

# MARKETING

ISSUE #336 JULY 2022

WEEKENDER™

125 PRESENTATIONS  
81 CASE STUDIES  
30 MARKETING HEADS  
3 PRESENTATION HALLS  
2 FULL DAYS OF LEARNING  
HRDF-CLAIMABLE STATUS  
FREE FLOW COOL AIR  
MILLION DOLLAR SMILES  
JUICY INDUSTRY GOSSIP  
PRETTY GIRLS IN SKIRTS  
BOUNCERS IN SHADES  
BOSSES IN DISGUISE  
SIKHS WITH TURBANS  
MAGNETIC FAME FIELD



WILL YOU BE THERE?



THE  
APPIES  
2022

M A L A Y S I A  
MARKETING CAMPAIGNS AWARDS

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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 4-6-8 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.

Professor Harmandar Singh  
President

APPIES Malaysia

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**2 DAYS THAT FEEL LIKE AN MBA MARKETING**

**FIND OUT  
WHO'S OUR  
FINAL  
SHORT LISTED!**

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

#ToppenMemangTebrauek

### ADVERTISER / CLIENT

Ikano Handel Sdn Bhd

### BRAND

Toppen Shopping Centre

### AGENCY / COMPANY

Your Maker

Nicole Tong

Marketing Manager

### CAMPAIGN SUMMARY

To bounce back in a huge way, TOPPEN launched #TOPPENMemangTebrauek.

A campaign that not only reminded the people of Tebrau that it wears Johor's shopping centre crown, but celebrates the local culture and people of Tebrau...



### CAMPAIGN TITLE

"Nak Raya Senang?" Dapatkan inspirasi IDEAFITRI

### ADVERTISER / CLIENT

Telekom Malaysia

### BRAND

Telekom Malaysia

### AGENCY / COMPANY

Universal McCann

Jennifer Yean

Vice President

### CAMPAIGN SUMMARY

Telekom Malaysia created a curated platform for Malaysia's greatest Raya hacks, helping Malaysians celebrate Raya despite missing the journey back to hometowns, further, empowering them to inspire others as well...



### CAMPAIGN TITLE

"unifi your world" (UYW): Converging The Best Content & Device Offering

### ADVERTISER / CLIENT

Telekom Malaysia

### BRAND

unifi

### AGENCY / COMPANY

Universal McCann

Jonathan Chee

Business Director

### CAMPAIGN SUMMARY

Leveraging the MCO behaviour insight of Malaysians consuming more mobile and TV while at home and on the go, and their habit of consuming multiple screens simultaneously, unifi deployed their media accordingly to fulfil consumer needs with unifi's device offerings to complete their convergence experience...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

AEON x Tupperware Exclusive Loyalty Programme

### ADVERTISER / CLIENT

AEON CO. (M) Bhd

### BRAND

Tupperware

### AGENCY / COMPANY

Promo Partners Sdn Bhd

Khalid Gibran

Director

### CAMPAIGN SUMMARY

The AEON x Tupperware campaign was a success with a lot of noise being made from engaging quality advertising agency, and effective social media marketing...



### CAMPAIGN TITLE

Aiken Prebiotic Most Wanted Moisturiser on Social Media

### ADVERTISER / CLIENT

Wipro Unza (Malaysia) Sdn. Bhd.

Aiken

### AGENCY / COMPANY

ensemble worldwide

Chan Su Ling

General Manager, Strategy & Planning

### CAMPAIGN SUMMARY

Aiken, a long-standing, brand in the Acne solutions category wanted to expand into the biggest, but highly competitive hydration skincare category. Aiken achieved the title of No.1 Moisturizer, with a record of 1 sold every minute (AC Nielsen data) through a successful brand launch, capping off the Top 5 brands for Hydration...



### CAMPAIGN TITLE

ALLY AGAINST ADVERSITY - Shining the spotlight on Malaysian resilience with the power of storytelling

### ADVERTISER / CLIENT

RHB Group

RHB Bank

### AGENCY / COMPANY

FCB SHOUT

Wang Le Tjer

Head Of Creative

### CAMPAIGN SUMMARY

Instead of creating one big anthemic campaign, RHB created a series of smaller stories to uplift Malaysians during the most important occasions: Deepavali, CNY and Raya. Each story shone light on real Malaysians who found progress in their own ways even in the face of adversity...

## APIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Apple Care Pack

### ADVERTISER / CLIENT

ShareInvestor Malaysia

### BRAND

ShareInvestor Malaysia

### AGENCY / COMPANY

ShareInvestor Malaysia

### PRESENTER NAME #1

Danny Ng

Marketing Communications Manager

### CAMPAIGN SUMMARY

With clients afraid of Covid-19 infection, depressed with work from home, pressured with caring for their family and confused about the safety of Covid-19 vaccines, ShareInvestor Malaysia had to show that they empathised with their clients...



### CAMPAIGN TITLE

Astro Originals Series Dukun Diva

### ADVERTISER / CLIENT

Astro Shaw Sdn Bhd

### BRAND

Astro Originals

### AGENCY / COMPANY

Astro Shaw Sdn Bhd

### PRESENTER NAME #1

Azzila Nordin

Associate, Content Strategist & Film Distribution

### CAMPAIGN SUMMARY

Going against the norm amidst a saturated market, Dukun Diva set to push boundaries as the new original IP under the umbrella of Astro Originals. Championing the theme of women empowerment and starring a rising actress as the lead, this quirky series required a targeted marketing campaign to draw audiences and establish its own fandom...



### CAMPAIGN TITLE

ATLAS Dispenses Delight this Ramadan & Raya

### ADVERTISER / CLIENT

ATLAS Vending

### BRAND

ATLAS Vending

### AGENCY / COMPANY

ATLAS Vending

### PRESENTER NAME #1

Chin Yien Yien

Senior Channel Branding Manager

### CAMPAIGN SUMMARY

ATLAS needed to turn the business around during a normally difficult period, Ramadan, with the added challenges of the Covid-19 pandemic; navigating through the clutter of Ramadan and Raya communications with a lean marketing budget...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

ATLAS Launches First Braille-enabled Vending Machine

### ADVERTISER / CLIENT

ATLAS Vending

### BRAND

ATLAS Vending

### AGENCY / COMPANY

ATLAS Vending

### PRESENTER NAME #1

Chin Yien Yien

Senior Channel Branding Manager

### CAMPAIGN SUMMARY

ATLAS worked with the Malaysian Association for the Blind on the first Braille-enabled vending machine in Malaysia, as certified by the Malaysia Book of Records, from scratch...



### CAMPAIGN TITLE

ATLAS Revolutionizes Product Sampling in Malaysia via Automation & IOT

### ADVERTISER / CLIENT

ATLAS Vending

### BRAND

ATLAS Vending

### AGENCY / COMPANY

ATLAS Vending

### PRESENTER NAME #1

Chin Yien Yien

Senior Channel Branding Manager

### CAMPAIGN SUMMARY

ATLAS pivoted during the pandemic and ventured into being a B2B service provider, by launching the first-ever automated sampling robot in Malaysia...



### CAMPAIGN TITLE

ATLAS Sapot SME This Malaysia Day

### ADVERTISER / CLIENT

ATLAS Vending

### BRAND

ATLAS Vending

### AGENCY / COMPANY

ATLAS Vending

### PRESENTER NAME #1

Chin Yien Yien

Senior Channel Branding Manager

### CAMPAIGN SUMMARY

ATLAS launched the Sapot SME campaign in conjunction of Malaysia Day by supporting 13 SMEs, one from each state, to represent unity of all states. They were provided with an exclusive vending machine each, placed at KL Sentral...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Bepanthen #MUMSPROTECTINGBUMS

### ADVERTISER / CLIENT

Bayer (M) Sdn Bhd

### BRAND

Bepanthen Malaysia

### AGENCY / COMPANY

Fishermen Integrated

### PRESENTER NAME #1

Sim Yuet Chi, Mabel

Senior Account Executive

### CAMPAIGN SUMMARY

Bepanthen Ointment with its dual-action formula gently protects and heals baby's skin, proving the perfect solution for prevention and treatment of nappy care, setting out on their mission in becoming every mum's reliable everyday nappy care partner...



### CAMPAIGN TITLE

Berhari-hari Bertenaga Bersama Berocca #BeroccaBERChallenge

### ADVERTISER / CLIENT

Bayer (M) Sdn Bhd

### BRAND

Berocca Malaysia

### AGENCY / COMPANY

Fishermen Integrated

### PRESENTER NAME #1

Tiffany Cheah

Social Team Lead

### CAMPAIGN SUMMARY

Berocca is an effervescent multivitamin packed with vitamin B complex which can help Muslims to overcome lack of energy and tiredness during Ramadan. With that, Berocca dedicated a campaign to energise Muslims during Ramadan using the BER prefix that begins in the brand name which is also the prefix used for Malaysian action words e.g 'lari'(run) to 'Berlari'(running)...



### CAMPAIGN TITLE

Beyond Sugar

### ADVERTISER / CLIENT

AstraZeneca Pharmaceuticals

### BRAND

Forxiga

### AGENCY / COMPANY

Zeno Malaysia

### PRESENTER NAME #1

Amanda Leong

Managing Director

### CAMPAIGN SUMMARY

Surmising that the cause of diabetes unawareness lies in the one-off, short-lived, and awareness-month-only approach of most local healthcare campaigns. AstraZeneca's plan was two-fold...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Empowering Frontliners & Sprinting Sales

### ADVERTISER / CLIENT

Petronas Malaysia

### BRAND

Sprinta

### AGENCY / COMPANY

InvictusBlue

### PRESENTER NAME

Alex Hooi

General Manager

### CAMPAIGN SUMMARY

Mat Rempits, an often misunderstood segment of society, were the literal fabric that kept the economy together during the COVID19 lockdowns. Petronas Sprinta, as the biggest supporter of the two-wheeled community in Malaysia, sets its sights on changing this perception...



### CAMPAIGN TITLE

Etiqua CNY - How do you get from C- to A+?

### ADVERTISER / CLIENT

Etiqua Insurance & Takaful

### BRAND

Etiqua

### AGENCY / COMPANY

etiqua Insurance & Takaful

### PRESENTER NAME

Chris Eng Poh Yoon

Chief Strategy Officer

### CAMPAIGN SUMMARY

Etiqua took the opportunity of the SPM reschedule from Nov 220 to Feb 2021, to run a brand campaign during the Chinese New Year (CNY) season by developing a web film to become the voice...



### CAMPAIGN TITLE

Experience a billboard come to life with DuitNow

### ADVERTISER / CLIENT

PayNet

### BRAND

DuitNow

### AGENCY / COMPANY

DreamsKingdoms

### PRESENTER NAME

Yens Yen kai

Behavioural & Brand Strategist

### CAMPAIGN SUMMARY

DuitNow's experiential CNY billboard captures the holiday magic from the LED heart of the city and brings it straight into your homes. In the spirit of DuitNow's new tagline Sure Can! DuitNow implemented state-of-the-art technology that immerses consumers in the DOOH billboard's AR video...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

F&N Turns A Problem Into A Nationwide Dance Party!

### ADVERTISER / CLIENT

F&N Malaysia

### BRAND

RTD Teh Tarik

### AGENCY / COMPANY

InvictusBlue

### PRESENTER NAME

Alex Hooi

General Manager

### CAMPAIGN SUMMARY

For many brands, one of the biggest consumer facing issue is always negative reviews. For F&N this is no different, especially when it's a brand new product launch into a brand new RTD category...



### CAMPAIGN TITLE

Fan10stic

### ADVERTISER / CLIENT

AIA Bhd

### BRAND

AIA

### AGENCY / COMPANY

AIA Bhd

### PRESENTER NAME

Stephanie Caunter

Director, Customer Strategy & Marketing

### CAMPAIGN SUMMARY

Insurance is a low touch industry, brand loyalty often weak. With a general lack of customer understanding of insurance and many MCOs, AIA Malaysia's business suffered in 2021...



### CAMPAIGN TITLE

Farm Fresh Celebrates Dairy Devotions

### ADVERTISER / CLIENT

Farm Fresh Berhad

### BRAND

Farm Fresh

### AGENCY / COMPANY

Seed Integrated Malaysia Sdn Bhd

### PRESENTER NAME

Erwin Goh

General Manager

### CAMPAIGN SUMMARY

Farm Fresh wanted to tap into the local Indian market to grow market share in consumer dairy category.

Being a challenger brand, they knew they needed to appeal to the hearts of Malaysian Indians by devising an emotionally triggering campaign that also brought them more representation in mainstream media...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Febreze Broke Sales Records By Gamifying A Content Narrative To Maximise Reach

### ADVERTISER / CLIENT

Procter & Gamble (M) Sdn Bhd

### BRAND

Febreze

### AGENCY / COMPANY

Astro Media Solutions

### PRESENTER NAME

Bao Hweiting (Karen)

Creative Strategist, Executive



### CAMPAIGN TITLE

Year of the Tiger Beer 2022

### ADVERTISER / CLIENT

Heineken Malaysia Bhd

### BRAND

Tiger Beer

### AGENCY / COMPANY

Naga DDB Tribal

### PRESENTER NAME

RZ Chew

Business Director

### CAMPAIGN SUMMARY

This CNY campaign tells the story of a once-every-12-years occurrence where the brand could've literally made it all about themselves, being that it was the Year of the Tiger. Instead, Tiger Beer used it to celebrate the spirit of the tiger inside all of us—for everyone to make the Year of the Tiger their year, a year we can all roar together...



### CAMPAIGN TITLE

First-ever Insurance Marketing via Vending Machine

### ADVERTISER / CLIENT

ATLAS Vending

### BRAND

ATLAS Vending

### AGENCY / COMPANY

ATLAS Vending

### PRESENTER NAME

Chin Yien Yien

Senior Channel Branding Manager

### CAMPAIGN SUMMARY

This will be the first-ever attempt at marketing insurance via vending machines. ATLAS worked with a takaful provider to help them market their new B40-targeted plans, which offered a monthly premium as low as RM2, via the branding of their vending machines...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Food Delivery Apps Got Hacked by a Burger King 'Glitch'!

### ADVERTISER / CLIENT

Burger King

### BRAND

Burger King

### AGENCY / COMPANY

InvictusBlue

### PRESENTER NAME

Alex Hooi

General Manager

### CAMPAIGN SUMMARY

Who doesn't love a good hack? Especially one that rewards you with a never-before-seen and never-before-tasted BETA\_CheesyMacaroni burger!...



### CAMPAIGN TITLE

Gaya Raya Luar Biasa

### ADVERTISER / CLIENT

Watson's Personal Care Stores Sdn Bhd

### BRAND

Watsons

### AGENCY / COMPANY

Leo Burnett

### PRESENTER NAME

Wong Chui San

Marketing Communications & Public Relations, Acting Senior Manager

### CAMPAIGN SUMMARY

With every brand expected to leverage the occasion of the MCO being lifted, to grab a piece of the pie, Watsons knew that it was crucial to differentiate ourselves...



### CAMPAIGN TITLE

Gig Your Way Back To Freedom

### ADVERTISER / CLIENT

Gigple Digital Sdn Bhd

### BRAND

Gigple

### AGENCY / COMPANY

Gigple Digital Sdn Bhd

### PRESENTER NAME

Keith Miranda

Founder

### CAMPAIGN SUMMARY

Gigple was specifically built to provide Malaysians the opportunity to monetize their creativity and talent in the Marketing & Communications space - the world's fastest growing gig segment. All this, while establishing an unprecedented level of freedom to spend their time the way they want...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

GOLDEN WISDOM - Turning traditional culture into modern art-vertisements

### ADVERTISER / CLIENT

RHB Group

### BRAND

RHB Bank

### AGENCY / COMPANY

FCB SHOUT

### PRESENTER NAME

Wang le Tjer

Head Of Creative

### CAMPAIGN SUMMARY

The competition for affluent banking customers is competitive. And RHB Premier saw an opportunity to win the hearts and wallets of a segment of audience:...



### CAMPAIGN TITLE

GRAB CNY Huatever 2021-2022

### ADVERTISER / CLIENT

GRAB

### BRAND

GRAB

### AGENCY / COMPANY

Fishermen Integrated

### PRESENTER NAME

Sim Yuet Chi, Mabel

Senior Account Executive

### CAMPAIGN SUMMARY

In 2021 where CNY was celebrated within Covid restrictions and lockdowns, Grab played an important role in helping all members of the family prepare for Chinese New Year within the comfort of their home, with "Prepare for HUATever"...



### CAMPAIGN TITLE

GRAB RAYA 2021 - Bukan Sekadar Pesanan

### ADVERTISER / CLIENT

GRAB Malaysia

### BRAND

GRAB Malaysia

### AGENCY / COMPANY

Fishermen Integrated

### PRESENTER NAME

Tan Lih Wern

Account Manager

### CAMPAIGN SUMMARY

Hari Raya 2021 was another year spent celebrating in lockdown, and Grab saw an opportunity to show Malaysians that the app plays a part in giving back to the community...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Happiness to Homes

### ADVERTISER / CLIENT

IPC Shopping Centre

### BRAND

IPC Shopping Centre

### AGENCY / COMPANY

Ikano Corporation Sdn Bhd

### PRESENTER NAME

Mark Tan

Deputy General Manager

### CAMPAIGN SUMMARY

To support the communities, IPC Shopping Centre partnered with HOPE worldwide to help raise funds to provide essential goods for the underprivileged to by tapping into the goodwill of our community and with our tenants...



### CAMPAIGN TITLE

Happy Duo Duo Campaign

### ADVERTISER / CLIENT

UEM Sunrise Berhad

### BRAND

UEM Sunrise Berhad

### AGENCY / COMPANY

UEM Sunrise Berhad

### PRESENTER NAME

Lim Poh Ling

Head of Group Marketing

### CAMPAIGN SUMMARY

In line with their Find Your Happy tagline which drives a message of delivering smiles to customers in their home buying journey – UEM Sunrise ideated the Happy Duo Duo campaign in conjunction with Chinese New Year...



### CAMPAIGN TITLE

How Pepsi Triggered A Blackout On Screens To Connect People During Mealtimes

### ADVERTISER / CLIENT

Concentrate Manufacturing Singapore Pte Ltd

### BRAND

Pepsi

### AGENCY / COMPANY

Noir by Entropia (part of Accenture Song)

### PRESENTER NAME

Elaine Yong

Brand Manager

### CAMPAIGN SUMMARY

Pepsi launched a social gamified challenge, The Pepsi BLACKout Hour, to challenge people to turn off their screens so they can connect with one another during mealtimes again...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

How Time's Kabel Besar Disrupted A Sea Of Sameness

### ADVERTISER / CLIENT

TIME DOTCOM Sdn Bhd

### BRAND

TIME Internet

### AGENCY / COMPANY

Fishermen Integrated

### PRESENTER NAME

Loo See Mun

Head of Communications

### CAMPAIGN SUMMARY

TIME - with its single digit market share and 10X smaller budgets - believed in a counter-category approach of marrying a powerful cultural insight of "strong human connections" as the secret to success to elevate its product truth...



### CAMPAIGN TITLE

I-Tanggung: Mother Of All Lies

### ADVERTISER / CLIENT

Astro Shaw Sdn. Bhd.

### BRAND

Astro Originals

### AGENCY / COMPANY

Astro Shaw Sdn Bhd

### PRESENTER NAME

Faizal Fauzi

Senior Associate, Strategy & Film Integration

### CAMPAIGN SUMMARY

A wholesome drama that gave a disrupting experience far from the usual cliché story. Pioneered by a cast lineup with a low social media fan base, telling the story about a mental illness that is rarely depicted in our society during a pandemic...



### CAMPAIGN TITLE

KEBAYA & VULVA - Symbols of Empowering Womanhood

### ADVERTISER / CLIENT

Vinda Malaysia

### BRAND

Libresse

### AGENCY / COMPANY

InvictusBlue

### PRESENTER NAME

Alex Hooi

General Manager

### CAMPAIGN SUMMARY

In 2020, Libresse championed the word VAGINA by spelling it from A-Z on the social media space as a push for open femininity in Malaysia, a traditionally conservative country. In 2021, Libresse took a step forward, by introducing the Kebaya inspired vulva 'flower' design on the sanitary pads packaging...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

KFC – Finger “Clickin” Good with MLBB

### ADVERTISER / CLIENT

QSR Stores Sdn Bhd

### BRAND

KFC

### AGENCY / COMPANY

Universal McCann

### PRESENTER NAME

TBD

### CAMPAIGN SUMMARY

Collaborating with Malaysia’s no. 1 game, Mobile Legends Bang Bang (MLBB), KFC offered consumers exclusive themed bundle meals, attracting fans to up their gaming marathon to the next level...



### CAMPAIGN TITLE

KFC gets Malaysians hungry before they even know it

### ADVERTISER / CLIENT

QSR Stores Sdn Bhd

### BRAND

KFC

### AGENCY / COMPANY

Universal McCann

### PRESENTER NAME

TBD

### CAMPAIGN SUMMARY

Being good is just not enough.

With personalised dynamic ads and a full funnel seamless strategy from anticipation to seeding purchases, KFC successfully increased online purchases and operational efficiency...



### CAMPAIGN TITLE

Lazada’s Most Shoppable Ad

### ADVERTISER / CLIENT

Lazada Malaysia

### BRAND

Lazada

### AGENCY / COMPANY

ensemble worldwide

### PRESENTER NAME

Didi Pirinyuang

Executive Creative Director

### CAMPAIGN SUMMARY

The resurgence of storefront retail led to fiercer competition which meant Lazada needed to provide a shopping experience like no other, by embarking on creating its most accessible, shoppable campaign ever with the objective of increasing consideration beyond price value in the largest festive periods of the year, Ramadan and Raya...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Leveraging the Power of Personalization for a Unique Customer Experience

### ADVERTISER / CLIENT

Flower Chimp

### BRAND

Flower Chimp

### AGENCY / COMPANY

Netcore Cloud

### PRESENTER NAME

Amol Kale

Head of Marketing

### CAMPAIGN SUMMARY

With Netcore Cloud's AI-powered personalization for creating a unique communication strategy...



### CAMPAIGN TITLE

Listerine Starts a Mouth Swishing New Year with #SwishHealthyDance

### ADVERTISER / CLIENT

Johnson & Johnson Malaysia Sdn Bhd

### BRAND

Listerine

### AGENCY / COMPANY

ensemble worldwide

### PRESENTER NAME

Andy Ng

Group Brand Director

### CAMPAIGN SUMMARY

In a market where the consumers believe that just brushing their teeth is enough to keep their mouth healthy, how do we encourage Malaysian youth to make gargling for 30-seconds with Listerine as a daily routine?...



### CAMPAIGN TITLE

Maxis Business Fast Tracks SMEs into Digitalisation

### ADVERTISER / CLIENT

Maxis

### BRAND

Maxis Business

### AGENCY / COMPANY

Astro Media Solutions

### PRESENTER NAME

Lee Sze Ching

Creative Solutions Strategist

### CAMPAIGN SUMMARY

SME businesses struggling during the pandemic were late to the digital adoption mainly due to their misconceptions that small scale businesses with low cash flow and lack...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

McDonald's Entertains Malaysians With Virtual Rock Concert For McD's Rockin' BBQ Burger Launch

### ADVERTISER / CLIENT

Gerbang Alaf Restaurants Sdn Bhd

### BRAND

McDonald's Malaysia

### AGENCY / COMPANY

Astro Media Solutions

### PRESENTER NAME

Azman Mohammad

Marketing Director, McDonald's Malaysia

### CAMPAIGN SUMMARY

Malaysians were deprived of entertainment, including concerts, gatherings and dining in McDonald's restaurants for the past 2 years...



### CAMPAIGN TITLE

MYDIN Goes Trendin'

### ADVERTISER / CLIENT

MYDIN Mohamed Holdings

### BRAND

MYDIN

### AGENCY / COMPANY

MYDIN Mohamed Holdings Berhad

### PRESENTER NAME

Mohd Azwan Bin Ahimmat

Director Of Marketing & Brand Communications

### CAMPAIGN SUMMARY

MYDIN breakthroughs the glass of conventional marketing with rolling out digital and social media marketing as part of the holistic marketing approach to make the consumers feel the connections and foster the brand relationship.



### CAMPAIGN TITLE

Nando's Juiciest Secret

### ADVERTISER / CLIENT

Nando's Malaysia

### BRAND

Nando's

### AGENCY / COMPANY

Fishermen Integrated

### PRESENTER NAME

Lionel Loke Chun Mun

Social Media Specialist

### CAMPAIGN SUMMARY

Being one the smallest player in the QSR scene with smaller marketing pockets, Nando's has to always work extra hard on the creative and execution, by being "Chicky", Witty, & insightful to meet our objectives...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Nicorette #SamaSamaStop

### ADVERTISER / CLIENT

Johnson & Johnson

### BRAND

Nicorette

### AGENCY / COMPANY

DreamsKingdoms

### PRESENTER NAME

Yens Yen kai

Behavioural & Brand Strategist

### CAMPAIGN SUMMARY

Nicorette is a brand that carries a range of Nicotine Replacement Therapy (NRT) and their newest addition comes in the form of a medicated chewing gum, by collaborating with Johnson & Johnson to come up with a campaign that essentially spreads brand...



### CAMPAIGN TITLE

OPPO Reno 7

### ADVERTISER / CLIENT

Jie Business Sdn Bhd

### BRAND

OPPO

### AGENCY / COMPANY

ensemble worldwide

### PRESENTER NAME

Norman Tang

Creative Director

### CAMPAIGN SUMMARY

GENZ - the four letter word in today's marketing.

At a time when Gen Z desires to be unique, not boxed into societal expectations and needs unlimited support as they had been bottled up due to pandemic...



### CAMPAIGN TITLE

Original KFC Moments

### ADVERTISER / CLIENT

QSR Stores Sdn. Bhd.

### BRAND

KFC

### AGENCY / COMPANY

Entropia (a part of Accenture Song)

### PRESENTER NAME

Albert Tang

Brand & Comm Strategy Manager

### CAMPAIGN SUMMARY

KFC were slowly losing relevance among the teens and young adults every q-o-q. NFT was trending, and it presents an opportunity for the brand to create relevance and be distinctive in reaching out to its target segments...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Passport to Shop

### ADVERTISER / CLIENT

IPC Shopping Centre

### BRAND

IPC Shopping Centre

### AGENCY / COMPANY

Ikano Corporation Sdn Bhd

### PRESENTER NAME

Mark Tan

Deputy General Manager

### CAMPAIGN SUMMARY

IPC leveraged on digital innovation to drive footfall traffic to our mall and encouraging shopping by capitalizing on the revenge shopping phenomena. Using insights...



### CAMPAIGN TITLE

Pizza Hut Pull Dip Dip Pop

### ADVERTISER / CLIENT

Pizza Hut Malaysia

### BRAND

Pizza Hut

### AGENCY / COMPANY

ensemble worldwide

### PRESENTER NAME

Didi Pirinyuang

Executive Creative Director

### CAMPAIGN SUMMARY

The last quarter is usually a key sales period for any F&B industry, so how would Pizza Hut recover from sales that were affected by CMCO that was implemented since October?...



### CAMPAIGN TITLE

PROJECT OPEN – From SRF to #JOMSAPOT, RHB delivered Aid to Malaysian SMES when they needed it most.

### ADVERTISER / CLIENT

RHB Group

### BRAND

RHB Bank

### AGENCY / COMPANY

FCB SHOUT

### PRESENTER NAME

Shaun Tay

Co-owner & Chief Executive Officer

### CAMPAIGN SUMMARY

During the lockdown, visiting the bank became virtually impossible. So, RHB made the process of delivering aid simple and inclusive with PROJECT OPEN, an end-to-end initiative that kept Malaysian businesses 'open' during and after the lockdown...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

PruBSN 2022 RamRaya Campaign

### ADVERTISER / CLIENT

Prudential BSN Takaful Berhad

### BRAND

PruBSN

### AGENCY / COMPANY

LOKi Digital Sdn Bhd

### PRESENTER NAME

TBD



### CAMPAIGN TITLE

PRUCash Enrich

### ADVERTISER / CLIENT

Prudential Malaysia

### BRAND

Prudential

### AGENCY / COMPANY

Naga DDB Tribal

### PRESENTER NAME

TBD



### CAMPAIGN TITLE

RASA SAYANG RASA KUAT - Helping Malay Oat Lovers Navigate Ramadan With A Fresh Insight

### ADVERTISER / CLIENT

PepsiCo Malaysia

### BRAND

Quaker Oats

### AGENCY / COMPANY

FCB SHOUT

### PRESENTER NAME

Syahriza Badron

General Manager

### CAMPAIGN SUMMARY

A new strategy to capture the hearts of the Malay segment was needed to fortify Quaker Oat's market leader throne, which in turn, needed a strong insight. Through the potent combination of data and behavioral understanding...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Riceunion with ecoBrown's

### ADVERTISER / CLIENT

Serba Wangi Sdn. Bhd.

### BRAND

ecoBrown's

### AGENCY / COMPANY

Digital Ads Malaysia

### PRESENTER NAME

Michelle Chen

Content Strategist

### CAMPAIGN SUMMARY

What brings families together? Rice.

In the spirit of Chinese New Year, ecoBrown reminded people of what it means to be a family...



### CAMPAIGN TITLE

Sadaqah

### ADVERTISER / CLIENT

Taylor's University Sdn Bhd

### BRAND

Taylor's University & College

### AGENCY / COMPANY

Taylor's University Sdn Bhd

### PRESENTER NAME

Chooi Yew Vern

VP of Digital, Technology and Content

### CAMPAIGN SUMMARY

'Sadaqah' is a festive film campaign that goes beyond the story on screen. Behind it lies the ingenuity to think beyond a box, to look for opportunities and to seize the unanticipated ...



### CAMPAIGN TITLE

Safi Raya Kau Hijau

### ADVERTISER / CLIENT

Wipro Unza (Malaysia) Sdn. Bhd.

### BRAND

Safi

### AGENCY / COMPANY

ensemble worldwide

### PRESENTER NAME

Afi Ruslan

Senior Brand Executive

### CAMPAIGN SUMMARY

To show how well Safi knew and understood the needs of their audience, they created Raya Kau Hijau, a campaign that would bring cheer in this festive period of uncertainty. A star-studded Raya campaign inspired by a viral trend...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Safi Shayla Supa Supa Supa

### ADVERTISER / CLIENT

Wipro Unza (Malaysia) Sdn. Bhd.

### BRAND

Safi

### AGENCY / COMPANY

ensemble worldwide

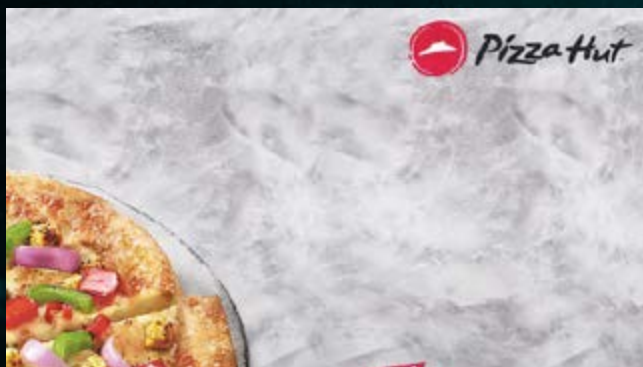
### PRESENTER NAME

Zafera Amran

Brand Executive

### CAMPAIGN SUMMARY

Through FGDs Safi discovered that hijab-wearing was a sign of femininity, but also connoted negatively as “passive” and “weak”...



### CAMPAIGN TITLE

San Francisco Hand Crafted Pizza

### ADVERTISER / CLIENT

Pizza Hut Malaysia

### BRAND

Pizza Hut

### AGENCY / COMPANY

Pizza Hut Malaysia

### PRESENTER NAME

Chan Su Ling

General Manager, Strategy & Planning

### CAMPAIGN SUMMARY

After shouldering the perception that Pizza Hut was a brand that only offered thick pan crust pizza, the brand looked forward to launching its brand new Hand-Crafted Pizza crust (HCP) to change that perception. Crisp on the outside,...



### CAMPAIGN TITLE

Search Hack for Sale - RM0.60! 104mil% ROI Guaranteed

### ADVERTISER / CLIENT

AIA Malaysia

### BRAND

AIA Malaysia

### AGENCY / COMPANY

InvictusBlue

### PRESENTER NAME

Alex Hooi

General Manager

### CAMPAIGN SUMMARY

AIA used a simple Auction Insights feature within Google Search to drive over 104mil%, by leveraging on Search Marketing using a creative mind to explore features that may seem mundane, but can offer insights beyond common knowledge...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Serasi Bersama Callie

### ADVERTISER / CLIENT

Rentas Health Sdn Bhd

### BRAND

Callie

### AGENCY / COMPANY

Verso & Recto

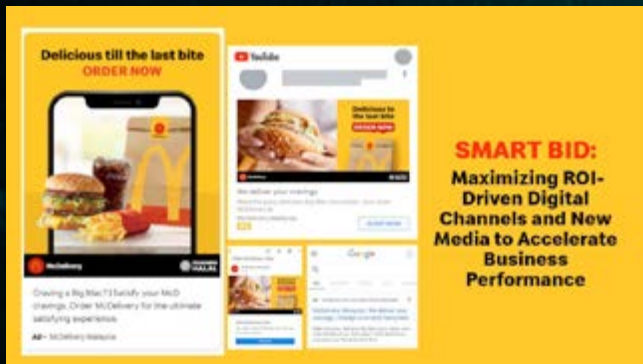
### PRESENTER NAME

Lim Siew Ching

Brand Manager

### CAMPAIGN SUMMARY

“Our Product is Stronger than Your Ads” puts the quality of Callie mask front and center, with emphasis on tangible innovations and advancements embodied by Callie Lab. By focusing on something real and authentic...



### CAMPAIGN TITLE

Smart Bid: Maximizing ROI-driven digital channels and new media to accelerate food delivery performance

### ADVERTISER / CLIENT

McDonald's Malaysia

### BRAND

McDelivery

### AGENCY / COMPANY

OMD Malaysia

### PRESENTER NAME

KP Ramalingam

Associate Director - Digital Performance

### CAMPAIGN SUMMARY

With SEM and Performance Max which McDelivery piloted in Malaysia, they maximized online delivery revenue...



### CAMPAIGN TITLE

So Light So Tasty

### ADVERTISER / CLIENT

Pizza Hut Malaysia

### BRAND

Pizza Hut Malaysia

### AGENCY / COMPANY

Fishermen Integrated

### PRESENTER NAME

Tan Lih Wern

Account Manager

### CAMPAIGN SUMMARY

Pizza Hut saw an opportunity to introduce the new Hand-Crafted Pizza through a multi-sensorial experience – a crust that feels airy, light, crispy with a unique sourdough texture. With the insight of their audiences' cabin fever due to the pandemic, they pique their interest by using the USP of the product and spoof different travel related scenarios...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

The Accelerated Success of Maya Ara

### ADVERTISER / CLIENT

Sime Darby Property

### BRAND

Maya Ara Residence

### AGENCY / COMPANY

Skribble Me Malaysia Sdn Bhd

### PRESENTER NAME

Chan Leong Teng

Chief Executive Officer

### CAMPAIGN SUMMARY

Sime Darby Property and Skribble Me Malaysia knew that they had to strategize in a way nobody else had done, by digitizing all the traditional aspects of property marketing and provide a seamless experience...



### CAMPAIGN TITLE

The First Crosstalk Show In Malaysia

### ADVERTISER / CLIENT

Mamee Double - Kilang Makanan Sdn Bhd

### BRAND

Mister Potato

### AGENCY / COMPANY

Initiative

### PRESENTER NAME

Jeff Tan

Associate Director

### CAMPAIGN SUMMARY

Mister Potato developed KOL first campaign, tapping into top Chinese and Malay KOLs with the highest followers and engagement to amplify the idea of HaHa and cLuckcLuck by highlighting on the product USPs...



### CAMPAIGN TITLE

The Giggle Story - A White Flag Movement into Freedom

### ADVERTISER / CLIENT

Giggle Malaysia

### BRAND

Giggle

### AGENCY / COMPANY

InvictusBlue

### PRESENTER NAME

Hari Singh

Business Director

### CAMPAIGN SUMMARY

Giggle was specifically built to provide Malaysians the opportunity to monetize their creativity and talent in the Marketing & Communications space - the world's fastest growing gig segment. All this, while establishing an unprecedented level of freedom to spend their time the way they want...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

The PETRONAS Cinematic Experience: Seating Capacity – 32 Million Pax

### ADVERTISER / CLIENT

Petronas

### BRAND

Petronas

### AGENCY / COMPANY

InvictusBlue

### PRESENTER NAME

Alex Hooi

General Manager

### CAMPAIGN SUMMARY

One of the most anticipated TV event of the year has to be Petronas's festive films...



### CAMPAIGN TITLE

The Science Behind The Homebuyer Hunt

### ADVERTISER / CLIENT

Sime Darby Property

### BRAND

Sime Darby Property

### AGENCY / COMPANY

Mindshare Group

### PRESENTER NAME

Putri Hazirah

Associate Director, Planning

### CAMPAIGN SUMMARY

The challenge was to sell 192 leftover units in an ad-cluttered CNY festive period. Adding to this challenge, unlike traditional property launches where sales launches were specific to a singular...



### CAMPAIGN TITLE

Think Tune Talk, Think Gaming

### ADVERTISER / CLIENT

Tune Talk

### BRAND

Tune Talk

### AGENCY / COMPANY

Mindshare Group

### PRESENTER NAME

Neal Pravin Joseph

Associate Director, Strategy

Malaysian telco Tune Talk was a latecomer in a crowded esports scene and had no unique offering. Thus, this is the story of how Tune Talk championed the billion-dollar e-sports space through consistent and regular collaborations with gaming influencers and Malaysia's favourite mobile games...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

TIME Kabel Besar - When Precision Meets Planning

### ADVERTISER / CLIENT

TT dotCOM Sdn Bhd

### BRAND

TIME dotCOM

Entropia

### PRESENTER NAME

Gerrard Tay

Integration, Manager (Media)

### CAMPAIGN SUMMARY

TIME Internet's Kabel Besar campaign was combination of a relevant Malaysian cultural insight, strong product USPs and branded entertainment. Thus, making it work uniquely for TIME...



### CAMPAIGN TITLE

TNB presents: Hikmah Raya Aida

### ADVERTISER / CLIENT

Tenaga Nasional (TNB)

### BRAND

Tenaga Nasional (TNB)

Entropia - A part of Accenture Song

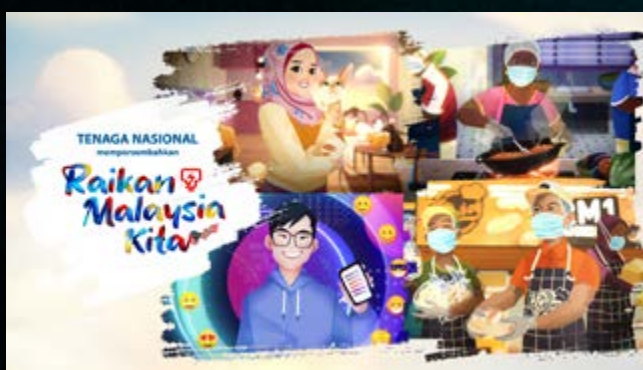
### PRESENTER NAME

Tania Bong

Director, Integration (Brand)

### CAMPAIGN SUMMARY

TNB returns to celebrate Aidilfitri with 'Hikmah Raya Aida' film featuring a known and beloved character, Aida from previous TNB Raya films. It emphasises the importance of spending time with family through any circumstances...



### CAMPAIGN TITLE

TNB presents: Raikan Malaysia Kita

### ADVERTISER / CLIENT

Tenaga Nasional (TNB)

### BRAND

Tenaga Nasional (TNB)

### AGENCY / COMPANY

Entropia - A part of Accenture Song

### PRESENTER NAME

April Toh

Principal, Integration (Brand)

### CAMPAIGN SUMMARY

Raikan Malaysia Kita celebrates the positive energy of our fellow Malaysians in the face of adversity. The animated 'Raikan Malaysia Kita' film tells the stories of four Malaysians: Ridzuan Jamal, Ong Yong Xun, Paramesvary Munumsamy and Nazirah Abd Rahman, of how they not only strive to overcome the challenges during the COVID-19 pandemic but also help others along...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Tokenise Customer Attention By Rewarding Loyalty

### ADVERTISER / CLIENT

BonusLink

### BRAND

BonusLink

### AGENCY / COMPANY

Netcore Cloud

### PRESENTER NAME

Haikal Amir Hamzah

Senior Manager

### CAMPAIGN SUMMARY

Shell is a diversified international oil company and works with BonusLink, Malaysia's first premier consumer rewards program...



### CAMPAIGN TITLE

Transforming How U-Mobile Personalises the Customer Experience

### ADVERTISER / CLIENT

U-Mobile

### BRAND

U-Mobile

### AGENCY / COMPANY

GrowthOps

### PRESENTER NAME

Joshua Lim

Experience Design Senior Manager

### CAMPAIGN SUMMARY

A platform was created to gather marketing insights across touchpoints, providing value propositions and business transition...



### CAMPAIGN TITLE

Turning Crisis into opportunity with KFC snack

### ADVERTISER / CLIENT

QSR Brands

### BRAND

KFC

### AGENCY / COMPANY

Naga DDB Tribal

### PRESENTER NAME

RZ Chew

Business Director

### CAMPAIGN SUMMARY

As the market leader, KFC found itself vulnerable to the threats of the pandemic. KFC capitalized on this growing behavior of snacking and spoke to snacking mindsets...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Using Tunnel's Vision to enlighten the Tunnel Visions

### ADVERTISER / CLIENT

Petronas

### BRAND

Petronas

### AGENCY / COMPANY

InvictusBlue

### PRESENTER NAME

Alex Hooi

General Manager

### CAMPAIGN SUMMARY

PETRONAS has come a long way and have diversified into multiple industries which was often neglected in the public...



### CAMPAIGN TITLE

Watsons Gaya Raya Luar Biasa

### ADVERTISER / CLIENT

Watsons Malaysia

### BRAND

Watsons

### AGENCY / COMPANY

Entropy Malaysia

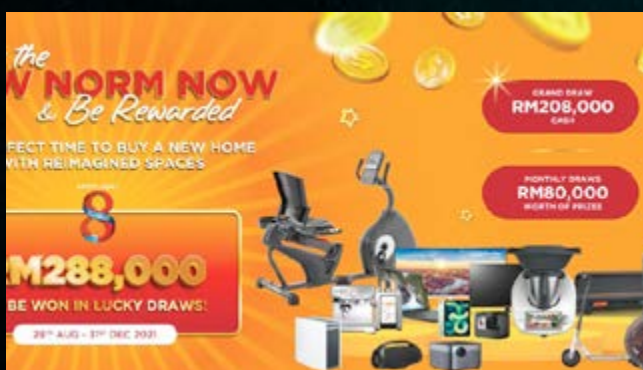
### PRESENTER NAME

Keith Loo

Manager, Integration (Media)

### CAMPAIGN SUMMARY

An out-of-this-world epic that reassured Malaysians that some things about Raya would never change – no matter where we are...



### CAMPAIGN TITLE

Winning future homeowners in the new normal

### ADVERTISER / CLIENT

Sime Darby Property

### BRAND

Sime Darby Property

### AGENCY / COMPANY

Initiative Media

### PRESENTER NAME

Tua Xiang Qian

Business Director

### CAMPAIGN SUMMARY

Additional time spent at home reshapes our needs for a perfect home...

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Wonda Merdeka 2021

### ADVERTISER / CLIENT

Etika Holdings

### BRAND

Wonda

### AGENCY / COMPANY

Naga DDB Tribal

### PRESENTER NAME

TBD



### CAMPAIGN TITLE

Axiata - Sanubari Aidilfitri

### ADVERTISER / CLIENT

Axiata

### BRAND

Axiata

### AGENCY / COMPANY

Dentsu Malaysia Sdn Bhd

### PRESENTER NAME

Azraai Azmi

Dentsu Malaysia

Associate Creative Director



### CAMPAIGN TITLE

Tokyo Ginza Street Lands In Malaysia: An Escapist Fantasy Sells A Premium Product And Becomes A Global Case Study

### ADVERTISER / CLIENT

Shiseido Malaysia

### BRAND

Shiseido

### AGENCY / COMPANY

Ampersand Advisory

### PRESENTER NAMES

Janice Kiew

Head Of Creative Services

Jessy Pang

Senior Brand (Account) Manager

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Nando's Grocery Gets Peri-Peri Spicy: Fast Forwarding Nando's E-Commerce 400% In Face Of Adversity

### ADVERTISER / CLIENT

Nando's Malaysia

### BRAND

Nando's

### AGENCY / COMPANY

Ampersand Advisory

### PRESENTER(S)

Mandy Liew

Planning Director

Mei Yun Chan

Media Manager



### CAMPAIGN TITLE

Selling A Loan Product Through E-Commerce Drives Record-Breaking Growth

### ADVERTISER / CLIENT

Alliance Bank

### BRAND

Alliance Bank

### AGENCY / COMPANY

Ampersand Advisory

### PRESENTER(S)

Mandy Chan

Head Of Performance

Mei Xihn Lee

Senior Media Executive



### CAMPAIGN TITLE

How We Sold A Bank Loan Product And Drove Record Growth

### ADVERTISER / CLIENT

Alliance Bank

### BRAND

Alliance Bank

### AGENCY / COMPANY

Ampersand Advisory

### PRESENTER(S)

Mandy Chan

Head Of Performance

Mei Xihn Lee

Senior Media Executive

## APPIES 2022 SHORTLISTED CAMPAIGNS



### CAMPAIGN TITLE

Bringing a Goodday out of a Gloomy Situation

### ADVERTISER / CLIENT

Etika Beverages Sdn Bhd

### BRAND

Goodday Milk

### AGENCY / COMPANY

Noir by Entropia

### PRESENTER NAME

Lim Sin Hwa

Brand Manager



### CAMPAIGN TITLE

Pepsi Transforms an Ordinary Action to an Extraordinary Experience

### ADVERTISER / CLIENT

Etika Beverages Sdn Bhd

### BRAND Pepsi

### AGENCY / COMPANY

Noir by Entropia

### PRESENTER NAME

Tan June Yin

Marketing Manager

CLICK TO REGISTER



# REGISTRATION FORM

APPROVED HRD CORP TRAINING PROGRAM NO 10001189465

**DATE**  
13 & 14<sup>th</sup> July 2022

**TIME**  
8.30 - 6.00 PM

**VENUE**  
Eastin Hotel  
Pusat Dagang, 13, Jalan 16/11,  
Seksyen 16, 46350 Petaling  
Jaya, Selangor Darul Ehsan

**ADMISSION FEE**  
RM2800 + 6% SST  
per delegate  
RM2500 + 6% SST  
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(5 pax and above)  
10% discount applicable to  
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MDA & CRM members.



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ORGANISATION \_\_\_\_\_  
CONTACT NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_  
POSTAL ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PARTICIPANT/S DETAILS

NAME \_\_\_\_\_ NRIC NUMBER \_\_\_\_\_  
DESIGNATION \_\_\_\_\_ EMAIL \_\_\_\_\_  
CONTACT NUMBER \_\_\_\_\_

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DESIGNATION \_\_\_\_\_ EMAIL \_\_\_\_\_  
CONTACT NUMBER \_\_\_\_\_

**Registration & Payment for Non HRD Corp Employer**

- Full payment is required upon registration.
  - Registrations without full payment will be treated as provisional and will not be guaranteed a training place.
- Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

**Registration & Payment for HRD Corp Employer**

- HRD Corp Employer is to apply HRDF training grant through e-Tris portal under SBL KHAS.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.

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