

MARKETING WEEK

ISSUE #465 JULY 2026



PRESENTER OF THE DECADE OPENS APPIES 2026

STANLEY CLEMENT
CEO, MBCS (MEDIABRANDS CONTENT STUDIO)
MALAYSIA

WEEKENDER

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COVER STORY



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WHEN THE INDUSTRY TAKES THE STAGE

FROM PROMOTION TO PARTICIPATION: THE NEW ROLE OF MERCHANDISE IN MARKETING



MOST MARKETERS THINK THEY'RE AI-READY. HERE'S WHY THEY MAY NOT BE.

“WHAT MAKES THE APPIES ESPECIALLY MEANINGFUL IS ITS FORMAT WHERE WE HAD TO PITCH, JUST ONE TAKE. NO RETAKES.”

Shayne Koh, Head of Group Digital, Marketing & Branding, Alliance Bank



“SOME MIGHT RETIRE WITH A 1/1 WIN RATE AT APPIES, I’LL BE BACK IF I’VE GOT A CAMPAIGN WORTHY OF THE STAGE.”

Melvyn Lim, Unit Head, Sports Marketing, CelcomDigi.

“VERY INSPIRING, THE CREATIVITY AND WITNESS THE WINNERS BEING RECOGNISED THEIR AMAZING EFFORTS.”

Adelene Wong, Group Director Marketing Communicationsm ParkCity Group.



“THIS IS JUST THE BEGINNING. HERE’S TO MORE LEARNING, MORE COURAGE.”

Amirul Fitri Hisham, Assistant Marketing Manager, Etika Group of Companies.

“THE GRIND WAS REAL, LATE NIGHTS, COUNTLESS DECK REVISIONS, SCRIPT REWRITES, ENDLESS REHEARSALS, AND PURE TEAMWORK.”

Marlina Mansor, Head of Creative Solutions Content Specialist Commercial Production and Digital Branded Content, Astro



“WHEN ADVERTISERS AND AGENCIES MOVE TOGETHER, CHALLENGE EACH OTHER, AND STAY ALIGNED, THE WORK BECOMES SHARPER, STRONGER, AND BETTER.”

Abdul Sani Abdul Murad, Group Chief Marketing Officer, RHB Banking Group.

“THIS PLATFORM BRINGS ADVERTISERS AND AGENCIES TOGETHER TO CELEBRATE EACH OTHER’S WORK AND INSPIRE ONE ANOTHER IN THE MOST CORDIAL WAY POSSIBLE.”

Mohamed Adam Wee Abdullah





THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS



JOIN THE
LEGACY

APPIES MALAYSIA CONFERENCE 2026

9TH & 10TH JULY, 2026

KLGCC CONVENTION CENTRE

(FORMERLY SIME DARBY CONVENTION CENTRE)

8.30AM TO 5.30PM

OFFICIAL VENUE PARTNER:



25%

YES! REGISTER ME NOW!



WHEN THE INDUSTRY TAKES THE STAGE

AT APPIES MALAYSIA 2026, CREATIVITY IS NOT JUST CELEBRATED. IT IS QUESTIONED, DEFENDED AND BROUGHT TO LIFE IN FRONT OF THE ROOM.



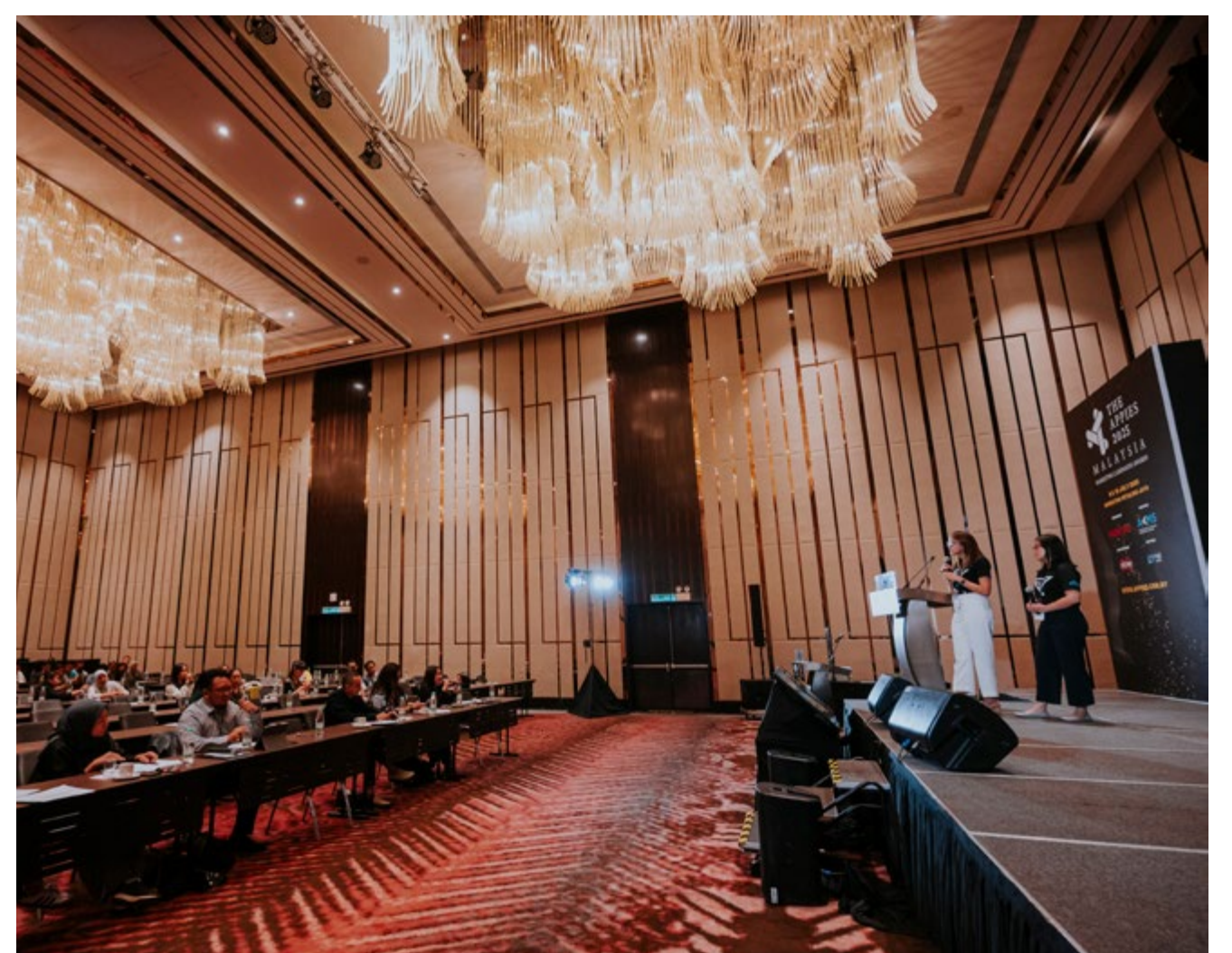
There are awards shows that reward the final work. Then there is APPIES Malaysia, where the thinking behind the work is placed under the spotlight.

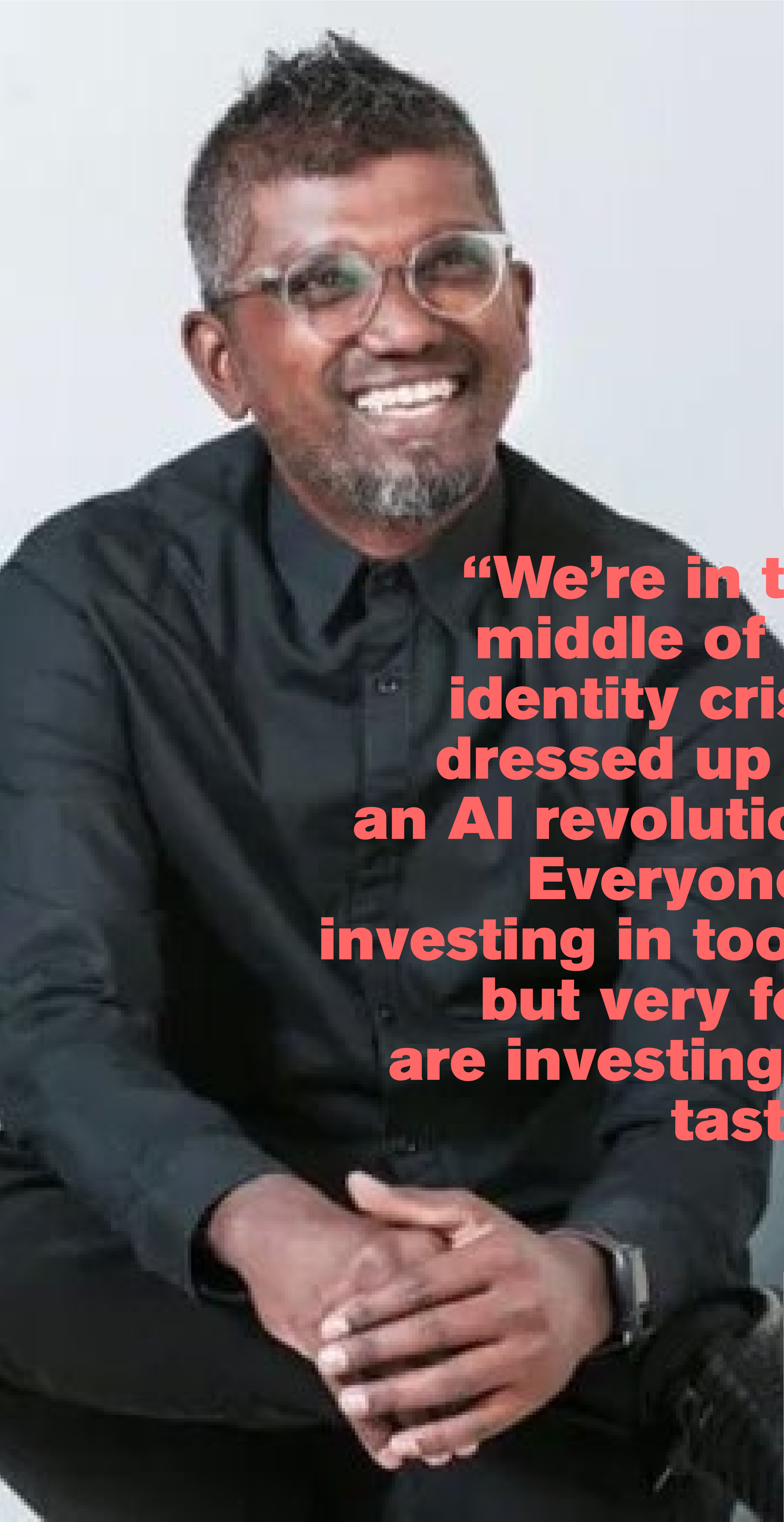
On July 9 and 10, APPIES Malaysia 2026 returns as one of the industry's most distinctive platforms, bringing together marketers, agencies, brand leaders and creative minds for two days of live presentations, sharp thinking and hard-earned recognition. More than a showcase of campaigns, APPIES has become a stage where Malaysia's marketing industry tests not only its best ideas, but also its ability to explain why those ideas mattered.

Its format has always been its defining strength. Campaigns are presented live before a panel of judges and an audience, demanding clarity, confidence and conviction. It is one thing to submit a winning case. It is another to stand on stage and make a room believe in it.

That live tension is what gives APPIES its character. It removes the comfort of distance and asks presenters to own every part of the work, from the first insight to the final result.

For Stanley Clement, Chief Executive Officer of MBCS Malaysia and keynote speaker at APPIES Malaysia 2026, the timing of this year's event could not be more





“We’re in the middle of an identity crisis dressed up as an AI revolution. Everyone’s investing in tools, but very few are investing in taste.”

“The agencies that win the next five years won’t be the ones with the best tech stack, they’ll be the ones who still know how to read culture.”

relevant. The industry, he believes, is standing at a critical point.

“We’re in the middle of an identity crisis dressed up as an AI revolution. Everyone’s investing in tools, but very few are investing in taste,” says Stanley. “The agencies that win the next five years won’t be the ones with the best tech stack, they’ll be the ones who still know how to read culture.”

It is a line that lands with uncomfortable precision. Artificial intelligence has become the

industry’s favourite conversation, reshaping workflows, accelerating production and changing how teams approach content. But Stanley’s point cuts through the noise. Technology may sharpen the process, but it cannot replace cultural instinct. It cannot teach taste. It cannot feel the room.

That is where the human craft of marketing still matters.

APPIES, in many ways, is built around that craft. The stage rewards those who understand not only what was done, but why it worked. It favours campaigns that can connect insight, strategy, creativity and effectiveness into a story that is clear, persuasive and deeply human.

Stanley knows that stage well. Having won Presenter of the Decade at the 10th Anniversary of the APPIES in Malaysia, he understands that a strong presentation is not about performance for its own sake. It is about belief.

“Present the argument, not the deck,” he says. “People don’t remember your slide count, they remember whether you made them believe something. And don’t be afraid of a pause, silence on stage does more work than people think.”

That advice captures the essence of APPIES. The best presentations do not simply report what happened. They build a case. They take the audience through the tension, the problem, the leap of thinking and the result. In that moment, the presenter becomes more than a spokesperson. They become the bridge between



the work and its meaning.

For those who have experienced APPIES from the stage, the format leaves a lasting impression.

“What makes the APPIES especially meaningful is its format where we had to pitch our BizSmart Challenge story live to a panel of judges, just like our entrepreneurs do in the BizSmart Challenge itself. Just one take. No retakes,” says Shayne Koh, Head of Group Digital, Marketing & Branding at Alliance Bank.

That “one take” pressure is exactly why the platform continues to matter. It mirrors the reality of business, where marketers are often given one meeting, one pitch, one chance to win confidence and move an idea forward.

For Adelene Wong, Group Director Marketing Communications at ParkCity Group, serving on the APPIES 2025 jury offered a close look at the calibre of work being produced across the industry.

“Grateful to have been part of the jury for the APPIES Awards 2025. It was such an inspiring experience going through all the incredible submissions and seeing the creativity and hard work behind them. The awards ceremony itself was a wonderful celebration of a decade of excellence, and it was a delight to witness the winners being recognised for their amazing efforts,” she says.

Behind every case study and every moment on stage is a long trail of decisions, disagreements, revisions and late nights. Awards may capture the final applause, but the real work happens long before the spotlight.

As Amirul Fitri Hisham, Assistant Marketing Manager at Etika Group of Companies, puts it: “Marketing is never a one-person show. Every single award reflects months of ideas, challenges, and teamwork — from late-night brainstorming to executions, to partners who shared

“To the client, the end result is what matters,”

the vision with us. This is just the beginning. Here’s to more learning, more courage, and maybe a few more feathers next year.”

That sentiment sits at the heart of APPIES. It is not only a platform for individual brilliance, but for collective effort. It recognises that great marketing is rarely the result of one person’s spark. It is built through the friction of teams, the trust between clients and agencies, and the discipline to keep improving an idea until it becomes strong enough to stand in public.

Marlina Mansor, Head of Creative Solutions Content Specialist Commercial Production and Digital Branded Content at Astro, describes that journey with striking honesty.

“The grind was real, late nights, countless deck revisions, script rewrites, endless rehearsals. 10 years of blood, sweat, and pure teamwork. Yesterday’s highlight reel brought back so many familiar faces. Some have left, but their spirit is still part of why we stand here today. Here’s to more wins, braver ideas, and campaigns that make people say: Only Astro could do that.”

Her words reveal another layer of

what APPIES celebrates: continuity. Campaigns may come and go, but the culture behind them is built over years. The people who shape the work may move on, but their influence remains embedded in the teams, standards and instincts they leave behind.

That continuity is especially important at a time when the industry is trying to attract and retain young talent.

Stanley believes young communications graduates still find the idea of the industry exciting, but the reality can be harder to sell.

“They grew up watching creators build audiences on their own terms, so walking into a hierarchy and a deck template feels like a step backward,” he says. “Our job is to prove the craft is still worth the trade-off.”

It is one of the most pressing questions facing agencies today. How does an industry built on creativity keep itself attractive to a generation that has seen creativity thrive outside traditional structures? How does it compete with the freedom of creator culture, where young people can build influence, communities and income without waiting for permission?

For Stanley, the answer begins with restoring meaning to the work.

“Fewer and fewer people actually want to come into this industry now, and that should worry all of us,” he says. “I’d want us to give value and meaning back to what we do, to make it clear this isn’t just deck-

COVER STORY



making and deadlines, it's actually one of the few jobs where you get to shape how people think and feel at scale. We've let that meaning get buried. We need to dig it back out."

That idea of meaning runs through the wider APPIES conversation. The platform does more than showcase winning campaigns. It reminds the industry why the work matters in the first place. Marketing, when done well, does not simply sell. It shifts perceptions, builds memory, creates emotion and influences behaviour.

But meaning alone is not enough. In a market where budgets are scrutinised and business pressure is constant, creativity must also prove its value.

Stanley is clear on this when discussing whether pure-play creative shops can survive without the financial benefits of media commissions.

"It's possible, but it takes real discipline," he says. "You have to make creative so valuable that clients are happy to pay for it directly, the way they'd pay a consultancy. That's a mindset shift for a lot of clients, and for a lot of agencies too."

It is a reminder that creative value cannot be assumed. It must be demonstrated, defended and linked to outcomes. The same applies to fame, a word the industry often uses with ambition, but not always with precision.

"To the client, the end result is what matters," Stanley says. "If the work delivers the business result, and that result is what drives the fame, any client will see the value in it. So before I ever let the creative idea take center stage, I make sure I believe the groundwork underneath it is solid. Fame follows results, not the other way around."

That belief aligns closely with the

APPIES spirit. The strongest work is not merely loud. It is effective. It understands that attention only becomes valuable when it creates impact.

For Abdul Sani Abdul Murad, Group Chief Marketing Officer at RHB Banking Group, improving the industry requires a shared commitment from both advertisers and agencies.

“As we try to raise the industry’s ceiling, we have to raise the floor too. That takes unity. It takes advertisers and agencies pulling in the same direction, occasionally arguing along the way, but always committed to making the whole thing better than it was before,” he says.

That sense of shared responsibility is crucial. The industry cannot evolve if clients demand bravery but punish risk, or if agencies chase originality without understanding business realities. Progress depends on both sides being willing to challenge each other while still moving in the same direction.

Diversity, too, remains part of the industry’s broader self-examination. For Stanley, the conversation should be less about labels and more about building teams of people who are capable, motivated and committed to making a difference.

“For me, diversity has always just been there, I’ve never really needed to put a label on it,” he says. “If you’re good at what you do and you’re genuinely excited to make a difference, that’s what matters to me.

“As we try to raise the industry’s ceiling, we have to raise the floor too. That takes unity.”

Abdul Sani Abdul Murad, Group Chief Marketing Officer, RHB Banking Group

I think we’ve spent a lot of energy on the labelling and not enough on just doing the work with the right people, and honestly, the labelling hasn’t taken us very far.”

It is a view that may provoke debate, but APPIES has always been a place where industry perspectives meet the realities of the work. The conversations around talent, culture, diversity, effectiveness and creativity are not separate from the campaigns being presented. They shape the conditions under which those campaigns are made.

For Melvyn Lim, Unit Head, Sports Marketing at CelcomDigi, the APPIES stage remains a place worth returning to.

“Some might retire with a 1/1 win rate at APPIES, but I know I can do even better. I’ll be back in 2026 if I’ve got a campaign worthy of the stage. Time to make that happen — with



my awesome colleagues,” he says.

That hunger to return, improve and present work worthy of the stage is what keeps APPIES alive as more than an awards programme. It is a benchmark. A challenge. A mirror held up to the industry.

As for Stanley’s keynote address on July 9, he is revealing just enough to intrigue the room.

“I’ll be talking about how much can come out of all of us being a little more STUPID, in the best sense of the word,” he says. “That’s really all I’ll say for now, you’ll have to come hear the rest.”

It is a fitting tease for a platform that has always rewarded those willing to stand up, take a risk and make people listen.

When asked what he will be at 60, Stanley answers with

characteristic simplicity: “OLD. But hopefully still curious, and still in a room somewhere fighting for an idea I believe in.”

Perhaps that is the real spirit of APPIES Malaysia 2026. Not just winning. Not just presenting. Not just celebrating the past year’s best work. But staying curious enough to keep fighting for ideas, brave enough to defend them live, and honest enough to ask whether the industry is still building something worth believing in.

At a time when marketing is being reshaped by technology, talent shifts and business pressure, APPIES offers the industry something rare: a room where ideas must prove themselves. And in that room, the work is not only seen. It is felt, tested and remembered.



THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS

OVER

1000

PRESENTATIONS
30 MARKETING
LEADERS JUDGING
OVER TWO DAYS.

HRDC CLAIMABLE

REGISTER HERE



Imagine if you had the chance to listen and learn from some of the best marketing minds and campaigns in the country. Listen, learn and ask questions about the strategies, the thinking, the opportunities, the challenges, and most importantly, discover what the campaign results were. So you know about the TED Talks, ya? You log in to get inspired about life and the things you love most. Have you heard a TED Talk about Malaysian marketing successes? Have you seen a TED talk that lets you ask questions? After the talk? Some people say The APPIES is like the TED of Marketing. Because at The APPIES you get inspired and learn almost the same way. But there's more... you get up close with the presenters, you can ask questions and what they are saying is relevant to what your job is all about, great advice you can take home immediately... YES, instant ROI! People on the planet also say The APPIES is like a 2-Day MBA in Marketing. YES... MBA. Because you get to enrich your brain power with over 100 marketing presentations across 21 categories. Now imagine all this happening on July 9th & 10th in Petaling Jaya.

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FULL APPIES 2026 PROGRAMME



DAY ONE
(9 JULY 2026)

REGISTRATIONS	8.00am	REGISTRATION & MORNING COFFEE					
WELCOME SPEECH	9.00am	WELCOME MESSAGE FROM THE APPIES PRESIDENT - PROF. HARMANDAR SINGH	HALL A				
KEYNOTE PRESENTATION	9.10am - 10.10am	APPIES KEYNOTE SESSION BY STANLEY CLEMENT, CEO MEDIABRANDS CONTENT STUDIO	HALL A				
REFRESHMENTS & NETWORKING	10.10am - 10.30am	COFFEE BREAK & NETWORKING					
CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in AI & Marketing Technology	10.30am - 10.45am	Reclaiming Relevance: How Safi Re-Entered Teen Culture Through an AI Personality	Wipro Unza (M) Sdn Bhd	Safi Naturals	Wipro Unza (M) Sdn Bhd	HALL A	Nicholas Tan Andrea Choong
Best in AI & Marketing Technology		CelcomDigi Convergence: From Display to Dialogue	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL B	Loo Sze Jack Edina Lim
Best in AI & Marketing Technology	10.45am - 11.00am	Hands, Emojis, AI: How Ryt Bank became the #1 app in Malaysia!	YTL Group (Digital Bank)	Ryt Bank	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in Audio, Podcast & Sonic Branding		Sunsilk: Rebuilding Gen Z Relevance Through Sonic Nostalgia	Unilever Malaysia Sdn Bhd	Sunsilk	Astro Media Solutions	HALL B	Sheryn Vishalini Muniandy Qian Ru Lim
Best in Automotive	11.00am - 11.15am	TIGGO PHEV: The Platinum Standard Campaign	Chery Auto Malaysia	Chery Auto Malaysia	BnBC Advertising	HALL A	Mahii Bakhtani Adam bin Mazlan
Best in Automotive		Why Kia?	Kia Sales Malaysia	Kia Sales Malaysia	BLWN	HALL B	Faeiq Rahmat (Fai) Yeoh Wei Shiang (Vince)
Best in Brand Launch & Repositioning	11.15am - 11.30am	SILIQA — Discover the Secret to Your Best You	Spritzer Bhd	Spritzer Bhd	JUNO	HALL A	Dennis Kam Naqib Shamsuri
Best in Brand Launch & Repositioning		GrabUnlimited Uncovered	Grab	Grab	Grab	HALL B	Lee Pei Jie
Best in Brand Launch & Repositioning	11.30am - 11.45am	From Bath-Time Toy to Gen Alpha Icon: How Carrie Repositioned Its Elephant to Turn Brand Lapsing into Business Growth	Wipro Unza (M) Sdn Bhd	Wipro Unza (M) Sdn Bhd	Wipro Unza (M) Sdn Bhd	HALL A	Jeff Tan Amanda Yong
Best in Brand Launch & Repositioning		Why Kia?	Kia Sales Malaysia	Kia Sales Malaysia	BLWN	HALL B	Faeiq Rahmat (Fai) Yeoh Wei Shiang (Vince)
Best in Brand Launch & Repositioning	11.45am - 12.00pm	From Zero to 1,900,000 Installs in just 7 months: Launching The Ryt way!	YTL Group (Digital Bank)	YTL Group (Digital Bank)	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in Brand Launch & Repositioning		Global Hydration Science Scores Winner on Malaysia's Football Pitches	Etika Group of Companies	Etika Group of Companies	Ampersand Advisory	HALL B	Abigail Henry Chloee Mae
Best in Business Services (B2B)	12.00pm - 12.15pm	Dari Mata Dia	CelcomDigi	CelcomDigi	CelcomDigi	HALL A	Haziq Aisyah
Best in Community & Cultural Impact		BIG Rehab - The Stronger Side	BIG CARING GROUP BHD	BIG Pharmacy	JUNO	HALL B	Dennis Kam Naqib Shamsuri
Best in Community & Cultural Impact	12.15pm - 12.30pm	From Unknown to Idol: Launching Aiken Niacinamide Like a K-pop Debut	Wipro Unza (M) Sdn Bhd	Aiken	MBCS	HALL A	Vinnie Ashlee
Best in Community & Cultural Impact		The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL B	Jodh Dheensay Adam Riff
Best in Consumer Services	12.30pm - 12.45pm	5 Million Visits Above The Clouds. How Resorts World Genting Reignited Destination Desire Through Tian Ma.	Genting Malaysia Berhad	Resorts World Genting	Ampersand Advisory	HALL A	Cyrus Yap Evon Chan
Best in Content & Brand Publishing		The Story That Made a Nation cry: Driving 23% Sales Growth	Etika Group of Companies	7up/Mirinda	Ampersand Advisory	HALL B	Natasha Sebastian Amirah Hani
Best in Content & Branded Entertainment	12.45pm - 1.00pm	You Think You Know Kuala Lumpur Golf & Country Club	Sime Darby Property	Kuala Lumpur Golf & Country Club	Colony Group	HALL A	Sherina Binti Mohamed Zulkifli Andrew Shee
Best in Content & Branded Entertainment		The Destiny Network: Turning Fortune Into Entertainment	CelcomDigi Berhad	CelcomDigi	Astro Media Solutions	HALL B	Charlotte Chin Remus Hoo
1.00pm - 2.00pm		LUNCH BREAK					

FULL APPIES 2026 PROGRAMME

CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in Content & Branded Entertainment	2.00pm – 2.15pm	SILIQA — Discover the Secret to Your Best You	Spritzer Bhd	Siliqa	JUNO	HALL A	Dennis Kam Naqib Shamsuri
Best in Content & Branded Entertainment		From Unknown to Idol: Launching Aiken Niacinamide Like a K-pop Debut	Wipro Unza (M) Sdn Bhd	Aiken	MBCS	HALL B	Vinnie Siew Ashlee Yeo
Best in Content & Branded Entertainment	2.15pm – 2.30pm	If Amélie Is in Malaysia: How Enchanteur Turned Education into Entertainment	Wipro Unza (M) Sdn Bhd	Enchanteur	Wipro Unza (M) Sdn Bhd	HALL A	Siti Nurzulaika Fatimah Zaharah Binti Zainal
Best in Content & Branded Entertainment		CelcomDigi x Gegar Vaganza: Ada Top Up, Ada Vote Lagi!	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL B	Jan Lee Joe Jian Angel Lai Chew Yee
Best in Content & Branded Entertainment	2.30pm – 2.45pm	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Content & Branded Entertainment		Scentify turns fragrance into episodic CNY social drama - the 'Scent-ertainment' on XiaoHongShu	Wipro Unza (M) Sdn Bhd	Scentify	Wipro Unza (M) Sdn Bhd	HALL B	Jared Ng Low Wan Qi
Best in Content & Branded Entertainment	2.45pm – 3.00pm	From Players to Customers	CelcomDigi	CelcomDigi	GrowthOps Pte Ltd	HALL A	Elayne Leong Felicia Cheong
Best in Content & Branded Entertainment		Memang Ada yang Terhebat, Hingga Munculnya yang Terhebat	Goodday Charge (Etika)	Goodday Charge (Etika)	ASTRO SHAW	HALL B	Adam Ghazali Dakshyani Ratha Kerisna Naido
Best in Crisis Response & Brand Recovery	3.00pm – 3.15pm	Inilah Kita, Sehati Bersama	Astro Malaysia	Astro Malaysia	Astro Media Solutions	HALL A	Mohammed Iman Bin Karim Sharine Gurriah
Best in Customer Acquisition		Tune Talk: The Telco That Built an Audience Before Customers	Tune Talk	Tune Talk	Edelman Malaysia	HALL B	Rachel Heng Shazwan Zulkiffli
Best in Customer Acquisition	3.15pm – 3.30pm	From Zero to 1,100,000 Accounts: Acquisition Engine Unleashes The Fastest Growing Digital Bank!	YTL Group (Digital Bank)	Ryt Bank	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in Customer Experience		The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL B	Jodh Dheensay Adam Riff
Best in Customer Retention & Loyalty Growth	3.30pm – 3.45pm	GrabCoins Rebrand	Grab	Grab	Grab	HALL A	Su Do Mei Shuet Su Do Mei Shuet
Best in Data, Personalisation & Programmatic		Hot Deals is for everyone.	Grab	Grab	Grab	HALL B	Liew En Kei
Best in Digital	3.45pm – 4.00pm	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	Astro Shaw	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Digital		From K-Pop Fandom to Purchase: How AIKEN BRIGHT PINK Converted Digital Engagement into Brand and Sales Growth	Wipro Unza (M) Sdn Bhd	Aiken	Wipro Unza (M) Sdn Bhd	HALL B	Janice Yee Selina Teh
4.00pm - 4.30pm		COFFEE BREAK & NETWORKING					
Best in Digital	4.30pm – 4.45pm	Breaking Belief. Building a New Habit: How Digital Helped Scentify Win Malaysia's Laundry Ritual	Wipro Unza (M) Sdn Bhd	Scentify	Wipro Unza (M) Sdn Bhd	HALL A	Devarshi Dalmia Low Wan Qi
Best in E-Commerce Platforms		TikTok Shop: Home is Where the Huat is	TikTok Shop (Malaysia) Sdn. Bhd.	TikTok Shop Mall Malaysia	JUNO	HALL B	Dennis Kam Naqib Shamsuri
Best in Experiential & Activation	4.45pm – 5.00pm	The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL A	Jodh Dheensay Adam Riff
Best in Experiential & Activation		Kisah Benar: Real Stories. Real Threats. Real Protection	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL B	Remus Hoo Vincent Ong
Best in Experiential & Activation	5.00pm – 5.15pm	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW SDN BHD	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Experiential & Activation		The Experiential Activation That Made Scentify a Raya Essential	Wipro Unza (M) Sdn Bhd	Scentify	Wipro Unza (M) Sdn Bhd	HALL B	Devarshi Dalmia Low Wan Qi
Best in Experiential & Activation	5.15pm – 5.30pm	MakanLAH powered by Grab Dine Out	Grab Sdn. Bhd.	Grab	Grab	HALL A	Nicole Danielle
Best in Experiential & Activation		Beyond Football Sponsorship	Wipro Unza (M) Sdn Bhd	Dashing	TBWA/Kuala Lumpur	HALL B	Mariah Al-Qibtiyah Amir Imran
Best in Festive Marketing	5.30pm – 5.45pm	CGC WIRA MALAYSIAKU	Credit Guarantee Corporation Malaysia Berhad	CGC Corporate	CD Advertising Sdn Bhd	HALL A	Carnaen Azer Pamela Kong
Best in Festive Marketing		Scentify turns fragrance into episodic CNY Social Drama - the 'Scent-ertainment' on XiaoHongShu	Wipro Unza Malaysia	Scentify	Wipro Unza (M) Sdn Bhd	HALL B	Jared Ng Low Wan Qi

FULL APPIES 2026 PROGRAMME



DAY TWO

(10 JULY 2026)

8.00am		REGISTRATION & MORNING COFFEE					
CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in Festive Marketing	9.00am – 9.15am	Inilah Kita, Sehati Bersama	Astro Malaysia	Astro Malaysia	Astro Media Solutions	HALL A	Mohammed Iman Bin Karim Sharine Gurriah
Best in Festive Marketing		TikTok Shop: Home is Where the Huat is	TikTok Shop (Malaysia) Sdn. Bhd.	TikTok Shop Mall Malaysia	JUNO	HALL B	Dennis Kam Naqib Shamsuri
Best in Revenue Growth / Sales Impact		Reclaiming Growth by Reimagining Relevance: Turning Carrie into a 157% Sales Uplift Engine	Wipro Unza (M) Sdn Bhd	Wipro Unza (M) Sdn Bhd	Carrie Super Protect	HALL C	Jeff Tan Amanda Yong
Best in Festive Marketing	9.15am – 9.30am	Grab: Sabar's On The Way	Grab	Grab	Grab	HALL A	Syahira Binti Safuan Wong
Best in Festive Marketing		How Goodday Turned Blockbuster Entertainment into Ramadan's Biggest Food Experience	Etika Group of Companies	Goodday	Ampersand Advisory	HALL B	Natasha Sebastian Tan Kar Mem
Best in Social		You Think You Know Kuala Lumpur Golf & Country Club	Colony Group	Sime Darby Property	Kuala Lumpur Golf & Country Club	HALL C	Sherina Binti Mohamed Zulkifli Andrew Shee
Best in Food & Beverage	9.30am – 9.45am	SILIQ — Discover the Secret to Your Best You	Spritzer Bhd	Siliqa	JUNO	HALL A	Dennis Kam Nqib Shamsuri
Best in Food & Beverage		STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	Astro Shaw Sdn Bhd	HALL B	Mohd Zulfazli Zaaba Brenda Koh
Best in Social		Not another mall. Their mall.	Colony Group	Sime Darby Property	KLGCC Mall	HALL C	Intan Yusnita binti Md Yusoff Julian Lee
Best in Food & Beverage	9.45am – 10.00am	Oh My Gravy: Changing the Way Malaysia Enjoys Fried Chicken	Jollibee Malaysia	Jollibee	Yellow Leads	HALL A	Jeffery Wong Tracy Leong
Best in Food & Beverages		The Story That Made A Nation Cry: Driving 23% Sales Growth	Etika Group of Companies	7up/Mirinda	Ampersand Advisory	HALL B	Natasha Sebastian Amirah Hani
Best in Social		Safi Naturi Built for the Feed: Winning Gen Alpha by Working With the Algorithm thru AI	MBCS	Wipro Unza (M) Sdn Bhd	Safi	HALL C	Lim Shing Hui Nicholas Tan
Best in Gaming, eSports & Gamification	10.00am – 10.15am	From Players to Customers	CelcomDigi	CelcomDigi	GrowthOps Pte Ltd	HALL A	Elayne Leong Felicia Cheong
Best in Government, Culture & Sustainability		ECOPOD: World's Slimmest Reverse Vending Machine Sparks National Recycling Movement	Etika Group of Companies	Ecopod	Ampersand Advisory	HALL B	Abigail Henry Chloee Mae
Best in Social		Enchanteur's If Amelie is in Malaysia: Giving Fragrance Quality Main Character Energy	TBWA	Wipro Unza (M) Sdn Bhd	Enchanteur	HALL C	Siti Nurzulaika Siti Marissa Mohd Faruk
Best in Healthcare & Wellness	10.15am – 10.30am	BIG Rehab - The Stronger Side	BIG CARING GROUP BHD	BIG Pharmacy	JUNO	HALL A	Dennis Kam Naqib Shamsuri
Best in Healthcare & Wellness		Stopping That Dot Together: Partnerships and media drive +155% More Breast Cancer Screenings, +189% sales growth	Ace Canning	HOMESoy	Ampersand Advisory	HALL B	Farida Musa Ng Chu Jing
Best in Influencer & Creator Marketing		Resorts World Genting: Kisah Sebuah Warisan	Genting Berhad Malaysia	Resorts World Genting	Naga DDB Tribal	HALL C	Vania Quah Allison Jong
10.30am – 10.45am		COFFEE BREAK & NETWORKING					
Best in Hyperlocal / Tribal Marketing	10.45am – 11.00am	Beyond the Hijab, Solving the Real Cause of Flat Hair	Wipro Unza (Malaysia) Sdn. Bhd.	Safi Shayla	MBCS	HALL A	Dina Nurhana Binti Zainuddin Audrey Lee
Best in Hyperlocal / Tribal Marketing		GrabMart Satu Order Dua Waktu	Grab	Grab	Grab	HALL B	Ivy Tan
Best in Social		STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW SDN BHD	HALL C	Mohd Zulfazli Zaaba Brenda Koh
Best in Hyperlocal / Tribal Marketing	11.00am – 11.15am	From Harvest to Youth-Led Movement — Driving +14% Growth in East Malaysia	Etika Group of Companies	Pepsi	Ampersand Advisory	HALL A	Natasha Sebastian Amirah Hani
Best in Revenue Growth / Sales Impact		Scent of Raya - A Cat Tale	Wipro Unza (M) Sdn Bhd	Wipro Unza (M) Sdn Bhd	Scintify & Enchanteur	HALL B	Jared Ng Low Wan Qi
Best in Social		F(orget) The Pump!	BnBC Advertising	Chery Auto Malaysia	Chery Malaysia	HALL C	Mahii Bakhtani Adam bin Mazlan

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FULL APPIES 2026 PROGRAMME

CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in Influencer & Creator Marketing	11.15am – 11.30am	U Mobile Powers Youth Ambition by Incubating Influencers from the Ground Up	U Mobile Sdn Bhd	U Mobile	Astro Media Solutions	HALL A	Lee Sze Ching Stanley Chong Keng Fui
Best in Influencer & Creator Marketing		If Amélie Is in Malaysia: How Enchanteur Turned Education into Entertainment	Wipro Unza (M) Sdn Bhd	Enchanteur	Wipro Unza (M) Sdn Bhd	HALL B	Siti Nurzulaika Fatimah Zaharah Binti Zainal
Best in Telco & Technology		Tune Talk: The Telco That Built an Audience Before Customers	Edelman Malaysia	Tune Talk	Tune Talk	HALL C	Rachel Heng Shazwan Zulkiffii
Best in Influencer & Creator Marketing	11.30am – 11.45am	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Social		Sunlight's Eat The Skin	Unilever	Unilever	Sunlight	HALL B	Phyo Ei Soe Evonne Lim
Best in Telco & Technology		Hotlink Geng Bijak Berbajet: Turning Smart Spending into a Social Identity	Publicis Groupe Malaysia	Maxis	Hotlink	HALL C	Michelle Chang Shahirah Rashid
Best in Innovation	11.45am – 12.00pm	Let's Chat Before You Click. The Ad That Transfrom into a Sales Agent.	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL A	Loo Sze Jack Edina Lim
Best in Innovation		Tune Talk: The Telco That Built an Audience Before Customers	Tune Talk	Tune Talk	Edelman Malaysia	HALL B	Rachel Heng Shazwan Zulkiffii
Best in Travel, Tourism & Hospitality		Resorts World Genting: Kisah Sebuah Warisan	Naga DDB Tribal	Genting Berhad Malaysia	Resorts World Genting	HALL C	Allison Jong Vania Quah
Best in Innovation	12.00pm – 12.15pm	The Story That United A Nation: Driving 23% Sales Growth	Etika Group of Companies	7up/Mirinda	Ampersand Advisory	HALL A	Natasha Sebastian Amirah Hani
Best in Innovation		From AI to 360°: Resorts World Genting's First-Ever Tian Ma Became a Fully Integrated CNY Experience.	Genting Malaysia Berhad	Resorts World Genting	Ampersand Advisory	HALL B	Cyrus Yap Evon Chan
Best in Travel, Tourism & Hospitality		4,100 Collectibles & 5 Million Visitors In 3 Months. Resorts World Genting, One Destination World.	Genting Malaysia Berhad	Resorts World Genting	Ampersand Advisory	HALL C	Cyrus Yap Evon Chan
12.15pm - 1.20pm		LUNCH BREAK					
Best in Market Expansion	1.20pm – 1.40pm	Sunlight's Eat The Skin	Unilever	Sunlight	Unilever	HALL A	Phyo Ei Soe Evonne Lim
Best in Market Expansion		Beyond the Nursery: Expanding Carrie Junior into Malaysia's Adult Market	Wipro Unza (M) Sdn Bhd	Carrie Junior Talcum	Wipro Unza (M) Sdn Bhd	HALL B	Jeff Tan Mei Jin Ung
Best in Non-Food FMCG	1.40pm – 2.00pm	Safi Biasiswa Siswi: From My Mother's Brand to Mine: How Safi Won a New Generation of Hijabis	Wipro Unza (M) Sdn Bhd	Safi	MBCS	HALL A	Intan Baiduri Binti Ahmad Tarmizi Andrea Choong
Best in Non-Food FMCG		Beyond Football Sponsorship	Wipro Unza (M) Sdn Bhd	Dashing	TBWA\Kuala Lumpur	HALL B	Mariah Al-Qibtiyah Amir imran
Best in Omnichannel & Integrated Marketing	2.00pm – 2.20pm	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW SDN BHD	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Omnichannel & Integrated Marketing		Beyond the Screen: Using Helmet Compression as a Living Media Channel for Safi Shayla	Wipro Unza (M) Sdn Bhd	Safi Shayla	Wipro Unza (M) Sdn Bhd	HALL B	Ung Mei Jing Audrey Lee
Best in Omnichannel Marketing	2.20pm – 2.40pm	Ryt Bank: Full-Funnel Integrated Media launch creates Malaysia's #1 most downloaded app!	YTL Group (Digital Bank)	Ryt Bank	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in OOH/DOOH		The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL B	Jodh Dheensay Adam Riff
Best in OOH/DOOH	2.40pm – 3.00pm	Grab x ASEAN2026 : Grab Hosts the City	Grab	Grab	Grab	HALL A	Cynthia Goh Ching Siew
Best in OOH/DOOH		Why Kia?	Kia Sales Malaysia	Kia Malaysia	BLWN	HALL B	Faeiqa Rahmat (Fai) Yeoh Wei Shiang (Vince)
Best in Performance Marketing	3.00pm – 3.20pm	Last to First: Building Malaysia's Most Trusted Digital Bank, in 7 months, one pixel at a time!	YTL Group (Digital Bank)	Ryt Bank	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in PR & Communications Effectiveness		The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL B	Jodh Dheensay Adam Riff

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FULL APPIES 2026 PROGRAMME

CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
3.20pm – 3.40pm		COFFEE BREAK & NETWORKING					
Best in PR & Communications Effectiveness	3.40pm – 4.00pm	Why Kia?	Kia Sales Malaysia	Kia Malaysia	BLWN	HALL A	Faeiqa Rahmat (Fai) Yeoh Wei Shiang (Vince)
Best in Purpose-Driven Marketing		From Land Developer to Nature Custodian	Sime Darby Property Berhad	Sime Darby Property	M+C Saatchi KARSA	HALL B	Dr. Yasmin Rasyid Irsyad Izmi
Best in Purpose-Driven Marketing	4.00pm – 4.20pm	Biasiswa Siswi Safi: Investing in Young Women's Futures, Winning a New Generation	Wipro Unza (M) Sdn Bhd	Safi	MBCS	HALL A	Intan Baiduri Binti Ahmad Tarmizi Andrea Choong
Best in Purpose-Driven Marketing		Dashing Converted Purchases Into Football Dreams at Tottenham Hotspur, United Kingdom	Wipro Unza (M) Sdn Bhd	Dashing	Wipro Unza (M) Sdn Bhd	HALL B	Mariah Al-Qibtiyah Liau Yein Hao
Best in Purpose-Driven Marketing	4.20pm – 4.40pm	Kisah Benar: Turning Scam Awareness into Lived Experience	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL A	Remus Hoo Loh Yen Ni
Best in Purpose-Driven Marketing		Stop That Dot Together: Media Mobilises Women, Driving 27,557 Cancer Screenings and +189% Sales Growth	Ace Canning	HOMESoy	Ampersand Advisory	HALL B	Farida Musa Ng Chu Jing
Best in Retail	4.40pm – 5.00pm	Not another mall. Their mall.	Sime Darby Property	KLGCC Mall	Colony Group	HALL A	Intan Yusnita binti Md Yusoff Julian Lee
Best in Retail & Shopper Marketing		TikTok Shop: Home is Where the Huat is	TikTok Shop (Malaysia) Sdn. Bhd.	TikTok Shop Mall Malaysia	JUNO	HALL B	Dennis Kam Naqib Shamsuri
Best in Retail & Shopper Marketing	5.00pm – 5.20pm	BIG Rehab - The Stronger Side	BIG CARING GROUP BHD	BIG Pharmacy	JUNO	HALL A	Dennis Kam Naqib Shamsuri
Best in Retail & Shopper Marketing		Pilihan Raya MYDIN	Mydin Mohamed Holdings Berhad	Mydin Mohamed Holdings Berhad	Mydin Mohamed Holdings Berhad	HALL B	Gurubaran A/L Ballalie
Best in Revenue Growth / Sales Impact	5.20pm - 5.40pm	Dashing Converted Purchases Into Football Dreams at Tottenham Hotspur, United Kingdom	Wipro Unza (M) Sdn Bhd	Dashing	Wipro Unza (M) Sdn Bhd	HALL A	Mariah Al-Qibtiyah Liau Yein Hao
Best in Inclusivity & Cultural Impact		From Harvest to Youth-Led Movement — Driving +14% Growth in East Malaysia	Etika Group of Companies	Pepsi	Ampersand Advisory	HALL B	Natasha Sebastian Amirah Hani

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GOLD

BLACK

RED

SILVER

BRONZE



FROM PROMOTION TO PARTICIPATION: THE NEW ROLE OF MERCHANDISE IN MARKETING



Walk into almost any shopping mall today and you'll find adults queuing for blind boxes, comparing their latest Labubu acquisitions or hunting down limited-edition collectibles. But why are grown adults spending money on plush toys and figurines?

For Jason Cheng, Managing Director of DTC World, the answer reveals something marketers should be paying close attention to: "People don't collect products because they're useful. They collect them because they feel connected to them."

Jason Cheng,
Managing Director,
DTC World



Brands like Pop Mart have become global success stories because their products tap into something deeper than functionality. They create anticipation and belonging, turning customers into collectors and communities into advocates.

According to Cheng, this is precisely where marketers can learn an important lesson.

For decades, merchandise was merely the branded notebook handed out at an event, the tote bag distributed at a roadshow or the gift-with-purchase designed to encourage a sale. It was often treated as an afterthought to the campaign rather than a strategic part of it.

Today, that mindset is beginning to shift. Forward-thinking marketers are starting to view merchandise not as a giveaway, but as a tool for shaping consumer behaviour.

“The question shouldn’t be, What merchandise should we give away? It should be, ‘What behaviour are we trying to influence?’”

**Jason Cheng,
Managing Director,
DTC World**

That distinction sits at the heart of DTC World’s approach to creative merchandising.

Rather than viewing merchandise as a product, Cheng believes marketers should view it as a mechanism. The objective is not to distribute more branded items, but to influence behaviour.

Do you want consumers to make repeat purchases? Create collectability.

Do you want audiences to talk about your campaign? Create something worth sharing.

Do you want stronger emotional affinity with your brand? Create something people genuinely want to keep.

In each case, the merchandise itself is not the end goal. It is the vehicle that helps achieve it.

This shift reflects a broader change in consumer behaviour. In a world where attention is increasingly fragmented, visibility alone is no longer enough. Brands need to create experiences that people actively choose to engage with.

A recent campaign by Ben & Jerry's Singapore illustrates the point. Working with DTC World, the ice cream brand transformed a traditional gift-with-purchase mechanic into a collectability-driven experience with four limited-edition socks inspired by Ben & Jerry's signature flavours.

Each pair came packaged in a miniature Ben & Jerry's pint container, and was distributed randomly across participating retailers, encouraging consumers to return in search of the full set.

The campaign did more than reward purchases. It tapped into the same principles that drive collectible culture: anticipation, scarcity and the desire to complete a collection. In doing so, it helped extend Ben & Jerry's playful brand personality

beyond the freezer aisle while creating fresh opportunities for social sharing and repeat engagement.

More importantly, the campaign transformed a simple promotional item into an ongoing engagement mechanic. Consumers were no longer responding to a giveaway; they were pursuing a collection.



The merchandise isn't the objective. It's the mechanism.

While the line between physical and digital engagement has blurred, Cheng says that discussions still begin with product catalogues, trending items or budget allocations. The more useful conversation should start with a desired outcome: repeat purchase, advocacy, trial or loyalty.



This is also why intellectual property collaborations have become increasingly popular. Whether through global entertainment franchises, niche fandoms or local creators, brands are tapping into communities that already command attention and loyalty.

However the character alone is not the strategy. The most effective campaigns use the character to spark interest, while the merchandise reinforces the brand itself.

Looking ahead, Cheng believes the future of merchandising will become even more sophisticated as consumers become increasingly selective about what they choose to keep, display and engage with. Generic promotional products will struggle to stand out. Instead, brands will need to focus on originality, customisation and stronger cultural relevance.

Beyond major entertainment franchises, opportunities will emerge through niche fandoms, creator

communities and proprietary brand characters designed to foster long-term emotional connections.

The popularity of collectibles may seem far removed from the world of marketing strategy, yet they reveal an important truth about modern consumers: people are drawn to experiences that give them a reason to return, collect and belong.

Underlying all of these trends is a fundamental shift in thinking. Merchandise is no longer simply about giving something away. Used strategically, it can influence behaviour, deepen engagement and turn consumers from passive audiences into active participants.

For marketers, that may be the most important takeaway of all. The brands that win attention tomorrow may not be those creating the most content, but those creating the strongest reasons to engage.

Visit DTC at <https://dtcworld.com>



MOST MARKETERS THINK THEY'RE AI-READY.

Here's why they may not be.

Artificial intelligence has become impossible to ignore. From content creation and campaign planning to customer service and reporting, marketers are increasingly embracing AI-powered tools to work more efficiently.

So when someone asks if your business is AI-ready, the answer feels obvious.

It isn't.

According to Kuala Lumpur-based AI company MeVe Tech, many businesses are making a critical mistake by defining AI readiness far too narrowly. What most marketers have done is adopt AI, but that's not the same as being ready for a world that runs on it.

"MeVe Tech exists to help Southeast Asian businesses adapt to an AI-driven market. We're building

the infrastructure for the AI-first era, pairing operational intelligence with AI discoverability. Visibility alone isn't enough; teams also need systems that automate repetitive work and scale efficiently."

Vishal Khanchandani, Founder of MeVe Tech

THE BLIND SPOT MOST BRANDS HAVEN'T SEEN

Consumer behaviour has been shifting quietly but decisively. Billions of AI-powered searches now happen daily, many without touching a traditional search engine. Instead of keywords, people ask AI assistants to recommend, compare and decide.

"Where should I go for a date night in KL?" "Which brand has better after-sales service?" "Is this company reputable?"

These aren't search queries, they're conversations. And AI answers them by drawing from a much wider pool than your website; from reviews, third-party mentions, business listings and independent content scattered across the web.

If your brand's information is inconsistent across those sources, incomplete or simply absent, you may get left out of the conversation.

BUT DISCOVERABILITY IS ONLY HALF THE STORY

On the operational side, businesses are haemorrhaging capacity on work that should already be automated, from reporting and

"Visibility alone isn't enough; teams also need systems that automate repetitive work and scale efficiently."

**Vishal Khanchandani,
Founder of MeVe Tech**

CRM updates to customer workflows and data consolidation. Because these inefficiencies are embedded in routine, they often go unquestioned.

The result is a hidden tax on productivity, slowing decisions and limiting growth as teams spend hours manually connecting disconnected systems.

This is where MeVe Tech expands the definition of AI readiness.

"A lot of organisations focus on adopting AI without first understanding the business problem they are trying to solve," Vishal notes. "This is not about replacing people with AI. It is about giving people back their time. Businesses that automate repetitive processes reclaim their team's capacity for

“This is not about replacing people with AI. It is about giving people back their time.”



work that actually drives growth. Operational AI and AI visibility are two sides of the same coin: efficiency inside the business, dominance outside it.”

MeVe Tech starts with a brand health check by mapping how discoverable a business is across AI platforms and digital channels. But then looks inward too, benchmarking against competitors, identifying where rivals are winning attention, and examining the internal workflows that either enable or undermine

everything else.

From there, the focus shifts from diagnosis to implementation, with MeVe Tech deploying operational AI solutions such as AI-powered workflow automation, business assistants, reporting automation, customer interaction systems and operational intelligence tools across customer support, CRM operations and internal business processes.

In practice, that might mean eliminating a reporting process that consumes half a team’s week.

Or consolidating five data sources into one. Or finally connecting the systems that have been running in parallel for years. Unglamorous work, yes. But with transformative results.

“Businesses don’t need more AI tools, they need fewer hours spent on repetitive work and more time to act on what actually grows the business. That’s the gap we close.” Mark Anderson, Co-Founder of MeVe Tech

“We didn’t start MeVe Tech to sell AI as a buzzword. We started it because Malaysian and SEA businesses needed technologists who understood marketing, not marketers bolting AI onto an old playbook,” explains Mark.

That philosophy is reflected in the company’s work with an emphasis on practical implementation and measurable operational impact rather than experimental AI deployments.

Underscoring this, MeVe Tech combined visibility optimisation,

review management and internal automation to help a regional retail business achieve a 300% performance improvement in five months, alongside 16.2% impression growth in two months and a 27% increase in visibility.

THE QUESTION WORTH ASKING

If this article proves anything, it’s that AI readiness may not mean what most marketers think it does. While many businesses are asking how to use AI, the better question may be, “where is AI already changing the rules.”

The answer may reveal opportunities, inefficiencies and vulnerabilities that have little to do with AI itself, and everything to do with business fundamentals.

The brands that treat AI as strategic infrastructure are the ones who will actually benefit. That’s a harder audit, and most brands haven’t done it yet.

“Businesses don’t need more AI tools, they need fewer hours spent on repetitive work...”

**Mark Anderson,
Co-Founder
of MeVe Tech**

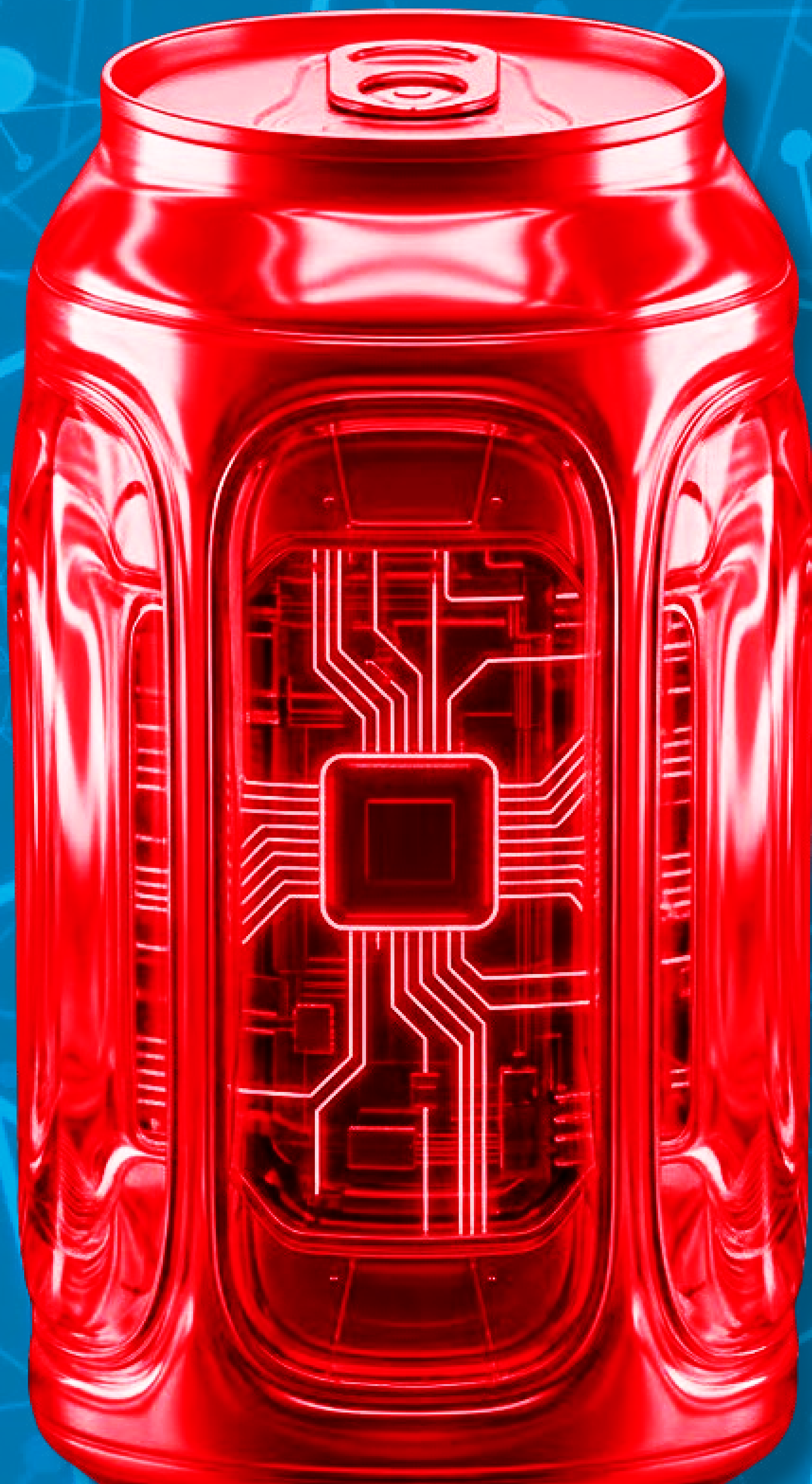


BRAND LEADERSHIP IN THE AGE OF AI

BY
**SUTAPA
BHATTACHARYA**

WORKSHOP

12TH AUGUST, 2026
KLGCC CONVENTION CENTRE
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