

MARKETING

ISSUE #412 JULY 2024

WEEKENDER™



APPIESODES OF MARKETING EXCELLENCE!

EDITOR'S NOTE

05



8 Gold, 13 Silver and 10 Bronze winners announced for APPIES 2024!

APPIES 2024

06

Exclusive Showcase of all APPIES Winners



MARKETING WEEKENDER is published by Sledgehammer Communications (M) Sdn Bhd 22B, Jalan Tun Mohd Fuad 1, Taman Tun Dr. Ismail 60000 Kuala Lumpur, Malaysia. Tel: 603-7726 2588 ham@adoimagazine.com. www.marketingmagazine.com.my © All Rights Reserved By: Sledgehammer Communications (M) Sdn Bhd (289967-W) No part of this magazine may be reproduced in any form without prior permission in writing from the publisher. While every effort has been made to ensure the accuracy of the information in this publication, the publisher assumes no responsibility for errors, omissions and/ or for any consequences of reliance upon information in this publication. The opinions expressed in this publication do not necessarily represent the views of the publisher or editor. Advertisements are the sole responsibility of the advertisers.

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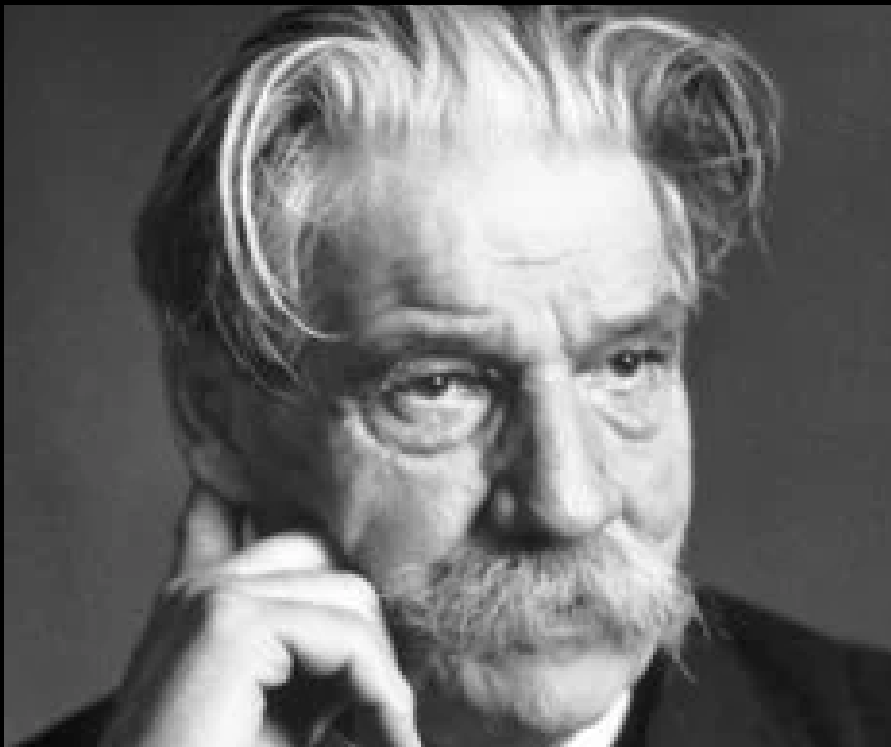
sambal!ab™

!Drink It Wrong, the Hennessy V.S cocktail campaign, December 2020.
0 ad-spend, 193 influencer posts and videos. ROI of 2,910%.



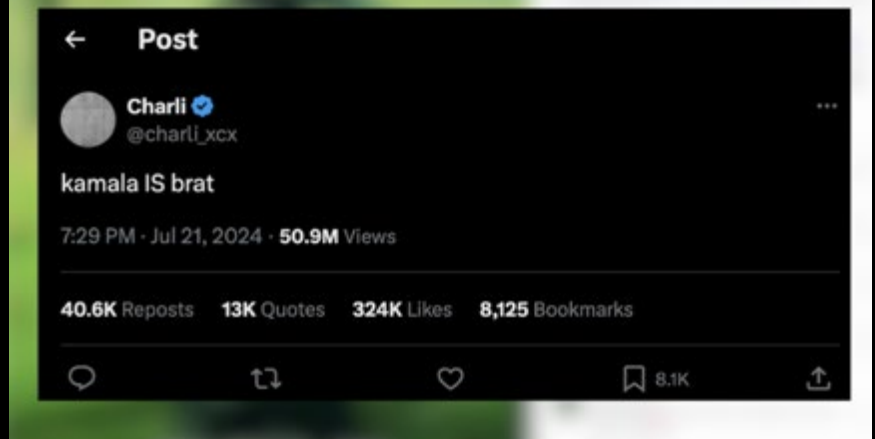
“Prepare your Milo tins!”

Umno Youth’s Dr Muhamad Akmal Saleh advises Muhammad Jailani Khamis to gear up in raising funds to settle his RM100 million compensation for defecting.



“Happiness is nothing more than good health and a bad memory.”

Physician and theologian Albert Schweitzer



“Kamala IS Brat.”

English singer and songwriter Charli XCX sets American elections scene ablaze, with her tweet about Kamala Harris that’s now the rave of Gen Zs.



“I’m not sure looking at competitors really helps. It’s sort of like running. If you start looking at the other runners, it’s not good.”

Elon Musk

8 Gold, 13 Silver and 10 Bronze winners announced for APPIES 2024!



After nine years, the annual **APPIES Malaysia 2024** has raised the bar for excellence.

There are **fewer Gold** given out this year, amidst a larger field of campaign submissions.

After two full days of high-powered judging by more than 20 senior marketers, 182 stage presentations and 108

contenders, the winners of The APPIES Malaysia Marketing Campaigns Awards 2024 are now featured on the following pages.

The official awards presentation and Celebration Night is on 16 August 2024.

Table bookings are now open **here**.

STAGED YOUR BEST

WINNERS ANNOUNCED

CAMPAIGN	BRAND	
#JANGANKENASCAM	ABM	9
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World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records	Mountain Dew	15



Best in Non-Food FMCG

CAMPAIGN

Applecumby x AJL: Anugerah Juara Lampin

BRAND

Applecumby

AGENCY

Invictus Blue

ADVERTISER / CLIENT

Duchess Merchantiles

Despite pioneering chlorine-free diapers, Applecumby needed a platform to enter the mass-Malay segment with its mass-premium range, PureBasic. With 2.5 million viewers, Anugerah Juara Lagu (AJL) was the ideal stage for instant recognition. PureBasic, embodying the hopes of every family, mirrored AJL's representation of Malaysia's brightest stars. Partnering with TV3-Omnia, we seamlessly integrated Applecumby into the event, revitalizing AJL.



CLICK TO WATCH
THE VIDEO



CLICK TO WATCH
THE VIDEO



Best in Govt/NGO

CAMPAIGN

ATLAS Vending Supports Ministry Of Economy Through RM1 Thirst Quenchers Campaign

BRAND

Atlas Vending

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Etika Sdn Bhd

ATLAS Vending partnered with Malaysia's Ministry of Economy to launch a campaign addressing the B40 community's financial challenges through affordable hydration. The initiative showcased their commitment to sustainability and community welfare, launching at KL Sentral with the Minister of Economy present, garnering 15 million impressions and RM 3.6 million PR value across 111 media outlets.



Best in Admail Impact

CAMPAIGN

Wonda Kopi Tarik - The World's Longest Magazine Sets Guinness World Record!

BRAND

Wonda Coffee

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Etika Sdn Bhd

With **MARKETING** magazine we created the world's longest leporello or accordion shaped magazine, which was awarded a Guinness Book of World Records entry, received over RM 3.5 million worth of PR coverage locally and internationally, and helped the brand establish new relationships with several marketing and channel partners.



CLICK TO WATCH
THE VIDEO



CLICK TO WATCH
THE VIDEO



Best in Non-Food FMCG

CAMPAIGN

Durex Academy

BRAND

Durex Malaysia

AGENCY

Fishermen Integrated

ADVERTISER / CLIENT

Reckitt Benckiser Malaysia

How is the topic of sex dealt with in Malaysia? Short answer: it isn't. Censorship laws are airtight and any content related to sex is reduced to a vanilla afterschool special. The implications of this are non-existent sex education and no party brave enough to take on this responsibility. Durex filled the void with Durex Academy. We provided Malaysian youths with a platform to learn, engage and ask questions about sex. Durex Academy successfully enrolled >300K Malaysian youths. Durex saw a 12% increase in sales, achieving 68% market share - our highest ever.



Best in B2B & Best in Innovation

CAMPAIGN

#JomSapot BeliLokal

BRAND

RHB Bank

AGENCY

THE SHOUT GROUP

ADVERTISER / CLIENT

RHB Banking Group

In response to the challenging economic conditions of 2023, RHB and The Star Media Group joined forces to introduce #JomSapot BeliLokal (Come Support, Buy Local). The campaign aimed to aid struggling local SME's by providing them free media and a free advertising campaign created by GenAI. The campaign was an outstanding success enabling RHB to exceed all its KPI's, most notably by increasing new SME customers to the bank by 14% YoY and moved the bank 2 positions up Retail Finance Intelligence Global's Malaysia SME Customer Satisfaction Score rankings!



Best in Govt/NGO

CAMPAIGN

#JANGANKENASCAM

BRAND

ABM

AGENCY

M&C Saatchi

ADVERTISER / CLIENT

Association of Banks Malaysia

The #JanganKenaScam campaign addressed the surge in financial scams, with Malaysians losing RM804 million in 2022. Given 63% of the population encountered scam tactics, the campaign's ""DEFEND! DEFEND! DEFEND!"" message emphasized never sharing passwords, personal details or trusting unofficial sources. The campaign saw 390,000 website visitors, 500,000 festival attendees and RM410,000 in media coverage. The National Scam Response Centre handled 66,997 calls and BNM received 317,435 suspicious transaction reports, reflecting heightened vigilance.



Best in AI
CAMPAIGN

Malaysia's First A.I Radio DJ

BRAND

Fly FM

AGENCY

Media Prima Audio

ADVERTISER / CLIENT

Media Prima Audio

Media Prima Audio launched AiNA, Malaysia's first AI-driven radio DJ, to address the shift from traditional media to digital platforms. AiNA uses advanced AI and machine learning to curate personalized playlists and interact with listeners in real-time, creating a unique and engaging audio experience. Strategic marketing efforts, social media campaigns, and brand partnerships effectively generated significant awareness and excitement. Post-launch surveys indicated high listener satisfaction and increased brand loyalty. AiNA's introduction resulted in substantial digital engagement, with notable increases in website visits, app downloads, and social media interactions.



Best in B2B

CAMPAIGN

CelcomDigi MY5G Series

BRAND

CelcomDigi Business

AGENCY

Naga DDB Tribal & M&C Saatchi

ADVERTISER / CLIENT

CelcomDigi



Malaysia's decision to deploy 5G under a Single Wholesale Network (SWN) poses a unique challenge: how to differentiate when everyone shares the same network? Our solution was to align closely with the government's MyDIGITAL Blueprint, positioning ourselves not just as a 5G provider but as the main sponsor and partner, of Malaysia's digital odyssey, through the creation of CelcomDigi's MY5G Initiative. The MY5G event series drew strong industry interest with blue chip contracts and generating a 36x return in PR value.



Best in E-Commerce & Best in Festive CAMPAIGN

**Aiken's CNY Glow-Up: A Stephen Chow-
Inspired Whitening Celebration**

BRAND

Aiken

AGENCY

**Mediabrand's Content Studio &
PHD Media Malaysia**

ADVERTISER / CLIENT

Wipro Unza (Malaysia) Sdn. Bhd.

Aiken's Chinese New Year campaign seamlessly blends nostalgia and creativity, utilizing Stephen Chow's iconic status to forge an authentic connection with the audience. By integrating elements from Chow's iconic works with Aiken's products, we created an innovative and captivating festive advertising campaign for a traditionally utilitarian skincare category. The Stephen Chow tribute taps into shared cultural memories, forging a strong emotional connection to the brand during CNY.



CLICK TO WATCH
THE VIDEO



CLICK TO WATCH
THE VIDEO



Best in Innovation

CAMPAIGN

**Wonda Kopi Tarik - The World's Longest
Magazine Sets Guinness World Record!**

BRAND

Wonda Coffee

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Etika Sdn Bhd

With MARKETING magazine we created the world's longest leporello or accordion shaped magazine, which was awarded a Guinness Book of World Records entry, received over RM 3.5 million worth of PR coverage locally and internationally, and helped the brand establish new relationships with several marketing and channel partners.



Best in Govt/NGO

CAMPAIGN

A Winning Blend: Wonda Coffee x FAM Fuels Football Fans And Harimau Malaya

BRAND

Wonda Coffee

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Etika Sdn Bhd

WONDA Coffee partnered with the Football Association of Malaysia (FAM) to revitalize support for Harimau Malaya amidst declining fan engagement and overall passion for the sport. Strategically, WONDA launched multiple initiatives: from exclusive jersey giveaways and meet & greets to product launches and media care packages. These efforts aimed to deepen fan connection and enhance brand visibility. Results exceeded expectations: a 21.4% sales increase in Q3, RM 1.8 million PR value, and significant brand metric improvements.



CLICK TO WATCH
THE VIDEO



CLICK TO WATCH
THE VIDEO



Best in B2B

CAMPAIGN

Mirinda x The Experts : A sparkling blend of tradition, star power, Mirinda magic and fizz-tastic innovation.

BRAND

Mirinda

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Etika Sdn Bhd

Mirinda, was at No. 2 position, trailing behind F&N until Fanta launched in 2015 and disrupted the status quo by playing the pricing game. Mirinda's business took a staggering decline due to pricing pressure and a fading brand glow. Mirinda brewed up a 360-degree localization approach with a dash of star power this Raya. Partnering with top Malay celebrities and leveraging Astro Shaw's movie "The Experts," Mirinda encouraged meaningful Raya moments and inspired purchases.



Best in Innovation

CAMPAIGN

Vibe Kopi Susu

BRAND

McDonald's Malaysia

AGENCY

Leo Burnett Malaysia

ADVERTISER / CLIENT

Gerbang Alaf Restaurants Sdn Bhd

The challenge was to convince Malaysians that McCafe could serve Kopi Susu, a drink deeply rooted in local tradition. We orchestrated a cultural renaissance with “Vibe Kopi Susu”. From earworms on Spotify and YouTube, to the aroma of freshly brewed kopi susu wafting from our touring McCafe Truck. The #McCafeBelanjaKopi experience was extraordinary: an 86% increase in sales, a staggering 597% surge in app purchases and over 1 million unique Spotify reaches.



Best in Customer Experience

CAMPAIGN

Wonda 10th Anniversary: Creating an Unforgettable Sensorial Ride

BRAND

Wonda Coffee

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Etika Sdn Bhd

Wonda celebrated its 10th anniversary with a comprehensive campaign that showcased its remarkable journey, celebrated its achievements, and reaffirmed its unwavering commitment to quality. This multifaceted celebration not only honored Wonda’s past accomplishments but connected with the consumers on the move, our core audience for RTD drinks. We engaged the 5 senses of consumers, creating a campaign that went beyond conventional visual-only or aural-only advertising. We captured attention on trains, in Grab and on the roads, to drive sales increase of 14% in convenience retail.



Best in Customer Experience

CAMPAIGN

Time Tarik Kabel Besar

BRAND

Time

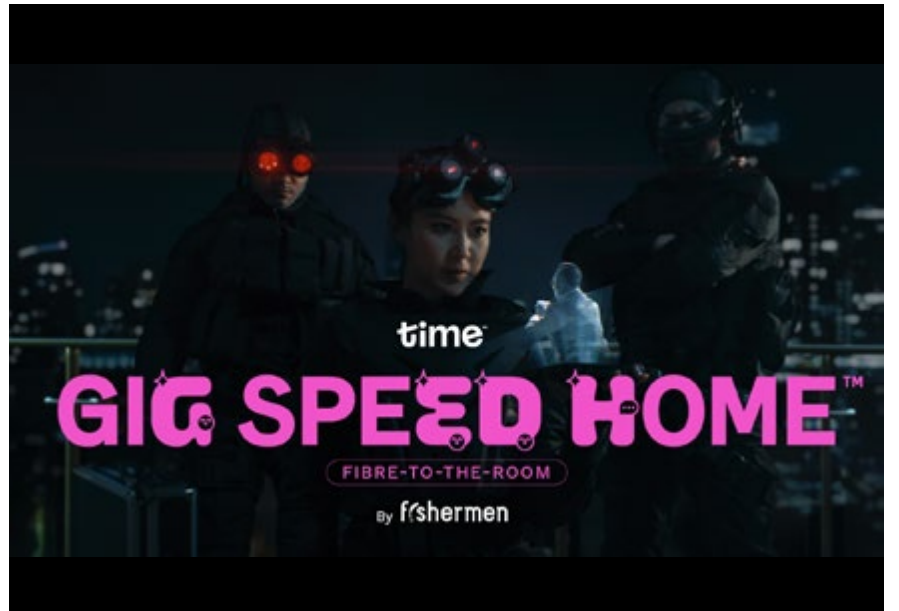
AGENCY

Fishermen Integrated

ADVERTISER / CLIENT

Time dotCom Bhd

Time faced new threats in the Home Internet category as competitors raced to lower prices because of regulatory changes, resulting in an all-out price war. Time launched Gig Speed Home FTTR (Fibre-To-The-Room), letting users extend invisible microfibre cabling throughout their homes. Time launched the campaign via a film starring Elizabeth Tan installing FTTR covertly in a high-rise residence. An activation campaign with IKEA & IPC Shopping Centre brought Gig Speed Home to life for consumers. Time saw an overall sales increase of 20%, outselling CelcomDigi by 80X.



CLICK TO WATCH
THE VIDEO



Best in Festive

CAMPAIGN

Enchanteur Luxe Violette Celebrates Sales Uplift with Iman Troye's Raya Content

BRAND

Enchanteur

AGENCY

PHD Media (M) Sdn Bhd

ADVERTISER / CLIENT

Wipro Unza (Malaysia) Sdn. Bhd.

Enchanteur faced a double threat: an outdated Image and a competition surge. The focus had to move beyond traditional notions of romance to resonate with the modern woman seeking confidence and self-expression. Enter Enchanteur Luxe Violette, the new premium Eau de Parfum (EDP). Partnering with Iman Troye, they reimagined her Raya hit "Pejam Celik Hari Raya", integrating the fragrance to elevate brand perception and drive a 20% sales increase during the crucial Raya period.



CLICK TO WATCH
THE VIDEO



Best in Customer Experience

CAMPAIGN

World's First Regional Virtual to Reality PUBG Tournament: How We Drove Record Sales & Created 2 World Records

BRAND

Mountain Dew

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Etika Sdn Bhd

Mountain-Dew's "Dew It Real Challenge" bridged the gap between virtual gaming and tangible reality. The campaign transformed the PUBG Mobile game into a nationwide, five-month, real-world thrilling extravaganza, targeting tech-savvy adventurers aged 25-34. The campaign won two Guinness World Records, clinched over 1,000 attendees at the Grand Finale, and scored a reach of 15 million fans.



CLICK TO WATCH
THE VIDEO



CLICK TO WATCH
THE VIDEO



Best in Innovation & Best in FMCG - F&B

CAMPAIGN

Calpis Chewy Grape x DJ AINA: AI brand ambassador drives AIMAZING results for new flavour launch!

BRAND

Calpis

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Etika Sdn Bhd

Using AI radio DJ Aina as a brand ambassador for Calpis Chewy Grape, we went beyond a radio sponsorship to a full 360 campaign, creating a living breathing presence for Aina across radio (contests and conversations), TV (ads and mock news/fake news), social, DOOH (key highways).

→
Best in Healthcare

CAMPAIGN

#MovemberGoals: Tackling Men's Health and Winning

BRAND

Pantai Hospitals, Gleneagles Hospitals, Prince Court Medical Centre

AGENCY

Naga DDB Tribal

ADVERTISER / CLIENT

IHH Healthcare

The campaign aimed to bridge the gap in men's health literacy and screenings. We launched the #MovemberGoals campaign, using football – a passion among Malaysian men – as our medium. Our campaign unfolded in three phases: normalizing conversations about men's health, creating engaging and informative content, and partnering with Persatuan Sukan Rekreasi Malaysia. Male health screening appointments rose by 36%, demonstrating a significant behavioural shift.

#MOVEMBER
GOALS



CLICK TO WATCH
THE VIDEO



Allianz

KISAH TERROR

The Challenge
Despite Malaysia's adventurous spirit and love for travel, a staggering 89% of travelers in 2023 skipped travel insurance. This risky oversight leaves them vulnerable to flight cancellations, lost baggage, and medical emergencies abroad. Surveys show that Malaysians aged 25-44 are avid travelers, but misconceptions like "It won't happen to me" result in poor insurance uptake.

The Insight
Malaysians' optimistic mindset leads to a significant underestimation of travel risks. Coupled with a broader disconnect in insurance, many neglect essential travel coverage. This gap is particularly evident among those aged 25-44, with 32% having no personal protection at all.

The Idea
Allianz Malaysia's campaign for their Travel Insurance Adult Annual Plan cleverly taps into pop culture to capture attention. From December 2023 to February 2024, they launched a series of humorous spots parodying thriller films, setting their campaign apart from competitors. With a budget of RM1378,193.65, the campaign ran across online platforms and included a contest offering RM300 e-lazada vouchers and a grand prize of Sony Headphones, engaging audiences through interactive, scenario-based questions.

52% increase in take up of Allianz Travel Insurance Adult Annual Plan

Watched **5x** longer than the average Youtube video

Over **5000** Contest entries



CLICK TO WATCH
THE VIDEO



Best in Financial Services

CAMPAIGN

Kisah Terror

BRAND

Allianz Malaysia

AGENCY

MediaCliQ Group

ADVERTISER / CLIENT

Allianz Malaysia

So did the idea of using humour to hook audiences enough to buy travel insurance in spite of their reservations? Evidently so. With a 52% increase in sales, the Kisah Terror campaign showed a significant uptake in the Allianz Travel Insurance Adult Annual Plan in a year-on-year comparison. This campaign addressed the issue that, although Malaysians are aware of travel insurance, only 11% purchase it because they don't believe they will need it or that adverse situations will happen to them.



Best in FMCG - F&B

CAMPAIGN

The Original Taste of Malaysia Rolls Out A Wonda-Ful Campaign of Big Scale Initiatives

BRAND

Wonda Coffee

AGENCY

Ampersand Advisory

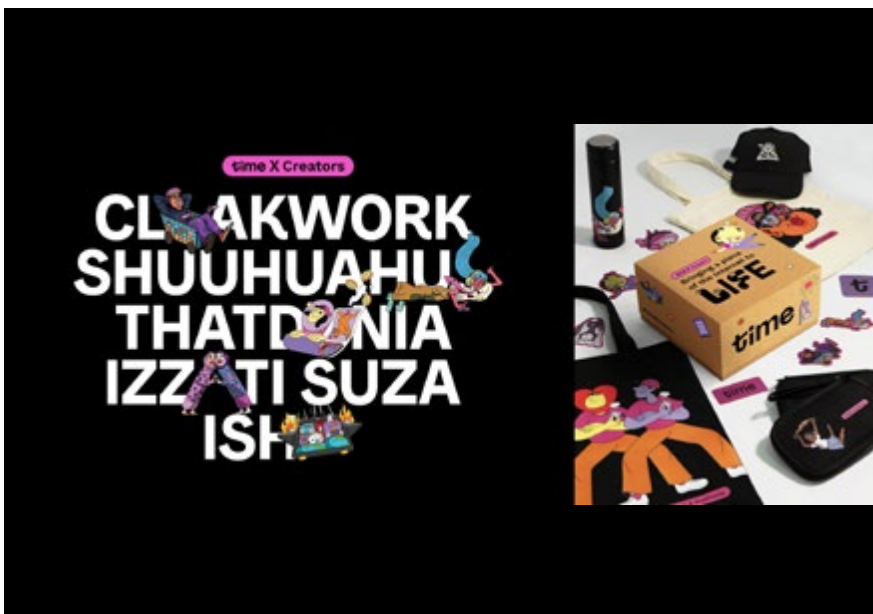
ADVERTISER / CLIENT

Etika Sdn Bhd

Wonda faced the challenge of competing against Nescafe, which outspent us in media, particularly in the Hot Coffee category. Since Nescafe dominated the digital space, we needed to take a bold step in the opposite direction. Our 5 big-scale initiatives, known as 'The Local Original,' blend real-world experiences with online amplification.



CLICK TO WATCH
THE VIDEO



CLICK TO WATCH
THE VIDEO



Best in Social

CAMPAIGN

Time X Creators

BRAND

Time

AGENCY

Fishermen Integrated

ADVERTISER / CLIENT

Time dotCom Bhd

During the campaign period, we drove a 21% increase in overall sales, and an even higher 25% increase in online sales directly attributable to digital channels popular with our audience. Most encouragingly, we over-indexed and delivered a staggering 39% growth in sales amongst our bullseye target 18-35 year old digital natives. During the 2-day branded merchandise activation at SneakerLAH, we saw over 30,000 captive visitors exposed to our pop-up booth, with close to 1,000 participants redeeming Time X Creators merchandise.



Best in Financial Services & Best in B2B

CAMPAIGN

SEKINCHAN

BRAND

Hong Leong Bank

AGENCY

Mindshare Group Malaysia

ADVERTISER / CLIENT

Hong Leong Bank

HLBBizBuddy, an app facilitating DuitNowQR payments for merchants and SMEs, supports Bank Negara's nationwide cashless drive. The campaign HLB VisitSekinGo addressed three challenges: high competition in urban areas, a transactional brand image, and low digital adoption among suburban SMEs. It focused on building trust through sincerity, using local success stories like Kayapo's and leveraging respected village heads as influencers. The VisitSekinGo initiative encouraged cashless transactions via QR codes at key landmarks, promoting tourism and boosting local business.



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THE VIDEO



Best in Festive

CAMPAIGN

Like It's Your Father's Company

BRAND

Time

AGENCY

Fishermen Integrated

ADVERTISER / CLIENT

Time dotCom Bhd



CLICK TO WATCH
THE VIDEO

By expanding the brand's 'Kabel Besar', Time introduced 'Your Father's Ad' to demonstrate their proposition of customisable internet plans to meet diverse consumer needs. To stand out amidst the CNY clutter, Time depicted Malaysian culture by featuring multiple languages in the film, a journey that emphasised the freedom to choose what they want, when they want it.



Best in Customer Experience

CAMPAIGN

Ready-Set-Go-Move: The largest Watsons Get Active Carnival

BRAND

Watsons

AGENCY

Watsons Malaysia

ADVERTISER / CLIENT

Watsons Malaysia

As Malaysia's top health and beauty retailer, Watsons constantly looks for new and innovative ways to engage customers while bringing them more of what we have to offer. There is always a need to be met, a purpose to fulfil and good deeds to be done. The Get Active Campaign fulfilled all these three needs. The multitudes that turned up illustrated their loyalty to Watsons and their commitment to a healthier lifestyle. Promising excitement and exhilaration, fun and rewards, we put smiles on the faces of the people.



CLICK TO WATCH
THE VIDEO



CLICK TO WATCH
THE VIDEO



Best in Social

CAMPAIGN

Any Excuse Will Do: Nando's Brings Malaysians Together For A Year-End Meal

BRAND

Nando's Malaysia

AGENCY

Ampersand Advisory

ADVERTISER / CLIENT

Nando's Malaysia

Nando's "Any Excuse to Celebrate" campaign deftly navigated Malaysia's competitive F&B landscape, leveraging social media to connect over 38 million consumers. The campaign's interactive contest resonated deeply, generating more than 50k post engagements with 2.7k contest submission, exceeding Nando's engagement benchmark by 1,052%. Total video views were remarkable at 7.25 million views exceeding Nando's view through rate benchmark by 44%.



Best in Social

CAMPAIGN

Resorts World Genting: A Destination Verified By Kids, For Kids

BRAND

Resorts World Genting

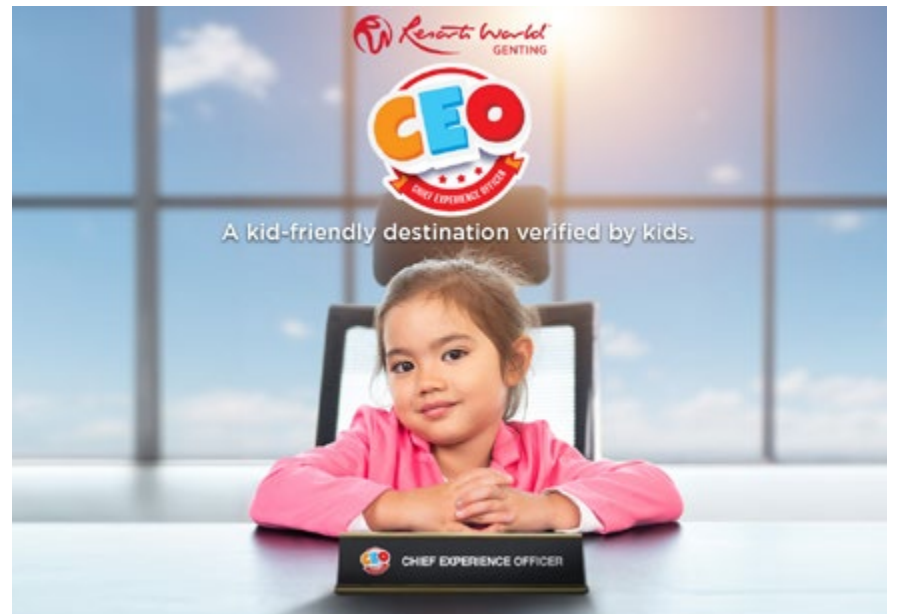
AGENCY

Naga DDB Tribal

ADVERTISER / CLIENT

Resorts World Genting

Resorts World Genting (RWG) expanded its family appeal in 2023, by enlisting the help of a family's most discerning customers: the kids. Using "pester power", they introduced their pint-sized Chief Experience Officers, starring kid influencers. We also created LinkedIn's youngest profile for our CEO, Eva Mei. We set up pop-up CEO offices at TGV kids' cinemas and RWG locations, generating buzz on Instagram and TikTok. Social mentions rose by 271%, saves and shares increased by 105% and 139%, and engagement rates hit 2.57%.



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THE VIDEO

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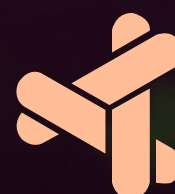
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THE
APPIES
2024

MALAYSIA
MARKETING CAMPAIGNS AWARDS