



enjoy peace and

# APPIENESS



## OFFICIAL ENTRY KIT

CLOSING DATE 15<sup>th</sup> MARCH 2019

S H A R I N G   I S   L E A R N I N G

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### NOTE: THIS IS A FORM FORMATTED PDF

All information can be filled in to the boxes provided. In case you do not have an Adobe Acrobat Pro, you can use alternate application to fill in this form.

[Click here](#) to acquire alternative application to Acrobat Pro for Windows or Mac

Once this FORM is filled, please save the file to a different name as followed:  
*APPIES2019–AgencyName.pdf*

This FORM will not be over-written.

## PRESIDENT'S MESSAGE

The highly acclaimed APPIES – the annual festival showcasing the best ideas in marketing across Asia – is back with its third Malaysian edition.

APPIES Malaysia is an annual festival of the best marketing ideas, held over two days and it is organised by MARKETING magazine on April 25 & 26, 2019 at the Eastin Hotel.

What sets The APPIES apart from other events is that each featured campaign is presented Live by the brand marketers and campaign creators themselves before a panel of judges and an industry audience.

Known as the “TED of Marketing”, campaigns are presented in an interactive format comprising of a four-minute creative reel summary, followed by a six-minute oral presentation highlighting significant aspects of the campaign. Then the presenter fields questions from the judges and audience in a 10 –15-minute Q&A session.

Campaigns must have run between June 2018 – March 2019 in any of these 6 categories – Consumer Durables, Consumer Services, Food and Beverage, Non-food FMCG, Business Services, and Government, Cultural, Social and Environmental campaigns.

Both creative, media, digital and marketing organisations can submit their entries by 15<sup>th</sup> March 2019.

*Let's create marketing history with your brand story!*



Professor Harmandar Singh

## CREATIVE, MEDIA, DIGITAL & MARKETING AGENCIES

Showcase your campaigns to an audience that comprises the Who's Who of marketing. Intrigue your peers, clients and prospects as you bring them into your world, and the breakthrough thinking behind the strategies.

At the same time, embrace this opportunity to learn from your peers and industry players. Expand your horizons as the best advertising, marketing, media and digital minds in Malaysia share invaluable market know-how.

Discover what makes campaigns work  
and the real reasons why.

Take your skills to the next level  
on April 25 & 26, 2019.

## MARKETERS

Encourage your creative, media, digital and marketing agencies to present your campaign to the industry and increase the visibility manifold.

Better yet, share the stage and co-present your campaign, relating the creative process, campaign results and demonstrating how client-agency synergy can create spectacular marketing results.

The APPIES Malaysia 2019 is a part of a two-day Marketing Conference. The objective is to establish a gold standard of presentation in each category. Thus, we require detailed information regarding the conceptualization, implementation, and evaluation of each campaign submitted. Remember, your campaign synopsis must be under 100 words, so make it count.

## WRITTEN ENTRY

Describe the core idea, difficulties faced, and results of your campaign. Provide quantifiable data to make your business case compelling. Be relevant and succinct.

### The Business Challenge

This section frames the difficulty/opportunity facing your product/service in the marketplace and what you are trying to achieve through the marketing communications strategy.

- Provide a brief nature, function and role of your product/service
- Objectives — This should be quantifiable, be it a shift in perceptions, attitudes or behaviours. Provide pre-campaign benchmarks
- Business context — Include any relevant regulatory, competitive, or product/service-related challenges you overcame to achieve your campaign's goals

### The Big Idea

In this section, distil your marketing campaign's core idea and described how it was brought to life.

### The Core Idea

This is not a tagline, nor a description of execution. It is a distillation of the core concept, your source of inspiration which could be a combination of brand, consumer and channel insight. It is best summarised in one sentence.

### The Communication Strategy

Describe how the core idea was brought to life, and provide a rationale for your choice of communications touch points.

### The Results

No fluff, no testimonials. Just what matters most – the results. Be clear about the return on investment, the results metrics and how they are attributed to the marketing strategy/tactics deployed. Demonstrate how your campaign delivered on:

- Campaign targets
- Business targets
- Qualitative results such as competitive reactions, awards and publicity garnered

## VIDEO SUBMISSION

You will need to submit a video of not more than 4 minutes showcasing your campaign. Include examples of any creative materials discussed in your written submission. Any videos submitted after entry deadline will not be accepted.

Any requests on update of new videos **will not be accepted** after the Closing Date.

## LIVE PRESENTATION (4–6–10 UNIQUE FORMAT)

All finalists will be required to send a team to present the campaign in person to a judging panel. The format of the Live presentation is as follows:

- Campaign Video (up to 4 minutes)** — Screening of campaign video
- Presentation (up to 6 minutes)** — A presentation of the business issue/challenge, strategy, creative idea/execution and the results (demonstrating how the marketing communications contributed to results of the campaign)
- Question & Answer (up to 10 minutes)** — The judging panel and audience will pose questions relating to the campaign. (Presenters are encouraged to pre-empt questions and prepare beforehand so they have the necessary campaign information when queried)

## CATEGORIES

You are to select a category that best suits your campaign.

- Consumer Durables**  
The items in this category include electronics and appliances (such as televisions, computers, sound systems, software), as well as property, clothing, accessories, luxury items, personal transportation (cars, motorcycles).
- Consumer Services**  
This encompasses all consumer-directed services, including financial, retail, travel (air travel, railways), tourism (hotels, theme parks), dining, telecommunication, medical, education and entertainment-related services.
- Food and Beverage (F&B)**  
This category comprises all beverages (alcoholic and non-alcoholic), including beers, wines, soft drinks, water, etc. It also includes all food items, such as packaged foods, diet foods, confectionery, snacks and others.
- Non-Food FMCG**  
Here, the category incorporates all fast moving consumer goods (non-food items), such as personal care products, medicines, remedies, health and wellness items, household consumables (detergents, paint) and others.
- Business Services**  
The business services category entails all business-to-business services, consultancy services, courier, document, software/hardware management services, and more.
- Government, Cultural, Social & Environmental**  
Campaigns in this category have taken on governmental, cultural, social and environmental campaigns to promote awareness/preservation. This category also includes pro-bono campaigns executed for non-profit organisations.

## CAMPAIGN SUBMISSION FEES

Submission fees for one (1) marketing campaign is RM1,000

## ELIGIBILITY DATES OF CAMPAIGN BEING ENTERED

Campaign entries must have run between June 2018 – March 2019.

## SUBMISSION FORMAT & DEADLINE

All entries are to be submitted by 15<sup>th</sup> March 2019 to [ham@adoimagazine.com](mailto:ham@adoimagazine.com) via file transfer protocol (FTP), or online at [appies.com.my](http://appies.com.my)

## CAMPAIGN SUBMISSION

CAMPAIGN TITLE

NAME OF AGENCY

NAME OF ADVERTISER COMPANY

NAME OF BRAND

## CATEGORY

Choose your category which best suits your campaign. Please list only one. It should be noted the organizers reserve the right to re-categorise your campaign if they feel another category is suitable.

Food & Beverage	Consumer Durables	Business Services
Non-Food FMCG	Consumer Services	Pro bono/Government/Cultural

## MEDIA SPEND EXPENDITURE

Media spending is extremely relevant to gauging a campaign's overall success. Please indicate media expenditures based on one of the following boxes:

Under RM100K	RM10 Million and over	RM500K – RM1 Million
RM250K – RM500K	RM100K – RM250K	RM5 Million to under RM10 Million
RM1 Million to under RM5 Million		

## COMMUNICATION TOUCH POINTS

Indicate the communication touch points used in your campaign. In your written case and four-minute show reel, detail examples of how each touch point was integral to the success of the campaign.

TV	Packaging	Sponsorship	PR
Radio	Product Design	Retail Experience	Events
Print	Cinema	Guerrilla	OOH
Direct Mail/Email	Interactive	Consumer Involvement	Digital
Branded Content			

## ADDITIONAL MARKETING EFFORTS

What other marketing efforts initiated plus the effect they had on the campaign's performance.

None	Price Points	Sampling	Channel/Trade	Other
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## WRITTEN ENTRY

In one (1) page (text font size 12), describe the difficulties faced, core idea and results of your campaign. Provide quantifiable data to make your case compelling. Be relevant and succinct.

### THE BUSINESS CHALLENGE

### THE BIG IDEA

### THE RESULTS

**CAMPAIGN SYPNOSIS** (100 words max)

**PRESENTER/S**

The APPIES encourages joint presentations by the agency and marketer.

**1. NAME OF PRESENTER**

DESIGNATION

EMAIL

BIO (100 words max))

**2. NAME OF PRESENTER**

DESIGNATION

EMAIL

BIO (100 words max)

**Headshot:** Email colour picture in high resolution, 300 dpi, jpeg of both presenters  
**Campaign Image:** Email a colour high resolution, 300 dpi, jpeg image that best represents your work

**CREDITS**

**AGENCY** (maximum of four names)

NAME

DESIGNATION

EMAIL

NAME

DESIGNATION

EMAIL

NAME

DESIGNATION

EMAIL

NAME

DESIGNATION

EMAIL

**CLIENTS** (maximum of four names)

NAME

DESIGNATION

EMAIL

NAME

DESIGNATION

EMAIL

NAME

DESIGNATION

EMAIL

NAME

DESIGNATION

EMAIL

1. **Entry Form** — 1 page written submission (Pages 8, 9, 10, 11)
2. **Creative Reel** — 4 minute video showcasing your campaign. Include examples of creative materials discussed in your written submission. (video should be in .mov or avi format, 40MB max)
3. **Campaign Image** — provide an image (high resolution, 300 dpi, jpeg format) that best represents your work.
4. **Credits** — a list of all primary, strategic and creative partners who assisted in the success of the campaign.
5. **Profile of your presenter/s.** Please submit headshot picture (high resolution, 300 dpi, jpeg format), name and designation.
6. **Entry Fees** — Please send your entry fees via cheque together with Payment Form. You can send one cheque if you are sending multiple entries. Entries will be only accepted upon receipt of your cheque. Only payment in **RM** is accepted.

**NOTES:**

- A FTP All completed forms, video etc. by **15th March 2019** to [ham@adoimagazine.com](mailto:ham@adoimagazine.com) or SUBMIT ONLINE AT [appies.com.my](http://appies.com.my)
- B All the requested materials will be used for publication purposes.
- C For any clarifications, please call **03 7726 2588** or email [ham@adoimagazine.com](mailto:ham@adoimagazine.com).

NAME OF CONTACT PERSON

DESIGNATION

NAME OF AGENCY

CONTACT NUMBER

EMAIL

You can make ONE cheque payment if you are submitting multiple entries.

CAMPAIGN 1 TITLE

CAMPAIGN 2 TITLE

CAMPAIGN 3 TITLE

CAMPAIGN 4 TITLE

ENTRY FEES RM1,000 per Campaign Entry

**CHEQUE PAYABLE TO:**

Sledgehammer Communications  
(M) Sdn Bhd <sup>289967-W</sup>  
22B, Jalan Tun Mohd Fuad 1  
Taman Tun Dr. Ismail  
60000 Kuala Lumpur, Malaysia

**BANK TRANSFER TO RHB BANK BERHAD**

2-14389-000-10505  
Swift Code: RHBBMYKL

Kindly email Timothy Wong, [tim@adoimagazine.com](mailto:tim@adoimagazine.com), on transfer slip for records purposes

**FOR ENQUIRIES:**  
Contact Ruby/ Amira  
+603 7726 2588  
[ruby@adoimagazine.com](mailto:ruby@adoimagazine.com)  
[amira@adoimagazine.com](mailto:amira@adoimagazine.com)

**REGISTRATION & PAYMENT**

- Full payment is required upon submission.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.
- Payment can be made via a crossed cheque payable to Sledgehammer Communications (M) Sdn Bhd at least 7 days before the closing date.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the awards programme due to unforeseen circumstances.



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