

MARKETING

ISSUE #440 JUNE 2025

WEEKENDER™



AWARDS +
CONFERENCE | 2025

NEW ERA OF CREATIVITY

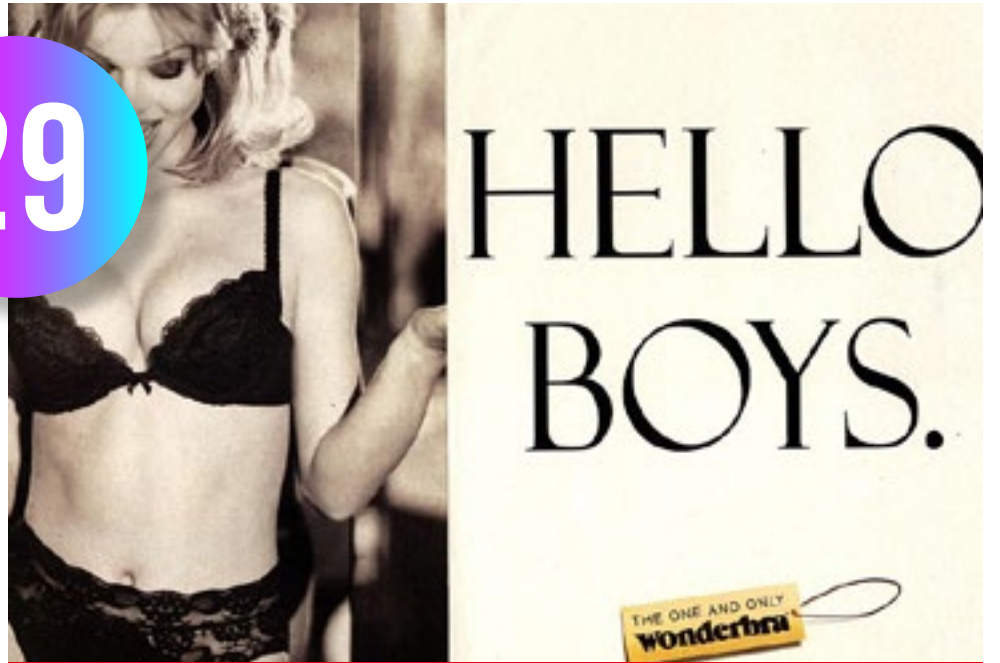
EDITOR'S STORY

29

06



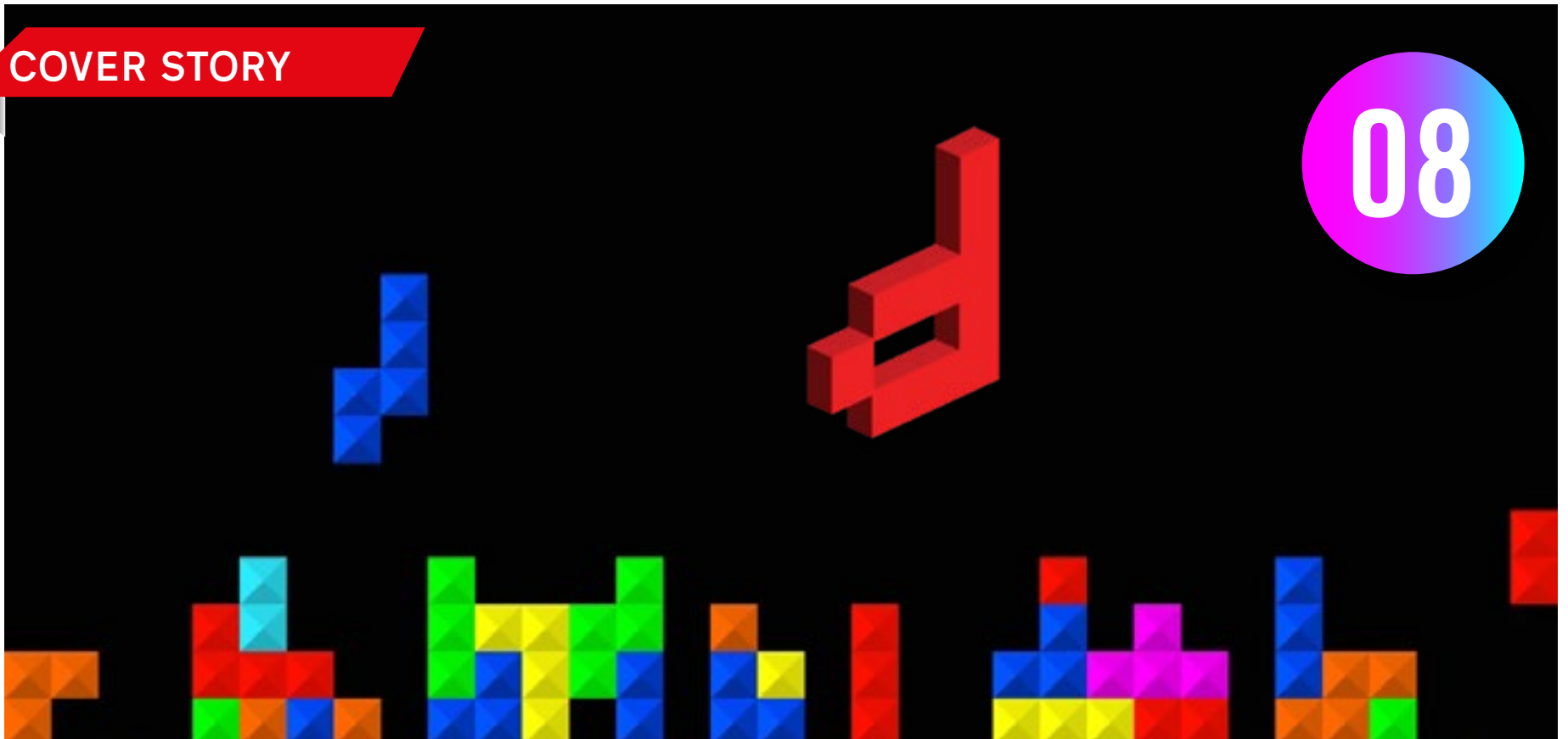
What I learned at
Cannes Lions 2025



Canned Sex

COVER STORY

08



MDA Celebrates the New Era of Creativity at
d Conference and d Awards 2025

What Say

At Cannes Lions
2025



“Sadly only 37% of CMOs believe it’s important to build a relationship with the CFO - thus is super depressing.”

Raja Rajamannar, Chief Marketing and Communications Officer of Mastercard.



“This year is the wow to the how.”

Alison Wagonfeld, CMO of Google Cloud.



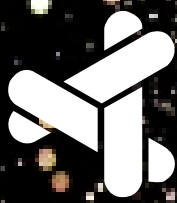
“I’m excited to share a new milestone: YouTube Shorts are now averaging over 200 billion daily views!”

Neal Mohan, YouTube CEO.



“2025 is a year of creative reckoning. Against a backdrop of cultural polarisation and economic shifts, creativity is no longer neutral; it’s taking sides.”

Wayne Deakin, Global ECD & Principal, Wolff Olins



THE
APPIES
2025

MALAYSIA
MARKETING CAMPAIGNS AWARDS



**ALVINTEOH
ADAM MIRANDA
CASEY LOH
WANG IE TJER
ARE NOT INVITED TO JUDGE**

**ONLY LEADING MARKETERS
ARE INVITED**

<https://www.appies.com.my/>



CLOSING DATE: 30 JUNE, 2025.



Welcome to The NexGen Show, where we step into the minds of the next generation of marketers and learn what makes them tick. In Episode 1, we speak to Nathalie Tay about what types of marketing break through the noise.

Nathalie Tay

01



The festive season is coming around again, and agencies are busier than ever. In Episode 2, we speak to Nazir Fuad about the ups and downs of the agency lifestyle, including late nights, troublesome clients, and what keeps him in the game despite it all.

Nazir Fuad

02



Artificial Intelligence has seen a massive upsurge in 2024, with Malaysia entering the AI-driven race with our first National Artificial Intelligence Office (NAIO). In Episode 3, guest speaker Yasmin Chua discusses AI and whether it poses a risk to future advertisers.

Yasmin Chua

03



How much can we trust what we see on the internet? In Episode 4, we bust some common digital out-of-home advertising myths with Samantha Rayer.

Samantha Rayer

04



In Episode 5, we interview creative experimentalist and Malaysian photographer Ethan Wong as he shares the inspirations and insights behind his creations.

Ethan Wong

05



In Episode 6, we speak to broadcasting "baby" Jean D'Silva about her experience behind and in front of the camera, including her work with Malaysia's first AI-powered radio DJ!

Jean D'Silva

06



In Episode 7, researcher turned marketer Fara Musa reveals the truth behind the data and why you should always take it with a pinch of salt.

Fara Musa

07



In Episode 8, Wyman Wai dives into strategic planning in marketing and its surprising parallel with performing arts.

Wyman Wai

08



In Episode 9, fresh graphic designer Jean Elliessa reveals the reality behind the job in this era of disposable advertising.

Jean Elliessa

09



In Episode 10, Prof. Harmandar Singh puts fresh graduate Michael Tan on the spot with an impromptu job interview.

Michael Tan

10



In Episode 11, account executive Dionne Lee shares her experience working one of the toughest jobs in the world.

Dionne Lee

11



What is it like teaching a classroom of digital natives? In Episode 12, IACT lecturer Aidan Nasri shares what it's like to shape the next generation of advertising and media professionals.

Aidan Nasri

12



Alyssa Mia Goh, a fresh voice in copywriting, reflects on the values that shape her work in Episode 13.

Mia Goh

13



The next generation isn't waiting for graduation to make their mark. In Episode 14, Prof. Harmandar Singh chats with Amy Aminudin, a marketing student who founded the first online horse marketplace in Asia.

Amy Aminudin

14



In Episode 15, Prof. Harmandar Singh sits down for a chat with Kerryane Tan about Malaysian culture and why local advertisers need to take more risks.

Kerryane Tan

15



Laxshmaan has been obsessed with commercials since he was a child. In Episode 16, we dive into his thoughts on advertising, authenticity, and aspirations for the future.

Laxshmaan

16



In Episode 17, Prof. Harmandar Singh sits down with Amni Azhar for an insightful conversation about her experience as a junior, and the growth that comes from stepping outside your comfort zone.

Amni Azhar

17



In Episode 18, fresh graduate Adam Ang shares his perspectives on public relations — and how being an all-rounder is no longer optional.

Adam Ang

18

The NexGen Show is a weekly video podcast starring young advertising, media and marketing talent.

It showcases their career hopes, fears and gripes in a conversational format, like never before.

Hosted by Malaysian advertising veteran **Prof Harmandar Singh**.



The
NexGen
Show

EDITOR'S NOTE

What I learned at Cannes Lions 2025

This year, I did Cannes differently. I stayed on a rented boat docked just off the Croisette - a gentle bob on the Mediterranean each night, a rocking cradle after days packed with panels, parties, and the occasional existential crisis about AI.

Creatives are evolving with purpose, and winning big.

AXA's "Three Words" campaign ingeniously added the phrase "and domestic violence" to its standard home-insurance contracts in France. The silent codeword unlocked immediate support—including relocation and legal help - and snagged Grand Prix in both Direct and Creative Business Transformation.



Technology can drive societal impact

Brazilian DM9's "Efficient Way To Pay" for Consul Appliances let low-income families pay for energy-efficient devices using the money saved on utility bills—earning the Creative Data Grand Prix. A powerful model where data-driven creativity solves real-world problems.



Interactivity is the new engagement frontier

GoDaddy's "Act Like You Know", a B2B Grand Prix winner, harnessed AI with humor—featuring Walton Goggins launching his own eyewear brand to showcase GoDaddy Airo. The result? A witty, SuperBowlscale introduction to AI tools for small businesses

EDITOR'S NOTE



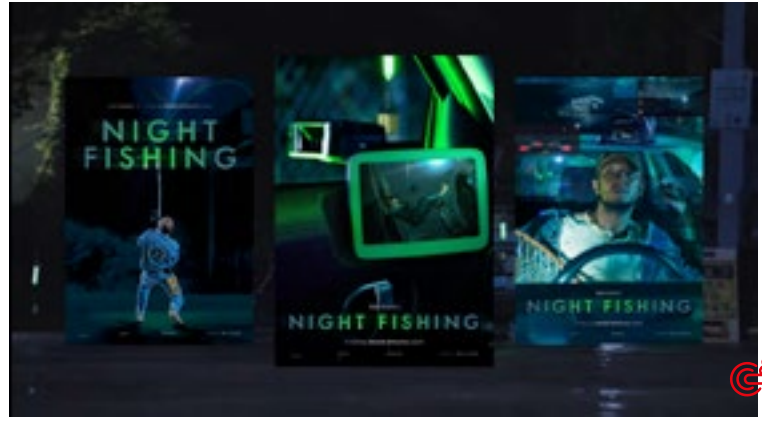
Sensory design revolutionizes accessibility

FCB Chicago's "Caption with Intention" reimaged closed captions by integrating animation, type and tone into film dialogue—making captions immersive, not just functional. It earned a sweep of Grand Prix wins in Brand Experience, Design, Digital Craft.



Storytelling meets spectacle

Hyundai's "Night Fishing", shot entirely from carmounted cameras, delivered scifi tension and cinematic flare while showcasing the IONIQ's capabilities—earning the Entertainment Grand Prix. A lesson in using product features as storytelling catalysts.



Luxury redefines partnerships

LVMH's "The Partnership That Changed Everything" transformed its role in the Paris 2024 Olympics by collaborating on medals, couture, opening performances, and more - sidestepping ads to create a cultural sponsorship. This visionary approach earned the Luxury Grand Prix.



There's something poetic about falling asleep surrounded by water while the advertising world churns in flux around you. See you guys soon, our APPIES deadline is around the corner.



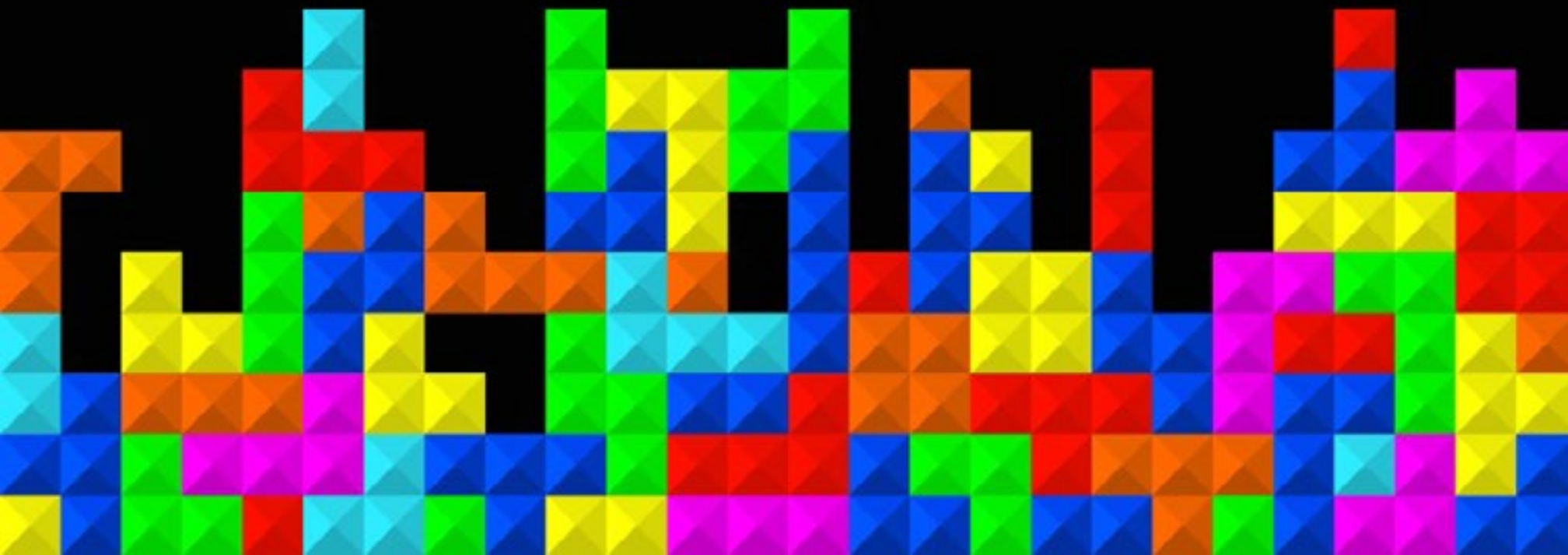
Vishnu Devarajan
CEO – APPIES Awards Malaysia.

MDA Celebrates the New Era of Creativity at d Conference and d Awards 2025

Groundbreaking conversations and bold digital excellence spotlight Malaysia's thriving innovation ecosystem



The Malaysian Digital Association (MDA) successfully concluded its flagship twin events — the d Conference 2025 and d Awards 2025 — held on 12 June at One World Hotel, Petaling Jaya. Together, the full-day conference and evening awards ceremony brought over 900 industry professionals to explore, challenge, and celebrate the evolving intersection of technology, creativity, and culture under the unifying theme: *“The New Era of Creativity.”*



New Era of Creativity in ASEAN: A Transformative Era Where Creativity and Innovation Converge to Redefine Its Cultural and Economic Landscape



The ASEAN panel explored what it truly means to lead in a new era of creativity — where culture, innovation, and purpose collide.

Sparking Dialogue at the d Conference 2025

The d Conference 2025 welcomed over 420 senior leaders from the marketing, media, and technology sectors. It opened with a thought-provoking keynote by acclaimed Malaysian artist Red Hong Yi, who explored how AI is redefining authenticity, originality, and creative intent in the digital age.

A major highlight was the keynote by Yumi An King, Executive Director and Founding Member of Aww Inc., who offered rare insights into the creation and

Yumi An-King shared her incredible journey of building virtual humans — not just as tech, but as powerful storytellers and cultural voices!



COVER STORY



An intriguing session with Red challenged the volunteers to explore creativity with random items



global impact of imma, Japan's first hyper-realistic virtual human. Imma's influence in fashion, digital identity, and virtual influencer marketing captivated attendees and challenged conventional thinking.

The conference further featured solo sessions and expert panels covering critical topics — from AI's impact on creativity and data-driven storytelling to future-proofing digital media strategies across ASEAN. Regional leaders also shared powerful perspectives

on how emerging technologies are transforming commerce, community, and culture.

“This year, we didn't just talk about innovation — we recognised it, celebrated it, and shared it with the wider industry. From the d Conference in the day, where bold ideas and transformative conversations took centre stage, to the d Awards at night, which honoured the very best in digital excellence — it was a full-circle moment for Malaysia's digital ecosystem. In a world increasingly shaped

COVER STORY



Full showdown with your favourite influencers and sharpest minds from the tech platforms



COVER STORY

by AI and rapid change, what stood out most was the human creativity, collaboration, and spirit of community that brought it all to life. I'm truly grateful to our council, speakers, partners, and every participant who helped make this vision a reality. We're not just witnessing the future — we're building it together," Nicholas Sagau, Organizing Chairperson of d Awards & d Conference 2025 and the MDA President.

Honouring Digital Excellence at the d Awards 2025

The celebration continued into the night with the seventh edition of the d Awards, honouring the best in Malaysia's digital landscape. With a record-breaking 335 entries from 30 agencies and publishers, the 2025 edition set a new benchmark for creative ambition and execution.

Attended by over 500 guests, the Awards spotlighted



COVER STORY



outstanding talent, work, and innovation. Two new categories were introduced this year to reflect changing industry dynamics — Content Agency of the Year and Best Digital Audio & Podcast Campaign, underlining the rise of voice-first and storytelling formats.

Notable wins included:

- Dentsu Malaysia crowned Digital Agency of the Year
- THE SHOUT GROUP taking home the Grand Prix for “Forgiveness: A Stranger Than

Fiction - True Story...Brought to Life”

- Mehul Mandalia, Co-Founder of Moving Walls Group, named Digital Person of the Year
- Nihal Pravin Kedar of Publicis Media recognised as Rising Star 2025

Championing Future Talent with d Young Achievers

Adding an inspirational dimension, the d Young Achievers programme — a talent development initiative by MDA —

COVER STORY



returned to spotlight Malaysia's next generation of digital innovators. University students were challenged to conceptualise digital-first campaigns using emerging technologies.

Winners:

- Gold – Team Duckies (Taylor's University)
- Silver – Team Pixel Riot (Sunway University)
- Bronze – Team Thriventure Star 2.0 (Sunway University)

Farhan Qureshi, Country Director of Google Malaysia, presented the awards as the exclusive sponsor of this category.

A Unified Vision Forward

“Every year, MDA raises the bar—and 2025 was no exception. With 420 delegates and over 500 industry players, the d Conference & Awards has



COVER STORY

DIGITAL PERSON OF THE YEAR



GOLD

Mehul Mandela
Moving Walls

FINALIST

Lee Jin Hin (Sharpy)
Universal McCann
Neow Ker Eong
Zenith Media



SILVER

**Muhammad Faiz
Bin Ismail**
PHD Media (M) Sdn Bhd



BRONZE

Azian Hashim
Zenith Media

Tan Wen Yee (Taryn)

Universal McCann

Sylviah Koon Yun Kei

Universal McCann

RISING STAR



GOLD

Nihal Pravin Kedar
Zenith Media

FINALIST

Priyanka Nair
Universal McCann
Chew Zi Sam
IMEDIA



SILVER

Leslie Audrey Lawrence
IMEDIA

Ng Qian Hui

PHD Media

Stella Ho Yuen Yee

Universal McCann

Jeremy Tuan

PHD Media



BRONZE

Addina Kharmizi
Universal McCann

Parvinraj

Universal McCann

Poon Wen Xi

Universal McCann

FULL WINNERS LIST: WWW.D-AWARDS.COM.MY.

CATEGORY: BEST USE OF DIGITAL FOR SUSTAINABLE IMPACT				
Brand Name	Title	Agency	Client	Metal
RHB Bank	Forgiveness: A stranger than fiction true story... brought to life.	The Shout Group	RHB Banking Group	GOLD
Category: Best Digital Customer Acquisition & Loyalty Campaign				
Brand Name	Title	Agency	Client	Metal
Cetaphil Malaysia	Cetaphil's Skin Analyzer Fuels Customer Acquisitions	dentsu Media Malaysia	Galderma Malaysia Sdn Bhd	GOLD
Category: Best Integrated Media Campaign				
Brand Name	Title	Agency	Client	Metal
Carrie Junior	Carrie Junior Bath-Time and Gen Alpha's User Journey	PHD Media (M) Sdn Bhd	Wipro Unza Malaysia	GOLD
Category: Best Performance Marketing Campaign				
Brand Name	Title	Agency	Client	Metal
CelcomDigi Fibre	CelcomDigi Fibre: Using Conversations for Conversions	OMD	CelcomDigi	GOLD
Category: Best Search Marketing Campaign				
Brand Name	Title	Agency	Client	Metal
Sun Life	Disrupting the Messy Middle: A Brighter Search Strategy	Invictus Blue Group	Sun Life Malaysia	GOLD
Category: Best Use of Content/Advertorial/Native Advertising				
Brand Name	Title	Agency	Client	Metal
Maxis	How Hotlink Handed The Brand Seat To Gamers And Won The Youth Market	Publicis Media	Maxis Broadband Sdn Bhd	GOLD
Category: Best Use of DOOH				
Brand Name	Title	Agency	Client	Metal
Heineken Malaysia	Heineken on DOOH? Wait. What? Heineken Makes the Impossible Possible!	dentsu Media Malaysia	Heineken Malaysia Berhad	GOLD
Category: Best Use Of Social Media Platform				
Brand Name	Title	Agency	Client	Metal
Honor	How Honor's Steamboat Drama Went Viral—And The Internet Did The Rest	IMEDIA	HONOR Technology (Malaysia) Sdn Bhd	GOLD
Category: Best Use Of Video				
Brand Name	Title	Agency	Client	Metal
Golden Screen Cinemas	How To Make Millions Before Grandma Dies Viral Video	GSC	Golden Screen Cinemas	GOLD
Brand Name	Title	Agency	Client	Metal
Heineken Malaysia	Refresh Your Music: Heineken's Genre-Crossing Spotify Experience	dentsu Media Malaysia	Heineken Malaysia Berhad	GOLD
Brand Name	Title	Agency	Client	Metal
THE SHOUT GROUP/FCB SHOUT	THE SHOUT GROUP/FCB SHOUT	The Shout Group	THE SHOUT GROUP/FCB SHOUT	GOLD

COVER STORY





never had more momentum. This year, we drilled into how AI is transforming digital marketing—from search to UX, creativity to content—making disruption not just a buzzword, but a blueprint. We also elevated the stage with global voices to spark the next wave of digital creativity, while reimagining how sponsors connect with audiences in more immersive, meaningful ways. The traction proves one thing: we're not just keeping up—we're shaping what's next. One thing for sure, is that we will keep delighting delegates in the many conferences to come," Sue-Anne Lim, Co-Organizing Chairperson for d Awards & d Conference 2025 and MDA Council.



COVER STORY



Both events were made possible with the valued support of MDA's sponsors and partners:

Gold Sponsors: HEPMIL Malaysia, Taboola

Silver Sponsor: Channel Factory

Bronze Sponsor: Teads

Partner Sponsors: Blis, Gushcloud, LinkedIn, Locala

Exclusive d Young Achievers Sponsor: Google

Exclusive Media Partner: Omnia

The d Awards are proudly recognised by RECMA (Research Company Evaluation of Media Agencies), underscoring their credibility and importance within the global media landscape.

The full list of winners and event highlights is available at www.d-awards.com.my.



Ed Note: The d Awards are included in the annual Ham Report on Agency Rankings across 6 shows.



Content, Creator, Commerce, Culture – How Do We Bring This to Life?

by Stephanie Looi
Country Head, Hepmil Malaysia.

As someone who has attended almost every Malaysian Digital Association (MDA) conference over the years, this question stuck with me: As a marketer, what would I want to see?

And more importantly, what could I bring to the table that truly reflects the new era of creativity?

HEPMIL MALAYSIA



At Hepamil Malaysia, we live and breathe content, creators, and commerce.

So when the opportunity came for us to participate in MDA 2025, we didn't just want to show up. We wanted to show what's possible.

And that's how the idea was born; to bring Content, Creator, Commerce to life. We built a fully transparent box studio, 3.5 meters wide and 2.7 meters tall.

A Live broadcast stage where content creation, community engagement, and commerce collided in real time.

Over seven hours of continuous livestreaming on MGAG, we brought together six brand partners - Spritzer, KFC, Traveloka, Skinmade, SharkNinja, and Unilever (Breeze & Dove) and paired them with some of Malaysia's top creators: Risk Saidon, Ravi, Sok Ying, and Imran Aqil (ijeebster), who collectively have over 1.6 million followers.

Guided by our sensational livestream hosts, Sarancak, Daryl, and Iqa, the livestreams were more than just sales pitches.

HEPMIL MALAYSIA



Yes, there were exclusive deals and hot vouchers (as expected!). But what we really wanted to show was that livestreams can offer more: real experiences, authentic engagement, and entertaining moments.

From product demos to on-the-spot drink creations and even a full-on mukbang session, we captured attention, sparked curiosity, and most importantly, made people feel something.

Because we've entered the era of experiential selling.

Consumers today aren't just buying products, they're buying moments, stories, and connections.

It's not just about who shouts the loudest with the biggest discount. It's about who can create the most meaningful interaction.

And that's what content and creators can do at scale especially when brought to life in unexpected spaces.

The studio became a crowd magnet. Attendees watched from outside our little "aquarium," intrigued by the live energy inside. Some came up to ask questions. Others stayed for an hour just to soak in the experience. It wasn't just content, it was culture in motion.

This was a proof of concept. It showed how, when done right, content, creators, commerce, and culture can come together in one powerful experience.

It's what we believe in at Hepamil Malaysia and what we're excited to bring to more stages and communities in the future.

We're only just getting started.

Watch this space, click [here](#).

APIES WINNERS SEARCH

SEARCH BY CAMPAIGN NAME

2020 Growing-up Milk 'Life Changer' Campaign Dutch Lady

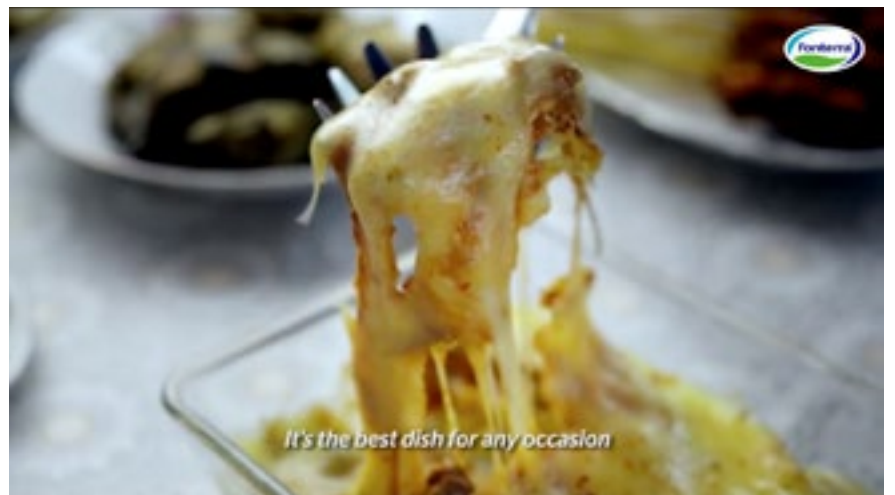
2018 International Wonda Coffee Day Campaign Wonda Coffee / Dentsu LHS

CLICK TO SEARCH



2018 Stay Strong Campaign Wonda Coffee Naga DDB Tribal

2018 Anchor Twist Anchor Dairy Campaign APD Group



2018 Turn Nivea into a K-drama star! Campaign Nivea / Astro

2019 Taste the Passion, with the new pan pizza Pizza Hut



APIES WINNERS SEARCH

SEARCH BY BRAND

2016
KFC Hot and Cheezy
KFC / ENSEMBLE WORLDWIDE



2016
Easy Resolutions with Mr. Coach
OCBC Bank / MCCANN ERICKSON



2016
Heart Baker: Love Triumphs Over Taboos
RHB Bank



2021
Reverse Engineering sales funnel to close RM 1.5Billion+ Property Sales
Sime Darby Property



2022
Listerine Starts a Mouth Swishing New Year with #SwishHealthyDance
Listerine / ensemble worldwide



2022
Search Hack for Sale – RM0.60! 104mil% ROI Guaranteed
AIA Malaysia / Invictus Blue



APIES WINNERS SEARCH



SEARCH BY AGENCY

2016
Yonder Music Launch
Yonder Music M&C SAATCHI



2016
L'Oreal Raya Cantik Bergaya
L'Oreal Paris, Maybelline and Garnier
LION & LION



2016
Mountain Dew Neonizes Malaysia
Mountain Dew/ DENTSU MALAYSIA



2017
Calpis Launch
Calpis
Dentsu LHS



2018
Proud Supporter of Dreams
Prudential Assurance Malaysia Berhad
Naga DDB



2021
MAE-ke It ONG
MAE by Maybank2u
The Clan



CLICK TO SEARCH

APIES WINNERS SEARCH



SEARCH BY YEAR

2020

Boost Bill Payment
Boost



2020

KOTEX LIMITED EDITION BATIK
KOTEX



2021

AIA Knows When You Are Sleeping, AIA Knows When You Are Awake
Invictus Blue Group



2021

Deklarasi Anak Malaysia
Tenaga Nasional Berhad
Noir by Entropia



2022

ATLAS Revolutionizes Product Sampling in Malaysia via Automation & IOT
ATLAS Vending




2022

The Science Behind The Homebuyer Hunt
Sime Darby Property
Mindshare Group



CLICK TO SEARCH

APIES WINNERS SEARCH

 **SEARCH BY RANK**

2016
 Big Mac Dubsmash Chant Challenge
 McDonald's
 LEO BURNETT

2016
 #PakCik Misteri by TM
 Telekom Malaysia Berhad
 UNIVERSAL MCCAN

CLICK TO SEARCH



2017
 Activating Biskidz with Ejen Ali
 Mamee Monster Bizkidz
 Media Prima

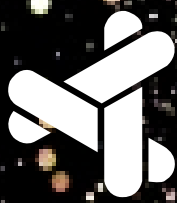
2017
 Stop Nursery Crimes
 Protect and Save the Children
 Naga DDB



2018
 Nippon Paint Child Wellness
 Nippon Paint
 Entropia

2018
 Raya Around The World 2017
 Malaysia Airlines
 M&C Saatchi





THE
APPIES
2025

MALAYSIA
MARKETING CAMPAIGNS AWARDS



**CHOO CHEE WEE
JARROD REGINALD
MARZUKI MAANI
CLAUDIA LOW
EDDY NAZARULLAH
ARE NOT INVITED TO JUDGE**

**ONLY LEADING MARKETERS
ARE INVITED**

<https://www.appies.com.my/>



CLOSING DATE: 30 JUNE, 2025.

Canned Sex



What kind of beauty do we want AI to learn?

By 2025, 90% of online content is predicted to be generated by Artificial Intelligence. Dove will keep committed to real beauty. Learn more at: [Dove.com](https://www.dove.com)

Dove 
20 years changing beauty

*Artificial intelligence has been used in the advertising for the sole purpose of showing beauty bias in generative AI tools.

Gosh! Cannes entries are dull.

Even when a lot of winning campaigns seemed to be about sex, creativity seems to be at a premium. Now sex in ads should be easy to make exciting you would think. But no!

I surfed the Cannes Lions 2025 winners, and even when about sex the lack of thrills was positively coma inducing.

Not one winner made me think, 'I wish I'd done that.'

Take stuff like New Zealand's Herpes awareness campaign winner. It tells us up to 80 percent of Kiwis are carrying oral or genital herpes by midlife.

I don't know how the NZ tourist board feels about this, but my awareness advice would be 'Never Kiss a Kiwi', this may make a more provocative way of scaring the cold sores out of people.

Now Dove is still trying to convince women that being sexy

CANNES COUNTER-POINT

... I don't know how the NZ tourist board feels about this, but my awareness advice would be 'Never Kiss a Kiwi', this may make a more provocative way of scaring the cold sores out of people...

is wrong. See the ad shown here and tell me which bird would you like tapping at your window in the middle of the night?

And if you think this a misogynous thing to say, check out this great Greenpeace video of the very women Dove are appealing to pouring scorn on Dove because of Unilever's dreadful environmental record.

Toxic Influence: The Dark Side of Dove - YouTube

A winning Vaseline video called 'Vaseline Verified' just uses a bunch of social media clips to demonstrate the many alternative uses of Vaseline like rubbing it on your lips to prevent spicy taco burn. Or use it for your dog's dry nose or to revive leather. Dreary

stuff. But then this kind of 'vox pop' approach is not new, just getting folks to read out strategy points is manna from heaven for advertisers. It's very lazy creative.

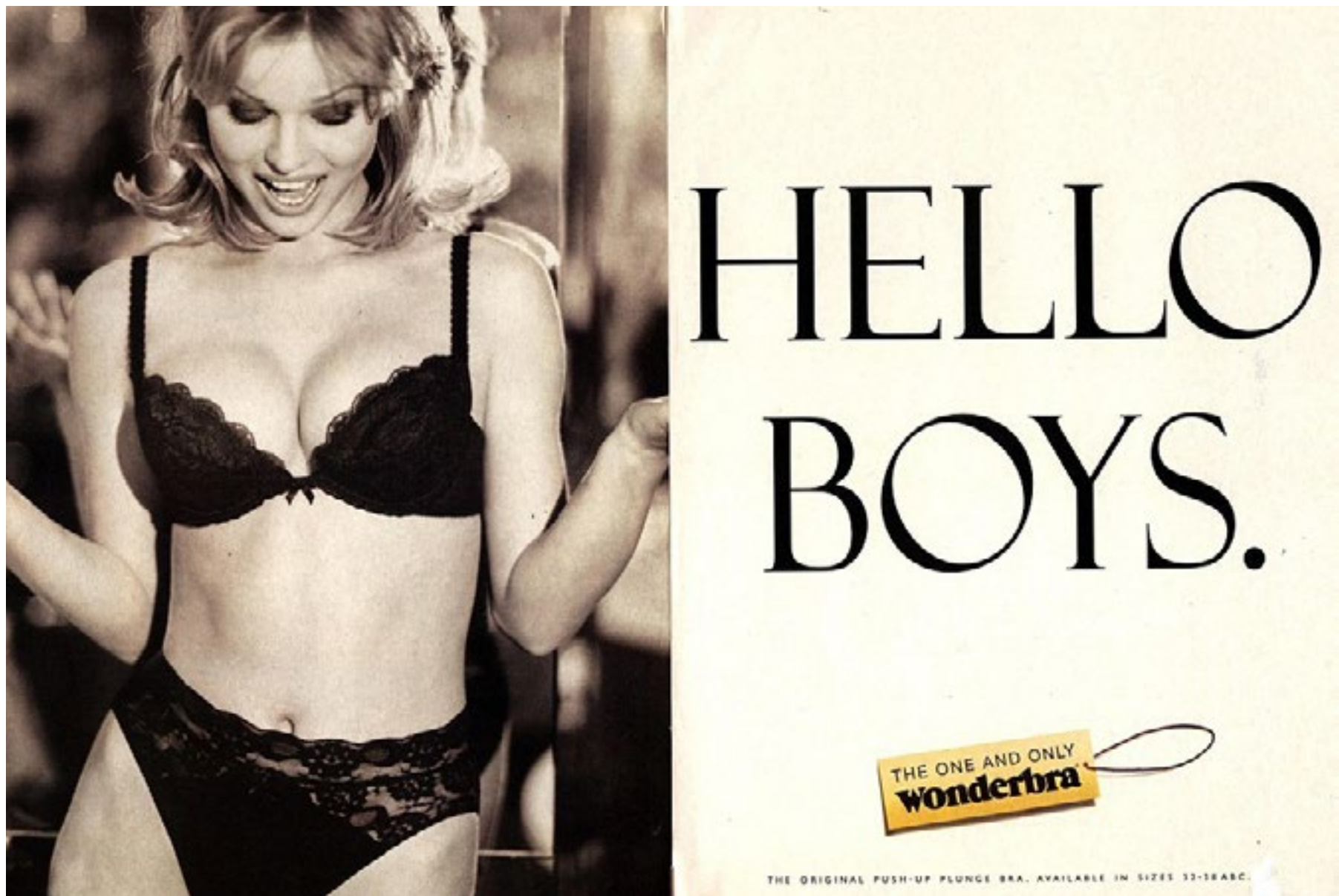
And not one mention of 'easy entry', the thing everyone mainly uses Vaseline for.

Talking of which, a Viagra spot titled 'Make Love Last' won a gong and was designed to circumnavigate the severe mainland Chinese censorship rules. It was not branded for obvious reasons. I suppose it worked as it did promote much discussion. They seemed to get away with it even when showing couples 'doing it' but the images were heavily blurred. Take a look <https://www.youtube.com/watch?v=ZB0HnzaTNgI>

I was surprised by a couple of things. First, the couples featured were very young.

Now when I was their age I didn't have much trouble keeping it 'up', in fact, in the words of Eddie Murphy, a strong breeze would cause immediate 'wood'. Second, the agency team illustrated is from Shanghai and, unless I am mistaken, they seem seriously lacking in Chinese members.

CANNES COUNTER-POINT



I always thought Cannes should be mainly focussed on creativity, awards for original ideas, wit, intelligence, excitement. Again, the clue is in the name; 'The Cannes Lions International Festival of Creativity'

Finally, talking of sexy ads, the famous award-winning, 'Hello Boys' huge 1994 roadside poster for Wonderbra shown here actually caused car crashes in London. That's the kind of creative excitement I expect from sexy ads.

Thank you Ms Herzigová. I really wish I'd done that.



Paul Loosley is an English person who has been in Asia 47 years, 12 as a Creative Director, 25 making TV commercials. And in recent years, a brand consultant. And still, for some strange reason, he can't shut-up about advertising. Any feedback; mail p.loosley@gmail.com (Use AI if you can't think of anything)

TRENDING

MOST READ ON **MAR→ETING**.com.my

(14th June 2025 – 20th June 2025)



When Principles Collide with Power
 Pageviews: 4,523



Hakuhodo hired another Dogra.
 Pageviews: 3,579



Cannes Lions 2025: Midweek Mayhem
 Pageviews: 2,325



What Happens in Cannes... Goes Viral: The Industry's Dirty Secret
 Pageviews: 2,282



If Your Campaign Doesn't Offend Someone, It's Probably Forgettable
 Pageviews: 1,936



THE
APPIES
2025

MALAYSIA
MARKETING CAMPAIGNS AWARDS



APPIES MALAYSIAN CONFERENCE 2025

9 & 10 July, 2025

Sheraton Petaling Jaya Hotel

8.30am to 5.30pm