

# MARKETING

ISSUE #410 JULY 2024

WEEKENDER™



**NO SPELLS.  
NO DEMONS.  
NO DARK MAGIC.  
ONLY THE PURE PROWESS  
OF MARKETING!**

EDITOR'S NOTE

04

EPICA catches up with APPIES.



22



Why 74% is not a good number

APPIES 2023

06



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# What Say



**“Luck is not something you can mention in the presence of self-made men.”**

**E. B. White**



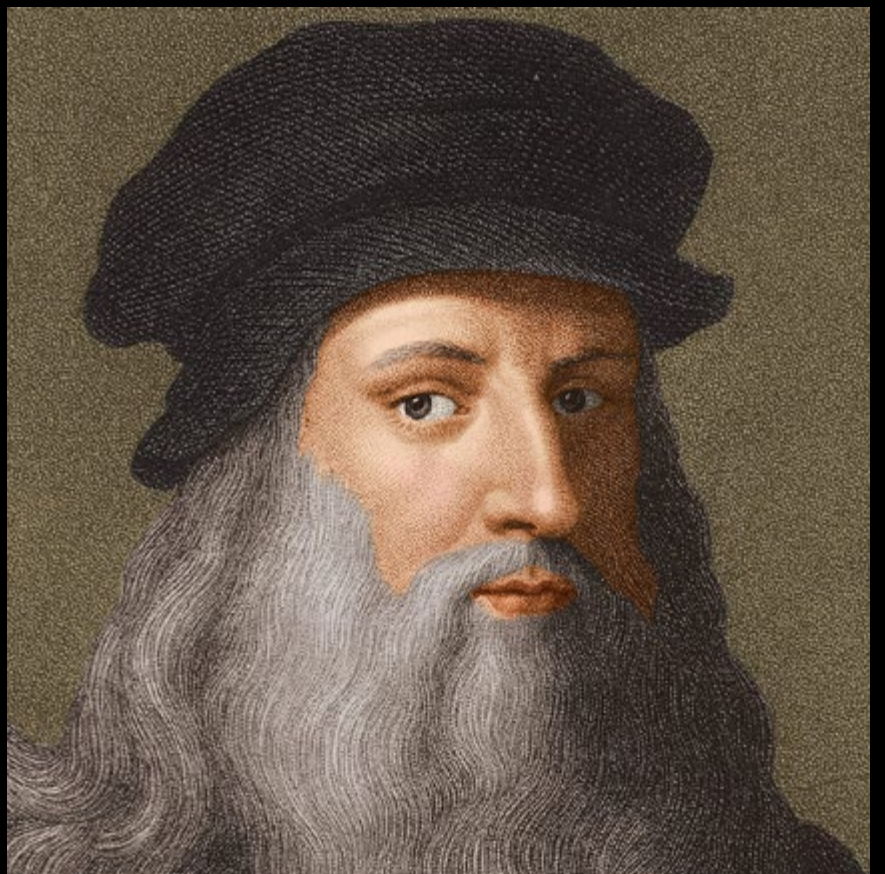
**“To expect life to treat you good is as foolish as hoping the bull won’t charge you because you’re vegetarian”**

**Comedian Roseanne Barr**



**“I feel sorry for people who don’t drink. When they wake up in the morning, that’s as good as they’re going to feel all day.”**

**Dean Martin**



**“The greatest deception men suffer is from their own opinions.”**

**Leonardo da Vinci**



# EPICA catches up with APPIES.

Established in 1987, The Epica Awards is unique as it is the only creative prize judged by the press.

The jury brings together more than 200 chief editors and senior reporters from trade, specialist and mainstream titles in over 60 countries. It is open to agencies, design studios, production houses, advertisers, digital marketers – in fact, talents from every corner of the communications business.

The people behind EPICA are my dear friends, and they invited me to judge the Sri Lanka ad association show just before

COVID hit the island.

The APPIES on the other hand is in its 9th year in Malaysia has a lot to say for itself too.

But if you live long enough like me, you begin to see things.

Sometimes almost seeing double.

All I want to say is that I am tickled that the latest EPICA Call for Entries campaign is remarkably similar to what we did for APPIES last year, together with the amazing Ted Lim.

Great minds do think alike.

*Enjoy the comparison...*

JUNE 2023

**DAVID DROGA  
IS NOT  
INVITED  
TO JUDGE  
THIS SHOW**

David is probably the most decorated advertising creative director on the planet, certainly the most awarded, but we regret to inform you that only client-side marketing leaders are allowed to judge The APPIES.  
Apologies David.

Online Submission:  
<https://appies.com.my> 

Closing Date  
30 June 2023

**RONALD NG  
IS NOT  
INVITED  
TO JUDGE  
THIS SHOW**

Malaysian Ronald Ng is Global Chief Creative Officer at MRM (McCann Relationship Marketing), based in New York. He was Jury Chair of Clio Awards 2023, London International Awards Jury President 2022, Cannes Lions Jury President 2022, and has won two Cannes Lions Grand Prix plus helped his agency become No.1 Digital Agency in the World in the WARC 100 report.  
We could go on and on...  
Tapi minta maaf ya, Ronald?

<https://appies.com.my> 

CLOSING DATE: 30 JUNE 2023

**TED LIM  
IS NOT  
INVITED  
TO JUDGE  
THIS SHOW**

Ted was Jury President for Cannes Lions, Adfest, Spikes Asia and honoured by Adweek as one of 13 global creative directors whose ideas are advancing advertising worldwide. Under his watch, Dentsu Asia-Pacific won the Cannes Lions Grand Prix, the D&AD Black Pencil, the Facebook Award for Innovation and the Asia-Pacific Gold Effie. But sorry Ted, only brand marketers judge The APPIES...

<https://appies.com.my> 

CLOSING DATE: 30 JUNE 2023


**PRASOON JOSHI  
WILL NOT BE  
JUDGING THE  
APPIES...**

Prasoon is a superstar at any level.

Prasoon Joshi is the CEO of McCann Worldgroup India, Chairman Asia Pacific and Chairperson of the Central Board of Film Certification. In 2014, he was the first Asian to serve as Jury President of Titanium and Integrated at the Cannes Lions Festival. His campaign for Afghanistan's Ministry of Public Health won a Grand Prix for Good (Health), four Gold, Six Silver and two Bronze Lions in 2017. His campaign for HappyDent gum, "The HappyDent Palace," was ranked as one of the "Top 20 Campaigns of the 21st Century."


Prasoon has also been designated a Young Global Leader by the World Economic Forum. He has won National Awards, a member of Filmfare, Screen, IIFA awards and his work as an award-winning Film writer and lyricist has moved hearts and impacted mass consciousness.  
In recognition of all these varied contributions,  
Prasoon was honored with The Padma Award by the Indian Government, one of the highest civilian honors in India.

Many of his fans were looking forward to seeing him. But we told him (not that he asked) that only brand marketers from the client side judge The APPIES.

Sorry brother 

JULY 2024

**NOT IF  
HE WERE THE  
LAST MAN  
ON EARTH,  
WOULD DAVID  
DROGA JUDGE  
FOR US.**

  
Judged by journalists. Not creatives.


**HELL WILL  
FREEZE OVER  
BEFORE  
NILS LEONARD  
SITS ON  
OUR JURY.**

  
Judged by journalists. Not creatives.

**WE DON'T  
ALLOW  
WOMEN LIKE  
SUSAN CREDLE  
TO SIT ON  
OUR JURY.**

  
Judged by journalists. Not creatives.

**NEVER EVER,  
NOT IN  
A MILLION  
YEARS WILL  
CHAKA  
SOBHANI  
BE A PART  
OF OUR JURY.**

  
Judged by journalists. Not creatives.

BACK BY  
POPULAR DEMAND



APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001335252



# MASTERCLASS FOR WRITERS

W O R K S H O P

With Professor Harmandar Singh aka Ham

28 August, 2024 | 8.15am - 6.00pm | Eastin Hotel

# See you all next week.

*Malaysia's biggest marketing campaigns festival runs on July 11 & 12*

As The APPIES Malaysia enters its 9th year, a **record number** of entries were received this time around.

All shortlisted entries will be presented at The APPIES Marketing Conference next week, on July 11 and 12 at the Eastin Hotel in Petaling Jaya, Selangor.

The organisers have also increased the number of Presentation Rooms from 3 to 4 to welcome the influx of more Malaysian marketing campaigns across 21 categories this year.

At The APPIES, they are seeking marketing brilliance that doesn't dim under the harsh glare of scrutiny.

This is where mediocrity perishes and excellence finds a home where the exacting standards are applied.

## Who Benefits?

- **PRESENTERS:** Gain unparalleled exposure and feedback from industry giants. If you can impress them, you can impress anyone.

- **JUDGES:** Engage directly with campaign creators and assess real-world marketing solutions. And soak in the practical learnings.
- **AUDIENCE:** Shuttle between presentation halls and learn from Malaysia's leading marketing strategists. It's like speed dating, but for brilliant ideas and learnings.

This is hallowed ground where Malaysia's advertising, marketing and media maestros showcase their finest work.

The APPIES is the only place where the latest marketing campaigns in Malaysia are presented to a Live audience and a panel of 23 leading marketers-only judges.

It's like doing a 2-Day MBA in marketing.

*Register for the HRDC-Approved Conference [here](#).*

Here's the Shortlist...you simply can't miss out.

REGISTRATIONS		8.00am	Morning Coffee/Tea					
WELCOME SPEECH		9.00am	Welcome by Appies Malaysia President, PROF. HARMANDAR SINGH					HALL A
KEYNOTE PRESENTATION		9.10am - 10.10am	JAMSHED WADIA, Vice Chair of Digital (Asia), EDELMAN					
REFRESHMENTS & NETWORKING		10.10am - 10.30am	Morning Coffee/Tea					
MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Brands & Business	Best in Health-care	10.30am - 10.45am	THE ALL NEW KAOTIM MEDIKAD	TAKAFUL MALAYSIA	KAOTIM MEDIKAD	Ampersand Advisory	HALL A	Mohd Afiq Hizamie Lim Yi Wen
Brands & Business	Best in Financial Services		Allianz's Branded Victory: A Perfect 10 with a 4-in-1 Film and an Engaging Concert Experience		Allianz	Ampersand Advisory	HALL B	Janice Kiew Mira Muhamad
Platforms & Purpose	Best in Govt/NGO		WHY PAY?	MYTV BROADCASTING SDN BHD	MYTV	Friends Advertising & Communications Sdn Bhd	HALL C	Dato' Shahrein Zainal Rizal Rozali
Platforms & Purpose	Best in Innovation		The Experts Film's Collaborative Heist with Partner Power	Astro Shaw Sdn. Bhd.	The Experts	Astro Shaw	HALL D	Faizal Fauzi Nazihah Dalhar
Platforms & Purpose	Best in Customer Experience	10.45am - 11.00am	Allianz's Integrated Masterpiece: A Perfect 10 with a 4-in-1 Film and an Engaging Concert Experience		Allianz	Ampersand Advisory	HALL A	Jackie Ong Mira Muhamad
Platforms & Purpose	Best in Govt/NGO		ATLAS Vending Supports Ministry Of Economy Through RM1 Thirst Quenchers Campaign	ATLAS Vending (M) Sdn Bhd	Atlas Vending	Ampersand Advisory	HALL B	Kalithasan Sothinathan Amelia Lim
Brands & Business	Best in Travel & Hospitality		GET FAMOUS, FAST! How we launched The Exchange TRX and won the war of the malls, becoming #1 amidst 200 malls		The Exchange TRX	Ampersand Advisory	HALL C	Lee Tse Yoon Cyrus Yap
Brands & Business	Best in B2B		Show Don't Tell: Reaching B2B audiences via B2C work	Visual Retale	Visual Retale	Borderless	HALL D	Edward Ong Sailendra Kanagasundram
Platforms & Purpose	Best in AI	11.00am - 11.15am	Enfagrow A+ Moms Raise A+ Kids dominates Mother's Day AI Symphony: Bridging Love and Innovation	Mead Johnson Malaysia	Enfagrow	Ampersand Advisory	HALL A	Janice Kiew Mira Muhamad
Platforms & Purpose	Best in E-Commerce		THE ALL NEW KAOTIM MEDIKAD	TAKAFUL MALAYSIA	KAOTIM MEDIKAD	Ampersand Advisory	HALL B	Mohd Afiq Hizamie Lim Yi Wen
Brands & Business	Best in FMCG - F&B		Mirinda x The Experts	Etika Beverages Sdn Bhd	Mirinda (Etika)	Ampersand Advisory	HALL C	Winnie Tee Bellace Lim
Brands & Business	Best in Festive		CGC "Tangan Kita"	CGC (Credit Guarantee Corporation Malaysia Berhad)	CGC	CD Communications Group	HALL D	Pamela Mr. Sathia
Brands & Business	Best in Health-care	11.15am - 11.30am	Oyen Unveils Malaysia's First Feline Pet Insurance		Oyen	Ampersand Advisory	HALL A	Amelia Lim
Platforms & Purpose	Best in Customer Experience		ASR Perfect Power Trio Drives Super Customer Acquisition		Shiseido	Ampersand Advisory	HALL B	Nadine Hor Mandy Chan
Platforms & Purpose	Best in Govt/NGO		A Winning Blend: Wonda Coffee x FAM Fuels Football Fans And Harimau Malaya	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL C	Jamie Ng Sea Yean
Brands & Business	Best in FMCG - F&B		Jack n' Jill Calbee: SOOOOOOOOOOOOO Japanese!	Munchworld Marketing Sdn. Bhd.	Jack n' Jill Calbee	Dentsu Malaysia	HALL D	Nikki Oon Rishu Verma
Platforms & Purpose	Best in Govt/NGO	11.30am - 11.45am	Yayasan Chow Kit : Advocating Policy Change		Yayasan Chow Kit	Ampersand Advisory	HALL A	Amelia Lim
Brands & Business	Best in Festive		Enfagrow A+ Moms Raise A+ Kids dominates Mother's Day AI Symphony: Bridging Love and Innovation	Mead Johnson Malaysia	Enfagrow	Ampersand Advisory	HALL B	Majorie Ann Zatil Husna
Brands & Business	Best in Financial Services		THE ALL NEW KAOTIM MEDIKAD	TAKAFUL MALAYSIA	KAOTIM MEDIKAD	Ampersand Advisory	HALL C	Mohd Afiq Hizamie Lim Yi Wen
Brands & Business	Best in Festive		Jalanan Aidilfitri	Malaysia Airports Holdings Berhad	Malaysia Airports	TEAM LEWIS	HALL D	Tanichka Achan Nazura Abdul Jalil

Schedule details may change and are correct at press time on July 5 at 5pm.

REGISTER HERE 

MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Brands & Business	Best in B2B	11.45am – 12.00pm	A Winning Blend: Wonda Coffee x FAM Fuels Football Fans And Harimau Malaya	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL A	Jamie Ng Sea Year
Brands & Business	Best in B2B		Mirinda x The Experts	Etika Beverages Sdn Bhd	Mirinda (Etika)	Ampersand Advisory	HALL B	Winnie Tee Bellace Lim
Brands & Business	Best in Non-Food FMCG		ASR Perfect Power Trio Drives Super Customer Acquisition		Shiseido	Ampersand Advisory	HALL C	Nadine Hor Mandy Chan
Brands & Business	Best in Financial Services		Kisah Terror	Allianz Malaysia	Allianz Malaysia	MediaCliQ	HALL D	Salaf Tegal
Platforms & Purpose	Best in E-Commerce	12.00pm – 12.15pm	ASR Perfect Power Trio Drives Super Customer Acquisition		Shiseido	Ampersand Advisory	HALL A	Nadine Hor Mandy Chan
Brands & Business	Best in Financial Services		Oyen Unveils Malaysia's First Feline Pet Insurance		Oyen	Ampersand Advisory	HALL B	Amelia Lim
Platforms & Purpose	Best in Tech		Enfagrow A+ Moms Raise A+ Kids dominates Mother's Day AI Symphony: Bridging Love and Innovation	Mead Johnson Malaysia	Enfagrow	Ampersand Advisory	HALL C	Janice Kiew Zatil Husna
Platforms & Purpose	Best in Digital		Buletin Diraja	Sistem Televisyen Malaysia Berhad (TV3)	Buletin Utama	Media Prima	HALL D	Azaria Tagaya Binti Norio Tagaya Mior Abdul Malek Raiyani
Brands & Business	Best in Fast Dining	12.15pm – 12.30pm	Any Excuse Will Do: Nando's Brings Malaysians Together For A Year-End Meal		Nando's	Ampersand Advisory	HALL A	Nadine Hor Mandy Chan
Brands & Business	Best in Non-Food FMCG		ArtiqAir Heats Up Sales After Cooling The Masked Singer Stage!	MyFuji Global Sdn Bhd	ArtiqAir	Astro Media Solutions	HALL B	Wong See Wei Muhamad Safwan Mohd Yusof
Brands & Business	Best in FMCG - F&B		ATLAS Vending Supports Ministry Of Economy Through RM1 Thirst Quenchers Campaign	ATLAS Vending (M) Sdn Bhd	Atlas Vending	Ampersand Advisory	HALL C	Kalithasan Sothinathan Amelia Lim
Brands & Business	Best in Non-Food FMCG		Scentify, More Than Just Your Ordinary Fabric Freshener	Wipro Unza (Malaysia) Sdn. Bhd.	Scentify	MBCS	HALL D	Chong Jia Ling Devarshi Dalmia
Brands & Business	Best in Festive	12.30pm – 12.45pm	Mirinda x The Experts	Etika Beverages Sdn Bhd	Mirinda (Etika)	Ampersand Advisory	HALL A	Winnie Tee Bellace Lim
Platforms & Purpose	Best in Customer Experience		Policing the Market: How Polis Evo 3's Campaign Captured Hearts and Wallets	Astro Shaw Sdn. Bhd.	Polis Evo 3	Astro Shaw Sdn. Bhd.	HALL B	Faizal Fauzi Nazihah Dalhar
Brands & Business	Best in Travel & Hospitality		Tourism Australia Partners with Astro's Projek Bapak Bapak to Boost Travel to Australia	Tourism Australia	Tourism Australia	Astro Media Solutions	HALL C	Melissa Abu Bakar Loh Pei Nah
Platforms & Purpose	Best in AI		Malaysia's First A.I Radio DJ	Media Prima Audio	Fly FM	Media Prima Audio	HALL D	Shah Hayatudin Amir Mirza Daud
Platforms & Purpose	Best in Sustainability	12.45pm – 1.00pm	ATLAS Vending Supports Ministry Of Economy Through RM1 Thirst Quenchers Campaign	ATLAS Vending (M) Sdn Bhd	Atlas Vending	Ampersand Advisory	HALL A	Kalithasan Sothinathan Amelia Lim
Brands & Business	Best in Festive		Any Excuse Will Do: Nando's Brings Malaysians Together For A Year-End Meal		Nando's	Ampersand Advisory	HALL B	Nadine Hor Mandy Chan
Brands & Business	Best in Healthcare		Redefining Senior Living with Pacific Senior Living	Pacific Senior Living Sdn Bhd	Pacific Senior Living	DIA Brand Consultants	HALL C	Siti Nur Bahiyah binti Khalid Malini Selvacumarasamy
Brands & Business	Best in Fast Dining		Illuminated in iconic yellow and red, Icon Meets Icon	McDonald's Malaysia	McDonald's Malaysia	OMD Malaysia	HALL D	Charlie Sim Darren Tan
BREAK		1.00pm - 2.00pm	LUNCH					

MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Brands & Business	Best in Non-Food FMCG	2.00pm – 2.15pm	CelcomDigi Merger Launch Unites Rival Stations for a Historical Record-Breaking Simulcast	CelcomDigi Berhad	CelcomDigi	Astro Media Solutions	HALL A	Loh Wei Tzen Charlotte Chin
Platforms & Purpose	Best in Social		Cabaran Hidangan RHB MySiswa	RHB Bank Berhad	RHB	GrowthOps Asia	HALL B	Zulhilmi Izzuddin Bin Kamaruddin Jack Kin Lim
Platforms & Purpose	Best in Social		Dove Uncovers the 'Real Story' Behind Hijabis Struggle with Hairfall	Unilever Malaysia	Dove	Astro Media Solutions	HALL C	Zoey Song Shazalina Zainal Aznam
Brands & Business	Best in Education & Training		Ready For You	IHH Healthcare	Gleneagles Hospitals, Pantai Hospitals, and Prince Court Medical Centre	Misteeq Media	HALL D	Pramodh Menon Benjamin Lau
Brands & Business	Best in Festive	2.15pm – 2.30pm	Maxis' Heartwarming CNY Brand Film Creates Meaningful Connections with Families	Maxis Broadband Sdn Bhd	Maxis	Astro Media Solutions	HALL A	Chin Hwai Hwe Lee Sze Ching
Platforms & Purpose	Best in Customer Experience		Your Extraordinary Journey	IHH Healthcare Malaysia	Pantai Hospitals, Gleneagles Hospitals, Prince Court Medical Centre	JUNO	HALL B	Benjamin Cheong Eu Mun Sachdev Singh Sandhu
Platforms & Purpose	Best in Social		Any Excuse Will Do: Nando's Brings Malaysians Together For A Year-End Meal		Nando's	Ampersand Advisory	HALL C	Nadine Hor Mandy Chan
Platforms & Purpose	Best in Digital		A Pink Elephant in the Room and 22% sell-out growth	Wipro Unza Malaysia	Carrie Junior	PHD Media Malaysia	HALL D	Jeff Tan Amanda Yong
Brands & Business	Best in B2B	2.30pm – 2.45pm	Energising the Future with Malakoff	Malakoff Corporation Berhad	Malakoff	DIA Brand Consultants	HALL A	Siti Nur Bahiyah binti Khalid Dhanesa Poobalan
Platforms & Purpose	Best in Customer Experience		Vibe Kopi Susu	Gerbang Alaf Restaurants Sdn Bhd	McDonald's Malaysia	Leo Burnett Malaysia	HALL B	Kar Yee Tan Jason Tan
Platforms & Purpose	Best in Innovation		Lotus's x impact.com - Pioneering Partnerships to Increase Brand Awareness and Drive Online Growth	Lotus's Stores (Malaysia) Sdn Bhd	Lotus's	impact.com	HALL C	Ayaan Mohamud Deon Lee
Brands & Business	Best in Non-Food FMCG		Durex Academy	Reckitt Benckiser	Durex Malaysia	Fishermen Integrated	HALL D	Praveen Varma Rachel Sak
Brands & Business	Best in Non-Food FMCG	2.45pm – 3.00pm	Macam-macam Gaya, Sama-Sama Keluarga	Telekom Malaysia	Unifi	GrowthOps Asia	HALL A	David Mitchell Jamie Wong
Brands & Business	Best in B2B		Ready For You	IHH Healthcare Malaysia	Gleneagles Hospitals, Pantai Hospitals, and Prince Court Medical Centre	Misteeq Media	HALL B	Pramodh Menon Benjamin Lau
Platforms & Purpose	Best in Sustainability		Sunlight Made for More	Unilever Malaysia	Sunlight	Unilever Malaysia	HALL C	Chong Kai Ni Andreana Mah
Brands & Business	Best in Festive		Watsons Raya 2024 - Dimensi Raya Paling Unik	Watsons' Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett Malaysia	HALL D	Chui San Wong Dzafira Dzulkifli
Brands & Business	Best in Healthcare	3.00pm – 3.15pm	Your Extraordinary Journey	IHH Healthcare Malaysia	Pantai Hospitals, Gleneagles Hospitals, Prince Court Medical Centre	JUNO	HALL A	Benjamin Cheong Eu Mun Sachdev Singh Sandhu
Platforms & Purpose	Best in Digital		CelcomDigi Fibre: It is not just fibre, it is the lifestyle	Celcomdigi Berhad	Celcomdigi	OMD Malaysia	HALL B	Loo Sze Jack Edina Lim
Platforms & Purpose	Best in Social		ICON MEETS ICON	McDonald's Malaysia	McDonald's Malaysia	OMD Malaysia	HALL C	Charlie Sim Darren Tan
Brands & Business	Best in Fast Dining		ZUS Coffee Buatan Malaysia	Zuspresso (M) Sdn. Bhd	ZUS Coffee	Fishermen Integrated	HALL D	Praveen Varma Shafiqah Othman

Schedule details may change and are correct at press time on July 5 at 5pm.

REGISTER HERE 

MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Brands & Business	Best in Fast Dining	3.15pm – 3.30pm	Vibe Kopi Susu	Gerbang Alaf Restaurants Sdn Bhd	McDonald's Malaysia	Leo Burnett Malaysia	HALL A	Kar Yee Tan Jason Tan
Platforms & Purpose	Best in OOH/DOOH		Brand Recode for Better World , Better Life	45th International Advertising Association World Congress 2024	45th International Advertising Association World Congress 2024	Visual Retale x Zoomer Media	HALL B	Dr. Milan Agnihotri
Platforms & Purpose	Best in Social		Ready For You	IHH Healthcare Malaysia	Gleneagles Hospitals, Pantai Hospitals, and Prince Court Medical Centre	Misteeq Media	HALL C	Pramodh Menon Benjamin Lau
Platforms & Purpose	Best in Social		Buying Property on Mudah.my is Kacang Jer!	Mudah.my	Mudah Property	Nuffnang Malaysia	HALL D	Isaiah Saw Amanda Low
Brands & Business	Best in Non-Food FMCG	3.30pm – 3.45pm	Sunlight Made for More	Unilever Malaysia	Sunlight	Unilever Malaysia	HALL A	Chong Kai Ni Andreana Mah
Platforms & Purpose	Best in Innovation		A Pink Elephant in the Room and 22% sell-out growth	Wipro Unza Malaysia	Carrie Junior	PHD Media Malaysia	HALL B	Jeff Tan Amanda Yong
Brands & Business	Best in Financial Services		Sekinchan Go Cashless with HLB BizBuddy!	Hong Leong Bank	Hong Leong Bank	Mindshare Group Malaysia	HALL C	Wong Sook Fun Ang Ching Wen
Brands & Business	Best in Healthcare		Jom Kita Sihat! Stay Healthy With Watsons	Watsons Malaysia	Watsons	Watsons Malaysia	HALL D	Desmond Shia Lee Lok Mun
Platforms & Purpose	Best in Sustainability	3.45pm – 4.00pm	Air Selangor Sustainability Ambassador	Pengurusan Air Selangor Sdn Bhd	Air Selangor	Pengurusan Air Selangor Sdn Bhd	HALL A	Muhamad Asyraf Bin Ahmad Suhaibi Elina Baseri
Platforms & Purpose	Best in Customer Experience		Game On with The Dashing EDT Experience	Wipro Unza Malaysia	Dashing	PHD Media Malaysia	HALL B	Keith Teh Edwin Chang
Platforms & Purpose	Best in Innovation		Vibe Kopi Susu	Gerbang Alaf Restaurants Sdn Bhd	McDonald's Malaysia	Leo Burnett Malaysia	HALL C	Kar Yee Tan Jason Tan
Platforms & Purpose	Best in Social		Resorts World Genting: A Destination Verified By Kids, For Kids	Resorts World Genting	Resorts World Genting	Naga DDB Tribal	HALL D	Hajar Yusof Allen Looi
BREAK		4.00pm - 4.30pm	COFFEE BREAK & NETWORKING					
Platforms & Purpose	Best in Digital	4.30pm – 4.45pm	Empowering Malaysians to Shop Online with Watsons	Watsons Malaysia	Watsons	Watsons Malaysia	HALL A	Sandy Ngiam Thompson Tee
Brands & Business	Best in Festive		ZUS Coffee Buatan Malaysia	Zuspresso (M) Sdn. Bhd.	ZUS Coffee	Fishermen Integrated	HALL B	Praveen Varma Shafiqah Othman
Platforms & Purpose	Best in Tech		CelcomDigi Fibre: Challenging the long-standing complacency with speed test banners	Celcomdigi Berhad	Celcomdigi	OMD Malaysia	HALL C	Loo Sze Jack Edina Lim
Platforms & Purpose	Best in Sustainability		Innovating better consumerism – Switch to Watsons' Sustainable Choices	Watsons Malaysia	Watsons	Watsons Malaysia	HALL D	Abby Kee Wymen Chew
Brands & Business	Best in Healthcare	4.45pm – 5.00pm	Ready For You	IHH Healthcare Malaysia	Gleneagles Hospitals, Pantai Hospitals, and Prince Court Medical Centre	Misteeq Media	HALL A	Pramodh Menon Benjamin Lau
Brands & Business	Best in B2B		Sekinchan-ese, Cannot Lose Face!	Hong Leong Bank	Hong Leong Bank	Mindshare Group Malaysia	HALL B	Wong Sook Fun Ang Ching Wen
Platforms & Purpose	Best in Govt/NGO		Brand Recode for Better World , Better Life	45th International Advertising Association World Congress 2024	45th International Advertising Association World Congress 2024	Visual Retale x Zoomer Media	HALL C	Dr. Milan Agnihotri
Brands & Business	Best in Fast Dining		Icon Meets Icon	Gerbang Alaf Restaurants Sdn Bhd	McDonald's Malaysia	Leo Burnett Malaysia	HALL D	Kar Yee Tan Jason Tan



MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Platforms & Purpose	Best in OOH/DOOH	5.00pm – 5.15pm	CelcomDigi: When two titans joined forces to craft excellence in DOOH execution	Celcomdigi Berhad	Celcomdigi	OMD Malaysia	HALL A	Chong Shin Roe Remus Hoo Ching Hwa
Brands & Business	Best in Automotive & Transport		Making Buying and Selling Automotives Mudah with Mudah Auto	Mudah.my	Mudah Auto	Nuffnang Malaysia	HALL B	Isaiah Saw Amanda Low
Brands & Business	Best in Festive		Enchanteur Luxe Violette Celebrates Sales Uplift with Iman Troye's Raya Content	Wipro Unza Malaysia	Enchanteur	PHD Media Malaysia	HALL C	Keith Teh Siti Nurzulaika Binti Shamsol Anuar
Brands & Business	Best in Healthcare		#MovemberGoals: Tackling Men's Health and Winning	IHH Healthcare	Pantai Hospitals, Gleneagles Hospitals, Prince Court Medical Centre	Naga DDB Tribal	HALL D	Hajar Yusof Allen Looi
Platforms & Purpose	Best in Digital	5.15pm – 5.30pm	Samsung Odyssey Cup - Southeast Asia Influencer Invitational	Samsung Asia	Samsung	The Gaming Company	HALL A	Keith Elisha Lee Adrian Gaffor
Platforms & Purpose	Best in Digital		Durex Academy	Reckitt Benckiser	Durex Malaysia	Fishermen Integrated	HALL B	Praveen Varma Rachel Sak
Platforms & Purpose	Best in Customer Experience		Brighter Skin, Brighter Future: Aiken's Revolutionary Skincare Event Shines	Wipro Unza Malaysia	Aiken	PHD Media Malaysia & Mediabrand Content Studio	HALL C	Jeff Tan Ashlee Yeo
Platforms & Purpose	Best in E-Commerce		Empowering Malaysians to Shop Online with Watsons	Watsons Malaysia	Watsons Malaysia	Watsons Malaysia	HALL D	Sandy Ngiam Thompson Tee
Brands & Business	Best in Non-Food FMCG	5.30pm – 5.45pm	Belum Cuba Belum Tau – Cuba Je Watsons Brand Janji Suka	Watsons Malaysia	Watsons	Watsons Malaysia	HALL A	Abby Kee Wymen Chew
Platforms & Purpose	Best in OOH/DOOH		Icon Meets Icon	Gerbang Alaf Restaurants Sdn Bhd	McDonald's Malaysia	Leo Burnett Malaysia	HALL B	Kar Yee Tan Jason Tan
Platforms & Purpose	Best in Customer Experience		Ready-Set-Go-Move: The largest Watsons Get Active Carnival	Watsons Malaysia	Watsons	Watsons Malaysia	HALL C	Desmond Shia Lee Lok Mun
Brands & Business	Best in B2B		Unbox The WOW!   Kiriman WAH!	Pos Malaysia Berhad	Pos Malaysia	Naga DDB Tribal	HALL D	Rachel Chew Melvin Yap

Schedule details may change and are correct at press time on July 5 at 5pm.

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WELCOME BACK DELEGATES		8.00am	Registration & Morning Coffee/Tea					
MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Brands & Business	Best in Non-Food FMCG	9.00am - 9.15am	Time Tarik Kabel Besar	Time dotCom Bhd	Time	Fishermen Integrated	HALL A	Dylan Cheong Stanleigh Jenkins
Platforms & Purpose	Best in Govt/NGO		Goodday Charge Up Athletes of Today	Etika Beverages Sdn Bhd	Goodday CHARGE	Fishermen Integrated	HALL B	Brenda Koh Carrie Ng
Platforms & Purpose	Best in Customer Experience		Time X Creators	Time dotCom Bhd	Time	Fishermen Integrated	HALL C	Annisa Sharfina Loo See Mun
Brands & Business	Best in Non-Food FMCG		Like It's Your Father's Company	Time dotCom Bhd	Time	Fishermen Integrated	HALL D	Mark Karmen Deborah Woong
Platforms & Purpose	Best in Govt/NGO	9.15am - 9.30am	#JANGANKENASCAM	Association of Banks Malaysia	ABM	M&C SAATCHI	HALL A	Kathleen De Cruz Carolyn Tay
Brands & Business	Best in FMCG - F&B		LEXUS DRIZZLE - DELICIOUS VERSATILITY FOR THE FAMILY	MUNCHY'S	LEXUS	Mindmade Creative Communications	HALL B	Chong Fui Teng Nur Izzatul Alya Bt. Zulkernain
Brands & Business	Best in Financial Services		STAYING IN CHARGE WITH HLB CONNECT	HONG LEONG BANK	HONG LEONG BANK	M&C Saatchi	HALL C	Chin Yean Hui Bian Catubay
Brands & Business	Best in Festive		Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration	Wipro Unza (Malaysia) Sdn. Bhd.	Aiken	Mediabrand Content Studio & PHD Media Malaysia	HALL D	Kelvin Lye Ashlee Yeo
Platforms & Purpose	Best in Digital	9.30am - 9.45am	Goodday Charge Up Athletes of Today	Etika Beverages Sdn Bhd	Goodday CHARGE	Fishermen Integrated	HALL A	Brenda Koh Carrie Ng
Brands & Business	Best in Non-Food FMCG		Time Internet Ramah	Time dotCom Bhd	Time	Fishermen Integrated	HALL B	Dylan Cheong Low Weng Wye
Brands & Business	Best in Automotive & Transport		Defy Expectations with Toyota Vios	UMW Toyota Malaysia	Toyota Vios	M&C SAATCHI	HALL C	Ezra Foo Nicky Lim
Platforms & Purpose	Best in Social		Time X Creators	Time dotCom Bhd	Time	Fishermen Integrated	HALL D	Ilisa Izhar Yap Pik Kuan
Platforms & Purpose	Best in Sustainability	9.45am - 10.00am	Sime Darby Property: Championing Urban Biodiversity	Sime Darby Property	Sime Darby Property	M&C SAATCHI	HALL A	Bian Catubay Andrew Kok
Platforms & Purpose	Best in Customer Experience		Time Tarik Kabel Besar	Time dotCom Bhd	Time	Fishermen Integrated	HALL B	Abel Chai Stanleigh Jenkins
Platforms & Purpose	Best in Sustainability		HEALTHY NATION, HAPPY NATION HUNT	MUNCHY'S	OAT KRUNCH	Mindmade Creative Communications	HALL C	Nur Izzatul Alya Bt. Zulkernain Chong Fui Teng
Brands & Business	Best in FMCG - F&B		World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records	Etika Beverages Sdn Bhd	Mountain Dew	Ampersand Advisory	HALL D	Jennifer Wong Joshua Desmond
Brands & Business	Best in Non-Food FMCG	10.00am - 10.15am	Safi Perfect White Revival: A Gen-Z Revolution in Whitening Skincare	Wipro Unza (Malaysia) Sdn. Bhd.	Safi	Mediabrand Content Studio & PHD Media Malaysia	HALL A	Asyfi Ruslan Ma'wa Rahidin
Brands & Business	Best in Financial Services		#JANGANKENASCAM	Association of Banks Malaysia	ABM	M&C SAATCHI	HALL B	Kathleen De Cruz Carolyn Tay
Brands & Business	Best in Festive		Like It's Your Father's Company	Time dotCom Bhd	Time	Fishermen Integrated	HALL C	Dylan Cheong Grace Foo Chia Wern
Platforms & Purpose	Best in Innovation		Enfagrow A+ Moms Raise A+ Kids dominates Mother's Day AI Symphony: Bridging Love and Innovation	Mead Johnson Malaysia	Enfagrow	Ampersand Advisory	HALL D	Sandeep Joseph Jackie Ong
Platforms & Purpose	Best in Social	10.15am - 10.30am	LEXUS DRIZZLE - DELICIOUS VERSATILITY FOR THE FAMILY	MUNCHY'S	LEXUS	Mindmade Creative Communications	HALL A	Chong Fui Teng Nur Izzatul Alya Bt. Zulkernain
Brands & Business	Best in Festive		👉👉 Wo Ai Ni	MR.DIY Malaysia	MR.DIY	Fishermen Integrated	HALL B	Carrie Ng Owen Yu Kay Vin
Platforms & Purpose	Best in Digital		#JANGANKENASCAM	Association of Banks Malaysia	ABM	M&C SAATCHI	HALL C	Kathleen De Cruz Carolyn Tay
Platforms & Purpose	Best in Digital		Time Internet Ramah	Time dotCom Bhd	Time	Fishermen Integrated	HALL D	Abel Chai Mark Karmen
BREAK		10.30am - 10.45am	COFFEE BREAK & NETWORKING					

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MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Platforms & Purpose	Best in Digital	10.45am – 11.00am	World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records	Etika Beverages Sdn Bhd	Mountain Dew	Ampersand Advisory	HALL A	Jennifer Wong Joshua Desmond
Platforms & Purpose	Best in E-Commerce		Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration	Wipro Unza (Malaysia) Sdn. Bhd.	Aiken	Mediabrand Content Studio & PHD Media Malaysia	HALL B	Kelvin Lye Ashlee Yeo
Brands & Business	Best in FMCG - F&B		Goodday Charge Up Athletes of Today	Etika Beverages Sdn Bhd	Goodday CHARGE	Fishermen Integrated	HALL C	Brenda Koh Carrie Ng
Brands & Business	Best in FMCG - F&B		The Original Taste of Malaysia rolls out a Wonda-ful campaign of big scale initiatives	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL D	Cindy Khoo Amelia Teo
Brands & Business	Best in Non-Food FMCG	11.00am – 11.15am	MR.DIY Wo AI Ni	MR.DIY Malaysia	MR.DIY	Fishermen Integrated	HALL A	Carrie Ng Owen Yu Kay Vin
Brands & Business	Best in B2B		CelcomDigi MY5G Series	CelcomDigi	CelcomDigi Business	Naga DDB Tribal & M&C Saatchi	HALL B	Teoh Xin Xian Susan Lee
Brands & Business	Best in Non-Food FMCG		BE ICONIC	WONDERLAB	WONDERLAB & WONDERDEWI	Mindmade Creative Communications	HALL C	Chong Fui Teng Nur Izzatul Alya Bt. Zulkernain
Platforms & Purpose	Best in Admail Impact		Wonda Kopi Tarik - The World's Longest Magazine Gets A Guinness World Record!	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL D	Sandeep Joseph Cindy Khoo
Platforms & Purpose	Best in Customer Experience	11.15am – 11.30am	The Original Taste of Malaysia rolls out a Wonda-ful campaign of big scale initiatives	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL A	Cindy Khoo Amelia Teo
Platforms & Purpose	Best in Innovation		Maybank Raya: You don't have to cry on Raya	MAYBANK GROUP CORPORATE MARKETING	MAYBANK	Invictus Blue	HALL B	Chen Shi Yen Isa Hoe
Platforms & Purpose	Best in Social		World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records	Etika Beverages Sdn Bhd	Mountain Dew	Ampersand Advisory	HALL C	Jennifer Wong Joshua Desmond
Brands & Business	Best in B2B		#JomSapot BeliLokal	RHB Banking Group	RHB Bank	THE SHOUT GROUP	HALL D	GiGi Lee Wang le Tjer
Platforms & Purpose	Best in OOH/DOOH	11.30am – 11.45am	BE ICONIC	WONDERLAB	WONDERLAB & WONDERDEWI	Mindmade Creative Communications	HALL A	Chong Fui Teng Nur Izzatul Alya Bt. Zulkernain
Platforms & Purpose	Best in Innovation		Wonda Kopi Tarik - The World's Longest Magazine Gets A Guinness World Record!	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL B	Sandeep Joseph Cindy Khoo
Platforms & Purpose	Best in Customer Experience		MR.DIY Wo AI Ni	MR.DIY Malaysia	MR.DIY	Fishermen Integrated	HALL C	Carrie Ng Owen Yu Kay Vin
Platforms & Purpose	Best in Innovation		Wonda OR1 FM Creates A Benchmark: The Same Programme Across 17 Stations in 4 Languages	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL D	Pia Lisa Amelia Teo
Platforms & Purpose	Best in Social	11.45am – 12.00pm	Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration	Wipro Unza (Malaysia) Sdn. Bhd.	Aiken	Mediabrand Content Studio & PHD Media Malaysia	HALL A	Kelvin Lye Ashlee Yeo
Platforms & Purpose	Best in Customer Experience		World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records	Etika Beverages Sdn Bhd	Mountain Dew	Ampersand Advisory	HALL B	Jennifer Wong Joshua Desmond
Brands & Business	Best in Festive		The Original Taste of Malaysia rolls out a Wonda-ful campaign of big scale initiatives	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL C	Cindy Khoo Amelia Teo
Brands & Business	Best in Automotive & Transport		BUILT FOR LIFE - MALAYSIA'S 1ST OFFICIAL AUTOMOTIVE VIDEO PODCAST	SIME DARBY AUTO CONNEXION SDN BHD	FORD MALAYSIA	M&C SAATCHI	HALL D	Kathleen De Cruz Faiz Bahruddin

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MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Brands & Business	Best in B2B	12.00pm – 12.15pm	Wonda Kopi Tarik - The World's Longest Magazine Gets A Guinness World Record!	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL A	Sandeep Joseph Cindy Khoo
Brands & Business	Best in Festive		Forgiveness	RHB Banking Group	RHB Bank	THE SHOUT GROUP	HALL B	Anwar Amin Wang le Tjer
Brands & Business	Best in Festive		Maybank Raya: You don't have to cry on Raya	MAYBANK GROUP CORPORATE MARKETING	MAYBANK	Invictus Blue	HALL C	Chen Shi Yen Isa Hoe
Platforms & Purpose	Best in OOH/DOOH		Leveraging Programmatic DOOH to Celebrate KFC's 50th Anniversary in Malaysia	KFC	KFC	Moving Walls	HALL D	Darshvini Malar
BREAK		12.15pm - 1.20pm	LUNCH					
Platforms & Purpose	Best in Innovation	1.20pm – 1.40pm	World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records	Etika Beverages Sdn Bhd	Mountain Dew	Ampersand Advisory	HALL A	Jennifer Wong Joshua Desmond
Brands & Business	Best in Festive		Raya Together	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL B	Muhammad Nuramin Bin Abdul Aziz Marion St. Joan Galid
Brands & Business	Best in Festive		Wonda ORI FM Creates A Benchmark: The Same Programme Across 17 Stations in 4 Languages	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL C	Pia Lisa Amelia Teo
Brands & Business	Best in Festive		WEALTH OF A LASTING LEGACY	HONG LEONG BANK	HONG LEONG BANK	M&C SAATCHI	HALL D	Chin Yean Hui Kathleen deCruz
Platforms & Purpose	Best in AI	1.40pm – 2.00pm	Maybank Raya: You don't have to cry on Raya	MAYBANK GROUP CORPORATE MARKETING	MAYBANK	Invictus Blue	HALL A	Chen Shi Yen Isa Hoe
Brands & Business	Best in Non-Food FMCG		Big & Small, MR D.I.Y Has It All	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL B	Jonathan Chan Muhammad Nuramin Bin Abdul Aziz
Platforms & Purpose	Best in OOH/DOOH		Wonda 10 Anniversary (Train)	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL C	Cindy Khoo Wenice Siow
Brands & Business	Best in FMCG - F&B		ROLLER COASTER 'RANGUP XTRA, KELAZATAN KENTANG SEBENAR'	JACK & JILL	ROLLER COASTER	Mindmade Creative Communications	HALL D	Kong Xin Yang Nur Izzatul Alya Bt. Zulkernain
Brands & Business	Best in Non-Food FMCG	2.00pm – 2.20pm	The Power of the Unthinkable: The CelcomDigi Story	CelcomDigi	CelcomDigi Brand	Naga DDB Tribal & M&C Saatchi	HALL A	Brendan Low Jason Tan
Brands & Business	Best in Non-Food FMCG		CelcomDigi Brings People's Voice to Film Through AI	CelcomDigi	CelcomDigi Corporate	Naga DDB Tribal & M&C Saatchi	HALL B	Alexi Khaw Miruthula A/P V Se- garan
Platforms & Purpose	Best in Social		Libresse 3.0: Shall 'V' Talk	Vinda	Libresse	Invictus Blue	HALL C	Chen Shi Yen Danielle Chong
Brands & Business	Best in Non-Food FMCG		DASHING Into Gaming FTW	WIPRO UNZA (M) SDN. BHD.	DASHING	Mutiara Harrison Sdn. Bhd. (part of McCann World-group)	HALL D	Edwin Chang Nura Yusof
Brands & Business	Best in Financial Services	2.20pm – 2.40pm	#JomSapot BeliLokal	RHB Banking Group	RHB Bank	THE SHOUT GROUP	HALL A	GiGi Lee Wang le Tjer
Platforms & Purpose	Best in Digital		Maybank EV Financing: Make Elon Musk Sell	Maybank Retail Brand & Marcom	Maybank	Invictus Blue	HALL B	Chen Shi Yen Isa Hoe
Platforms & Purpose	Best in Digital		Big & Small, MR D.I.Y Has It All	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL C	Jonathan Chan Muhammad Nuramin Bin Abdul Aziz
Brands & Business	Best in FMCG - F&B		Calpis Chewy Grape x DJ AINA: AI brand ambassador drives AIMAZING Results for new flavour launch!	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL D	Sandeep Joseph Amelia Teo
Platforms & Purpose	Best in Digital	2.40pm – 3.00pm	DASHING Into Gaming FTW	WIPRO UNZA (M) SDN. BHD.	DASHING	Mutiara Harrison Sdn. Bhd. (part of McCann World-group)	HALL A	Edwin Chang Nura Yusof
Platforms & Purpose	Best in Innovation		The Power of the Unthinkable: The CelcomDigi Story	CelcomDigi	CelcomDigi Brand	Naga DDB Tribal & M&C Saatchi	HALL B	Brendan Low Jason Tan
Platforms & Purpose	Best in Digital		Raya Together	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL C	Muhammad Nuramin Bin Abdul Aziz Marion St. Joan Galid
Platforms & Purpose	Best in Customer Experience		Wonda 10 Anniversary (Train)	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL D	Cindy Khoo Wenice Siow


MAIN CATEGORY	CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Platforms & Purpose	Best in Social	3.00pm – 3.20pm	Big & Small, MR D.I.Y Has It All	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL A	Jonathan Chan Muhammad Nuramin Bin Abdul Aziz
Platforms & Purpose	Best in Innovation		Bounce & Bingo	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL B	Yow Pei Xin Tang Chee Siew Louisa
Platforms & Purpose	Best in AI		Calpis Chewy Grape x DJ AINA: AI brand ambassador drives AIMAZING Results for new flavour launch!	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL C	Sandeep Joseph Amelia Teo
Platforms & Purpose	Best in AI		CelcomDigi Brings People's Voice to Film Through AI	CelcomDigi	CelcomDigi Corporate	Naga DDB Tribal & M&C Saatchi	HALL D	Alexi Khaw Miruthula A/P V Se-garan
BREAK		3.20pm – 3.40pm	COFFEE BREAK & NETWORKING					
Platforms & Purpose	Best in Social	3.40pm – 4.00pm	Raya Together	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL A	Muhammad Nuramin Bin Abdul Aziz Marion St. Joan Galid
Brands & Business	Best in Non-Food FMCG		DASHING – Force For Good	WIPRO UNZA (M) SDN. BHD.	DASHING	Mutiara Harrison Sdn. Bhd. (part of McCann World-group)	HALL B	Mariah Omar Nura Yusof
Brands & Business	Best in Non-Food FMCG		Reimagining Homes With CelcomDigi Fibre	CelcomDigi	CelcomDigi Fibre	Naga DDB Tribal & M&C Saatchi	HALL C	Alexi Khaw Loo Sze Jack
Brands & Business	Best in Travel & Hospitality		Welcome To My World	Resorts World Genting	Resorts World Genting	THE SHOUT GROUP	HALL D	Diana Chua Jonathan Chan
Platforms & Purpose	Best in Tech	4.00pm – 4.20pm	Calpis Chewy Grape x DJ AINA: AI brand ambassador drives AIMAZING Results for new flavour launch!	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL A	Sandeep Joseph Amelia Teo
Brands & Business	Best in Non-Food FMCG		Applecrumby x AJL: Anugerah Juara Lampin	Duchess Merchandises	Applecrumby	Invictus Blue	HALL B	Chen Shi Yen Jayne Gomes
Platforms & Purpose	Best in Customer Experience		Bounce & Bingo	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL C	Yow Pei Xin Tang Chee Siew Louisa
Platforms & Purpose	Best in OOH/DOOH		Big & Small, MR D.I.Y Has It All	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL D	Jonathan Chan Muhammad Nuramin Bin Abdul Aziz
Platforms & Purpose	Best in Innovation	4.20pm – 4.40pm	CelcomDigi Brings People's Voice to Film Through AI	CelcomDigi	CelcomDigi Corporate	Naga DDB Tribal & M&C Saatchi	HALL A	Alexi Khaw Miruthula A/P V Se-garan
Brands & Business	Best in Non-Food FMCG		ROMANO - Precision for Excellence	WIPRO UNZA (M) SDN. BHD.	ROMANO	Mutiara Harrison Sdn. Bhd. (part of McCann World-group)	HALL B	Devarshi Dalmia Nura Yusof
Platforms & Purpose	Best in Tech		Leveraging Programmatic DOOH to Celebrate KFC's 50th Anniversary in Malaysia	KFC	KFC	Moving Walls	HALL C	Darshvini Malar
Platforms & Purpose	Best in Innovation		#JomSapot BeliLokal	RHB Banking Group	RHB Bank	THE SHOUT GROUP	HALL D	GiGi Lee Wang Ie Tjer
Platforms & Purpose	Best in Customer Experience	4.40pm – 5.00pm	From Chaos to Charm: Applecrumby revolutionise Baby Fair	Duchess Merchandises	Applecrumby	Invictus Blue	HALL A	Chen Shi Yen Jayne Gomes
Platforms & Purpose	Best in Innovation		Calpis Chewy Grape x DJ AINA: AI brand ambassador drives AIMAZING Results for new flavour launch!	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL B	Sandeep Joseph Amelia Teo
Platforms & Purpose	Best in Social		DASHING – Force For Good	WIPRO UNZA (M) SDN. BHD.	DASHING	Mutiara Harrison Sdn. Bhd. (part of McCann World-group)	HALL C	Mariah Omar Nura Yusof
Brands & Business	Best in Non-Food FMCG		Raya Together	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL D	Muhammad Nuramin Bin Abdul Aziz Marion St. Joan Galid
Platforms & Purpose	Best in Digital	5.00pm – 5.20pm	ROMANO - Precision for Excellence	WIPRO UNZA (M) SDN. BHD.	ROMANO	Mutiara Harrison Sdn. Bhd. (part of McCann World-group)	HALL A	Devarshi Dalmia Nura Yusof
Brands & Business	Best in FMCG - F&B		Wonda 10 Anniversary (Train)	Etika Beverages Sdn Bhd	Wonda Kopi Tarik	Ampersand Advisory	HALL B	Cindy Khoo Wenice Siow
Brands & Business	Best in Festive		CelcomDigi Brings People's Voice to Film Through AI	CelcomDigi	CelcomDigi Corporate	Naga DDB Tribal & M&C Saatchi	HALL C	Alexi Khaw Miruthula A/P V Se-garan
Platforms & Purpose	Best in Customer Experience		Raya Together	MR. DIY	MR. DIY	THE SHOUT GROUP	HALL D	Muhammad Nuramin Bin Abdul Aziz Marion St. Joan Galid

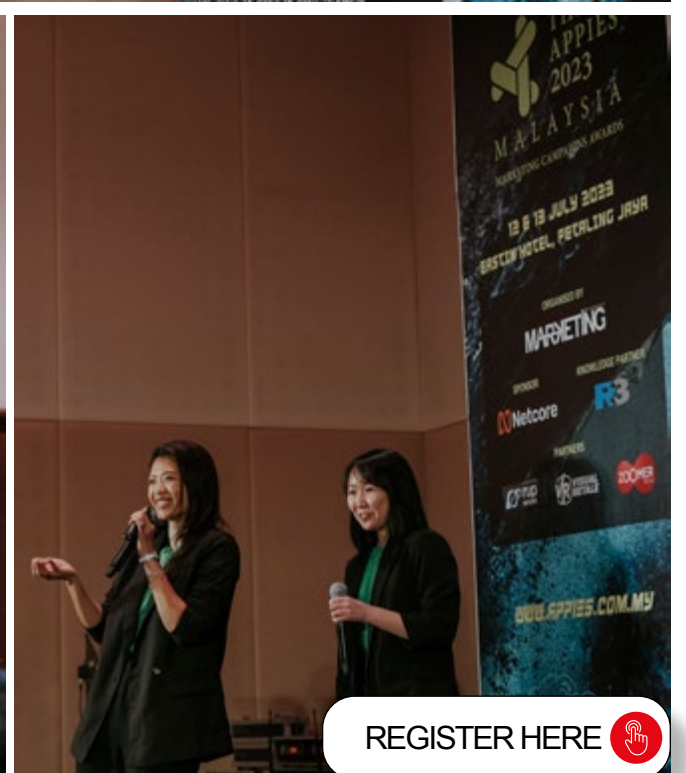
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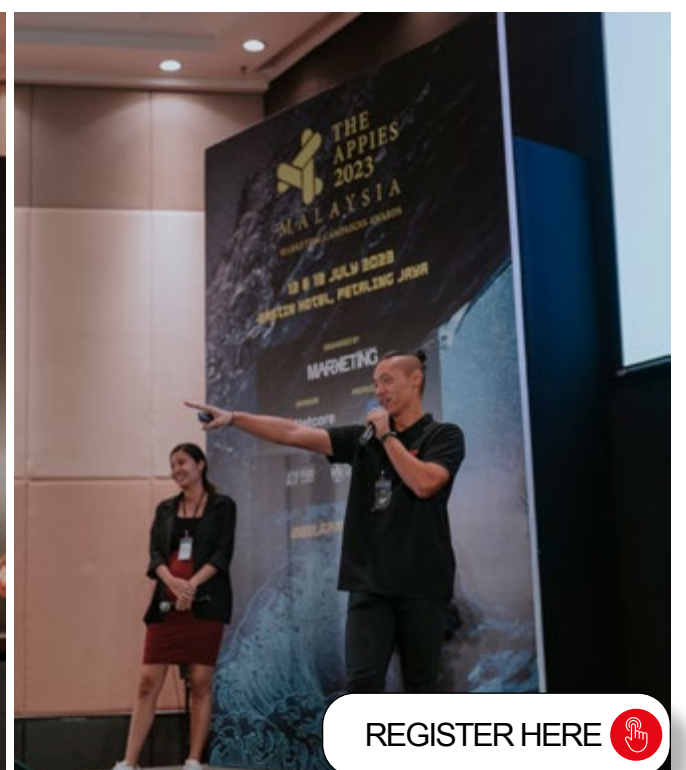
 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Datuk Lai Shu Wei</b> Chief Marketing Officer and Sales Officer Sime Darby Property Berhad</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Abdul Sani Abdul Murad</b> Group Chief Marketing Officer RHB Bank Berhad</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Linda Hassan</b> Group CMO Singapore, Malaysia &amp; Cambodia Domino's Pizza</p>
 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Amy Gan</b> VP, Marketing Etika Holdings Sdn Bhd</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Chan May Ling</b> Head of Brand and Marketing Services CelcomDigi</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Danny Hoh</b> GM – Marketing &amp; Customer Growth (Sustainability) Watsons Malaysia</p>
 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Andrew Yeoh</b> Head of Marketing TIME dotCom Berhad</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Emily Chong</b> CMO, Pizza Hut Malaysia QSR Brands (M) Holdings Bhd</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Fernie Jasmine Abdul Ghani</b> Head, Group Strategic Communications &amp; Marketing Axiata Group Berhad</p>
 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Lee Lim Meng</b> General Manager Chanel Fragrance &amp; Beauty</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Mark Tan</b> Deputy GM, Marketing Manager IPC Shopping Centre</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Noreen Sabrina Mohd Noor</b> Director, Group Brand Communications EDOTCO Group Sdn Bhd</p>

 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Zaiman Aefendy Zainal Abidin</b> Chief Marketing and Communications Officer Hong Leong Bank Berhad</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Fiona Liao</b> Group Chief Marketing, Communications &amp; Sustainability Officer POS Malaysia</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Claudian Navin Stanislaus</b> Group Strategic Director, 11trees President, Malaysian Advertisers Association</p>
 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Alex Goh</b> Head of Marketing MR.DIY</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Adelene Wong</b> Head of Group Brand Marketing &amp; Communications SP Setia</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Saki Goh</b> Senior GM Marketing, Consumer Care Wipro Unza Malaysia Sdn Bhd</p>
 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Malathi Pillay</b> Director, Brand Equity &amp; Communications MRT Corporation Sdn Bhd</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Izra Izzuddin</b> Chief Marketing Officer, HELP Tertiary of HELP Education Group</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Norsiah Juriani Johari</b> Group Head Communications and Branding MBSB Group</p>
 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Premnath (Prem) Unnikrishnan</b> Head of Digital Marketing &amp; Consumer Connections Abbott Laboratories (M) Sdn. Bhd.</p>	 	<p><b>PROUD TO JUDGE THE BEST</b></p>  <p><b>Rudy Khaw</b> CEO AirAsia brand co.</p>		

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# Why 74% is not a good number

*Fan Chen Yip is a good man,  
but he doesn't bring good news.*

*Excess of digital sweetness?*

**... That's an  
adex value of  
RM 6.7 billion  
from a total of  
RM 9 billion...**

I was reading a news article dated late June 2024 where he and IPG projected digital ad spend to be 74% of all ad spend in Malaysia for 2024.

That's an adex value of RM 6.7 billion from a total of RM 9 billion.

And in 5 years, IPG expects that number to reach 83% of all Malaysian adex.

I was lucky enough to be in the digital space 24 years ago, when I started my first company in Mumbai. Back then digital was less than 1% of all adex in India.

## DIGITAL SWEETNESS

We felt like digital evangelists in a traditional media desert, crying ourselves hoarse trying to get people to try digital. We have come a long way since then, both India and especially Malaysia.

So why then today do I feel 74% is not good news?

### 1. Unprecedented lack of strategy:

Digital is a platform, it's not a media or creative strategy. By putting so much emphasis on digital, clients and agencies are, in many ways, taking the easy way out. The "strategy" becomes just the fact of going digital, and it will reassure the stakeholders because it can generate vast decks of post campaign numbers. Just being present in digital has become enough: but the lack of strategic planning and a clear way to stand out in digital is very apparent. We as an industry are just not thinking hard enough how to differentiate our brands amongst the 3000+ messages that the average consumer receives every day. Do you remember the last 5 ads you saw on Youtube? Thought not. Can you think of any big brand (Fortune 1000 or Bursa 100), that is consistently doing a good job on digital,

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going beyond the functional? Thought not.

### 2. Digital is short lived:

Overall brand awareness and engagement is not growing, beyond temporary spikes. It has been proven repeatedly that going full steam ahead in digital does not move the needle significantly in long term brand-building. Brands like adidas and Procter and Gamble have admitted they went too digital, focused too much on performance, and now find themselves dialling back. They are spending more now to raise brand awareness and affinity, and are using traditional mediums too.

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### **3. Traditional media has its merits:**

TV is a great medium for bringing people together, and ad breaks on TV, often derided, are still a better bet statistically to get your brand noticed, compared to YouTube. Data studies conducted by our team of data scientists in Malaysia show that the recall of an ad on TV is generally for a longer time than for the same ad on YouTube.

Outdoor still delivers credibility, brand awareness and scale. “Big brand feel” and “leadership” are clearly benefits of buying Outdoor ads.

Radio is a great medium when you are feeling lonely, driving to work, or want to tune out mentally. It also conveys news to

consumers and creates a vibrant feel. It’s a medium that cannot drive brand awareness, lacking visual appeal, but it is a good tactical and reminder medium.

Cinema is an immersive experience, and possibly a space where people forget their phones for an hour or two. How rare and precious is that?

### **4. Traditional media skillsets are disappearing:**

Along with ageism, and the focus on youth, traditional media skillsets and personnel are disappearing from the industry. That’s a lacunae of experience, wisdom and marketing capability. Once these people leave, the experience has walked out of the door with them, and cannot be easily captured. So then those mediums will languish further, in a perpetuating vicious cycle, which doesn’t improve matters in the future.

### **5. Integrated beats digital focus:**

An integrated campaign, cutting across multiple consumer touchpoints, can be 3x-5x as effective as standalone advertising. It works better when there is a new brand to be



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launched, or when awareness is a key goal, or there is a complex sales cycle, when the marketer needs to move the consumer along the sales funnel.

So, the wheel has come full circle. From being an evangelist for digital, I now find myself an evangelist for using more than one medium, and for more multi-platform consumer experiences and engagements. It's a lesson life teaches you, that the circle comes around.

Marketers and agencies need to go beyond blinkered or simplistic thinking, and need to understand how consumers

have changed, and are now more complex and have more ability to grasp content and information from multiple platforms. It makes life more complicated, but isn't that the fun of it?

Perhaps I need to find Fan and share this good news with him.

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