

MARKETING

ISSUE #286 APRIL 2021

WEEKENDER™



THE
APPIES
2021

MALAYSIA
MARKETING CAMPAIGNS AWARDS

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



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"The I/O Movement never paid a single sen to anyone."

After an exhaustive 8-month investigation into alleged corruption, the MACC had closed the investigation against us 5 weeks ago...

Say What

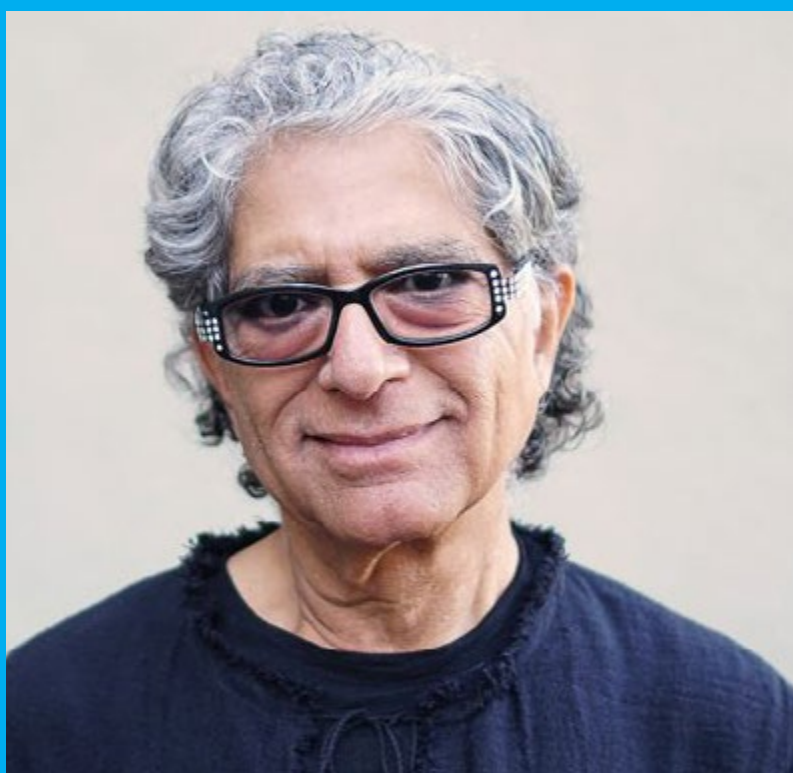


“BE LIKE WATER MAKING ITS WAY THROUGH CRACKS. DO NOT BE ASSERTIVE, BUT ADJUST TO THE OBJECT, AND YOU SHALL FIND A WAY AROUND OR THROUGH IT. IF NOTHING WITHIN YOU STAYS RIGID, OUTWARD THINGS WILL DISCLOSE THEMSELVES.”

Bruce Lee

“PERFECTIONISM IS A DEFECT.”

Seth Godin



“THE LESS YOU OPEN YOUR HEART TO OTHERS, THE MORE YOUR HEART SUFFERS.”

Deepak Chopra

EDITOR'S NOTE



 **fipper**[®]
Feel the Rubber!

The **noor**[®]



Slippers, shoes to swine fever?

Malaysian social media users have accused entrepreneur Neelofa of religious exploitation after she released “Muslim-friendly” slippers with local footwear brand Fipper.

EDITOR'S NOTE



Talking about pig skins... here's a picture taken at an adidas store in Sunway Pyramid...

Maybe she should launch a Neeloafers range instead?

Neelofa, Noor Neelofa Mohd Noor, posted an Instagram story of a presentation for the Fipper x TheNoor by Neelofa slippers and claimed the slippers are “Muslim-friendly” leading to a backlash on Twitter with users questioning what exactly makes a pair of slippers wearable in Islamic terms.

Many were shocked at the hefty price tag, with each pair of Fipper x TheNoor by Neelofa slippers retailing for RM79.90.

Some accused the 32-year-old entrepreneur of using religion as a marketing tool to make money off people who don't know any better.

Multiple award-winning advertising creative leader Ted Lim shares, “Under the guise of ‘pakai tanpa was-was’, it insinuates that footwear worn by others are unclean or unsafe.”

One Twitter said “Neelofa is selling ‘Muslim-friendly’ rubber slippers. So did rubber slippers before this contain swine blood or what?”

Talking about pig skins... here's a picture taken at an adidas store in Sunway Pyramid where special treatment is accorded for special shoes.

Innovative merchandising displays that do away with touch?

To my Muslim brothers and sisters, happy fasting and stay true.

WANTED

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HIGHLY
EXPERIENCED

The only show where you learn about Malaysia's top marketing campaigns

APPIES **Malaysia** is an annual event that presents a rare opportunity for creative, media, digital and marketing agencies or brands to present their best campaigns to the industry. Despite hosting this event virtually due to the ongoing battle against COVID-19, this is the only event in Malaysia where Live Presentations meets Live Judging.

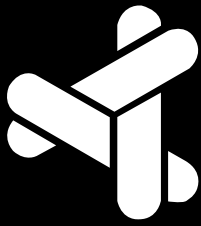
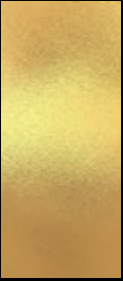
This year the Live presentations will be open to viewers free of charge.

Similar to TED Talks, APPIES is the chance for great presenters with outstanding work to show off to some of Malaysia's most important industry leaders. Winners receive Gold, Silver or Bronze trophies for 10 categories, and 7 special Best of Best categories (red trophies).

This week we showcase the Golden winners from APPIES 2020...enjoy....



GOLD



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watch campaign
video here



Do Good with Boost this Ramadan

Boost

Category

AdTech/MarTech

ADA Asia Malaysia

Norshiha Tahir, Account Director

Joanne Mah, Senior Account

Manager

Mahira Dahlan, Account Manager

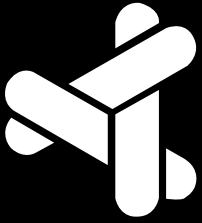
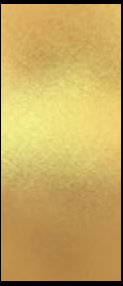
Axiata Digital Ecode SDN. BHD.

Salihah Noh, Head of Digital

Marketing

Boost, Malaysian's first homegrown e-wallet, wanted to get Malaysians to #DoGoodwithBoost during Ramadan by encouraging people who were used to enjoying cashback to donate it instead. Boost decided to address this by integrating the Charity function so that people have the option to donate in a fraud-free platform. And all with just a click of a button. The campaign encouraged almost 30,000 Muslims to #DoGoodwithBoost during Ramadan, and to help the less fortunate have a better Aidifitri celebration.

GOLD



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video here



Jangan @JelesEk. Jumpa di Toppen!

Toppen Shopping Centre

Category

Consumer & Business Services

Ensemble Worldwide, a division of IPG Mediabrands

Jennifer Wee, Senior Art Director

Hannah Sim, Copywriter

Galen Lau, Strategic Planner

Chong Jia Ling, Associate Brand Director

IKEA Southeast Asia

Andrew Yeoh, Head of Marketing & Innovation

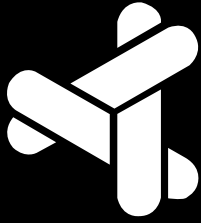
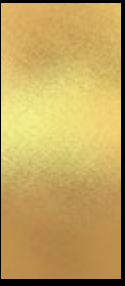
Natasha Aziz, Marketing Manager - Shopping Centre

Nicole Tong, Marketing Manager -

Toppen Shopping Centre
Siti Nurvivianny Khirruddin, Assistant Marketing Manager - Toppen Shopping Centre

To differentiate itself from the sea of other carbon copy malls, Toppen Shopping Centre launched in Johor with a hyper-localised campaign celebrating its local state pride. Using their colloquial lingo, we created entertaining branded content with two Johorean superstars inviting everyone: Don't be #JelesEk (jealous) of Johor, join us. The campaign covered TV, press, OOH, Grab, radio, digital, and Waze. Breaking away from conventional mall behaviour that relies on traditional advertising channels, we dominated YouTube's masthead and partnered with TikTok.

GOLD



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[watch campaign video here](#)



Koleksi Mistik Dengan Petron Malaysia

Petron

Category

Consumer Durables

Astana International Sdn. Bhd.

Danial Asyraf Bin Shafri, Head of Strategy and Insights

Daniel Khoo Lei Pheng, Creative Director

Peter Michelle Lee, Copywriter

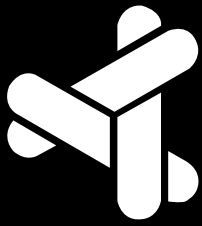
Petron Malaysia

Haron Alrasyid Nawi, Brand Advisor

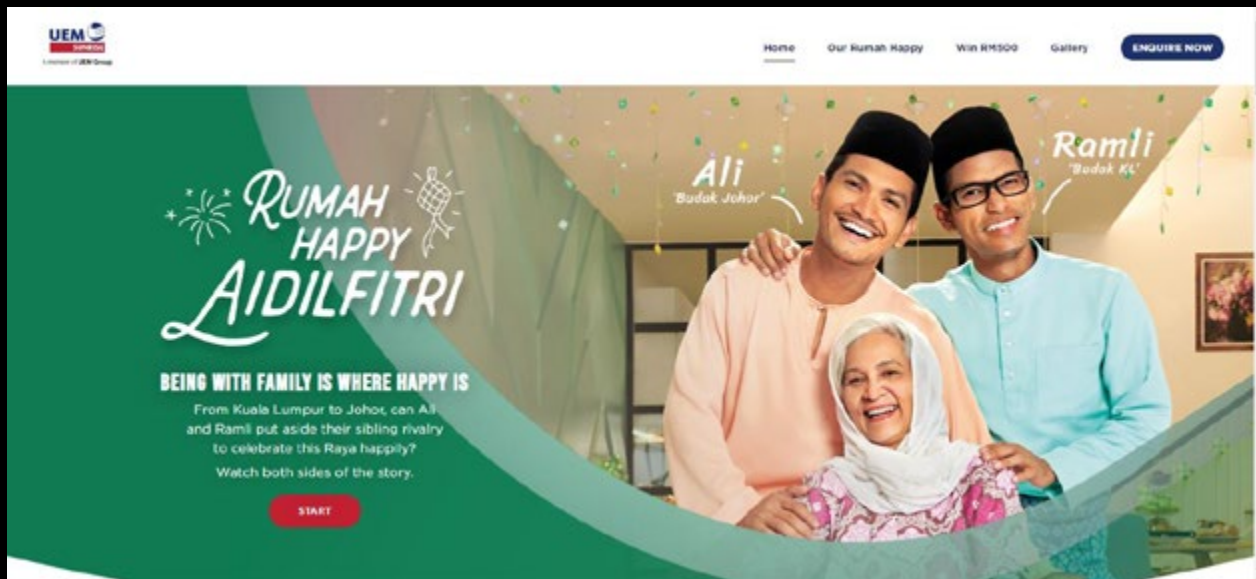
Danny Chen, Marketing Manager

Our Koleksi Mistik campaign can be seen as a journey of consumers starting first with raising awareness via an appealing Yellow Car TVC/ video targeted to the Malay audience - that is inspired by an urban legend. To increase consideration, our microsite host other urban legends collections where each series educates consumers about the different Petron USPs and products via storytelling. Lastly, to drive conversion and trial, if consumers were to complete all urban legends within the Koleksi Mistik series, they will be rewarded with 500 actual Petron Miles points which are worth RM5 of fuel. Thus, completing the entire journey.

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watch campaign
video here



Rumah Happy Aidilfitri

UEM Sunrise Berhad

Category

Festive & Entertainment

Reprise Malaysia

Noor Hajar Yusof, Associate Director

Safder Ali, Associate

UEM Sunrise Berhad

Kenny Wong Koon Keng, Chief
Marketing Officer

The Rumah Happy Aidilfitri campaign features an interactive video that tells a family narrative using UEM Sunrise properties as a canvas for

the story. The film showcases three launched developments – Residensi Solaris Parq, Kuala Lumpur, Serene Heights, Bangi and Estuari Gardens, Iskandar Puteri, JB. The film shows the sibling rivalry of two brothers as they prepare for Raya, as each wants to demonstrate their home as the best to host their family over Raya – “Rumah Happy Aidilfitri”. The film ends with a twist, and the message “Raya together, happy together”. UEM Sunrise’s new key brand positioning is the message of “Find your Happy”, and this Raya film demonstrates that a family that celebrates together stays happy and interconnected with one another.



[watch campaign
video here](#)



Dutch Lady Growing-up Milk ‘Life Changer’ Campaign 2019

Dutch Lady Growing-up Milk

Category

Food & Beverage

Dentsu One Sdn. Bhd.

Marianne Shantini, Group Brand Director

Abhinav Sharma, Head of Strategy

Shiraz Faruqi, Senior Art Director

Michelle Chong, Senior Account Manager

Dutch Lady Milk Industries Berhad

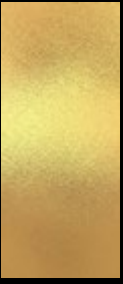
Jo-Anne Jayasiri, Marketing Manager

Yvonne Tan Lay Leong, Senior Brand Manager

Theng Hsiang Heon, Assistant Brand Manager

In 2018, a social media crisis assailed the Dutch Lady 5xDHA children’s milk brand. Mothers trust was shaken, market share nose-dived, brand imagery slumped, competitors swooped in. Conversations with our mothers hinted a new opportunity for our brand. Not only did they desire for their children to be book-smart, they hoped for them to be life-smart too. Based on the Big Idea of ‘Smart with Heart’, we launched the Life Changer campaign. We showcased a struggling single father caring for his child, undertaking what was typically a ‘motherhood’ journey. Market share grew, brand imagery improved and brand power amongst Malay mothers grew for the first time in three years.

GOLD



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watch campaign
video here



Wonda Brings Maximum Results With Satisfying, Zero-Sugar Coffee

Wonda

Category

Food & Beverage

Noir by Entropia

Choo Hooi Jinn, Director, Integration

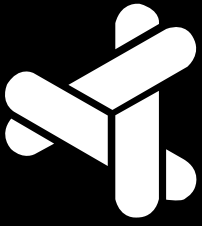
Etika Beverages Sdn Bhd

Tan June Yin, Brand Manager

Wonda's Zero Max product launch came with the challenge of ensuring that its great coffee taste was not compromised by the 'zero sugar' stigma often painted by consumers. This led us to create a series of

films that harnessed the power of 'Autonomous Sensory Meridian Response' (ASMR). In each of our three videos, viewers are taken on a soothing ASMR experience which brought out maximum coffee satisfaction without additional sugar. Executions were further amplified via OOH, on-ground, print and digital avenues to best reach consumers. We even got a few Grab cars and radio DJ friends to help us out. The results of our campaign exposure - 94% reach, 6.4 million impressions during campaign launch, 21% sales growth in convenience outlets (with 31.4 volume share points for March 2019) AND a WHOPPING 23% growth in sales!

GOLD



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watch campaign
video here



KOTEX LIMITED EDITION BATIK

Kotex

Category

Non-Food FMCG

Ogilvy

Sunita Kanapathy, Head, PR & Influence

Nur Diyanah Binti Abd Rahim, Executive, Social

Joceline Yap, Copywriter

Kimberly Clark Trading (M) Sdn Bhd

Frenissa Lagman, Marketing Manager

Radhika Agarwal, Senior Brand Manager

Amanda Woo, Marketing Executive

Kotex launched its Limited Edition

Batik to reposition the brand as young and trendy, rebuild emotional resonance and drive sales among its target audience. The campaign, guided by the Kotex She Can promise, is a collaboration with the female artisans at Batik Boutique who designed the bold, vibrant and trendy batik motifs which adorn the pads and wrappers.

To marry function with fashion, Kotex made history when it became the first sanitary pad to be featured at Kuala Lumpur Fashion Week. Kotex worked with Seza Zulkeple to bring the designs to life in a full fashion collection. Amplification of the launch included engaging influencers to showcase the versatility of the wrappers to create fashion accessories.

APPIES 2020 CAMPAIGN WINNERS

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



Brand Laureate winner on the run!

The BrandLaureate SMEs Awards 2016-2017
Brand Social Entrepreneur of the Year
Datuk Seri Nicky Liow Soon Hee,
Founder of Winner Dynasty Group in now infamous!

Datuk Seri Nicky Liow, 33, has become a fugitive after 68 of his members were nabbed in Op Pelican 3.0 two weeks ago. He is also probably the youngest ever Datuk in the country.

The Social Entrepreneur of

the Year was a businessman and philanthropist who hid behind legal companies under Winner Dynasty Group Sdn Bhd and was involved in the **Macau scam** and triad activities has been in the headlines recently.

“The I/O Movement never paid a single sen to anyone.”

FACEBOOK POSTING BY IVAN OMAR
ON APRIL 2 AT 4:37 PM

After an exhaustive 8-month investigation into alleged corruption, the MACC had closed the investigation against us 5 weeks ago.

They have combed through everything, have looked at every angle possible and have spoken to everyone they thought could help them find the truth, and in the end, the truth was indeed established - that The I/O Movement never paid a single cent to anyone to win the RFP.

Yes, we were paraded like common criminals, we were shamed in public, our names splashed all over the front pages of the media, but despite all these, I have nothing against majority of the officers of MACC,

they were just doing their jobs.

And to those who slandered us publicly and in private, thank you for allowing us to earn more “pahala” (blessings) for all the “fitna” (slander) you spread about us.

Here’s the simple truth:

Company A allegedly paid someone in the Ministry to win Tender 1. We were arrested, paraded and shamed in a Tender that we didn’t even participate in! Yes, you read that right; we didn’t even participate in that tender!

Last Year, Ivan Omar (IO Movement Sdn Bhd) and 2 other Directors were detained by MACC in relation to an investigation into a multi million-ringgit Tourism Malaysia contract.

Even the learned Magistrate, in not granting the request for remand extension expressed what he felt was being done to us. I am not at liberty to reproduce what he said here, but any right-thinking human will be able to surmise what he said.

Upon our release, Company B alleged that they paid someone in the Ministry to win the RFP. Again, we were hauled, interrogated, paraded, and shamed.

After 6 days of investigations, they found out that yet again, not a single cent was paid by The I/O Movement to anyone to win the RFP. Company B's logic is that if they paid millions (allegedly) and didn't win, surely the one that won must have paid more.

Did it ever occur to this company that perhaps they suck and that is the reason why they didn't win?

Haters will hate, losers will always lose if they choose to blame other people for their failures.

Anyways, I'm extremely thankful that the truth has finally come out vis a vis the allegations of corruption leveled against us. As for the challenges that I will be facing in court, just like the allegation of corruption, I will hold on to the truth and will fight with everything I have to prove my innocence.

The truth cannot be concealed forever, I always say.

I suppose Prof Harmandar Singh, who was the first to "break the news" of our alleged corrupt wrongdoings and relentlessly pursued and published every "breaking news" regarding the case, is, in a way, right - that I am a victim of the system.

But perhaps we differ in how we think of how I was a victim; I am not going to speak on his behalf nor attempt to explain what he meant, but I can tell him, with my head held high, that yes, I was a victim of the system, but I became a victim because I refused to play by the rules of the existing system.

I know and believe, till today,

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our proposal was good enough to win the RFP, and it did. In the course of the investigation, I also learned who his so-called “**Deepthroat**” is. But I spare no thought nor time in exposing anyone.

Despite losing my **company**, my company’s good standing and name, and my own, I have no bitterness in me and in what we had to go through. I will take everything that had happened in my stride and learn from them.

They may have taken a lot from me, but one thing they will never be able to take is my dignity, my brain and my ability to produce great works in my chosen craft.

They will also never be able to take the love, belief and support of those who stood by us.

And as I continue to fight to save my name, whatever is left of it, I have a special message for those who are in the same situation, and those who are like me.

To all the dreamers everywhere, I am with you.

On nights when you doubt yourselves and your capabilities, I am with you.

When people doubt you or dismiss you, I am with you.

... I suppose Prof Harmandar Singh, who was the first to “break the news” of our alleged corrupt wrongdoings and relentlessly pursued and published every “breaking news” regarding the case, is, in a way, right - that I am a victim of the system...

I will go to war for the truth to come out, not only for myself but also for all of you dreamers out there.

So never stop believing and dreaming, I believe in you.

I may not be a shining light to all those who are in the same situations as myself, but I hope that by speaking my truth today, you absorb a small amount of light, a small knowing that you can’t be **discouraged**.

23 Best Advertising Agencies in Malaysia?



Looking for a good advertising agency is really tough if you Search in the wrong places. With respect to the agencies posted here, most of the companies **listed** are relatively unknown. The list is by Hans Teo of GREEN-i Multimedia Sdn Bhd, a Puchong-based digital solutions **company** for corporate clients.

So I have decided to give them a plug here... visit www.trustedmalaysia.com/best-advertising-agencies-malaysia.

More curious compilations here: www.sortlist.com, www.navenpillai.com

The official industry site is here: www.aaa.org.my.

GETTING TOGETHER IS STILL DANGEROUS



Client Mais que Auga Agency Teiga Studio, Spain