

MARKETING

ISSUE #297 JULY 2021

ENDER™



**How Invictus,
Astro Media
Solutions,
AIA and more
conquered
The APPIES
this year...**

**CASE STUDIES
EDITION**

EDITOR'S NOTE

04



Reasons to be APPIE by giving

While we have many reasons to celebrate marketers and agencies who have fought the challenges of the times to win at the APPIES Malaysia awards...

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COVER STORY

29 Marketing Campaigns rise to the top in Malaysia!



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Share, Learn and Be APPIE!

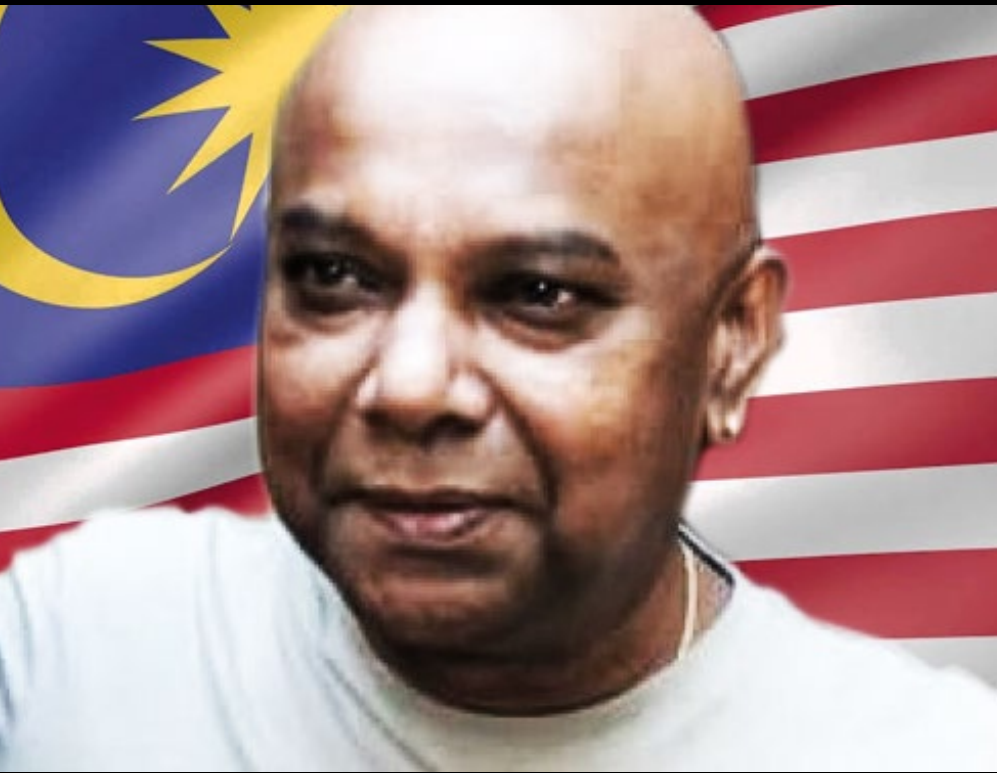


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BRAND FINANCE Marketing Restrictions 2021 study



Say What



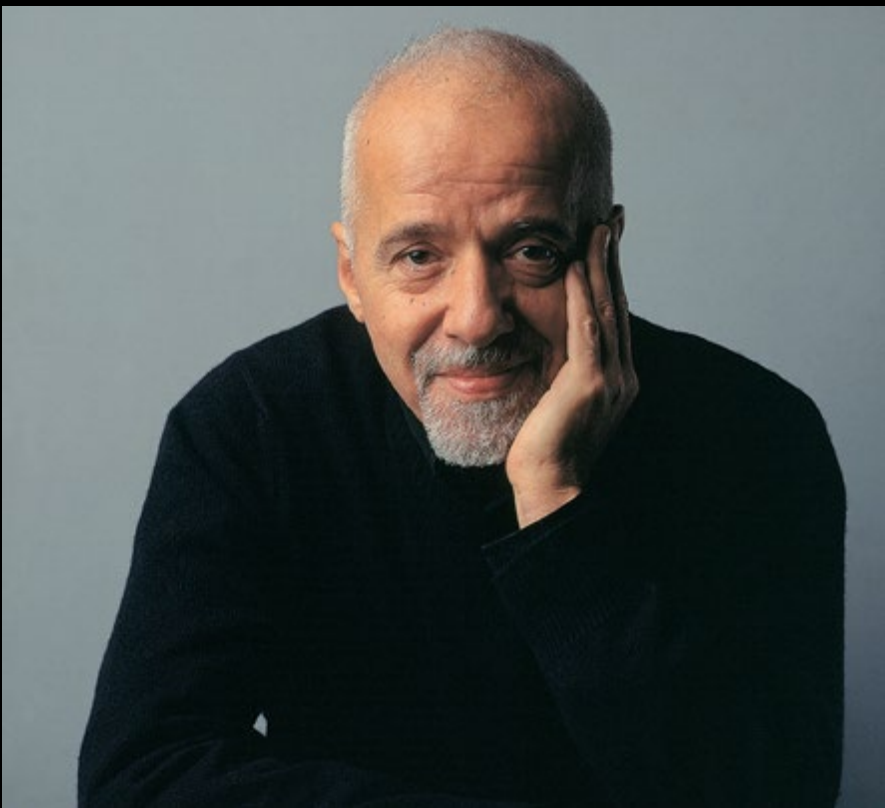
"YOU CAN'T BLAME PEOPLE FOR NOT ACCEPTING THE MALAYSIA THEY ARE BEING OFFERED."

Frankie D'Cruz writing in freemalaysiatoday.com



"I'M GOING OVERSEAS TO REGISTER MY 5-YEAR OLD SON FOR SCHOOL, AND PROTOCOL IS FOLLOWED. I'LL BE BACK IN TWO MONTHS' TIME."

**Padang Rengas MP
Nazri Abdul Aziz**



"TEARS ARE WORDS THAT NEED TO BE WRITTEN."

Paulo Coelho



"YOU MUST LEARN TO LET GO. RELEASE THE STRESS. YOU WERE NEVER IN CONTROL ANYWAY."

Steve Maraboli

EDITOR'S NOTE

Reasons to be APPIE by giving

While we have many reasons to celebrate marketers and agencies who have fought the challenges of the times to win at the APPIES Malaysia awards, we are aware of the reality in the marketplace and our hearts go out to the front liners every day.

Ever since COVID hit us, many industry players have worked with us to bring relief and hope to all. From key players in the Outdoor Advertising Association of Malaysia, companies like Visual Relate, GO Communications, Atlas Vending and so many more, have all graciously stepped in to help.

And they continue to do so.....

This morning, A&W Malaysia provided meals and drinks for

about 300 frontliners working at Ground Zero at the very epicentre of this crisis: Hospital Sungai Buloh (HSB).

MARKETING magazine has been arranging brands to help every now and then and have succeeded with the likes of Yeo's, McDonald's, Nando's and many more... Brands keen to help can reach out to us at ham@adoimagazine.com

Those working at **HSB** are nothing short of spectacular. I'd wish to point out one Dr Kuldip Kaur who is the **Director** of that hospital. We are all proud of her and her magnificent teams who toil 24/7 in the face of adversity.

We deal with pain points in our work every day, but they deal with breaking points constantly.

EDITOR'S NOTE



A&W Malaysia's Kong Wai Seng (Group Head of Marketing) in black mask and Karthigesu (Head of Ops) in blue shirt bring cheer with mascot Rooty.

So it in this moment of marketing successes at the APPIES Awards 2021, I wish us to keep in mind all the battle-hardy human beings who put their lives on the line every day so we can live our lives in safety.

For this weekend at least, let's not blame anyone but

acknowledge that much needs to be done.

Please.

SHARING ON JULY 7



Share, Learn and Be APPIE!

Astro Media Solutions (AMS) was crowned Media Agency of the Year along with their partners at The APPIES Malaysia 2021 Marketing Campaigns. Here are the backstories...

Nippon Paint Gets People 'Listening' to Their Walls

Datin Wong Meng Lee, AGM of Marketing, Nippon Paint Malaysia

"We chose Astro because of their high ratings during the stay-at-home period on both linear TV and digital. Their TV production and in-house resources are what I leveraged on to keep my marketing spend low yet quality deliverables. This gave me more money to amplify and reach out for better impact."

Herbal Essences Resolved Millennials' Dilemma Through Bunga's Secret Garden

Jessica Biscocho, Brand Director, Hair Care – Malaysia, Singapore, Vietnam, Procter & Gamble

"Our collaboration started in 2019 with "Little Joys" campaign, the beginning of our journey in making Herbal Essences more relevant to our millennial consumers. Then to #NaturallyLegit campaign in 2020-2021.

Leveraging Astro's resources like Thinker Studios, Gempak to create powerful content and coupled with effective media distribution – we continued on an accelerated momentum and is today one of the fastest growing

SHARING ON JULY 7

hair care brands in Malaysia”

Unmasking Goddesses with WonderDewi

Queenie Goh, Chief Marketing Officer, CUCKOO International (MAL) Sdn Bhd

“Our exclusive partnership with Astro to co-launch WonderDewi gave us a competitive edge, leveraging on the strong consumer base with solid talent pool and creative content resources across Astro’s transmedia ecosystem. The result was Wonderful! Every 12 seconds we sold 1 mask. Within 8 months, sales has exceeded over 500,000 of sheet masks.”

Wong See Wei, Director of AMS who was thrilled on the recognition, commented “We’ll continue to strengthen our capability in data driven marketing solutions with addressable advertising in the pipeline. We’ve also started pilot campaign with Samsung Malaysia Electronic and CUCKOO International for OTT advertising on our newly launched mobile-first streaming platform Sooka. Another new offering we’re pilot testing now is digital audio dynamic



ad targeting on SYOK, stay tuned....”

QUAKE, the marketing hub for brands powered by AMS is hosting a virtual forum together with their winning partners – Nippon Paint Malaysia, Herbal Essences and WonderLab, to share how they turned business challenges into marketing strategies that drove revenue growth. This sharing session named *Share, Learn and Be APPIE* is next Wednesday, 7 July 2021 at 11am, you can register [here](#) or visit www.quake.com.my for more info.

IF ANYONE TELLS YOU HE IS NEVER AFRAID,
HE IS EITHER A LIAR OR A GURKHA

GENERAL JOHN PHILIP MONTGOMERY - 5TH GURKHA RIFLES (FRONTIER FORCE)



Impassioned individuals make history.
Much like the courageous men and
women in our mess-hall kitchen who
lovingly slave to cook for you.



The British Raj

A CONTEMPORARY ANGLO-INDIAN KITCHEN



THE
APPIES
2021

MALAYSIA
MARKETING CAMPAIGNS AWARDS

29 MARKETING CAMPAIGNS RISE TO THE TOP IN MALAYSIA!



*While every effort has been made to publish correct details at time of publication,
any corrections brought to the attention of the publisher will be rectified.

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F&N Organises Mass Mamak Gathering – During Lockdown.	RTD Teh Tarik	F&N Beverages Marketing	Invictus Blue Group
AIA Knows When You Are Sleeping, AIA Knows When You Are Awake	AIA	AIA Malaysia	Invictus Blue Group
How our Pizza Heart won the hearts of Malaysians	Pizza Hut	Pizza Hut Malaysia	Fishermen Integrated
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Reverse Engineering sales funnel to close RM 1.5Billion+ Property Sales	Spotlight 8	Sime Darby Property	Invictus Blue Group
Jobs That Matter	JobStreet	SEEK Asia	ensemble worldwide
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AIA Knows When You Are Sleeping, AIA Knows When You Are Awake	AIA	AIA Malaysia	Invictus Blue Group
How we used toxic masculinity to save lives and RM2mil in PR value.	The Urological Cancer Trust Fund	Universiti Malaya	Invictus Blue Group
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Deklarasi Anak Malaysia	Tenaga Nasional Berhad	Tenaga Nasional Berhad	Noir by Entropia
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PETRONAS Primax 97 with Pro-Race Launch	PETRONAS Primax 97 with Pro-Race	PETRONAS Dagangan Berhad	PETRONAS Dagangan Berhad
BRONZE WINNERS			
Boost ePenjana #KasiTambah	Boost	Boost	ADA Asia Malaysia
TikTokable Mall	Ikano Centres, part of IKEA SEA	Ikano Centres, part of IKEA SEA	ensemble worldwide
IPC Live Shopping Fiesta	IPC Shopping Centre	Ikano Corporation	IDOTYOU
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Heart Baker: Love triumphs over taboos	RHB Bank	RHB Group	FCB Malaysia
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WONDA Defines A New Class	WONDA	Etika	Dentsu Malaysia
Goodday Seleb-Raya: Malaysia's First- Ever webAR 3D Celebrity Experience	Goodday	Etika Beverages	Noir by Entropia
IPC Live Shopping Fiesta	IPC Shopping Centre	Ikano Corporation	IDOTYOU
Resolving Millennials' Dilemma Through Bunga's Secret Garden	Herbal Essences	Procter & Gamble	Astro Media Solutions

CAMPAIGN	BRAND	MARKETER	AGENCY
CERTIFICATE OF EXCELLENCE (MERIT)			
Super Seram Sale	Ikano Centres	Ikano Centres, part of IKEA SEA	ensemble worldwide
How our Pizza Heart won the hearts of Malaysians	Pizza Hut	Pizza Hut Malaysia	Fishermen Integrated
Texas Glazed Herb & Garlic	Texas Chicken Malaysia	Envictus International Holdings Limited	MullenLowe S'ng & Partners
MAE-ke It ONG	MAE by Maybank2u	Maybank	The Clan
Deklarasi Anak Malaysia	Tenaga Nasional Berhad	Tenaga Nasional Berhad	Noir by Entropia
Bill Payment Reactivation	Boost	Boost	ADA Asia Malaysia
UnMasking Goddesses with WonderDewi	WonderDewi	WonderLab by CUCKOO International	Astro Media Solutions





MARKETER OF THE YEAR

AIA MALAYSIA





ADVERTISING AGENCY OF THE YEAR

INVICTUS BLUE GROUP





MEDIA AGENCY OF THE YEAR

ASTRO MEDIA SOLUTIONS





RISING STAR PRESENTER OF THE YEAR

CHONG WEI LING

NANDO'S RE-CELEBRATE 2020





TRAILBLAZING PRESENTER OF THE YEAR

WONG MENG LEE

NIPPON PAINT GETS PEOPLE "LISTENING" TO THEIR WALLS







CLICK TO WATCH CAMPAIGN

Nando's Re-Celebrate 2020

Nando's

Category

Consumer & Business Services

Fishermen Integrated

Mark Darren, *Managing Director*
Adam Miranda, *Executive Creative Director*
Lionel Loke, *Social Media Executive*
Chong Wei Ling, *Head of Social Media*
Eshley Lee, *Copywriter*
Fish Cheng, *Art Director*
Kimberly Hii, *Producer*

Nando's Malaysia

Elaine Chiew, *Senior Marketing Manager*
Vincent Loong, *Digital Marketing Manager*
Farah Arina Balqis binti Zulkhairi,
Assistant Manager, Digital Marketing
Najwa Amira binti Ahmad Zaidee, *PR Manager*

PRESENTER

Chong Wei Ling, *Head of Social Media,*
Fisherman Integrated

CAMPAIGN SYNOPSIS

Nando's is one of the smaller players in the QSR scene vs the bigger giants who have big marketing pockets. Being the smallest player, Nando's has to always work extra hard on the creative and execution.

Nando's has to be "Chicky", Witty, & insightful to get people to meet its objectives. Re-Celebrate 2020 took Malaysian online by storm by creating a second chance for Malaysians to re-celebrate all festive and occasions missed in 2020. The campaign drove talkability and conversations on social amongst fans, online media and even brands.



PRUMy Critical Care
- **Critical Illness Doesn't Discriminate**

Prudential Malaysia

Category

Consumer & Business Services

Naga DDB Tribal

Clarence Koh, *Chief Operating Officer*

Jeremy Yeoh, *Creative Director*

Joanna Dorai, *Strategic Planning Director*

Cheryl Loke, *Brand Manager*

Carmen Thong, *Brand Executive*

Prudential Assurance Malaysia Berhad

Angeline Tung, *Director, Brand & Communications*

Radziah Ismail, *Senior Manager, Brand & Communications*

Fiona Liao, *Head of Brand*

Eric Wong, *Chief Customer & Marketing Officer*

PRESENTER

Joanna Dorai, *Strategic Planning Director,*
Naga DDB Tribal

CAMPAIGN SYNOPSIS

PRUMy Critical Care, a critical illness protection plan by Prudential, was making its second comeback while at the height of the global pandemic. Compounded with a legacy of presumptions towards critical illness along with other new health solutions bombarding consumers every day, our challenge was to make Millennials care about a problem they didn't even believe in. This is a story of how Prudential found a way to change people's minds about critical illness, and in the process penetrated a whole new generation of customers which they couldn't win before.



F&N Organises Mass Mamak Gathering - During Lockdown

RTD Teh Tarik

Category

Consumer & Business Services

Invictus Blue Group – Alchemy 79

Victoria Chu, *General Manager*

Gillian Yap, *Account Director*

Tan Pei Ru, *Creative Group Head*

Nikiee Mahmud, *Creative Group Head*

F&N Beverages Marketing Sdn Bhd

Graham Lim, *Managing Director*

Adelene Tay, *Brand Marketing Manager*

PRESENTER

Victoria Chu, *General Manager,*

Invictus Blue Group

CAMPAIGN SYNOPSIS

F&N wanted to break into the RTD Tea Market with a full-blown nationwide launch, but just ONE week before the campaign, the first MCO was announced, with a total shutdown like never before. All plans were scuttled, but the client wanted to go ahead with the launch and we had just a few days to do this from scratch.

We pivoted quickly from offline to online, anchoring our launch on an event that we felt would lift the spirits amidst the doom and gloom - and launch F&N Teh Tarik Ori into their orbit. Thus the F&N Virtual Mamak session was born. The fact that the brand was a late entry to the market and we were restricted by the pandemic made the task doubly demanding; that we created a record-breaking event AND helped sell-out all stock within the first week of launch makes this worthy of recognition.




[CLICK TO WATCH CAMPAIGN](#)

**AIA Knows When You Are Sleeping,
AIA Knows When You Are Awake**

AIA

Category

Digital & Social

InvictusBlue Group

Alex Hooi, *Head of Digital & Media Solutions*

Aakash Kumar, *Head of Performance*

Ooi Wai Cheuck, *Senior Digital Manager*

AIA Malaysia

Chan Ming Yen, *Head of Brand and Digital Marketing*

Dennis Foo, *Associate Director, Brand and Digital Marketing*

Choy May Yee, *Brand Manager*

Ong Luei Hann, *Assistant Manager, Brand and Digital Marketing*

PRESENTER

Alex Hooi, *Head of Digital & Media Solutions,*
InvictusBlue Group

CAMPAIGN SYNOPSIS

We created a world's first of its kind Sleep Quality Tracker by measuring a user's mobile phone bid request activity to measure their activity at night and the gap in between digital activities to identify users with poor quality of sleep. We then reminded them the importance of getting #OneMoreHour of sleep, and retarget these users with sleep related content.



CLICK TO WATCH CAMPAIGN

How our Pizza Heart won the hearts of Malaysians

Pizza Hut

Category

Digital & Social

Fishermen Integrated

Joyce Gan, *Group Brand Director*

Tan Lih Wern, *Brand Manager*

Andrew Tan, *Executive Creative Director*

Cheng Chin Mian, *Art Director*

Ng Wheng Jhun, *Copywriter*

Pizza Hut Malaysia

Emily Chong Wai Yee, *Chief Marketing Officer*

Quennie Tan, *Senior Marketing Manager*

(*Brand Comms & Innovation Lead*)

PRESENTER

Quennie Tan, *Senior Marketing Manager*

(*Brand Comms & Innovation Lead*)

Pizza Hut Malaysia

CAMPAIGN SYNOPSIS

Pizza Hut is a brand that Malaysians have grown up with. Over the years, fond childhood memories have become old and irrelevant to today's social media generation.

Pizza Hut saw an opportunity to build brand love during Valentine's by creating a cheesy love guru - 'Jiwang Jeff' to talk about the top relationship problem which had a double entendre - common issues that Malaysian Pizza Hut customers frequently complained about on our social media accounts and ask them to "Give Love a Chance". We also worked with the creator of SMK FastFood's iconic comic character "Pijahat". We turn the 'class prankster' into a generous good guy by demonstrating the power of giving love a chance.

Pizza Hearts were sent to competitors and media houses, along with cheesy pick-up lines to woo them, and get them to spread Pizza Hearts in return.





CLICK TO WATCH CAMPAIGN

Nando's Re-Celebrate 2020

Nando's

Category

Consumer & Business Services

Fishermen Integrated

Mark Darren, *Managing Director*
Adam Miranda, *Executive Creative Director*
Lionel Loke, *Social Media Executive*
Chong Wei Ling, *Head of Social Media*
Eshley Lee, *Copywriter*
Fish Cheng, *Art Director*
Kimberly Hii, *Producer*

Nando's Malaysia

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Vincent Loong, *Digital Marketing Manager*
Farah Arina Balqis binti Zulkhairi,
Assistant Manager, Digital Marketing
Najwa Amira binti Ahmad Zaidee, *PR Manager*

PRESENTER

Chong Wei Ling, *Head of Social Media,*
Fisherman Integrated

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Jobs That Matter

JobStreet

Category

Digital & Social

ensemble worldwide

Maverick Teh, *Senior Brand Manager*

Bryan Wong, *Brand Executive*

Emily Jo, *Copywriter*

Cathy Chen, *Art Director*

SEEK Asia

Yolanda Buyco, *Head of Brand and Marketing Communications*

Hernando Betita III, *Senior Marketing Manager*

Adrian Kam, *Country Marketing Manager (Malaysia)*

PRESENTER

Hernando Betita III

Senior Marketing Manager, SEEK Asia.

CAMPAIGN SYNOPSIS

JobStreet has been the market leader for over 20 years in Malaysia as the largest online employment platform. However over the past 4 years, this leadership position was on the decline as people saw us as a functional jobs board stuck in the past. To change that perception, JobStreet embarked on its biggest branding campaign ever, with the objective of refreshing the brand and being a career partner to job seekers, especially the millennials. Many jobs were impacted by the pandemic, fresh graduates were walking into an uncertain economy and we saw this opportunity to reposition JobStreet as a career partner that inspires, supports, and empowers. We improved our product and services, encouraged people to seek for a job that matters and equipped them with futureproof work skills. Not only did we transform JobStreet but more importantly, actual people have found work with passion and purpose.




GOLD



CLICK TO WATCH CAMPAIGN

Nippon Paint Gets People 'Listening' to Their Walls

Nippon Paint VirusGuard

Category

Non-Food FMCG

Astro Media Solutions Sdn Bhd

Anushia Kanagasabai, *Manager, Creative Solutions*

Louise Yip, *Manager, Commercial Production*

Karen Bao Hweiting, *Executive, Creative Solutions*

Jane Chong, *Principal, Entropia Global*

Nippon Paint (M) Sdn Bhd

Datin Wong Meng Lee, *AGM of Marketing*

Yaw Seng Heng, *Group Managing Director*

Tay Sze Tuck, *General Manager*

PRESENTER

Datin Wong Meng Lee, *AGM of Marketing,*

Nippon Paint (M) Sdn Bhd

CAMPAIGN SYNOPSIS

Being in a low involvement category during a pandemic, Nippon Paint faced the threat of fading away from the consumer's mind.

So, we pivoted business strategies to champion Health and Wellness paint innovations, addressing consumer's health concerns. By revitalising its Nippon Paint VirusGuard variant with Silver Ion Technology that's 99% effective against Human Coronaviruses (strain 229E), the brand provided an option to keep walls safe and virus-free for everyone at home and commercial areas. To create demand, we needed to educate consumers to keep the largest surface of their homes clean, while building an urgency for people to start paying attention to their walls.

We made the walls a focal point of the conversation by giving it an authoritative voice for a lasting impact through Safe Space: 'Listen to Your Walls' campaign. The campaign catapulted the brand to the next level of antimicrobial innovation with sales growth of +511% and 6x increased distribution to meet consumer demand.



**#BrosInterrupted: Raising (BRO) Awareness
(BRO) for Men's (BRO) Health through
(BRO) Self (BRO) Assessment**

AIA

Category

Digital & Social

InvictusBlue Group

Alex Hooi, *Head of Digital & Media Solutions*

Aakash Kumar, *Head of Performance*

Ooi Wai Cheuck, *Senior Digital Manager*

Ong Hooi San, *Senior Digital Executive*

AIA Malaysia

Chan Ming Yen, *Head of Brand and Digital Marketing*

Ong Luei Hann, *Assistant Manager, Brand and
Digital Marketing*

Low Chi Han, *Manager, Digital Marketing*

PRESENTER

Alex Hooi, *Head of Digital & Media Solutions,
InvictusBlue Group*

CAMPAIGN SYNOPSIS

As Malaysian men often do not take care of their health, we interrupted their daily journey to bring attention to what matters most to them. Through strategic targeting of their favourite content and weaving it with our #BrosInterrupted messages, we were able to bring awareness to critical men's health issues.




SILVER



CLICK TO WATCH CAMPAIGN

**Reverse Engineering sales funnel
to close RM 1.5Billion+ Property Sales**

Spotlight 8

Category

Digital & Social

InvictusBlue Group

Tracy Kok, *Digital Director*

Aakash Kumar, *Head of Performance*

Izza Ismail, *Digital Executive*

Travis Lee, *Assistant Manager Performance*

Sime Darby Property

Gerard Yuen, *CMSO*

Leong Weng Kit, *Sr Manager,*

Marketing Operations & Customer

Dede Pong, *Senior Manager,*

Marketing Innovation & Intelligence & Flagship

Carmen Chow, *Executive,*

Digital Campaign & Central Comms

PRESENTER

Aakash Kumar, *Head of Performance,*

InvictusBlue Group

CAMPAIGN SYNOPSIS

Sime Darby Property achieving over RM1.5billion in property sale during the COVID Pandemic by reverse engineering the sales funnel, and launching a sales targeted campaign through Search, Social and Display. By layering it with 4 key pillars: Audience, Location, Attribution, Automation, we made possible the impossible.



Jobs That Matter

JobStreet

Category

Consumer & Business Services

ensemble worldwide

Maverick Teh, *Senior Brand Manager*

Bryan Wong, *Brand Executive*

Emily Jo, *Copywriter*

Cathy Chen, *Art Director*

SEEK Asia

Yolanda Buyco, *Head of Brand and Marketing Communications*

Hernando Betita III, *Senior Marketing Manager*

Adrian Kam, *Country Marketing Manager (Malaysia)*

PRESENTER

Hernando Betita III

Senior Marketing Manager, SEEK Asia.

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CLICK TO WATCH CAMPAIGN

Tiger Virtual Street Food Festival

Tiger Beer

Category

AdTech/MarTech

Ministry XR

Fay Ulrica Lee, *VP XR Production*,
Ram Chia, *Senior Vice President*,
Asyran Amin, *Technical Producer*
Dr Andrew Yew, *Chief Technology Officer*

Heineken Malaysia Bhd

Pablo Chabot, *Marketing Director*
Pearly Lim, *Marketing Manager*, Local Mainstream
Julie Kuan, *Senior Brand Manager*, Tiger Beer
Adam Riff, *Brand Manager*, Tiger Beer

PRESENTER

Fay Ulrica Lee Ai Vern, *VP XR Production*,
Ministry XR

CAMPAIGN SYNOPSIS

Tiger Beer, Malaysia's No. 1 Beer, has long been the beer of choice to enjoy with street good. A beer born on the streets of Asia, it pairs perfectly with the bold flavours found in Malaysian street food dishes. The association doesn't end there: Tiger is famous for regularly hosting large-scale street food festivals, complete with games and activities, live performances, and a great selection of street food to savour alongside ice-cold Tiger Beer.

In a year like 2020, holding events like this was impossible so the Tiger Street Food Virtual Festival was launched - the world's first fully-immersive, 360, multiplayer, online street food festival experience. Explore, socialise, play games, watch live performances, discover and get street food and Tiger Beer sent to your doorsteps. The brand achieved significant talkability and recognition taking the street food festival experience to the next level: from the streets, and onto your screens.




[CLICK TO WATCH CAMPAIGN](#)

**AIA Knows When You Are Sleeping,
AIA Knows When You Are Awake**

AIA

Category

Adtech/Martech

InvictusBlue Group

Alex Hooi, *Head of Digital & Media Solutions*

Aakash Kumar, *Head of Performance*

Ooi Wai Cheuck, *Senior Digital Manager*

AIA Malaysia

Chan Ming Yen, *Head of Brand and Digital Marketing*

Dennis Foo, *Associate Director,*

Brand and Digital Marketing

Choy May Yee, *Brand Manager*

Ong Luei Hann, *Assistant Manager, Brand and
Digital Marketing*

PRESENTER

Alex Hooi, *Head of Digital & Media Solutions,*

InvictusBlue Group

CAMPAIGN SYNOPSIS

We created a world's first of its kind Sleep Quality Tracker by measuring a user's mobile phone bid request activity to measure their activity at night and the gap in between digital activities to identify users with poor quality of sleep. We then reminded them the importance of getting #OneMoreHour of sleep, and retarget these users with sleep related content.



**How we used toxic masculinity to save lives
and RM2mil in PR value.**

The Urological Cancer Trust Fund

Category

Customer Experience

Invictus Blue Group – Alchemy 79

David Soo, *Managing Director*

Carmen Lim, *Account Director*

Tan Pei Ru, *Creative Group Head*

Nikiee Mahmud, *Creative Group Head*

Universiti Malaya

PRESENTER

Tan Pei Ru, *Creative Group Head,*
Invictus Blue Group

CAMPAIGN SYNOPSIS

ALL men are at risk of prostate cancer; but if detected and treated early, over 90% of patients can survive for at least 10 years or more. To help the Urological Cancer Trust Fund save more Malaysian men, we created #OnlyMenCan - a campaign that intentionally champions all things only MEN can do, and that includes surviving prostate cancer.

Its slightly controversial premise and use of an unconventional influencer (Dato Sri Nazri Razak, who's a survivor himself) garnered plenty of attention, which helped spark a healthy conversation around the topic and raise awareness about the importance of early detection.

Despite its limited paid media budget, #OnlyMenCan garnered RM2mil in PR value, a staggering 8.6mil in social reach, over 4.3mil impressions served, and a tremendous 143% increase in prostate-related searches; proving that with the right motivation, we can indeed get men to pay attention to their prostate health, and turn prostate care into an empowering experience!



Grab CNY 2020: HUATever You Want, Grab Got.

Grab

Category

Festive & Entertainment

Fishermen Integrated

Joyce Gan, *Group Brand Director*

Sarah Koh, *Brand Manager*

Andrew Tan, *Executive Creative Director*

Ray Thia, Woon Kei Kei, *Art Directors*

Debbie Goh, Asyraf bin Arshad, Niklaus, *Copywriters*

Grab

Nadiah Nazri, *Brands & Communications Manager*

Wong Seng Kiat, *Head of Creative*

Pamela Chia, *Head of Brands & Services*

Ko Li Ping, *Head of GrabFood*

PRESENTER

Sarah Koh, *Brand Manager,*

Fishermen Integrated

CAMPAIGN SYNOPSIS

This APPIES case is about striking the balance between global brand positioning and local consumer insight using the occasion of Chinese New Year (CNY). Using local insights, we translated Grab's new global positioning of "Everyday Everything App" into "HUATever you want, Grab Got". The campaign successfully showcased Grab's spectrum of non-transport services and exceeded all expectations in both brand and business uplift with +114% in Gross Merchandize Value vs prior to the campaign period.



DEKLARASI ANAK MALAYSIA

Tenaga Nasional Berhad

Category

Festive & Entertainment

Noir by Entropia

April Toh, *Principal*

Abigail Goh Tian-I, *Senior Associate Strategy*

Zaheer Kaisar, *Creative Director*

Avinash Sahu, *Principal*

Tenaga Nasional Berhad

Sutapa Bhattacharya, *General Manager (Strategic Communication & Branding)*

Shaiful Amrin, *Senior Manager (Advertising & Creative Management)*

Evelyn Kuang Sze Hwa, *Manager (Advertising & Promotions)*

Ameen Harun, *Senior Manager (Digital Communication & Analytics)*

PRESENTER

April Toh, *Principal*,

Noir by Entropia

CAMPAIGN SYNOPSIS

At the peak of the pandemic, Malaysians were devastated with rising cases, MCOs, and further restrictions; any form of morale was promptly put out with the rising crisis. And so Tenaga Nasional revived the Malaysian Spirit by redeveloping our Declaration of Independence to unite the hearts of every Malaysian once more, instilling a sense of hope towards a brighter future.

TNB's intent was to bring back the message of hope and care, of looking forward and working together inherent in Tunku's speech, to Malaysians at this critical time. It is with the remembrance of our past that we can pave the way for the future of our children. By translating the speech to Bahasa Malaysia, we made Tunku's message more accessible to all. Even beyond the film, our campaign intricately injected the essence of patriotism and gratitude into the hearts and minds of viewers.




[CLICK TO WATCH CAMPAIGN](#)

**AIA Knows When You Are Sleeping,
AIA Knows When You Are Awake**

AIA

Category

Marketing Innovation

InvictusBlue Group

Alex Hooi, *Head of Digital & Media Solutions*

Aakash Kumar, *Head of Performance*

Ooi Wai Cheuck, *Senior Digital Manager*

AIA Malaysia

Chan Ming Yen, *Head of Brand and Digital Marketing*

Dennis Foo, *Associate Director,*

Brand and Digital Marketing

Choy May Yee, *Brand Manager*

Ong Luei Hann, *Assistant Manager,*

Brand and Digital Marketing

PRESENTER

Alex Hooi, *Head of Digital & Media Solutions,*
InvictusBlue Group

CAMPAIGN SYNOPSIS

We created a world's first of its kind Sleep Quality Tracker by measuring a user's mobile phone bid request activity to measure their activity at night and the gap in between digital activities to identify users with poor quality of sleep. We then reminded them the importance of getting #OneMoreHour of sleep, and retarget these users with sleep related content.





CLICK TO WATCH CAMPAIGN

F&N Organises Mass Mamak Gathering - During Lockdown

RTD Teh Tarik

Category

Marketing Innovation

Invictus Blue Group – Alchemy 79

Victoria Chu, *General Manager*

Gillian Yap, *Account Director*

Tan Pei Ru, *Creative Group Head*

Nikiee Mahmud, *Creative Group Head*

F&N Beverages Marketing Sdn Bhd

Graham Lim, *Managing Director*

Adelene Tay, *Brand Marketing Manager*

PRESENTER

Victoria Chu, *General Manager,*

Invictus Blue Group

CAMPAIGN SYNOPSIS

F&N wanted to break into the RTD Tea Market with a full-blown nationwide launch, but just ONE week before the campaign, the first MCO was announced, with a total shutdown like never before. All plans were scuttled, but the client wanted to go ahead with the launch and we had just a few days to do this from scratch.

We pivoted quickly from offline to online, anchoring our launch on an event that we felt would lift the spirits amidst the doom and gloom - and launch F&N Teh Tarik Ori into their orbit. Thus the F&N Virtual Mamak session was born. The fact that the brand was a late entry to the market and we were restricted by the pandemic made the task doubly demanding; that we created a record-breaking event AND helped sell-out all stock within the first week of launch makes this worthy of recognition.





CLICK TO WATCH CAMPAIGN

PETRONAS Primax 97 with Pro-Race Launch

PETRONAS Primax 97 with Pro-Race

Category

Marketing Innovation

PETRONAS Dagangan Berhad

PRESENTER

Angelina Saw Mei Yi, *Marketing Manager*,
PETRONAS Dagangan Berhad

CAMPAIGN SYNOPSIS

The various marketing initiatives have proven to be successful as reflected in the results. Our new fuel continues to gain traction with Competitor Loyalists and Brand Switchers. Despite being introduced during the pandemic, we observed consumers truly believe in the quality set in our new fuel. Dubbed as our best fuel, the PETRONAS Primax 97 with Pro-Race utilises a formulation that is only unique to PETRONAS that helps to increase fuel efficiency, resulting in further mileage and lower carbon emissions, thus, changing the brand perception of PETRONAS and increasing its brand value. With stay true to offer promise that the new fuel delivers unmatched driving performance – power, responsiveness and effortlessness driving for premium drivers to stay on top of their game with superior efficiency that reduces emissions for sustainability. Our fuel is the fuel that gives our customers the power to move beyond – in life or on the road.

No matter what you do we'll #KasiTambah

Solution
We needed to be the solution to the pandemic struggles and yet still engage/entertain our consumers. So we provided value in 2 dimensions: Physical + Emotional

We came up with a narrative centered around value, but in a fun and light hearted way.

#KasiTambah
Claim your RM50 ePENJANA with Boost and we'll #KasiTambah. We told users that no matter what you did on Boost, we'd 'Tambah' on even more for you to enjoy.

Results
The #KasiTambah campaign ran throughout the 2 months of the ePENJANA initiative.

12x
Growth in new users in the first week alone

8.6 million
Boost users in total by the end of the ePENJANA period

+68%
Growth rate in active users

2x
Increase in weekly transactions

RM 675 Million
Gross transactional value achieved

74.77M
impressions

10.95M
Unique reach

Challenge
When the pandemic hit in 2020, it brought with it a wave of disruptions that changed the way we lived our lives, the way we worked, and even the way we purchased goods.


Our government launched the ePENJANA initiative in an attempt to digitise the nation using a one-off RM50 e-wallet fund to accelerate digital adoption among Malaysians. But with a market stacked with other e-wallets and competing e-commerce brands.



How could we get people to claim their RM50 ePENJANA with Boost and make the app more relevant to their daily lives?

Execution
Using our data, Boost created clusters of bespoke digital content to engage with users based on #KasiTambah.

And we targeted B40 COVID Crisis personas according to specific categories such as food and beverage, home essentials, fueling needs, groceries and shopping.

We set ourselves apart from the competition by communicating how anyone could get more out their everyday with Boost. And we made the experience fun and relatable by collaborating with Anas Ridzuan (Malaysian TV Personality & Actor). Launching a video featuring Anas Ridzuan using two characters, 'Kasi' and 'Tambah', to engage with Malaysians.







Boost ePenjana #KasiTambah

Boost

Category

Consumer & Business Services

ADA Asia Malaysia

Norshiha Tahir, *Director of Client Leadership*
Mahira Dahlan, *Manager, Digital Planning and Strategy*

Fero Haizal Karim, *Creative Director*
Badiuzzaman Anuar, *Senior Copywriter*

Boost

Ungku Norliza Syazwan Ungku Halmie, *Director of Product & Marketing*

Nadiah Affendi, *Head of Branding & Marketing Comms*

Salihah Noh, *Head of Digital Marketing*
Cheah May Belle, *Retention Marketing Lead*

PRESENTER

Keith Ho, *Senior Strategy Planning Manager,*
ADA Asia Malaysia

CAMPAIGN SYNOPSIS

When the Penjana initiative was announced, 3 e-wallet brands (Boost, GrabPay or Touch 'n Go eWallet) were appointed to be the official partners whereby Malaysians will be able to claim RM50 from the e-wallet of their choice. Suddenly, Boost had a real fight on their hands as its competitors were offering huge rewards for new users. The approach? #KasiTambah the benefits of using Boost at a time when everything else is being cut, spending is affected and savings become smaller.

#KasiTambah was then translated into 3 key initiatives:

1. #KasiTambah Amazing Rewards to acquire new Boost users.
2. #KasiTambah Online Boost Days to engage and retain existing Boost users.
3. #KasiTambah Power MSMEs to shift businesses online.

These 3 initiatives worked in tandem to help Boost drive Gross Transaction Value (GTV) but also to ease the burden on people and businesses while spurring the country's economy and digital adoption.




BRONZE



CLICK TO WATCH CAMPAIGN

TikTokable Mall

Ikano Centres, part of IKEA SEA

Category

Customer Experience

ensemble worldwide

Chan Su Ling, *General Manager, Strategy & Planning*

Didi Pirinyuang, *Executive Creative Director*

Jennifer Wee, *Creative Group Head (Art)*

Hannah Sim, *Copywriter*

Chong Jia Ling, *Senior Brand Director*

Ikano Centres, part of IKEA SEA

Natasha Aziz, *Head of Customer Experience & Digital*

PRESENTER

Chan Su Ling, *GM, Strategy & Planning,*
ensemble worldwide.

CAMPAIGN SYNOPSIS

Toppen continued to give Johoreans the same brand experience they enjoyed at Toppen, even when they couldn't visit physically. By connecting Johoreans virtually where they were, on their terms - on TikTok, the most downloaded app of 2020, with Toppen. Now Toppen isn't just a physical mall, but the first TikTokable mall. Essentially disrupting how people experience the Toppen brand. From TikTok AR corners within Toppen, to Toppen mall TikTok challenges, down to driving sales with vouchers within TikTok. We disrupted the marketing funnel by utilising TikTok as a medium across the entire funnel - overachieving on awareness, visitation, sales, and loyalty.



Amazing deals from over 100 brands

Same Day Delivery* via Lalamove

EXCLUSIVE NYE PERFORMANCES BY

jeremy zucker

Supported by  Spotify

ipc SHOPPING CENTRE

SHOPPING FIESTA



BRONZE



CLICK TO WATCH CAMPAIGN

IPC Live Shopping Fiesta
IPC Shopping Centre

Category
Digital & Social

IDOTYOU Sdn Bhd
Dorothy Fong, *Founder and CEO*

Ikano Corporation Sdn Bhd
Mark Tan, *Marketing Manager*

PRESENTER
Mark Tan, *Marketing Manager,*
Ikano Corporation Sdn Bhd

CAMPAIGN SYNOPSIS

Digital commerce is not just limited to e-commerce anymore. It has to be retail driven by digital beyond online shopping platforms in the time of retail disruption. With Covid-19 still affecting our communities, IPC was unable to bring the community together for the usual New Year's Eve concert. Hence, they reinvented its annual countdown event by hosting the IPC Live Shopping Fiesta – the longest shoppable livestream on Facebook in Malaysia, and a first in the local retail landscape with 12 hours of entertainment from local and international artists during a shoppable Facebook experience that included exclusive deals and giveaways. IPC was able to extend their usual NYE celebration to reach to a wider audience while supporting dozens of tenants to ring up sales. The event offered shoppers a unique way to shop and be engaged as they welcome the New Year.




BRONZE



[CLICK TO WATCH CAMPAIGN](#)

#KitaDLL

Ikano Centres, part of IKEA SEA

Category

Festive & Entertainment

ensemble worldwide

Chan Su Ling, *General Manager, Strategy & Planning*

Didi Pirinyuang, *Executive Creative Director*

Jennifer Wee, *Creative Group Head (Art)*

Marlina Padzil, *Creative Group Head (Copy)*

Ikano Centres, part of IKEA SEA

Natasha Aziz, *Head of Customer Experience & Digital*

PRESENTER

Natasha Aziz,

Head of Customer Experience & Digital,

Ikano Centres, part of IKEA SEA

CAMPAIGN SYNOPSIS

How do you stand out vs. other malls and brands during the RMC0 Merdeka period where everyone's desperate to recover lost revenue?

We connected the insight of our malls being the most inclusive space with a controversial subject - the 'Dan-Lain-lain' box, telling Malaysians the best way to celebrate Merdeka, is to celebrate their 'lain-lain' differences with Ikano Centres. To bring this to life, we created 200+ hyperlocal, contextual executions from digital to Out-Of-Home and even in-mall to be relevant to all Malaysians. #KitaDLL was our most highly engaged campaign of 2020, increasing visitation and arresting seasonal sales decline.




BRONZE



CLICK TO WATCH CAMPAIGN

Heart Baker: Love Triumphs Over Taboos

RHB Bank

Category

Festive & Entertainment

FCB Malaysia

Ong Shi Ping, *Co-owner & Chief Creative Officer*

Tjer, *Creative Director*

James Voon, *Creative Group Head*

Jonathan Chan, *Creative Group Head*

RHB Group

Abdul Sani Abdul Murad, *Group CMO*

Tunku Hazli Bin Tunku Tolha, *Head (Group Brand Communications)*

Anwar Amin, *Manager (Brand Communications Manager)*

Elaine Yap, *Senior Manager (Digital Brand Management)*

PRESENTER

Tunku Hazli Bin Tunku Tolha, *Head (Group Brand Communications), RHB Group*

CAMPAIGN SYNOPSIS

CREATING MALAYSIA'S #1 CNY CAMPAIGN

Every Chinese New Year, we see the same spew of tired narratives to the point where audiences can play CNY film bingo: “Long lecture by Grandmother scene – check. Angpow scene – check. Reunion dinner scene – BINGO! Fatt ah!!!”

RHB shattered that mould with Heart Baker, the inspirational true story of 9-year-old chef Leah Choy and her unconditional love for Adele, her mentally ill sister. The campaign challenged the long-standing belief that ‘inauspicious’ matters such as sickness should not be mentioned during CNY for fear of inviting ‘choi’ (misfortune).

The results? Over 8 million views, 31,00 likes, RM300,000 in press media coverage, increased brand equity scores and numerous accolades, which include being named in AdForum’s Top 5 Finance and Banking Ads Worldwide and as Marketing Magazine’s #1 CNY campaign for 2020. Massive success for a well-told story of love triumphing over taboos.




BRONZE



[CLICK TO WATCH CAMPAIGN](#)

MeReka Merdeka by Celcom

Celcom

Category

Festive & Entertainment

M&C Saatchi (M) Sdn Bhd

Darren Lee, *Executive Creative Director*
Azeril bin Johari, *Associate Creative Director*
Lee Wei Nee, *Senior Account Director*
Evelynn Tan, *Executive Producer*

Celcom Axiata Berhad

Ginny Phuah Guat Imm, *Head of Brand and Marketing*

Wan Ridzuan Halawah, *Head of Corporate Brands*
Farhana Yusoff, *Corporate Brands Associate*
Khairil Faiz Omar, *Corporate Brands Associate*

PRESENTER

John Vernon Lai, *Planning Director*,
M&C Saatchi (M) Sdn Bhd

CAMPAIGN SYNOPSIS

With the 63rd Merdeka unlike others we've ever experienced, Celcom knew it couldn't stand on the sidelines and not lend a supporting hand to Malaysians during this challenging period. In unconventional times, it needed an unconventional approach. Celcom knew that its communication had to have all that is expected of a Merdeka campaign (hope, optimism, togetherness) PLUS a tangible platform of support, i.e. produce concrete assistance for the target audiences.




BRONZE



[CLICK TO WATCH CAMPAIGN](#)

Chinese New Year has to be like THIS

Ribena

Category

Food & Beverage

Dentsu One Sdn. Bhd.

Kevin Teh, *Deputy Creative Director*

Julia Nicholson, *Head of Copy*

Marissa Faruk, *Planner*

Marianne Shantini, *Group Account Director*

Suntory Beverage & Food Malaysia Sdn Bhd

Rodney Tan, *Marketing Director*

Marilyn Chew, *Marketing Manager*

Faradiana Binti Mohamed Nazri,

Senior Brand Manager

PRESENTER

Marissa Faruk, *Planner*, Dentsu One Sdn. Bhd.

CAMPAIGN SYNOPSIS

Chinese New Year sees an annual consumption increase of familiar Asian drinks like chrysanthemum teas and orange juices. Ribena wanted to grow sales of its blackcurrant drink although not a flavour or colour associated with the festivity. Millennial Moms were treated to a one-of-a-kind Ribena CNY jingle rap song, that celebrated their evolution of tradition touting “Chinese New Year should be like This.” (‘This’ in Chinese also means ‘purple’). They were also treated to DJs talking shopping, angpow and hair-makeovers ‘their way’ on radio and a Rap-A-Long karaoke contest on social. Mobile marketing partnership with InMobi drove conversions at participating outlets that offered Ribena Tiffin, Ang Pow organiser, and Chopsticks. It drove trial in store of Ribena, giving people an easy way to experience the taste of the beverage. Ribena’s against-the-tradition purple approach resonated well, with Millennial Moms drinking Ribena at home and buying it for their family and friends




BRONZE



[CLICK TO WATCH CAMPAIGN](#)

WONDA Defines A New Class

WONDA

Category

Food & Beverage

Dentsu Malaysia

Huang Ean Hwa, *Dentsu-LHS Chief Creative Officer*
Milan Agnihotri, *Dentsu-LHS Chief Strategy Officer*
David Foenander, *Dentsu LHS Senior Creative Hybrid*
Frances Angus, *Dentsu LHS Senior Brand Director*

Etika Sdn Bhd

Santharuban T Sundaram, *Senior VP of Marketing & Alternative Business*
Cheong May Yeen, *Marketing Manager*
Alia Ibrahim, *Brand Manager*
Melissa Chang, *Senior Brand Executive*

PRESENTER

David Foenander, *Senior Creative Hybrid,*
Dentsu Malaysia

CAMPAIGN SYNOPSIS

Premix 3-in-1 coffee is cluttered by international and local brands with well-established positions in Malaysia. WONDA wanted to grow sales of its 3-in-1 coffee although not a familiar choice in consumer's minds compared to Nescafe or Old Town White Coffee. The brand decided to convert competitor's loyalists to its brand by reframing competitors as old through its "This is Classic" and positioning itself as "This is Class".

The campaign went on to generate social buzz through guerrilla adverts such as floating screen in KL City Center, an open letter to competitors in front pages of papers, Mobile Speakeasy Café with secret access codes and scintillating radio, TV and social ads. The campaign drove market share capture of 5.3% in Tesco and beat industry benchmark conversion rates by 250%. WONDA's "This is Class" approach redefined the market, and millennials will be drinking WONDA 3-in-1 at home or at work.




BRONZE



CLICK TO WATCH CAMPAIGN

Goodday Seleb-Raya: Malaysia's First- Ever webAR 3D Celebrity Experience

Goodday

Category

Marketing Innovation

Noir by Entropia

Goh Soo Mei, *Principal, Integration*
Choo Hooi Jinn, *Director, Integration*
Nina Jayatileke, *Manager, Integration*
Elaine Lee, *Manager, Integration*

Etika Beverages Sdn Bhd

Chong May Yeen, *Marketing Manager*
Lim Sin Hwa, *Brand Manager*
Chin Yien Yien, *Brand Manager*
Lim Mun Yee, *Assistant Brand Manager*

PRESENTER

Nina Jayatileke,
Manager, Integration, Noir by Entropia

CAMPAIGN SYNOPSIS

An unprecedented year that forced us to adopt the new norms Raya, but the togetherness spirit of a family did not let this get in the way of tradition. Simultaneously, Goodday took this initiative on emerging the interactive technology of using WebAR, which turned all 3 top celebrities into 3D models in Malaysia to bring goodness to Muslims, especially city dwellers, into the home e-iftar.

Of course, the engagement isn't stopping here! Practice in new norms celebration doesn't mean unable to celebrate Raya in a cheerful manner. Hence, aside from buzzing the new innovation on the 2 major content sites to drive the social traffic, Goodday launched a contest of capturing a creative photo challenge that managed to receive a 6 times higher submission rate than the key player.

Lastly with Goodday Selamat Seleb- Raya, it helped the citizens in getting through the loneliest and unforgettable Raya celebration.



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EXCLUSIVE NYE
PERFORMANCES BY
jeremy zucker

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ipc
SHOPPING
CENTRE

SHOPPING
FIESTA



BRONZE



CLICK TO WATCH CAMPAIGN

IPC Live Shopping Fiesta
IPC Shopping Centre

Category
Digital & Social

IDOTYOU Sdn Bhd
Dorothy Fong, *Founder and CEO*

Ikano Corporation Sdn Bhd
Mark Tan, *Marketing Manager*

PRESENTER
Mark Tan, *Marketing Manager,*
Ikano Corporation Sdn Bhd

CAMPAIGN SYNOPSIS

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BRONZE



CLICK TO WATCH CAMPAIGN

Resolving Millennials' Dilemma Through Bunga's Secret Garden

Herbal Essences

Category

Non-Food FMCG

Astro Media Solutions Sdn Bhd

Mohd Shahrizal Abdul Rahim, *Head of Creative Solutions and Commercial Production*

June Lee Tze Wa, *Creative Solutions Strategist*

Nur Ilyia Izzati Binti Azhar, *AVP,*

Content Strategist & Innovation

Azreen Binti Mohd Rashid, *Associate,*

Content Strategy

Procter & Gamble

Jessica Biscocho, *Brand Director,*

Hair Care - Malaysia, Singapore, Vietnam

Noelle Wong,

Media Director - Malaysia, Singapore, Vietnam

Sahil Sethi, *Senior Brand Director*

Surmeet Sukhija, *Senior Brand Manager*

PRESENTER

Jessica Ruth Biscocho, *Brand Director,*
Hair Care - Malaysia, Singapore, Vietnam,

Procter & Gamble

CAMPAIGN SYNOPSIS

Millennials faced a growing dilemma when buying shampoos. While they're aware of the goodness of Natural products, with many brands claiming to be 'natural' or 'organic', they're often confused when filtering which brands are legitimate. This made it harder for naturals leader, Herbal Essences to stand out as the truly natural player in the market.

To resolve their dilemma, we reframed the consumer experience into an entertainment content housed in Gempak, Astro's number 1 entertainment portal. This led to the birth of Bunga's Secret Garden, branded web series exploring the ideal Millennial consumer, Bunga characterized as someone who validates claims before making decisions about her product choice or personal life, encouraging audiences to stay authentically true to themselves, parallel to Herbal Essences' authentic natural ingredients.

This integrated campaign ran exclusively on Astro has contributed to Herbal Essences' share growth in National and Drug Pharma channels by 133% vYA with increased purchase considerations by 125% vYA.



Super Seram Sale

Ikano Centres

Category

Consumer & Business Services

ensemble worldwide

Chan Su Ling, *General Manager, Strategy & Planning*

Didi Pirinyuang, *Executive Creative Director*

Jennifer Wee, *Creative Group Head (Art)*

Marlina Padzil, *Creative Group Head (Copy)*

Ikano Centres, part of IKEA SEA

Natasha Aziz, *Head of Customer Experience & Digital*

PRESENTER

Jennifer Wee, *Senior Art Director,*
ensemble worldwide.

CAMPAIGN SYNOPSIS

The last quarter is usually a key sales period for shopping centres in Malaysia, so how would Ikano Centers recover visitations and sales that were affected by the 2nd phase of CMCO that was implemented since October. We connected the insights of Malaysians love for Horror and Comedy - to drive them to our shopping centres to enjoy the 11.11 sales by creating a fun “lawak bodoh” kind of content to engage our target audience.




CERTIFICATE
OF MERIT



CLICK TO WATCH CAMPAIGN

How our Pizza Heart won the hearts of Malaysians

Pizza Hut

Category

Digital & Social

Fishermen Integrated

Joyce Gan, *Group Brand Director*

Tan Lih Wern, *Brand Manager*

Andrew Tan, *Executive Creative Director*

Cheng Chin Mian, *Art Director*

Ng Wheng Jhun, *Copywriter*

Pizza Hut Malaysia

Emily Chong Wai Yee, *Chief Marketing Officer*

Quennie Tan, *Senior Marketing Manager*

(*Brand Comms & Innovation Lead*)

PRESENTER

Quennie Tan, *Senior Marketing Manager*

(*Brand Comms & Innovation Lead*)

Pizza Hut Malaysia

CAMPAIGN SYNOPSIS

Pizza Hut is a brand that Malaysians have grown up with. Over the years, fond childhood memories have become old and irrelevant to today's social media generation.

Pizza Hut saw an opportunity to build brand love during Valentine's by creating a cheesy love guru - 'Jiwang Jeff' to talk about the top relationship problem which had a double entendre - common issues that Malaysian Pizza Hut customers frequently complained about on our social media accounts and ask them to "Give Love a Chance". We also worked with the creator of SMK FastFood's iconic comic character "Pijahat". We turn the 'class prankster' into a generous good guy by demonstrating the power of giving love a chance.

Pizza Hearts were sent to competitors and media houses, along with cheesy pick-up lines to woo them, and get them to spread Pizza Hearts in return.



Texas Glazed Herb & Garlic

Texas Chicken Malaysia

Category

Consumer & Business Services

MullenLowe S'ng & Partners Malaysia Sdn. Bhd.

Gavin Teoh, *Client Service Director*
Sathi Anand, *Executive Creative Director*
Adrian S'ng, *CEO*
Vanessa Gan, *Account Director*

Envictus International Holdings Limited

Dato' Jaya, *Executive Chairman*,
Texas Chicken Malaysia
Jean Tan, *Acting General Manager*,
Texas Chicken Malaysia
Tham Yue Foon, *Head of Marketing*,
Texas Chicken Malaysia

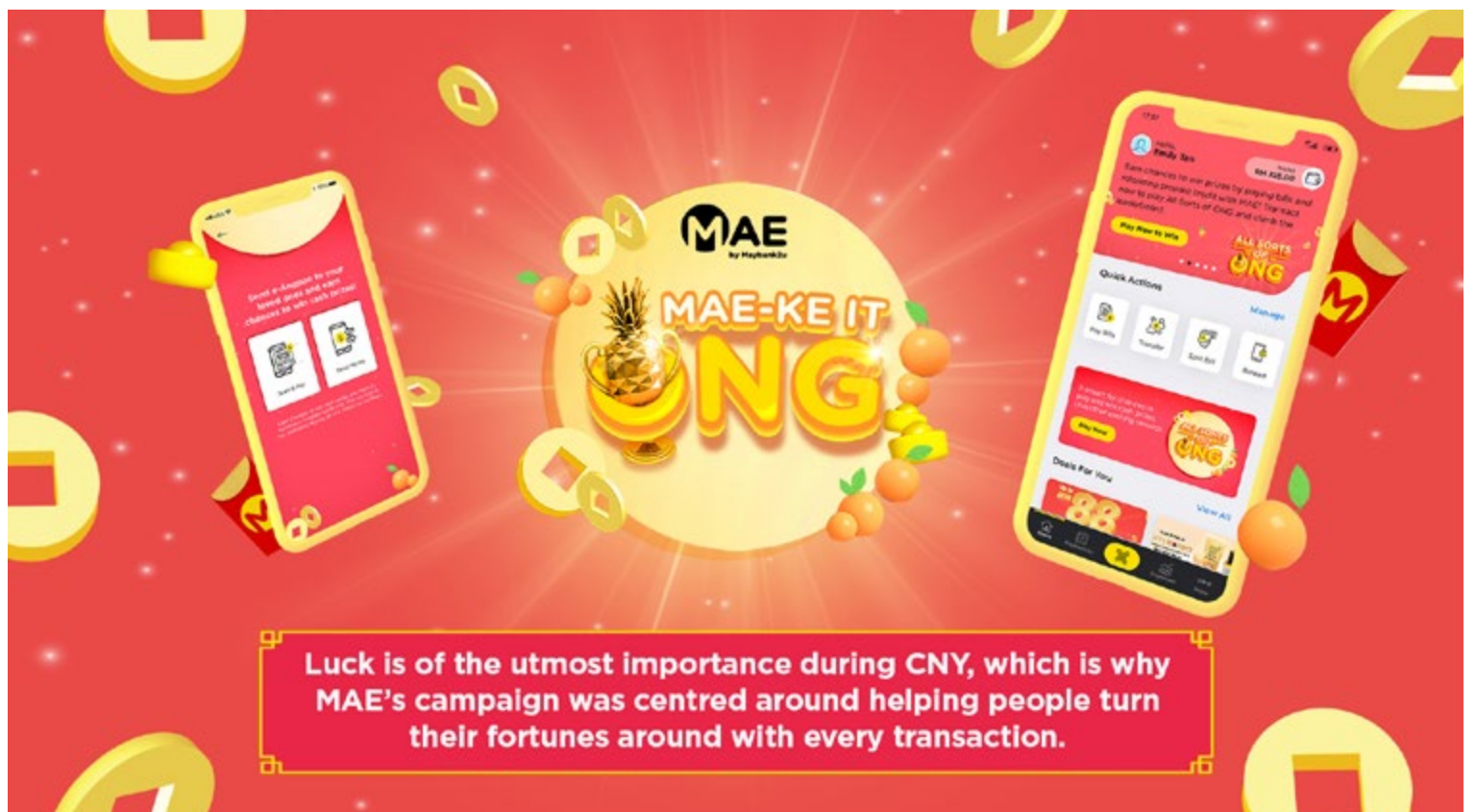
PRESENTER

Gavin Teoh, *Client Service Director*,
MullenLowe S'ng & Partners Malaysia Sdn. Bhd

CAMPAIGN SYNOPSIS

This is the story of how Texas Chicken; one of the newer players in the QSR category made people race for its LTO (Limited Time Offering). And it did so at a time when many brands were competing for consumer spends due to the particular time of the year and the pandemic. We decided to launch a crowd favourite, but with a twist. While we used to serve this LTO with sprinkles of herb and garlic flavour, we now glazed it for a more intense taste.

The relevance came in the form of likening the intensity of the flavour to that of a real-life couple with real-life chemistry. We used KOL couples for a larger following and to ensure it would resonate with Malaysians. With humour and dramatised re-enactments of these couple's relationship dynamic, we garnered overwhelming interest and response to mark one of Texas' most successful campaigns.



MAE-ke It ONG

MAE by Maybank2u

Category

Consumer & Business Services

The Clan

Afiq Marzuki, *Art Director*

Iqbal Othman, *Senior Graphic Designer*

Yasmin Mahmud, *Senior Account Executive*

Zoey Song, *Account Manager, Consider iProspect*

Maybank

Catherine Lim, *Marketing Manager*

Jessica Low Ern Huay, *AVP, Digital Marketing*

Tiffany See Pei Er, *Marketing Associate*

Brandon Lee Yow Hoong, *Creative Specialist*

PRESENTER

Catherine Lim, *Marketing Manager, Maybank*



CLICK TO WATCH CAMPAIGN

CAMPAIGN SYNOPSIS

While the theme of “luck” played a major role in helping shape our campaign idea, there was nothing lucky about the results the MAE-ke It ONG campaign achieved. It was the combination of a genuinely robust product, strong cultural and consumer insights, as well as a solid understanding of platform and content consumption.

So whether it was sending an e-Angpao to a loved one, welcoming a fresh start by shopping for new things with Scan & Pay, or even ordering CNY treats, as long as they had the MAE app in their hands, every transaction they performed resulted in a chance to MAE-ke their CNY more ONG.



DEKLARASI ANAK MALAYSIA

Tenaga Nasional Berhad

Category

Digital & Social

Noir by Entropia

April Toh, *Principal*

Abigail Goh Tian-I, *Senior Associate Strategy*

Zaheer Kaisar, *Creative Director*

Avinash Sahu, *Principal*

Tenaga Nasional Berhad

Sutapa Bhattacharya, *General Manager (Strategic Communication & Branding)*

Shaiful Amrin, *Senior Manager (Advertising & Creative Management)*

Evelyn Kuang Sze Hwa, *Manager (Advertising & Promotions)*

Ameen Harun, *Senior Manager (Digital Communication & Analytics)*

PRESENTER

April Toh, *Principal*, Noir by Entropia



CLICK TO WATCH CAMPAIGN

CAMPAIGN SYNOPSIS


At the peak of the pandemic, Malaysians were devastated with rising cases, MCOs, and further restrictions; any form of morale was promptly put out with the rising crisis. And so Tenaga Nasional revived the Malaysian Spirit by redeveloping our Declaration of Independence to unite the hearts of every Malaysian once more, instilling a sense of hope towards a brighter future.

TNB's intent was to bring back the message of hope and care, of looking forward and working together inherent in Tunku's speech, to Malaysians at this critical time. It is with the remembrance of our past that we can pave the way for the future of our children. By translating the speech to Bahasa Malaysia, we made Tunku's message more accessible to all. Even beyond the film, our campaign intricately injected the essence of patriotism and gratitude into the hearts and minds of viewers.

Boost Bill Payment

Challenge
Boost pioneered and is known for its Bill Payment and Telco Top Ups (BPT) function. But now, the competition has introduced similar functions resulting in a preference for the best rewards each respective brand could provide.

This was further aggravated by the "National DuitNow QR" project from the government, as merchants and individuals now only needed 1 QR code across ALL banking apps & e-wallets. Thus, Boost's prior competitive advantage of owning the widest merchant network had been cracked and shared across competitors overnight. Boost had to do something quick.



Solution
So, we devised a BPT Reactivation campaign specifically targeting existing Boost users.

The main idea was to hone in on existing Boost users, as we had already overcome the "app download hurdle". They would also have some degree of experience in using the app.

And by pushing Boost's core BPT feature that most users would have a use case for, the barriers in reactivating these users were significantly lower, with considerably higher conversion rate and higher ROI.

Execution
Looking for market gaps to maintain its market share, Boost critically analysed and looked into its current user base of 9M and found segments of audiences that have yet to transact in app. We then segmented these audiences into different buckets of users based on demographic info, and activated via specific use-cases based on functions they were most likely to utilize.

We adapted our ads with supplementary copies reminding users of the payday period to resonate better with their individual situations. The visual theme and visual copy headlines were also adjusted accordingly to be relevant during the festive seasons.

Ultimately, we "spoke" directly to our users while helping them fulfil their needs.

Results
As a result of our campaign, the number of BPT transactions and High Value Users (HVU) increased significantly. This spike persisted from November to January as we slashed our overall CPA by a mind boggling 10x. And though it seemed like the first few weeks returned weak performance, this was actually due to us running A/B testing postings to gauge response and understand audience transaction habits, while identifying the optimized budget and bidding strategy.

As we settled on an optimized gameplan, transactions came flooding in, achieving an overall average 120+ BPT transactions from initial single digit transactions.

We reactivated lapsed users on the Boost app and not only increased BPT transactions, but overall spending transactions as well — reminding users that Boost was still the "Most Rewarding way to Pay" among our competitors. Average HVU CPA also improved by 40%.



**CERTIFICATE
OF MERIT**



CLICK TO WATCH CAMPAIGN

Bill Payment Reactivation

Boost

Category
E-Commerce

ADA Asia Malaysia

Norshiha Tahir, *Director of Client Leadership*
Joanne Mah, *Senior Manager,
Digital Planning and Strategy*
Hariz Azli, *Creative Services Manager*
Low Bee Yin, *Country Director*

Boost

Ungku Norliza Syazwan Ungku Halmie,
Director of Product & Marketing
Salihah Noh, *Head of Digital Marketing*
Nazree Nahar, *Digital Marketing*
Cheah May Belle, *Retention Marketing Lead*

PRESENTER

Joanne Mah, *Senior Manager,
Digital Planning and Strategy,*
ADA Asia Malaysia

CAMPAIGN SYNOPSIS

Boost is Malaysia's first homegrown e-wallet. The top-three players currently in the e-wallet business are Touch 'n Go eWallet, Boost and GrabPay, with many others vying for a stake in this fast-growing cashless arena (The Star, 2020). Consequently, the e-wallet market has evolved to become extremely saturated and competitive.

This led to a category sorely lacking in loyalty or preference with rewards, cashbacks and other instant gratification tactics taking over as key motivators for usage. Boost suffered lapsed users in its primary business vertical – Bill Payments and Top Ups. We were then tasked with bucking this trend and using ADA's as well as Boost' data, we set out to bring back these lapsed users by ensuring Boost' is top-of-mind at the right place and the right time.



UnMasking Goddesses with WonderDewi

WonderDewi

Category

Non-Food FMCG

Astro Media Solutions Sdn Bhd

Christina Tan, *Head of Sales*

Charlotte Chin, *Creative Solutions Strategist*

Boon Suat Wei, *Sales Manager*

Farah Hannah, *Creative Solutions Strategist*

WonderLab by CUCKOO International (MAL) Sdn Bhd

Chin Ting Jie, *Senior Marketing Manager*

Choot Sin Ling, *Marketing Manager*

Tan Kah Wai, *Marketing Manager*

Tan Sim Wei, *Assistant Marketing Manager*

PRESENTER

Charlotte Chin, *Creative Solutions Strategist,*

Astro Media Solutions Sdn Bhd



CLICK TO WATCH CAMPAIGN

CAMPAIGN SYNOPSIS

WonderLab wanted to launch a new beauty mask. But plans were foiled due to the pandemic. Changing consumer lifestyle offered an opportunity as Malaysian women have time to commit to a beauty routine. But, daily masking isn't a common practise so we encouraged habitual mask wearing by unmasking Goddesses using winners of Astro Miss Chinese International & Dewi Remaja pageants.

TV Hosts from popular shows - Xuan, hLive! and MeleTOP normalized masks wearing at home through LIVE demos. Popular radio and digital platforms made WonderDewi a conversation piece, increasing consideration and engagement through demos, mask challenges and personal testimonies.

We recruited agents through interviews hosted with WonderStars on Sinar, Melody, Astro AWANI and Astro AEC's Prime Talk shows, targeting potential agents wanting to supplement income. WonderDewi sold over 500,000 sheet masks with 1 sold every 12 seconds, hitting over RM11 million revenue by end 2020.

Marketing Restrictions 2021.

Marketing restrictions are any regulations placed upon legal products relating to expression of brand identity and promotion to customers. Marketing restrictions can range from introduction of rules around advertising, imposition of targeted taxation, requirement of health warnings, to interference in visual branding, all the way to plain packaging.

Aside from tobacco – where stringent restrictions have been rolled out in many markets globally – food and drink brands operating in segments that are deemed unhealthy are at high risk of being impacted by marketing restrictions: alcohol, HFFS foods (sugary drinks, confectionery, savoury snacks), and fast-food restaurants. The gambling sector is subject to various marketing restrictions too, and increasingly, there has been debate about extending marketing restrictions to other brand categories, including autos and airlines, which are considered bad for the environment.

But marketing restrictions are not costless. They can be harmful not only to brands but also to supply chain businesses and consumers. It is essential then, to raise awareness about the breadth and scale of the threat and to ensure economic and consumer interests are protected, policies are balanced, and public debate is protected.

Our research included both an analysis of the damage that tough marketing restrictions could do to the enterprise value

of household name FMCG businesses like Coca-Cola, Diageo and Nestlé, and a deeper study into the attitudes of the global public and leading marketing professionals to such restrictions. In summary, we found:

- + The total loss across the endangered industries globally is a whopping US\$521 billion.
- + Alcohol companies like AB InBev, Diageo, Heineken, Pernod Ricard, and Treasury Wine Estates would see 100% of their revenue exposed.
- + Consumers see brands as a mark of quality control – globally 89% of respondents agree.
- + Big brands support economies - 89% of global respondents agree.
- + There is little appetite for sweeping restrictions on marketing - fewer than 10% of consumers felt that there should be a ban on TV advertising, billboards, in-store demonstrations, or distinctive packaging.
- + Several areas of consensus emerged among CMOs including that protection of vulnerable consumers – especially children – was appropriate and necessary and demand-regulating or restricting measures could be appropriate on occasion.



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Brand Value Impact Analysis.

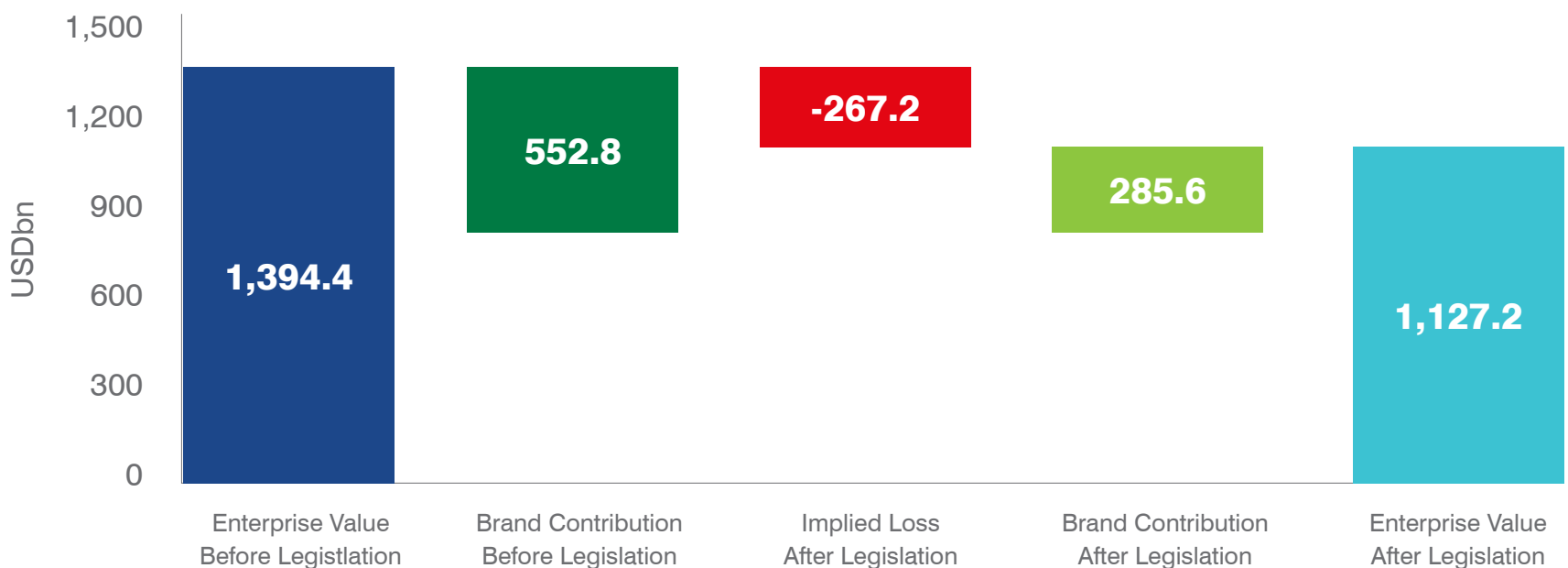
Brand Finance had analysed the impact to both brand contribution and enterprise value across alcohol, confectionery, savoury snacks, and sugary drinks brands in the absence of certain branding elements as a result of marketing restrictions. We found that the introduction of marketing restrictions has serious potential to significantly impact some of the world's most recognisable brands. Nine major brand owners: AB InBev, The Coca-Cola Company, Diageo, Heineken, Mondelēz International, Nestlé, PepsiCo, Pernod Ricard, and Treasury Wine Estates face potential losses of US\$267 billion in brand contribution in total.

The introduction of plain packaging and the limitations on advertising damages a brand's ability to differentiate

itself from others in the market. We have calculated with these restrictions and bans in place, the value that brand contributes to the overall business of these nine companies would fall from US\$553 billion to US\$286 billion, seeing overall enterprise value decline from US\$1394 billion to US\$1127 billion. On average, the companies in question could each lose nearly a quarter of their enterprise value and over 50% of the value that brands contribute to the business - known as brand contribution.

To put this into context, this loss, from just a handful of companies, is equivalent to the GDP of a whole economy the size of Finland. This should raise concerns not only for brand owners, but also for governments, policy makers, marketers, and campaigners.

Implied Loss for Analysed Brands



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9 Portfolios Breakdown - Affected Brands and Exposure (Based on Enterprise Value)

Parent	Alcohol	Sugary Drinks	Savoury Snacks	Confectionery	Enterprise Value Exposure	Implied Contribution Loss (USDm)	Contribution Loss as % of EV	Contribution Loss %
AB InBev	99.6%	0.4%	0.0%	0.0%	100.0%	-39,537	-18.1%	-50.8%
The Coca-Cola Company	0.0%	92.3%	0.0%	0.0%	92.3%	-57,460	-22.7%	-59.1%
Diageo	100.0%	0.0%	0.0%	0.0%	100.0%	-24,947	-26.9%	-71.6%
Heineken	100.0%	0.0%	0.0%	0.0%	100.0%	-15,230	-21.0%	-42.2%
Mondelēz International	0.0%	0.0%	7.2%	74.3%	81.5%	-13,029	-12.7%	-40.9%
Nestlé	0.0%	10.6%	0.9%	27.9%	39.4%	-38,271	-10.3%	-29.2%
PepsiCo	0.0%	66.8%	23.4%	1.6%	91.8%	-61,693	-27.6%	-52.0%
Pernod Ricard	100.0%	0.0%	0.0%	0.0%	100.0%	-14,797	-27.4%	-68.5%
Treasury Wine Estates	100.0%	0.0%	0.0%	0.0%	100.0%	-2,234	-38.9%	-63.1%

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Public and CMO Attitudes.

Brand is a mark of quality

Consumers are brand-literate but will not forego their own interests under the influence of marketing and advertising. Consumers are aware that brands are there to help them make informed decisions. On average, globally, 89% of respondents agree that a good brand is a mark of quality. This is especially the case in developing nations, where 94% agree with this statement, and governmental oversight of production and service standards is perhaps weaker, versus 85% in developed nations. South Africa and Malaysia score this answer highest at 95%. Furthermore, consumers understand that brands help them identify newer and better products (87%), that brands are there to help them make better choices (86%) and are, therefore, worth paying extra for (77%).

Brands in the fight against the illicit trade

Survey respondents understand the importance of brands to safeguard against potentially harmful products. 81% of consumers answered that brands help them navigate between real and fake goods, and 90% agreed that brands ensure they buy genuine products sold through reputable stores. Thus, most respondents understand the importance of brands to safeguard against potentially harmful products.

Since every purchase in the illicit market is a loss of sales

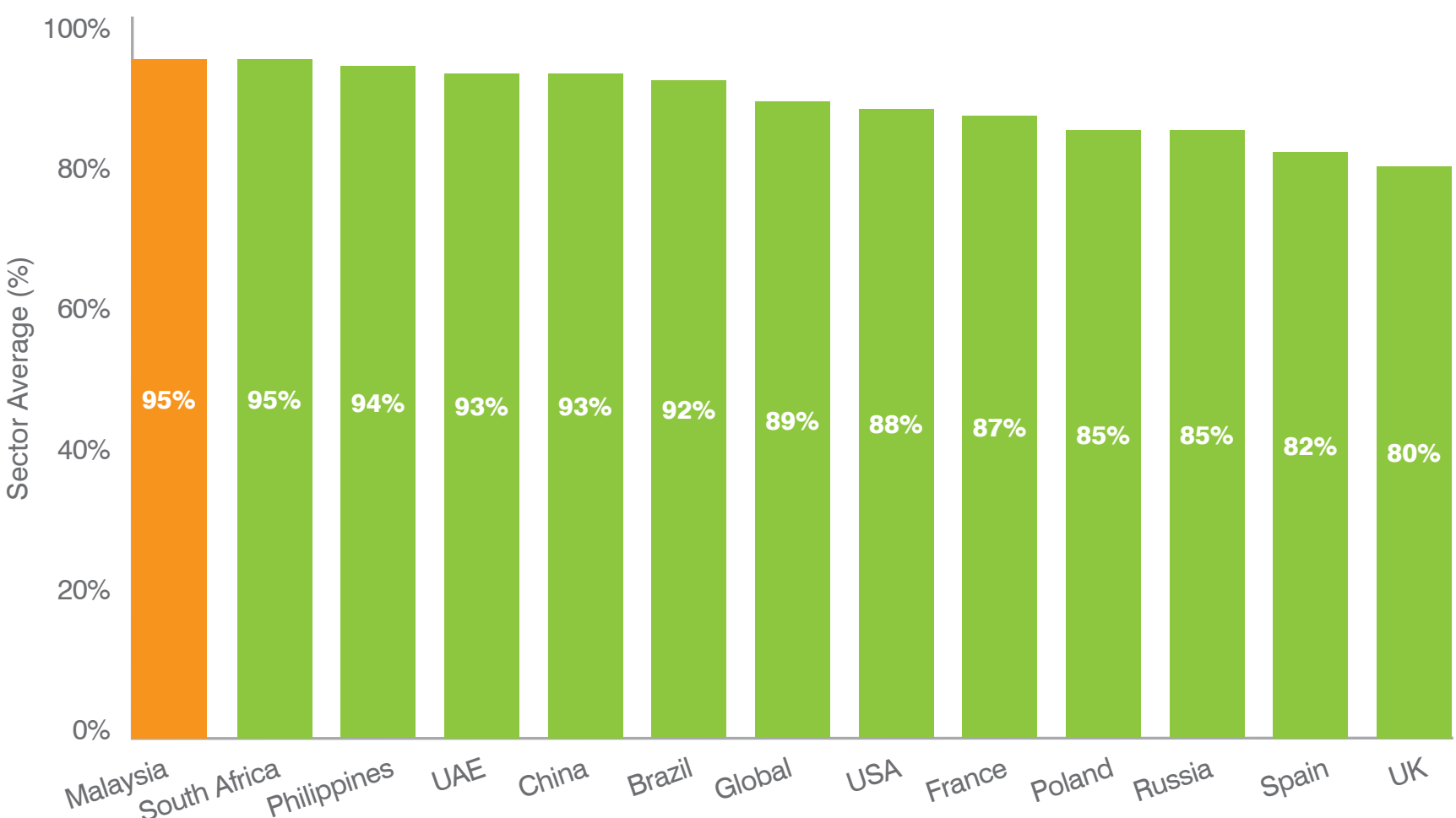
in the legal market, each unlawful purchase represents a financial loss of tax revenue to the government. This has wider ramifications for the whole economy and consumers alike, as well as boosting profits for organised criminal gangs. Counterfeit products also expose consumers to more risks from unregulated and adulterated inputs, constituting a wealth of other issues. Some CMOs note that the increasing digitisation of the economy is an enabler to the illicit trade - a fake website is much easier to build than an entire product supply chain – and that brands are a force to counter this. Established brands have a commercial incentive to stamp out the illicit trade.

In Sri Lanka, we have a regulated alcohol beverage market, but there is also an unregulated alcohol market where people take part in illicit trade... This is a major issue for consumers when advertising limitations are placed upon regulated brands because there is no trusted visual representation for consumers to differentiate between products.

Shiyan Jayaweera

Head of Marketing, Lion Brewery

Brand is a Mark of Quality



Big brands' role in supporting economies

87% of global respondents agree that big brands make an important economic contribution to their country – at the top end of the scale, 94% of Malaysians agree with this statement. 2020 has been a year like no other, putting the nations of the world to the test – from the impact of COVID-19 on economic activity and immediate GDP forecasts, to diminished long-term prospects. Brands can be powerful, helping fuel the engine of economic and social recovery, whether this be directly through repurposing operations to supply essential PPE, or indirectly through taxes. Globally, 79% of respondents answered that brands are helping economies function and recover during the COVID-19 pandemic.

Strong brands support stronger economies which support employment.

Jane Reeve

Chief Communication Officer, Ferrari

Several areas of consensus emerged among CMOs:

- + Protection of vulnerable consumers – especially children – is appropriate and necessary
- + Demand-regulating or restricting measures could be appropriate on occasion
- + Regulation must be proportionate

CMOs' main gripe is that much regulation is developed without clear evidence of the purpose and likely outcomes,

often with a more political (rather than scientific or social) agenda. They also, on the whole, favour self-regulation as far as possible. This is a laudable position, but for CMOs to obtain it they possibly need to be more vocal, and educate consumers better, regarding the steps being taken to market responsibly. Tangible actions are being taken by some brands and industries, but tiny on-pack references and hard-to-find web content may not be doing them justice.

There is the need to tell the story of the good that we as a business can do - the impact on unemployment and on the landscape of sustainability. This has never been more important.

Frazer Thompson

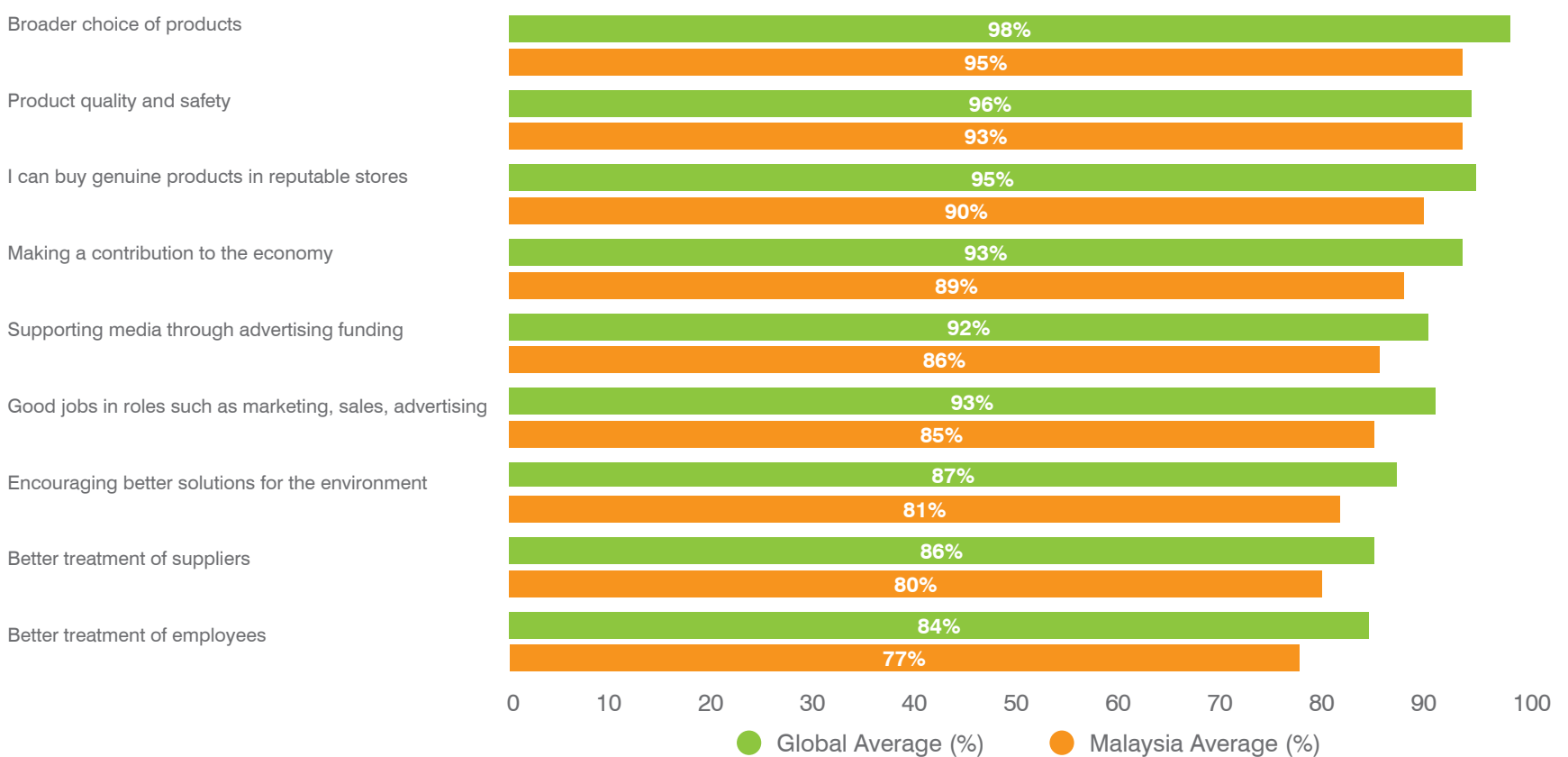
CEO, Chapel Down

Brands are integral to how the world operates. In times of crisis, brands – especially those most valuable and strongest in their categories and markets – become a safe haven for capital. Well-managed, innovative, and reputable brands are what the global economy turns to in the hour of need.

David Haigh

CEO, Brand Finance

Outcomes that Brands Provide or Encourage



**THIS
IS NOT
CONSENT**

**TOGETHER
AGAINST SEXUAL
ASSAULTS**



HandsAway