

MARKETING

ISSUE #281 MARCH 2021

WEEKENDER™

Malaysia Top CNY Commercials 2021



MALAYSIA WINS AGENCY OF THE YEAR,
GRAND PRIX, TWO GOLD AND MORE!



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the ground
running!**

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Festive ad producers
have continued to put
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Think Tank wins
Grand Prix for
Malaysia at
Spikes Asia!**

Following recent wins at Adfest, regional
TVC production network Directors Think
Tank clinched the Grand Prix and Gold in
the Entertainment section at Spikes Asia
for PETRONAS'...

**18 Grey
Malaysia
Country
Agency of
the Year at
Spikes Asia!**

Wins Gold, 2 Silver
and 2 Bronze for
WWF's Plastic Diet
campaign...

GREY MALAYSIA
SWEEPS GOLD, 2
SILVER AND 2 BRONZE
TO BECOME MALAYSIA
AGENCY OF THE YEAR
AT SPIKES ASIA.



“AN ALGORITHM FINDS
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EXPLOITS THEM
TO DO SOMETHING
THAT BENEFITS THE
ALGORITHM-MAKER,
WITHOUT LEAVING THE
CULTURE OR THE USER
BETTER OFF IN THE
LONG RUN.”

Seth Godin

“PETRONAS’ LAND
OF LIGHT BULBS
FILM PRODUCED BY
DIRECTORS THINK
TANK HAS A SILVER
SCREEN LEVEL OF
CINEMATIC CRAFT,
AND WE WERE
PROUD TO REWARD
THE BRAND AND
THE CREATIVE
TEAM WITH THE
GRAND PRIX FOR
ENTERTAINMENT
THIS YEAR!”

**Emily Bull - Spikes Asia Jury
President, Managing Director &
Co-Founder, hellofuture.tv**



EDITOR'S NOTE



Alex hits the ground running!

Star Media Group Bhd (SMG) has appointed Alex Yeow Wai Siaw as its new Group CEO starting March 1. A few days ago, Datuk Fu Ah Kiow resigned as SMG Chairman to spend more time with his family.

A new Chairman has yet to be announced.

Ben's marketing successes are proudly driven by digital.

Ben Foo, Group Chief Marketing Officer for Taylor's Education Group wins Gold as Marketing Trailblazer in Digital, presented by Visual Retale.



Bangsaria Jalan Maarof, DOOH Partner: Visual Retale



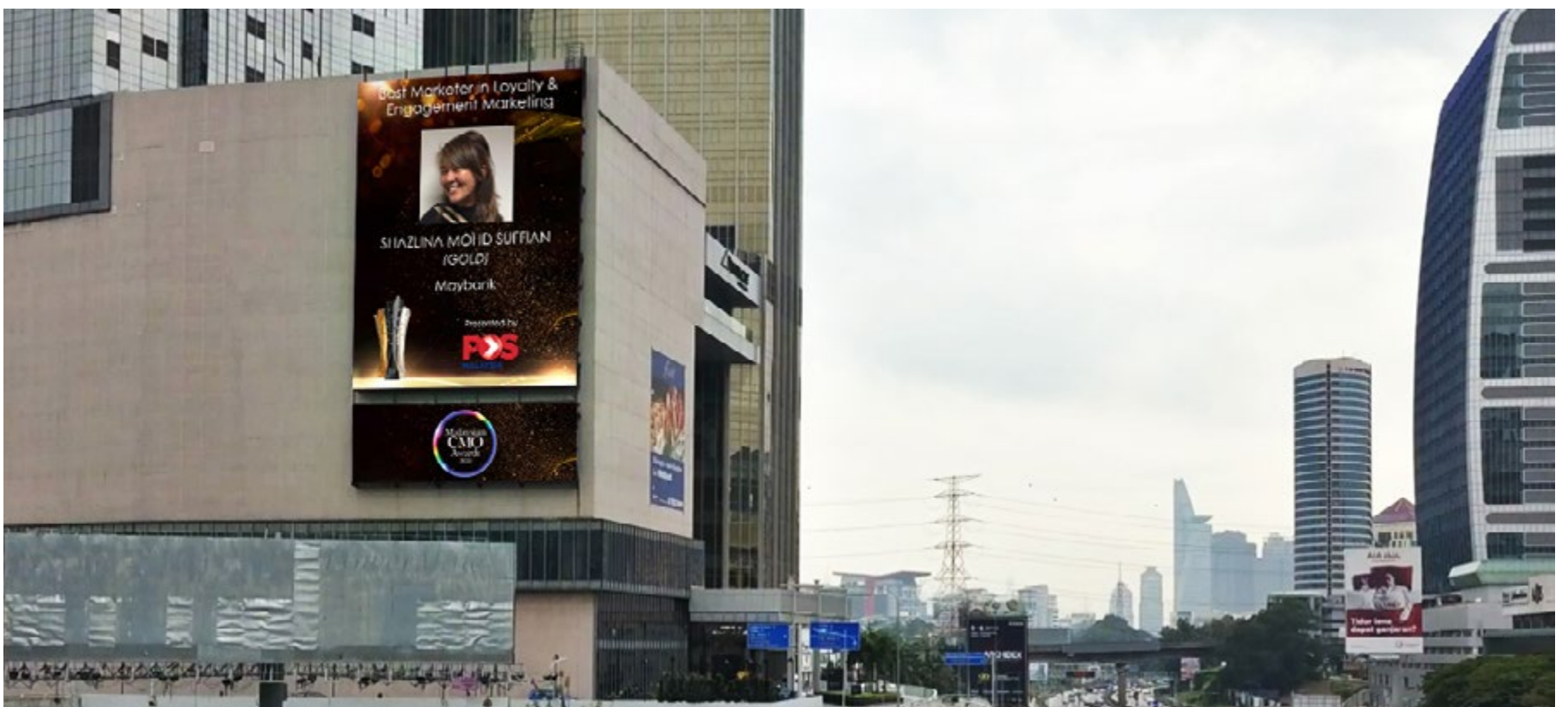
Pinnacle Federal Highway PJ, DOOH Partner: Visual Retale

Maybank's Shazlina excels in Loyalty & Engagement Marketing.

Shazlina Mohd Suffian, EVP & Head of Group Corporate Marketing and Brand at Maybank wins Gold for Best Marketer in Loyalty & Engagement Marketing, presented by Pos Malaysia.



Bangsaria Jalan Maarof, DOOH Partner: Visual Retale

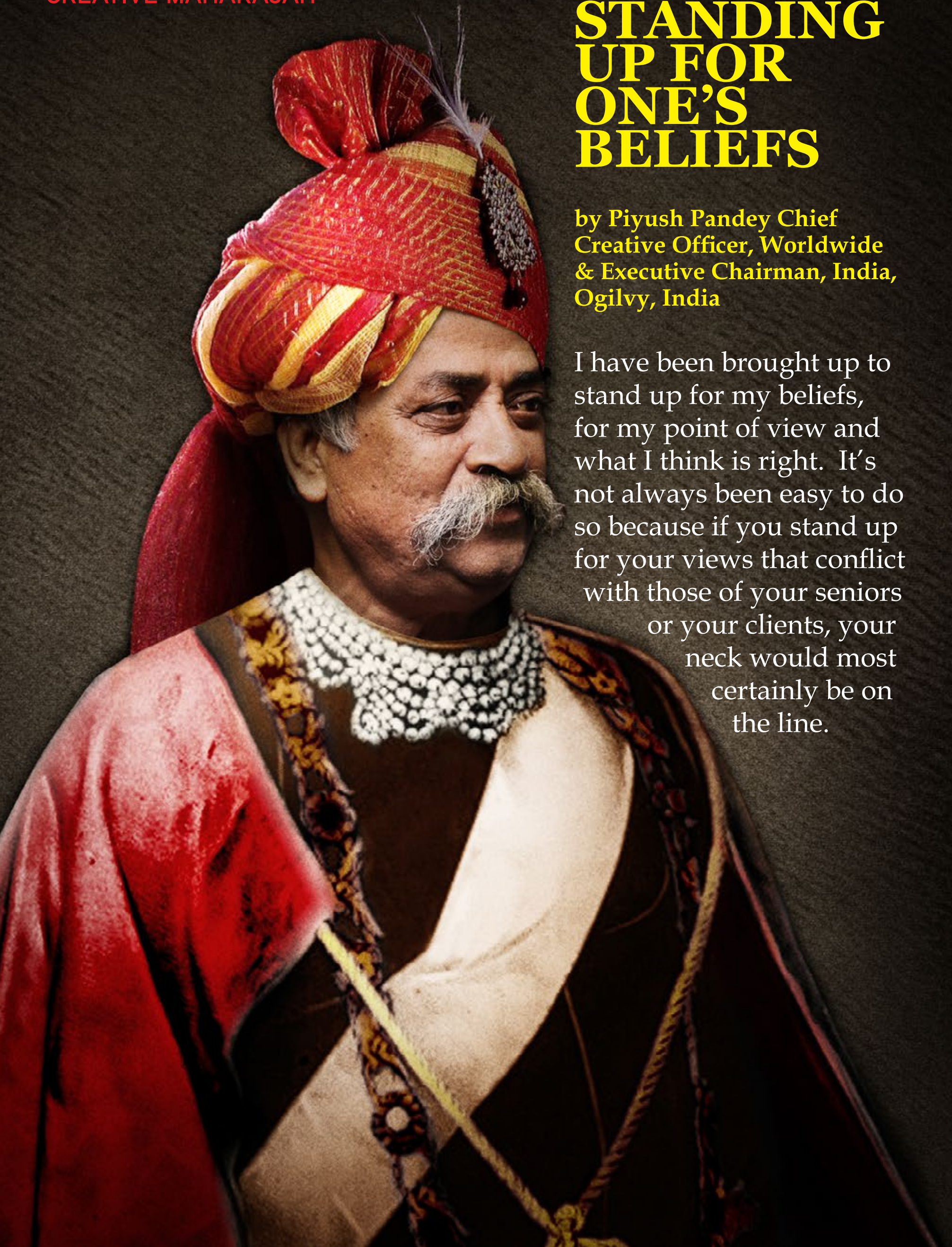


Pinnacle Federal Highway PJ, DOOH Partner: Visual Retale

STANDING UP FOR ONE'S BELIEFS

by Piyush Pandey Chief
Creative Officer, Worldwide
& Executive Chairman, India,
Ogilvy, India

I have been brought up to stand up for my beliefs, for my point of view and what I think is right. It's not always been easy to do so because if you stand up for your views that conflict with those of your seniors or your clients, your neck would most certainly be on the line.



... How does a rookie argue with a creative director or a branch head or a marketing director?...

The difference of opinion is not rebellion or disrespect – it's only deep conviction that your view is better, or more apt. It can happen with a father and a son or a father and a daughter, when the child feels that there is a better way to deal with something. If the child is completely convinced, it could also stand up against the parent. But how can one argue without appearing to be both disrespectful and rebellious?

In a creative profession, this is a situation one faces often, especially in the early stages of one's career. How does a rookie argue with a creative director or a branch head or a marketing director?



However difficult it may be, if you are convinced that you are right, then you should stand up for your beliefs. Having said that, one has to deal with the situation with sensitivity, tact and confidence.

Much will depend on the impact that your confidence and conviction can make on your audience.

It's tougher when the difference of opinion is with a mentor of your immediate

... When we presented the work to the board, it was rejected as rubbish. In fact, they believed that the work was so poor that it was beyond repair, and that we had to go back to the drawing board...

seniors, as was the case with a pitch campaign for Tata Cement. In the early nineties, the team led by me worked on what we thought was a great campaign for over a month, and we were really convinced that we would win. Before the presentation to the client, we had to showcase the work to our own strategy review board, comprising Mani Ayer, Roda Mehta and Suresh Mullick, which oversaw all work that was considered important to the agency.

Normally, the work would have been reviewed at an earlier stage, but for reasons I cannot quite remember, this review was put off till just a couple of days before the presentation to the client.

However, difficult it may be, if you are convinced that you are right, then you should stand up for your beliefs.

When we presented the work to the board, it was rejected as rubbish. In fact, they believed that the work was so poor that it was beyond repair, and that we had to go back to the drawing board. I was livid; here was a group of people who had passed judgement on work that they had no involvement in, rejecting what my team and I were immersed in, and believed in intensely. Worse, none of them had seen the work-in-progress over the past month and the consequent iterations. If any of the board members had been involved from the outset, we wouldn't have been in this sorry state.

Seething, I told the board that if the work was rejected, I rejected the rejection. I walked out of the room and went back home. The board members thought this was an impulsive



reaction and that I would calm down and return. I didn't. Suresh called me on the phone a number of times, telling me that certain aspects of the campaign were good, suggesting that I meet them halfway and make modifications.

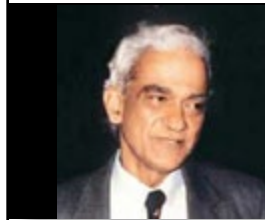
I refused to budge because of my conviction that we had created a campaign that would work brilliantly.

Finally, Suresh called, saying Mani wanted to meet me. I went to the office thinking that I was being sacked. Mani and I had a brief conversation. All he said

was, "If you're so convinced, we'll go ahead with it."

Of course, what was unsaid was that I would be history if we didn't win the pitch!

We finally went for the pitch with no change. When we reached Tata Cement, we learnt that we would be the last but one (out of nine agencies) to present. As soon as we finished our presentation, Aditya Kashyap, the managing director of this new company called Tata Cement, walked up to me, gave me a hug and said, "The business is yours."



Mani S. Ayer, retired MD of Ogilvy and Mather

... I went to the office thinking that I was being sacked. Mani and I had a brief conversation. All he said was, "If you're so convinced, we'll go ahead with it."

... Perhaps the Tata Cement win was a turning point in my career in Ogilvy and in my life as a creative professional...

I understand that the pitch stopped with our presentation; Aditya didn't want to see any of the remaining pitches.

To Mani's credit, he never held the incident against me, and he gave me the impression that he believed that I had rebelled. On the contrary, he magnanimously said, "The boy was right." In hindsight, I'd say that he started respecting me more after this incident.

The Tata Cement pitch only reinforced my belief that, if one is convinced about an issue, one has to stand by the conviction. I could have been sacked, and considering the stature of Ogilvy and of the members on the review board, being sacked would possibly mean that I would never again get a job in advertising.

But the upside? I won an account for the agency. My conviction in my work got me noticed by Mani Ayer. Perhaps the Tata Cement win was a



turning point in my career in Ogilvy and in my life as a creative professional.

*This article is excerpted from Piyush Pandey's book **PANDEYMONIUM**. He is passionate about cricket having played for Rajasthan. He was also a judge at the Malaysian MC2 Awards many years back as was Head of Jury at Cannes Lions.*



Top 10 Experts' Choice Awards CNY 2021 winners!

Festive ad producers have continued to put out inspiring work for the last year despite the multitude of challenges they've been faced with.

Hence, we did our part and carried on with our Experts' Choice Awards to help the industry decide which brand, agency and production house did its best for Chinese New Year this year.

Our robust industry-wide survey this time recorded 2185 validated and unique voters. We weeded out those who tried to vote for their own work, either directly or through third party invested partners.

Our rankings are based purely on readers' choices, and not on how many million YouTube views, etc.

The top 10 winners, in no particular order, for the 2021 Experts Choice Awards CNY edition are...

Content Partner:



TOP 10 CNY TVCS 2021



 [CLICK TO WATCH THE VIDEO](#)

Title **Etiqua 2021 CNY - How do you get from C- To A+?** Agency
ensemble Worldwide Production House Mastermind Group

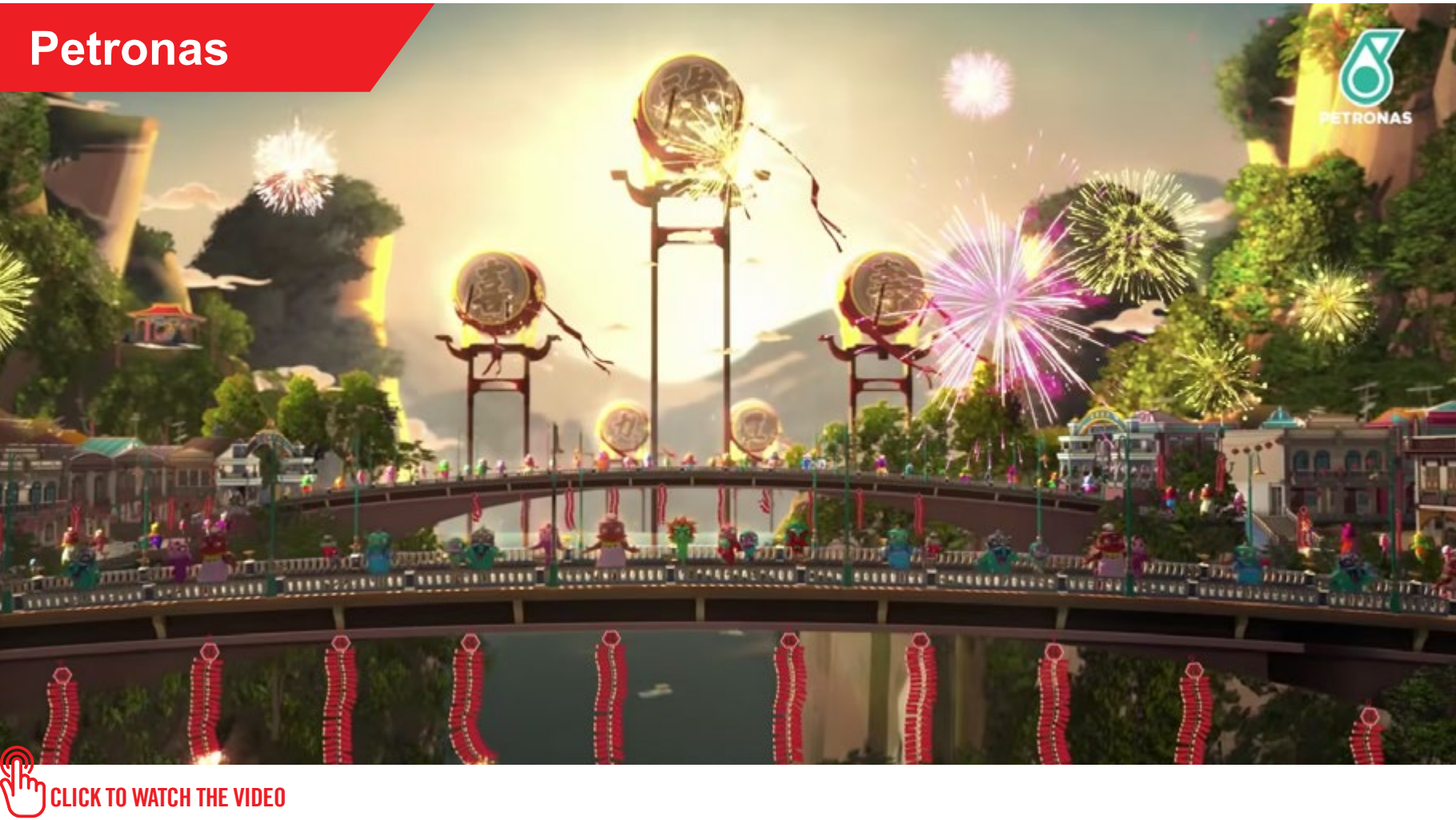


 [CLICK TO WATCH THE VIDEO](#)

Title **Turn resentment into love, put your heart in the right place**
Agency **Tigerwolves Marketing Sdn Bhd** Production House **Hurr.Tv**

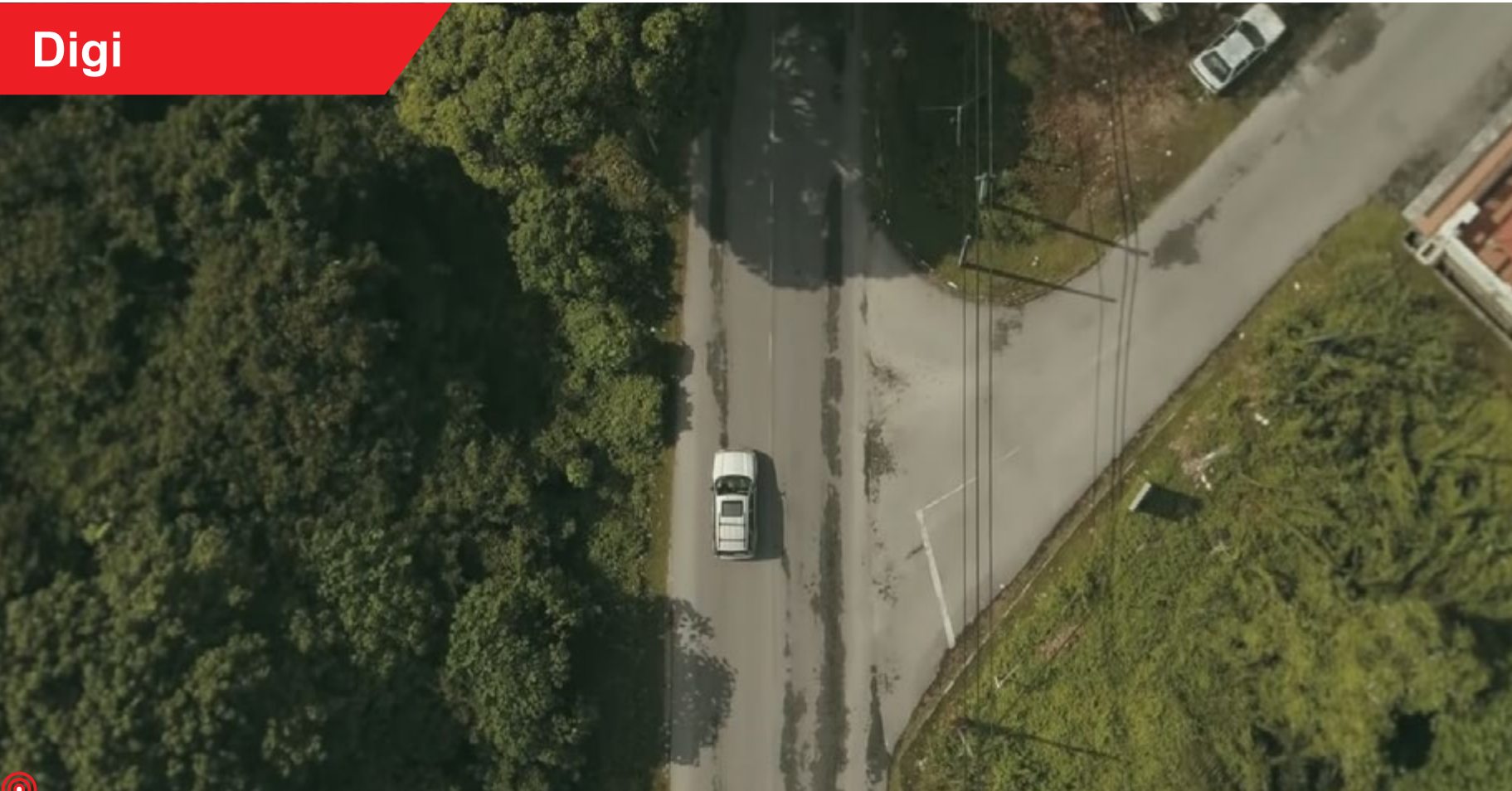


Title How to MAE-ke it ONG: Send e-Angpao with the MAE App
Agency Clan Malaysia Sdn Bhd (The Clan) Production House Clan 7



TitlePETRONASCNY2021:一起“Yi Qi” AgencyensembleWorldwide
Production House Felicia Yong for Post2Post x Lorry Pop

TOP 10 CNY TVCS 2021



 [CLICK TO WATCH THE VIDEO](#)

Title Digi CNY 2021 – From the Heart 福心有余 Agency Naga DDB
Tibal Production House Mojo Films

.....



 [CLICK TO WATCH THE VIDEO](#)

Title The Extraordinary Family – GO喜发财 Agency/ Production
House Luminous Entertainment Sdn Bhd

TOP 10 CNY TVCS 2021



 [CLICK TO WATCH THE VIDEO](#)

Title Love Carries On Agency FCB KL Production House Moving Pictures

.....



 [CLICK TO WATCH THE VIDEO](#)

Title Nian-tastic New Start Agency Entropia (M) Sdn Bhd Production House Reservoir World Sdn. Bhd

TOP 10 CNY TVCS 2021



 [CLICK TO WATCH THE VIDEO](#)

Title 100PLUS Chinese New Year 2021 TVC Agency Leo Burnett
Production House THINK TANK



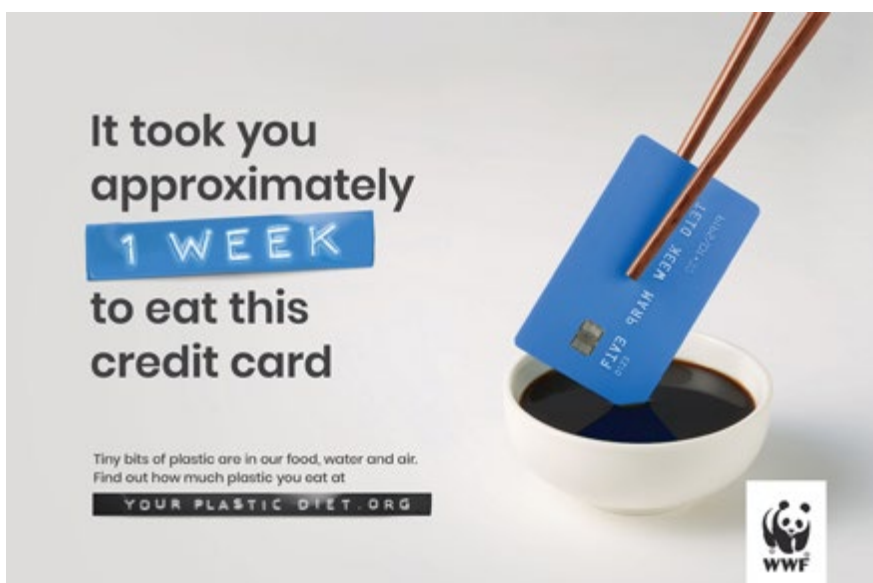
 [CLICK TO WATCH THE VIDEO](#)

Title Golden Chinese New Year Agency OMD, Leo Burnett Production
House Seed Creatives Malaysia



Grey Malaysia Country Agency of the Year at Spikes Asia!

Wins Gold, 2 Silver and 2 Bronze for WWF's Plastic Diet campaign, which also sweeps 2 Gold and Silver awards at Tangrams Strategy & Effectiveness @Spikes.



We talk to Graham Drew, Chief Creative Officer at Grey Group Malaysia and 2020 Campaign Creative Person of the Year SEA, about the campaign.....

The Story of Your Plastic Diet

How do you create a campaign that influences over 80 national governments, 15,000 lawmakers, generating 2 million pledges from people from 181 countries?

By making it personal for all 7.5 billion people on earth.

WWF's objective was to get governments around the world to sign a binding treaty against

YOUR PLASTIC DIET

THE LARGEST AND FASTEST SINGLE PUBLIC ACTION IN WWF'S 60 YEAR HISTORY

THE PROBLEM
The only way to stop plastic is a Globally Binding Treaty on plastic production. This needs massive public support to enable WWF to lobby governments. But people were not acting.

THE SOLUTION
Make the plastic crisis personal to ignite action. We commissioned a research that found we consume approx. 100,000 microplastics a year.

IDEA
Your Plastic Diet
We quantified the data and made the problem feel real - we eat a credit card of plastic every week. A campaign toolkit was created in 11 of the most popular languages. All driving to an international campaign site to drive pledges.

2M+ SIGNED THE PLEDGE FOR CHANGE
131 COUNTRY GOVERNMENTS AGREED TO THE NEED FOR TREATY
182 COUNTRIES FEATURED THE CAMPAIGN
5.2B MEDIA IMPRESSIONS
2500+ SEPARATE PIECES OF MEDIA COVERAGE

We're joining the call for a UN #PlasticPollutionTreaty.
Now we know it's in us, too.
USA TODAY

Nestle

Giving people a clear action that will influence government response on a global scale.

WWF

More than two-thirds of the UN member states have declared they are open to a new agreement to stem the rising tide of plastic waste.
The Guardian

You could be swallowing a credit card's weight in plastic every week.

Chowing down on a credit card once a week.
CNN

Planet Plastic: alarming study released by WWF dosing us with five grams a week.
Rolling Stone

Think about eating your credit card.

WORLD ECONOMIC FORUM

We support the call for a UN #PlasticPollutionTreaty
UN

"THESE FINDINGS MUST SERVE AS AWAKE-UP CALL TO GOVERNMENTS, WE CAN'T ESCAPE CONSUMING PLASTICS."
MARCO LAMBERTINI, DIRECTOR GENERAL OF WWF INTERNATIONAL

News Across All 5 Continents
Interactive Campaign Site
Asian Food Network
Jeff Merkley, United States Senator
Jens Stoltenberg, Norway Prime Minister
Outdoor
Sports

BBC ABC CNN The New York Times CNA YAHOO! USA TODAY news Daily Mail REUTERS NEWS thejapantimes NEWS DIE WELT EL TIEMPO

single use plastics. This also included policy-influencing bodies such as the United Nations and its 97 member nations.

We turned an abstract environmental problem into a relatable (digestible) human one by making the data vivid and universally understood - demonstrating to people they're now involuntarily consuming plastic (pollution).

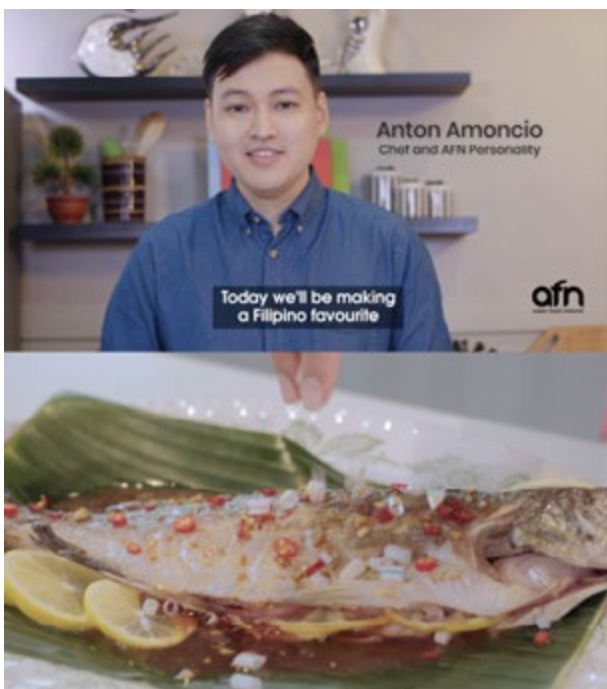
Decoding the Science

The University of Newcastle

was commissioned to analyze scientific studies about how plastic was impacting human's personal environment. After six-months of study and peer-review, the research found that the average human consumes approximately 100,000 microplastics every year.

Quantifying the Diet

100,000 microplastics equates to approximately 250 grams of plastic a year which means people are ingesting 5 grams of plastic pollution every week. What plastic object weighs 5

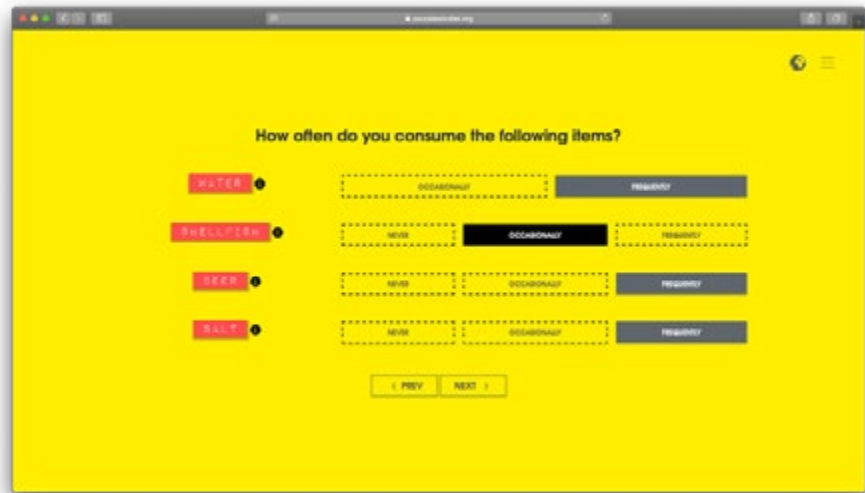


... WE NEEDED TO
CREATE A SIMPLE,
YET COMPELLING
CALL-TO-ACTION
THAT MADE
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IN ORDER TO
PRESSURE
LAWMAKERS...

grams and is ubiquitous around the world, with 20 billion of them in use?¹ A credit card.

The strategy needed to address three barriers:

- 1. Make plastic PERSONAL:**
It had to be shifted from an abstract planetary problem, into a relatable human issue by making it universally understood.
- 2. Make plastic vivid and UNFORGETTABLE:** Plastic in the ocean is out of sight and out of mind. If plastic's damage could be easily put



from people’s thoughts, we had to create reminders in everyday life and prove plastic isn’t just ‘magicked away’ when you put the bins out.

3. Make plastic ACTIONABLE: The problem feels so huge, it feels impossible to act upon. We needed to create a simple, yet compelling call-to-action that made people feel like they could make a difference in order to pressure lawmakers.

With a shoestring budget and ambitious KPIs we decided to phase the campaign in four parts.

GAIN CREDIBILITY & CAMPAIGN-ABILITY

Decoding the Science

The University of Newcastle was commissioned to analyze scientific studies about how plastic was impacting human’s personal environment. After six-months of study and peer-review, the research found that the average human consumes



... WHAT PLASTIC OBJECT WEIGHS 5 GRAMS AND IS UBIQUITOUS AROUND THE WORLD, WITH 20 BILLION OF THEM IN USE? A CREDIT CARD...

approximately 100,000 microplastics every year.

Quantifying the Diet
 100,000 microplastics equates to approximately 250 grams of plastic a year which means people are ingesting 5 grams of plastic pollution every week. What plastic object weighs 5 grams and is ubiquitous around the world, with 20 billion of them in use?² A credit card.



YOU ARE EATING A CREDIT CARD A WEEK.

By quantifying the huge amount of data into a single fact and visualizing it into a universally recognizable symbol, this direct and single-minded fact became the center of gravity for the entire campaign.

It made the statistics personal and ACTIONABLE and plastic pollution UNFORGETTABLE. It made the plastic problem PERSONAL – this is a piece of plastic that has people's name on it, it's with them every day. With this single, universal scientific fact, we could turn the billions of credit cards in people's pockets into a personal and confronting reminder of the urgent need for change.

LAUNCH THE DIET - create an attitude shift at a cultural and individual level

Your Plastic Diet was announced to the world's media via a press conference at WWF's Singapore HQ. A campaign toolkit was created in 11 of the most spoken global languages. Key visuals of our campaign device featuring the Your Plastic Diet card and



films dramatized how much plastic we were ingesting and explained the issue.

From the Philippines to Hong Kong to Colombia, Your Plastic Diet's attention grabbing key visual became the talking point. Global news agencies all around the world (CNN, BBC, Reuters, Sky, NBC, Fox News, etc) captured and spread the news further. The absolute best part was every single one of these comms was earned media.

As the weeks progressed, WWF offices used the pro-bono media spaces from media owners who so were moved by the campaign that they were willing to provide prime media space and slots to further enlarge the campaign's reach and impact.

EXPERIENCE THE DIET - impact behaviour by placing the diet in people's lives

Plastic Diet was activated across Asia and around the world:

- Across 11 Asian countries, the Asian Food Network produced indents with cooking personalities that surprised people as they sprinkled plastic



on their dishes. The chefs then each addressed the camera and directly called their fans to sign the WWF petition to help stop plastic entering all of our daily diets. In Malaysia, announcements during the Malaysian Cup Final soccer match informed 80,000 fans it would take them 10 seasons to eat the plastic seat they sat on.

- In Singapore, people saw how much plastic was in their diet when they visited public toilets.
- In Hong Kong, the film was played on the region's largest digital screen during times of the day people would be eating.
- In Japan, Plastic Diet was the focus of a 45-minute current affairs show on prime-time TV.

All activity pushed people to an interactive campaign website. Based on diet and geography, people could take a test to see how much plastic they were likely ingesting a week.

After feeling the personal impact of plastic pollution, people were compelled to sign the global petition. Finally, a personal protest post with their Plastic Diet results was generated

which people could share.

LOBBY WITH THE DIET – reach lawmakers and generate commitment for change

Plastic Diet gave WWF a platform to interrupt and influence political systems. Packs featuring a physical version of the campaigns' card, along with the massive weight of the public support via the signatures, were used by WWF teams to engage politicians, civil servants and governments in conversations, meetings, summits, and conferences, from the G20 to the UN throughout 2019 and 2020. Plastic Diet at the UN Environment Assembly in Bangkok, November 2019:

1: Results

Result: 5.2bn³ - 300% of target; 600,000 organic posts – 600% of target.

Over 400,000 pieces of media coverage were generated after 45 separate WWF offices activated the campaign. WWF has never seen earned media impact of this scale in its entire 60-year history.

Over 600,000 organic posts about Your Plastic Diet were created, with a 44% increase



(1.6m to 2.3m) ⁴ in global conversation about plastic pollution comparing the five-month campaign period to the prior five months.

2: Behaviour

Result: 2.03 million supporters, 200% of target; Pledges from 181 countries, 320% of target.

Plastic Diet became WWF's largest and fastest growing single public action in its' 60-year history. It generated more impact than similar campaigns recognized for effectiveness.⁵

3: Action

Result: 131 governments have publicly called for an agreement on plastic or agreed to consider it – 135% of target.

“More than two-thirds of UN member states have declared they are open to a new agreement to stem the rising tide of plastic waste.” The Guardian.

Grey Team

Graham Drew,
Chief Creative Officer
Andrew Fong, Heng Thang Wei
Creative Directors
Selva Ganapathy



Copywriter

Kevin Wong, Ralve Khor

Art Directors

Suzy Chiang

Producer

Jo Yau

General Manager

Marcus SK

Brand Director

Vivian Khoo

Account Executive

Huma Qureshi

Regional Director PR & Corp

Comms APAC

Production Team

MFX Sdn. Bhd.

Post Production

Glass Fin (KL)

Astatika (KL)

Sound Production

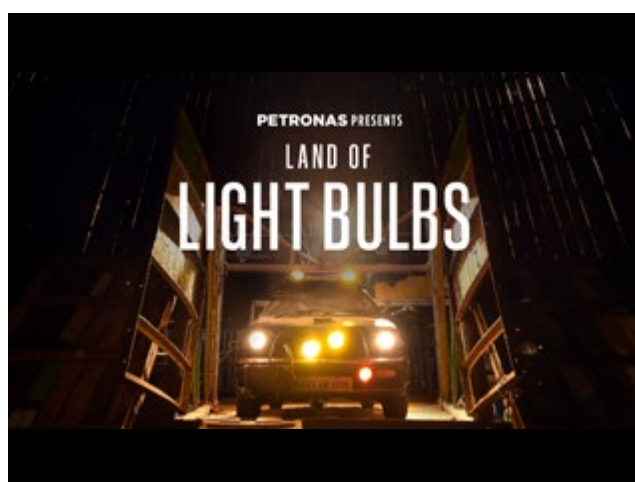
Maverick AV Sdn. Bhd.

[i] The Nilson Report; 2018 [ii] WWF media monitoring via Meltwater [iii] WWF media monitoring via Meltwater [iv] WARC Case studies: Plastic Oceans International / Trash Isles; Greenpeace / There's a Rang-tan in my Bedroom; Greenpeace / Dead Whale





Directors Think Tank wins Grand Prix for Malaysia at Spikes Asia!



Following recent wins at Adfest, regional TVC production network Directors Think Tank clinched the Grand Prix and Gold in the Entertainment section at Spikes Asia for PETRONAS' *Land of Light Bulbs* **campaign**.

Directors Think Tank is also ranked as Asia Pacific's top Production House of the Year by Campaign Brief's **THE WORK 2020** and their Adfest victories last month included a Silver and Bronze.

PETRONAS' Grand Prix winning campaign is a three-part web film - a collaboration with ensemble Worldwide and

production partners Fingerprint Films and Executive Producer Madhukar Kotian. *Land of Light Bulbs* is PETRONAS' first effort in a movie-length production and collaboration with Indian filmmakers and actors.

The film was inspired by the energy that drives India: the spirit of ingenuity. "Jugaad" (frugal innovation) isn't just an ingenious hack, but a culture among Indians — a value in line with PETRONAS. No stranger to reinvention, PETRONAS has gone through its own journey of innovation over its 45-year history.



... THE STORY CENTRES ON AMAN, AN ORGAN DONOR, WHO GRAPPLES WITH IMPENDING DEATH AND MAKES AN EFFORT TO GIVE MEANING TO HIS REMAINING DAYS BY TRAVELLING ACROSS INDIA ...

All three episodes were co-directed by India's Rajesh Mapuskar, winner of the National Film Award for Best Director for his film *Ventilator*, and Malaysia's Rajay Singh, one of South-East Asia's most awarded director from Director's Think Tank.

Through product placement and representations, the 4 characters in the film who embody PETRONAS' sustainable energy solutions were Aman (mechanic & LPG enthusiast: PETRONAS LPG), Shiv (solar energy expert: PETRONAS solar), Asha (race car driver: PETRONAS Motorsports), and Javed (specialty chemicals expert: PETRONAS Lubricants).

The web film series is divided into three parts, each of 20-minute duration and takes viewers on a roller coaster journey of friendship and obstacles. The story centres on Aman, an organ donor, who grapples with impending death and makes an effort to give



... THE PROJECT WAS TO CREATE A BRANDED CONTENT CAMPAIGN AND STRENGTHEN PETRONAS' PRESENCE IN INDIA. LAND OF LIGHT BULBS DEBUTED AT PETRONAS' ANNUAL SUMMIT IN INDIA TO SHOW PETRONAS' UNDERSTANDING OF THE CULTURE...

meaning to his remaining days by travelling across India to meet the child recipient of his gift of sight.

Along the journey, he meets three unique individuals – Shiv, Asha and Javed, who give him the strength in various ingenious ways, to complete his journey, exemplifying the ingenuity and resourcefulness in finding solutions to life challenges.

As the unlikely friendship blossoms among the four of them, Amar realises that it is not the destination that matters, but rather how they come together to enrich the lives of others.

The fast-paced car scenes, scenic beauty of remote Indian villages and depth of characters play out to transport you to a place of hope. The purpose of building and reengineering despite scarce commodities in the harshest of lands creates a sense of wonder, witnessed by us through the eyes of the characters.

The project was to create a branded content campaign and strengthen PETRONAS' presence in India. *Land of Light Bulbs* debuted at PETRONAS' annual summit in India to show PETRONAS' understanding of the culture and the importance of business ties with business leaders there.

The films were also seeded through social media and tracked audiences' sentiments and boosted for shares. Over 96 million impressions on social media and over 13 million social engagements were registered.



Rajay Singh shares, “We started with all guns blazing. Because the task of making this felt like the plot to *The Magnificent 7*. Our search for the best in town took us to Madhu and Rajesh and before we knew it, it became the story of the magnificent 148 strong cast and crew. We could not have done this without a single one of them saddling up and taking on this wild ride with us.”

Listen to what Emily Bull - Spikes Asia 2021 Entertainment Jury President and Managing Director & Co-Founder of [hellofuture.tv](#) had to say about the winning work [here](#).

Executive Creative Director Chan Woei Hern adds, “We got a chance to bring this web film to life through a cross-country partnership of our own, similar to PETRONAS’ partnership with India. It was fun, hectic and action-packed. We had an epic tour of duty spanning 17 days from the shoot to the release of our first chapter.”

Stephen Douglas, Executive Director at Directors Think Tank, says, “The Grand Prix for Best in Asia Pacific victory is also a great

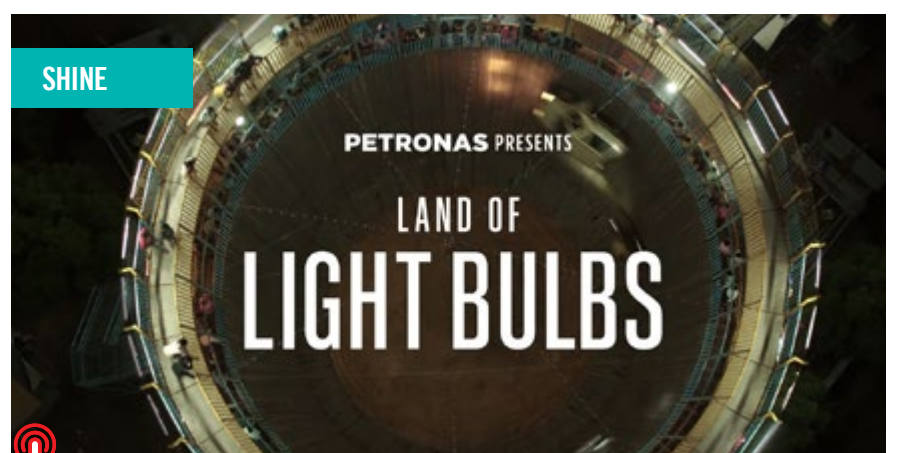
win for Malaysian production standards and the Malaysian creative industry.”



CLICK TO WATCH THE VIDEO



CLICK TO WATCH THE VIDEO



CLICK TO WATCH THE VIDEO

And take a peek at some behind-the-scenes footage during the production [here](#).

Also shortlisted in the same category was Directors Think Tank’s spot for Axiata & Celcom titled *Getaran Jiwa*, for Merdeka Day - a Malaysian favourite.

2021 YTD MALAYSIA TOP WINS



CREATIVE AGENCY	MONTH	ACCOUNT	AREA
Ogilvy	Jan	Dairy Farm	Malaysia
Ogilvy	Jan	Nippon Paint	Malaysia
MEDIA AGENCY	MONTH	ACCOUNT	AREA
Mindshare	Jan	Tune Talk	Malaysia
Mindshare	Jan	Bank CIMB Niaga	Malaysia
Mindshare	Jan	Unilever (Foods & refreshment) - Horlicks	Malaysia
Wavemaker	Jan	OCBC Bank	Malaysia
Mindshare	Jan	Sunquick	Malaysia
Universal McCann	Jan	TRX Lifsytle Quarter Project	Malaysia

SHOWCASE

One of the easiest ways to prevent cyber crime is to have a strong password, in Sweden, the most common passwords are “123456”, “mom” (mamma), “fucking” (knulla) and “dick” (kuken). SSF, one of Sweden’s largest internet security organisations, used some of these common passwords and created an outdoor campaign highlighting the lack of strong passwords.

Client **SSF**
Agency
Åkestam Holst Noa



UNMISTAKABLE



OPEN FOR CAMPAIGN SUBMISSION

Closing Date:

16 April 2021

CATEGORIES

1 Best in Food & Beverage

2 Best in Non-Food FMCG

3 Best in Festive & Entertainment

4 Best in Digital & Social

5 Best in AdTech/MarTech

6 Best in Consumer & Business Services

7 Best in Consumer Durables

8 Best in Customer Experience

9 Best in E-Commerce

10 Best in Marketing Innovation



GOLD



SILVER



BRONZE



BLACK



RED

Online Submission:
<https://appies.com.my>

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