

MARKETING

ISSUE #408 MAY 2024

WEEKENDER™



STAGE *your* BEST

DEADLINE: 30TH JUNE FESTIVAL: 11TH – 12TH JULY



THE
APPIES
2024

MALAYSIA
MARKETING CAMPAIGNS AWARDS

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EDITOR'S NOTE

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Is The
APPIES the
Olympics of
Advertising?

COVER STORY

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**The APPIES
season is here**
*Celebration of Malaysian
Marketing Excellence*



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Say What



“With artificial intelligence, we are summoning the demon.”

Elon Musk on the need for regulatory oversight on AI



“I visualise a time when we will be to robots what dogs are to humans, and I am rooting for the machines.”

Claude Shannon



“I’m a very innocent man.”

Former President Donald Trump, now a convicted felon, fumed over the guilty verdict in his historic New York hush-money trial.



“It’s like just because one buffalo is covered in mud, the entire herd gets the blame.”

PAS president Abdul Hadi Awang lamenting on how the media hypes the ‘handful’ of immoral cases in religious schools.



Is The APPIES the Olympics of Advertising?

While I say this in jest, let's have fun drawing some "parallels" ...

Without jumping through so many hoops, here are a few...

Performance before Live audience: All Finalists need to

present before a panel of judges made of CMOs and an industry audience.

Preparation & Training: Teams at the APPIES spend time researching, strategising and fine-tuning their presentations



to ensure maximum impact and effectiveness.

Team Sport: Like the Olympics with 9 team sports, The APPIES is also a team sport made up of Marketer/ Agency.

Showcasing Talent: APPIES offers a platform for the competitors to display their creative and strategic strengths to peers and clients.

Recognition and Prestige: Winning an APPIES award can significantly boost the profile of participating brands and agencies.

Record breaking: Both require continuous innovation and creativity and a quest for perfection to gain a competitive edge.

Expert Assessment: All performances are similarly evaluated by seasoned judges using predefined criteria.

Diversity of Experiences: Both exemplify the human pursuit of excellence and display a rich tapestry of ideas and competence.

But first, let's celebrate true diversity and wonder with our fellow brothers and sisters in East Malaysia on occasion of our harvest festivals this long weekend.

BACK BY
POPULAR DEMAND

Data Science in Advertising & Marketing 101

BY DR MARK CHIA



25 June, 2024
8.30am - 5.30pm

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



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001188574



THE
APPIES
2024

MALAYSIA
MARKETING CAMPAIGNS AWARDS

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HISTORY IS NOT JUST
WRITTEN BY THE WINNERS;
IT'S WRITTEN
ABOUT THEM.



THE
APPIES
2024

MALAYSIA
MARKETING CAMPAIGNS AWARDS

MEET THE JUDGES



Datuk Lai Shu Wei
Chief Marketing
Officer and
Sales Officer
Sime Darby Property
Berhad



Abdul Sani
Abdul Murad
Group Chief
Marketing Officer
RHB Bank Berhad



Hassan Alsagoff
Regional Head of
Marketing
GRAB Malaysia



Chan May Ling
Head of Brand and
Marketing
Services
CelcomDigi



Linda Hassan
Group CMO
Singapore,
Malaysia & Cambodia
Domino's Pizza



Amy Gan
VP, Marketing
Etika Holdings
Sdn Bhd



Andrew Yeoh
Head of Marketing
TIME dotCom Berhad



Lau Yin May
Group CMO & Customer
Experience Officer
Malaysia Aviation Group
(Malaysia Airlines)



Danny Hoh
GM – Marketing &
Customer
Growth
(Sustainability)
Watsons Malaysia



Emily Chong
CMO, Pizza Hut
Malaysia
QSR Brands
(M) Holdings Bhd



Fernie Jasmine
Abdul Ghani
Head, Group Strategic
Communications &
Marketing
Axiata Group Berhad



Lee Lim Meng
General Manager
Chanel Fragrance &
Beauty



THE
APPIES
2024

MALAYSIA
MARKETING CAMPAIGNS AWARDS

MEET THE JUDGES



Mark Tan
Deputy GM,
Marketing Manager
IPC Shopping Centre



Melati Abdul Hai
VP & CMO –
McDonald's Malaysia
Gerbang Alaf Restaurants
Sdn Bhd



Noreen Sabrina Mohd Noor
Head, Group Corporate
Communications &
Branding
edotco Group Sdn Bhd



Fiona Liao
Group Chief Marketing,
Communications &
Sustainability
Officer
POS Malaysia



Saki Goh
Senior GM Marketing,
Consumer Care
Wipro Unza Malaysia
Sdn Bhd



Shanti Jusnita Johari
Chief Commercial Officer,
Consumer Strategy and
Business
(previously CMO)
Telekom Malaysia Berhad



Shazlina Suffian
EVP & Head, Group
Corporate
Marketing and Brand
Maybank Berhad



Siti Hajar Rizlan
Chief Marketing Officer
Syarikat Takaful Malaysia
Keluarga Berhad



Tiffany Tang
Marketing Director –
Nutrition,
OTC – M'sia & S'pore,
Vietnam
RB (Health) Malaysia
Sdn Bhd



Pamela Chia
Marketing Head
Grab Malaysia



Zalman Aefendy
Zainal Abidin
Chief Marketing and
Communications Officer
Hong Leong Bank Berhad

CATEGORIES

BRANDS & BUSINESS

- 1 Best in FMCG - F&B**
Campaigns about beverages, ie. beers, wines, soft drinks, water, packaged foods, confectionery, snacks and others, etc.
- 2 Best in Fast Dining**
Campaigns about fast-food brands, casual dining, quick service restaurants, etc.
- 3 Best in Non-Food FMCG**
Campaigns about telco products, apps, electronics, homecare, paints, toiletries, beauty, personal care, etc.
- Best in Festive**
- 4** Campaigns about religious/cultural festivals and landmark events like Merdeka/National Day, Valentine's, etc.
- Best in B2B**
- 5** Campaigns about B2B brands that advertise products and services from one business or organization to another, across any media.
- Best in Financial Services**
- 6** Campaigns about Financial Services brands, includes businesses like banks, insurance, E-Wallet, crypto, etc.
- Best in Travel & Hospitality**
- 7** Campaigns about travel, airlines, hotels, tourism, retail, fairs, events, etc.
- Best in Education & Training**
- 8** Campaigns about educational institutions, training providers and online courses.
- Best in Automotive & Transport**
- 9** Campaigns about motoring brands, includes transport brands like courier, shipping, cargo, rail, etc.
- Best in Healthcare**
- 10** Campaigns about hospitals, medical tourism, healthcare, dental care, OTC medicine, pharmaceuticals, wellness, etc.

SPECIAL CATEGORIES

(No submissions required)

- APPIES 2024 Rising Star Presenter of the Year (below 30)
- APPIES 2024 Trailblazing Presenter of the Year (above 30)
- APPIES 2024 Media Agency of the Year

PLATFORMS & PURPOSE

- 11 Best in Govt/NGO**
Campaigns about the government's nation building initiatives - health, road safety, anti-drug, etc., and organisations that do social good to uplift society and humanity, etc.
- 12 Best in Sustainability**
Campaigns that promote DEI, ESG, Sustainability, CSR, etc., to ensure the planet's well being.
- 13 Best in Digital**
Campaigns that deploy, social, search, contextual, native, web, email, podcasts, EDMs, gaming, e-sports, mobile, etc., to build their brand.
- 14 Best in Social**
Campaigns that deploy social sharing platforms like FB, LinkedIn, IG, WhatsApp, Pinterest, etc.
- 15 Best in Tech**
Campaigns that deploy Advertising/Marketing/Media/Consumer technology and market analytics for brand performance. Includes programmatic, data, apps, cloud systems, IoT, AI, VR, AR, DOOH, etc.
- 16 Best in Customer Experience**
Campaigns that deploy CX/UX, Activation, CRM, loyalty programmes, influencer marketing, retail innovations, experiential marketing and design, and customer engagement to deliver the best consumer experience.
- 17 Best in E-Commerce**
Campaigns by online retailers that sell products and services for B2B, B2C, O2O, etc. Includes related products like e-hailing, e-deliveries, e-wallets, e-travel, promotions, co-branding and partnerships, etc.
- 18 Best in AI**
Campaigns that specifically deploy Artificial Intelligence technology in their marketing strategies to showcase innovative marketing
- 19 Best in OOH/DOOH**
Campaigns deploying billboards, transit, signages, ambient, etc.
- 20 Best in Innovation**
Campaigns that deploy a game-changing approach to marketing, technology, platforms, data and experience in a way that elevates the benchmark of marketing excellence.
- 21 Best in Admail Impact**
Campaigns that deploy postal services to stand out from the digital clutter and drive breakthrough impact. Innovative direct mail collaborations that go beyond the conventional use of post.

- APPIES 2024 Advertising Agency of the Year
- APPIES 2024 Digital Agency of the Year
- APPIES 2024 Production Company of the Year
- APPIES 2024 Marketer of the Year

WHO CAN PARTICIPATE



CREATIVE, MEDIA, DIGITAL & MARKETING AGENCIES

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 11th - 12th July 2024.



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.

PAST APPIES WINNERS **BRANDS & AGENCIES:** **2016-2023**

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 • FCB SHOUT • 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



THE APPIES SEASON IS HERE

Celebration of Malaysian Marketing Excellence

Few events hold as much prestige and anticipation as the APPIES Marketing Campaigns Awards of Malaysia.

Scheduled for the 11th and 12th of July 2024, this annual festival, organized by MARKETING magazine, is a beacon for the best marketing campaigns in Malaysia.

Dubbed the “TED of Marketing,” APPIES Malaysia is not just an event but a confluence of creativity, strategy, and innovation.

The APPIES Malaysia stands out because each campaign is presented live by the brand marketers and creators themselves.

Live Presentations meets Live Judging

This interactive format involves a four-minute creative reel summary followed by a six-minute oral presentation and a subsequent Q&A session.

This unique format allows presenters to highlight significant aspects of their campaigns while engaging directly with the judges and audience, making the entire process dynamic and insightful.

Campaigns eligible for APPIES Malaysia must have run between June 2023 and May 2024, across 21 categories including Best in Food & Beverage, Non-Food FMCG, Festive, Customer Experience, Digital, Social, Tech, E-Commerce, Sustainability, Govt/NGO, including a new category for Best in Admail Impact.

One of the core attractions of APPIES Malaysia is the learning opportunity it provides. It's a platform where creative, media, digital, and marketing agencies showcase their best work, intriguing peers, clients, and prospects alike.

For marketers, it's a chance to present their campaigns and share the creative process, demonstrating the power of client-agency synergy in achieving spectacular marketing results. The festival is not just about presentations. It's a melting pot of ideas where the best advertising, marketing, media, and digital minds in

Malaysia share invaluable market know-how.

This exchange of knowledge elevates the skills of all attendees, fostering a community of informed and inspired marketers ready to take on new challenges.

Harmandar Singh, President of APPIES Malaysia, says, "The APPIES is more than an awards event; it's a celebration of the creativity and hard work that define our industry.

It's a platform for learning, sharing, and pushing the boundaries of what's possible in marketing. The finest of Malaysian marketing in one place"

As the deadline for submissions approaches on June 30, 2024, the anticipation builds for what promises to be another unforgettable edition of The APPIES Malaysia.

Campaign entries must have run between June 2023 to May 2024.

Submissions Deadline:

30th June 2024.

APPIES Festival: Judging & Presentations:

11th & 12th July 2024.

Download Event PDF
Submit Entries **Here**

TRUE FAME IS HARD TO BEAT

APPIES winners 2023







APPIES 2023

THE APPIES MALAYSIA 2023 – GOLD WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY
Digital & Social	KJ Jadi DJ	Hot FM	Media Prima Audio
Customer Experience	A Cash Can't Buy Experience	DuitNow	Mindshare Group
Consumer & Business Services	All New Raya With Mr. DIY	MR. DIY	FCB SHOUT
Non-Food FMCG	POCKETS OF BIG GROWTH	Dashing & Enchanteur Chic	Mutiara Harrison (part of McCann Worldgroup)
Food & Beverage	Save The Drama With Pepsi	Pepsi	FCB SHOUT
AdTech/MarTech	CNY 2023: From Point of Interest to Point of Sales	Sime Darby Property	Mindshare Group
Marketing Innovation	Malaysia's First NFT Vending Machine	Atlas Vending	Ampersand Advisory
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Save The Drama With Pepsi	Pepsi	FCB SHOUT
Customer Experience	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Aiken Prebiotic CNY 水润润	Aiken Prebiotic	MediaBrands Content Studio
AdTech/MarTech	Serasi: Gone in 60minutes	Sime Darby Property	Mindshare Group Malaysia
Digital & Social	ROMANO – Premium for the Masses	Romano	Mutiara Harrison (part of McCann Worldgroup)
Customer Experience	Wonda At Every Corner – #WondaBolaCorner	Wonda	Fishermen Integrated

THE APPIES MALAYSIA 2023 – SILVER WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY
Customer Experience	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Aiken Prebiotic CNY 水润润	Aiken Prebiotic	MediaBrands Content Studio
AdTech/MarTech	Serasi: Gone in 60minutes	Sime Darby Property	Mindshare Group Malaysia
Digital & Social	ROMANO – Premium for the Masses	Romano	Mutiara Harrison (part of McCann Worldgroup)
Customer Experience	Wonda At Every Corner – #WondaBolaCorner	Wonda	Fishermen Integrated
Consumer & Business Services	Watsons K-Beauty Campaign	Watsons Malaysia	Accenture Song
Digital & Social	Bank Your Way. Ride Your Style.	RHB Bank	FCB SHOUT
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	People, Purpose and Progress	RHB Bank	FCB SHOUT
Digital & Social	Time Kabel Besar Disrupts A Sea of Sameness	Time Internet	Fishermen Integrated
Non-Food FMCG	Lifebuoy: Turning Hygiene Education into an Inclusive Social Movement	LIFEBUOY	MINDSHARE GROUP
Customer Experience	Goodday KidSTART: Malaysia's Biggest Kidpreneur Challenge	Goodday Milk	Ampersand Advisory

THE APPIES MALAYSIA 2023 – BRONZE WINNERS

CATEGORY	CAMPAIGN	BRAND	AGENCY
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	Ampersand Advisory
E-Commerce	Hilang – Ada Apa Dengan Kg Seri Daik	Viu	Fishermen Integrated
Food & Beverage	It Doesn't Get Cheesier Than Mega Cheese	Domino's	FCB SHOUT
Consumer & Business Services	Nando's – Decemberfest	Nando's	Fishermen Integrated
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Watsons Happy Beautiful Year!	Watsons Malaysia	Leo Burnett
Consumer & Business Services	PRUMy Child Plus	Prudential	Naga DDB Tribal
Food & Beverage	Sunquick FoodPanda Mixologists – Peeling Abang Food Pandas' hidden talent	Sunquick	Mindshare Group
Non-Food FMCG	Small but Powerful	Breeze	Unilever Malaysia
Food & Beverage	PediaSure Grow to Great	PediaSure	Media Prima Omnia Sdn Bhd
Consumer & Business Services	PRUFirst	Prudential	NAGA DDB SDN BHD
Consumer & Business Services	Watsons Happy Beautiful Year!	Watsons Malaysia	Leo Burnett
Consumer & Business Services	When KFC hijacked the biggest sporting event in 2022	KFC	Universal McCann

APPIES 2023

THE APPIES ASIA PACIFIC 2023 – GOLD WINNERS

CATEGORY	CAMPAIGN	BRAND	ADVERTISER	AGENCY
Marketing Innovation	Cadbury Celebrations #ShopsForShopless	Cadbury Celebrations	Mondelez	Ogilvy India
AdTech/MarTech	Serasi: Gone in 60minutes	Serasi	Sime Darby Property	Mindshare Group Malaysia
Food & Beverage	Wonda At Every Corner – #WondaBolaCorner	Wonda	Etika Beverages Sdn Bhd	Fishermen Integrated
Food & Beverage	Save The Drama With Pepsi	Pepsi	Etika	FCB SHOUT

THE APPIES ASIA PACIFIC 2023 – SILVER WINNERS

CATEGORY	CAMPAIGN	BRAND	ADVERTISER	AGENCY
AdTech/MarTech	Cadbury Celebrations #ShopsForShopless	Cadbury Celebrations	Mondelez	Ogilvy India
Food & Beverage	New Look. New Purpose.	Spritzer	Spritzer	FCB SHOUT
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	#ProudSponsorsOfTheGroundStaff	Cadbury Dairy Milk	Mondelez India	Ogilvy India
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Wonda At Every Corner – #WondaBolaCorner	Wonda	Etika Beverages Sdn Bhd	Fishermen Integrated
Non-Food FMCG	Lifebuoy: Turning Hygiene Education into an Inclusive Social Movement		LIFEBUOY	UNILEVER MALAYISA
Mindshare Group Malaysia				
Food & Beverage	First Spring	Hoegaarden	Budweiser Brewing Company APAC Limited	McCann Worldgroup China

THE APPIES ASIA PACIFIC 2023 – BRONZE WINNERS

CATEGORY	CAMPAIGN	BRAND	ADVERTISER	AGENCY
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Build Real Connections With Pepsi	Pepsi	PepsiCo Malaysia	FCB SHOUT
Non-Food FMCG	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	TENA	Ampersand Advisory
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	TENA promotes active ageing with TENA heroes and a unique TENAcity band!	TENA	TENA	Ampersand Advisory
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	Watson's Rahsia Gaya Raya	Watson's Malaysia	Watson's Personal Care Stores Sdn Bhd	Leo Burnett
Food & Beverage	#ProudSponsorsOfTheGroundStaff	Cadbury Dairy Milk	Mondelez India	Ogilvy India

THE APPIES MALAYSIA 2023 – SPECIAL WINNERS

CAMPAIGN	BRAND	ADVERTISER	AGENCY	PRESENTERS OF THE YEAR
A Cash Can't Buy Experience	DuitNow	Payments Network	Malaysia (PayNet)	Mindshare Group Sai Phaik Cheng
Save The Drama With Pepsi	Pepsi	Etika	FCB SHOUT	Michelle Ng

MEDIA AGENCY OF THE YEAR

MINDSHARE GROUP MALAYSIA

ADVERTISING AGENCY OF THE YEAR

FCB SHOUT

MARKETER OF THE YEAR

ETIKA

THE APPIES ASIA PACIFIC – SPECIAL WINNERS

CAMPAIGN	BRAND	ADVERTISER	AGENCY	PRESENTERS OF THE YEAR
Wonda Extra Presso x Lipton Tea #CHAMingTogether make a liquid romance!	Wonda Extra Presso, Lipton Tea	Etika	Ampersand Advisory	Bellace Lim
Wonda Extra Presso x Lipton Tea #CHAMingTogether make a liquid romance!	Wonda Extra Presso, Lipton Tea	Etika	Ampersand Advisory	Nadine Hor
Great Deals for Huatever	Grab	Grab (MY)	Fishermen Integrated	Sherene Tan

MEDIA AGENCY OF THE YEAR

MINDSHARE GROUP MALAYSIA

ADVERTISING AGENCY OF THE YEAR

OGILVY INDIA

MARKETER OF THE YEAR

ETIKA

This is the time to be APPIE

**Closing Date:
30 June, 2024**



**THE
APPIES
2024**

M A L A Y S I A
MARKETING CAMPAIGNS AWARDS

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