative Director
Sabrina Chan
Senior Account Manager
Abel Chai
Art Director
Shaziana Sajath
Copywriter
BRAND
Durex Malaysia
PRESENTERS
Praveen Varma
Senior Brand Manager
Rachel Sak
Assistant Brand Manager



BUSINESS CHALLENGE

Durex is known as the world's number one sexual wellbeing brand. They play a role in promoting sexual health and wellbeing in Malaysia by providing reliable and high-quality sexual wellness products. Their key products are condoms & lubricants.

With a population where 63.5% are Muslims, Malaysia is significantly influenced by religious and cultural norms. Media and content are heavily censored by the government.

Durex faced constant restrictions on social media. YouTube has even banned Durex ads. With this much taboo surrounding the topic, sexual education is almost non-existent. Many believe that providing youth information on sex will lead towards sexual experimentation before marriage.

Further complicating the situation are the new competitors in the condom market. These brands focused on grabbing attention through entertaining content and provocative campaigns. However, their focus on entertainment comes at the cost of education. Durex saw an opportunity to differentiate itself by addressing the core issue - the lack of proper sex education.

Durex had one target - to be the brand chosen by Malaysian youth. We knew we needed to do whatever we could to be trusted by them. We established clear goals to achieve...

Reach: 60% reach of target audience on Meta & TikTok platforms.
Engagement: Improve CTR and VTR above benchmarks (0.15% CTR & <0.5% VTR).
Web Traffic: Increase website sessions by 50% with 10% content engagement.
Sales: Increase by 10% compared to the previous year.



CAMPAIGN SYNOPSIS

How is the topic of sex dealt with in Malaysia? Short answer: it isn't. Censorship laws are airtight and any content related to sex is reduced to a vanilla afterschool special. The implications of this are non-existent sex education and no party brave enough to take on this responsibility.

Durex filled the void with Durex Academy. We provided Malaysian youths with a platform to learn, engage and ask questions about sex. Durex Academy successfully enrolled >300K Malaysian youths. Durex saw a 12% increase in sales, achieving 68% market share - our highest ever.

Durex Academy highlights a critical point. In conservative markets, brands can lead by addressing societal taboos through education rather than provocation. By providing value through trusted, non-threatening platforms, Durex established credibility, built emotional connections with youth, and transformed cultural sensitivity into an opportunity for leadership, loyalty and sustainable market growth.

GOLD WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Non-Food FMCG
CAMPAIGN TITLE
Durex Academy
ADVERTISER
Reckitt Benckiser
Tiffany Tang
Marketing Director M'sia, S'pore, Vietnam - Health & Hygiene.
Jerome Goh
Head of Marketing, OTC & IW
AGENCY
Fishermen Integrated
Andrew Perera
Creative Director
Sabrina Chan
Senior Account Manager
Abel Chai
Art Director
Shaziana Sajath
Copywriter
BRAND
Durex Malaysia
PRESENTERS
Praveen Varma
Senior Brand Manager
Rachel Sak
Assistant Brand Manager

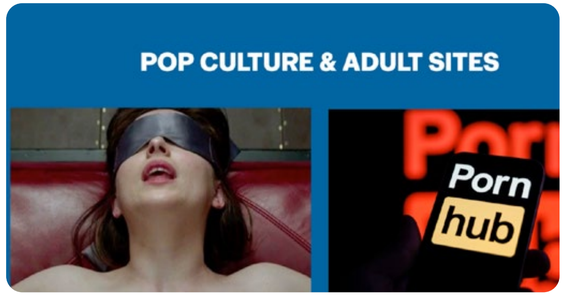




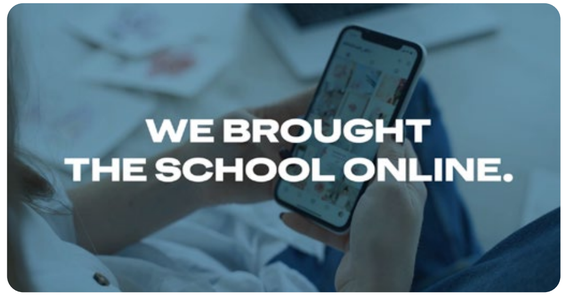




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GOLD WINNER

Resorts World Genting: A Destination Verified By Kids, For Kids



GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Social
CAMPAIGN TITLE
Resorts World Genting: A Destination Verified By Kids, For Kids
ADVERTISER
Resorts World Genting
Casey Chong
Manager - Marketing
Jeanne Lim
Assistant Manager - Digital Marketing
AGENCY
Naga DDB Tribal
Brendan Low
Associate Creative Director
Aaron Leong
Creative Lead
Ralve Khor
Senior Art Director
Allen Looi
Head Of Social
Kristine Lim
Associate Creative Director
BRAND
Resorts World Genting
PRESENTERS
Hajar Yusof
Head Of Digital Experience
Allen Looi
Head Of Social



BUSINESS CHALLENGE

Resorts World Genting:
Families = Growth

Resorts World Genting (RWG), one of Malaysia's oldest resort destinations, is situated 6,000 feet above sea level and offers a wide range of attractions for travelers of all ages and interests. In 2023, to drive further growth, the brand needed to focus on expanding its appeal to families.

Overcoming the Gaming Stereotypes:
But there was just one obstacle, RWG has always been associated as a gambling destination. This image undervalued the resort's capacity as a family-friendly destination. Despite its wealth of entertainment options, many families have overlooked the resort, unaware of the adventures that lie beyond the casino.

Navigating School Holiday Chaos:
The school holidays presented the perfect opportunity to speak to these parents. However, navigating the options for school holiday destinations presented a double-edged sword. On one hand, the abundance of choices seemed promising. Yet, in reality, it often left time-pressed parents feeling overwhelmed with decision-making.

To address these challenges and overcome parents' decision paralysis, we aimed to accomplish two objectives that would spark behaviourial change and inspire increased footfall to our resort. Objective #1: Get parents talking (and engaging) with RWG - Increase brand mentions by 15% vs same period last year - Increase shares/saves across on owned social by 30% vs previous quarter. Objective #2: Increase family visits during school holidays to RWG.



CAMPAIGN SYNOPSIS

Resorts World Genting (RWG) aimed to expand its family appeal in 2023, countering its gambling-centric image by enlisting the help of a family's most discerning customers: the kids. Using "pester power" to our advantage, we introduced our pint-sized Chief Experience Officers, starring kid influencers.

Our CEOs were supported by a diverse content mix, including articles and influencer partnerships with famous parents. Additionally, we created LinkedIn's youngest profile for our CEO, Eva Mei, to engage time-strapped parents. To drive on-ground engagement, we set up pop-up CEO offices at TGV kids' cinemas and RWG locations, generating excitement and positive UGC across Instagram and TikTok. The results were impressive: social mentions rose by 271%, saves and shares increased by 105% and 139%, respectively, and engagement rates hit 2.57%.

The campaign garnered 300+ kid CEO applications, 13M+ impressions, 2M+ video views, and 4,000 CEO passports redeemed, achieving a PR reach of 7M+ worth RM1.5M.

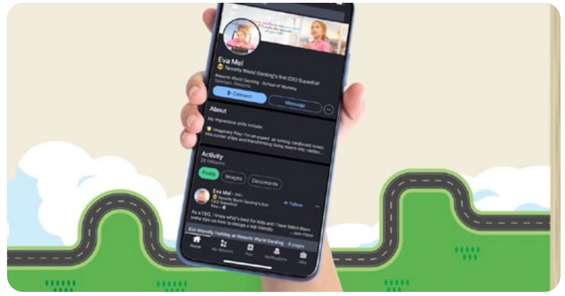
Resorts World Genting's campaign highlights a vital market insight: reframing perceptions requires engaging untapped influencers—in this case, children. By leveraging "pester power" and blending playful authenticity with strategic storytelling, brands can redefine their identity, inspire cross-generational appeal, and transform potential skepticism into enthusiastic advocacy, driving meaningful behavioural shifts and brand loyalty.

GOLD WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Social
CAMPAIGN TITLE
Resorts World Genting: A Destination Verified By Kids, For Kids
ADVERTISER
Resorts World Genting
Casey Chong
Manager - Marketing
Jeanne Lim
Assistant Manager - Digital Marketing
AGENCY
Naga DDB Tribal
Brendan Low
Associate Creative Director
Aaron Leong
Creative Lead
Ralve Khor
Senior Art Director
Allen Looi
Head Of Social
Kristine Lim
Associate Creative Director
BRAND
Resorts World Genting
PRESENTERS
Hajar Yusof
Head Of Digital Experience
Allen Looi
Head Of Social









CLICK TO WATCH THE VIDEO



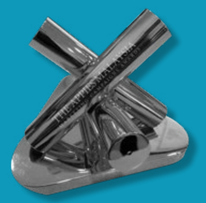






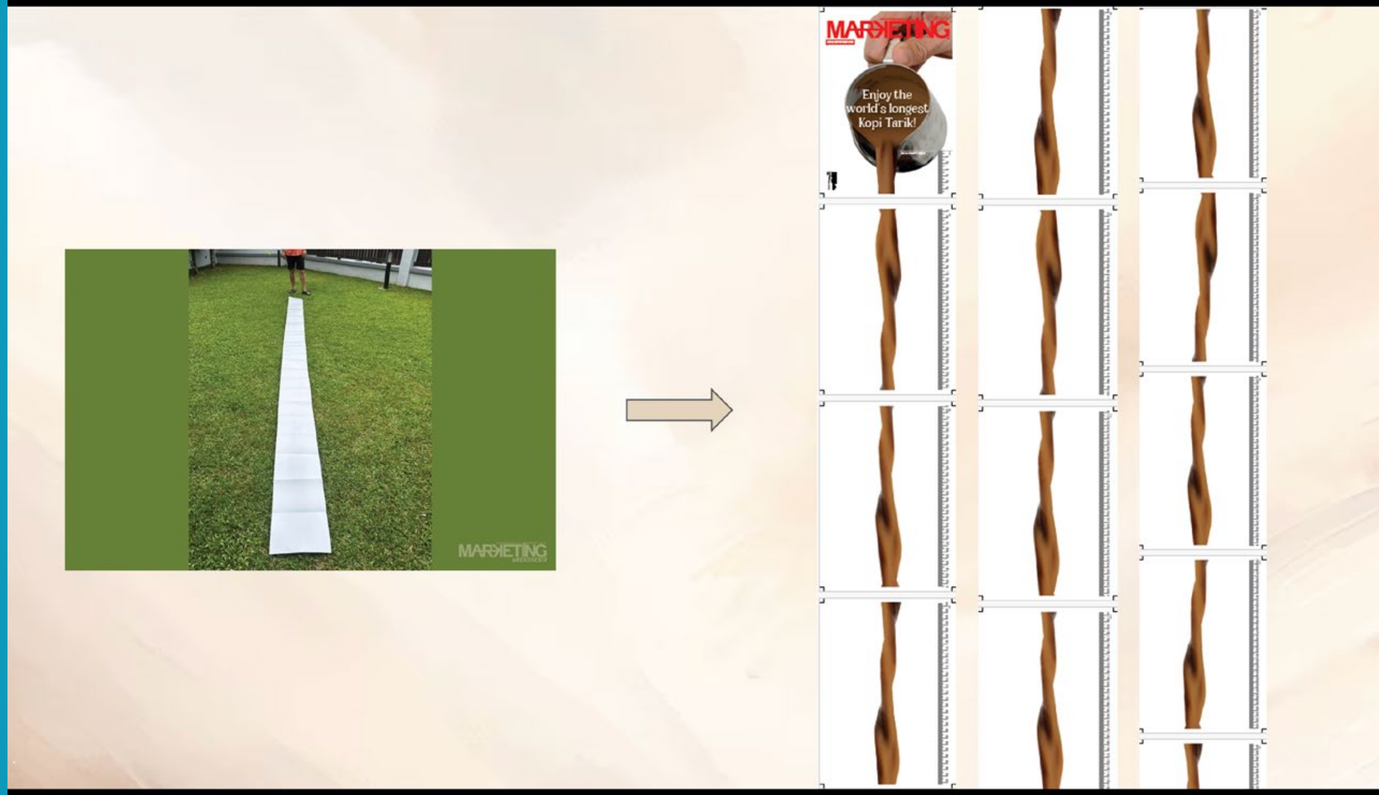






SILVER WINNER

Wonda Kopi Tarik - The World's Longest Magazine Sets Guinness World Record!





SILVER WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Innovation & Best In Admail Impact
CAMPAIGN TITLE
Wonda Kopi Tarik - The World's Longest Magazine Sets Guinness World Record!
ADVERTISER
Etika Sdn Bhd
Amy Gan
Vice President, Marketing
Oliver Kau
Marketing Manager
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Manager
Mandy Chan
Head Of Performance
BRAND
Wonda Coffee
PRESENTERS
Cindy Khoo
Media Manager
Sandeep Joseph
CEO & Co Founder



BUSINESS CHALLENGE

Wonda's market share had stagnated after its iconic launch in 2014, when it had come from nowhere to eat into Nescafe's share.

Now, 10 years after its launch, it had made inroads into Nescafe's market with its localized flavours and innovative campaigns.

But recently market share had stagnated and the competing brands had reached a stalemate. Like two exhausted prize-fighters, they were locked into each other, no one making progress.

Furthermore, Nestle outspent us in Digital and in general. So how could we compete?



CAMPAIGN SYNOPSIS

Wonda is a challenger brand competing directly with Nescafe. As the first coffee in Malaysia, pre-dating us by decades, Nescafe owned the Original platform. Since 2014, Wonda Kopi Tarik has led in local flavours, displacing Nescafe by focusing on local tastes like mamak-style beverages. For 2023 we decided to go local with a series of 5 big initiatives sequenced to make the consumer re-evaluate "what is the true original?" We used traditional media as well as digital to make big statements from July leading to Merdeka/Malaysia Day: radio innovation integrating 17 stations, longest print magazine, train takeover for festive, celebrate Malaysian habits with a film etc. With MARKETING magazine we created the world's longest leporello or accordion shaped magazine, which was awarded a Guinness Book of World Records entry, received over RM 3.5 million worth of PR coverage locally and internationally, and helped the brand establish new relationships with several marketing and channel partners. PR amplified our innovations and sales grew 10%.

Wonda's campaign drives a powerful insight: in a saturated market, differentiation comes from redefining "originality" through cultural authenticity and bold storytelling. By leveraging local pride, innovative formats, and integrated media, challenger brands can disrupt entrenched narratives, drive re-evaluation and achieve resonance that transcends budget disparities, fueling meaningful growth and engagement.

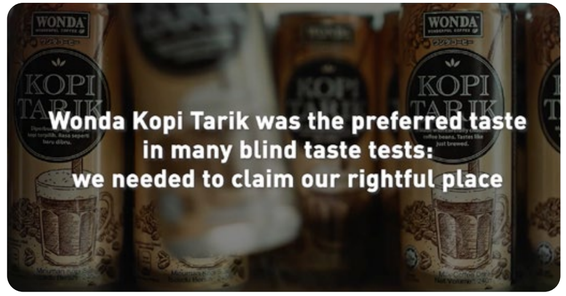


SILVER WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Innovation
& Best In Admail Impact
CAMPAIGN TITLE
Wonda Kopi Tarik - The World's Longest Magazine Sets Guinness World Record!
ADVERTISER
Etika Sdn Bhd
Amy Gan
Vice President, Marketing
Oliver Kau
Marketing Manager
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Manager
Mandy Chan
Head Of Performance
BRAND
Wonda Coffee
PRESENTERS
Cindy Khoo
Media Manager
Sandeep Joseph
CEO & Co Founder





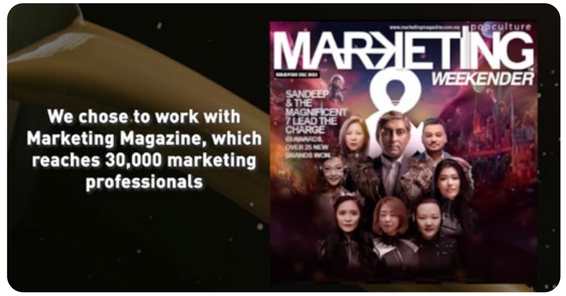




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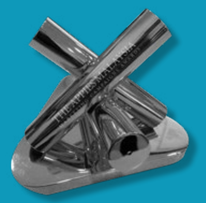












SILVER WINNER

#JomSapot BeliLokal





SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In B2B
& Best In Innovation
CAMPAIGN TITLE
#Jomsapot Belilokal
ADVERTISER
RHB Banking Group
Abdul Sani Abdul Murad
Group Chief Marketing Officer
Gigi Lee
Head, Business Banking Marketing & Customer Insights
AGENCY
The Shout Group
Shaun Tay & Ong Shi Ping
Co-Owners
Wang Ie Tjer
Head Of Creative
James Voon & Jonathan Chan
Creative Directors
Timothy Teh
Senior Brand Director
BRAND
Rhb Bank
PRESENTERS
Gigi Lee
Head, Business Banking Marketing & Customer Insights
Wang Ie Tjer
Head Of Creative



BUSINESS CHALLENGE

In the post-pandemic era, Malaysian SMEs encountered fresh challenges, including labour shortages, rising costs of raw materials, supply disruptions, a 25% increase in minimum wage, higher electricity tariffs, mandatory flexible working arrangements, and reduced working hours. While RHB Bank is committed to supporting Malaysian SMEs, it is crucial for the bank to also focus on meeting its own business objectives to ensure its own continued growth and success. By aligning their support for SMEs with their own business goals, RHB needed to create a sustainable model where both the bank and SMEs thrive.

The Challenge:
Support Malaysian SMEs during a challenging economic period whilst at the same time, growing RHB's Business Banking services with the objective of getting more SME customers to RHB by 10%, increase deposit balances from SME customers by 25% 3 and improve customer satisfaction and RHB's Brand Equity Scores.



CAMPAIGN SYNOPSIS

In response to the challenging economic conditions of 2023, RHB and The Star Media Group joined forces to introduce #JomSapot BeliLokal (Come Support, Buy Local). The campaign aimed to aid struggling local SME's by providing them free media and a free advertising campaign created by GenAI. The campaign was an outstanding success enabling RHB to exceed all its KPIs, most notably by increasing new SME customers to the bank by 14% YoY and moved the bank two positions up Retail Finance Intelligence Global's Malaysia SME Customer Satisfaction Score rankings.

(RHB Bank's #JomSapot BeliLokal campaign empowered customers through value-driven initiatives and created a reciprocal growth model.
By combining innovation, empathy, and partnerships, brands not only addressed immediate challenges but also elevated loyalty, brand equity, and market position, proving that mutual success fosters enduring relationships.



SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In B2B
& Best In Innovation
CAMPAIGN TITLE
#Jomsapot Belilokal
ADVERTISER
RHB Banking Group
Abdul Sani Abdul Murad
Group Chief Marketing Officer
Gigi Lee
Head, Business Banking Marketing & Customer Insights
AGENCY
The Shout Group
Shaun Tay & Ong Shi Ping
Co-Owners
Wang Ie Tjer
Head Of Creative
James Voon & Jonathan Chan
Creative Directors
Timothy Teh
Senior Brand Director
BRAND
Rhb Bank
PRESENTERS
Gigi Lee
Head, Business Banking Marketing & Customer Insights
Wang Ie Tjer
Head Of Creative









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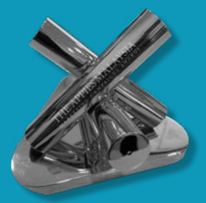












SILVER WINNER

Mirinda X The Experts : A Sparkling Blend Of Tradition, Star Power, Mirinda Magic and Fizz-Tastic Innovation.





SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In B2B
CAMPAIGN TITLE
Mirinda X The Experts : A Sparkling Blend Of Tradition, Star Power, Mirinda Magic and Fizz-Tastic Innovation.
Advertiser
Etika Sdn Bhd
Amy Gan
Vice President, Marketing
Winnie Tee
Assistant Brand Manager
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Manager
Mandy Chan
Head Of Performance
BRAND
Mirinda
PRESENTERS
Winnie Tee
Assistant Brand Manager
Bellace Lim
Assistant Manager Trade Marketing

BUSINESS CHALLENGE

The Malaysian Carbonated Soft Drink (CSD) market is fiercely competitive and sensitive to pricing as its primary consumer base consists of lower-middle income groups.

Mirinda, a long-standing player in Malaysia's soft drink market, faced challenges when Fanta entered the scene in 2015 and disrupted this status quo.

Historically, Mirinda held the No. 2 position in the flavoured CSD market, trailing behind F&N.

However, Fanta disrupted this balance by strategically undercutting Mirinda's prices (on average, Fanta is 12% cheaper than Mirinda).

CAMPAIGN SYNOPSIS

Mirinda needed a strategic intervention. During the Raya period, Mirinda traditionally sees most of its annual sales. Maintaining strong sales during this time is crucial for overall business performance. Declining sales also hurts distribution: retailers don't want to stock the brand as it doesn't move off their shelves.

Hence they needed to build trust with our channel partners, and improve the situation rapidly. Mirinda brewed up a 360-degree localisation approach with a dash of star power for Raya.

Partnering with top Malay celebrities and leveraging Astro Shaw's movie "The Experts," Mirinda encouraged meaningful Raya moments and inspired record-breaking purchases.

Mirinda's campaign highlights a key market insight: in highly competitive, price-sensitive markets, emotional resonance and cultural alignment are powerful tools to combat cost challenges. By embracing local traditions and leveraging star power through partnerships with top Malay celebrities and cultural touchpoints like Raya, Mirinda restored retailer confidence and reconnected with its core audience. This approach demonstrated that meaningful storytelling and localized engagement can transcend price wars, creating lasting consumer loyalty, inspiring record-breaking purchases and driving sustainable growth in a challenging market landscape.



SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In B2B
CAMPAIGN TITLE
Mirinda X The Experts : A Sparkling Blend Of Tradition, Star Power, Mirinda Magic and Fizz-Tastic Innovation.
Advertiser
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Amy Gan
Vice President, Marketing
Winnie Tee
Assistant Brand Manager
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
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BRAND
Mirinda
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Assistant Brand Manager
Bellace Lim
Assistant Manager Trade Marketing









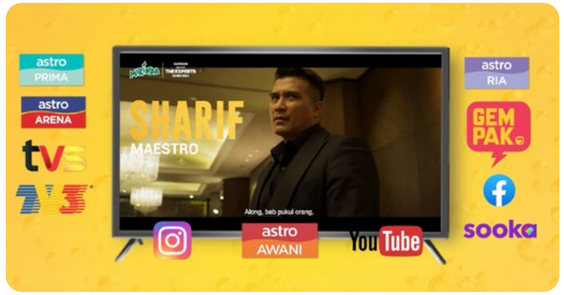
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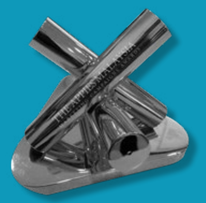












SILVER WINNER

Ready-Set-Go-Move: The Largest Watsons Get Active Carnival





SILVER WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Customer Experience
CAMPAIGN TITLE
Ready-Set-Go-Move: The Largest Watsons Get Active Carnival
ADVERTISER
Watsons Malaysia
Caryn Loh
MD, Malaysia and COO, Health & Beauty Asia
Danny Hoh
Chief Operarting Officer
Lee Lok Mun
Health Marketing Deputy Manager
Watsons Malaysia
BRAND
Watsons
PRESENTERS
Desmond Shia
Health & Ccode Marketing Senior Manager
Lee Lok Mun
Health Marketing Deputy Manager



BUSINESS CHALLENGE

To distinguish ourselves as a proponent of physical activity, and engage with our customers at ground level, literally and figuratively, we embarked on our Get Active campaign in 2014, driving a healthy and active nation.

Our Get Active Zumba has been a highlight event for the past 10 years, the Covid pandemic notwithstanding, during which time we took the campaign online, through social media.



CAMPAIGN SYNOPSIS

As Malaysia's top health and beauty retailer, Watsons constantly looks for new and innovative ways to engage customers while bringing them more of we have to offer. There is always a need to be met, a purpose to fulfil and good deeds to be done. The Get Active Campaign fulfilled all these three needs.

The multitudes that turned up illustrated their loyalty to Watsons and their commitment to a healthier lifestyle. It strengthened our brand in the health sector, generating an impressive RM1,000,000 in PR value and doubling sales of health-related products.

Watsons' Get Active campaign proves that fostering community-driven experiences transforms a brand from a retailer into a trusted wellness partner. By integrating health advocacy with engaging activities and promotions, Watsons strengthened loyalty, drove sales and showcased the power of blending purpose with commerce to inspire meaningful, long-term customer relationships.



SILVER WINNER

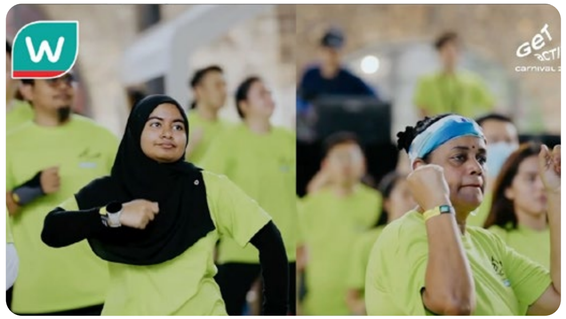
OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Customer Experience
CAMPAIGN TITLE
Ready-Set-Go-Move: The Largest Watsons Get Active Carnival
ADVERTISER
Watsons Malaysia
Caryn Loh
MD, Malaysia and COO, Health & Beauty Asia
Danny Hoh
Chief Operarting Officer
Lee Lok Mun
Health Marketing Deputy Manager
Watsons Malaysia
BRAND
Watsons
PRESENTERS
Desmond Shia
Health & Ccode Marketing Senior Manager
Lee Lok Mun
Health Marketing Deputy Manager







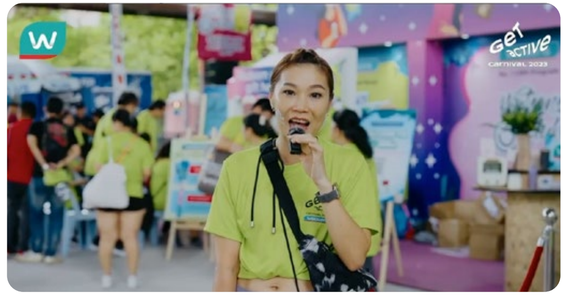






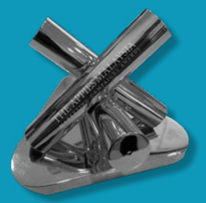








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SILVER WINNER

Time Tarik Kabel Besar



SILVER WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Customer Experience
CAMPAIGN TITLE
Time Tarik Kabel Besar
ADVERTISER
Andrew Yeoh
Group Head of Marketing
Time dotCom Bhd
Stanleigh Jenkins
Brand Specialist
Lim Jia Wei
Senior Segment Specialist
AGENCY
Fishermen Integrated
Abel Chai
Art Director
Shaziana Sajath
Copywriter
Dylan Cheong
Associate Account Director
Andrew Tan
Executive Creative Director
BRAND
Time
PRESENTERS
Abel Chai
Art Director
Stanleigh Jenkins
Brand Specialist

BUSINESS CHALLENGE

In a commoditised Home Internet category, giants like TM, Maxis and CelcomDigi dominate with 10X more budgets, enjoying high brand awareness and conversion.

The newly revised Mandatory Standard on Access Pricing (MSAP) by the Communications and Digital Ministry also saw a reduction in wholesale broadband pricing. This subsequently triggered a massive price war in Oct 2023, instigated by giants TM and CelcomDigi, with Maxis following suit. Time, who has always been the leader of affordable pricing for fast internet speeds, was now threatened as the competitive giants raced towards a new low (in prices).

Instead of succumbing to a race-to-the-bottom price bloodbath, Time challenged the category by positioning itself instead as a tech leader by introducing Gig Speed Home™ FTTR (Fibre-To-The-Room). It was the latest in cutting-edge connectivity technology, allowing the users to extend the invisible fibre cabling throughout the entire home for the ultimate stability and speed.

The downside? Price. Therefore, Time needed to zig when the entire category was zagging (on price).

CAMPAIGN SYNOPSIS

Time launched Gig Speed Home™ FTTR (Fibre-To-The-Room) to differentiate itself as a tech leader, letting users extend invisible microfibre cabling throughout their homes for unparalleled speed and stability.

Time launched the campaign via a film starring Elizabeth Tan installing FTTR covertly in a high-rise residence - highlighting the product's USP of invisible speed and stability. Tech influencers too echoed on the key features. A first-in-Malaysia on-ground activation with IKEA & IPC Shopping Centre brought Gig Speed Home™ to life for consumers.

Time saw an increase of overall sales of 20%, outselling giant CelcomDigi, and securing itself as the most successful FTTR launch globally outside of China.

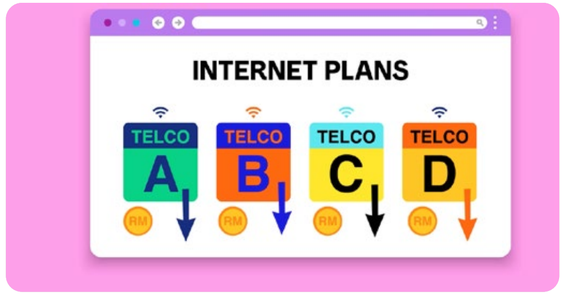
Time's campaign demonstrates a critical marketing insight: in commoditised markets, differentiation lies in value innovation, not price competition. By positioning itself as a tech leader with a cutting-edge product, Time shifted the conversation from cost to capability, proving that delivering unique, high-impact benefits projects premium appeal and drives category disruption.



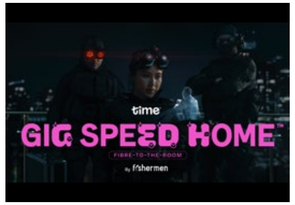
SILVER WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Customer Experience
CAMPAIGN TITLE
Time Tarik Kabel Besar
ADVERTISER
Andrew Yeoh
Group Head of Marketing
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Shaziana Sajath
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Dylan Cheong
Associate Account Director
Andrew Tan
Executive Creative Director
BRAND
Time
PRESENTERS
Abel Chai
Art Director
Stanleigh Jenkins
Brand Specialist



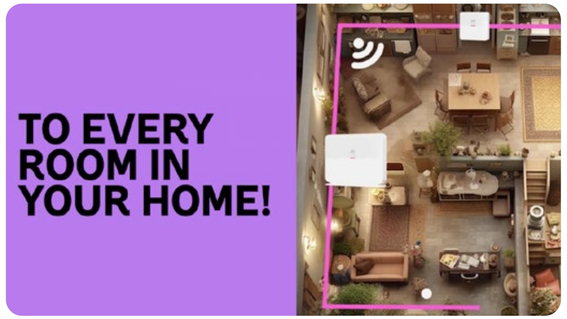


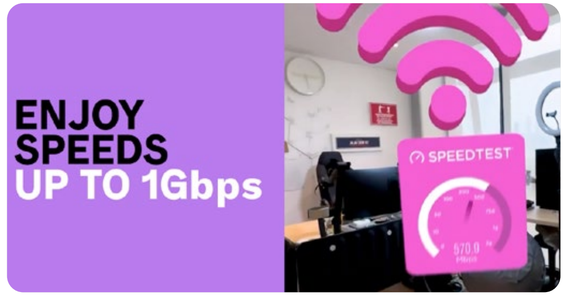




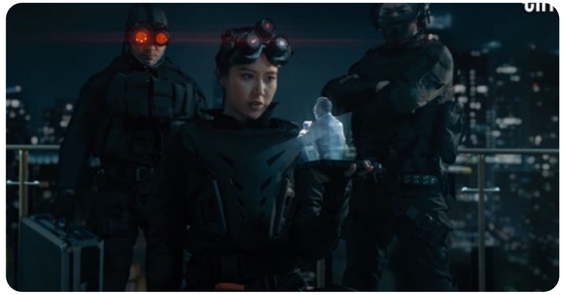
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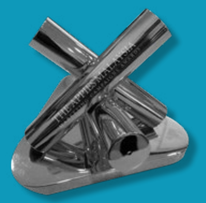












SILVER WINNER

Enchanteur Luxe Violette Celebrates Sales Uplift with Iman Troye's Raya Content



SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Festive
CAMPAIGN TITLE
Enchanteur Luxe Violette Celebrates Sales Uplift With Iman Troye's Raya Content
ADVERTISER
Wipro Unza Malaysia
Saki Goh
Senior GM Marketing, Consumer Care
Devarshi Dalmia
Marketing Manager
Kimberlyn Lim
Digital Marketing Executive
AGENCY
PHD Media (M) Sdn Bhd
Then Lay Yen
Business Director
Keith Teh
Senior Manager, Planning
Melody Khoo
Associate Director of Strategy
Gale Seng
Media Strategy Manager
Brand
Enchanteur
PRESENTERS
Keith Teh
Senior Manager, Planning, PHD
Siti Nurzulaika Shamsol Anuar
Senior Product Executive, Wipro Unza



BUSINESS CHALLENGE

Enchanteur, the undisputed leader in Malaysia's mass female fragrance market, faced a challenge. Despite consistent digital and creative success, fragrance sales were plummeting.

The start of 2023 saw a harsh reality – rampant inflation and dwindling discretionary funds relegated "luxuries" like perfume to the back burner. Consumers, particularly Gen Z and Millennials, were disengaging with Enchanteur's traditional romantic narrative, perceiving it as outdated.

The Challenge: Redefining Fragrance for a New Era Enchanteur needed a strategic shift to reignite consumer interest. The focus had to move beyond traditional notions of romance to resonate with the modern woman seeking confidence and self-expression. Here's where Enchanteur Luxe Violette, their new premium Eau de Parfum (EDP), came into play. The challenge was to leverage the launch of this premium fragrance, boasting long-lasting performance and a modern scent, to cultivate a sophisticated and aspirational image for Enchanteur.

The campaign needed to maximize impact with minimal resources, effectively targeting the higher-spending demographic attracted to EDPs while maintaining affordability for a broader audience. Our goal was not only to leverage the launch as an opportunity to introduce the Luxe range to new users but also to incentivise repeat purchases with a key target of increasing overall perfume sales by 20% during the Raya period.



CAMPAIGN SYNOPSIS

Enchanteur needed a strategic shift to reignite consumer interest.

Reignite modern relevance through the launch of Enchanteur Luxe Violette, a premium EDP.

Big Idea: Partnering with Iman Troye, we reimagined her Raya hit "Pejam Celik Hari Raya", seamlessly integrating the fragrance.

This strategic collaboration, amplified by macro-influencers, aimed to elevate brand perception and drive a 20% sales increase during the crucial Raya period.

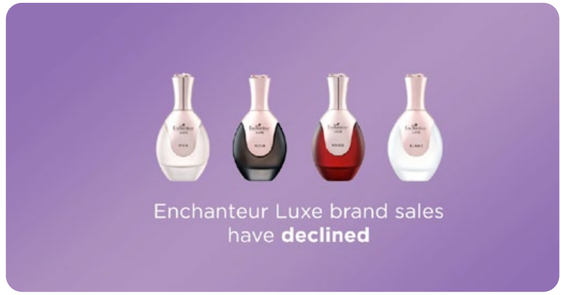
Enchanteur's campaign showcases a key marketing realisation: in times of economic constraint, luxury brands can thrive by aligning affordability with aspiration. By leveraging the launch of Luxe Violette and collaborating with Iman Troye, Enchanteur shifted its narrative from traditional romance to modern self-expression. This approach resonated with younger demographics, blending cultural relevance and personal empowerment. The campaign demonstrated that strategic partnerships, authentic storytelling, and a focus on evolving consumer desires can redefine brand perception and reignite demand, even in challenging markets.

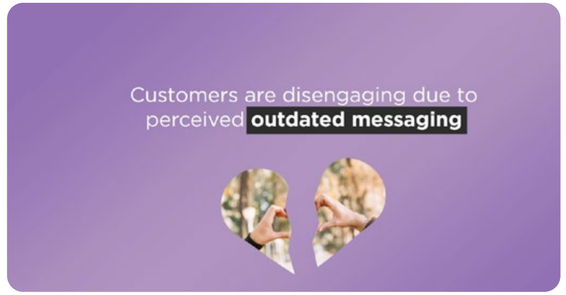


SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Festive
CAMPAIGN TITLE
Enchanteur Luxe Violette Celebrates Sales Uplift With Iman Troye's Raya Content
ADVERTISER
Wipro Unza Malaysia
Saki Goh
Senior GM Marketing, Consumer Care
Devarshi Dalmia
Marketing Manager
Kimberlyn Lim
Digital Marketing Executive
AGENCY
PHD Media (M) Sdn Bhd
Then Lay Yen
Business Director
Keith Teh
Senior Manager, Planning
Melody Khoo
Associate Director of Strategy
Gale Seng
Media Strategy Manager
Brand
Enchanteur
PRESENTERS
Keith Teh
Senior Manager, Planning, PHD
Siti Nurzulaika Shamsol Anuar
Senior Product Executive, Wipro Unza









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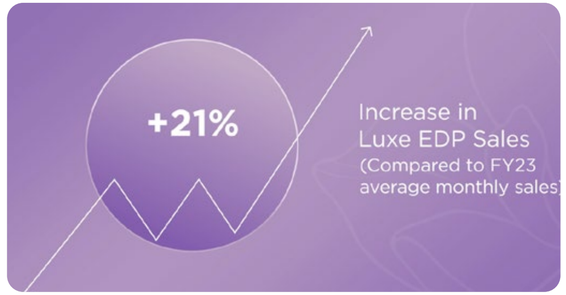


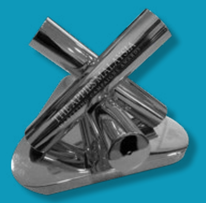












SILVER WINNER

Kisah Terror



SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Financial Services
CAMPAIGN TITLE
Kisah Terror
ADVERTISER
Allianz Malaysia
Amy Loke
Chief Market Management Officer
Vincent Lin
Head Of Digital Marketing
AGENCY
MediaCliQ Group
Stephanie Nambiar
Associate Creative Director
Svpiks
Senior Designer
Sharon Tan Li Min
Account Manager
Brian Lee
Director, Macam Yes Studios
BRAND
Allianz Malaysia
PRESENTER
Salaf Tegal
Creative & Digital Strategist

BUSINESS CHALLENGE

Surveys say a good chunk of us Malaysians aged 25 to 44 are all about that wanderlust life, with 55.1% scratching their itch to hit up new places, soak in different cultures, and just get lost in the beauty of the rest of the world. But when it comes to covering our backs with travel insurance, well, let's just say not everyone's on board. In the last 3-6 months of 2023, 89% of Malaysian travelers were recorded to have not bought travel insurance according to GlobalWebIndex, begging only one question to ring on travel insurance providers' minds: But why?

There's the classic misconception that we naively hold on to: the "It won't happen to me" mindset. We Malaysians can be pretty optimistic, sometimes to a fault, thinking we have gained immunity against unprecedented incidents including flight cancellations, lost baggage, or worse, medical emergencies happening abroad. A significant portion of Malaysians do not prioritize travel insurance. This sentiment is part of a broader trend where many Malaysians exhibit a general lack of interest or poor perception of insurance, with 30% of the respondents aged 25 to 40 having no personal protection at all (Insurance Business Magazine).

Allianz Malaysia saw and understood all this and thus went to market with its Allianz Travel Insurance Adult Annual Plan. Targeted specifically at Malaysians aged 21-55 years old with interest in travel and lifestyle, the product was designed to be the uncomplicated travel insurance product amidst a sea of similar offerings by competitors.

CAMPAIGN SYNOPSIS

Despite Malaysians' adventurous spirit and love for travel, a staggering 89% of travelers in 2023 skipped travel insurance. This risky oversight leaves them vulnerable to flight cancellations, lost baggage, and medical emergencies abroad. Surveys show that Malaysians aged 25-44 are avid travelers, but misconceptions like "It won't happen to me" result in poor insurance uptake.

Allianz Malaysia's campaign for their Travel Insurance Adult Annual Plan cleverly taps into pop culture to capture attention. From December 2023 to February 2024, they launched a series of humorous spots parodying thriller films, setting their campaign apart from competitors. The campaign ran across online platforms and included a contest offering RM100 e-Lazada vouchers and a grand prize of Sony Headphones, engaging audiences through interactive, scenario-based questions.

Allianz's campaign reveals a key marketing perspective: addressing consumer apathy requires blending education with entertainment. By using humour and pop culture parodies, Allianz dismantled misconceptions about travel insurance, making it relatable and engaging. This approach highlights that reframing practical products with creative storytelling can shift mindsets and drive meaningful behavioural change.



SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Financial Services
CAMPAIGN TITLE
Kisah Terror
ADVERTISER
Allianz Malaysia
Amy Loke
Chief Market Management Officer
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Stephanie Nambiar
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Svpiks
Senior Designer
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Brian Lee
Director, Macam Yes Studios
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Allianz Malaysia
PRESENTER
Salaf Tegal
Creative & Digital Strategist





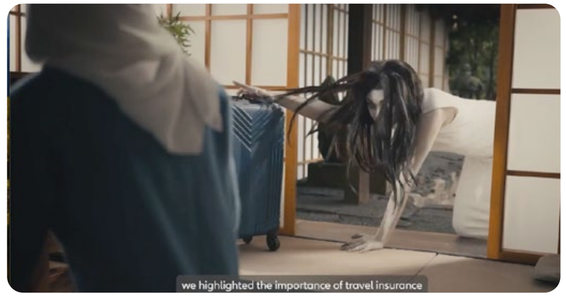


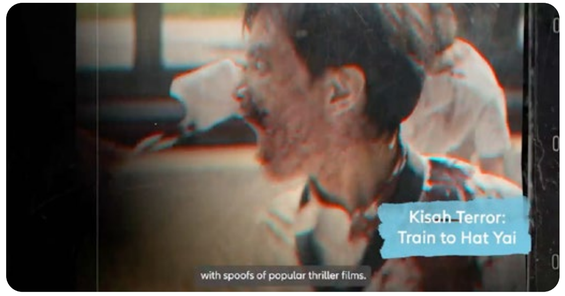


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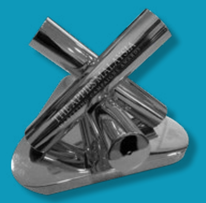












SILVER WINNER

A Winning Blend: Wonda Coffee x FAM Fuels Football Fans And Harimau Malaya





SILVER WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Govt/NGO
CAMPAIGN TITLE
A Winning Blend: Wonda Coffee X Fam Fuels Football Fans And Harimau Malaya
ADVERTISER
Etika Sdn Bhd
Amy Gan
Vice President, Marketing
Oliver Kau
Marketing Manager
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Manager
Amelia Lim
Head Of Public Relations
Mandy Chan
Head Of Performance
BRAND
Wonda Coffee
PRESENTERS
Jamie Ng Xian Wen
Trade Marketing Manager
Tee Sea Yean
Trade Marketing Executive



BUSINESS CHALLENGE

Malaysians have always cherished football, particularly our national team, Harimau Malaya. Despite some setbacks, there's significant potential to reignite passion and support.

With 60% of Malaysians avid football enthusiasts, Wonda aims to be the '12th player' that sparks hope and love for Harimau Malaya.

The decline in support for Harimau Malaya not only affects the team but also impacts brands supporting the sport, like Wonda.

In this environment, Wonda must find innovative ways to reconnect with the audience and re-establish a strong emotional link with the sport.

Additionally, the competitive landscape requires Wonda to differentiate itself from other brands vying for attention.



CAMPAIGN SYNOPSIS

By collaborating closely with the Football Association of Malaysia (FAM), Wonda seeks to unite this massive fan base, transforming spectatorship into active participation.

Results exceeded expectations. The campaign had B2B and B2C objectives:

B2B: increase distribution of Wonda Extra Shot, a variant that had high potential and was the #3 volume contributor in the Wonda range.

B2C: Drive more sales and demand. By igniting a thunderous chorus of support for HARIMAU MALAYA which resulted with massive campaign successes.

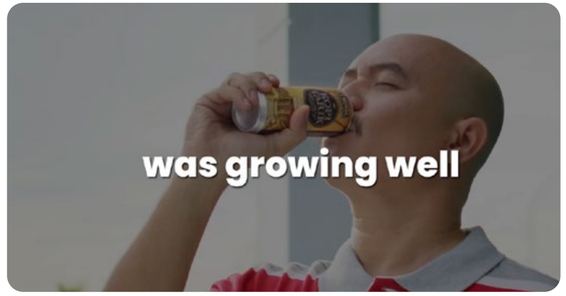
Wonda's campaign showcases a critical marketing strategy: national pride, anchored in cultural touchstones like football, offers a powerful avenue for deep emotional connections. By aligning with Harimau Malaya's revival, Wonda tapped into collective passion, transforming passive spectators into active brand advocates. This strategic move not only reignited support for Malaysia's football team but also reinforced Wonda's position as a champion of shared values. Purposeful partnerships and meaningful engagement demonstrated how cultural resonance can simultaneously drive consumer loyalty and tangible business growth in competitive markets.

SILVER WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Govt/NGO
CAMPAIGN TITLE
A Winning Blend: Wonda Coffee X Fam Fuels Football Fans And Harimau Malaya
ADVERTISER
Etika Sdn Bhd
Amy Gan
Vice President, Marketing
Oliver Kau
Marketing Manager
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Manager
Amelia Lim
Head Of Public Relations
Mandy Chan
Head Of Performance
BRAND
Wonda Coffee
PRESENTERS
Jamie Ng Xian Wen
Trade Marketing Manager
Tee Sea Yean
Trade Marketing Executive





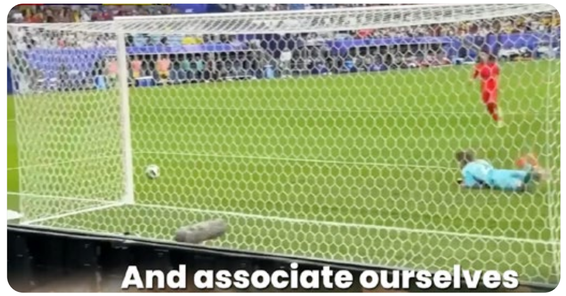




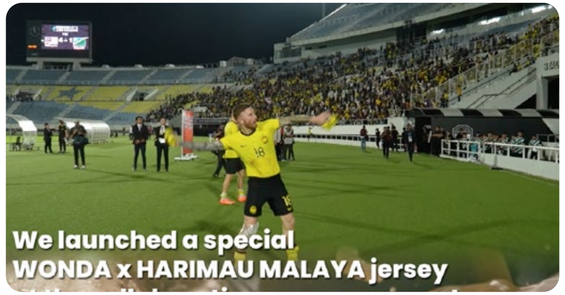
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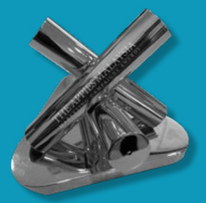












SILVER WINNER

#MovemberGoals: Tackling Men's Health and Winning





SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Healthcare
CAMPAIGN TITLE
#Movembergoals: Tackling Men's Health And Winning
ADVERTISER
IHH Healthcare
Shyamsunder S
Head of Sales & Marketing
Hlengie Moyo
Senior Digital Manager - Marketing
AGENCY
Naga DDB Tribal
Hajar Yusof
Head Of Digital Experience
Allen Looi
Head Of Social
Aaron Leong
Creative Lead
Abigail Ling
Social Media Executive
BRAND
Pantai Hospitals, Gleneagles Hospitals, Prince Court Medical Centre
PRESENTERS
Hajar Yusof
Head Of Digital Experience
Allen Looi
Head Of Social

BUSINESS CHALLENGE

Spotting the Gap in Men's Health Conversations In 2018, the Ministry of Health released the Men's Health National Plan of Action Malaysia to ensure equal utilization of health services by men by 2024. Despite these efforts, the National Health and Morbidity Survey shows only 24% of men have excellent health literacy, and most did not undergo health screenings in the past year.

Addressing this gap is crucial, as early detection can mean the difference between life and death, highlighting the need for a robust men's health awareness campaign. Movember & Moustaches – Do Malaysian Men Really Care? Enter Movember, a month dedicated to men's health issues. Despite the publicity around growing moustaches, most efforts were limited to celebratory social media posts and fundraising, failing to drive men to medical check-ups. It was clear that in order to create meaningful action: we needed a creative breakthrough that would make men sit up and listen. The Task: Inspire Change As a leading healthcare institution, we aimed to provide an educational platform while also creating a frictionless one-stop journey to health screenings at our hospitals.

We sought to emotionally connect with men to take their health seriously while focusing on pushing our specialisations with two key objectives in mind: Brand Objective: Showcase IHH Healthcare's specializations in Urology, Hepatology, and Cardiology by increasing online conversations and doubling engagement on our platforms. Business Objective: Increase male-focused health screenings by 20%.

CAMPAIGN SYNOPSIS

In response to the alarming findings from the National Health and Morbidity Survey, our campaign aimed to bridge the gap in men's health literacy and screenings. Despite Movember's popularity, traditional efforts fell short in driving men to medical check-ups.

We launched the #MovemberGoals campaign, using football—an intrinsic passion among Malaysian men—as our medium. We introduced footballs displaying key health stats and QR codes linking to our Movember landing pages, encouraging men to book screenings. Our campaign unfolded in three phases: normalizing conversations about men's health, creating engaging and informative content, and partnering with Persatuan Sukan Rekreasi Malaysia to distribute our footballs and sponsor a community match.

Our contextual approach saw remarkable results which exceeded targets across social media engagement, campaign mentions and website hits. But most importantly, we saw male health screening appointments rise by 36%, demonstrating a significant behavioural shift from males towards prioritizing their health.

IHH Healthcare's #MovemberGoals campaign highlights a transformative approach to health awareness: leveraging cultural passions like football to normalize taboo topics and inspire action. By integrating education with accessibility, the campaign transcended traditional awareness efforts, driving a 36% increase in screenings and proving that emotional resonance fosters lasting behavioural change.



SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Healthcare
CAMPAIGN TITLE
#Movembergoals: Tackling Men's Health And Winning
ADVERTISER
IHH Healthcare
Shyamsunder S
Head of Sales & Marketing
Hlengie Moyo
Senior Digital Manager - Marketing
AGENCY
Naga DDB Tribal
Hajar Yusof
Head Of Digital Experience
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Abigail Ling
Social Media Executive
BRAND
Pantai Hospitals, Gleneagles Hospitals, Prince Court Medical Centre
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Allen Looi
Head Of Social













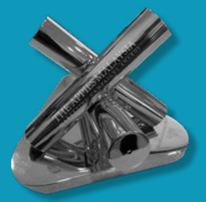








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SILVER WINNER

Time X Creators





SILVER WINNER

CATEGORY
Best In Social
CAMPAIGN TITLE
Time X Creators
ADVERTISER
Time dotCom Bhd
Andrew Yeoh
Group Head of Marketing
Yap Pik Kuan
Senior Comms Specialist
Annisa Sharfina
Social Media Specialist
Mark Karmen
Senior Brand Specialist
AGENCY
Fishermen Integrated
Ilisa Izhar
Social Media Specialist
BRAND
Time
PRESENTERS
Ilisa Izhar
Social Media Specialist
Yap Pik Kuan
Senior Comms Specialist



BUSINESS CHALLENGE

Home internet has become a commodity with similar claims from every brand shouting biggest, widest and fastest in the market. Dominated by a few giants: TM holds two-thirds, Maxis follows with 20% and Time a distant third with a single-digit share. The newly merged CelcomDigi is also aggressively investing in home fibre. The top three players consistently rank among the top 10 advertising spenders, boosting awareness, consideration, and conversions. Consumers tend to gravitate towards these brands making brand differentiation a challenge.

The strategic challenge was to keep Time's long-standing promotion: 500Mbps at RM99 for the first six months fresh and compelling to continuously attract new digital natives and switch them from the competition. Our objectives for the campaign were to; 1) Increase overall brand awareness to 70%, and specifically 20% Top-of-Mind -Awareness & Saliency for the 18-35 year-olds 2) Increase consideration to 75% 3) Achieve a 10% increase in overall sales compared to 2022

Our Challenge:
1) GET THE DIGITAL NATIVES TO TAKE NOTICE We needed to reach the 18-35 year-old digital native segment who made up the largest cohort - 68% of the Home Internet market who are highly connected and deeply influenced by content that reflects their lifestyle and values.

2) CONNECT WITH THEM AUTHENTICALLY ON SOCIAL We had to meet the target audience where they were; to build meaningful relationships through Time's brand authenticity and refreshed personality, championing local artists and creators.



CAMPAIGN SYNOPSIS

In a commoditized Home Internet category where brands shout similar claims, giants like TM, Maxis and CelcomDigi dominate with 10X more budgets, enjoying high brand awareness and conversion. This gave Time a huge challenge in communicating its staple promo to frequent telco switchers looking for the next best deal.

To turn heads and increase brand awareness among the highly connected digital natives, Time came up with Time X Creators to celebrate and reinforce the many ways that fast internet is being used to live, work and play.

Working with 5 local artists and illustrators known for unique self expression, coupled with an offline experience at SneakerLAH and a robust social campaign on Tik Tok - Time created unique merchandise, an original hip-hop brand track, and dance choreography. This campaign achieved the highest ever brand awareness in the brand's history at 72% and a 21% increase in overall sales.

Time's campaign showcases a powerful market insight: authentic, culture-driven engagement is key to standing out in commoditised markets. By partnering with local creators and blending offline experiences like SneakerLAH with robust TikTok campaigns, Time resonated deeply with digital natives, aligning with their values and lifestyle. This strategic approach celebrated individuality while reinforcing the brand's internet speed benefits, driving its highest-ever brand awareness at 72% and 21% increase in sales. Time proved that creativity and authenticity can outshine larger budgets.

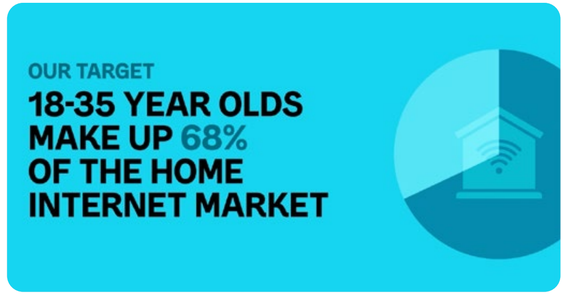


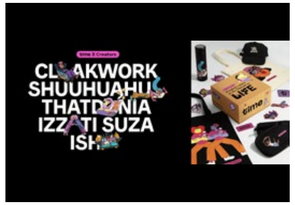
SILVER WINNER

CATEGORY
Best In Social
CAMPAIGN TITLE
Time X Creators
ADVERTISER
Time dotCom Bhd
Andrew Yeoh
Group Head of Marketing
Yap Pik Kuan
Senior Comms Specialist
Annisa Sharfina
Social Media Specialist
Mark Karmen
Senior Brand Specialist
AGENCY
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Time
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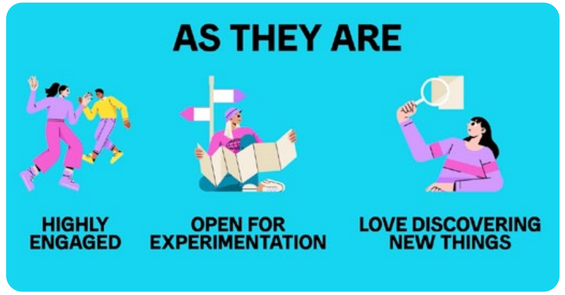








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THE VIDEO

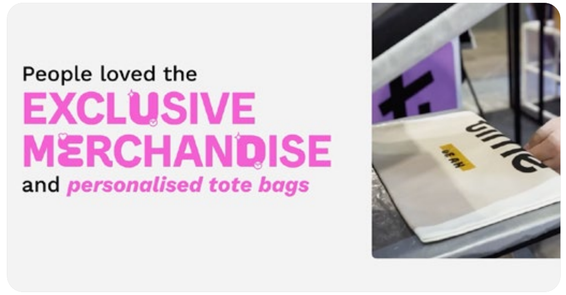


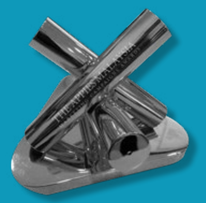












SILVER WINNER

Applecrumby X AJL: Anugerah Juara Lampin



SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Non-Food FMCG
CAMPAIGN TITLE
Applecrumby X AJL: Anugerah Juara Lampin
ADVERTISER
Duchess Merchantiles
AGENCY
Invictus Blue Group
BRAND
Applecrumby
PRESENTERS
Chen Shi Yen
Group Strategy Director
Jayne Gomes
Business Director

BUSINESS CHALLENGE

The journey of Applecrumby began in 2012 when a new parent couple faced the challenge of finding safe, non-allergenic diapers for their newborn daughter. Their quest, driven by love and innovation, led to the birth of Applecrumby.

Over the years, Applecrumby has earned a reputation as the epitome of luxury in the diaper category, often referred to as the 'Louis Vuitton' of Diapers. However, with the super-premium diaper category experiencing a downturn due to macroeconomic pressures, Applecrumby found itself at an inflection point, facing saturation in its core market.

Recognizing the need for market expansion and driven by a fundamental belief that every child deserves premium-quality diapers, the founders launched PureBasic. This affordable line aimed to democratize excellence, offering the same level of quality to a broader audience.

The mission entrusted to the agency:
- Introduce PureBasic to the masses, with a specific focus on Malay parents.
- Elevate the premium-affordable line, doubling its growth within Q2 2024.

With lacking brand recognition and customer data in this segment, it's akin to shooting in the dark. Consequently, we have no choice but to start from scratch.

CAMPAIGN SYNOPSIS

Despite pioneering chlorine-free diapers, Applecrumby needed a platform to enter the mass-Malay segment with its mass-premium range, PureBasic. With 2.5 million viewers, Anugerah Juara Lagu (AJL) was the ideal stage for instant recognition. PureBasic, embodying the hopes of every family, mirrored AJL's representation of Malaysia's brightest stars.

Partnering with TV3-Omnia, we seamlessly integrated Applecrumby into the event, revitalizing AJL. We introduced the "cutest AJL" concept, featuring adorable babies and toddlers on the red carpet, symbolizing aspirational yet accessible luxury. Contestant Ernie, her husband Syamel, and their newborn daughter highlighted our support for parents, resonating deeply with the audience. Syamel and his daughter's appearance added joy and warmth, while a baby room theatre offered a unique brand experience.

Post-show, we continued our efforts through audience remarketing, offering tailored product bundles to drive e-commerce success.

Applecrumby's PureBasic campaign demonstrates a key marketing insight: strategic cultural integration drives rapid brand recognition in untapped segments. By aligning with Anugerah Juara Lagu and embracing aspirational yet accessible luxury, Applecrumby resonated with Malay parents, blending emotional storytelling with innovative touchpoints to expand its market and redefine premium affordability in FMCG.



SILVER WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Non-Food FMCG
CAMPAIGN TITLE
Applecrumby X AJL: Anugerah Juara Lampin
ADVERTISER
Duchess Merchantiles
AGENCY
Invictus Blue Group
BRAND
Applecrumby
PRESENTERS
Chen Shi Yen
Group Strategy Director
Jayne Gomes
Business Director









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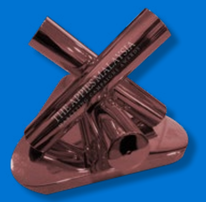












BRONZE WINNER

Sekinchan-ese, Cannot Lose Face! / Sekinchan Go Cashless with HLB BizBuddy!



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In B2B
& Best in Financial Services
CAMPAIGN TITLE
Sekinchan-Ese, Cannot Lose Face! /Sekinchan Go Cashless With Hlb Bizbuddy!
ADVERTISER
Hong Leong Bank
Zalman Zainal
Chief Marketing & Communications Officer
Jason Ng
Head of Brand Marketing
AGENCY
Mindshare Group Malaysia
Neal Pravin Joseph
Strategy Director
Ang Ching Wen
Associate Director
Adzleeyati Rozaini
Senior Executive
BRAND
Hong Leong Bank
PRESENTERS
Wong SookFun
Business Director
Ang Ching Wen
Associate Director



BUSINESS CHALLENGE

With 1.2 million businesses in Malaysia, 97% being SMEs, the potential for digital transformation is immense.

HLBBizBuddy, an app facilitating DuitNowQR payments for merchants and SMEs, supports Bank Negara's nationwide cashless drive. However, 3 clear challenges persist.

Business Challenge: High competition in urban areas. While HLB is preferred among larger Chinese SMEs, our penetration in sub-urban areas is limited compared to Public Bank, CIMB, and Maybank. Urban centers are saturated, making expansion into sub-urban areas like Sekinchan a priority.

Brand Challenge: Transactional brand image. While HLB is providing very good value by throwing the best rates and products that solve SME's functional needs, the product take-up was slow and low.

Consumer Challenge: Low adoption from sub-urban SMEs due to lack of trust Suburban SMEs exhibit low digital adoption (36.5%), preferring traditional methods due to trust issues and familiarity.

To summarize, it's not the product but the sales approach. We needed to reinvent our marketing strategy in suburban areas.



CAMPAIGN SYNOPSIS

The campaign HLB VisitSekinGo addressed the three challenges: high competition in urban areas, a transactional brand image, and low digital adoption among suburban SMEs.

It focused on building trust through sincerity, using local success stories like Kayapo's and leveraging respected village heads as influencers. The VisitSekinGo initiative encouraged cashless transactions via QR codes at key landmarks, promoting tourism and boosting local business. Collaboration with the Sekinchan Tourism Board and PayNet further drove footfall. This solution led to a phenomenal increase in product take-up, surge in new merchant leads and significant media engagement that benefited both SMEs and HLB.

Hong Leong Bank's VisitSekinGo campaign reveals a profound lesson: trust-building through community-centric strategies can overcome barriers to digital adoption. By leveraging local influencers, success stories, and collaborative tourism efforts, HLB redefined its brand image, resonated with suburban SMEs, and demonstrated that authenticity and local engagement drive meaningful business transformation.



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In B2B
& Best in Financial Services
CAMPAIGN TITLE
Sekinchan-Ese, Cannot Lose Face! /Sekinchan Go Cashless With Hlb Bizbuddy!
ADVERTISER
Hong Leong Bank
Zalman Zainal
Chief Marketing & Communications Officer
Jason Ng
Head of Brand Marketing
AGENCY
Mindshare Group Malaysia
Neal Pravin Joseph
Strategy Director
Ang Ching Wen
Associate Director
Adzleeyati Rozaini
Senior Executive
BRAND
Hong Leong Bank
PRESENTERS
Wong SookFun
Business Director
Ang Ching Wen
Associate Director

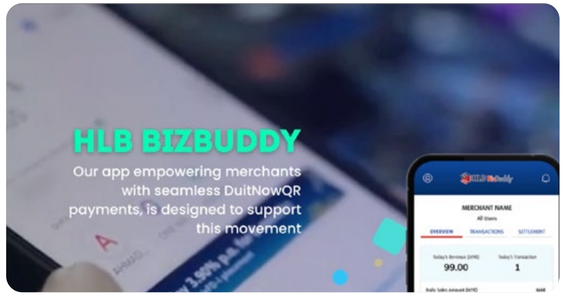








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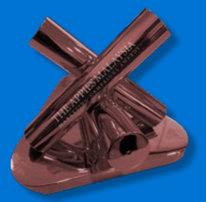












BRONZE WINNER

Wonda 10th Anniversary: Creating An Unforgettable Sensorial Ride



BRONZE WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Customer Experience
CAMPAIGN TITLE
Wonda 10th Anniversary: Creating An Unforgettable Sensorial Ride
ADVERTISER
Etika Sdn Bhd
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Manager
Mandy Chan
Head Of Performance Brand
Wonda Coffee
PRESENTERS
Cindy Khoo
Media Manager
Wenice Siow Wen Wen
Assistant Manager, Marketing Service, Etika

BUSINESS CHALLENGE

As Wonda celebrates its 10th anniversary, the brand faces a delicate balance.

Changing packaging can be risky, as loyal fans may struggle to find their familiar Wonda designs on the shelves, potentially causing confusion.

However, as part of the milestone celebration, Wonda is committed to cementing its position as a brand with an original local flavour that is close to the hearts of Malaysians.

CAMPAIGN SYNOPSIS

Wonda celebrated its 10th anniversary with a comprehensive campaign that showcased its remarkable journey, celebrated its achievements, and reaffirmed its unwavering commitment to quality.

This multifaceted celebration not only honoured Wonda's past accomplishments but connected with the consumers on the move, our core audience for RTD drinks. We engaged the 5 senses of consumers, creating a campaign that goes beyond conventional visual-only or aural-only advertising.

They captured attention on trains, in Grab and on the roads, to drive sales increase of 14% in convenience retail.

By delivering the promise of the same great taste as it did 10 years ago, now and always, Wonda connects people in the real world, bringing multi-sensory ideas to the public, creating talkability whether you're on the go or on the phone.

Wonda's 10th anniversary campaign underscores a critical market insight: maintaining brand relevance requires balancing innovation with loyalty. By celebrating its legacy while reinforcing its commitment to quality, Wonda engaged consumers through a multi-sensory approach, from trains to Grab rides, creating a dynamic, on-the-go experience. This strategy not only honored Wonda's original local flavor but also fostered deeper emotional connections. With a 14% sales increase in convenience retail, Wonda demonstrated the power of integrated, consumer-centric storytelling to sustain growth and loyalty.



BRONZE WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Customer Experience
CAMPAIGN TITLE
Wonda 10th Anniversary: Creating An Unforgettable Sensorial Ride
ADVERTISER
Etika Sdn Bhd
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Manager
Mandy Chan
Head Of Performance Brand
Wonda Coffee
PRESENTERS
Cindy Khoo
Media Manager
Wenice Siow Wen Wen
Assistant Manager, Marketing Service, Etika









CLICK TO WATCH THE VIDEO



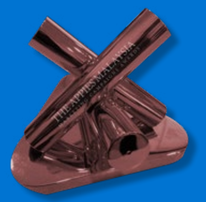












BRONZE WINNER

Like It's Your Father's Company



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Festive
CAMPAIGN TITLE
Like It's Your Father's Company
ADVERTISER
Time dotCom Bhd
Andrew Yeoh
Group Head of Marketing
Yap Pik Kuan
Senior Communications Specialist
AGENCY
Fishermen Integrated
Andrew Tan
Executive Creative Director
Tan Yuen Khai
Senior Art Director
Deborah Woong
Copywriter
Dylan Cheong
Associate Account Director
Mark Karmen
Senior Brand Specialist
BRAND
Time
PRESENTERS
Dylan Cheong
Associate Account Director
Grace Foo Chia Wern
Senior Segment Specialist

BUSINESS CHALLENGE

Every Home internet brand shouts similar claims and market is dominated by TM (which commands two-thirds) with Maxis at 20% and Time at a distant third with single digit market share. Newly merged CelcomDigi was also heavily investing in home fibre.

The Big 3 also regularly feature as Top 10 ADEX spenders, resulting in higher awareness, consideration and conversion. Consumers flocked to whichever brands were top-of-mind. During festive periods, advertising expenditure exceeds a quarter of a billion Ringgit, with most competitors frontloading their spend. Brands spared no expense to cut through, regardless of sectors.

With a budget 10X smaller than its competitors, Time had to be precise in highlighting its refreshed product proposition of customisable flexible plans during a period of extreme CNY clutter of 'cryvertising' and heartwarming feel-good ads.

CAMPAIGN SYNOPSIS

The Chinese New Year festive season in Malaysia is akin to the Superbowl in the United States. From catchy music videos, heartwarming vignettes and tear-jerking stories, every brand did it for the sake of jumping onto the bandwagon, without clear relevance to their brand nor purpose to drive business results.

Expanding on the brand's distinctive brand proposition of 'Kabel Besar' or 'Strong Connections' since its introduction in late 2021, Time introduced 'Your Father's Ad' to demonstrate Time's renewed proposition of customisable internet plans to meet diverse consumer needs.

To stand out amidst the festive clutter, Time depicted the rich diversity of Malaysian culture by featuring dialogue in six languages and dialects throughout the film which is rarely done, taking viewers on a journey that celebrates varying interests of different family members, emphasizing the freedom to choose what they want, when they want it. All this cemented Time's position as Malaysia's fastest growing telco provider.

Time's "Your Father's Ad" brilliantly broke through Malaysia's fiercely competitive home internet market and the clutter of Chinese New Year campaigns dominated by clichés. Leveraging its "Kabel Besar" brand promise of strong connections, Time highlighted the customizability of its internet plans through a refreshingly authentic narrative. The use of six languages and dialects celebrated Malaysia's cultural diversity, creating a relatable and inclusive story that resonated deeply with audiences. By rejecting generic emotional tropes and focusing on product relevance, Time delivered a campaign that stood out, effectively showcasing its unique proposition and connecting meaningfully with Malaysia's diverse consumer base.



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Festive
CAMPAIGN TITLE
Like It's Your Father's Company
ADVERTISER
Time dotCom Bhd
Andrew Yeoh
Group Head of Marketing
Yap Pik Kuan
Senior Communications Specialist
AGENCY
Fishermen Integrated
Andrew Tan
Executive Creative Director
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Deborah Woong
Copywriter
Dylan Cheong
Associate Account Director
Mark Karmen
Senior Brand Specialist
BRAND
Time
PRESENTERS
Dylan Cheong
Associate Account Director
Grace Foo Chia Wern
Senior Segment Specialist













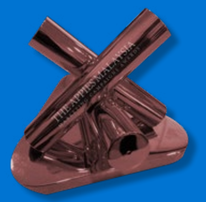








CLICK TO WATCH THE VIDEO



BRONZE WINNER

Calpis Chewy Grape X DJ AINA: AI brand ambassador drives AIMAZING results for new flavour launch!





BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Innovation
Best In FMCG - F&B
CAMPAIGN TITLE
Calpis Chewy Grape X DJ Aina: Ai Brand Ambassador Drives Aimazing Results For New Flavour Launch!
ADVERTISER
Etika Sdn Bhd
AGENCY
Ampersand Advisory
BRAND
Calpis
PRESENTERS
Amelia Teo
Assistant Brand Manager
Sandeep Mark Joseph
CEO and Co-Founder

BUSINESS CHALLENGE

Calpis, a cultured milk yoghurt drink (CMYD) brand that originated in Japan is over 100 years old, and was a leader in its category by volume.

The brand is associated with cheerfulness, fun and joy. However, the brand had not advertised since 2019 and was declining by 2% per year in terms of market share.

The brand faced declining sales in the past 3 years with a CAGR of only 2.6%, which is projected to slow further to 2.1% in the next 3 years.

To combat this stagnation and maintain its position as the #1 leader in the CVS channel, Calpis decided to focus on the fastest-growing flavour within the CMYD segment - Grape, which had an impressive 14.5% annual growth rate.

Previously, the Calpis brand had communicated using brand ambassadors like Yuna and Harith Iskandar. In 2023, the challenge was how to reintroduce the brand into the market and create sufficient excitement to get consumers buying more of this well-established product.

CAMPAIGN SYNOPSIS

Recognizing the need to stand out in the digital-dominated landscape, Calpis took an innovative approach by partnering with Malaysia's first AI radio DJ, Aina Sabrina, as their brand ambassador.

This first-of-its-kind collaboration aimed to drive curiosity, engage with unique storytelling, create differentiation, and ultimately drive sales. Calpis leveraged Aina's strong fit with the brand's DNA and her ability to connect with the target youth audience aged 15-27.

The campaign, which spanned multiple digital and traditional platforms, proved highly successful, with Calpis Chewy Grape becoming 6 times bigger than Yakult within the convenience retail channel and the brand achieving a 16% growth - the fastest in the CMYD category.

Calpis' campaign demonstrates the power of innovation in reinvigorating established brands. By partnering with Malaysia's first AI radio DJ, Aina Sabrina, Calpis captured youthful curiosity and redefined storytelling in the cultured milk category. This strategic move resonated with digital-native audiences, propelling Chewy Grape's dominance and achieving a 16% growth, revitalizing the brand's market leadership and relevance.



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In Innovation
Best In FMCG - F&B
CAMPAIGN TITLE
Calpis Chewy Grape X DJ Aina: Ai Brand Ambassador Drives Aimazing Results For New Flavour Launch!
ADVERTISER
Etika Sdn Bhd
AGENCY
Ampersand Advisory
BRAND
Calpis
PRESENTERS
Amelia Teo
Assistant Brand Manager
Sandeep Mark Joseph
CEO and Co-Founder









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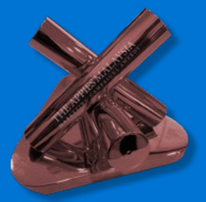












BRONZE WINNER

The Original Taste Of Malaysia Rolls Out A Wonda-Ful Campaign Of Big Scale Initiatives



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In FMCG - F&B
CAMPAIGN TITLE
The Original Taste Of Malaysia Rolls Out A Wonda-Ful Campaign Of Big Scale Initiatives
ADVERTISER
Etika Sdn Bhd
Amy Gan
Vice President, Marketing
Oliver Kau
Marketing Manager
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Maanager
Mandy Chan
Head Of Performance
BRAND
Wonda Coffee
PRESENTERS
Cindy Khoo
Media Manager
Amelia Teo Siew Ching
Assistant Brand Manager

BUSINESS CHALLENGE

Wonda is a challenger brand competing directly with Nescafé. As the first coffee in Malaysia, pre-dating by decades, Nescafé owned the "original" platform.

In 2014, Wonda launched its Kopi Tarik variant, embracing the local Malaysian coffee taste.

This variant quickly became the largest contributor to Wonda's business surpassing the Original variant and displacing Nescafé by focusing on local tastes like mamak-style beverages.

The competition intensified when Nescafé introduced its own Kopi Tarik variants.

However, Wonda maintained a stronghold with a leading market share in this segment.

To further grow, Wonda needed to capture market share from Nescafe's Original variant by emphasising its authentic Malaysian coffee taste.

Over the past decade, the market share battle reached a stalemate.

Wonda faced the challenge of scaling up and competing against Nescafé, which outspent Wonda in media, particularly in the Hot Coffee category.

CAMPAIGN SYNOPSIS

For 2023 Wonda decided to go local with a series of 5 big initiatives sequenced to make the consumer re-evaluate "what is the true original?".

The campaign idea centered on positioning Wonda Kopi Tarik as "The Original Taste of Malaysia," highlighting its success in catering to local taste buds and nuances. This strategy sought to resonate with Malaysian consumers and build a stronger market presence.

They used traditional media as well as digital to make big statements from July leading to Merdeka/Malaysia Day: radio innovation integrating 17 stations, longest print magazine, train takeover for festive, celebrate Malaysian habits with a film etc. PR amplified their innovations and sales grew by 10%.

Wonda's campaign demonstrates the strategic power of cultural authenticity in a competitive market. By positioning Kopi Tarik as "The Original Taste of Malaysia," Wonda leveraged local pride to redefine consumer perceptions of authenticity. Through a blend of traditional and digital innovations, including radio integration and festive train takeovers, the campaign resonated deeply with Malaysians. This culturally aligned approach not only strengthened brand loyalty but also achieved a 10% sales growth, showcasing effective differentiation.



BRONZE WINNER

OVERALL CATEGORY
Brands & Business
CATEGORY
Best In FMCG - F&B
CAMPAIGN TITLE
The Original Taste Of Malaysia Rolls Out A Wonda-Ful Campaign Of Big Scale Initiatives
ADVERTISER
Etika Sdn Bhd
Amy Gan
Vice President, Marketing
Oliver Kau
Marketing Manager
AGENCY
Ampersand Advisory
Sandeep Joseph
CEO & Co Founder
Cindy Khoo
Media Maanager
Mandy Chan
Head Of Performance
BRAND
Wonda Coffee
PRESENTERS
Cindy Khoo
Media Manager
Amelia Teo Siew Ching
Assistant Brand Manager





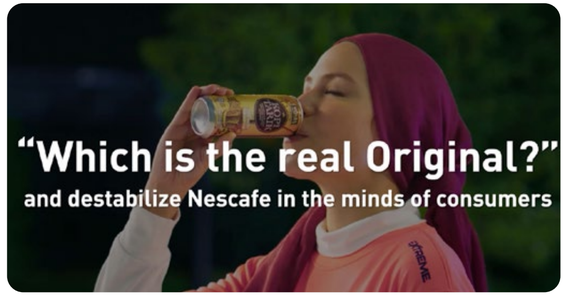




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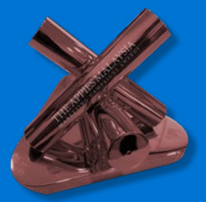






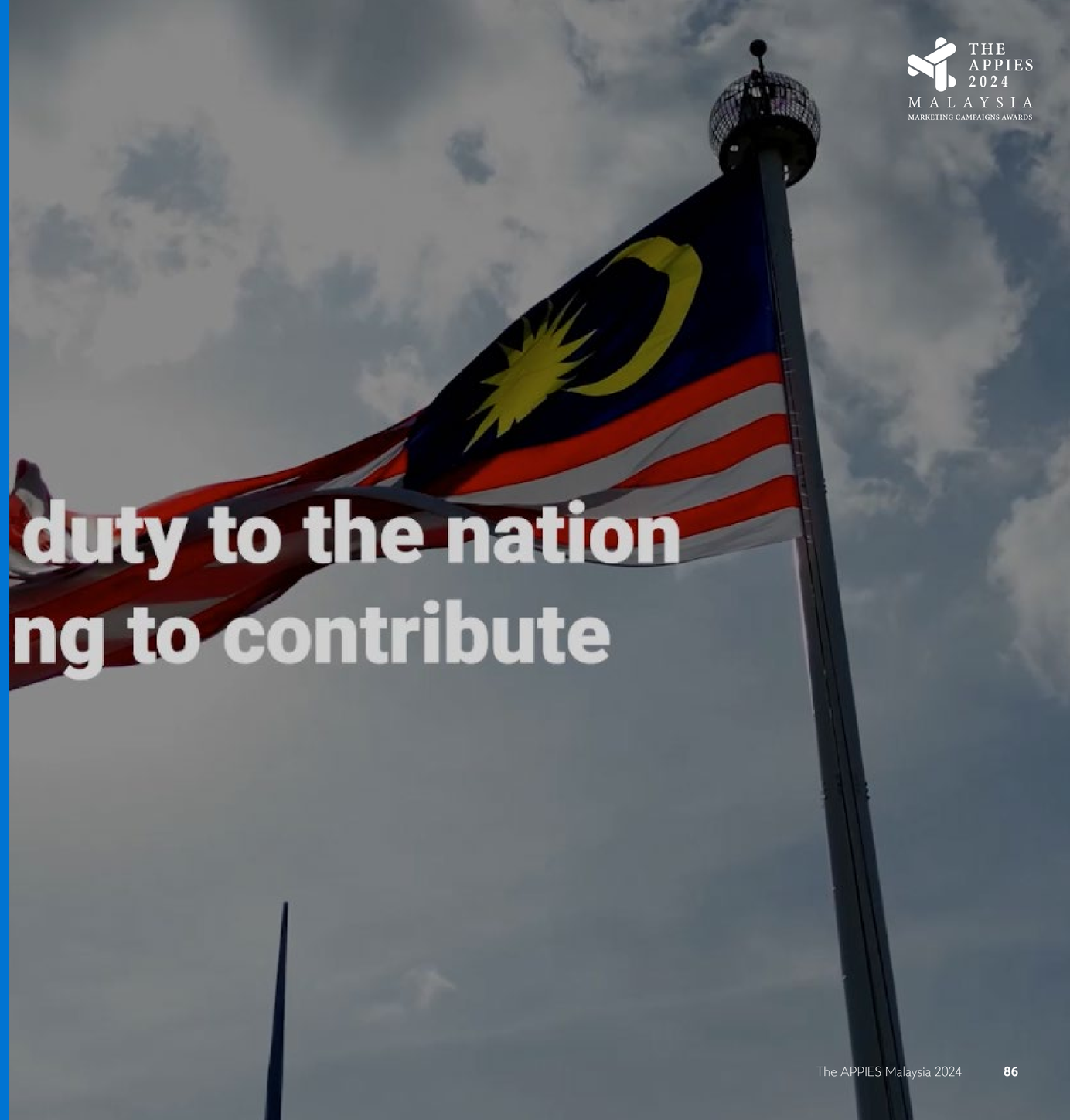






BRONZE WINNER

ATLAS Vending Supports Ministry Of Economy Through RM1 Thirst Quenchers Campaign





BRONZE WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Govt/NGO
CAMPAIGN TITLE
Atlas Vending Supports Ministry Of Economy Through RM1 Thirst Quenchers Campaign
ADVERTISER
Etika Sdn Bhd
AGENCY
Ampersand Advisory Sdn Bhd
BRAND
Atlas Vending
PRESENTERS
Kalithasan Sothinathan
Marketing Manager
Amelia Lim
Head of PR

BUSINESS CHALLENGE

Recognizing the financial burdens faced by Malaysia's B40 population, Atlas Vending partnered with the Ministry of Economy to launch a campaign addressing the critical need for affordable hydration.

This initiative underscored their commitment to sustainability and community welfare.

The campaign debuted at KL Sentral, graced by the Minister of Economy, and garnered extensive media coverage

Atlas Vending's 'Penyegar Dahaga RM1 Atlas' campaign, celebrated for its effective PR execution, navigated challenges to introduce an RM1 promotion on thirst-quenching beverages, benefiting 130,000 hardcore poor.

Overcoming logistical and outreach hurdles, this project, aligned with the People's Income Initiative and successfully enhanced the resilience of low-income groups amidst difficult economic challenges.

CAMPAIGN SYNOPSIS

The campaign, rooted in inclusivity, diversity, and community, aimed to uplift the less fortunate through IPR 'Inisiatif Pendapatan Rakyat'.

This initiative not only showcased Atlas Vending's commitment to sustainability but also solidified their position as a community-driven brand.

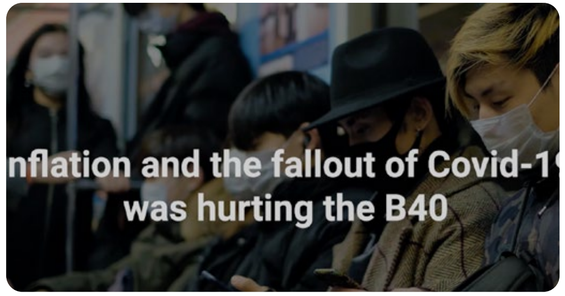
It grew awareness for Atlas solutions in general, and has seen more sales enquiries for their core business.

Atlas Vending's 'Penyegar Dahaga RM1 Atlas' campaign exemplifies the impact of purpose-driven marketing in addressing community needs. By providing affordable hydration to Malaysia's B40 population through RM1 beverages, the campaign reinforced Atlas's commitment to inclusivity and sustainability. Partnering with the Ministry of Economy and aligning with the People's Income Initiative, the campaign not only supported 130,000 hardcore poor but also enhanced brand awareness and positioned Atlas as a community-centric leader. This initiative successfully blended corporate responsibility with strategic outreach, generating increased sales inquiries while strengthening resilience among low-income groups during economic challenges.

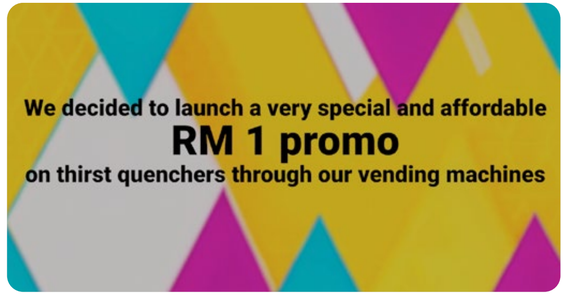


BRONZE WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Govt/NGO
CAMPAIGN TITLE
Atlas Vending Supports Ministry Of Economy Through RM1 Thirst Quenchers Campaign
ADVERTISER
Etika Sdn Bhd
AGENCY
Ampersand Advisory Sdn Bhd
BRAND
Atlas Vending
PRESENTERS
Kalithasan Sothinathan
Marketing Manager
Amelia Lim
Head of PR









CLICK TO WATCH THE VIDEO



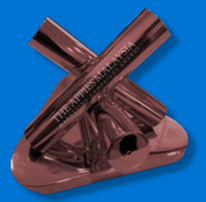












BRONZE WINNER

Any Excuse Will Do: Nando's Brings Malaysians Together For A Year-End Meal



BRONZE WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Social
CAMPAIGN TITLE
Any Excuse Will Do: Nando's Brings Malaysians Together For A Year-End Meal
ADVERTISER
Nando's Malaysia
Elaine Chiew
Head Of Marketing
AGENCY
Ampersand Advisory
Nadine Hor
Media Manager
Mandy Chan
Head Of Performance
Vincent Loong
Media Manager
BRAND
Nando's Malaysia
PRESENTERS
Nadine Hor
Media Manager
Mandy Chan
Head of Performance

BUSINESS CHALLENGE

The family restaurant business in Malaysia has become increasingly competitive due to the influx of new brands in recent years.

Most of these new entrants target the lunch and dinner crowds, specifically among professionals, managers, executives, and businessmen (PMEBs) – the same demographic Nando's aims to attract.

Additionally, retaining loyalty among regular customers has become more challenging, and the rate of new trialists remains low.

So Nando's launched the "Feed Your Fire" brand campaign to highlight its exotic and vibrant dining experience and to serve fresh, flavour-filled food as part of a brand refresh initiative for Malaysia.

However, considering the aggressive competition in the food and beverage business, especially during the holiday season, Nando's faces the challenge of staying top of mind and standing out without going through the prize war.

CAMPAIGN SYNOPSIS

Nando's "Any Excuse to Celebrate" campaign deftly navigated Malaysia's competitive F&B landscape, leveraging social media to connect over 38 million consumers.

The campaign's interactive contest resonated deeply, generating more than 50k post engagements with 2.7k contest submissions, exceeding Nando's engagement benchmark by 1,052%.

Total video views were remarkable at 7.25 million views exceeding Nando's view through rate benchmark by 44%.

Business results were equally impressive, with All-in Party Platter orders exceeding targets by 4%, a 67% increase year-over-year, and a 21% rise in average check size. This strategic blend of engaging content and personalized dining experiences not only strengthened brand affinity but also solidified Nando's as the go-to choice for meaningful celebrations, fostering lasting consumer loyalty in a dynamic market.

Nando's "Feed Your Fire" campaign demonstrated the power of blending engaging content with personalized dining experiences to thrive in a competitive market. By emphasizing vibrant, flavour-filled celebrations, the campaign exceeded All-in Party Platter order targets by 4%, achieved a 67% year-over-year increase, and boosted average check size by 21%. This strategic refresh not only strengthened brand affinity but positioned Nando's as the go-to choice for meaningful celebrations, fostering lasting consumer loyalty and solidifying its presence in Malaysia's dynamic F&B landscape.



BRONZE WINNER

OVERALL CATEGORY
Platforms & Purpose
CATEGORY
Best In Social
CAMPAIGN TITLE
Any Excuse Will Do: Nando's Brings Malaysians Together For A Year-End Meal
ADVERTISER
Nando's Malaysia
Elaine Chiew
Head Of Marketing
AGENCY
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Nadine Hor
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Head of Performance



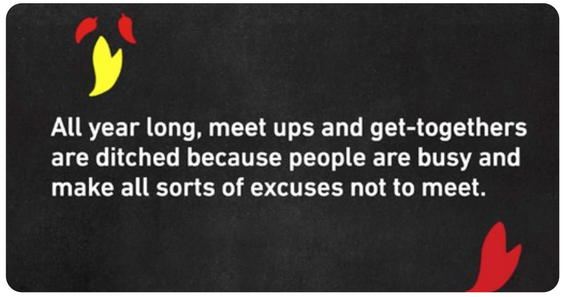






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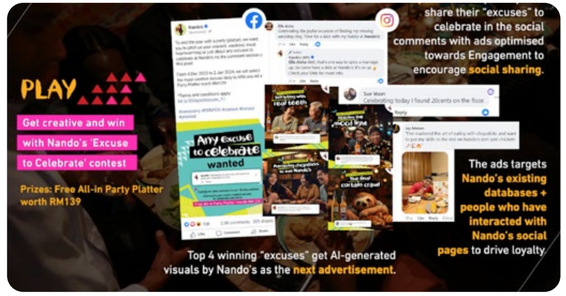














RED WINNERS

ADVERTISING AGENCY
OF THE YEAR

MEDIA AGENCY
OF THE YEAR

MARKETER
OF THE YEAR



RED WINNER

fishermen

FISHERMEN INTEGRATED
ADVERTISING AGENCY OF THE YEAR
THE APPIES MALAYSIA 2024

AMPERSAND ADVISORY
business results *now!*

AMPERSAND ADVISORY
MEDIA AGENCY OF THE YEAR
THE APPIES MALAYSIA 2024

etika

ETIKA
MARKETER OF THE YEAR
THE APPIES MALAYSIA 2024



BLACK WINNERS

Rising Star Presenter & Trailblazing Presenters Of The Year 2024

ILISA IZHAR
TIME DOTCOM
RISING STAR PRESENTER
OF THE YEAR 2024

DON MICHAEL DE LEON
LEO BURNETT MALAYSIA
TRAILBLAZING PRESENTER
OF THE YEAR 2024

CAROLYN TAY
MAYBANK
TRAILBLAZING PRESENTER
OF THE YEAR 2024

KALITHASAN SOTHINATHAN
ATLAS VENDING
TRAILBLAZING PRESENTER
OF THE YEAR 2024

GIGI LEE
RHB BANK
TRAILBLAZING PRESENTER
OF THE YEAR 2024

THE APPIES 2024 MALAYSIA

MARKETING CAMPAIGNS AWARDS

ORGANISER:

MARKETING ZEITGEIST

PARTNER:

AAMS
ASSOCIATION OF ADVERTISING & MARKETING SINGAPORE

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