

MARKETING

ISSUE #365 MARCH 2023

WEEKENDER



Catch THE WAVE

 SIGN UP NOW



THE
APPIES
2023

MALAYSIA
MARKETING CAMPAIGNS AWARDS



THE
APPIES
2023

ASIA-PACIFIC
MARKETING CAMPAIGNS AWARDS

EDITOR'S NOTE

04



Magnificent Michelle!

COVER STORY

06



Catch THE WAVE

KJ JADI DJ

JOHAN, FARAH HAZIANA & AD • KJ
bekpes hot



holfm

#KJjadiDJ

15

**Media Prima Audio redefining Radio:
Changing the Game for Radio
Broadcasters**

17



**LEAN, MEAN, HUNGRY AND
FOOLISH**



“Michelle Yeoh’s Oscar win goes against religion.”

Controversial preacher PU Syed Mohd Bakri Syed Ishak also said: We cannot be proud of something that doesn’t benefit the faith.

“Gone, my car rims are dented.”

Johor ruler Sultan Ibrahim Sultan Iskandar lamenting on his ride along the pothole-riddled Pasir Gudang Highway



“How am I supposed to teach history and design of religions architecture?”

Architecture Prof Dr Mohd Tajuddin Mohd Rasdi, commenting on ruling that Muslims can’t visit non-Muslim houses of worship.

“You and your family must die.”

Death threat for Mentega Terbang’s film director Khairi Anwar; Muslim Consumers Association and Putra find the movie offensive; showing a Muslim seeking answers from other faiths.



Gold Never Looked Better



Gold Standard In Industry Rankings



Magnificent Michelle!

When you hit the APPIES stage, we don't censure what you have to share and show. We won't blur out the amazing results of your marketing campaigns.

Because we know how hard you worked to create a marketing miracle beyond your client's dreams.

And on top of that, gathering all the stats to demonstrate market performance.

Your show at APPIES is *the* show.

Just like the globally acclaimed Michelle Yeoh, you truly deserve all the glory for your painstaking work and incredible talent.

Respectfully,



freemalaysiatoday.com

 [CLICK TO READ FULL ARTICLE](#)

“FMT now captures 45% of the share of voice in the Malaysian media industry, according to Meltwater analytics.”



Independent and balanced reporting is necessary to ensure democracy thrives.”

Sandra John
Executive Editor



If challenges such as human capital, infrastructure & governance can be addressed, ASEAN can become a bigger global trade powerhouse.”

Azeem Abu Bakar
Managing Director

AS MENTIONED IN

Forbes

“Southeast Asian Economies Expected to Grow”

(15 MAR 2023)

Don't appear here if you are having a dirty weekend



More than 50,000 readers will catch you with your pants down

 THE
APPIES
2023
MALAYSIA
MARKETING CAMPAIGNS AWARDS

 THE
APPIES
2023
ASIA-PACIFIC
MARKETING CAMPAIGNS AWARDS

APPIES
LEADERS



Professor Harmandar Singh
President
APPIES Malaysia



Goh Shu Fen
President – APPIES APAC
Advisor APPIES Malaysia
Principal – R3 AsiaPacific



Adam Wee Abdullah
APPIES Malaysia Advisor



Santharuban T. Sundaram
APPIES Malaysia Advisor



WHO CAN PARTICIPATE

CREATIVE, MEDIA, DIGITAL, BRAND & MARKETING

Showcase your campaigns to an audience that comprises the Who's Who of marketing. Intrigue your peers, clients and prospects as you bring them into your world, and the breakthrough thinking behind the strategies.

At the same time, embrace this opportunity to learn from your peers and industry players. Expand your horizons as the best advertising, marketing, media and digital minds in Malaysia share invaluable market know-how.

Discover what makes campaigns work and the real reasons why. Take your skills to the next level on July 12, 13, 14 & 15, 2023



MARKETERS

Encourage your creative, media, digital and marketing agencies to present your campaign to the industry and increase the visibility manifold.

Better yet, share the stage and co-present your campaign, relating the creative process, campaign results and demonstrating how client-agency synergy can create spectacular marketing results.





CATEGORIES



GOLD



SILVER



BRONZE



BLACK



RED

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 Pro Bono/Festive/CSR/Govt/Cultural/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, DEI, ESG, Sustainability, Nation building, CSR activities, 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 2023 Rising Star Presenter of the Year (below 30)
- APPIES 2023 Trailblazing Presenter of the Year (above 30)
- APPIES 2023 Media Agency of the Year
- APPIES 2023 Advertising Agency of the Year
- APPIES 2023 Digital Agency of the Year
- APPIES 2023 Production Company of the Year
- APPIES 2023 Marketer of the Year



ENTRY GUIDELINES

LIVE PRESENTATION (4-5-3 mins)

All finalists will be required to send a presenter to present the campaign in person to a judging panel.

- Campaign Video (up to 4 minutes) – Screening of campaign video
- Presentation (up to 5 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)
- Question & Answer (up to 3 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 2022 - May 2023 (entries submitted in previous years cannot be entered again)

HOW TO SUBMIT

You can submit via online here:

<https://appieawards.awardsengine.com>

SUBMISSION DEADLINE

17 June 2023: Submissions Deadline

1 July 2023: Announcement of Finalists

12 & 13 July 2023: Judging & Presentations (Malaysia)

14 & 15 July 2023: Judging & Presentations (APAC)

22 July 2023: 2022 Winners Announcement

PAYMENT DETAILS

ENTRY FEES

RM2,000 (MY) per entry submission
RM3,000 (APAC) per entry submission
RM3,500 (both) per entry submission

You can make your payment online via here:

Malaysia - <https://hams.top/appiesmy2023>

APAC - <https://hams.top/appiesapac2023> Both - <https://hams.top/appies2023>

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)

REGISTRATION & PAYMENT

- 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 **30 June 2023**.

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.



POSSIBLE CONTENDERS

Campaign Name	Brand Name	Categories
Goodday KidSTART	Goodday Milk	Marketing Innovation
"The Mamee monster's world of Nowstalgia"	Mamee Monster	F&B
"Our day to remember"	Guinness Malaysia	Pro Bono/Festive/CSR
"Bring Your Own Bottle 007"	MTR	Marketing Innovation
"DARE TO BE"	Watsons	Non Food FMCG
International Women's Day ad campaign	Charles & Keith	Digital / Social
Cheers to Bold Beginnings'	Tiger Malaysia	Pro Bono/Festive/CSR
Chinese New Year 2023 Campaign / 'Make Some Noise Together'	Sime Darby Property	Pro Bono/Festive/CSR
#LoveYouTu	Media Prima Bhd (MPB)	Pro Bono/Festive/CSR
Air Selangor CNY 2023 It Takes Tù	Air Selangor	Pro Bono/Festive/CSR
MR.DIY CNY 2023 - 囍囍 The Rude Girl	MR. DIY	Pro Bono/Festive/CSR
Etiqa CNY 2023 - Pretty Little Things	Etiqa	Pro Bono/Festive/CSR
A Leap of Fortune Khazanah Nasional 2023 CNY Film	Khazanah Nasional	Pro Bono/Festive/CSR
The Mysterious #RecipeForJoy	Maybank	Pro Bono/Festive/CSR
'Happy Beautiful Year'	Watsons	Pro Bono/Festive/CSR
Aiken Prebiotic	Aiken Malaysia	Non Food FMCG
Pepsi CNY Save The Drama	Pepsi	FestivePro Bono/Festive/CSR
Journey To The Ong	DuitNow	Pro Bono/Festive/CSR
The Lion & The Rabbit: A #CNY Story	Mitsubishi Motors Malaysia	Pro Bono/Festive/CSR
A Clean Start	RHB	Digital / Social
Etiqa Merdeka 2022 Sehati, Sejiwa, Sekata	Etiqa	FestivePro Bono/Festive/CSR
Gemilang Bersama Astro Merdeka	Astro	Pro Bono/Festive/CSR
Teguh Bersama	RHB Group	Pro Bono/Festive/CSR
The Turning Point Axiata Hari Kebangsaan & Hari Malaysia 2022	Axiata Group Berhad	Pro Bono/Festive/CSR
KFC The Bucket Sessions	KFC	Digital / Social
The Malaysian Story	Mitsubishi Motors Malaysia	Pro Bono/Festive/CSR
Leman Loudspeaker	Takaful Malaysia	Pro Bono/Festive/CSR
The Future of Malaysia	KPJ Healthcare Berhad	Pro Bono/Festive/CSR



POSSIBLE CONTENDERS

Campaign Name	Brand Name	Categories
Celoteh Merdeka	Air Selangor	Pro Bono/Festive/CSR
Ibu ,Ài Kisah Seorang Tokoh Kemerdekaan	TM	Pro Bono/Festive/CSR
PETRONAS CNY 2023: Yǐ Hé Wéi Guì Rundingan The Negotiation	PETRONAS	Pro Bono/Festive/CSR
PETRONAS Hari Kebangsaan dan Hari Malaysia 2022 '366': Hari Ke-243 (Day 243)	PETRONAS	Pro Bono/Festive/CSR
PETRONAS Raya 2022 '366': Hari Ke-123	PETRONAS	Pro Bono/Festive/CSR
PETRONAS Kaamatan 2022 '366': Hari Ke-151 Episode 3	PETRONAS	Pro Bono/Festive/CSR
PETRONAS Gawai 2022 '366': Hari Ke-152 Episode 4	PETRONAS	Pro Bono/Festive/CSR
PETRONAS Deepavali 2022 '366': Hari ke-297 Episode 6	PETRONAS	Pro Bono/Festive/CSR
PETRONAS Christmas 2022 & New Year 2023 '366': Hari Ke-366 Episode 7	PETRONAS	Pro Bono/Festive/CSR
Luck-Sa Mamee, Ong Mari!	Mamee	F&B
Hada Labo Kouji Timeless Beauty	Hada Labo	Marketing Innovation
Nestlé Mochi Boba Ice Cream	Nestle Mochi Boba Ice Cream	F&B
MILO x Park Seo Jun: An Energetic Collaboration	MILO	F&B
Malaysia Boleh Bersama MILO	MILO	F&B
MILO RamRaya Recipes	MILO	F&B
PERWIRA LEGASI	AIA	Pro Bono/Festive/CSR
"Purpose"	Taylor's University's	Consumer / Business Services
"Light Up Possibilities Together"	MAXIS	Pro Bono/Festive/CSR
Deepavali	RHB Banking Group	Pro Bono/Festive/CSR
Gawai	MAXIS	Pro Bono/Festive/CSR
"Jom Masak & Berkongsi Bersama"	MAGGI	F&B
"A New Star"	Mitsui Shopping Park LaLaport Bukit Bintang City Centre (LaLaport BBCC)	Pro Bono/Festive/CSR
#YouMake Christmas	Samsung Malaysia	Pro Bono/Festive/CSR



PAST APPIES WINNERS - BRANDS & AGENCIES: 2016-2022

AIA • AIRA Residence • AMPERSAND ADVISORY • Anchor Dairy • APD GROUP • ASTRO • ASTRO ENTERTAINMENT SDN BHD • ASTRO MEDIA SOLUTIONS • ATLAS VENDING • Bayer • BBDO MALAYSIA • BBH SINGAPORE • BIG Loyalty • BoBoiBo y Movie 2 • Boost • BSN • Burger King • Calpis • Celcom Axiata • Celcom First Gold • CIMB • Coke • Dairy Champ • DENTSU LHS • DENTSU MALAYSIA • DENTSU ONE • Domino's • Drypers • Dutch Lady • EDELMAN • ENSEMBLE • Ensure • ENTROPIA (Part of Accenture Song) • ENTROPIA and DENTSU LHS • Etika • Etika Beverages • F&N Malaysia • Fernleaf • FISHERMEN INTEGRATED • Goodday • Grab • Herbal Essence • Hong Leong Bank • Hua Wei "Mate S" • IGNITE KL • Ikano Centres • IKEA • INVICTUS BLUE GROUP • IPC Shopping Centre • IPG MEDIABRANDS • JobStreet • Johnson & Johnson • KFC • Kotex • LEO BURNETT • LEO BURNETT/Arc ww • LION & LION • Listerine • M&C SAATCHI • Malaysia Airlines Berhad • Malaysia Pavilion at Expo 2020 Dubai • Mamee Monster Bizkidz • ManipalCigna Health Insurance • Marrybrown • MASTERMIND GROUP & DREAMTEAM STUDIO • Maxis • Maxkleen 9 • MCCANN ERICKSON • MCCANN WORLDGROUP INDIA • McDonald's • MDEC • MEDIA PRIMA • Melbourne Polytechnic • Milo • MINDSHARE GROUP • MOMENTRO MALAYSIA • Mountain Dew • Mudah.my • MULLENLOWE • MYDIN • NAGA DDB GROUP • Nando's • Nippon Paint • Nivea • Noir by ENTROPIA • OCBC Bank • Pepsi • Pepsi Black • Perodua Axia • PETRON • PETRONAS • PETRONAS DAGANGAN BERHAD • PETRONAS Primax 97 • Pizza Hut • Protect and Save the Children • PruBSN Anugerah • Prudential Assurance Malaysia Berhad • QSR Stores • RHB Bank Berhad • Ribena • RTD Teh Tarik • Safi Shayla • Shiseido Ultimune • Sime Darby Property • Society (Mediabrand) • Spotlight 8 • Syahirah Vitalis • Telekom Malaysia Berhad • TENA • TNB • Ticklish Ribs 'Wiches • Time dotcom • Toppen Shopping Centre • TORPEDO • Tune Talk • U Mobile • UEM Sunrise • Unifi • UNIVERSAL McCANN • Urological Cancer Trust Fund • VIZEUM • Watsons • Wipro Unza • Wonda • Yonder Music

KJ JADI DJ

ISNIN - JUMAT, 6 - 10 PAGI

JOHAN, FARA FAUZANA & AG + KJ

bekpes hot

hotfm



Media Prima Audio redefining Radio: Changing the Game for Radio Broadcasters



Hot FM

Hot FM, Media Prima Audio's popular Malay radio station, has a new DJ in town, former Health Minister, Khairy Jamaluddin, fondly known as KJ! An offer was posted on social media inviting him to be an announcer to which he happily accepted.

Together with Johan, Fara Fauzana, and AG, KJ now hosts the Bekpes Hot show every Monday, from 6 am to 10 am. Fans are delighted with KJ on the show resulting in a 75% increase in digital live streams on Hot FM's website and Audio+



application, and a whopping 139% increase in unique page views.

His charm and warm personality coupled offers a different dimension to the show and is a hit with listeners!

Fly FM

Media Prima Audio's English radio station, Fly FM, pulled out unique activations to make the arrival of K-Pop sensation BLACKPINK a memorable one. Ryan from Fly Drive, joined fans at the airport waiting for the band to arrive, demonstrating Fly FM's commitment to owning the brand.

To welcome BLACKPINK to KL, digital ads were published across Klang Valley. The Fly FM team also hung out with fans at

the stadium before the concert and gave out Fly FM branded Black Pink '*bandung cincau*', further strengthening their bond with fans.

The campaign was a resounding success, Fly FM saw an insane increase of 202% in social engagement and a 163% surge in video views. The effort to engage with fans were greatly appreciated by them, highlighting the importance of building strong relationships with listeners. This is how Fly FM owned the BLACKPINK concert in KL.

Get in touch to see how we can build your brand with sizzling campaign ideas and activations to elevate your brand presence. Contact us at solutions@mediaprima.com.my

THE
MALKETEER
STRIKES!

LEAN, MEAN, HUNGRY AND FOOLISH

By the Malketeer



Karma is a bitch that works in eccentric patterns.

Many profess that Karma can turn defiant misfortunes into an abundance of fortunes during unexpected times.

In 1986, I was sacked from an advertising agency simply because I revolted against the favourite in-office girl friend of my scar-faced boss.

Little did I realise that her “cruel” action was indeed, a blessing in disguise, and would change the course of my life forever.

Initially, all hell broke loose in my simple life. Overnight I became a beggar.

My wife was heavily-pregnant with our first child. I would have to undergo a baptism of frugal hand-to-mouth existence mired in long hours of work with pittance for salary.

BEGGARS CANNOT BE CHOOSY

My former Art Director, Izulddin Hani aka *Towkay Halia*, threw me a challenge to be a copywriter at his new start-up

THE MALKETEER STRIKES!

...It would barely come up to RM350 for each of us...

- Li Izuldin Associates (LIA) - with no guarantee of any fixed income. The only thing he could guarantee was an abundance of wild dreams and infinite manifestations. My encounter with *syiok-sendiri* started here.

Li Izulddin was doing Below-the-Line (BTL) creatives for the pre-Hadi Kelantan State Government, State Economic Development Corporation of Kelantan and its motley of subsidiaries including Permodalan Kelantan Berhad (PKB), South Kelantan Development Authority (KESEDAR), Kelantan Tourism and others.

There were three of us - Izuldin, Ramli Yunus and myself - operating from a dingy first floor shop co-shared with an architect's firm in the heart of Kuala Lumpur's seedy Chow Kit area.

I was kept busy churning copy after copy for numerous corporate profiles, Annual Reports and flyers with Izuldin as Art Director, Studio Manager and FA artist. Ramli Yunus was our Client Service Director, Comedian and Entertainment Director.

Our take home salaries were very meager after settling payments with the landlord and suppliers, the balance was cashed out and equally divided amongst the trio. It would barely come up to RM350 for each of us.

MY FIRST LESSON IN RE-BRANDING

Our tongue-twisting brand name - Li Izulddin & Associates - was hampering our growth. More doors were being shut than opened. Client confidence was more towards having a Caucasian boss of an agency with a western-sounding brand name.

Once again, Karma came to our aid in form of a new partner-colleague, Iskandar Abdullah aka Edmund Benang who had completed his Masters in Business Administration from the USA. He convinced us to

THE MARKETEER STRIKES!

adopt the name of an American luxury department store chain, Bloomingdale's.

We amputated the apostrophe and alphabet "s" and branded our company as Bloomingdale Advertising Sdn Bhd. It was pure magic, *feng-shui* wise.

That name – Bloomingdale – opened doors wide open for us.

Our maiden big break was when the Automotive Corporation of Malaysia (ACM), a subsidiary of the Master Carriage Malaysia (MCM) Group offered us to do advertising campaigns for the Isuzu Trooper 4x4 and Isuzu commercial vehicles conditional upon as accepting a credit period of more than 90 days.

WORKING WITH MALAYSIA'S AUTOMOTIVE CZAR

With no OD facilities and a slow paying new client, we persevered hard and took all the financial risks and survived.

MCM's Managing Director, Yahaya Ahmad, a Marang-born entrepreneur studied at the Malay College Kuala Kangsar (MCKK) and completed

...I was very fortunate that he had absolute faith in me when it came to deliverables...

automotive engineering from the Loughborough University in the United Kingdom.

Yahaya, a brilliant marketer, demanded and extracted the best from his agency irrespective of illogical timelines. He demanded that only myself and the Account Manager do our presentations directly to him devoid of his management teams. He was sharp, brutal, decisive and wasted no time in lengthy rationales.

I was very fortunate that he had absolute faith in me when it came to deliverables.

He was a rapidly rising entrepreneur and on becoming the Chairman of DRB-HICOM on January 1, 1994 became known as Malaysia's automotive czar

THE MALKETEER STRIKES!

...we had over 150 staff with billings of more than RM120 million per annum...

overseeing an array of brands from Proton, Isuzu, Mitsubishi and Citroen, besides operating an assembly plant in Pekan, Pahang and other businesses related to banking, insurance, hospitality, tourism, aviation, engineering, information technology, property, vehicle inspection services and more.

Some of the pivotal achievements I was personally involved in some ways with Tan Sri Yahaya Ahmad was the acquisition of Lotus UK in 1996, the take-over of HICOM and Proton, the launch of Proton Satria and other variants and the privatisation of government services, namely PUSPAKOM.

There was a heavy toll

exacted upon me in servicing an extremely demanding client. I was virtually at his beck and call 24/7. The money was good. However, it was physically and mentally tiring running forth for presentations and multi-tasking at various government offices, plants, golf courses and ground-breaking venues

Bloomingdale Advertising was re-branded a second time and called Bloomingdale Worldwide Partners. At the peak of our business we had over 150 staff with billings of more than RM120 million per annum.

TRAGEDY STRIKES

No force could stop our stellar journey except the crash of an Agusta A109E helicopter close to midnight at a remote village, some 40km from Kuala Lipis, Pahang on 2 March, 1997.

The untimely death of Tan Sri Yahaya Ahmad in a tragic helicopter crash which also claimed the life of his wife, Puan Sri Rohana Othman and pilot Major (Rtd) Azlizan Abdul Manas was a lethal blow .

We were devastated.

THE MALKETEER STRIKES!

...During the economic slow down, clients were heavily slashing budgets, and the over-gearing was the final nail in the coffin...

I had lost a priceless mentor who impressed upon me to keep walking through walls and hail storms.

He taught me to rephrase impossible to I'm possible. Never ever to utter the word impossible in his presence.

He constantly reminded me to be fearless, indomitable and seize opportunities even in the worst of circumstances.

He was so courageous and willing to take death-defying risks. Many a times, I flew with him in his helicopter across the length and breadth of the country and encountered near death experiences. He made sure that I had no fear of flying in a helicopter. That was the

same spirit, he planted in being an enduring and innovative entrepreneur.

POST TAN SRI YAHAYA AHMAD

We managed to wean off over dependence on anchor clients and successfully pitched to a mixed basket of new clients and extended our services to PR, Branding and Event Management .

My fatal business miscalculation was in over-gearing and taking on additional OD facilities to cover increasing staff overheads and opening an office in Jakarta.

I started delegating key duties to staff and taking a back seat.

During the economic slow down, clients were heavily slashing budgets, and the over-gearing was the final nail in the coffin.

It was time for liquidation and the end of an era of uncontrolled growth.

My simple lesson - Never let success de-sensitise one to unstinting principles.

Always stay Lean. Mean. Hungry. Foolish.

BACK BY
POPULAR DEMAND



Every

face

has
a story



Dheeraj
Raina

the
Art of



Storytelling



APPROVED HRD CORP
TRAINING PROGRAM
NO10001250422

13th April, 2023

8.30am - 5.30pm

Eastin Hotel

FOR ENQUIRIES:

CONTACT

Ruby

+603-7726 2588

ruby@adoimagazine.com