

# MARKETING™

APRIL 2026

THE HAM™  
REPORT  
GOLD STANDARD IN INDUSTRY RANKINGS 2025



Ampersand Advisory  
dentsu Malaysia

VML

THE SHOUT GROUP

Invictus Blue

OMD

PHD Media

MBCS

Naga DDB Tribal

Mindmade Creative Communications

Trapper Media Services

## AGENCIES, MARKETERS & BRANDS OF THE YEAR

GOLD STANDARD IN INDUSTRY RANKINGS 2025



# THE BEST OF MALAYSIA

at Resorts World Genting



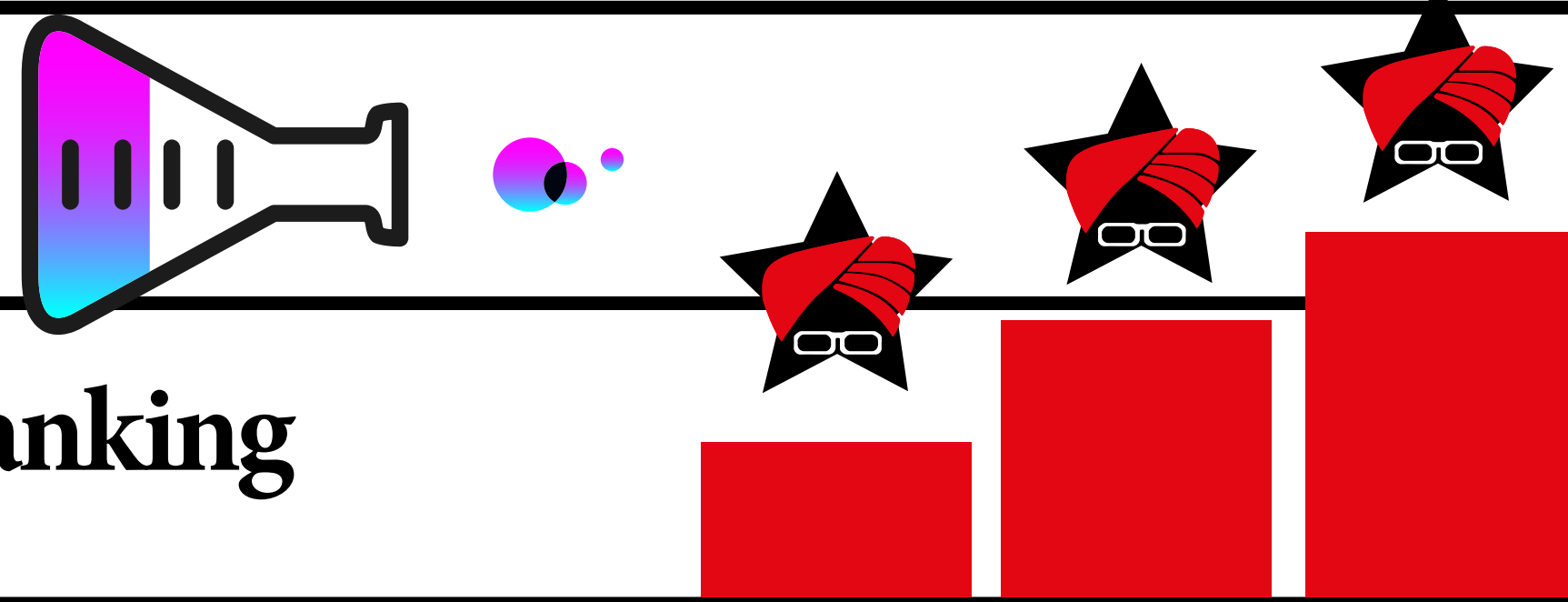
# SKY AVENUE

Explore our offerings at [rwgenting.com](http://rwgenting.com)

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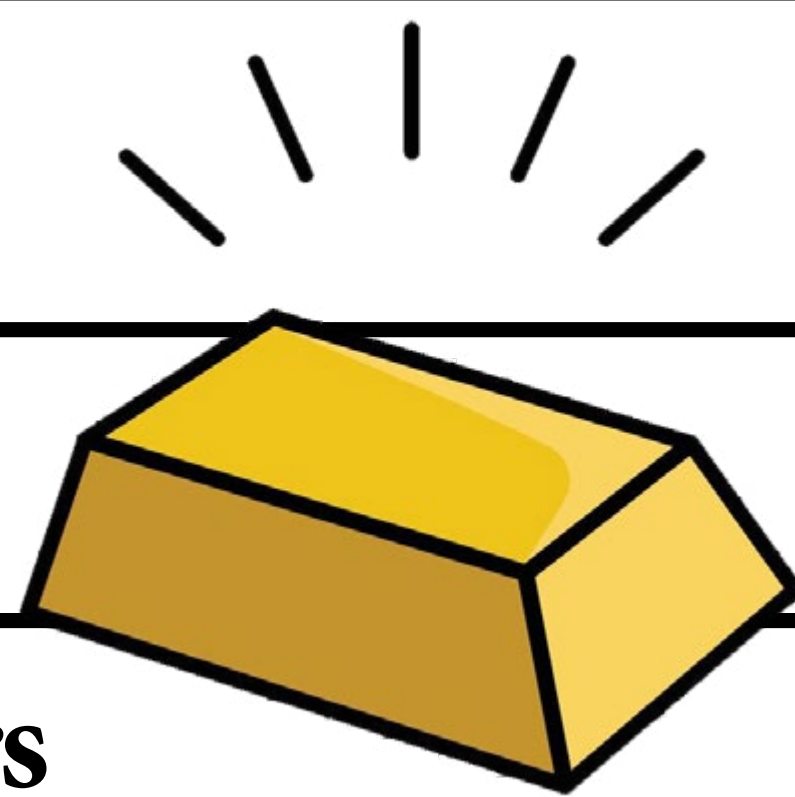
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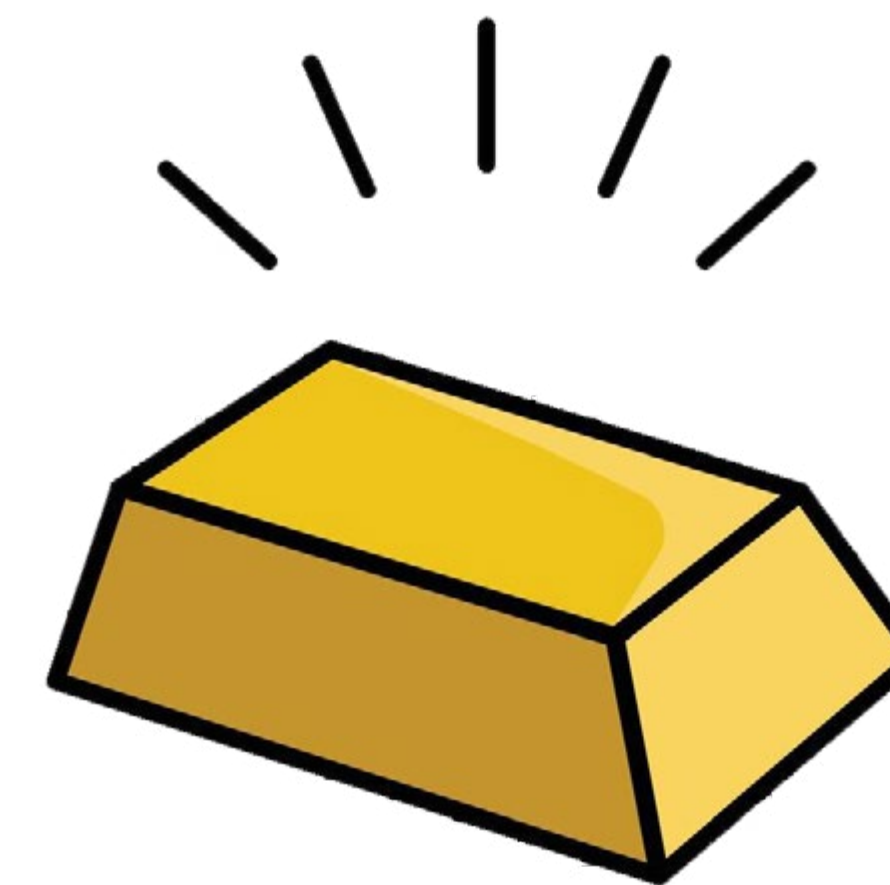
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# PURE GOLD

*There are awards. Then there is the weight of Gold.*



**... They cannot fake brave thinking. They cannot mint original instinct under pressure...**

That is what makes The Ham Report matter.

In a market flooded with trophies, citations, badges and applause, the Ham Report does something gloriously unfashionable. It filters out the noise. It does not genuflect before every shiny object. It asks a tougher question. Who won Gold, and who kept winning where it truly counts?

That is why this report has become more than an annual ranking. It is now a benchmark for benchmarks. A scorecard for the industry's sharpest minds, bravest clients and most effective agencies.

In short, it is a report card for excellence.

The Ham Report is built on a simple belief. Not all awards are created equal. Some reward popularity. Some reward polish. The best reward work that moves markets, shifts culture and proves that creativity still has commercial muscle. That is why only Gold winners from the most respected shows make the cut.

To appear in this report is not merely to celebrate a win. It is to signal consistency, craft, strategic clarity and the ability to rise above the blizzard of mediocrity that often passes for modern marketing.

This year, as AI gets louder, attention spans get shorter and clients demand more for less, the value of true Gold rises even further. Machines can multiply output. They cannot manufacture conviction. They cannot fake brave thinking. They cannot mint original instinct under pressure.

The Ham Report remains our annual reminder that while tools may change, greatness does not.

And greatness, when properly measured, is still pure Gold.

# THE HAM<sup>TM</sup> REPORT

GOLD STANDARD IN INDUSTRY RANKINGS 2025

## METHODOLOGY

Rankings are done from shows hosted in Malaysia: APPIES, Dragons and the industry-sanctioned Digital Association d'Awards, Media Specialists Association Awards (MSA), Effie Malaysia and the Kancil Awards for 2025.

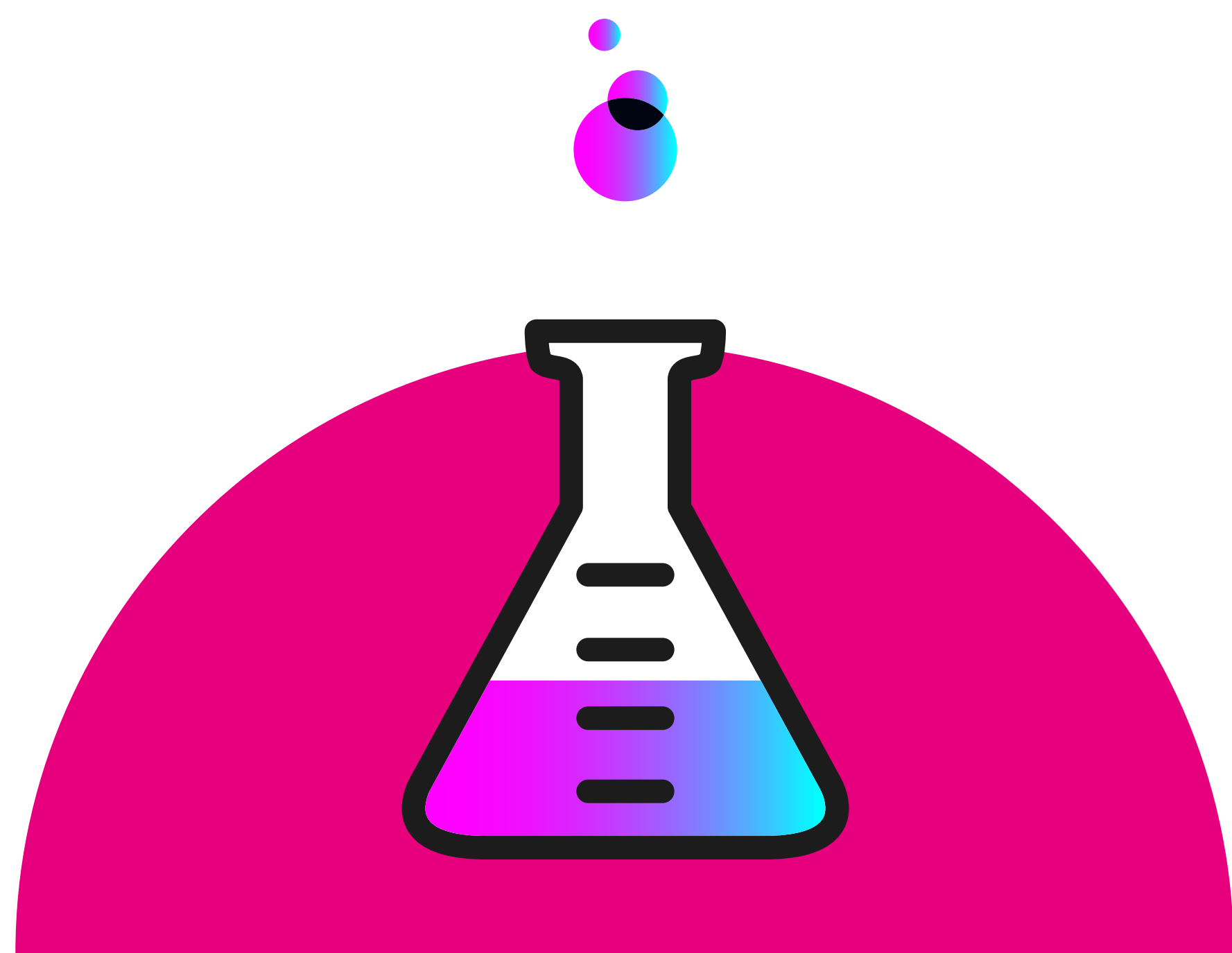
Only Gold winners from these shows are counted. Campaigns that win multiple Gold in the same show, or in the six shows in our rankings, are factored as ONE Gold (unique) win.

Gold winners in craft are not counted; this Report focuses on campaigns.












Malaysian Gold winners on the regional level have a slightly higher weightage, as is the case for Effie AsiaPacific and Dragons Asia.

### TOP MARKETERS ADD TO METHODOLOGY:

*We know not all shows are of the same stature, for various reasons. So this year, we polled our six shows among 37 leading marketers to develop a scoring algorithm based on which shows they consider the most prestigious and reflective of true marketing success.*



## AGENCY TOP RANKING

RANKING	AGENCY	
1	Ampersand Advisory	
2	dentsu Malaysia	
3	VML	
3	THE SHOUT GROUP	
4	Invictus Blue	
5	OMD	
6	PHD Media	
7	MBCS	
8	Naga DDB Tribal	
9	Mindmade Creative Communications	
10	Trapper Media Services	

## MARKETER TOP RANKING

RANKING	MARKETER
1	<b>Etika Group of Companies</b>
2	<b>Wipro Unza Malaysia</b>
3	<b>Ace Canning Corporation Malaysia</b>
4	<b>CelcomDigi</b>
5	<b>Alliance Bank</b>
6	<b>Heineken Malaysia</b>
6	<b>Kopi Kenangan</b>
7	<b>Petronas</b>
8	<b>RHB Bank</b>
9	<b>F&amp;N</b>
10	<b>Cetaphil Malaysia</b>
10	<b>McDonald's</b>

AGENCY	CAMPAIGN	BRAND/CLIENT	PAGE
Ampersand Advisory	Stop That Dot: HOMESOY 3.0 Empowers Women Breast Cancer	Ace Canning Corporation Malaysia	17
Ampersand Advisory	Atlas Ecopod: World's Slimmest Reverse Vending Machine	Etika Group of Companies	17
Ampersand Advisory	FOMO & Fizz create Malaysia's #1 TV show + Drives Record Sales	Etika Group of Companies	18
Ampersand Advisory	Keluang Man Movie. Local Superhero Drives Local Coffee Flavour	Etika Group of Companies	18
Ampersand Advisory	Malaysia's first ever Senior Esports Team	Etika Group of Companies	19
Ampersand Advisory	Where Drama Meets Dinner: Dapur Goodday Ramadan	Etika Group of Companies	19
Ampersand Advisory	The Real M Nasir	Etika Group of Companies	20
Ampersand Advisory	Ultimate Elevator Pitch: 60 Seconds	Alliance Bank	20
dentsu Malaysia	Hidden Heroes	Axiata Malaysia	23
dentsu Malaysia	The Dreamer	CelcomDigi	23
dentsu Malaysia	Cetaphil's Skin Analyzer Fuels Customer Acquisitions	Cetaphil Malaysia	24
dentsu Malaysia	Quiet Moments, Big Impact: Vagisan's Toilet Media Transformation	DR. WOLFF	24
dentsu Malaysia	Refresh Your Music: Heineken's Genre-Crossing Spotify Experience	Heineken Malaysia	25
dentsu Malaysia	Winning the Game: How Grab's 1PD Helped Guinness Sell More	Heineken Malaysia	25
dentsu Malaysia	Heineken on DOOH? Heineken Makes Impossible Possible	Heineken Malaysia	26
dentsu Malaysia	#SPEEDPHORIA 2024 Moto GP	PETRONAS	26
VML	Kara's Packs for Malaysians	Kara Marketing Malaysia	29
VML	The Check-Cup	Kopi Kenangan	29
VML	How Speaking Gen Z helped disrupt the period care category	PS love Pte Ltd	30
VML	Unifi Business. Ambassadors of Failure	TM Technology Services Malaysia	30
THE SHOUT GROUP	Belonging: Turning old clothes into new hope	RHB Bank	33
THE SHOUT GROUP	Bringing The Deliciousness Back To Domino's	Dominos	33
THE SHOUT GROUP	Add Spritzer Sparkling, Raya Gets More Happening	Spritzer Malaysia	34
THE SHOUT GROUP	Multiply The Goodness With Tropicana Twister	PepsiCo Malaysia	34
THE SHOUT GROUP	Forgiveness: A stranger than fiction true story...	RHB Bank	35
Invictus Blue	Breaking the Mould: How Social Intelligence Transformed SME Targeting	Alliance Bank	37
Invictus Blue	The Proton e.MAS 7 Tour: A Nation Recharged	PRO-NET	37
Invictus Blue	Disrupting the Messy Middle: A Brighter Search Strategy	Sun Life Malaysia	38
Invictus Blue	The Super Audible Experience	Jacobs Douwe Egberts Malaysia	38
OMD	CelcomDigi Fibre: Right Time, Right User, Real Results	CelcomDigi	41
OMD	McDonald's Malaysia: Boss Mekdi, Kenal Dulu Baru Tau	McDonald's	41
PHD Media	The "Ele-vating" Shower Experience	Wipro Unza Malaysia	43
MBCS	Cracking the Secret Language: Ketibas, Ketibus, Ketitam	Wipro Unza Malaysia	45
MBCS	Skincare to Self-Belief: SAFI's Scholarship Raya	Wipro Unza Malaysia	45
Naga DDB Tribal	RWG CEO 2.0: Eva's Back, And She Means Business	Resorts World Genting	47
Naga DDB Tribal	Makan Lain Macam	A. Clouet (Malaysia) Sdn Bhd	47
Mindmade	Taste Munchy's, Taste Happiness Campaign	Universal Robina Munchy's	49
Mindmade	Malaysia's First Science-Backed Diaper Campaign	Offspring Malaysia	49
Trapper Media Services	Netflix's Squid Game Returns to Malaysia, Season 2	Netflix	51
Trapper Media Services	MyTokioApp. Convenience Through Digital Innovation	Tokio Marine Malaysia	51

# AGENCY FAMILY TREE

APAC 2025



## + WPP

<b>+ AKQA Group</b>	
AKQA	IC
Aleph	DC
Grey	IC
<b>+ Burson</b>	
Burson	PaC
GCI Health	HC
Hill & Knowlton	PaC
<b>+ Design Bridge and Partners</b>	
<b>+ GroupM</b>	
GroupM	IM
choreograph	DaC
EssenceMediacom	IM
The Goat Agency	Sal
GroupM Nexus	DM
Mindshare	IM
T&Pm	IM
Wavemaker	IM
<b>+ Hogarth</b>	
Hogarth	PRO
Subvsrve	PRO
<b>+ Ogilvy</b>	
Ogilvy	IC
Bower House Digital	EX
Ogilvy Consulting	OS
Ogilvy Health	HC
Ogilvy One	EX
Ogilvy PR	PaC
Pennywise	DC
Verticurl	DaC
<b>+ VML</b>	
Contract Advertising	IC
Gain Theory	DaC
GTB	DM
Mirum	DC
<b>+ Landor</b>	
Landor	Bal
amp	OS
CBA	Bal
<b>+ WPP AUNZ</b>	
<b>Other Agencies</b>	
Kantar	RE
SJR	Bal
Smollan	RaE
Spafax	EX
The Brand Power Company	RaE
<b>Practices</b>	
WPP Government & Public Sector Practice	PaC
Health@WPP	HC

## + OMNICOM

<b>+ Omnicom Advertising Group</b>	
Auditoire	EX
BBDO	IC
DDB	IC
TBWA\	IC
Digital Arts Network	DC
<b>+ Omnicom Production</b>	
Designory	DC
eg+	PRO
Mother Tongue	CO
Omnicom Studios	CO
<b>+ Omnicom Media Group</b>	
Hearts & Science	IM
Annalect	DaC
OMD	IM
PHD	IM
Ptarmigan Media	IM
<b>+ Omnicom Precision Marketing Group</b>	
Areteans	DaC
Credera	DC
RAPP	DC
<b>+ Omnicom Commerce</b>	
Flywheel	RaE
<b>+ Omnicom Health Group</b>	
DDB Health	HC
HCG	HC
<b>+ Omnicom Public Relations Group</b>	
Ketchum	PaC
Methods+Mastery	Sal
Portland	PaC

## + PUBLICIS GROUPE

<b>+ LEO</b>	
Arcade	IC
Leo Burnett	IC
Publicis	IC
Publicis Commerce	DC
Welcomm Publicis	IC
<b>+ Saatchi &amp; Saatchi</b>	
Saatchi & Saatchi	IC
L&K Saatchi & Saatchi	IC
PG One	IC
<b>+ BBH</b>	
<b>+ MSL</b>	
MSL	PaC
20:20 MSL	PaC
Hanmer MSL	PaC
Luminous Experiential	EX
Publicis Consultants Asia	PaC
<b>+ Mars United</b>	
<b>+ Prodigious</b>	
Idcreations	PRO
<b>+ Digitas</b>	
Digitas	DC
Razorfish	DC
<b>+ Publicis Sapient</b>	
<b>+ WiredCraft</b>	
<b>+ Beehive</b>	
Publicis Beehive	IC
George John Advertising	IM
<b>+ Arc</b>	
<b>+ Indigo Consulting</b>	
<b>+ Publicis Media</b>	
APX Exchange	IM
Brandmap Communications	IM
Ecosys OOH Advertising	IM
Performics	IM
Convonix	IM
TLG	IM
Spark Foundry	IM
Starcom	IM
Zenith	IM
<b>+ Publicis Health</b>	
Publicis LifeBrands	HC
Saatchi & Saatchi Wellness	HC

## + INTERPUBLIC

<b>+ Mediabrands</b>	
Identity	PaC
Initiative	IM
IPG Commerce	RaE
Kinesso	DM
MAGNA	IM
MBCS	CO
Mediahub	IM
Orion	IM
Rapport	OS
UM	IM
<b>+ McCann Worldgroup</b>	
Craft	PRO
FutureBrand	Bal
McCann	IC
McCann Health	HC
Momentum Worldwide	EX
MRM	DC
RafterOne	OS
<b>+ MullenLowe Global</b>	
<b>+ FCB</b>	
<b>+ IPG DXTRA</b>	
Current Global	PaC
Devries Global	PaC
Golin	PaC
Jack Morton	EX
Powell Tate	PaC
Weber Shandwick	PaC
<b>+ IPG Health</b>	
FCBHealth	HC
IPGHealth	HC
<b>Other Agencies</b>	
IPG Studios	PRO
Octagon	EX

## + DENTSU

<b>+ Dentsu</b>	
Carat	IM
dentsu X	IM
<b>+ dentsu Creative</b>	
dentsu Creative	IC
dentsuMB	IC
<b>+ iProspect</b>	
<b>+ Merkle</b>	
Sokrati	DaC
Fractal Ink	DaC
Merkle b2b	DaC
<b>+ TAG</b>	
<b>Other Agencies</b>	
Amnet	OS
Paragon	IM
SMG	OS
The Story Lab	IC
Dwi Sapta	IC
Cox Inall Ridgeway	PaC
dentsu Redder	IC
Posterscope	IM
MKTG	EX

## + HAKUHODO

<b>+ HakuHodo</b>	
HakuHodo	IC
AdGlobal360	DM
H:Digital	IC
HakuHodo Consulting	IC
HakuHodo Digital	DM
HakuHodo First	IC
HakuHodo Integrated Communications Group	IC
HakuHodo O2	IC
HILL ASIA	RE
HYBRID:H	IC
I-DAC	DM
IdeasX Machina Advertising	IC
Kingdom Digital Solutions	DM
MA&TH Entertainment Network	IC
Media Insight	IC
Media Intelligence Group	IM
People'n Rich-H	IC
PMG	IC
Spa-HakuHodo	IC
Spicy HakuHodo	IC
Square Communications	IC
The Joy Agency	IC
Winter Agency	IC
<b>+ Daiko Advertising</b>	
<b>+ YOMIKO Advertising</b>	

## + STAGWELL

<b>+ Alliance</b>	
Anomaly	IC
Unreasonable Studios	PRO
<b>+ Brand Performance Network</b>	
Assembly	IM
Forsman & Bodenfors	IC
GALE	DM
<b>+ Code and Theory</b>	
<b>+ Comms &amp; Advocacy Group</b>	
Allison	PaC
<b>+ Constellation</b>	
72andSunny	IC
INK	DM
Locaria	OS
National Research Group	RE

## + HAVAS

<b>+ Havas</b>	
Havas	IC
Arnold	IC
BLKJ	IC
Conran Design Group	Bal
Havas Front Networks	IC
Havas GIMC	IC
Havas Host	IC
Havas People	OS
Riverorchid	IC
Havas Barefoot	RE
Havas Champagne	DC
Shobiz Havas	EX
<b>+ Havas PR Creative</b>	
Havas Red	PaC
One Green Bean	PaC
<b>+ Havas CX</b>	
Ekino	DC
Think Design	DC
<b>+ Havas Media Network</b>	
Havas Media	IM
Arena Media	IM
Havas Market	RaE
Havas Play	OS
PivotRoots	IM
Socialyse	Sal
<b>+ Havas Health &amp; You</b>	
Havas Health & You	HC
Bastion Brands	HC
Havas Life	HC

## + CHEIL

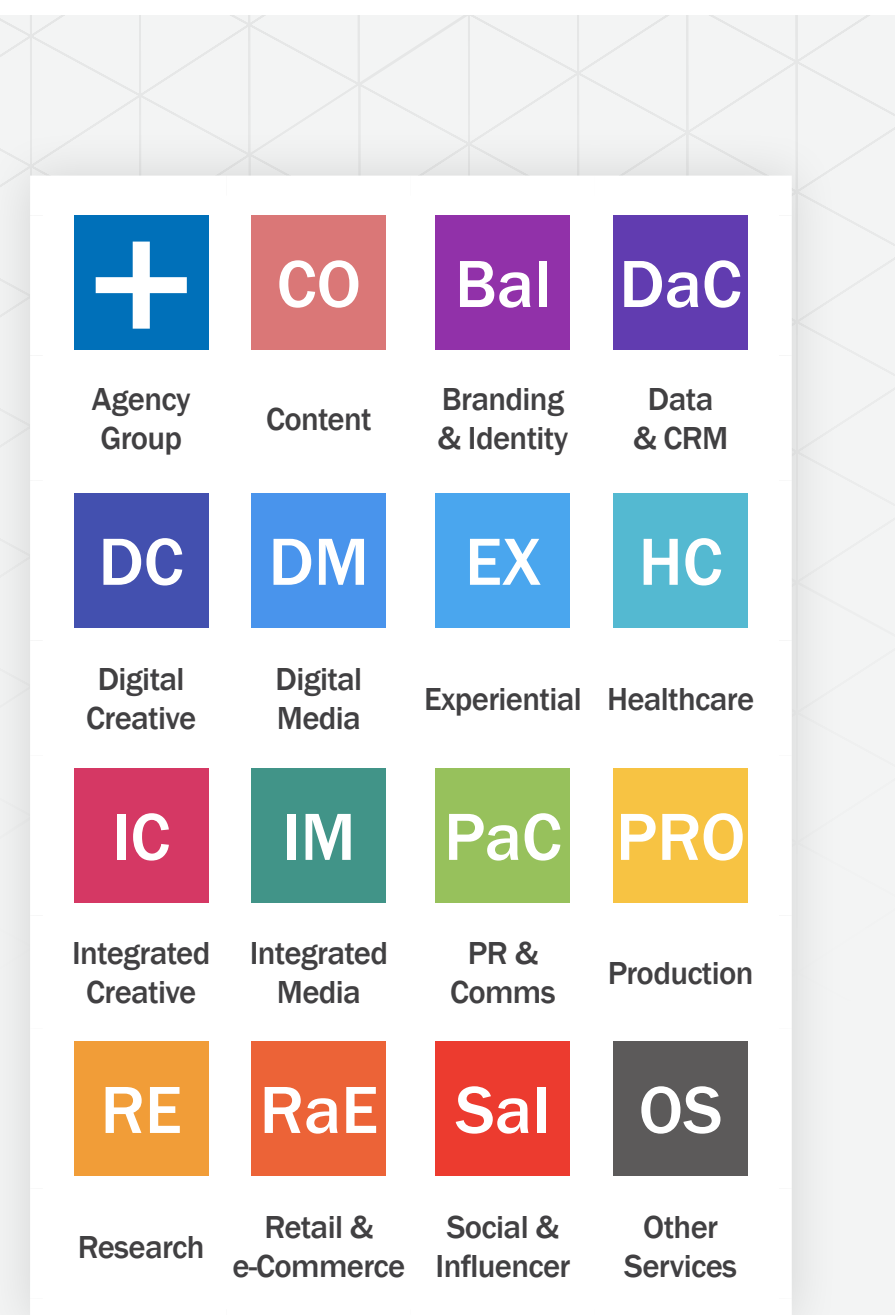
<b>+ Cheil</b>	
Cheil Worldwide	IC
Cheil PengTai	DC
Experience Commerce	DC
Iris	IC
One RX	RaE

## + INDEPENDENTS & NETWORKS

ADA	DC
AdComm	DM
Ampersand Advisory	IC
Amplify	IC
Ansira	DaC
Apparent	IC
Archetype	IC
Artefact	DM
Atomic 212	IC
Avalere Health	HC
BAT	IC
Blink Digital	IC
Brainlabs	DM
Brunswick Group	PaC
Centrick	IM
Creatip	IM
Creativeland Asia	PaC
Edelman	PaC
First Economy	DM
Fishermen Integrated	IC
Freeman	IC
Future Creative Network	IC
Gigil	DC
Goodstufh	IC
GOVT	IC
ICF Next	IC
iCrossing	DM
Imagination	EX
INNOCEAN	IC
M&C Saatchi	IC
Media Muscle	DM
Mother	IC
Novoan	IC
NP Digital	IC
Nunn Media	DM
PurposeAnt	IC
Reply	DC
Tate Anzur	IM
The Huddle Room	IM
The Media Shop	DM
Thinkerbell	IC
Transmission	IC
TSLA	IC
Valtech	DC
VIRTUE	DC
WE Communications	PaC
Wieden+Kennedy	IC
Wondriab	IC
<b>+ by The Network</b>	
<b>+ Chime Communications</b>	
VCCP	IC
<b>+ Klick Health</b>	
<b>+ Local Planet</b>	
<b>+ MSQ</b>	
<b>+ Next 15 Group</b>	
Agent3	IC
Archetype	IC
<b>+ Project Worldwide</b>	
<b>+ Serviceplan</b>	
<b>+ VaynerX</b>	
VaynerMedia	IM
Vayner3	OS

## + CONSULTANCIES & OTHER

<b>+ Accenture</b>	
Accenture Song	DC
Droga5	IC
<b>+ Attivo</b>	
303 Mullenlowe	IC
Farrimond	RaE
Gorilla	PRO
Harvey Cameron	IC
Rainmakers	IM
Rhubarb Lane	PRO
Tonic Communications	PaC
<b>+ The Brandtech Group</b>	
55	IC
Brunswick Group	RaE
Acorn-i	RaE
Jellyfish	DM
Oliver	OS
<b>+ Deloitte</b>	
Deloitte Digital	DC
<b>+ DEPT</b>	
<b>+ IBM</b>	
Bluelwolf	PaC
IBM IX	DC
Vivant Digital	OS
<b>+ Plus Company</b>	
We Are Social	Sal
<b>+ PwC</b>	
PwC Digital Services	DC
<b>+ S4 Capital</b>	
Monks	IM
<b>+ Worldwide Partners</b>	
Blink Digital	DM



### Agency Selection

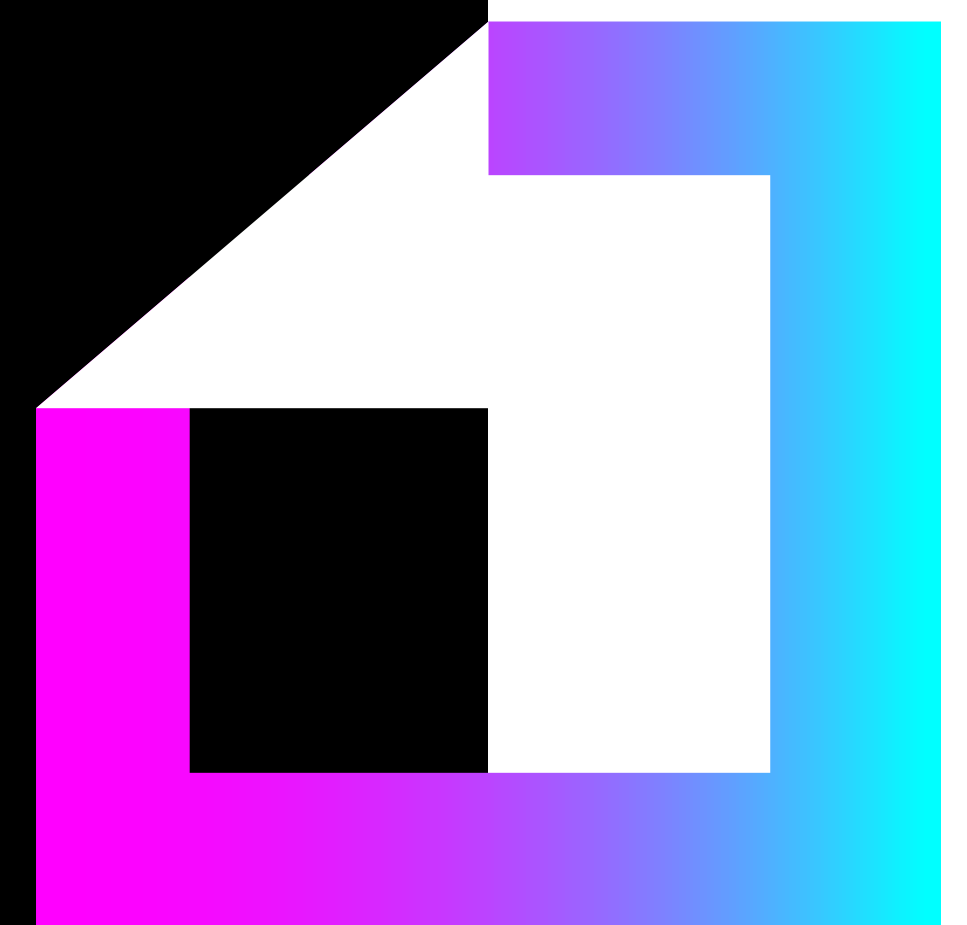
There are thousands of agencies in the marketing ecosystem. Many have not made it to this year's Global Agency Family Tree. In our editorial, we have given consideration to an agency's position within holding companies, name recognition, the size of the agency, and overall geographic footprint. Contact us for information on the full ecosystem.

### About R3

R3 is a leader in global, regional, and local consulting on improving the effectiveness and efficiency of marketers and their agencies. We work with twelve of the world's top twenty marketers, including Unilever, Samsung, Mastercard, Colgate, Procter & Gamble, L'Oréal, and McDonald's. R3 is part of MediaSense.

Top Agencies.  
Top Marketers  
& Campaigns.

THE HAM™  
REPORT  
GOLD STANDARD IN INDUSTRY RANKINGS 2025



# 445

## EPISODES AND STAYING AWESOME!

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(HIGHEST IN CATEGORY).



The  
**NexGen**  
Show



# AMPER SAND ADVISORY

business results *now!*

# &



# 01



AMPERSAND ADVISORY



#### Agency

Ampersand Advisory

#### Holding Company

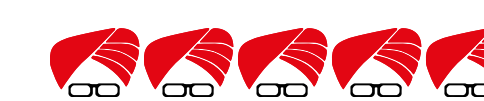
Foetus International

#### Address

39-3, The Boulevard, Mid Valley City,  
Lingkaran Syed Putra,  
59200 Kuala Lumpur.

Specialities: Growth Hacking, Media Strategy, Planning and Buying that focuses on business results and not media outcomes alone, marketing communications innovations like VR/AR, e-commerce, films and documentaries, social media content management and strategy, loyalty marketing and consulting, lead generation, data analytics and artificial intelligence, machine learning, public reputation management and corporate relations, business consulting. Making a difference to the client's topline, bottomline, laughline.

<https://ampersand-advisory.com>



#### CAMPAIGN

### Stop That Dot: 6 Survivor Stories Empower Women to Fight Breast Cancer

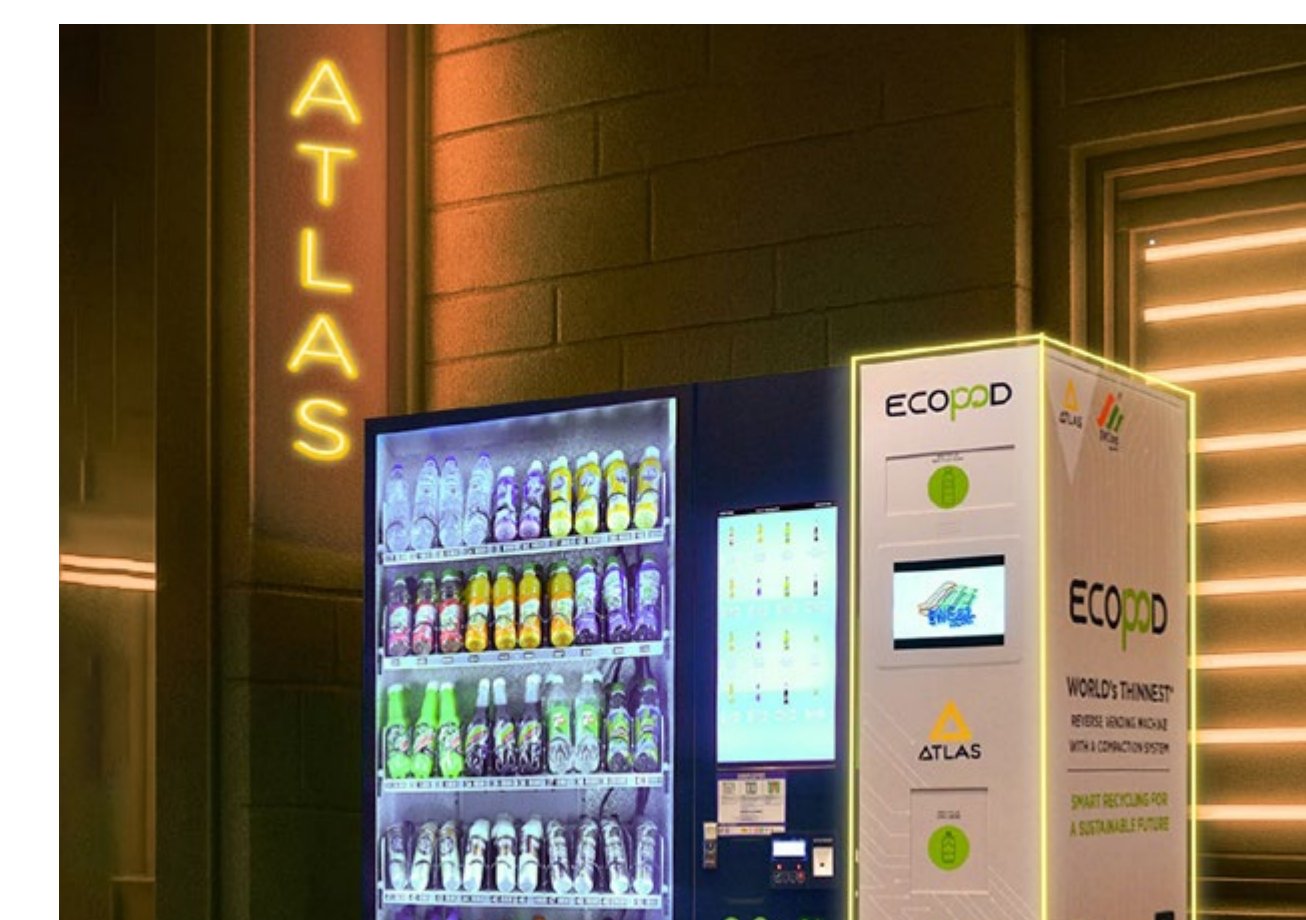
#### Agency

Ampersand Advisory

#### BRAND/CLIENT

Ace Canning Corporation Malaysia

For HOMESOY 3.0, Ace Canning Corporation and Ampersand Advisory turned breast cancer awareness into a sales-driving movement by putting six real survivor stories at the centre of the campaign. HOMESOY 3.0 took a scary subject and gave it a simple enemy: a dot. In "Stop That Dot," the tiny mark became a symbol of early stage breast cancer, something you could catch before it grows into a crisis. With only RM500K, the Brand built a four month push that moved from screen to clinic. Survivor stories opened hearts, hospital partners opened doors, and a microsite turned attention into bookings. Social content kept the message travelling, while retail activation linked purpose to purchase. The dot spread, but so did action: 10,811 successful screenings, 7.3M reached, 4.2M views, and RM2.6M PR value. Sales climbed +40%, and nearly half of women pledged to get checked. A small symbol, a big shift. What made the campaign powerful was its blend of human truth and media precision. Instead of relying on abstract health messaging, it used survivors as credible advocates, making the issue personal, urgent and relatable.



#### CAMPAIGN

### Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System

#### Agency

Ampersand Advisory

#### BRAND/CLIENT

Etika Group of Companies

For years, recycling in Malaysia stayed stuck on good intentions and bad convenience. Bins were far, machines were bulky, and nobody felt the payoff. ATLAS Vending decided to shrink the problem.

ECOPOD arrived as the world's slimmest reverse vending machine, designed to make recycling as easy as buying a drink. Compact, AI enabled, and reward driven, it launched with ministerial backing and the spotlight of Guinness World Records, instantly signalling credibility.

The story travelled fast, picked up by 80 plus media outlets and generating over RM4 million in earned PR. Then ECOPOD moved into everyday spaces, reaching consumers, communities, institutions, and ESG minded businesses. With full deployment, projected carbon savings topped 140,000 kilograms annually. Recycling finally had a place in daily life.



**CAMPAIGN**  
FOMO & Fizz create  
Malaysia's #1 TV show  
+ Drives Record Sales

**Agency**  
Ampersand Advisory  
**BRAND/CLIENT**  
Etika Group of Companies

Calpis Soda refused to launch like just another fizzy drink. To wake up a stagnant cultured milk Category and compete in the CSD battlefield, it revived One In A Million and stepped in as Executive Producer. From auditions to finale, the Brand lived inside the story. Gen Z joined through TikTok submissions, on-ground tryouts, and weekly live episodes on TV3. Shopee voting turned fandom into action, while behind-the-scenes content kept the buzz alive.

The campaign reached 28 million Malaysians, generated 2.9 billion impressions, and became TV3's top non-news show. Sales rose 61%, traditional trade grew 30%, and Shopee climbed 2.2x.



**CAMPAIGN**  
Keluang Man Movie.  
Local Superhero Drives  
Local Coffee Flavour  
Growth

**Agency**  
Ampersand Advisory  
**BRAND/CLIENT**  
Etika Group of Companies

To grow Wonda Kopi Edisi Kluang, Etika and Ampersand Advisory tapped the return of Keluang Man and turned a movie tie-in into a national cultural activation. The campaign linked the superhero's hometown of Kluang with Malaysia's coffee heritage, positioning the new flavour as both a product launch and a pride story. The idea extended far beyond sponsorship, spanning TV, radio, digital, social, on-ground activations, a giant mural in Kluang, KidZania experiences, and a Malaysia Day media takeover across Astro's ecosystem.

The results were striking. Wonda Kopi Edisi Kluang recorded +2069% sales growth, sold 5 million cans in 8 months, reached over 28 million Malaysians, generated 2 million+ video views and 4 million+ impressions, while awareness, buzz and purchase consideration all rose strongly.



**CAMPAIGN**  
Malaysia's first ever  
Senior Esports Team

**Agency**  
Ampersand Advisory  
**BRAND/CLIENT**  
Etika Group of Companies

Boomers2Gamers didn't try to convince Malaysia that esports matters. It dared the doubters to pick up a controller. Malaysians aged 50 and above were recruited, then thrown into a proper bootcamp with Orange Esports. Reflex drills, tactical calls, teamwork, the whole discipline.

As they stumbled, learned, and levelled up, their journey was captured in a three part series that made the change impossible to dismiss. Youth creators like Alvin AhMa and Raj Mahal rallied younger fans to nominate their parents, while public figure endorsements added weight.

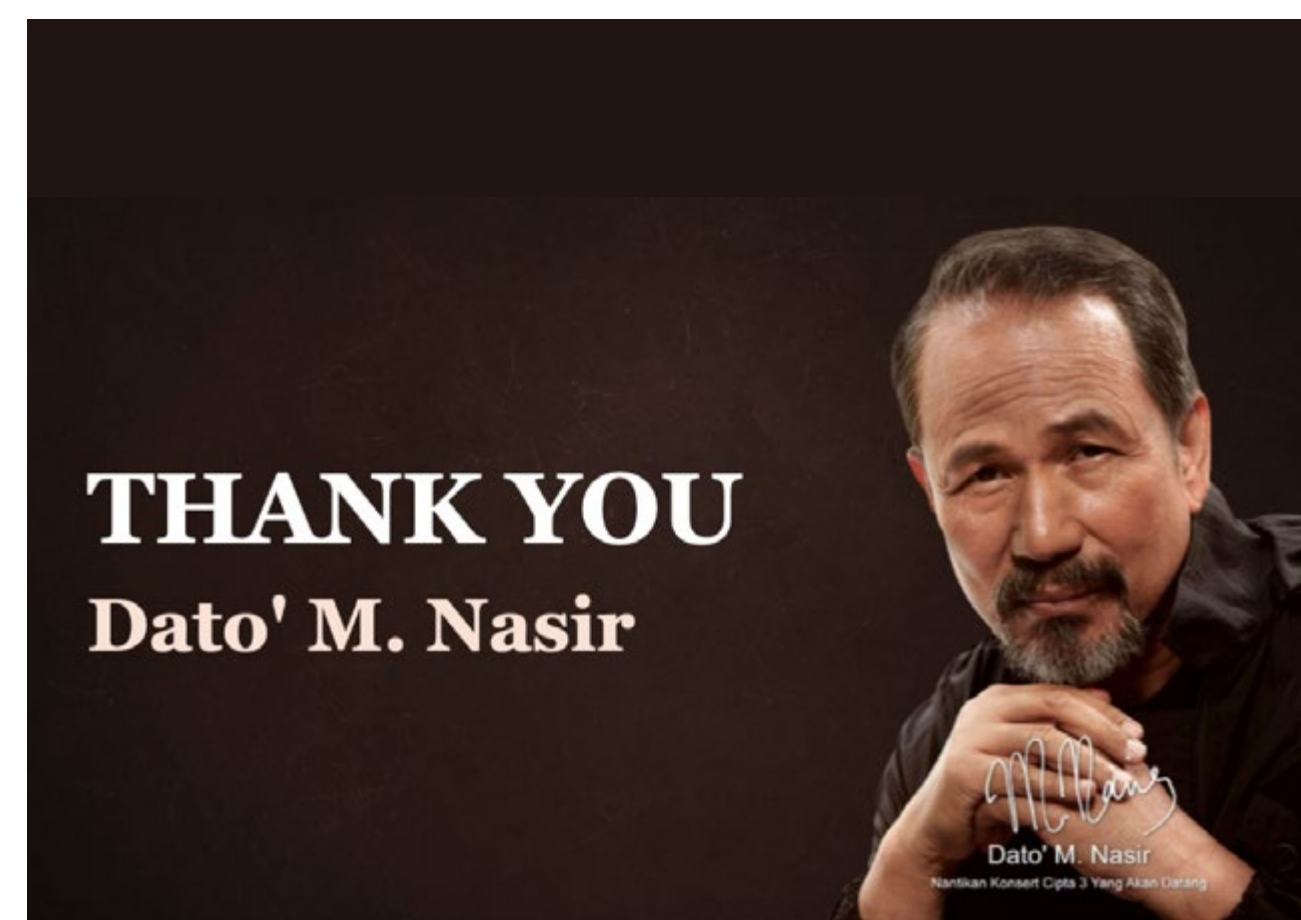
By the end, esports stopped looking like "kids' play" and started looking like effort, focus, and pride, at any age.



**CAMPAIGN**  
Where Drama Meets  
Dinner: Dapur Goodday  
Ramadan

**Agency**  
Ampersand Advisory  
**BRAND/CLIENT**  
Etika Group of Companies

Dapur Goodday flipped the Ramadan playbook by creating Malaysia's first Branded reality cooking drama: Misi Sarimah & Tuyah vs Che Ton. Instead of shouting discounts, Goodday blended drama and real recipes into a 29-episode series where every dish used Goodday Milk. The twist? Each dish was sold fresh the next day at the Goodday Bazaar in Shah Alam. The campaign spanned TV, digital, radio and on-ground, bridging screens to stalls with QR codes, KOLs, geo-targeted ads and daily meet-and-greets with the cast. The drama sparked over 1,200 pieces of UGC, a 70x spike in Brand mentions and RM5 million in PR value. Most importantly, it delivered a +23% sales increase without heavy discounts — proving that when you become part of people's buka puasa routines, you win hearts and market share through relevance, not rebates.



**CAMPAIGN**  
The Real M Nasir

**Agency**  
Ampersand Advisory  
**BRAND/CLIENT**  
Etika Group of Companies

In a crowded RTD coffee aisle, Wonda Coffee spotted a strange spark. A competitor's billboard with an M. Nasir lookalike had Malaysians staring, laughing, and asking, "Is that really him?" Wonda answered with the truth. Six billboards went up featuring the real legend, crowned with one line: "Kopi Wonda Kegemaran M. Nasir."

No influencer spend. Just perfect timing and cultural instinct. Curiosity flipped into celebration, then into memes, shares, and headlines as the internet did what it does best. Within two weeks, the story reached 20 million people and earned over RM2.3 million in PR value. Wonda didn't shout. It simply showed up, authentic and proud, and let Malaysia do the talking.



**CAMPAIGN**  
The Ultimate Elevator Pitch gets 3.4 Million Views and grows Digital Loan Disbursements, Ultimate Elevator Pitch: 60 Seconds that reinvent the category.

**Agency**  
Ampersand Advisory  
**BRAND/CLIENT**  
Alliance Bank

Launched in 2013, Alliance Bank's BizSmart Challenge was a pioneering platform for Malaysian SMEs. By 2024, as the market crowded with similar programmes, we reinvented it as the BizSmart Challenge Accelerator Edition. Touted as Malaysia's first SME platform uniting venture capital, private equity, equity crowdfunding and bank financing in one ecosystem. A bold new 60 second Ultimate Elevator Pitch format raised the stakes, supported by an accelerator, coaching and networking. The campaign drew 593 submissions, lifted loan disbursements by 9%, inspired Malaysia's first feature length SME pitch film on iQiYi and made headlines in business magazines.

# 500<sup>+</sup>

# AWARDS

# 100<sup>+</sup> CLIENTS

# 90 PASSIONATE STAFF

# 20<sup>x</sup> AGENCY OF THE YEAR TITLES

# 9 YEARS OF DRIVING RESULTS FOR CLIENTS

# 1 AWESOME, INTEGRATED TEAM

**#KEEPPONROLLING**



**AMPERSAND  
ADVISORY**

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02

dentsu

**Agency**

dentsu Malaysia

**Holding Company**

Dentsu Group Inc

**Address**

Level 12, Guoco Tower, Damansara City, No. 6, Jalan Damanlela, 50490 Kuala Lumpur, Malaysia

dentsu is an integrated growth and transformation partner to the world's leading organizations. The agency blends media, data, creative, and technology to provide integrated marketing solutions.

For over 120 years, innovation has been a core tenet of dentsu's offering – exploring new ways to reach, engage and nurture relationships with audiences.

Innovation at dentsu is always in pursuit of an outcome, meaning always focused on the end impact for a client and their communities.

<https://www.dentsu.com/sg>


**CAMPAIGN**  
 Hidden Heroes
**Agency**

dentsu Malaysia

**BRAND/CLIENT**

Axiata Malaysia

“Hidden Heroes” campaign metaphorically brings to life Axiata’s contribution in Malaysia’s nation building and progress. Through “Hidden Heroes” campaign, Axiata, a relatively younger corporate as compared to established entities like PETRONAS, TNB, TM, Maybank etc., underlines the fact that people from all walks of life form Malaysia’s collective identity, no matter how big or small. And while popular national icons are celebrated during Merdeka Day campaigns, every ordinary person doing extra ordinary contribution in Malaysia’s progress deserves equal celebrations. The campaign focuses on three hidden heroes: Kevin Lim, an innovator; the Selangor Red Giants, an esports athlete team; and Sydney Engelbert, a teacher. Their dedication and accomplishments exemplify the spirit of Malaysia and serve as a testament to the hidden heroes like Axiata, who continue to shape Malaysia’s progress. Running on all key social and digital platforms, the campaign garnered a reach of over 4.2 million, with a view through rates of 98.8% on TikTok and 88.5% on Meta and YouTube’s engagement rate of 39.32%, indicating a strong resonance that Malaysians felt with the campaign.


**CAMPAIGN**  
 The Dreamer
**Agency**

dentsu Malaysia

**BRAND/CLIENT**

CelcomDigi

In Sabah, CelcomDigi felt something slipping. Not market share, but the attention of the next generation. Competitors were louder but few sounded like home. So the brand chose to speak through art. On the walls of Gaya Street, local artist Wilson Ng brought The Dreamer to life, Sabah’s largest mural, a tribute to heritage, youth, and belief. Launched on Malaysia Day, it turned a Brand message into a public landmark, drawing locals, stopping tourists, and fuelling shares across social feeds. The mural did not just decorate a street, it started conversations and became a destination, getting pinned as a tourist attraction on Google Maps. The impact was measurable. Brand consideration among Sabahans under 25 rose by seven points, and CelcomDigi earned a place in Sabah’s cultural heart, not as a telco, but as a believer in dreams.



**CAMPAIGN**  
**Cetaphil's Skin Analyzer Fuels Customer Acquisitions, Cetaphil's Skin Analyzer – From Screen to Skin in 5 Minutes**

**Agency**  
 dentsu Malaysia  
**BRAND/CLIENT**  
 Cetaphil Malaysia

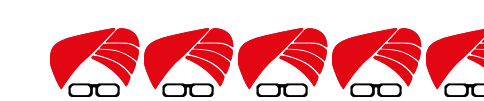
Cetaphil's Skin Analyzer was built to turn skincare curiosity into action. Campaign used a fast digital skin analysis journey to move consumers from screen to product recommendation in minutes, then extended that experience into on-ground SkinLABS activations with free skin analysis, samples and interactive brand touchpoints at Watsons. The strength of the idea was its ability to connect martech, trial and acquisition in one seamless path, making the brand feel both helpful and immediate. Publicly available results point mainly to industry recognition rather than disclosed sales numbers. The campaign was accoladed at multiple local award shows.



**CAMPAIGN**  
**Quiet Moments, Big Impact: Vagisan's Toilet Media Transformation**

**Agency**  
 dentsu Malaysia  
**BRAND/CLIENT**  
 Dr. Wolff

Vagisan's "Quiet Moments, Big Impact" turned toilet spaces into highly relevant media touchpoints for an intimate-care brand, reaching women in a private setting where messages about comfort, irritation and feminine health would feel timely rather than intrusive. Public award listings confirm the campaign ran in Malaysia for Vagisan and that it was positioned as both an OOH and low-budget smart impact idea, suggesting a context-led media solution designed to maximise relevance and efficiency.

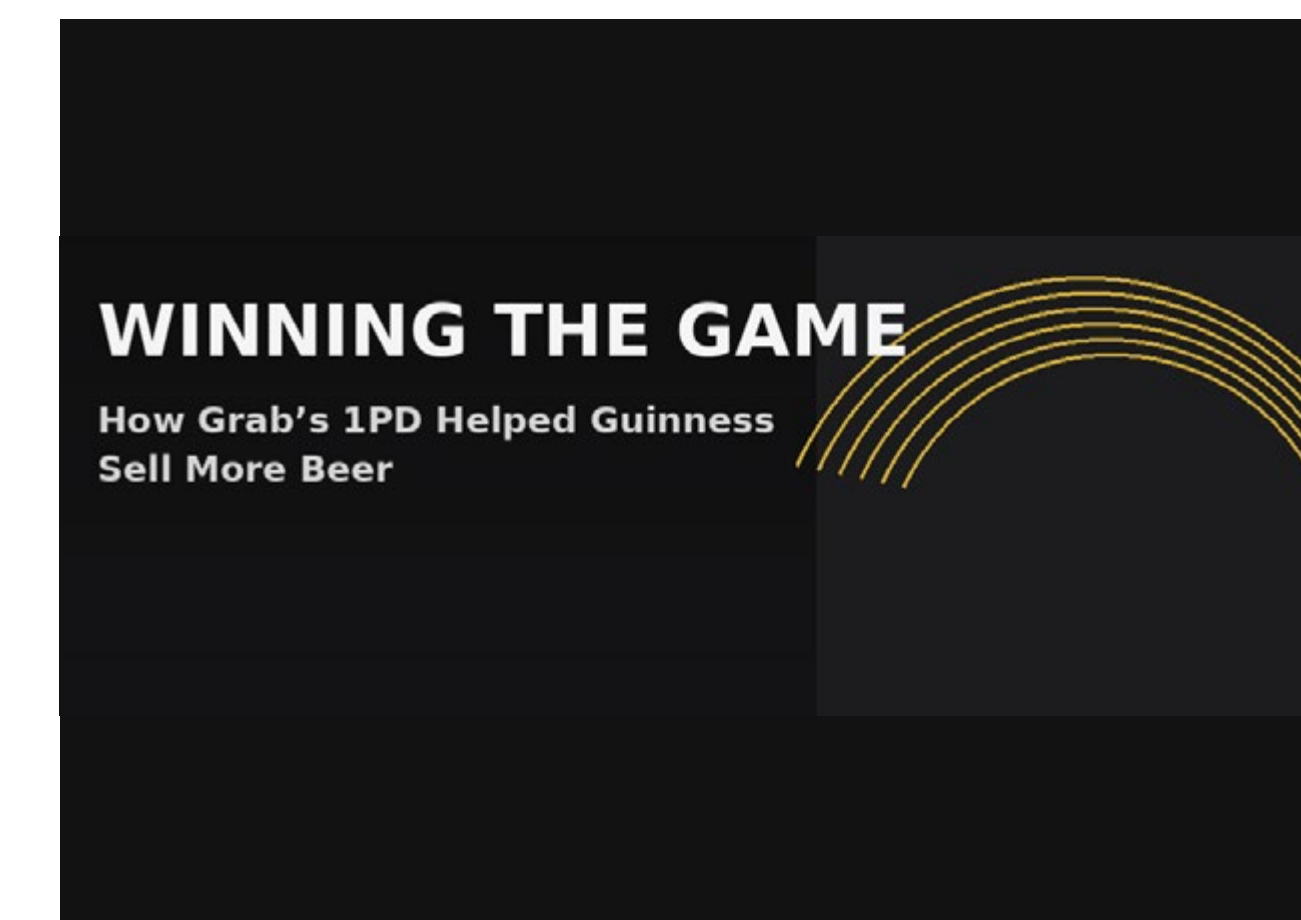


**CAMPAIGN**  
**Refresh Your Music: Heineken's Genre-Crossing Spotify Experience**

**Agency**  
 dentsu Malaysia  
**BRAND/CLIENT**  
 Heineken Malaysia

Heineken's "Refresh Your Music" campaign used Spotify to turn music discovery into a social brand experience. Built around the Heineken Fresh List, the idea encouraged Malaysians to blend their playlists with friends and selected artists, then introduced unexpected tracks through a proprietary "refreshing" algorithm designed to break listeners out of their usual music bubbles. The campaign was part of Heineken Malaysia's wider "Refresh Your Music, Refresh Your Nights" platform, which connected digital playlist exploration with live music culture and event participation.

The wider platform culminated in a Heineken Refresh live event that brought together 18,000 fans in Malaysia. Heineken also said the Spotify-based Fresh List helped music lovers create blended playlists with friends and favourite artists.



**CAMPAIGN**  
**Winning the Game: How Grab's 1PD Helped Guinness Sell More**

**Agency**  
 dentsu Malaysia  
**BRAND/CLIENT**  
 Heineken Malaysia

This campaign used Grab's first-party data to make e-commerce targeting smarter and more precise, helping Guinness reach likely beer buyers with greater efficiency. Rather than relying on broad, general media targeting, the strategy tapped into Grab's commerce and audience signals to identify higher-intent consumers and serve them more relevant messaging. In essence, the campaign showed how better use of platform data can turn media from simple exposure into a sharper tool for sales growth and shopper action. The campaign is part of a larger, ongoing partnership between Grab and Heineken Malaysia, which has included initiatives to promote responsible consumption by offering ride discounts to events.



**CAMPAIGN**  
Heineken on DOOH?  
Heineken Makes  
Impossible Possible

**Agency**  
dentsu Malaysia  
**BRAND/CLIENT**  
Heineken Malaysia

This is the DOOH-facing version of the famous Cannes awards-winning “Hidden in Plain Sight” campaign in Malaysia. Facing strict rules on alcohol advertising, the brand found a way into out-of-home by cropping its iconic logo to the first three letters, “Hei,” and using them to complete Chinese New Year greetings on 11 delivery trucks. The trucks then travelled 36,465 kilometres over 49 days, effectively turning routine logistics into moving billboards that stayed recognisable without being explicitly branded. What began on the road spilled into social media and news coverage as consumers and influencers joined in with their own “Hei” greetings. The results were striking: the campaign reached 33.9 million people, generated US\$6.8 million in media value, was 163% more effective than average OOH, and lifted sales volume 14% versus CNY 2023.



**CAMPAIGN**  
#SPEEDPHORIA 2024  
Moto GP

**Agency**  
dentsu Malaysia  
**BRAND/CLIENT**  
PETRONAS

PETRONAS’ #SPEEDPHORIA 2024 MotoGP campaign was created to make the Petronas Grand Prix of Malaysia feel younger, louder and culturally relevant. Dentsu Malaysia responded with “Rev Up Your Pulse,” a stylised animated film that fused the look of vintage racing posters with classic Japanese anime energy, then extended the idea across multiple touchpoints to build anticipation for the race at Sepang. The brief, as publicly described on the Kancil Awards entry, was to engage a younger audience and refresh the event’s relevance in Malaysia. The event drew 184,923 spectators over three days, beating 2023’s 182,912 and setting a new attendance record for the event at the time. PETRONAS also amplified the experience on-site through #SPEEDPHORIA activations at the PETRONAS Oasis, adding games, activities and exclusive merchandise to deepen fan engagement.

**MALAYSIAN MEDIA  
CONFERENCE 2026**

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MACAM**

**19<sup>TH</sup> NOVEMBER 2026  
SIME DARBY CONVENTION**

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**YES! REGISTER ME NOW**



03

**Agency**  
VML  
Holding Company  
WPP

**Address**

Level 18, Equatorial Plaza, 14 Jalan Sultan Ismail,  
50250 Kuala Lumpur.

VML is a global brand creative and digital transformation company that combines brand experience, customer experience, and commerce, to create connected brands that drive growth. The agency is celebrated for its innovative and award-winning work with blue chip client partners including AstraZeneca, Colgate-Palmolive, Ford, Microsoft, Nestlé, The Coca-Cola Company, and Wendy's. The agency is recognized by the Forrester Wave™ Reports, which name WPP as a "Leader" in Commerce Services, Global Digital Experience Services, Global Marketing Services and, most recently, Marketing Measurement & Optimization. In addition, Adfest has ranked VML as the #3 Network of the Year, and clinching #2 Network of the Year and #2 Agency of the Year at Spikes Asia. As the world's most advanced and largest creative company, VML's global network is powered by 30,000 talented people across 60-plus markets, with principal offices in Kansas City, New York, Detroit, London, São Paulo, Shanghai, Singapore, and Sydney. Locally in Malaysia, the office is located at Kuala Lumpur with approximately 250 talent strong with capabilities across disciplines. The agency is a business partner to global and local brands such as Telekom Malaysia, CIMB Bank, KFC, The Coca-Cola Company and British American Tobacco.

VML is a WPP agency (NYSE: WPP).

#WeAreVML

[www.vml.com/malaysia](http://www.vml.com/malaysia)



**CAMPAIGN**  
Kara's Packs for  
Malaysians

**Agency**  
VML  
**BRAND/CLIENT**  
Kara Marketing Malaysia

Kara's biggest challenge wasn't product quality or distribution - it was perception. After 26 years as a kitchen staple, we faced a crisis when a Malaysian public figure questioned our "local-ness" as an Indonesian-origin brand, and people immediately saw us as outsiders, not as part of the community. To reclaim our place, we knew we couldn't just tweak our messaging or start a fight—we need to position ourselves in a unique and memorable way that would change our image. When criticism comes through mobile screens, we use that channel to connect creatively. Kara was the first to transform packaging into vibrant celebrations of Malaysia's food heritage with interactive mobile AR experience in the category. Not only did sales surge 28%, but we rebuilt trust, redefined what it means to be local, and proved that true belonging is earned by meeting consumers where they are: on their mobile devices.



**CAMPAIGN**  
The Check-Cup

**Agency**  
VML  
**BRAND/CLIENT**  
Kopi Kenangan

What if a coffee cup could help save lives? In a bold fusion of product design, social impact, and brand ingenuity, Kopi Kenangan launched the Check-Cup - a silicone coffee sleeve embossed with a 2cm bump, simulating the feel of an early-stage breast cancer lump. Designed to tackle the lack of tactile awareness among Indonesian women, the campaign turned an everyday habit into a nationwide health movement. Launched during Breast Cancer Awareness Month with NGO LovePink, the initiative transformed 900+ coffee stores into educational touchpoints, sparking a nationwide conversation and demonstrating the power of creativity to drive awareness, behaviour change, and brand equity.



**CAMPAIGN**  
How Speaking Gen Z helped disrupt the period care category

**Agency**  
VMLY&R Commerce  
**BRAND/CLIENT**  
PS Love Pte Ltd (Blood)

How Speaking Gen Z helped disrupt the period care category was built around a simple truth: Gen Z does not want period care dressed up in blue liquid, euphemisms and polite silence. For challenger brand Blood, VML created the “Period Squad” and the “Periods Aren’t Cute” platform, using cute but brutally honest characters to talk about cramps, leaks, breakouts, mood swings and fatigue in the language of younger consumers. The campaign extended through music video, social content and agile creator-style posts powered by generative AI and motion capture, so the brand could move at the speed of culture. The work helped Blood stand out as a genuine challenger in the category, while the campaign itself generated millions of impressions and strong social conversation.



**CAMPAIGN**  
TM Technology Services Malaysia

**Agency**  
VMLY&R Commerce  
**BRAND/CLIENT**  
Unifi Business. Ambassadors of Failure

This campaign reframed entrepreneurship by celebrating what most business campaigns avoid: setbacks, wrong turns and lessons learned. Created by VML Malaysia for TM Technology Services, it spoke directly to SMEs by positioning failure not as embarrassment, but as proof of ambition, resilience and real business experience. That gave Unifi Business a more human and credible role in the SME journey, moving the brand away from functional telco messaging and into the emotional reality of running a business in Malaysia.

The campaign was recognised specifically in B2B marketing, brand awareness, and marketing to a specific audience, which supports the view that it resonated strongly with its intended SME audience. This reflected strong industry recognition across effectiveness and audience-targeting categories.

popculture  
**MARKETING EXPERTS' CHOICE**  
**TVC AWARDS 2026**



03

FCB SHOUT

**Agency**

FCB Shout (The Shout Group)

**Affiliation**

FCB GLOBAL

**Address**

Penthouse 16-1, Level 16, Wisma UOA  
Damansara II, No 6, Jalan Changkat  
Semantan, Damansara Heights,  
50490 Kuala Lumpur.

Proudly 100% Malaysian-owned, yet part of the global FCB advertising network, FCB SHOUT is a 'best of both worlds' creative force. Winner of A+M's Overall Agency of Year Award in 2018, 2021 and again in 2022; four-time Creative Agency of the Year winners at Campaign Asia in 2018, 2019, 2021 and 2022; the most awarded Malaysian agency at the 2021 MAAW Globes and 2021 Marketing Excellence Awards; APAC Agency of the Year at the 2021 Dragons of Asia; and APAC Agency of the Year at 2022 APPIES Asia-Pacific, FCB SHOUT is undoubtedly the #1 Malaysian agency.

<https://www.fcb.com/where-we-are/fcb-shout>

**CAMPAIGN**

Belonging: Turning old clothes into new hope

**Agency**

FCB Shout (The Shout Group)

**BRAND/CLIENT**

RHB Bank / RHB Banking Group

Inspired by the story of Adib Khalil and his non-profit organisation, Baju Raya Project, 'Belonging' is the latest in RHB's long-running and much-acclaimed festive marketing platform that champions social progress among Malaysian communities.

The campaign successfully bridged the gap between awareness and action by encouraging Malaysians to donate pre-loved traditional festive clothing to underprivileged communities, so that even the less fortunate could be part of the Hari Raya Aidilfitri (Eid al-Fitr) celebrations.

Through powerful storytelling and a campaign that spanned social media, PR and activation, 'Belonging' became a resounding success with over 9,000 pieces of Raya clothes donated by Malaysians in under three hours. The proceeds benefited over 16 orphanages and thousands of underprivileged families.

**CAMPAIGN**

Bringing The Deliciousness Back To Domino's

**Agency**

FCB Shout (The Shout Group)

**BRAND/CLIENT**

Domino's / Domino's Malaysia

After years of leaning on convenience and promotions, complacency crept in. By the end of 2023, market share was declining, brand desire was eroding, and Domino's had fallen out of the craving conversation. So we tore up the rulebook. No more playing it safe, only bold, flavour-first reinvention. Across four unapologetically indulgent launches:

Q1: Cheese Volcano – A molten cheese explosion of indulgence

Q2: Pepperoni-Roni – 150% more pepperoni for meat lovers

Q3: World Cheese – A blend of 8 premium cheeses

Q4: Double CheeseBurger – A daring pizza-burger fusion

We reignited appetite with drama, generosity, and joy. The result? A rebound in market share, a surge in consideration, and Domino's re-emerged as the pizza Malaysians wanted. Deliciousness: restored.



## CAMPAIGN Add Spritzer Sparkling, Raya Gets More Happening

**Agency**  
FCB Shout (The Shout Group)  
**BRAND/CLIENT**  
Spritzer

In a festive landscape where Raya beverage choices remained predictable, Spritzer set out to refresh tradition by reimagining what Malaysians drink during celebrations.

The campaign, "Tambah Spritzer Sparkling, Raya Lagi Happening!", leveraged a cultural insight: young Malay millennials want Raya gatherings to feel fresh and elevated while still honouring tradition. By positioning Spritzer Sparkling as a versatile mixer that enhances familiar drinks, the campaign sparked a behavioural shift, adding sparkle to make Raya more happening.

Fronted by pop culture icons Syafiq Kyle and Aina Abdul, it blended music, humour, and social-first content, anchored by the Tropika Ros Sparkling hero recipe. A fully integrated rollout across TV, radio, cinema, digital, social media, KOLs, DOOH, and on-ground events maximised festive reach.

The campaign generated 70 million impressions, drove a 248% increase in sales value and 260% growth in sales volume during Raya, expanding Spritzer Sparkling's market share by 10% nationwide.



## CAMPAIGN Forgiveness: A stranger than fiction true story... brought to life

**Agency**  
FCB Shout (The Shout Group)  
**BRAND/CLIENT**  
RHB Bank / RHB Banking Group

Amidst rising racial divides and social tensions, RHB Bank's impactful festive campaign, "Forgiveness," resonated deeply with audiences as it portrayed lawyer Ahmad Zaharil's compassionate gesture towards a woman who stole a pencil case for her son. This emotionally charged campaign aimed to promote understanding and unity among Malaysians, sparking thousands of conversations among netizens.

The film quickly became a viral sensation, captivating audiences and played a pivotal role in promoting #MZB365 (Maaf Zahir Batin Hari Hari/ seeking and giving forgiveness every day)', a social movement created by civil society organisations and media partners to advocate the importance of forgiveness in maintaining racial unity.



## CAMPAIGN Multiply the Goodness with Tropicana Twister

**Agency**  
FCB Shout (The Shout Group)  
**BRAND/CLIENT**  
Tropicana Twister / PepsiCo Malaysia

2025's Ramadan and Raya saw Tropicana Twister transform good intentions into real impact with "Multiply the Goodness", a digital kindness movement that made doing good as simple and joyful as sharing a drink with someone.

Recognizing that Malaysians want to help but often don't know how, we created a platform where every pledged good deed was matched with real aid, from meals to care packs - delivered in partnership with NGOs to families in need. The campaign revived the essence of Raya by inspiring everyday Malaysians to take real action, reminding us all that even the smallest good deed can spark something bigger.

In just 6 weeks, we sparked over 13,000 good deeds in total, delivering tangible help and setting a new record in the Malaysian Book of Records. The movement drove a significant spike of +54% in sales, generated nearly USD230K in PR value and reignited love for the brand with remarkable increases in engagement and sentiment. Tropicana Twister didn't just ride the festive wave, we made it a movement of kindness, connection and purpose.



# 04

## invictusblue



### Agency

Invictus Blue

### Holding Company

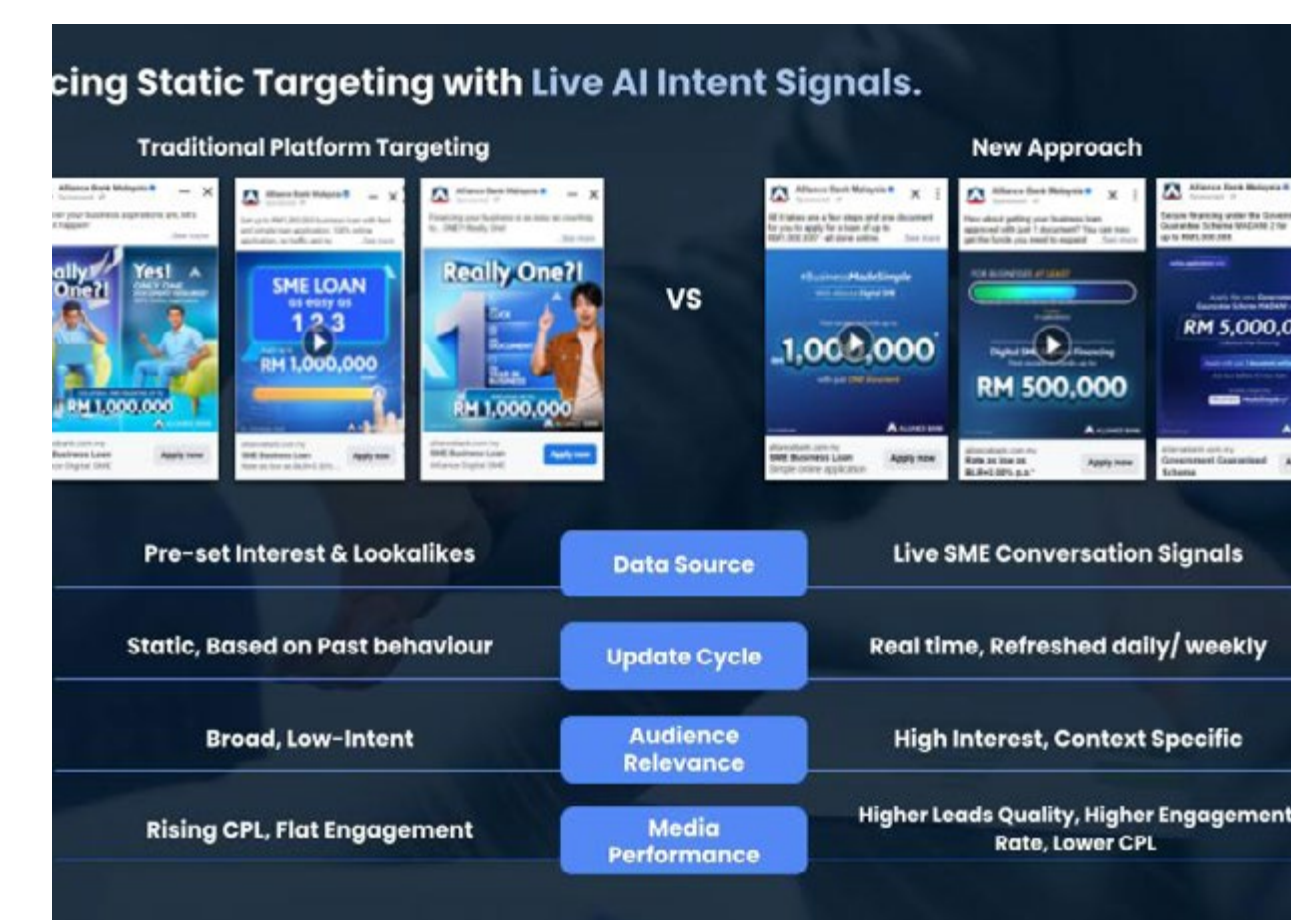
Invictus Blue Group

### Address

9th Floor Menara BRDB, 285, Jalan Maarof, Bangsar, 59000 Wilayah Persekutuan Kuala Lumpur.

Specialities: Invictus Blue Sdn Bhd is a Malaysian-based integrated communications and advertising agency that provides data-driven marketing and media services. They were founded in 1994 and were formerly known as Zenith Media. Invictus Blue Group has joined forces with Havas Global as a strategic partner, expanding its reach and capabilities beyond Malaysia. This partnership allows them to offer locally rooted, globally driven strategies to clients. The company also has an office in Jakarta, Indonesia.

<https://invictusblue.com>



### CAMPAIGN

## Breaking the Mould: How Social Intelligence Transformed SME Targeting

### Agency

Invictus Blue

### BRAND/CLIENT

Alliance Bank Digital SME / Alliance Bank Malaysia Berhad (ABMB)

This campaign exemplifies performance marketing not through more media, but smarter media. Faced with declining SME conversions, the funnel was rebuilt using real-world signals — turning unstructured conversations into high-intent targeting across Meta and Google. Every media decision, from keyword bidding to creative rotation, was shaped by live SME behaviour.

The approach delivered measurable improvements across key performance levers, including cost efficiency, lead quality, and volume, all within existing budgets. By replacing static segments with dynamic, behaviour-led targeting, the case demonstrates how agile optimisation and data intelligence can reignite business outcomes in even the most saturated categories.



### CAMPAIGN

## The Proton e.Mas 7 Tour: One Car. 13 States. A Nation

### Agency

Invictus Blue

### BRAND/CLIENT

Proton / PRO-NET

A case that proves belief can be built before a product even launches. Facing EV concerns — range anxiety, scepticism, and distrust toward a legacy ICE brand — Proton needed to establish confidence in its first national EV, the e.MAS 7, before market entry. Instead of joining the crowded, feature-driven EV conversation, the trust funnel was rebuilt around lived experience. Real journeys replaced specifications, with trusted lifestyle and automotive creators turning abstract claims into relatable stories — long drives, charging stops, everyday use — shared across regions.

Creator selection and content sequencing were guided by credibility signals such as engagement quality and audience dialogue. One road trip evolved into a nationwide content ecosystem, converting hesitation into confidence. The strategy shifted sentiment, drove showroom walk-ins, and generated pre-launch bookings at over eight times monthly targets.

By replacing borrowed influence with earned trust, this case proves how credibility-led storytelling can unlock performance in even the most sceptical categories.





05

OMD

**Agency**

OMD

**Holding Company**

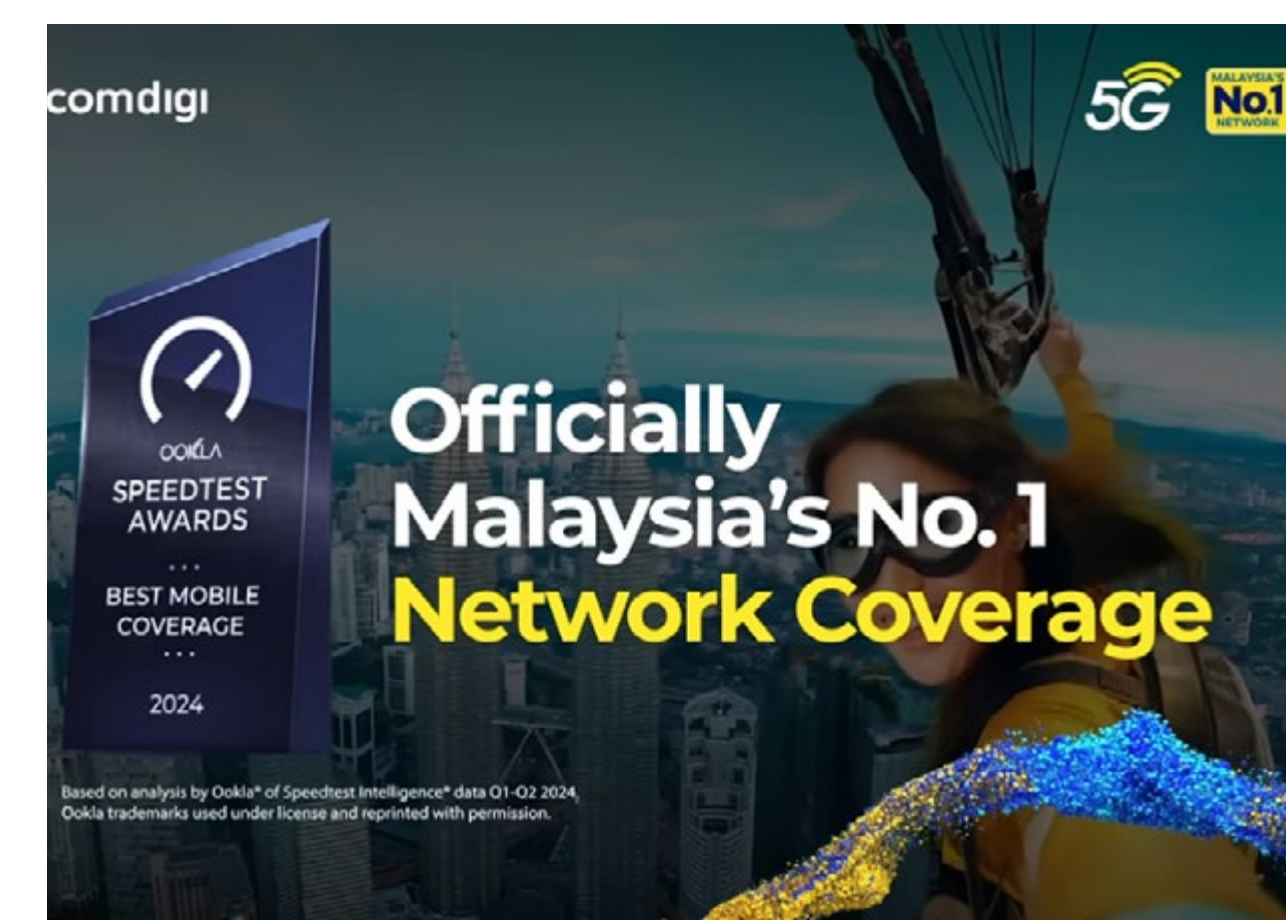
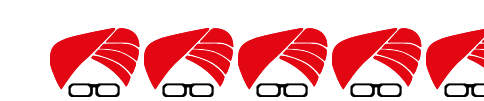
Omnicom Group

**Address**

15-01 & 15-02, Level 15, Imazium, 8,  
Jalan SS21/37, Damansara Utama,  
47400 Petaling Jaya, Selangor

Specialities: OMD (M) Sdn. Bhd. is a media services agency that provides strategic media planning and buying services to clients in Malaysia. It is part of the Omnicom Media Group, the media services division of Omnicom Group Inc.. OMD is an award-winning agency, having been named Adweek's Global Media Agency of the Year and ranked highly in the Effie Effectiveness Index for its effectiveness.

<https://omnicommedia.com/malaysia/>

**CAMPAIGN**

CelcomDigi Fibre:  
Right Time, Right  
User, Real Results.  
CelcomDigi Fibre:  
Using Conversations for  
Conversions

**Agency**

OMD

**BRAND/CLIENT**

CelcomDigi

Malaysia's broadband market is a fortress. TM and Maxis sit on the walls, and most households would rather suffer slow WiFi than deal with switching. CelcomDigi Fibre needed growth, fast, without hiding behind discounts. So we hunted for moments when people were already ready to listen, moving home, upgrading, or quietly angry about lag. We intercepted them early through platforms like Mudah and JaGa, then removed friction by letting them sign up on WhatsApp in minutes. On media, we used Google DV360 to match messages to real conditions, serving different ads based on live internet speeds so the promise felt personal, not generic. The result was action, not awareness: 82,000 new subscribers, +38.5% fibre revenue YoY, and a 20% lower cost per lead.

**CAMPAIGN**

McDonald's Malaysia:  
Boss Mekdi, Kenal Dulu  
Baru Tau

**Agency**

OMD

**BRAND/CLIENT**

McDonald's

Dato' Haji Azmir Jaafar is the Managing Director and Local Operating Partner of McDonald's Malaysia, famously known as "Boss Mekdi". This is a video-led campaign by OMD for Gerbang Alaf Restaurants / McDonald's Malaysia that turned the brand's deeply local nickname, "Mekdi," into the heart of the idea. The One-of-a-Kind Influencer – Boss Mekdi campaign used the character or persona of Boss Mekdi as a culturally familiar, distinctly Malaysian storytelling device rather than relying on generic fast-food advertising. The strategic was to lean into local language and behaviour so McDonald's felt less like a global chain and more like a brand Malaysians already know. The campaign won multiple awards across TV/Video and Influencer Marketing, indicating strong recognition for cultural relevance and execution.



06

**Agency**

PHD Media

**Holding Company**

Omnicom Media Group (OMG)

**Address**

Unit 15-01 & 15-02, Level 15, Imazium,  
No. 8, Jalan SS 21/37, Damansara  
Uptown, 47400 Petaling Jaya, Selangor  
DE, Malaysia

Specialities: PHD Media Malaysia is a leading global media and marketing communications agency known for its strategic and creative approach to media planning and buying. It is part of the Omnicom Media Group, which also includes agencies like OMD and Hearts & Science. The agency offers a wide range of marketing services, including audience construction, commerce strategy, content partnerships, and investment setting. It utilizes Omni Studio, a collaborative workflow environment, to generate data-driven insights and create integrated strategic plans.

[www.phdmedia.com/malaysia](http://www.phdmedia.com/malaysia)

**CAMPAIGN**

The “Ele-vating”  
Shower Experience,  
Bath-Time and Gen  
Alpha’s User Journey,  
“Ele-vating” Mobile  
Interactive Experience

**Agency**

PHD Media

**BRAND/CLIENT**

Wipro Unza Malaysia

Carrie Junior (CJ) was already the No. 1 kids’ shower Brand, but as kids hit seven, many started “graduating” to adult bottles, nudged by parents. So CJ decided to make bath time something children would fight to keep. Under the mantra “Bath Time is Fun Time,” hygiene turned into play. TV, YouTube, TikTok and gaming ads brought the energy, then CJ pulled kids deeper with a Branded Roblox world, collectible toy surprises, and school activations that made the routine feel like an adventure. Kids did the rest, asking, insisting, reminding. The outcome: CJ held its top spot with 97% awareness, 86% preference, and 70% pester power.



07

**MEDIA BRANDS**  
Content Studio

**Agency**

MBCS

**Holding Company**

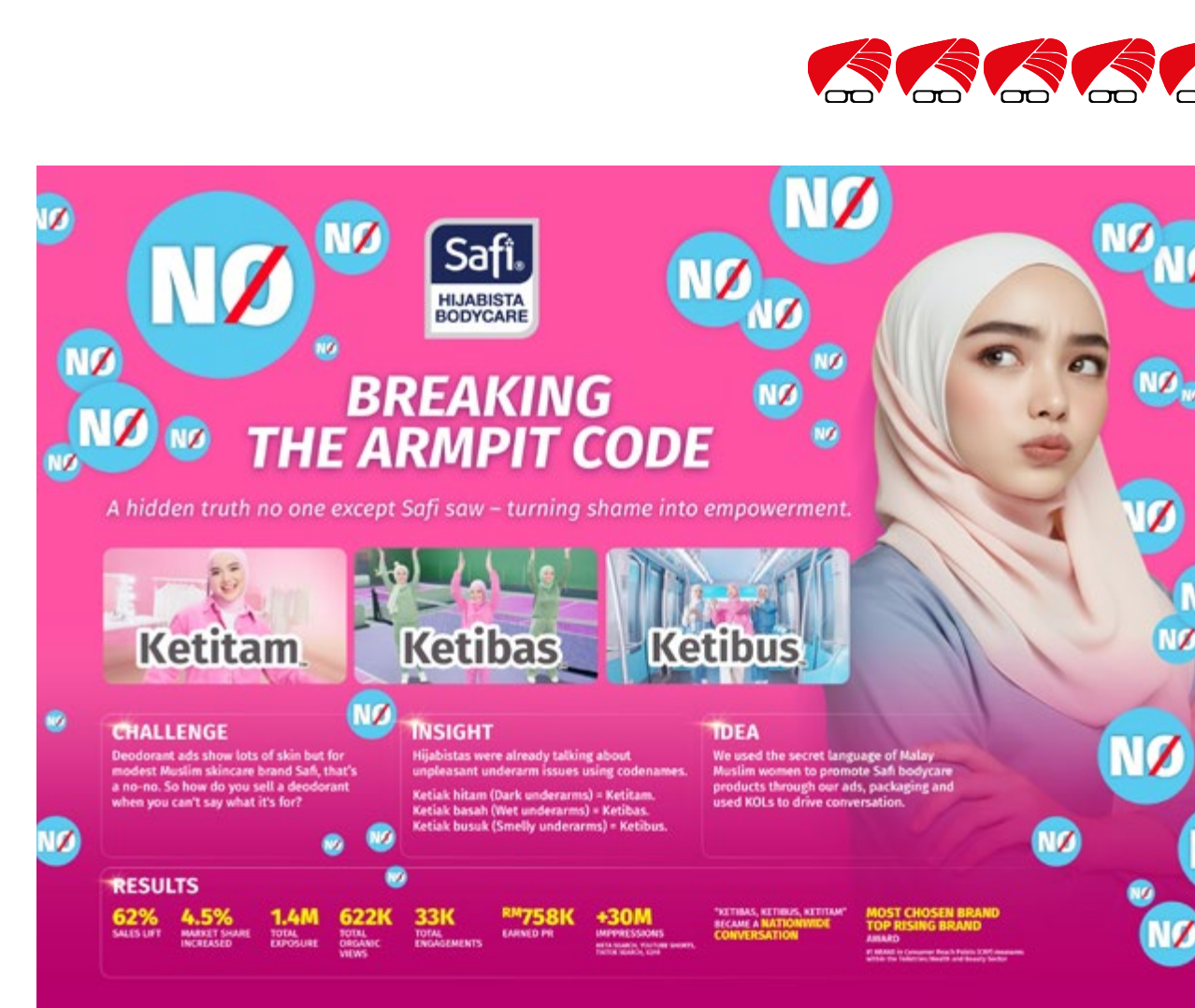
Omnicom Media Group

**Address**

Level 5, Wisma LYL,  
12, Jalan 51a/223, Seksyen 51a,  
46100 Petaling Jaya,  
Selangor, Malaysia

Specialities: Mediabrands Content Studio (MBCS) Malaysia is the data-driven creative content practice within the IPG Mediabrands network. Launched to bridge the gap between media and creativity, it provides integrated entertainment solutions including media development, talent/influencer strategies, and production. MBCS has emerged as a dominant force in the Malaysian advertising industry

<https://mbcsww.com>



## CAMPAIGN

### Cracking the Secret Language: Ketibas, Ketibus, Ketitam

**Agency**

MBCS

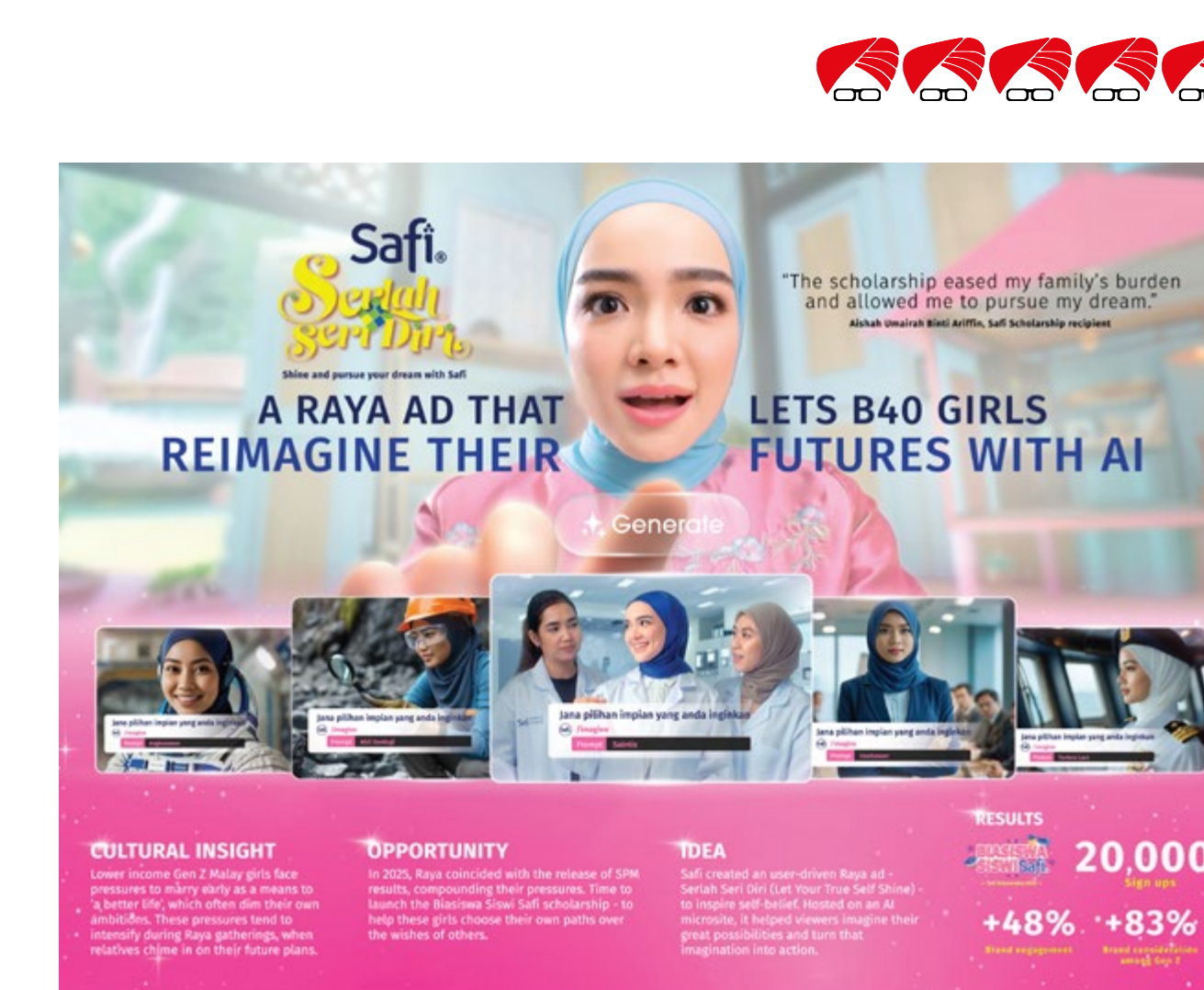
**BRAND/CLIENT**

Safi Hijabista Bodycare / Wipro Unza (M) Sdn Bhd

In a category dominated by global giants and silenced by cultural taboos, Safi Hijabista Deodorant launched Malaysia's first deodorant made specifically for hijabis and made underarms the most talked-about topic on social media.

The campaign tackled what no brand dared: talking about sweat, stickiness, and dark underarms in a fun, hijabi-safe way using slang terms Ketibas, Ketibus, Ketitam. With a low budget, the team leaned into cultural fluency, humour, and real hijabi insight, creating viral social-first content and partnering with relatable micro-influencers.

The result? Double-digit sales growth in a competitive category, millions of organic views, and national attention. The campaign didn't just trend, it got hijacked by other brands and cited by the media, turning personal struggles into a bold beauty movement. This wasn't just a product launch. It was Safi's way of making deodorant feel seen, heard, and finally, hijabi-approved.



## CAMPAIGN

### From Skincare to Self-Belief: SAFI's Scholarship Sparked a Raya Revolution

**Agency**

MBCS

**BRAND/CLIENT**

Safi / Wipro Unza (M) Sdn Bhd

More Than Festive Cheer, SAFI Sparked Personal Belief! In 2025, something rare happened: SPM results were released during Raya(1), turning celebrations into Judgement Day for young Malay women. For B40 Malay girls, no matter their SPM results, they were expected to work or get married(2)

They launched Biasiswa Siswi SAFI: a Raya-timed scholarship offering RM40,000 interest-free(3) to help girls rediscover who they wanted to be. We used a dollhouse mnemonic to market the scholarship: a symbol of boxed away dreams. The campaign came to life through a film with a personalized AI-generated ending(4), influencer PR kits, a mall activation, and scroll-stopping content across YouTube, TikTok, and IG.

**The results?**

The campaign achieved 83% brand consideration among 18–24s (vs 64% in 2024), 65M+ impressions(5), and SAFI became Malaysia's #1 Most Chosen Brand in its category(6).

This wasn't just a typical Raya ad. It was a campaign that gave her space to breathe and permission to believe.



08

nagadb  
tribal

**Agency**

Naga DDB Tribal

**Holding Company**

Foetus International group of companies

**Address**

D-708, 7th Floor, Block D, Kelana Square, 17, Jalan SS 7/26, 47301 Petaling Jaya, Selangor, Malaysia

Specialities: Naga DDB Tribal is a leading creative agency in Malaysia, consistently ranked among the top three in the country for its size, creative reputation, and billings. Based in Petaling Jaya, Selangor, the agency is part of the DDB Worldwide network and operates as a key entity within the Foetus International Group, Malaysia's largest independent communications network. The agency defines itself as "The Experience Makers," focusing on solving business problems through storytelling and innovative brand experiences.

<https://www.nagadbtribal.com.my>



**CAMPAIGN**  
RWG CEO 2.0: Eva's Back, And She Means Business

**Agency**

Naga DDB Tribal

**BRAND/CLIENT**

Resorts World Genting (RWG)

Our Chief Experience Officer (CEO) campaign launched in 2023 proved branded content could shift perception. But while families were discovering RWG's family-friendly side, they were booking elsewhere—on Online Travel Agencies (OTAs), where our story got lost and conversions got fragmented.

So in 2024, we pushed our narrative into the platforms where bookings actually happen. Eva, our youngest CEO, returned with a plan: the CEO Package—a curated STAY, PLAY, and EAT bundle designed to help families experience RWG in one seamless booking. No more mixing and matching with non-RWG stays.

We launched it on Klook, turning an OTA into a branded storytelling channel. Then extended the campaign to Jobstreet and SK Sri Layang—turning a job site and a school into unexpected brand touchpoints.

The result? 3,700+ CEO Packages sold, 30x ROAS, and Resorts World Genting crowned Malaysia's #1 resort destination—proving story-led conversion works when you meet families where they are.



**CAMPAIGN**  
Makan Lain Macam

**Agency**

Naga DDB Tribal

**BRAND/CLIENT**

Ayam Brand /

A.Cloudet (Malaysia) Sdn Bhd

Ayam Brand is a household name. Everyone knows it, everyone's grown up with it. But being remembered isn't the same as being desired. And the canned food category didn't help. It's predictable, safe, and has high parity. To win over Gen Z, Ayam Brand needed to break out of that comfort zone and show up as a bold canvas for creativity, self-expression, and endless food possibilities.

We made routine the enemy and redefined how Malaysians eat. The result: An unapologetic brand anthem that flipped all canned food cliches and rules.

No kitchens. No can openings. No eating on chairs. Just a whole lot of chaos. Built from beats made using Ayam Brand cans, the film blended 3D visuals, AI worlds, and a quirky personality into a high-energy celebration of makan that's truly lain macam.



09

MINDMADE

**Agency**

Mindmade Creative Communications

**Address**

A 13-1 &amp; 13-2, Block A, Zenith Corporate Park, Jalan SS 7/26, Kelana Jaya, Selangor, Malaysia

Specialities: A home-grown, private, full-service, integrated advertising and communications agency based in Petaling Jaya, Malaysia. Incorporated on January 29, 2013, it operates as an independent entity specializing in brand building, strategy, and digital marketing

<http://www.mindmade.com.my>



**CAMPAIGN**  
Taste Munchy's, Taste Happiness Campaign

**Agency**

Mindmade Creative Communications

**BRAND/CLIENT**

Universal Robina Munchy's

In a year when national identity and digital expression were at the forefront of cultural conversation, Munchy's launched the "Taste Munchy's, Taste Happiness" Campaign—a patriotic, feel-good social media-led campaign that turned a humble snack brand into a viral national phenomenon. At the center of the campaign was a simple yet powerful hand gesture shaped like an "M," symbolizing both Munchy's and Malaysia. By engineering a platform-native challenge on TikTok, Facebook and Instagram, powered by influencer storytelling and user-generated content, the brand created a new social ritual that Malaysians everywhere could participate in. This campaign stood out by turning everyday social interaction into a symbol of unity and joy, and delivering extraordinary reach, engagement, and emotional connection—all while re-establishing Munchy's as Malaysia's most beloved snack brand.



**CAMPAIGN**  
Malaysia's First Science-Backed Diaper Campaign

**Agency**

Mindmade Creative Communications

**BRAND/CLIENT**

Offspring Malaysia

In a category crowded with louder claims about absorption and leakage, Offspring dared to go deeper - challenging the norms of diaper marketing by spotlighting an overlooked medical truth: baby skin is 30% thinner than adult skin. "Malaysia's First Science-Backed Diaper Campaign" redefined diapers from being seen as basic essentials to essential protectors of infant skin health. Backed by clinical validation and skin expert endorsements, a first in Malaysia, the campaign combined emotional storytelling with medical credibility. Offspring took a brave, credibility-first approach - collaborating with mummy influencers, KOLs, KOCs, KOMs, and even doctors to drive home one unified message: These weren't just endorsements - they were transformations, captured through real, unscripted content where influencers shared their initial skepticism, discovery and eventual brand trust. It was storytelling grounded in truth, science, and motherhood - turning each influencer into a powerful, authentic educator, not just a promoter. The result? Massive organic reach, high engagement, and a shift in public perception, all driven by real content, not ads.

10

**Agency**

Trapper Media Services

**Address**

Level 26, HCK Tower, No 8, Jalan Damansara, Empire City, PJU 8, 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia

Specialities: Trapper Media Services (now often branded as Trapper) is a prominent Malaysian media specialist agency founded in 2001, headquartered in Petaling Jaya. Known as “growth engineers,” they offer integrated solutions in media planning, digital marketing, creative content, and activation. The agency is recognized as a top independent media agency in the Asia-Pacific region and is affiliated with The Havas Media Group.

<https://www.trappergroup.com>

**CAMPAIGN**

There's No Stopping the Game: Netflix's Squid Game Returns to Malaysia for Season 2

**Agency**

Trapper Media Services

**BRAND/CLIENT**

Netflix / Netflix pte ltd

There's No Stopping the Game: Netflix's Squid Game Season 2 Launch in Malaysia shows how Netflix reignited a global phenomenon by turning Squid Game Season 2 into a national event. In a crowded entertainment landscape, the goal was to make the return feel urgent and culturally dominant.

Built on the insight that the series had become a shared cultural experience, the campaign targeted superfans and the FOMO-driven mainstream. “There's No Stopping the Game” reframed the launch as something to live, not just watch.

Large-scale activations transformed Ampang Park MRT Station and the Putrajaya Line into immersive arenas, driving 78,000 attendees, a 36% ridership lift, and eight weeks at No.1 in Malaysia.

**CAMPAIGN**

MyTokio App: Transforming Convenience Through Digital Innovation

**Agency**

Trapper Media Services

**BRAND/CLIENT**

MyTokioApp / Tokio Marine Malaysia

MyTokioApp: Transforming Convenience Through Digital Innovation highlights how Tokio Marine accelerated digital adoption in Malaysia's relationship-driven insurance market. The goal was to strengthen its digital presence and position MyTokioApp as a seamless 24/7 companion to traditional service channels.

Using first-, second-, and third-party data, the campaign addressed Malaysians' hesitation toward digital tools by emphasising simplicity, security, and instant access. Rather than outspending competitors, it relied on precision targeting and performance-led planning. A full-funnel approach built trust at the top and captured high-intent users through search, while CRM-driven segmentation and continuous optimisation maximised efficiency.

The campaign achieved a 30% conversion rate, generated over 34,000 installs — 50 times the target — and drove measurable behavioural change.



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