

MARKETING

ISSUE #327 APRIL 2022

WEEKENDER™



Campaign Contenders for APPIES this year!

Check out our list and still counting...

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FCB Malaysia and RHB deliver support of magical proportions to local businesses



APPIES CONTENDERS MALAYSIA 2022

PRESIDENT'S MESSAGE



The highly acclaimed APPIES – the annual festival showcasing the best ideas in marketing across Asia – is back with its seventh Malaysian edition.

APPIES Malaysia is an annual festival of the best marketing ideas, held over two days and it is organised by **MARKETING** magazine on July 13 & 14, 2022 for judging & presentations

What sets The APPIES apart from other events is that each featured campaign is presented Live by the brand marketers and campaign creators themselves before a panel of distinguished judges and an industry audience.

Known as the “TED of Marketing”, campaigns are presented in an interactive

format comprising of a four-minute creative reel summary, followed by a six-minute oral presentation highlighting significant aspects of the campaign. Then the presenters fields questions from the judges in a Live 4-6-10 minute presentation format.

Campaigns must have run between June 2021 to May 2022 in any of these 10 categories – Food & Beverage, Consumer & Business Services, Non-Food FMCG, Consumer Durables, Festive & Entertainment, Customer Experience, Digital & Social, E-Commerce, AdTech/ MarTech and Marketing Innovation campaigns.

All creative, media, digital and marketing organisations can submit their entries by 17th June 2022.

Meantime, enjoy our collection (so far) of 50 contender campaigns for APPIES Malaysia 2022

Professor Harmandar Singh

APPIES CONTENDERS MALAYSIA 2022

CATEGORIES

- 1** Best in Food & Beverage
Food items, ie. packaged foods, groceries, confectionery, fruit snacks and others. All beverages, ie. beers, wines, soft drinks, juices, milk, water, etc.
- 2** Best in Consumer & Business Services
Financial, retail, travel, airlines, tourism. fast-food, quick service, casual dining, telco products, medical, dental care, education, etc. Includes businesses like E-Wallet, Tech & Business, business-to-business services, consultancy, courier, software/hardware management services, etc.
- 3** Best in Non-Food FMCG
Detergents, paints, toiletries, over-the-counter drugs, remedies, beauty, personal care, healthcare, pharmaceuticals, wellness, etc.
- 4** Best in Consumer Durables
Includes electronics and all home appliances, mobile devices, home entertainment, cameras, computers, washing machines, apparel, accessories, watches, luxury items, property, cars, motorcycles, gasoline, motor oil, tyres, batteries, etc.
- 5** Best in Festive & Entertainment
Campaigns that showcase religious/cultural festivals and landmark events like Merdeka Day Includes all forms of entertainment, eg. movies, TV shows, podcasts, events, E-sports, gaming, etc.
- 6** Best in Customer Experience
Includes customer service, digital relationships and UX, activation, CRM, loyalty programmes, influencer marketing, retail innovations, experiential marketing, social good, customer engagement, partnerships, sponsorships, promotions, etc.
- 7** Best in Digital & Social
Campaigns that drive the brand on social, search marketing, contextual, websites, email, podcasts, EDMs, gaming, e-sports, messaging platforms, mobile, etc.
- 8** Best in E-Commerce
Campaigns by online retailers that use B2B, B2C, O2O (Offline to Online), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), Business-to-Administration (B2A), etc. Includes related products like, e-hailing, e-deliveries, e-wallets, e-travel, etc.
- 9** Best in AdTech/MarTech
Campaigns that deploy Programmatic, AI, VR, AR, data-driven thinking, relevant apps, IoT, 5G, analytics, etc.
- 10** Best in Marketing Innovation
Path-breaking campaigns that utilise omni-channel platforms including innovative technologies, insights and ideas that elevate the brand to new levels of impactful marketing excellence.

SPECIAL CATEGORIES

(No submissions required)

- APPIES 2022 Rising Star Presenter of the Year (below 30)
- APPIES 2022 Trailblazing Presenter of the Year (above 30)
- APPIES 2022 Media Agency of the Year
- APPIES 2022 Advertising Agency of the Year
- APPIES 2022 Digital Agency of the Year
- APPIES 2022 Production Company of the Year
- APPIES 2022 Marketer of the Year

APPIES CONTENDERS MALAYSIA 2022

Entry Guidelines

LIVE PRESENTATION (4-6-10mins)

All finalists are required to send 2 stage presenters (one client and one agency) to present the campaign in person to a judging panel.

- i) Campaign Video (up to 4 minutes) – Screening of campaign video
- ii) Presentation (up to 6 minutes) – A live/video presentation of the business issue/challenge, strategy, creative idea/execution and the results (demonstrating how the marketing communications contributed to results of the campaign)
- iii) Question & Answer (up to 10 minutes) – The judging panel will pose questions relating to the campaign. (Presenters are encouraged to pre-empt questions and prepare beforehand so they have the necessary campaign information when queried)

ELIGIBILITY PERIOD

Campaign entries must have run between June 2021-May 2022 (entries submitted in previous years cannot be entered again)

HOW TO SUBMIT

You can submit via online here:
<https://appies.awardsengine.com/>

SUBMISSION DEADLINE

17 June 2022: Submissions Deadline
 1 July 2022: Finalist Announcement
 13 & 14 July 2022 : APPIES Festival – Judging & Presentations
 12 August 2022: APPIES AWARDS NIGHT
 25 June 2021: Awards Night (with SOPs in place)

PAYMENT DETAILS

ENTRY FEES

RM 2,000 per entry submission

You can make your payment online via here:

<https://marketingmagazine.com.my/event/appies-malaysia-2022/>

CHEQUE PAYABLE TO:

Sledgehammer Communications (M) Sdn Bhd ^{289967-W}
 22B, Jalan Tun Mohd Fuad 1,
 Taman Tun Dr. Ismail
 60000 Kuala Lumpur, Malaysia

BANK TRANSFER TO RHB BANK BERHAD
 2-14389-000-10505 (Swift Code: RHBBMYKL)

- Full payment is required upon submission.
- Submission without full payment will be treated as provisional.
- Payment can be made via a crossed cheque payable to Sledgehammer Communications (M) Sdn Bhd by 15 June, 2022.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the awards programme due to unforeseen circumstances.

Kindly email the payment slip/proof to Ms Rani (rani@adoimagazine.com) and please mention your campaign title and agency/company name.

CAMPAIGN CONTENDERS APPIES MALAYSIA 2022

Index of Agencies (and counting)

Teleport
 Perspective Strategies
 Naga DDB
 Reprise Digital
 VMYL&R Commerce
 Naga DDB
 Mediacom & JWT
 Rethink Sdn Bhd
 Entropia
 FCB KL
 DreamsKingdoms
 Fishermen Integrated/Mediacom
 OMD
 VMLY&R Commerce
 ADA & Saatchi Malaysia
 Publicis Malaysia
 OMD Malaysia & Leo Burnett
 PHD Malaysia
 Muma Malaysia
 Fishermen Integrated
 Lion&Lion
 Dentsu/WPP
 Fishermen Integrated
 FCB Malaysia
 Muma Malaysia
 Fishermen Integrated
 Your Maker
 Naga DDB Tribal
 FCB Malaysia
 Ensemble Worldwide
 Leo Burnett Malaysia

Index of Brands (and counting)

Teleport - Capital A
 UEM Sunrise
 Maggi
 Astro
 Ford- Sime Darby Auto
 Carsome
 Watsons
 Domino's Malaysia
 MCIS Life
 Ninja Van Malaysia
 iQiyi
 Magnum(Unilever) x Netflix
 Malaysia
 RHB Banking Group
 DuitNow QR(PayNet)
 Berocca (Bayer)
 McDonalds Malaysia
 Carsome Malaysia
 Prudential
 Axiata
 MILO
 McDonalds Malaysia
 Aiken Malaysia
 Oppo Malaysia
 Red Bull Malaysia (Allexcel)
 AIA Malaysia
 Tropicana Corporation Berhad
 Coca Cola Malaysia
 ProDiet
 TIME
 RHB Premier
 Libresse
 Pizza Hut
 Suu Balm
 Redoxon
 Hilton
 Prudential

Domino's Malaysia
Petronas
AIA Malaysia
Oppo Malaysia
MILO
McDonalds Malaysia
Subway Malaysia
Pizza Hut
Petronas
Taylor's Group
Celcom
RHB Banking Group

Index of Campaigns (and counting)

Never On Time, Always Early
Happy Duo Duo CNY 2022
Program Mentor Wanita Cukup Berani
#KitaTeguhBersama
Hello Outdoors
Setelus Raya Carsome
Raya Unik Raya Ikonik
The Cheesiest Show
#MySenyum
The Missing Promise
#JanganTontonHaram
The Sweet Goodbye
Love Carries On
Sure Can
Berhari-Hari Bertenaga Bersama Berocca
Jangan Search Ayam Goreng Viral
Carsome New Year: Love is The Greatest Prosperity
#WeDODanceChallengeMY
Advancing To Zero

#TimeForMilo
#SyukurBersyukur
#AikenAcneFreeSkin
The Portrait Expert
Mari Kita Membara
Squash The Stereotypes
Redefining The Art Of Living
#Bring Home The Magic Campaign
Kami Nak 100% Makanan Laut Kabel Besar
Golden Wisdom
Libresse V-Kebaya
A Sedap Marvelous Really Jangan Gatal
Kuatkan imuniti, rezeki
Ramadan dinikmati
To New Memories
Code to Wellness
Can't Get Cheesier Than This
366
Journey to the WoW
D Flat
Tetap Di Sisi Walau Berganti Generasi
"French Fries" crosswalk
Satu Kaki Lebih Mesra
So Light So Tasty
Demi Cinta
Sadaqah
Pasang Terus
#JomSapot

Submit Your
Entry Online





Campaign **Never On Time, Always Early**
 Brand **Teleport - Capital A**
 Agency **Teleport**
 Possible Categories **E-Commerce/**
Consumer & Business Services

TELEPORT SHOWCASES “NEVER ON TIME, ALWAYS EARLY” CAMPAIGN

Teleport, the logistics venture of Capital A (formerly AirAsia Group) launched a new branding campaign targeting potential customers, freight forwarders and future investors, built around the concept of “Never On Time, Always Early”.

The bold new campaign amplifies the brand’s positioning, capturing the promise of delivering *as fast as 24 hours* and other offerings to appeal to a broader set of potential customers. The campaign will be integrated across multiple touch...

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UEM SUNRISE LAUNCHES CHINESE NEW YEAR CAMPAIGN ‘HAPPY DUO DUO’

UEM Sunrise Berhad, one of Malaysia’s leading property developers, has launched its annual Chinese New Year Campaign themed ‘Happy Duo Duo’ this year to celebrate the spirit of togetherness and joyfulness in the Year of the Tiger.

The Company’s ‘Happy Duo Duo’ Chinese New Year Campaign is inspired from the expression “Twice the Joy, Double the Happy” which aligns with the Company’s tagline ‘Find Your Happy’.

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Campaign **Happy Duo Duo CNY 2022**
 Brand **UEM Sunrise**
 Possible Categories **Festive & Entertainment**



Campaign **Program Mentor Wanita Cukup Berani**

Brand **Maggi**

Agency **Perspective Strategies**

Possible Categories **Food&Beverage**

MAGGI'S CAMPAIGN WINS 4 GLOBAL & NATIONAL PR AWARDS

MAGGI Malaysia's women empowerment and upskilling initiative called *Program Mentor Wanita Cukup Berani* MAGGI won a total of four PR awards at the recently-concluded global and national PR Award events.

The PR agency for the campaign is Perspective Strategies Sdn Bhd, a local boutique public relations and communications firm, which has been supporting the campaign over the last two years. The PR Campaign for MAGGI took home...

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ASTRO CELEBRATES 25 YEARS WITH NATIONAL DAY CAMPAIGN FEATURING THE BEST OF MALAYSIAN ENTERTAINMENT ON SPECIAL CHANNEL

Astro turns 25 years this year and to celebrate its milestone and the upcoming National Day celebrations, it is bringing customers over 150 specially curated content.

Viewers will have no shortage of Malaysian and Asian programmes to binge on when they tune into Astro 25 on Channel 100 that boasts an array of premieres, blockbuster hits and documentaries.

[READ MORE](#)

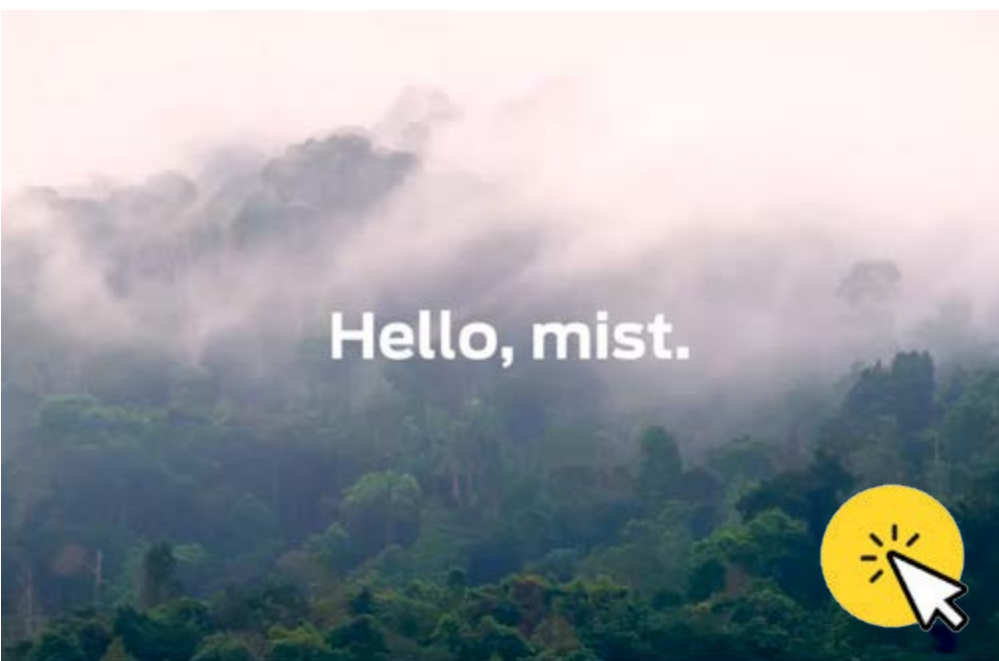


Campaign **#KitaTeguhBersama**

Brand **Astro**

Agency **Naga DDB**

Possible Categories **Festive & Entertainment**



Campaign **Hello Outdoors**
 Brand **Ford- Sime Darby Auto**
 Agency **Reprise Digital**
 Possible Categories **Consumer Durables**

“HELLO OUTDOORS” CAMPAIGN LAUNCHED BY REPRISE AND FORD

Reprise Digital, the full-service integrated communications agency within the IPG Mediabrands network, has launched its latest campaign for the sole distributor of Ford in Malaysia, Sime Darby Auto Connexion (SDAC).

The “Hello Outdoors” video series launched this week amidst Malaysia’s continued lockdown, with the first in a series of content films showing the freedom of being outdoors, and how it is missed...

[READ MORE](#)

VMLY&R COMMERCE AND CARSOME TAP INTO MUSLIM CONSUMERS IN NEW HARI RAYA CAMPAIGN

Creative Commerce company, VMLY&R Commerce has kicked-off its appointment as Agency of Record (AOR) for Southeast Asia’s largest integrated car e-commerce platform Carsome, in Malaysia, Indonesia and Thailand, with an exciting campaign for Hari Raya.

‘Setelus Raya Carsome’ (Make It A Transparent/Honest Raya with Carsome), is the first campaign from VMLY&R Commerce since it was appointed as Carsome’s 2021...

[READ MORE](#)



Campaign **Setelus Raya Carsome**
 Brand **Carsome**
 Agency **VMYL&R Commerce**
 Possible Categories **Festive & Entertainment/
 E-Commerce**



Campaign **Raya Unik Raya Ikonik**
 Brand **Watsons**
 Agency **Naga DDB**
 Possible Categories **Festive & Entertainment**

WATSONS LAUNCHES 2021 RAYA CAMPAIGN WITH RELEASE OF 'RAYA UNIK RAYA IKONIK'

This Raya, Watsons Malaysia, a brand known for extravagant, star-studded festive music videos, is dialing up the celebrations. In collaboration with Naga DDB Tribal as agency partner, Watsons Malaysia launched this year's Raya campaign with the theme '*Raya Unik Raya Ikonik*' to highlight individuality. "The development of the campaign idea revolved around using our data tools to understand what consumers are expressing...

[READ MORE](#)

DOMINO'S AND DOUGLAS LIM BRING LOADS OF CHEESE AND LAUGHTER TO MALAYSIANS IN A CHEESY COMEDY SHOW

Malaysians are in luck because Domino's Pizza has heard them loud and clear, delivering on the brand promise of "It's All About You" by giving cheese lovers a mega cheesy experience with up to 1/2 kilogram of cheese on their new Domino's Mega Cheese Pizza. Linda Hassan, Group Chief Marketing Officer at Domino's Pizza Malaysia, Singapore and Cambodia, said, "At Domino's, we want Malaysians to know...

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Campaign **The Cheesiest Show**
 Brand **Domino's Malaysia**
 Agency **Alpha Access PR**
 Possible Categories **Food & Beverage**



Campaign **#MySenyum**

Brand **MCIS Life**

Agency **Rethink Sdn Bhd**

Possible Categories **Customer Experience**

REMEMBER HOW PURPLE ALWAYS MAKES YOU SMILE?

This piece was first Published in **MARKETING WEEKENDER Issue 319**. Since late December 2021, commuting across the country has become interesting for motorists with the surprising appearance of purple billboards on highways and roads in major cities across Peninsular Malaysia.

Bearing the single phrase of ‘#MySenyum Detik Keriangan Bersama’ and a website address, the bright purple billboards are part of a new marketing campaign by MCIS Life with a powerful underlying...

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KOREAN DRAMAS DRIVE NINJA VAN MALAYSIA'S LATEST CAMPAIGN PUSH

Ninja Van Malaysia has unveiled its “The Missing Promise” campaign to reinforce its commitment to provide hassle-free deliveries to all of its shippers and shoppers. According to the express logistic company, the campaign is an extension of the “Fantastic Service Recovery” initiative, which is a key pillar of Ninja Van’s tech-enabled logistics narrative. Inspired by the popularity of Korean dramas in Malaysia, the company decided to push forward with related videos...

[READ MORE](#)



Campaign **The Missing Promise**

Brand **Ninja Van Malaysia**

Possible Categories **E-Commerce/**

Consumer & Business Services



Campaign **#JanganTontonHaram**
Brand **iQiyi**
Possible Categories **Digital & Social**

IQIYI TACKLES PIRACY IN MALAYSIA WITH MONTH-LONG #JANGANTONTONHARAM CAMPAIGN

IQIYI International has tied up with Malaysia's National Film Development Corporation (FINAS) for a month-long anti-piracy campaign called #JanganTontonHaram. The campaign aims to galvanise a public movement around addressing content theft and digital piracy, bringing consumers into the heart of tackling one of the leading threats to Malaysia's rapidly growing...

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THE SWEET GOODBYE WITH MAGNUM ICE CREAM

Popular Spanish series, Money Heist is coming to an end, and in preparation for its Part 5 Volume 2 finale in December this year, Netflix and Magnum Malaysia embarked on a partnership to give fans an epic send-off they'll never forget!

Globally, the series has garnered millions of fans and is also one of the most watched Netflix series in Malaysia. Titled 'The Sweet Goodbye', the campaign, conceived by marketing consultancy-meets-agency, Entropia, part of Accenture Interactive, begins with a secret...

[READ MORE](#)



Campaign **The Sweet Goodbye**
Brand **Magnum(Unilever) x Netflix Malaysia**
Agency **Entropia**
Possible Categories **Food & Beverage/ Digital & Social**



Campaign **Love Carries On**
Brand **RHB Banking Group**
Agency **FCB KL**
Possible Categories **Festive & Entertainment**

BASED ON A TRUE STORY FCB MALAYSIA SHOWS 'LOVE CARRIES ON' IN RHB BANK'S CHINESE NEW YEAR SPOT

The film centres around Mr Ngu's lifetime of selfless dedication towards his daughter, who lost her mobility to Spinal Muscular Atrophy at a young age. When Nyok Ping faced difficulties travelling to school due to her disability, coupled with the poor road conditions, Mr Ngu took the responsibility on his shoulders and carried her to school every single day, so that she could continue receiving the education she needed...

[READ MORE](#)

MALAYSIANS FLOCK TO CATCH ROARSOME INTERACTIVE DUITNOW QR CHINESE NEW YEAR BILLBOARD

DuitNow QR, Malaysia's national QR standard, has taken Chinese New Year greetings to the next level this year with an interactive 3D CuBig billboard on Jalan Ampang that's sure to excite Malaysians.

The billboard, which is a part of DuitNow QR's "Sure Can" campaign, features a QR code that users can scan and use an IG filter to interact with. It is the first of its kind in Malaysia and has already...

[READ MORE](#)



Campaign **Sure Can**
Brand **DuitNow QR(PayNet)**
Agency **DreamsKingdoms**
Possible Categories **E-Commerce/
Festive & Entertainment/Consumer
& Business**



Campaign **Berhari-Hari Bertenaga Bersama Berocca**

Brand **Berocca (Bayer)**

Agency **Fishermen Integrated/Mediacom**

Possible Categories **Non-Food FMCG**

BEROCCA GETS MALAYSIANS ENERGISED WITH ITS 30-DAY CAMPAIGN

While Malays are required to fast during the Ramadan month, the lack of nutrition and changes in sleep patterns leave them tired and fatigued. Berocca saw this as an opportunity to enforce its brand position as an effervescent multivitamin that can recharge consumers and help get them through the day. It worked with Fishermen Integrated, Mediacom Malaysia to execute a campaign that ran throughout the month of Ramadan...

[READ MORE](#)

VMLY&R COMMERCE MALAYSIA DRIVES WITTY CAMPAIGNS FOR CARSOME MALAYSIA

Entitled 'Carsome New Year: Love Is The Greatest Prosperity', the bold 2-page print wraps dominate Malaysia's top 5 biggest English- and Chinese-language daily newspapers. Irreverent headlines like 'This Chinese New Year, give your mother the boot' and 'Stop buying your brother new things! He doesn't deserve it', are followed by heart-warming handwritten notes. These go on to express the love that family members have for each other...

[READ MORE](#)



Campaign **Carsome New Year: Love is The Greatest Prosperity**

Brand **Carsome Malaysia**

Agency **VMLY&R Commerce**

Possible Categories **E-Commerce/ Festive & Entertainment**



Campaign **#WeDODanceChallengeMY**
 Brand **Prudential**
 Possible Categories **Digital & Social/
 Consumer & Business**

PRUDENTIAL COLLABORATES WITH SUPERM TO RELEASE A WELLNESS SONG & MUSIC VIDEO

Prudential, in collaboration with K-pop supergroup SuperM, released a song and music video titled 'We DO' on 9 April 2021 to encourage having fun while maintaining a healthier lifestyle. The upbeat song features a new way of practicing wellness – with a 'We DO' Dance, that is composed to get you up and moving regardless of your age.

This release also marks the first regional life insurer to partner...

[READ MORE](#)

ADVANCING TO ZERO

The planet is burning up and Axiata wants to do their part to help. Malaysia's biggest telco took the mission to heart and launched #AdvancingToZero, a campaign that not only talks the talk, but walks the walk, too. Driven by the vision that people and the planet can co-exist in balance, @axiata set the ambitious goal of reaching net-zero carbon.

At the center of the campaign is a video that features Axiata's employees across the organization sharing the steps the company is taking to ease their impact on the planet, and to make our world...

[READ MORE](#)



Campaign **Advancing To Zero**
 Brand **Axiata**
 Agency **ADA & Saatchi Malaysia**
 Possible Categories **Consumer & Business**



Campaign **#TimeForMilo**

Brand **MILO**

Agency **Publicis Malaysia**

Possible Categories **Food & Beverage**

TIME FOR MILO MERDEKA CAMPAIGN

Every Malaysian grew up with fond memories of the iconic Milo can, so Milo launched the heartwarming #TimeforMilo Merdeka campaign to mark Malaysia's Independence Day. Evoking a gentle nostalgia of childhood and simpler times, audiences on Twitter were asked to share their fondest memories of the Milo can. Though Malaysians still debate the pronunciation (is it Mai-lo or Mee-lo?) everyone agrees #TimeforMilo brought back many sweet childhood...

[READ MORE](#)

SYUKUR BERSYUKUR (SYUKUR'S GRATITUDE)

McDonald's wanted to lift the spirits during yet another socially distanced Ramadan, so they produced a Ramadan video series about a boy named Syukur and his experience in understanding and appreciating the values of Ramadan. The charming and comical series was so touching it spoke to the heart of Malaysians across all ethnicities, not only those who observe Ramadan.

This campaign is a masterclass in using storytelling to connect with audiences at the most important...

[READ MORE](#)



Campaign **#Syukur Bersyukur**

Brand **McDonalds Malaysia**

Agency **OMD Malaysia & Leo Burnett**

Possible Categories **Food & Beverage**

APPIES CONTENDERS MALAYSIA 2022



Campaign **#AikenAcneFreeSkin**
 Brand **Aiken Malaysia**
 Agency **PHD Malaysia**
 Possible Categories **Non-Food FMCG**

AIKEN TEA TREE OIL #AIKENACNEFREESKIN

Understanding that younger audiences turn to social media to find solutions for their skin problems, Aiken came up with a plan to drive sampling for their anti-acne skincare range Aiken Tea Tree Oil on Twitter. @AikenMalaysia asked Twitter audiences to Retweet with hashtag #AikenTeaTreeOil for a chance to win a product sample.

While the idea and execution are simple, the success of #AikenAcneFreeSkin campaign was in finding a brand voice...

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ENSEMBLE WORLDWIDE & OPPO INSPIRE THE YOUNGER GENERATION TO LET THEIR UNLIMITED SELVES SHINE IN POTRAIT

Ensemble Worldwide, the content agency within the Mediabrands network, has unveiled the latest brand mission with OPPO for the Reno7 Series 5G, to empower the younger generation to live boldly and embrace their true selves.

The campaign launched with a brand film titled 'The Portrait Expert', featuring Malaysian badminton star Lee Zii Jia, celebrating the multifaceted...



Campaign **The Portrait Expert**
 Brand **Oppo Malaysia**
 Agency **ensemble Worldwide**
 Possible Categories **Consumer Durables**

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APPIES CONTENDERS MALAYSIA 2022



Campaign **Mari Kita Membara**
 Brand **Red Bull Malaysia (Allexcel)**
 Agency **Muma Malaysia**
 Possible Categories **Food & Beverage**

RED BULL MALAYSIA REMINDS YOUNG MALAYSIANS TO NEVER FORGET WHAT THEY WERE STRIVING FOR

As we get lost in the daily grind, we sometimes tend to lose sight of our life goals. We forget our reason for doing what we do. More so in this period when the nation is working harder than ever to bounce back from the pandemic.

As the energizer of the nation, Red Bull Malaysia set out to inspire young Malaysians to keep striving and believing that they would one day achieve greatness in their latest...

[READ MORE](#)

AIA MALAYSIA RALLIES MALAYSIANS TO SQUASH THE STEREOTYPES WITH NICOL DAVID THIS IWD

In conjunction with this year's International Women's Day theme of #BreakTheBias, AIA has recently teamed up with Fishermen Integrated to present how gender stereotypes remain a constant battle for every woman in Malaysia – even if they are the Greatest Athlete of All Time and an 8-time World Squash Champion.

Featuring their ambassador, Datuk Nicol David...

[READ MORE](#)



Campaign **Squash The Stereotypes**
 Brand **AIA Malaysia**
 Agency **Fishermen Integrated**
 Possible Categories **Consumer & Business**



Campaign **Redefining The Art Of Living**
Brand **Tropicana Corporation Berhad**
Agency **Lion&Lion**
Possible Categories **Consumer & Business**

LION AND LION WORKS WITH TROPICANA CORPORATION BERHAD TO REDEFINE THE ART OF LIVING WITH NEW BRAND FILM

Creatively-driven, digital-first agency Lion & Lion shares what makes a house a home with its new brand film for property developer Tropicana Corporation Berhad (Tropicana). The short film is part of an overarching branding exercise developed by Lion & Lion to showcase Tropicana's brand promise and tagline of 'Redefining the Art of Living' in a meaningful way to its target audience...

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COCA-COLA WELCOMES CHINESE NEW YEAR 2022 BY BRINGING HOME THE MAGIC IN LATEST CAMPAIGN

Chinese New Year is a real moment for real magic. A time where families all over are reunited to share intricate moments toasting to the promise of good health and prosperity this new year. During this festive season, Coca-Cola Malaysia invites everyone to embrace and celebrate the real magic of togetherness and community – highlighting how new beginnings are made more meaningful because of the connections we build...

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Campaign **#Bring Home The Magic**
Brand **Coca Cola Malaysia**
Agency **Dentsu/WPP**
Possible Categories **Food & Beverage**

APPIES CONTENDERS MALAYSIA 2022



Campaign **Kami Nak 100% Makanan Laut**
Brand **ProDiet**

Agency **Reprise Digital**

Possible Categories **Non-Food FMCG**

REPRISE & PRODIET SHOW THE UPRISING OF CATS FOR 100% REAL SEAFOOD

Reprise Digital, the full-service integrated communications agency within the IPG Mediabrands network, has launched a new campaign for pet food company ProDiet.

The Kami Nak 100% Makanan Laut! (We Want Real Seafood) campaign launched with a teaser and film shot from the perspective of cats demanding real seafood from their pet owners. The playful take on the messaging was further cemented through the campaign microsite...

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FISHERMEN INTEGRATED AND TIME DOTCOM PULLS “KABEL BESAR” TO GET YOU BETTER CONNECTIONS

In their continuous efforts to offer Malaysians better, stronger and faster connections, internet service provider TIME dotCom together with their digital agency Fishermen Integrated, deployed their “Kabel Besar” to solve all your internet woes.

“Kabel Besar” is a double entendre that promotes TIME’s 100% Fibre Cables, as well as Malaysia’s very familiar culture of having the right connections...

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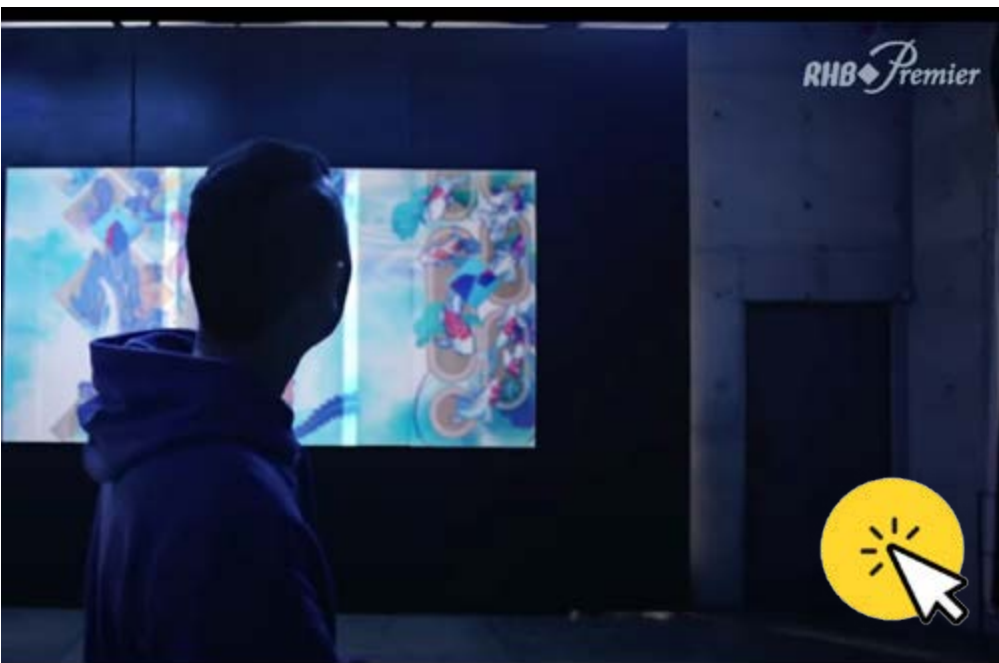


Campaign **Kabel Besar**

Brand **TIME**

Agency **Fishermen Integrated**

Possible Categories **Consumer & Business**



Campaign **Golden Wisdom**
 Brand **RHB Premier**
 Agency **FCB Malaysia**
 Possible Categories **Consumer & Business**

FCB MALAYSIA PREMIERES GOLDEN WISDOM FOR RHB

FCB Malaysia and RHB Premier recently introduced Golden Wisdom, an integrated campaign that aims to convey RHB Premier's belief in applying the century-old bank's tried and tested financial wisdom of the past to the wealth and investment landscapes of today and tomorrow.

Aside from being RHB Premier's first brand campaign, Golden Wisdom also marks the bank's long-term aspiration to become the bank of choice for affluent Malaysian Chinese...

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LIBRESSE AND MUMA MALAYSIA REIMAGINE THE NYONYA KEBAYA

Libresse, known for its bold, award-winning efforts in V-Zone education and women empowerment, unveils the brand-new Libresse V-Kebaya Limited Edition range which brings to life V-Zone confidence and femininity through a modern interpretation of the Nyonya Kebaya floral designs.

In collaboration with creative agency Muma Malaysia, Libresse reimagined the Nyonya Kebaya Chrysanthemum and Peony designs with the vulva as the heart...

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Campaign **Libresse V-Kebaya**
 Brand **Libresse**
 Agency **Muma Malaysia**
 Possible Categories **Non-Food FMCG**



Campaign **A Sedap Marvelous Really**
Brand **Pizza Hut**

Agency **Fishermen Integrated**

Possible Categories **Food & Beverage**

PIZZA HUT AND FISHERMEN INTEGRATED TAKES FLIGHT WITH “A SEDAP MARVELOUS REALLY” EPIC VIDEO

In their continuous efforts to produce great content and ideas in the midst of a pandemic, digital agency Fishermen Integrated takes you on an ASMR adventure with Pizza Hut’s new light hand crafted pizza, that’s big on taste. ASMR, a growing trend on the internet, has in the past year gained primetime attention with what is hyped to be relaxing sounds that deliver small doses of euphoria. Featuring influencer Jenn Chia...

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YOUR MAKER HAS A PROBLEM WITH GATAL OLD FOLKS

“Not the sort who still think they are in their sexual prime,” explained Shune, the creative lead at Your Maker.

“We mean the ones who have a serious issue with uncontrollable itching. The ACTUAL gatal fellas. Not sexy lah if you’re scratching all the time.”

The agency’s latest campaign for Suu Balm, dubbed ‘JANGAN GATAL’, emphasises on combating itch and skin dryness among the elderly the best way possible...

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Campaign **Jangan Gatal**
Brand **Suu Balm**

Agency **Your Maker**

Possible Categories **Non-Food FMCG**



Campaign **Kuatkan imuniti, rezeki Ramadan dinikmati**

Brand **Redoxon**

Agency **Reprise Digital**

Possible Categories **Non-Food FMCG**

REPRISE AND REDOXON DO A WITTY DITTY FOR THE RAMADAN HUSTLE

Reprise Digital, the full-service integrated communications agency within the IPG Mediabrands network, has released a digitally-led campaign with Bayer Malaysia's Redoxon to set the scene for a healthy Ramadan.

The thematic film titled '*Kuatkan imuniti, rezeki Ramadan dinikmati*' (translated: *A strengthened immunity allows the blessings of Ramadan to be enjoyed*) highlights the importance of keeping the body's immune system strong...

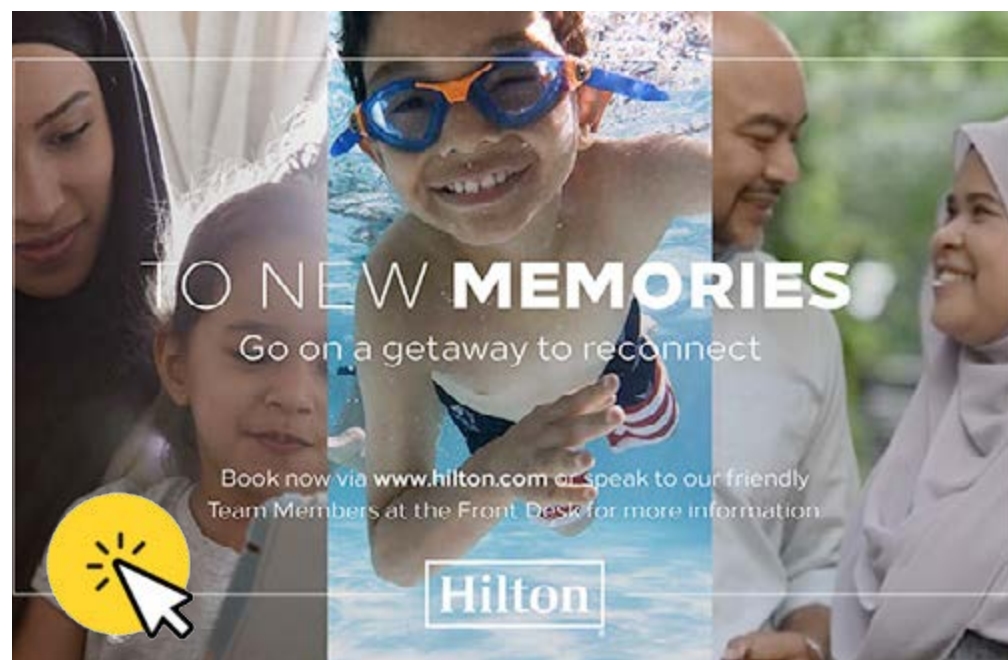
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HILTON MALAYSIA LAUNCHES CAMPAIGN FOR RAMADAN TO INSPIRE 'FAMILY RECONNECTION'

In line with the celebration of Ramadan, the holy month of fasting for Muslims, hospitality brand Hilton has reiterated its global campaign, 'To New Memories', with the launch of its Malaysian-based follow-up campaign, aimed at facilitating the reconnection of people through packages that fully embrace Ramadan traditions.

In 2021, Hilton debuted 'To New Memories', which was built on research insights that show...

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Campaign **To New Memories**
Hilton



Campaign Code to Wellness
Brand Prudential
Agency Naga DDB Tribal
**Possible Categories E-Commerce/
 Consumer & Business Services**

PRUDENTIAL ASSURANCE MALAYSIA RELEASES NEW NORM-INSPIRED BRAND COLLECTION

Prudential Assurance Malaysia, an indirect subsidiary of Prudential, has released their annual brand collateral collection – the highlight of which were table-top calendars that took inspiration from something Malaysians was accustomed to every day during the pandemic: the QR Code. The campaign was done in collaboration with ad agency Naga DDB Tribal. According to Prudential, they were inspired by the resilience in the ‘new norm’....

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DOMINO'S NAMES FCB MALAYSIA AS CREATIVE AGENCY OF RECORD, UNVEILS NEW CAMPAIGN

Pizza brand Domino's in Malaysia has appointed advertising agency FCB Malaysia to be its new agency of record for creative duties. This appointment comes as a result of several chemistry sessions and a subsequent creative proposal made by FCB during the fourth quarter of 2021. Following the move, FCB Malaysia has developed a new campaign for the pizza brand's new 'Mega Cheese Pizza'. It was created on the idea of 'Can't Get Cheesier...

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Campaign Can't Get Cheesier Than This
Brand Domino's Malaysia
Agency FCB Malaysia
**Possible Categories E-Commerce/
 Consumer & Business Services**

APPIES CONTENDERS MALAYSIA 2022



Campaign **366**
 Brand **Petronas**
 Agency **Ensemble Worldwide**

PETRONAS' NEW ORIGINAL DRAMA SERIES TO DEPICT FORTITUDE, RESILIENCE AMONG MALAYSIANS

In retrospect to the company's festive campaign following the Chinese New Year, Malaysian oil and gas company Petronas has officially kicked off the new original series called '366', which will tackle stories of fortitude, resilience and togetherness among Malaysians during these difficult times.

In the first episode titled 'Day 32', we follow the story of Zhi Yi as she is being accompanied by her mother to celebrate the Chinese...

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AIA MALAYSIA'S CNY FILM REVERBERATES THE TRUE MEANING OF 'WEALTHY LIFE'

The Malaysian arm of insurance company AIA has launched a festive Chinese New Year (CNY) short film that centres on adventure and family and echoes AIA's slogan of 'Healthier, Longer, Better Lives'. The campaign was done in collaboration with Reprise Digital, a full-service integrated communications agency, and IPG Mediabrands network.

The film titled 'Journey to the WoW' sees a father narrating a bedtime story to his son on the eve of CNY. The tale centres...

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Campaign **Journey to the WoW**
 Brand **AIA Malaysia**
 Agency **Reprise Digital**



Campaign **D Flat**
Brand **Oppo Malaysia**
Agency **Ensemble Worldwide**

WATCH: OPPO'S AD FOR MALAYSIA DAY A UNIQUE TAKE ON 'TOGETHERNESS'

With Malaysia Day around the corner, smartphone brand OPPO together with creative agency Ensemble Worldwide has come up with a unique but endearing narrative on the importance of family and togetherness for its commemorative ad.

Titled 'D Flat', the four-minute film starts with blasting gory music featuring individuals of different backgrounds that have turned completely rowdy. As the film progresses, we see that this is...

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MCDONALD'S PIQUES CURIOSITY WITH 'DO NOT SEARCH' VIDEO

Fried chicken is one of Malaysians' favourite dishes, and McDonald's wanted to make sure it remained top-of-mind for them.

As Ayam Goreng was a staple in many households, the brand knew it had to put a twist on its product. Hence, it worked with OMD Malaysia for the Ayam Goreng Viral campaign which impressed the judges at A+M's MARKies Awards 2021, and won it the silver award for Most Effective Use - Integrated Media...

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Campaign **Jangan Search Ayam Goreng Viral**
Brand **McDonalds Malaysia**
Agency **OMD**
Possible Categories **Food&Beverage/ Digital & Social**



Campaign “French Fries” crosswalk
Brand **McDonalds Malaysia**
Agency **Leo Burnett Malaysia**

MCD ‘FRENCH FRIES’ CROSSWALK UNVEILED AT BUKIT BINTANG

McDonald’s Malaysia has unveiled the “French Fries” crosswalk at their flagship Bukit Bintang store

The cute design uses the iconic Bukit Bintang crosswalk, with the bright yellow strips symbolising French fries on your way into the store.

The installation of their iconic French Fries in the middle of the heart of KL aims to become a must-visit destination for visitors, both local and international.

[READ MORE](#)

SUBWAY MALAYSIA LAUNCHES SATU KAKI LEBIH MESRA CAMPAIGN FOR RAMADAN

As part of a Ramadan campaign, Subway Malaysia has launched the 1-foot closer or Satu Kaki Lebih Mesra campaign.

In a series of videos, featuring people from different walks of life, the brand highlights the importance of sharing and kindness in the community. One video features conflicts and dynamics in the workplace that can be overcome with patience, while other videos showcase families and couples...

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Campaign **Satu Kaki Lebih Mesra**
Brand **Subway Malaysia**



Campaign **Demi Cinta**
Brand **Petronas**
Agency **Ensemble Worldwide Malaysia**

PETRONAS CAMPAIGN IN MALAYSIA EMPHASIZES A MESSAGE OF HOPE AND JOY FOR MERDEKA AND MALAYSIA DAY

Ensemble Worldwide Malaysia and Petronas have released another animated film, to commemorate the Merdeka and Malaysia Day celebrations.

Titled 'Demi Cinta' meaning 'in the name of love', the film is a meaningful reminder for Malaysians to face the challenges ahead with resilience and love.

The 4-minute animated film features the song 'Demi Cinta'...

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TAYLOR'S DELIVERS AN UNEXPECTED TWIST IN HARI RAYA FILM 'SADAQAH'

Taylor's has released a new Hari Raya film called *Sadaqah*, which is centered around the topic of helping the underprivileged through 'education that is conformed to the paradigm of charity'.

"As most Raya video encompasses the customary themes of family and forgiveness, we wanted to break expectations with this festive ad to deliver a story laden with lessons for people to ponder," explained Ben Foo, Taylor's Group Chief Marketing...

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Campaign **Sadaqah**
Brand **Taylor's Group**



Campaign **Pasang Terus**
Celcom

'PASANG TERUS' AND ENJOY FIBRE-CONNECTIVITY ON THE SAME DAY WITH CELCOM HOME FIBRE

Celcom Axiata Berhad continues its commitment to enhance digital connectivity in Sabah for both urban and rural communities. With its latest innovative '*Pasang Terus*' campaign, Celcom customers in Sabah will be able to enjoy Celcom Home Fibre™ connectivity with same-day installation.

Celcom's '*Pasang Terus*' campaign enables customers within selected areas of Sabah to enjoy same-day Celcom Home Fibre™ installations...

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FCB MALAYSIA AND RHB DELIVER SUPPORT OF MAGICAL PROPORTIONS TO LOCAL BUSINESSES

Vikneswaran Allagu, better known as Vikey, is a world-class, Merlin-award-winning magician... with a remarkable story. Like many performers during the pandemic, Vikey lost his audience overnight. But for Vikey, throwing in the towel was not an option, especially when he had an expecting wife and a daughter to provide for.

So, in a moment of pure inspiration, the magician turned to selling durians as a new career...

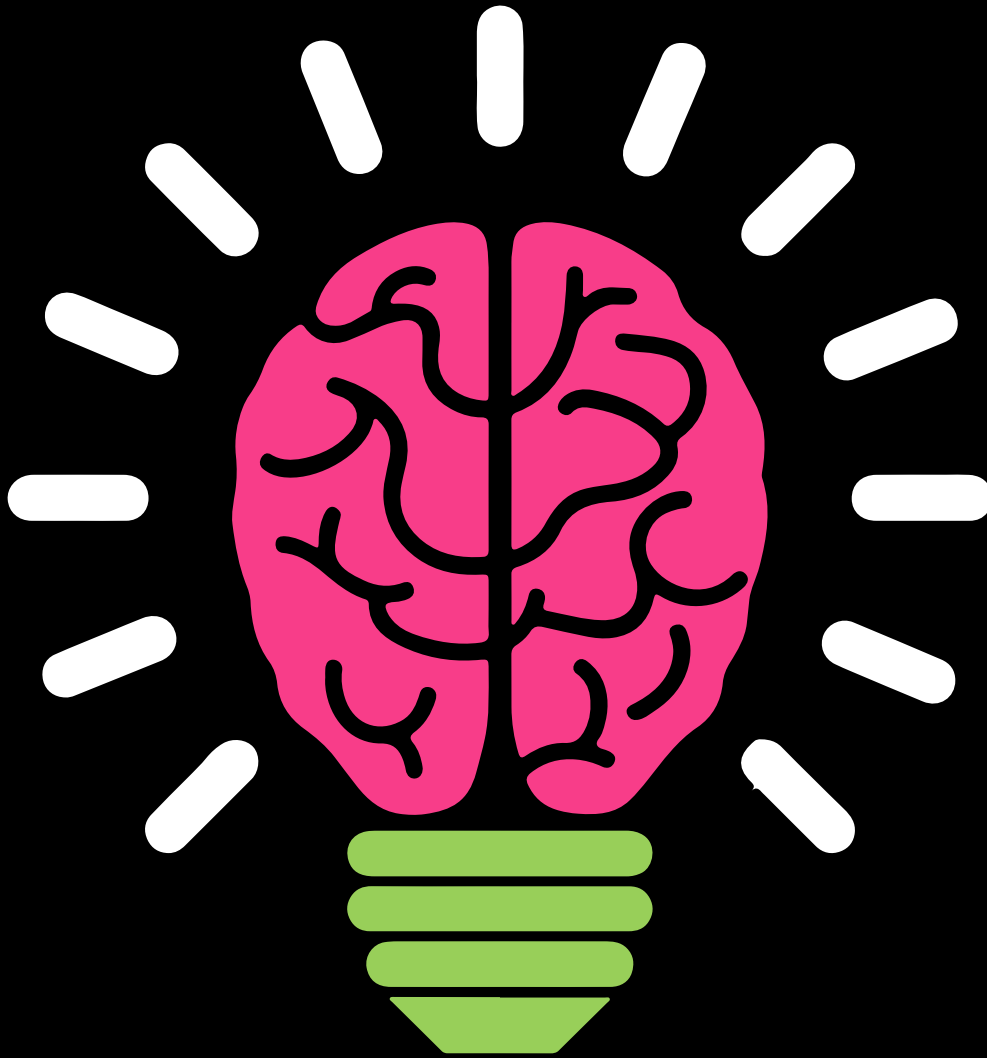
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Campaign **#JomSapot**
Brand **RHB Banking Group**
Agency **FCB Malaysia**
Possible Categories **E-Commerce/**
Consumer & Business Services

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