

MARKETING

ISSUE #375 JUNE 2023

WEEKENDER

THE TIME HAS COME TO ENTER



THE APPIES 2023

MALAYSIA

MARKETING CAMPAIGNS AWARDS



APPIES 2023 CONTENDERS IN WAITING

06



ARE YOU APPIE?

20



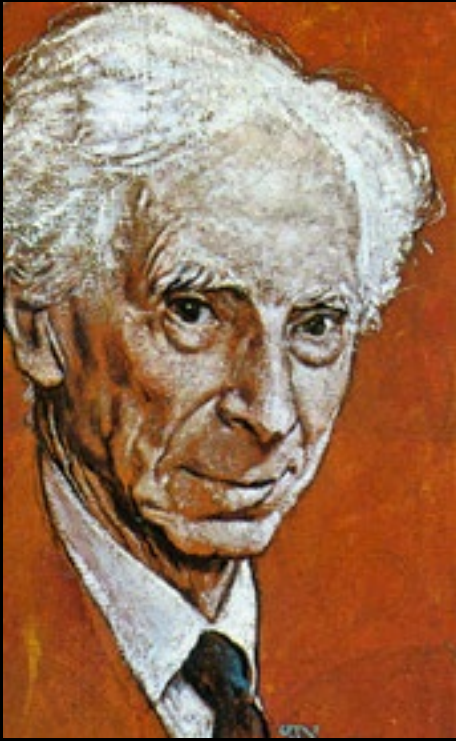
BUKIT BESI

**THE MUNDA FROM BUKIT BESI
A TALE OF BLOOD, SWEAT AND TEARS**

25



**THE BIG FAT LIE
ABOUT BRAND
LOYALTY**



“The whole problem with the world is that fools and fanatics are always so certain of themselves, and wiser people so full of doubts.”

Bertrand Russell

“If we want to invigorate freedom and democracy, then we should respect the freedom of the press.”

Prime Minister Anwar Ibrahim



“Do what you do so well that they will want to see it again and bring their friends.”

Walt Disney, Co-Founder of The Walt Disney Company

“You can’t sell anything if you can’t tell anything.”

Beth Comstock, Former CMO & Vice Chair, GE



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This is the time to be APPIE

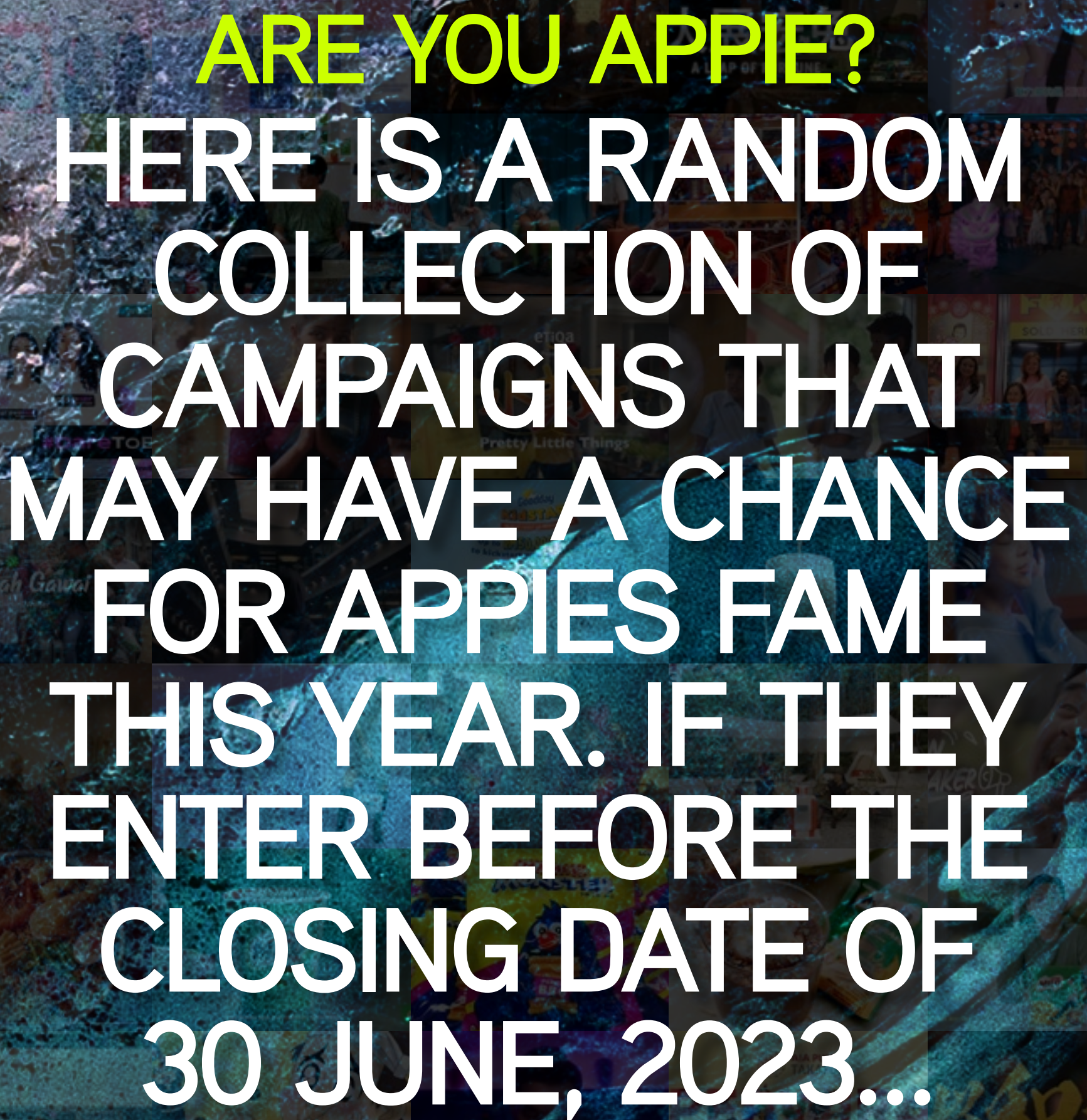
Closing Date:
30 June, 2023



**THE
APPIES
2023**

MARKETING CAMPAIGNS AWARDS





ARE YOU APPIE?
**HERE IS A RANDOM
COLLECTION OF
CAMPAIGNS THAT
MAY HAVE A CHANCE
FOR APPIES FAME
THIS YEAR. IF THEY
ENTER BEFORE THE
CLOSING DATE OF
30 JUNE, 2023...**

**HERE ARE ONLY 56, BUT THERE
ARE HUNDREDS OUT THERE THAT
DESERVE FAME..**

APIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign

Goodday KidSTART

Brand

Goodday Milk

Date Launched

Nov 22

Agency

Ampersand Advisory

Possible Categories

Marketing Innovation, Pro Bono, Festive, CSR



Campaign

"The Mamee monster's world of Nowstalgia"

Brand

Mamee Monster

Date Launched

N/A (Within the timeframe)

Agency

N/A

Possible Categories

F&B



Campaign

"Our day to remember"

Brand

Guinness Malaysia

Date Launched

March 2023

Agency

Sambal Lab

Possible Categories

Pro Bono, Festive, CSR, Digital, Social



Campaign

"Bring Your Own Bottle 007"

Brand

MTR

Date Launched

March 2023

Agency

Mindshare Hong Kong and RDS

Digital

Possible Categories

Marketing Innovation
Pro Bono/Festive/CSR

APIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign
"DARE TO BE"

Brand
Watsons

Date Launched
8 March 2023

Agency
N/A

Possible Categories
Non Food FMCG, Pro Bono, Festive, CSR



Campaign
International Women's Day ad campaign

Brand
Charles & Keith

Date Launched
8 March 2023

Agency
N/A

Possible Categories
Digital, Social, Pro Bono, Festive, CSR



Campaign
Cheers to Bold Beginnings'

Brand
Tiger Malaysia

Date Launched
until 23 January 2023

Agency
N/A

Possible Categories
Pro Bono, Festive, CSR
Digital, Social



Campaign
Chinese New Year 2023 Campaign / 'Make Some Noise Together'

Brand
Sime Darby Property

Date Launched
Until 19 February 2023

Agency
N/A

Possible Categories
Pro Bono, Festive, CSR
Consumer, Business Services

APPIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign

#LoveYouTu

Brand

Media Prima Bhd (MPB)

Date Launched

22 Jan 2023

Agency

N/A

Possible Categories

Pro Bon, Festive, CSR, Digital, Social



Campaign

Air Selangor CNY 2023 |
It Takes Tú

Brand

Air Selangor

Date Launched

8 Jan 2023

Agency

Hogarth Worldwide Sdn. Bhd.

Possible Categories

Pro Bono, Festive, CSR



Campaign

MR.DIY CNY 2023 - The Rude
Girl

Brand

MR. DIY

Date Launched

9 Jan 2023

Agency

Fisherman

Possible Categories

Pro Bono, Festive, CSR, Consumer,
Business Services



Campaign

Etiqa CNY 2023 - Pretty Little
Things

Brand

Etiqa

Date Launched

11 Jan 2023

Agency

N/A

Possible Categories

Pro Bono, Festive, CSR

APPIES 2023 CONTENDERS (NOT ENTERED YET)

**Campaign**

A Leap of Fortune | Khazanah Nasional 2023 CNY Film

Brand

Khazanah Nasional

Date Launched

15 Jan 2023

Agency

The Chariot Agency

Possible Categories

Pro Bono, Festive, CSR

**Campaign**

The Mysterious #RecipeForJoy

Brand

Maybank

Date Launched

5 Jan 2023

Agency

Dreamteam Studio

Possible Categories

Pro Bono, Festive, CSR

**Campaign**

'Happy Beautiful Year'

Brand

Watsons

Date Launched

6 Jan 2023

Agency

Naga DDB Tribal

Possible Categories

Pro Bono, Festive, CSR

Consumer, Business Services

**Campaign**

Aiken Prebiotic

Brand

Aiken Malaysia

Date Launched

27 Dec 2022

Agency

N/A

Possible Categories

Non Food FMCG

APPIES 2023 CONTENDERS (NOT ENTERED YET)

**Campaign**

Pepsi CNY Save The Drama

Brand

Pepsi

Date Launched

22 Dec 2022

Agency

FCB Shout

Possible Categories

Festive Pro Bono, Festive, CSR

**Campaign**

Journey To The Ong

Brand

DuitNow

Date Launched

5 Jan 2023

Agency

NagaDDBTribal

Possible Categories

Pro Bono, Festive, CSR

Consumer, Business Services

**Campaign**

The Lion & The Rabbit:

A #CNY Story

Brand

Mitsubishi Motors Malaysia

Date Launched

20 Jan 2023

Agency

Cogent Ideas (South East Asia) Sdn Bhd

Possible Categories

Pro Bono, Festive, CSR

Consumer, Business Services

**Campaign**

A Clean Start

Brand

RHB

Date Launched

1 Jan 2023

Agency

FCB SHOUT

Possible Categories

Digital, Social, Pro Bono,

Festive, CSR

APPIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign

Etiqa Merdeka 2022
Sehati, Sejiwa, Sekata

Brand

Etiqa

Date Launched

25 Aug 2022

Agency

N/A

Possible Categories

Festive, Pro Bono, Festive, CSR



Campaign

Gemilang Bersama | Astro Merdeka

Brand

Astro

Date Launched

16 Aug 2022

Agency

NagaDDB Tribal

Possible Categories

Pro Bono, Festive, CSR



Campaign

Teguh Bersama

Brand

RHB Group

Date Launched

8 Aug 2022

Agency

FCB Shout

Possible Categories

Pro Bono, Festive, CSR



Campaign

The Turning Point

Axiata Hari Kebangsaan & Hari
Malaysia 2022

Brand

Axiata Group Berhad

Date Launched

29 Aug 2022

Agency

ADA Malaysia Sdn. Bhd.

Possible Categories

Pro Bono, Festive, CSR

APIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign
KFC The Bucket Sessions
Brand
KFC
Date Launched
30 Aug 2022
Agency
Naga DDB Tribal
Possible Categories
Digital, Social, F&B



Campaign
The Malaysian Story
Brand
Mitsubishi Motors Malaysia
Date Launched
30 Aug 2022
Agency
Cogent Ideas (South East Asia)
Possible Categories
Pro Bono, Festive, CSR



Campaign
Leman Loudspeaker
Brand
Takaful Malaysia
Date Launched
19 Aug 2022
Agency
Symon Patryck Creative
Sdn Bhd
Possible Categories
Pro Bono, Festive, CSR

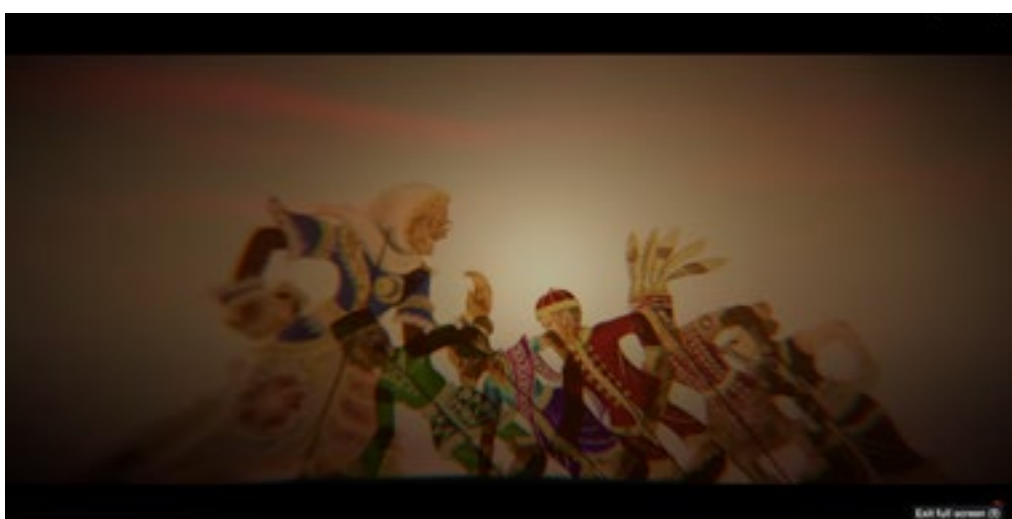


Campaign
The Future of Malaysia
Brand
KPJ Healthcare Berhad
Date Launched
22 Aug 2022
Agency
Dentsu (Malaysia) Sdn Bhd
Possible Categories
Pro Bono, Festive, CSR
Digital, Social

APPIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign
Celoteh Merdeka
Brand
Air Selangor
Date Launched
19 Aug 2022
Agency
Hogarth Worldwide
Possible Categories
Pro Bono, Festive, CSR



Campaign
Ibu, Al Kisah Seorang
Tokoh Kemerdekaan
Brand
TM
Date Launched
25 Aug 2022
Agency
VMLY&R Malaysia
Possible Categories
Pro Bono, Festive, CSR

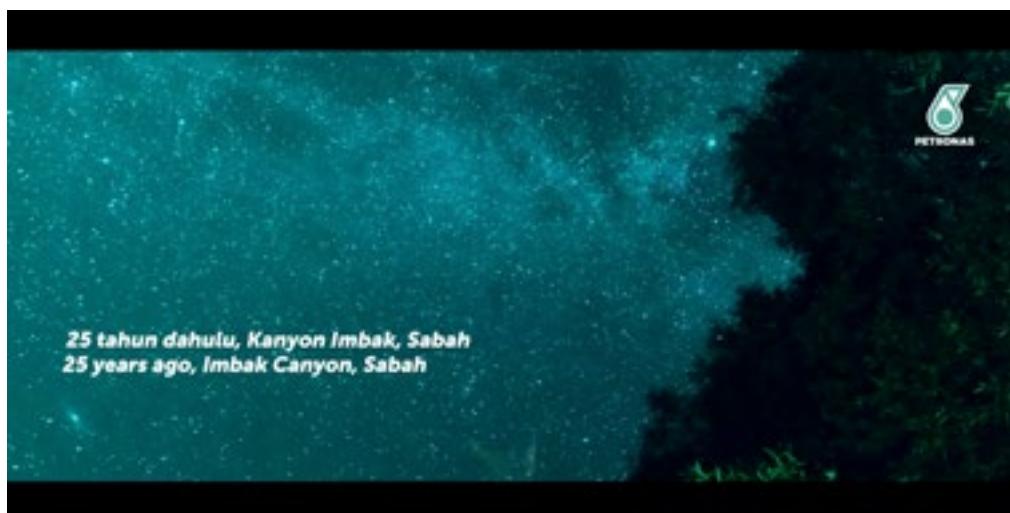


Campaign
PETRONAS CNY 2023: Yì Hé Wéi Guì | Rundingan | The Negotiation
Brand
PETRONAS
Date Launched
21 Jan 2023
Agency
MediaBrands Content Studio (MBCS)
Possible Categories
Pro Bono, Festive, CSR



Campaign
PETRONAS Hari Kebangsaan dan Hari Malaysia 2022 '366': Hari Ke-243 (Day 243)
Brand
PETRONAS
Date Launched
29 Aug 2022
Agency
MediaBrands Content Studio (MBCS)
Possible Categories
Pro Bono, Festive, CSR

APPIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign

PETRONAS Raya 2022 '366': Hari Ke-123

Brand

PETRONAS

Date Launched

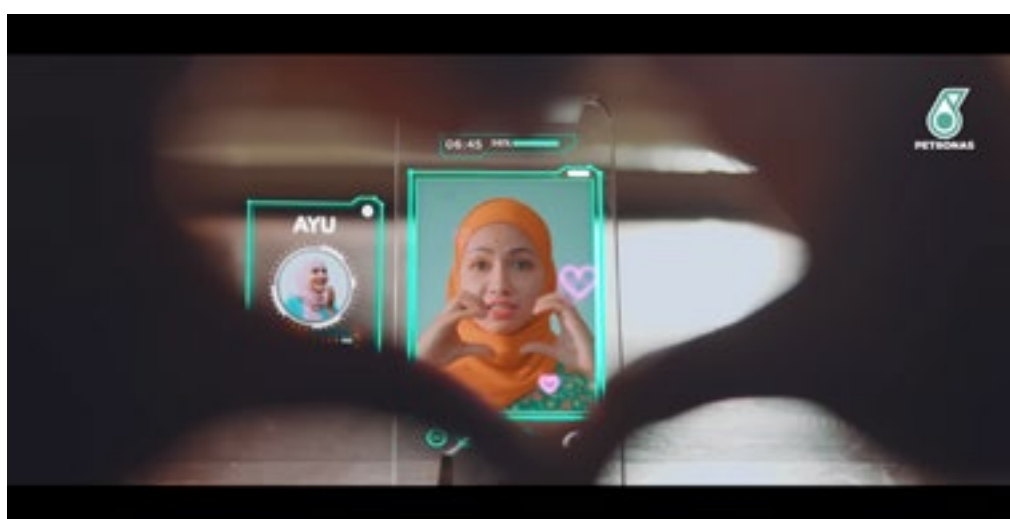
27 Apr 2022

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

Pro Bono, Festive, CSR



Campaign

PETRONAS Kaamatan 2022 '366': Hari Ke-151 | Episode 3

Brand

PETRONAS

Date Launched

29 May 2022

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

Pro Bono, Festive, CSR



Campaign

PETRONAS Gawai 2022 '366': Hari Ke-152 Episode 4

Brand

PETRONAS

Date Launched

31 May 2022

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

Pro Bono, Festive, CSR



Campaign

PETRONAS Deepavali 2022 '366': Hari ke-297 Episode 6

Brand

PETRONAS

Date Launched

23 Oct 2022

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

Pro Bono, Festive, CSR

APIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign

PETRONAS Christmas 2022 & New Year 2023 '366': Hari Ke-366 | Episode 7

Brand

PETRONAS

Date Launched

24 Dec 2022

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

Pro Bono, Festive, CSR



Campaign

Luck-Sa Mamee, Ong Mari!

Brand

Mamee

Date Launched

13 Dec 2022

Agency

INITIATIVE MALAYSIA

Possible Categories

F&B



Campaign

Hada Labo Kouji Timeless Beauty

Brand

Hada Labo

Date Launched

5 Aug 2022

Agency

INITIATIVE MALAYSIA

Possible Categories

Marketing Innovation

Non Food FMCG



Campaign

Nestlé Mochi Boba Ice Cream

Brand

Nestle Mochi Boba Ice Cream

Date Launched

11 Jan 2022

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

F&B

APPIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign

MILO x Park Seo Jun: An Energetic Collaboration

Brand

MILO

Date Launched

17 Sep 2022

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

F&B, Consumer, Business Services



Campaign

Malaysia Boleh Bersama MILO

Brand

MILO

Date Launched

22 Aug 2022

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

F&B, Pro Bono, Festive, CSR



Campaign

MILO RamRaya Recipes

Brand

MILO

Date Launched

N/A

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

F&B



Campaign

PERWIRA LEGASI

Brand

AIA

Date Launched

Aug 22

Agency

MediaBrands Content Studio (MBCS)

Possible Categories

Pro Bono, Festive, CSR

APIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign
"Purpose"

Brand

Taylor's University's

Date Launched

17 Oct 2022

Agency

N/A

Possible Categories

Consumer, Business Services,
Pro Bono, Festive, CSR



Campaign

"Light Up Possibilities Together"

Brand

MAXIS

Date Launched

14 Oct 2022

Agency

N/A

Possible Categories

Pro Bono, Festive, CSR



Campaign

Deepavali

Brand

RHB Banking Group

Date Launched

11 Oct 2022

Agency

N/A

Possible Categories

Pro Bono, Festive, CSR



Campaign

Gawai

Brand

MAXIS

Date Launched

1 June 2022

Agency

N/A

Possible Categories

Pro Bono, Festive, CSR

APPIES 2023 CONTENDERS (NOT ENTERED YET)



Campaign
"Jom Masak & Berkongsi Bersama"
Brand
MAGGI
Date Launched
17 June 2022
Agency
N/A
Possible Categories
F&B, Pro Bono, Festive, CSR



Campaign
"A New Star"
Brand
Mitsui Shopping Park LaLaport
Bukit Bintang City Centre (LaLaport
BBCC)
Date Launched
Dec 22
Agency
N/A
Possible Categories
Pro Bono, Festive, CSR
Consumer, Business Services



Campaign
#YouMake Christmas
Brand
Samsung Malaysia
Date Launched
Dec 22
Agency
N/A
Possible Categories
Pro Bono, Festive, CSR



Campaign
F&N "Kini Lebih Gempak" with Big
Tree
Brand
F&N
Date Launched
Mar 22
Agency
Big Tree
Possible Categories
Digital, Social, Marketing
Innovation

THE MALKETEER STRIKES!



THE MUNDA FROM BUKIT BESI A TALE OF BLOOD, SWEAT AND TEARS

Chak Dey Fathey! (Nothing is Insurmountable!)

In the mercurial world of advertising, where creativity reigns almighty, egos are super inflated and competition is vociferous, there are those exceptional individuals who will thrive above the rest.

Harmandar Singh Naranjan Singh, affectionately known as Ham, is undeniably one such luminary. Call him Hambo, Sledgehammer or in pure simple Punjabi, munda (lad).

Born and raised in the once cosmopolitan iron-ore mining town of Bukit Besi, Dungun, Terengganu, and later finding his stride in Rawang, Selangor, Ham's journey from a junior copywriter-cum-errand boy to a renowned advertising legend is a testament to his unwavering faith in himself and his relentless pursuit of par excellence.

From the very beginning, when I first met the new pendatang in 1971 from the

THE MALKETEER STRIKES!

Malay heartland to the Chinese dominated township of Rawang, it was evident that Ham possessed an indomitable and unbreakable spirit.

For a start, our new migrant initially thought he was in the Punjab because he had never encountered so many colourful turbaned Sikhs in his life. It was like he had time-travelled to the Vatican of Sikhism, Amritsar.

The munda from Bukit Besi had never tasted Chinese food and the noodle capital, Rawang, offered the crème de la crème of wantan noodles. He was savagely devouring plate after plate of the black sauce noodles from the all-famous wantan stall by the Rex Cinema. I swear he always ordered the largest plate available with hefty helpings of barbequed meat.

It was in this small town that his life journey commenced. Not long after settling down in Rawang, where his father, Naranjan Singh Bhandal worked as a NIL Restriction Chargeman at the Blue Circle's Malayan Cement plant, tragedy struck his family. His mother perished in a car accident leaving behind four

school-going children.

Ham faced numerous challenges along his path, but rather than succumbing to them, he channeled his determination and ignited a fire within his belly.

With an unwavering passion for the creative industry, he doggedly pushed the boundaries of what was possible and set his sights on reaching the pinnacle of success.

As a fresh copywriter at Ogilvy Mather, I encouraged Ham to move on from being a bartender and pub singer into the world of copywriting. He had a natural flair for writing with an impeccable command of English. I am eternally grateful that he listened to me and made the monumental decision of visiting John Michael Lane, the then Creative Director of McCann's.

All he needed to do was to ensure that one foot was already stomped into an ad agency and leave the rest to karma said the munda from Hadi's Terengganu.

Ham's career took flight when he joined McCann's as a junior copywriter. Through sheer hard work, talent, and an innate

THE MARKETEER STRIKES!

... His creativity and dedication garnered recognition and respect within the industry, propelling him forward to even greater heights...

ability to understand the pulse of the audience, he quickly rose through the ranks, becoming an accomplished senior writer and creative director. His creativity and dedication garnered recognition and respect within the industry, propelling him forward to even greater heights.

In a pivotal moment of his career, Ham was seconded to work at McCann's offices in London, Manila, New York and Singapore. This opportunity not only expanded his horizons but also sharpened his skills and exposed him to the global advertising landscape. Armed with newfound knowledge and fresh perspectives, he returned to Malaysia with a renewed vigour and an unquenchable thirst

for sharing knowledge and the magic of creativity.

Having tasted success on the global scene, there was nothing that could stop our munda from Iron Mountain. He was on full traction, thinking perpetually and working relentlessly to catapult his creative dreams.

True to his pursuit of excellence, Ham founded the Sledgehammer Institute upon his return. Recognising the importance of nurturing young talents and fostering their growth, he conducted various courses aimed at aspiring professionals in the field of advertising. His dedication to raising standards in the industry was unwavering, and his efforts were instrumental in shaping the next generation of advertising professionals. His immense contribution was recognised by the Association of Accredited Advertising Agents (4As) and Ham was awarded the inaugural Chairman's Award.

Not content with his contributions to education, Ham ventured into publishing and founded the ADOI and MARKETING Magazine.

THE MALKETEER STRIKES!



Sitting in Peter Wong's seat, the most decorated Art Director in McCann Malaysia

Through this platform, he sought to share insights, trends, and innovations within the advertising industry. By bridging the gap between theory and practice, he empowered professionals to stay abreast of the ever-evolving landscape of advertising.

Ham's impact on the industry extends beyond education and publishing. His commitment to excellence led him to develop and seek HRD-F approved courses, further enhancing the professional development opportunities available to aspiring advertising professionals. Through his guidance and mentorship,

thousands of individuals found their footing in the industry and achieved their own remarkable successes.

Indeed, Ham is a man of many turbans.

He is an educator, publisher, trainer extraordinaire, advisor, columnist, humanitarian, and a doting husband and father.

He wants to leave a legacy for the next generation.

As a distinguished Adjunct Professor at the Taylor's University Lakeside Campus' School of Media and Communications, Ham continues to inspire and uplift the advertising community in Malaysia. His dedication,

THE MALKETEER STRIKES!



Ham and younger sister, circa 1960s

tireless work ethic, and undying passion for his craft are beacons of inspiration for budding youngsters who aspire to make their mark in the industry. By sharing his wealth of knowledge and experience, he provides a guiding light for those navigating the often challenging and ever-changing world of advertising now being confronted by AI.

He stands as a towering testament to the power of self-belief, perseverance, and unyielding passion. His journey from humble beginnings to becoming an advertising icon showcases the transformative potential of boundless faith in oneself.

Ham has not only shaped the advertising landscape in Malaysia but inspired generations of aspiring

advertising professionals

As we celebrate Ham's extraordinary achievements, let us acknowledge his profound impact on the industry.

Ham is a true inspiration, a guiding light for those who dare to dream and strive for greatness. May his story continue to inspire budding Anak Malaysia, reminding them that with faith in themselves and a burning passion within, they too can make a name for themselves in the advertising industry.

My brother and best friend, I salute you for making me stand tall and proud as well. As your formative mentor, I am truly humbled by the profound achievements of my mentee. Truth be told as I completed this story, I actually drank a glass of fresh milk from a chilled Tiger Beer mug as a toast to our ancestors.

If I have one wish before I perish, I simply recommend reading his biography written by Paul J. Loosley, "The First Book of Ham," scheduled for launching on Thursday, 8 June 2023 at Taylor's University Lakeside campus.



THE BIG FAT LIE

ABOUT BRAND LOYALTY

*By Chris Jaques,
CEO at Transformation: The Growth Business.*

I've got some bad news, I'm afraid.

One of the most fundamental principles of marketing is a pile of steaming horseshit.

It's the one about Brand Loyalty.

Remember this? "It costs five times less to keep a customer than it does to acquire a new one"

Or this? "Reducing Defections by 5% Boosts Profits 25% to 85%".

Remember those?

Well - they're lies. Bare-faced lies.

Neither were based on any empirical evidence - and neither

has ever been proven. But, together, they helped spawn an entire industry:

The whole CRM mega-jamboree was built on this horseshit and is now bubbling over with consultants, agencies and software providers who, combined, Hoover-up around US\$65 billion worldwide every year.

And some of that US\$65 billion - I'm afraid to inform you - is yours.

So - out of the kindness of my heart - I'd like to stop you wasting your money.

And I'll start with some simple facts that have been

A typical profile of purchase frequency



proven in study after study, over decades and decades.

Here we go:

1. Loyal customers don't exist.

Over sufficient time, every customer in every category is happy to choose and use any brand in the category – and almost all of them do.

The 'Duplication of Purchase Law' confirms that every single brand's customer base – whatever the industry – overlaps with its rival brands in direct proportion with each brand's market share.

So, even your most loyal customers are regular users of your competitors.

2. Loyalty rates don't vary

between brands of similar size.

All brands of the same size in the same category command almost exactly the same levels of loyalty – regardless of how much each spends on CRM.

Smaller brands have less loyalty than large brands – simply because they're smaller (The Double Jeopardy Law).

But – for similarly-sized brands in the same category – loyalty, purchase-frequency and cross-selling rates are almost identical.

3. You're going to lose customers. Live with it.

The law of 'Retention Double Jeopardy' simply means that brands with the most customers

THE GROWTH BUSINESS

... Win new customers. And get your less loyal users to use more...



lose the most customers. There's nothing you can do about it.

This is simply the result of scale and time:

Big brands have more users to lose. And, in any measured period, some users won't make a purchase – so they'll be reclassified as lapsed-users, even if they're not.

What's more, most of the customers you lose will leave for reasons that have nothing to do with marketing or CRM – and for reasons that neither marketing nor CRM can fix.

4. Brand growth comes from customer acquisition, not customer retention.

So, the primary difference between growing brands and declining brands is simple.

It has little to do with

customer loyalty or retention, cross-selling or up-selling.

Growing brands grow for two fundamental reasons:

1. They add new customers faster than they lose customers.
2. They get their light/medium-users to increase frequency.

So – while you need to help your loyal customers stay loyal – if you want to grow, you must prioritise two things:

Win new customers. And get your less loyal users to use more.

The rest, I'm afraid, is horseshit.



ALL OUR JUDGES ARE CLIENT SIDE MARKETERS, WORKING WITH REAL AGENCIES...

DATUK LAI SHU WEI
Chief Marketing & Sales Officer
Sime Darby Property

ABDUL SANI ABDUL MURAD
Group Chief Marketing Officer
RHB Bank Berhad

YEOH CHEN CHOW
Co-Founder
Fave

NIK TASHA NIK KAMARUDDIN
Senior Group GM of Brand
Marketing & Communication
Sunway Group

NOREEN SABRINA
Group Head, Corporate
Communications and Branding
EDOTCO

EDDY DORAIRAJAH
Vice President, Consumer Marketing
CIMB Bank Berhad

CLAUDIAN NAVIN STANISLAUS
Group Strategic Director, 11trees
President, Malaysian Advertisers
Association

RAGUNATH 'PAK JOE' MURTHY
Chief Distribution and Marketing
Officer
MCIS Life

PAMELA CHIA
Marketing Head
Grab Malaysia

ZALMAN ZAINAL
Chief Marketing Officer
Hong Leong Bank Berhad

SAKI GOH
Senior General Manager Marketing
Wipro Unza

LAU YIN MAY
Group Chief Marketing & Customer
Experience Officer
Malaysia Airlines

GITANJALI SRIRAM
Head of Marketing &
Communications
Taco Bell Malaysia

LINDA HASSAN
Group CMO (Malaysia, Singapore &
Cambodia)
Domino's Pizza

DANNY HOH
General Manager, Marketing &
Consumer Growth and Sustainability
Champion
Watsons Malaysia

SHANTI JUSNITA JOHARI
Chief Marketing Officer
Telekom Malaysia

ANGELINE TUNG TZE LING
Head of Brand & Communications
Prudential Assurance Malaysia
Berhad

FAISAL KHALIL
Brand & Marketing Department
-Corporate Affairs Division
Malaysia Digital Economy
Corporation

OLIVER KAU
Marketing Manager
Etika Holdings
Malaysia

FIONA LIAO
Group Chief Marketing &
Communications Officer
POS Malaysia

LOW NGAI YUEN
Chief Merchandise & Marketing
Officer
AEON CO (M) Bhd

ANDREW YEOH
Head Of Marketing
TIME dotCom

SANTHARUBAN T. SUNDARAM
Chief Executive Officer
Etika Holdings
Malaysia

SUNIL SETHI
Executive Chairman
Modenik Lifestyle Pvt Ltd
India

STEPHEN MOLLOY
Senior Product Designer
ASX
Australia

TIFFANY TANG
Marketing Director Health & Hygiene
- MY, SG, VN
Reckitt (Health) Malaysia Sdn Bhd

SHIYAN JAYAWEERA
AVP - Head of Marketing
NDB Bank PLC
Sri Lanka

JIM GUZMAN
Director
DMC
Philippines

SULIN LAU
Regional Head of Marketing & Brand
Grab
Singapore

RUEBEN ANTHONY
Head of Experience Platforms
NCS Pte Ltd (Singtel)
Singapore

MARCUS MA
Head of Communications and Media
Corporate Marketing - Zone Greater
China
Nestlé (China) Limited
China

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