



THE
APPIES
2023

MALAYSIA
CONFERENCE

Catch THE WAVE



12 & 13 July 2023

Eastin Hotel, Petaling Jaya

8.30am – 6.00pm

<https://appies.com.my>

**OVER 130
PRESENTATIONS**

21 CMOs

HRDF-CLAIMABLE

STARRING CHRIS JAQUES



PRESIDENT'S MESSAGE



The highly acclaimed APPIES – the annual festival showcasing the best ideas in marketing across Asia – is back with its seventh Malaysian edition and second APAC edition hosted in Malaysia.

The APPIES is an annual festival of the best marketing ideas, held over four days and it is organised by MARKETING magazine on July 12, 13, 14 & 15, 2023 for judging & presentations

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 distinguished 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 five-minute oral presentation highlighting

significant aspects of the campaign. Then the presenters fields questions from the judges in a Live 4-5-3 minute presentation format.

Campaigns must have run between June 2022 to May 2023 in any of these 10 categories – Food & Beverage, Consumer & Business Services, Non-Food FMCG, Consumer Durables, Festive & Entertainment, Customer Experience, Digital & Social, E-Commerce, AdTech/MarTech and Marketing Innovation campaigns.



Professor Harmandar Singh
President
APPIES Malaysia

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 let's 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... Now imagine all this happening on July 12 & 13 in Petaling Jaya.

WHO SHOULD ATTEND

- BUSINESS THINKERS,
MARKETING AND CREATIVE
PROFESSIONALS
- LEADING MARKETING
COMPANIES, AGENCIES, MEDIA
SPECIALISTS AND DIGITAL PROS.
- MNCS, GLCS, SMES AND SMIS
KEEN ON JUMP-STARTING
- THEIR MARKETING AGENDA IN
THE MARKETPLACE.

BENEFITS:

- 21 MARKETERS ARE JUDGING
OVER TWO DAYS
- OVER 130 SUCCESSFUL
MALAYSIAN MARKETING
CASE-STUDY PRESENTATIONS
- HRDF-CLAIMABLE



www.appies.com.my

DAY ONE

12 JULY 2023

REGISTRATIONS/ DELEGATES KIT	8.00am		Morning Coffee/Tea				
WELCOME SPEECH	9.00am		Welcome by Appies Malaysia President, PROF. HARMANDAR SINGH				HALL A
KEYNOTE PRESENTATION	9.10am - 9.40am		CHRIS JACQUES, CEO of the Reputation Partnership; Helping Companies 'Grow Faster' @ Transformation: The Growth Business				HALL A
REFRESHMENTS & NETWORKING	9.40am - 10.00am		BREAK & NETWORKING				
CATEGORY	TIME	CAMPAIGN	HALL	ADVERTISER / CLIENT	BRAND	AGENCY / COMPANY	PRESENTERS
Consumer & Business Services	10.00am - 1.00pm	1 Malaysia's First NFT Vending Machine	HALL A	Atlas Vending	Atlas Vending	Ampersand Advisory	
Consumer & Business Services		2 Rise with Rize	HALL B	AI Rajhi Banking & Investment Corporation (Malaysia) Bhd	Rize	Trapper Media Services	Adila Alias Timothy Ong
Consumer & Business Services		3 Nando's - Feed Your Fire	HALL C	Nando's Malaysia	Nando's	Fishermen Integrated	Tan Lih Wern Vincent Loong
Food & Beverage		4 PediaSure Grow to Great	HALL A	Abbott Laboratories (M) Sdn Bhd	PediaSure	Media Prima Omnia Sdn Bhd	
Food & Beverage		5 It Doesn't Get Cheesier Than Mega Cheese	HALL B	Domino's Malaysia	Domino's	FCB SHOUT	Jonathan Chan Syahriza Badron
Food & Beverage		6 Sunquick FoodPanda Mixologists – Peeling Abang Food Pandas' hidden talent	HALL C	Barkath Co-Ro Manufacturing Sdn Bhd	Sunquick	Mindshare Group	Alyssa Rizal Aeryn Ng
Digital & Social		7 Ring Ring Just Call Allianz	HALL A	Allianz Malaysia Berhad	Allianz Malaysia	The Black Sheep	Victor Yap Saufi Subri
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		8 Malaysia's First NFT Vending Machine	HALL B	Atlas Vending	Atlas Vending	Ampersand Advisory	
Food & Beverage		9 The Gift Of Growing Dreams	HALL C	Cotra Enterprises Sdn. Bhd.	MARIGOLD UHT Milk	Trapper Media Services	Adila Alias Louie Lim
Customer Experience		10 Berkat Ramadhan dan Susu Dutch Lady	HALL A	Dutch Lady Milk Industries	Dutch Lady	PHD Malaysia	Then Lay Yen Koo Hui Qi
Digital & Social		11 Bonuslink achieved an impressive 43% conversion rate using Netcore's Automated Journeys	HALL B	Bonuslink	Bonuslink	Netcore Cloud	Stallon Rego Haikal Amir Hamzah
Consumer & Business Services		12 All New Raya With Mr. DIY	HALL C	MR. DIY	MR. DIY	FCB SHOUT	Jonathan Chan Muhammad Nuramin Bin Abdul Aziz
Food & Beverage		13 Goodday KidSTART: Malaysia's Biggest Kidpreneur Challenge	HALL A	Etika	Goodday Milk	Ampersand Advisory	
Customer Experience		14 Wonda At Every Corner - #WondaBolaCorner	HALL B	Etika Beverages Sdn Bhd	Wonda	Fishermen Integrated	Dylan Cheong
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		15 #EndDurianDistancing with Grab	HALL C	Grab	Grab	Grab	Sherene Tan Carmen Cheong
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		16 Save The Drama With Pepsi	HALL A	Etika	Pepsi	FCB SHOUT	Wang le Tjer Michelle Ng
Food & Beverage		17 F&N Kini Lebih Gempak	HALL B	F&N Beverages Marketing Sdn Bhd	F&N Fun Flavours	Media Prima Omnia Sdn Bhd	Teresa Tee Joanne Quah
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		18 Bags of Hope	HALL C	Grab	Grab	Grab	Sherene Tan Carmen Cheong
Food & Beverage		19 Wonda At Every Corner - #WondaBolaCorner	HALL A	Etika Beverages Sdn Bhd	Wonda	Fishermen Integrated	Dylan Cheong
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		20 Goodday KidSTART: Malaysia's Biggest Kidpreneur Challenge	HALL B	Etika	Goodday Milk	Ampersand Advisory	
Digital & Social		21 Photobook witnessed an impressive 860% uplift in user interactions using Netcore's AMP interactive emails	HALL C	Photobook Worldwide	Photobook Worldwide	Netcore Cloud	Stallon Rego Emylia Anwar Diallo
Customer Experience		22 Hennessy Artistry Event Web Application	HALL A	Moet Hennessy Diageo	Hennessy	The Black Sheep	Victor Yap Mathu Veeta
Food & Beverage		23 Save The Drama With Pepsi	HALL B	Etika	Pepsi	FCB SHOUT	Wang le Tjer Michelle Ng
Digital & Social		24 Rancangan Raya	HALL C	PETRONAS Dagangan Berhad	PETRONAS	PETRONAS Dagangan Berhad	M. Johan Taufik
Food & Beverage		25 Wonda Extra Presso x Lipton Tea #CHAMingTogether make a liquid romance!	HALL A	Etika	Wonda, Lipton	Ampersand Advisory	
Customer Experience		26 Smooth Sailing From Start to Finish with HTT	HALL B	Holiday Tours & Travel Sdn Bhd	Holiday Tours & Travel	Skribble Me Malaysia Sdn Bhd	Dylan Tan Ren Wei Weiwen Goh
Customer Experience		27 A Cash Can't Buy Experience	HALL C	Payments Network Malaysia (PayNet)	DuitNow	Mindshare Group	Sai Phaik Cheng Ang Ching Wen
BREAK	1.00pm - 2.00pm		LUNCH				



CATEGORY	TIME	CAMPAIGN	HALL	ADVERTISER / CLIENT	BRAND	AGENCY / COMPANY	PRESENTERS
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	2.00pm - 4.00pm	28 Āndra's Enchantingly Evolving Garden	HALL A	Ikano Corporation	IPC Shopping Centre	Ikano Corporation Sdn Bhd	Vickie Loke Stefanie Siow
E-Commerce		29 #EndDurianDistancing with Grab	HALL B	Grab	Grab	Grab	Sherene Tan Carmen Cheong
Consumer & Business Services		30 Maxis Ignites Post Pandemic Deepavali for SMEs	HALL C	Maxis	Maxis	Astro Media Solutions	Charlotte Chin Wan Yoe Shreya Jaiswal
Food & Beverage		31 Kenangan Coffee Launch in Malaysia	HALL A	Kenangan Coffee	Kenangan Coffee	Fishermen Integrated	Lionel Loke Quennie Tan
Customer Experience		32 Wonda Extra Presso x Lipton Tea #CHAMingTogether make a liquid romance!	HALL B	Etika	Wonda Extra Presso, Lipton Tea	Ampersand Advisory	
Digital & Social		33 Flowerchimp witnessed a remarkable 500% increase in conversions using Netcore's AMP emails	HALL C	Flowerchimp	Flowerchimp	Netcore Cloud	Varun Ahuja Amol Kale
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		34 The Deepavali Campaign that Went the Extra Mile	HALL A	GrowthOps Asia / RHB Banking Group	RHB Banking Group	GrowthOps Asia	Jack Kin Lim David Mitchell
Customer Experience		35 Loyalty is Rewarded	HALL B	Ikano Corporation	IPC Shopping Centre	Ikano Corporation Sdn Bhd	Adzrin Mansor Esther Seletyn Chai
Marketing Innovation		36 Yellow - The Colour Of Innovation	HALL C	Sunway Property	Sunway Property Signature Series 2023	Scribble Me Malaysia Sdn Bhd	Teng Chan Leong Weiwen Goh
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		37 Wonda uses Radio to deliver horror chills and sales thrills	HALL A	Etika	Wonda Extra Presso	Etika/Wonda	
Consumer & Business Services		38 Nando's - Decemberfest	HALL B	Nando's Malaysia	Nando's	Fishermen Integrated	Samantha Loh
Digital & Social		39 KJ Jadi DJ	HALL C	Media Prima Audio	Hot FM	Media Prima Audio	Shah Hayatudin
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		40 Skuad Didik DuitNow Gen-E Duit - A Fun'nancial Star is Born	HALL A	Payments Network Malaysia (PayNet)	Corporate Campaign on Financial Literacy	Mindshare Group	Sai Phaik Cheng Ang Ching Wen
Digital & Social		41 Watsons Happy Beautiful Year!	HALL B	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Andrew Yew Zaheera Zaharuddin
Marketing Innovation		42 Smarter, Greener, Together	HALL C	Ikano Corporation Sdn Bhd	IPC Shopping Centre	Ikano Corporation Sdn Bhd	Vickie Loke Kylie Beh
Digital & Social		43 Nando's GIFs	HALL A	Nando's Malaysia	Nando's Malaysia	Fishermen Integrated	Lionel Loke Vincent Loong
Customer Experience		44 Wonda uses Radio to deliver horror chills and sales thrills	HALL B	Etika	Wonda Extra Presso	Etika/Wonda	
Customer Experience		45 Astro Projek High Council	HALL C	Astro Measat Broadcast Network	Astro	Talon Creative Sdn. Bhd.	Jannah Adnan Mark Siew
REFRESHMENTS	4.00pm - 4.15pm	BREAK & NETWORKING					
Digital & Social	4.15pm - 6.00pm	46 Build Real Connections With Pepsi	HALL A	PepsiCo Malaysia	Pepsi	FCB SHOUT	Anndrea Lye Elaine Yong
Digital & Social		47 Watson's Rahsia Gaya Raya	HALL B	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Jing Jie Chang Andrew Yew
Consumer & Business Services		48 Gaviscon - Perut Tenang, Ramadan Menang	HALL C	Reckitt Benckiser	Gaviscon	Fishermen Integrated	Samantha Loh Charmaine Yeo
Non-Food FMCG		49 A Million Fit	HALL A	Vinda	Drypers	Ampersand Advisory	
Consumer & Business Services		50 PRUFIRST	HALL B	PRUDENTIAL ASSURANCE MALAYSIA BERHAD	Prudential	NAGA DDB SDN BHD	Mark Siew Charmaine Quek
Consumer & Business Services		51 When KFC hijacked the biggest sporting event in 2022	HALL C	QSR Stores Sdn Bhd	KFC	Universal McCann	Clarice Lee Nicole Choo
Customer Experience		52 KFC Klaw YOUTH Back to Malaysia's Finger Linkin' Good	HALL A	QSR Stores Sdn Bhd	KFC	Universal McCann	Clarice Lee
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		53 Build Real Connections With Pepsi	HALL B	PepsiCo Malaysia	Pepsi	FCB SHOUT	Anndrea Lye Elaine Yong
E-Commerce		54 Watson's Rahsia Gaya Raya	HALL C	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Yusman Rosdi Andrew Yew
Digital & Social		55 PRUFIRST	HALL A	PRUDENTIAL ASSURANCE MALAYSIA BERHAD	Prudential	Naga DDB Tribal	Mark Siew Charmaine Quek
Customer Experience		56 A Million Fit	HALL B	Vinda	Drypers	Ampersand Advisory	
E-Commerce		57 Watsons Happy Beautiful Year!	HALL C	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Andrew Yew Jing Jie Chang
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		58 Watson's Rahsia Gaya Raya	HALL A	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Stefanie Leong Andrew Yew
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		59 Great Deals for Huatever	HALL B	Grab (MY)	Grab	Fishermen Integrated	Mabel Sim Sherene Tan
Customer Experience		60 Goodday KidSTART: Malaysia's Biggest Kidpreneur Challenge	HALL C	Etika	Goodday Milk	Ampersand Advisory	
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	61 Watsons Happy Beautiful Year!	HALL A	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Andrew Yew Stefanie Leong	
Digital & Social	62 Strepsils #BeSuaraSedia Campaign	HALL B	Reckitt Benckiser	Strepsils	Fishermen Integrated	Carrie Ng Charmaine Yeo	
Digital & Social	63 A Million Fit	HALL C	Vinda	Drypers	Ampersand Advisory		
END OF DAY ONE	6.00pm						

DAY TWO

13 JULY 2023

WELCOME BACK DELEGATES								
WELCOME BACK DELEGATES	8.00am	Registration						
CATEGORY	TIME	CAMPAIGN	HALL	ADVERTISER / CLIENT	BRAND	AGENCY / COMPANY	PRESENTERS	
Customer Experience	9.00am - 12.20pm	64	Malaysia's First NFT Vending Machine	HALL A	Atlas Vending	Atlas Vending	Ampersand Advisory	
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		65	Wonda At Every Corner - #WondaBolaCorner	HALL B	Etika Beverages Sdn Bhd	Wonda	Fishermen Integrated	Dylan Cheong
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		66	SDP CNY 2023: Make Some Noise Together	HALL C	Sime Darby Property Berhad	Sime Darby Property	M&C Saatchi (M) Sdn Bhd	Henry Yap Bian Catubay
Marketing Innovation		67	Save The Drama With Pepsi	HALL A	Etika	Pepsi	FCB SHOUT	Wang le Tjer Michelle Ng
Digital & Social		68	PRUMy Child Plus	HALL B	PRUDENTIAL ASSURANCE MALAYSIA BERHAD	Prudential	Naga DDB Tribal	Hajar Yusof Clarissa Ng
Marketing Innovation		69	People of Change: Innovators of Tomorrow	HALL C	Sime Darby Property	Sime Darby Property	Mindshare Group Malaysia	Chen Shi Yen Neal Pravin Joseph
Marketing Innovation		70	Wonda At Every Corner - #WondaBolaCorner	HALL A	Etika Beverages Sdn Bhd	Wonda	Fishermen Integrated	Dylan Cheong
Marketing Innovation		71	Malaysia's First NFT Vending Machine	HALL B	Atlas Vending	Atlas Vending	Ampersand Advisory	
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		72	Mengukir Malaysia	HALL C	TM Technology Services Sdn Bhd	Telekom Malaysia	VMLY&R Malaysia	
Digital & Social		73	Goodday KidSTART: Malaysia's Biggest Kidpreneur Challenge	HALL A	Etika	Goodday Milk	Ampersand Advisory	
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		74	People, Purpose and Progress	HALL B	RHB Banking Group	RHB Bank	FCB SHOUT	Anwar Amin Wang le Tjer
Consumer Durables		75	PRETTY. SMART.	HALL C	PERODUA SDN BHD	PERODUA AXIA	ISC INTERNATIONAL SDN BHD	Alvin Ng Craig Wakelin
Consumer & Business Services		76	PRUMy Child Plus	HALL A	PRUDENTIAL ASSURANCE MALAYSIA BERHAD	Prudential	Naga DDB Tribal	Hajar Yusof Clarissa Ng
Consumer Durables		77	Putra Heights Sentral - Serasi Residences - Launch Campaign	HALL B	Sime Darby Property Berhad	Sime Darby Property	M&C Saatchi (M) Sdn Bhd	Dayang Suhana Jo-jo binti Awang Sidik Bian Catubay
Food & Beverage		78	Wonda uses Radio to deliver horror chills and sales thrills	HALL C		Wonda Extra Presso	Etika/Wonda	
Consumer & Business Services		79	People, Purpose and Progress	HALL A	RHB Banking Group	RHB Bank	FCB SHOUT	Anwar Amin Wang le Tjer
AdTech/MarTech		80	CNY 2023: From Point of Interest to Point of Sales	HALL B	Sime Darby Property	Sime Darby Property	Mindshare Group Malaysia	Neal Pravin Joseph Chen Shi Yen
E-Commerce		81	Hilang - Ada Apa Dengan Kg Seri Daik	HALL C	Vuclip Sdn Bhd	Viu	Fishermen Integrated	Samantha Loh Shahida Azad
Digital & Social		82	Wonda Extra Presso x Lipton Tea #CHAMingTogether make a liquid romance!	HALL A	Etika	Wonda Extra Presso, Lipton Tea	Ampersand Advisory	
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		83	Di hatiku Takaful Malaysia	HALL B	Takaful Malaysia	Takaful Malaysia	TAKAFUL MALAYSIA	Mohd Firdaus Mohd Nasir Syafiah Naimah Samsuddin
Customer Experience		84	People, Purpose and Progress	HALL C	RHB Banking Group	RHB Bank	FCB SHOUT	Anwar Amin Wang le Tjer
Consumer & Business Services		85	Bank Your Way. Ride Your Style.	HALL A	RHB Banking Group	RHB Bank	FCB SHOUT	Zulhimi Izzuddin bin Kamaruddin Timothy The
Marketing Innovation		86	Goodday KidSTART: Malaysia's Biggest Kidpreneur Challenge	HALL B	Etika	Goodday Milk	Ampersand Advisory	
Digital & Social		87	Time Kabel Besar Disrupts A Sea of Sameness	HALL C	TIME dotCom	Time Internet	Fishermen Integrated	Dylan Cheong Stanleigh Jenkins Pingguan
Digital & Social		88	REMARKable Campaign	HALL A	Takaful Malaysia	Takaful Malaysia	Takaful Malaysia	Syafiah Naimah Samsuddin Muhammad Firdaus Ishak
Digital & Social		89	Bank Your Way. Ride Your Style.	HALL B	RHB Banking Group	RHB Bank	FCB SHOUT	Zulhimi Izzuddin bin Kamaruddin Timothy The
Consumer & Business Services		90	HLB CNY 2023	HALL C	Hong Leong Bank Berhad	Hong Leong Bank Berhad	M&C Saatchi Malaysia	Jason Ng Ruby Ann Pauline Catubay
Food & Beverage		91	New Look. New Purpose.	HALL A	Spritzer	Spritzer	FCB SHOUT	Jonathan Chan Syahriza Badron
AdTech/MarTech		92	Serasi: Gone in 60minutes	HALL B	Sime Darby Property	Serasi	Mindshare Group Malaysia	Chen Shi Yen Neal Pravin Joseph
Digital & Social	93	Drypers Fit-a-Thon	HALL C	Vinda	Drypers	Ampersand Advisory		
BREAK	12.20pm - 1.20pm	LUNCH						



CATEGORY	TIME	CAMPAIGN	HALL	ADVERTISER / CLIENT	BRAND	AGENCY / COMPANY	PRESENTERS
Customer Experience	1.20pm - 3.40pm	94 TCRS Delivers A Rhythm of Flavours through Malaysian Festivities	HALL A	TCRS Restaurants Sdn Bhd	The Chicken Rice Shop	Fishermen Integrated	Carrie Ng
Non-Food FMCG		95 Drypers Fit-a-Thon	HALL B	Vinda	Drypers	Ampersand Advisory	
Digital & Social		96 DEFYING INDUSTRY EXPECTATIONS WITHIN 48 HOURS (VIOS SEEDERS)	HALL C	UMW TOYOTA MOTOR SDN BHD	Toyota Vios	Seed Integrated Malaysia Sdn Bhd	Isaura Lim Jessie Chang
Consumer & Business Services		97 Time Kabel Besar Disrupts A Sea of Sameness	HALL A	TIME dotCom	Time Internet	Fishermen Integrated	Dylan Cheong Stanleigh Jenkins Pingguan
Customer Experience		98 Watsons K-Beauty Campaign	HALL B	Watsons Personal Care Sdn Bhd	Watsons Malaysia	Accenture Song	Abby Kee Nikko Tan
Marketing Innovation		99 FROM WAR ROOM TO BOARDROOM	HALL C	UMW TOYOTA MOTOR SDN BHD	UMW TOYOTA	Seed Integrated Malaysia Sdn Bhd	Hong Chian Koh Erwin Goh
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		100 PruBSN Microtakaful Jariyah (MTJ): Empowering Lives, Transforming Communities	HALL A	Prudential BSN Takaful Berhad	Microtakaful Jariyah	Prudential BSN Takaful Berhad	Hilmy Darmin Rahman Azlin Mohamad
Non-Food FMCG		101 Lifebuoy: Turning Hygiene Education into an Inclusive Social Movement	HALL B	UNILEVER MALAYSIA	LIFEBUOY	MINDSHARE GROUP	Amanda Law Irsyad Izmi
Marketing Innovation		102 A Million Fit	HALL C	Vinda	Drypers	Ampersand Advisory	
Marketing Innovation		103 HIJACKING LAST MILE TRAFFIC - Toyota pDOOH	HALL A	UMW TOYOTA MOTOR SDN BHD	TOYOTA VIOS	Seed Integrated Malaysia Sdn Bhd	Hong Chian Koh Erwin Goh
Non-Food FMCG		104 Small but Powerful	HALL B	Unilever Malaysia	Breeze	Unilever Malaysia	Evonne Lim Shermaine Chen
Digital & Social		105 Gleneagles Hospitals Oncology campaign - Detect To Protect	HALL C	IHH Healthcare Malaysia	Gleneagles Hospitals	IHH Healthcare Malaysia	Catherine Lim Kathleen Martin
AdTech/MarTech		106 FROM WAR ROOM TO BOARDROOM	HALL A	UMW TOYOTA MOTOR SDN BHD	UMW TOYOTA	Seed Integrated Malaysia Sdn Bhd	Hong Chian Koh Erwin Goh
Marketing Innovation		107 TENA promotes active ageing with TENA heroes and a unique TENAcity band!	HALL B			Ampersand Advisory	
Consumer & Business Services	108 The 3Cs of Digitalisation	HALL C	TIME dotCom Berhad	Time Enterprise Solutions	Borderless	Edward Ong Ken Leong	
Marketing Innovation	109 Wonda Extra Presso x Lipton Tea #CHAMingTogether make a liquid romance!	HALL A	Etika	Wonda Extra Presso, Lipton Tea	Ampersand Advisory		
Consumer & Business Services	110 Watsons Happy Beautiful Year!	HALL B	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Andrew Yew Jing Jie Chang	
Consumer & Business Services	111 Watsons K-Beauty Campaign	HALL C	Watsons Personal Care Sdn Bhd	Watsons Malaysia	Accenture Song	Abby Kee Nikko Tan	
Digital & Social	112 Lifebuoy: Turning Hygiene Education into an Inclusive Social Movement	HALL A	UNILEVER MALAYSIA	LIFEBUOY	MINDSHARE GROUP	Amanda Law Irsyad Izmi	
Non-Food FMCG	113 Watson's Rahsia Gaya Raya	HALL B	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Yusman Rosdi Andrew Yew	
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment	114 TENA promotes active ageing with TENA heroes and a unique TENAcity band!	HALL C			Ampersand Advisory		
REFRESHMENTS	3.40pm – 4.00pm	BREAK & NETWORKING					
Digital & Social	4.00pm - 6.00pm	115 Pantai Hospitals Cardiology campaign - #Listen-ToYourHeart	HALL A	IHH Healthcare Malaysia	Pantai Hospitals	IHH Healthcare Malaysia	Catherine Lim Kathleen Martin
Non-Food FMCG		116 #AikenPrebioticCNY2023	HALL B	Wipro Unza	Aiken	PHD Malaysia	Then Lay Yen Low Wan Qi
Digital & Social		117 MYDIN PRESSTIZEN	HALL C	MYDIN MOHAMED HOLDINGS BERHAD	MYDIN	Mydin Mohamed Holdings Berhad	Amirul Asyraf Bin Mohd Noor Affandi
Non-Food FMCG		118 TENA promotes active ageing with TENA heroes and a unique TENAcity band!	HALL A	Vinda	TENA	Ampersand Advisory	
Consumer Durables		119 Defy Segment Norms	HALL B	UMW TOYOTA MOTOR SDN BHD	Toyota Vios	Seed Integrated Malaysia Sdn Bhd	Isaura Lim Jessie Chang
Non-Food FMCG		120 Watsons Happy Beautiful Year!	HALL C	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Andrew Yew Jing Jie Chang
Customer Experience		121 MYDIN 65TH *BERSAMA KELUARGA MALAYSIA	HALL A	MYDIN MOHAMED HOLDINGS BERHAD	MYDIN	Mydin Mohamed Holdings Berhad	Gurubaran A/L Ballalie
Digital & Social		122 ROMANO - Premium for the Masses	HALL B	Wipro Unza (M) Sdn. Bhd	Romano	Mutiara Harrison (part of McCann Worldgroup)	Nura Yusof Devarshi Dalmia
Consumer & Business Services		123 Watson's Rahsia Gaya Raya	HALL C	Watson's Personal Care Stores Sdn Bhd	Watsons Malaysia	Leo Burnett	Jing Jie Chang Andrew Yew
Digital & Social		124 Bubbly Fun with Carrie Junior	HALL A	Wipro Unza	Carrie Junior	PHD Malaysia	Jeff Tan Chong Yem Meng
Marketing Innovation		125 POCKETS OF BIG GROWTH	HALL B	Wipro Unza (M) Sdn. Bhd	Dashing & Enchanteur Chic	Mutiara Harrison (part of McCann Worldgroup)	Nura Yusof Devarshi Dalmia
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		126 Aiken Prebiotic CNY 2023	HALL C	Wipro Unza (Malaysia) Sdn. Bhd.	Aiken Prebiotic	Mediabrand Content Studio	Su Ling Chan Ashlee Yeo
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		127 SDP CNY 2023: Make Some Noise Together	HALL A	Sime Darby Property Berhad	Sime Darby Property	Home	
Pro Bono / Festive / CSR / Govt / Cultural / Entertainment		128 Safi Raya Vass, Jodoh Syafiderella	HALL B	Wipro Unza (Malaysia) Sdn. Bhd.	Safi	Mediabrand Content Studio	Audrey Lee Nur Qamarina Balgis
Marketing Innovation	129 Pantai Hospitals Cardiology campaign - #Listen-ToYourHeart	HALL C	IHH Healthcare Malaysia	Pantai Hospitals	IHH Healthcare Malaysia	Catherine Lim Kathleen Martin	
Non-Food FMCG	130 POCKETS OF BIG GROWTH	HALL A	Wipro Unza (M) Sdn. Bhd	Dashing & Enchanteur Chic	Mutiara Harrison (part of McCann Worldgroup)	Nura Yusof Devarshi Dalmia	
END OF DAY TWO		6.00pm					

APPIES LEADERS



PROFESSOR HARMANDAR SINGH
PRESIDENT
APPIES MALAYSIA



GOH SHU FEN
PRESIDENT – APPIES APAC
ADVISOR APPIES MALAYSIA
PRINCIPAL – R3 ASIAPACIFIC



ADAM WEE ABDULLAH
ADVISOR – APPIES MALAYSIA +
ASIA PACIFIC
FORMER GROUP CHIEF
MARKETING OFFICER OF CIMB
AND MAYBANK GROUP



SANTHARUBAN T. SUNDARAM
CHIEF EXECUTIVE OFFICER
ETIKA HOLDINGS
MALAYSIA

APPIES JUDGES MALAYSIA



DATUK LAI SHU WEI
CHIEF MARKETING & SALES
OFFICER
SIME DARBY PROPERTY
MALAYSIA



NOREEN SABRINA
GROUP HEAD, CORPORATE
COMMUNICATIONS AND
BRANDING
EDOTCO



ABDUL SANI ABDUL MURAD
GROUP CHIEF MARKETING
OFFICER
RHB BANK BERHAD



ANDREW YEOH
HEAD OF MARKETING
TIME DOTCOM



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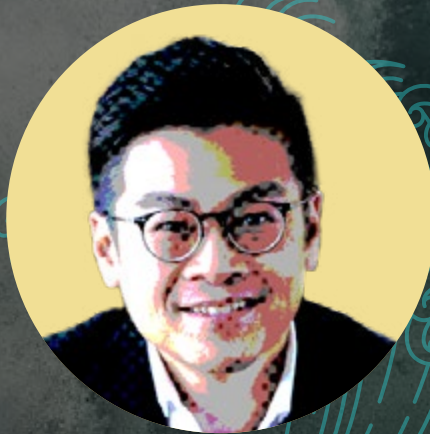
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ENITO GROUP
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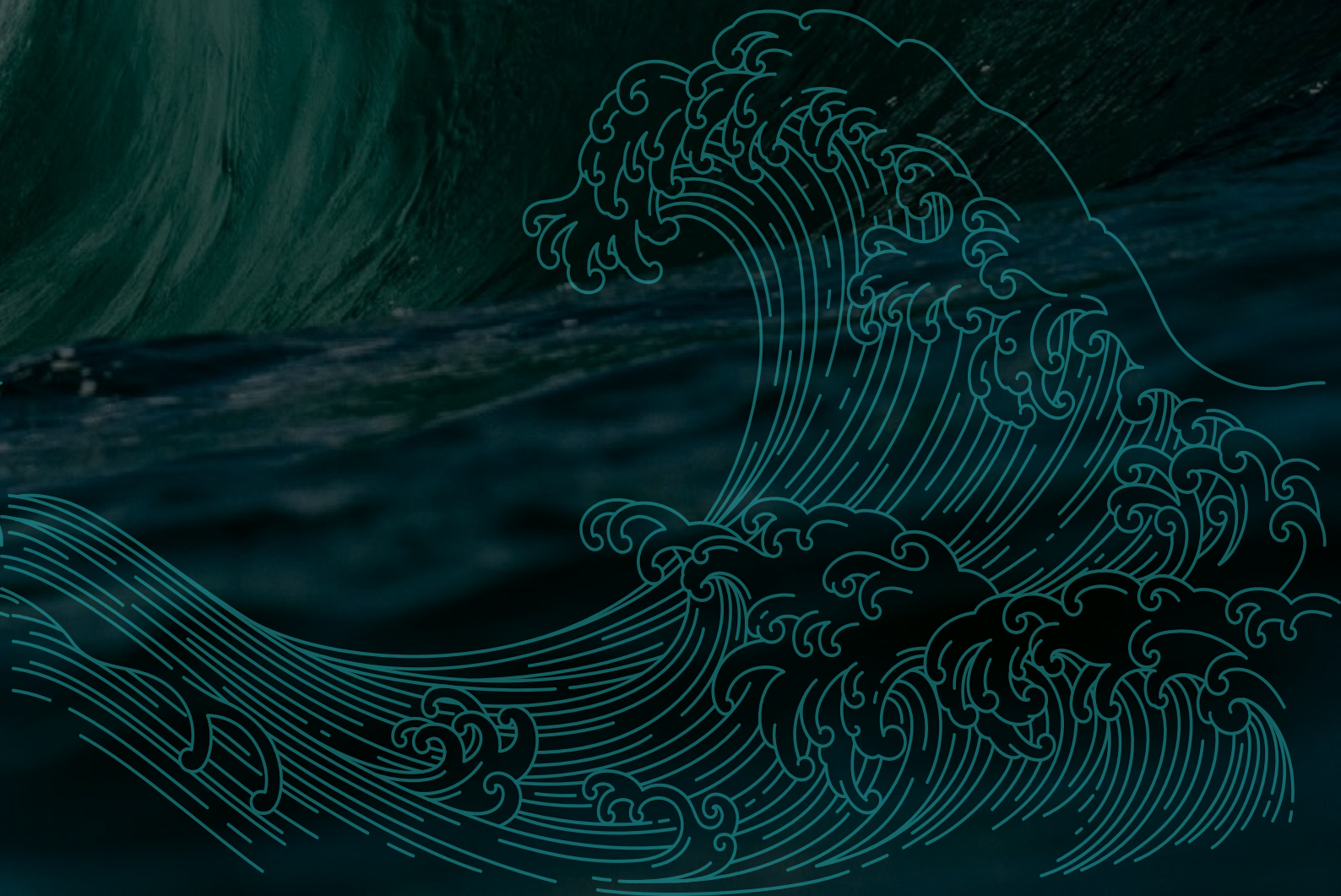
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SIME DARBY PROPERTY
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SANTHARUBAN T. SUNDARAM
CHIEF EXECUTIVE OFFICER
ETIKA HOLDINGS
MALAYSIA

HOW IT ALL BEGAN IN YEAR #1



REGISTRATION FORM

APPROVED HRD CORP TRAINING PROGRAM
NO 10001296655



Catch THE WAVE

DATE

12th & 13th July 2023

TIME

8.30 - 6.30 PM

VENUE

EASTIN HOTEL
Pusat Dagang, 13, Jalan 16/11,
Seksyen 16, 46350 Petaling
Jaya, Selangor Darul Ehsan

ADMISSION FEE

RM2800 + 6% SST
per delegate
RM2500 + 6% SST
group discount (5 pax
and above)



CHEQUE MADE PAYABLE TO:

SLEDGEHAMMER
COMMUNICATIONS (M)
SDN BHD 289967-W

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

FOR ENQUIRIES:

CONTACT

Ruby

+603-7726 2588

ruby@adoimagazine.com

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MARKETING LEADERSHIP

Series

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CONTACT PERSON INFORMATION

FULL NAME : _____
NRIC NUMBER : _____
DESIGNATION : _____
ORGANISATION : _____
CONTACT NUMBER : _____
EMAIL : _____
ADDRESS : _____

PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)
NRIC NUMBER : _____
DESIGNATION : _____
ORGANISATION : _____
CONTACT NUMBER : _____
EMAIL : _____
ADDRESS : _____

PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)
NRIC NUMBER : _____
DESIGNATION : _____
ORGANISATION : _____
CONTACT NUMBER : _____
EMAIL : _____
ADDRESS : _____

Registration & Payment for Non HRD Corp Employer

- Full payment is required upon registration.
- 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 conference commencement.

Registration & Payment for HRD Corp Employer

- HRD Corp Employer is to apply HRDF training grant through e-Tris portal under SBL KHAS.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.

SUPPORTERS

ORGANISER



PARTNER



KNOWLEDGE PARTNER



PARTNER



PARTNER



PARTNER



SUPPORTING PARTNER



SUPPORTING PARTNER



PARTNER



SUPPORTING PARTNER

