



THE
APPIES
2025

M A L A Y S I A
MARKETING CAMPAIGNS AWARDS



APPIES MALAYSIAN CONFERENCE 2025

9 & 10 July, 2025

Sheraton Petaling Jaya Hotel

8.30am to 5.30pm

YES! REGISTER ME NOW 



OVER
140

PRESENTATIONS
25 MARKETING
LEADERS JUDGING
OVER TWO DAYS.

HRDC CLAIMABLE



YEARS ON

PROFESSOR HARMANDAR SINGH
PRESIDENT - APPIES MALAYSIA

PRESIDENT'S MESSAGE

The annual festival showcasing the best ideas in marketing across Malaysia is back with its 10th edition. Held over two days, on 9 & 10 July, 2025 at Sheraton PJ for judging and 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. Campaigns are presented in a strict format: 4 minutes creative reel summary, followed by 5 minutes oral presentation highlighting significant aspects of the campaign. Then, the presenters fields questions from the judges within a 5 minutes time frame. All creative, media, digital and marketing organisations come together for this amazing show that has grown in stature and influence over the years. While the magic happens on the stage, what happens on the floor is the best part. Delegates get to listen and learn like never before. It is like being a “client” for 143 new biz presentations, from brands across the spectrum. But you don’t judge, that is left to the CMOs seated in front. So delegates get the best all worlds: the sharing, the learnings and the chance to hear how marketers think and evaluate.

I'M APPIE TO BOOK MY SEAT NOW!



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 140 marketing presentation across 21 categories. Now imagine all this happening on July 9 & 10 in Petaling Jaya.

www.appies.com.my

“MEET THE MINDS BEHIND THE JUDGEMENT!”

25 DISTINGUISHED MARKETING LEADERS ONE PRESTIGIOUS STAGE



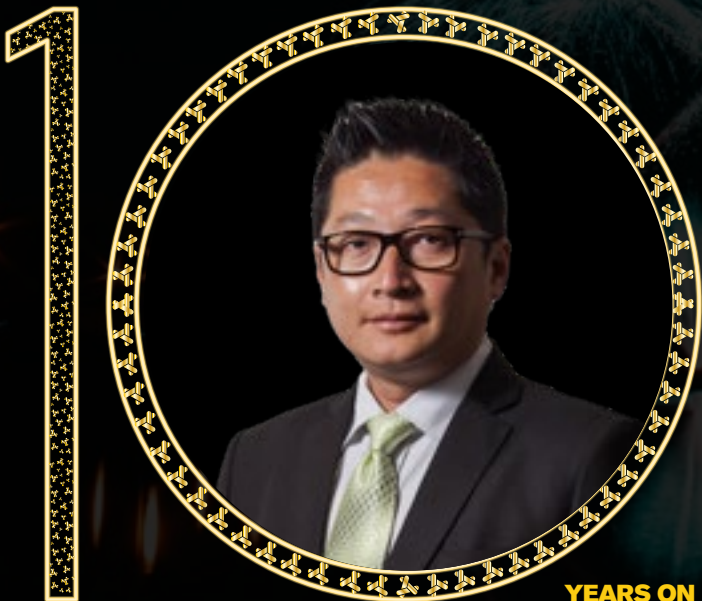
YEARS ON

GOH SHU FEN
ADVISER - APPIES MALAYSIA
PRINCIPAL - R3 ASIAPACIFIC



YEARS ON

SANTHARUBAN T. SUNDARAM
ADVISOR - APPIES MALAYSIA
CHIEF EXECUTIVE OFFICER ETIKA HOLDINGS



YEARS ON

ADAM WEE ABDULLAH
ADVISOR - APPIES MALAYSIA



YEARS ON

VISHNU DEVARAJAN
CEO - APPIES MALAYSIA

KEYNOTE PRESENTATION



YEARS ON

D. SRIRAM

GENERAL MANAGER,
CO-FOUNDER & MANAGING PARTNER
SEARCHLIGHT MANAGEMENT CONSULTING

OFFICIAL JUDGE



YEARS ON

DATUK LAI SHU WEI
CHIEF MARKETING OFFICER AND SALES OFFICER
SIME DARBY PROPERTY BERHAD



YEARS ON

HASSAN ALSAGOFF
REGIONAL HEAD OF MARKETING
GRAB MALAYSIA



YEARS ON

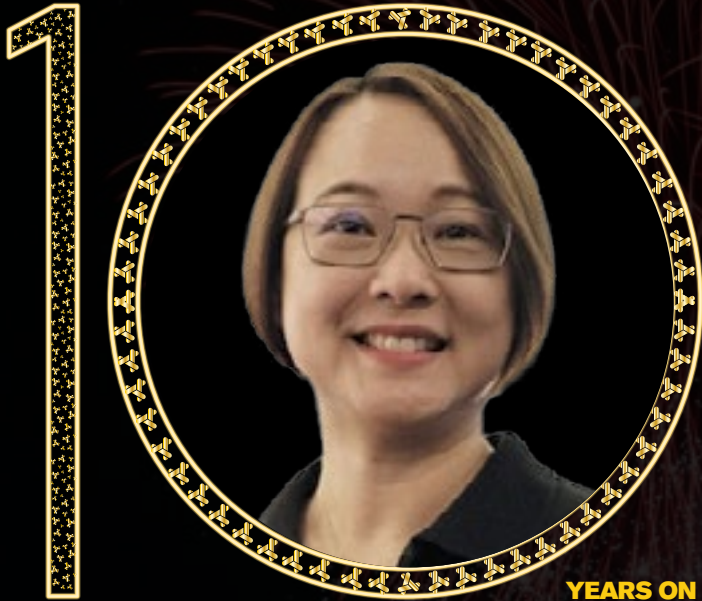
CHAN MAY LING
HEAD OF BRAND AND MARKETING SERVICES
CELCOMDIGI



YEARS ON

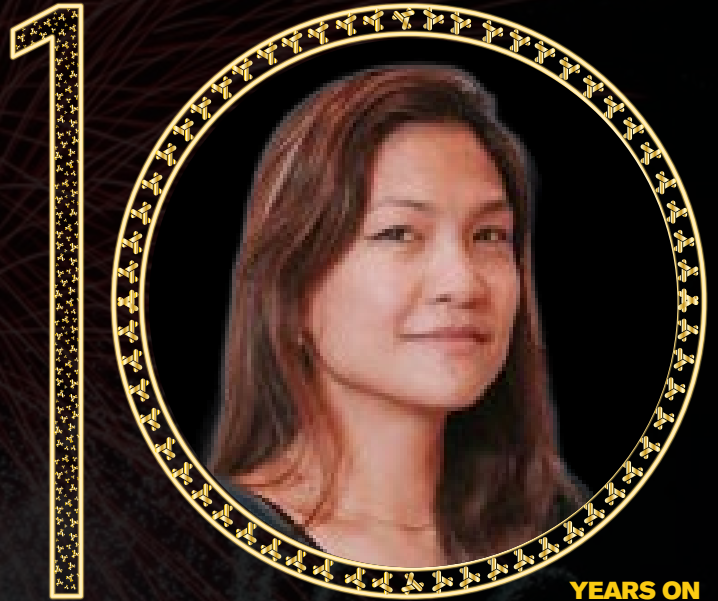
ABDUL SANI ABDUL MURAD
GROUP CHIEF
MARKETING OFFICER
RHB BANK BERHAD

OFFICIAL JUDGE



YEARS ON

FIONA LIAO
GROUP CHIEF MARKETING, COMMUNICATIONS &
SUSTAINABILITY OFFICER
POS MALAYSIA



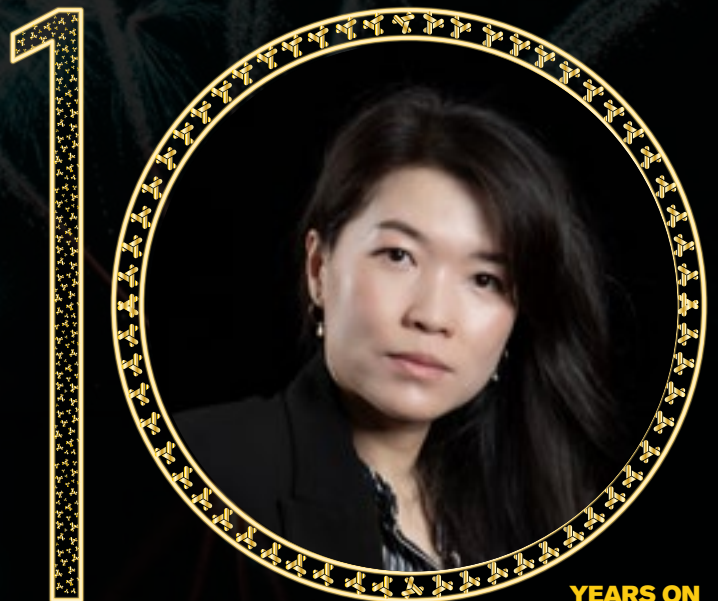
YEARS ON

PIA LISA
MARKETING MANAGER
ETIKA SDN BHD



YEARS ON

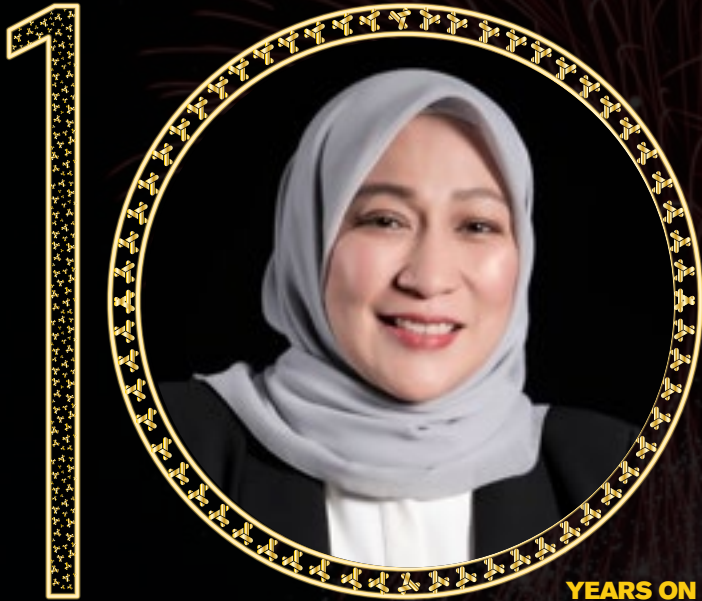
ZALMAN AEFENDY ZAINAL ABIDIN
CHIEF MARKETING AND COMMUNICATIONS OFFICER
HONG LEONG BANK BERHAD



YEARS ON

LEE LIM MENG
GENERAL MANAGER
CHANEL FRAGRANCE & BEAUTY

OFFICIAL JUDGE



YEARS ON

SITI HAJAR RIZLAN
CHIEF MARKETING OFFICER
SYARIKAT TAKAFUL MALAYSIA KELUARGA BERHAD



YEARS ON

RAVI SHANKAR
CHIEF MARKETING OFFICER
AIRASIA MOVE



YEARS ON

TAI KAM LEONG
CHIEF SALES & MARKETING OFFICER
ASTRO



YEARS ON

CHAYENNE TAN
GM, PRODUCT DEVELOPMENT & DIGITAL MARKETING
MRT CORPORATION

OFFICIAL JUDGE



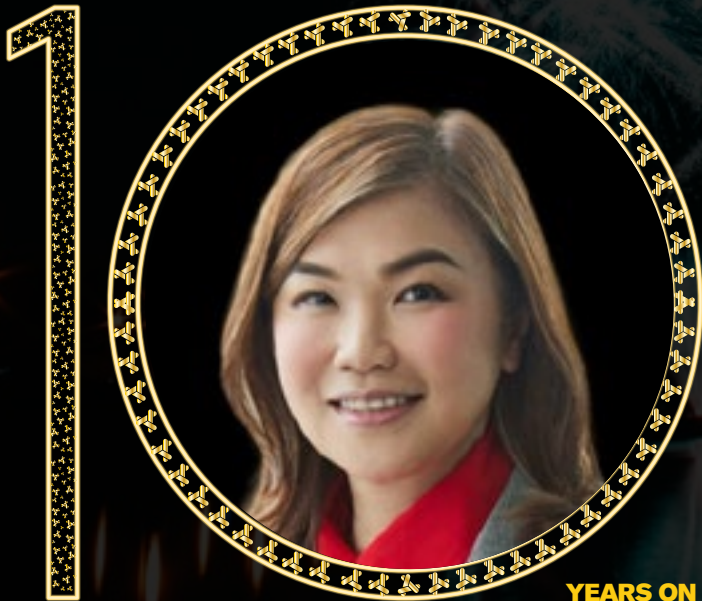
YEARS ON

LINDA HASSAN
GROUP CMO SINGAPORE, MALAYSIA & CAMBODIA
DOMINO'S PIZZA



YEARS ON

MARK TAN
DEPUTY GENERAL MANAGER
IPC SHOPPING CENTRE



YEARS ON

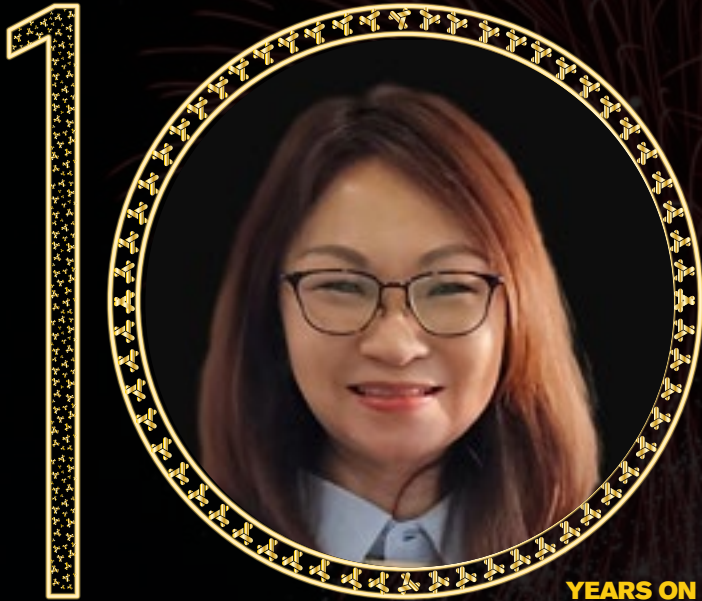
DIANA BOO
CHIEF MARKETING OFFICER
BOOST



YEARS ON

ANDREW YEOH
HEAD OF MARKETING
TIME DOTCOM BERHAD

OFFICIAL JUDGE



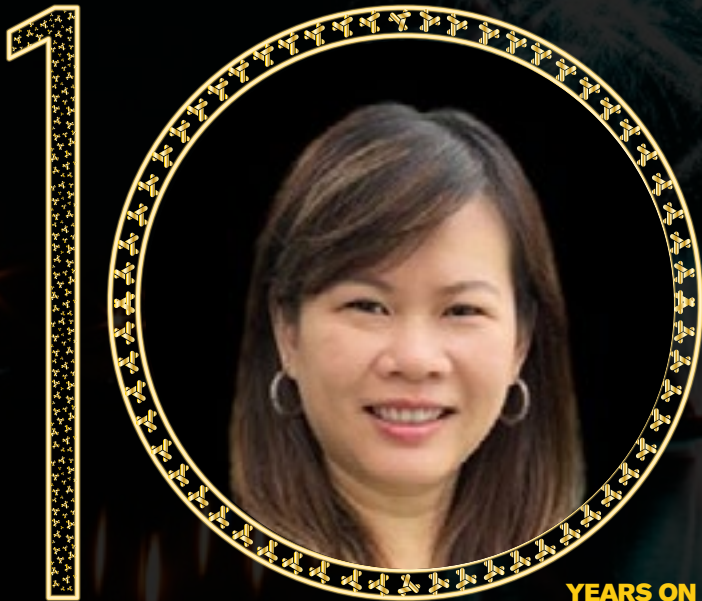
YEARS ON

ADELENE WONG
GROUP DIRECTOR, MARKETING COMMUNICATIONS
PARKCITY GROUP



YEARS ON

NOREEN SABRINA MOHD NOOR
DIRECTOR, GROUP BRAND COMMUNICATIONS
EDOTCO GROUP SDN BHD



YEARS ON

EVELYN LEE
HEAD OF MARKETING
SECRET RECIPE CAKES & CAFE

OFFICIAL JUDGE



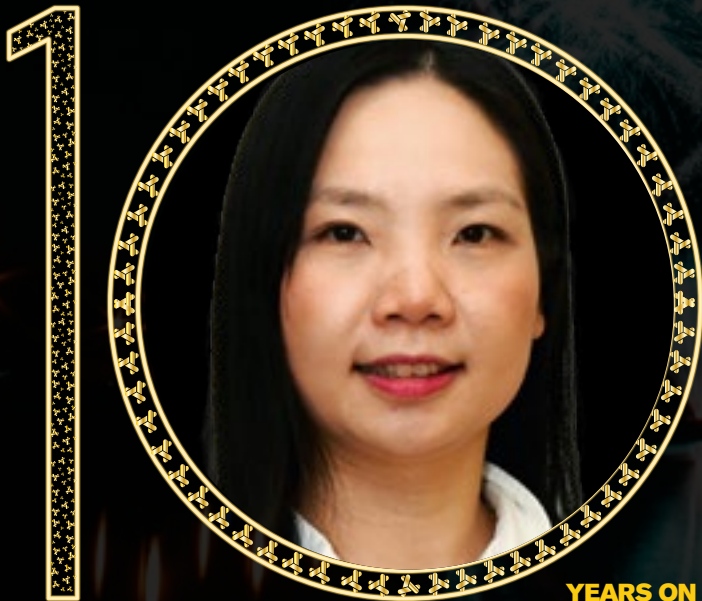
YEARS ON

CHIN MEI LEE
CHIEF MARKETING OFFICER
MCDONALD'S MALAYSIA



YEARS ON

FARHAN HAFETZ
HEAD OF BRAND MANAGEMENT &
NEW PRODUCT DEVELOPMENT
JASMINE FOOD CORPORATION



YEARS ON

CHERRY FOO
SENIOR MARKETING MANAGER
WIPRO UNZA MALAYSIA



YEARS ON

QUEENIE GOH
CHIEF MARKETING OFFICER
CUCKOO INTERNATIONAL MALAYSIA

2025 PROGRAMME

DAY ONE (9 JULY 2025)

REGISTRATIONS		8:00 AM	Registrations & Morning Coffee/Tea						
WELCOME SPEECH		9:00 AM	Welcome by Appies Malaysia President, PROF. HARMANDAR SINGH						
KEYNOTE PRESENTATION		9:10 AM - 10:00 AM	D.SRIRAM, Co-Founder & Managing Partner, Searchlight Management Consulting						
REFRESHMENTS & NETWORKING		10:00 AM - 10:30 AM	Registrations & Morning Coffee/Tea						
MAIN CATEGORY	CATEGORY	TIME	HALL	CAMPAIGN	BRAND	ADVERTISER	AGENCY	TYPE	PRESENTERS
Platforms & Purpose	Best in Social	10:30 AM - 10:45 AM	HALL A	The Ekspres Campaign	KLIA Ekspres	Express Rail Link Sdn Bhd	BLWN	Advertising Agency	Michelle Tan Monica Shenton
Platforms & Purpose	Best in AI		HALL B	Which Speedster Are You?	CelcomDigi	CelcomDigi	Kingdom Digital	Advertising Agency	Harris Daniel bin Noor Azahar Elizabeth Cheng En-Li
Brands & Business	Best in Festive		HALL C	Aiken Double the Brightness for a Brighter Year	Aiken	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Brands & Business	Best in Festive	10:45 AM - 11:00 AM	HALL A	CULTIVATING DREAMS TOGETHER	CGC	CREDIT GUARANTEE CORPORATION MALAYSIA BERHAD	CD Advertising	Advertising Agency	Jusurcarmaen Azer Pamela Kong
Brands & Business	Best in Financial Services		HALL B	Allianz Travel Tales	Allianz Malaysia	Allianz Malaysia Berhad	MediaCliQ	Advertising Agency	Reyna Gopal
Brands & Business	Best in Festive		HALL C	ReToss Tradition A New Take on Yee Sang	MCM 美中美	Kum Thim Food Industries Sdn Bhd	ABR Group	Advertising Agency	Kwok Su Lin Chan Wei Tuck
Platforms & Purpose	Best in Influencer & Creator Marketing	11:00 AM - 11:15 AM	HALL A	Aiken Double the Brightness for a Brighter Year	Aiken	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in Customer Experience		HALL B	Fila Pickle Wickle - Game. Set. Experience	Fila	Fila	FWO Consultancy Sdn Bhd	Media Agency	Keith Loo Calvin Shiwaw
Platforms & Purpose	Best in Innovation		HALL C	Which Speedster Are You?	CelcomDigi	CelcomDigi	Kingdom Digital	Advertising Agency	Harris Daniel bin Noor Azahar Elizabeth Cheng En-Li
Platforms & Purpose	Best in Influencer & Creator Marketing	11:15 AM - 11:30 AM	HALL A	#HealingDiLangkawi	LANGKAWI 99 MAGICAL ISLANDS	LANGKAWI DEVELOPMENT AUTHORITY	CD Advertising	Advertising Agency	Sue Mansor Arael Ismail
Platforms & Purpose	Best in AI		HALL B	CelcomDigi Enterprise: Winning Malay SMEs Through the Power of AI Pantun	CelcomDigi Enterprise	CelcomDigi	OMD Malaysia	Media Agency	Timothy Sio Daryl Ng
Brands & Business	Best in Automotive & Transport		HALL C	A Quest for More	Shell	Shell Malaysia	GrowthOps Asia	Advertiser	Belinda Hon Aimad Zakaria
Platforms & Purpose	Best in Digital	11:30 AM - 11:45 AM	HALL A	Unifi Device Fiesta	Unifi	Telekom Malaysia	GrowthOps Asia	Advertiser	Nuraini Alyaa Binti Ramlan Lim Jack Kin
Brands & Business	Best in Festive		HALL B	Excited Raya	MYDIN	Mydin Mohamed Holdings Berhad	Mydin Mohamed Holdings Berhad	Other - Retail	Gurubaran A/L Ballalie
Brands & Business	Best in Non-Food FMCG		HALL C	Aiken Double the Brightness for a Brighter Year	Aiken	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing	11:45 AM - 12:00 PM	HALL A	Pasti Stedi Livestream with 100PLUS	100PLUS	F&N Malaysia	Gushcloud Malaysia	Other - Talent Agency	Wan Hou Yin Vivian Sue
Platforms & Purpose	Best in Social		HALL B	#HealingDiLangkawi	LANGKAWI 99 MAGICAL ISLANDS	LANGKAWI DEVELOPMENT AUTHORITY	CD Advertising	Advertising Agency	Sue Mansor Arael Ismail
Platforms & Purpose	Best in Innovation		HALL C	CelcomDigi Enterprise: Winning Malay SMEs Through the Power of AI Pantun	CelcomDigi Enterprise	CelcomDigi	OMD Malaysia	Media Agency	Timothy Sio Daryl Ng
Platforms & Purpose	Best in Influencer & Creator Marketing	12:00 PM - 12:15 PM	HALL A	Safi Hijabista Deodorant Ketibas, Ketibus, Ketitam	Safi Hijabista Bodycare	Wipro Unza (M) Sdn Bhd	MBCS	Advertiser	
Platforms & Purpose	Best in Customer Experience		HALL B	Making Journeys Better - The Orange Hot Relaunch of Journify Holidays	Journify Holidays	Loyalty & Travel Services, Malaysia Aviation Group	Trapper Media Services	Media Agency	Shu Jie Chua Azree Wahab
Platforms & Purpose	Best in Customer Experience		HALL C	There's No Stopping the Game: Netflix's Squid Game Returns to Malaysia for Season 2	Netflix	Netflix pte ltd	Trapper Media Services	Media Agency	Aaron Levi Elliot Joseph
Brands & Business	Best in B2B	12:15 PM - 12:30 PM	HALL A	Alliance BizSmart Challenge: Elevator pitch drives 9% sales growth	Alliance Bank		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Pre Loved with Besties Vol 2 x Seasons	Seasons	F&N Malaysia	Gushcloud Malaysia	Other - Talent Agency	Wan Hou Yin Vivian Sue
Brands & Business	Best in Travel & Hospitality		HALL C	#HealingDiLangkawi	LANGKAWI 99 MAGICAL ISLANDS	LANGKAWI DEVELOPMENT AUTHORITY	CD Advertising	Advertising Agency	Sue Mansor Arael Ismail
Platforms & Purpose	Best in Customer Experience	12:30 PM - 12:45 PM	HALL A	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Digital		HALL B						
Platforms & Purpose	Best in AI		HALL C	Safi Serlah Seri Diri	Safi	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	

2025 PROGRAMME

DAY ONE

(9 JULY 2025)

Platforms & Purpose	Best in E-Commerce	12:45 PM - 01:00 PM	HALL A	Aiken Brightening illuminate CNY's eCommerce sales	Aiken	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Janice Yee Puteri Nadhira Omar
Brands & Business	Best in Healthcare		HALL B	Heritage in Motion: Alliance Bank's Purpose-Driven Run for Culture, Community & Sustainability	Alliance Bank		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in OOH/DOOH		HALL C	Making Journeys Better - The Orange Hot Relaunch of Journify Holidays	Journify Holidays	Loyalty & Travel Services, Malaysia Aviation Group	Trapper Media Services	Media Agency	Shu Jie Chua Azree Wahab
BREAK		01:00 PM - 02:00 PM	LUNCH						
Brands & Business	Best in Festive	02:00 PM - 02:15 PM	HALL A						
Platforms & Purpose	Best in Digital		HALL B	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL C	Seasons Ramadan Bersama Imran Bard	Seasons	F&N Malaysia	Gushcloud Malaysia	Other - Talent Agency	Wan Hou Yin Vivian Sue
Platforms & Purpose	Best in Digital	02:15 PM - 02:30 PM	HALL A	An Ele-vated Shower Experience: Turning Bath Time into a Digital Playground of Fun	Carrie Junior	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Jeff Tan Amanda Yong
Platforms & Purpose	Best in Customer Experience		HALL B	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL C	Tackling "Sun-Screenxiety" with Aiken Ceramide Sunscreen	Aiken	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Janice Yee Puteri Nadhira Omar
Platforms & Purpose	Best in E-Commerce	02:30 PM - 02:45 PM	HALL A	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Tech		HALL B	CelcomDigi Fibre: Building a Fibre Funnel That Works Smarter	CelcomDigi Fibre	CelcomDigi	OMD Malaysia	Media Agency	Edina Lim Loo Sze Jack
Brands & Business	Best in Financial Services		HALL C	The Ultimate Elevator Pitch gets 3.4 Million Views and helps grow Digital Loan Disbursements by 20%	Alliance Bank		Ampersand Advisory	Media Agency	
Brands & Business	Best in Festive	02:45 PM - 03:00 PM	HALL A	Safi Serlah Seri Diri	Safi	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	6 Cancer Survivors turn Influencers to drive sales+ 11,000 screenings	HOMESoy		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG		HALL C	The "Ele-vating" Shower Experience that Transforms Bath Time into Fun time	Carrie Junior	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Jeff Tan Amanda Yong
Brands & Business	Best in Education & Training	03:00 PM - 03:15 PM	HALL A	The Ultimate Elevator Pitch: 60 Seconds to Greatness: Redefining the SME Pitch	Alliance Bank		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Customer Experience		HALL B	Legitimizing Esports, driving sales with Malaysia's first ever ESports Month	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Digital		HALL C	CelcomDigi Fibre: Right Time, Right User, Real Results	CelcomDigi Fibre	CelcomDigi	OMD Malaysia	Media Agency	Edina Lim Loo Sze Jack
Platforms & Purpose	Best in Govt/NGO	03:15 PM - 03:30 PM	HALL A	DASHING – A Force for Good	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Benjamin Cheong
Brands & Business	Best in Festive		HALL B	One Culture. One Campaign. Millions Reached in East Malaysia	Pepsi		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Sustainability		HALL C	Safi Serlah Seri Diri	Safi	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in Digital	03:30 PM - 03:45 PM	HALL A	Legitimizing Esports, driving sales with Malaysia's first ever ESports Month	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Customer Experience		HALL B	The Ultimate Elevator Pitch: B2B SME competition gets 3.4 Million Views and helps grow Digital Loan Disbursements by 20%	Alliance Bank		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Digital		HALL C	Beyond Impressions: 6 Survivor stories drive record sales & 11000 screenings	HOMESoy		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG	03:45 PM - 04:00 PM	HALL A	Safi Shayla Hair Mist Sembur, Play, Slay	SAFI Shayla	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Brands & Business	Best in Festive		HALL B	Keluang Man Movie: Local superhero drives local coffee flavour growth	Wonda		Ampersand Advisory	Media Agency	Alia / Cherry
Platforms & Purpose	Best in AI		HALL C	Dashing Bad Boyz Deodorant Spray — Powered by AI. Shared by AI.	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Benjamin Cheong

2025 PROGRAMME

DAY ONE (9 JULY 2025)

BREAK		04:00 PM - 04:30 PM	COFFEE BREAK & NETWORKING						
Brands & Business	Best in Healthcare	04:30 PM - 04:45 PM	HALL A	Stop That Dot: 6 Survivor Stories Empower Women to Fight Breast Cancer	HOMESOY		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Peugeot Weekender Experience	Peugeot	Stellantis Malaysia	Gushcloud Malaysia	Other - Talent Agency	Wan Hou Yin Vivian Sue
Platforms & Purpose	Best in Govt/ NGO		HALL C	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Platforms & Purpose	Best in Govt/ NGO	04:45 PM - 05:00 PM	HALL A	One Culture. One Campaign. Millions Reached in East Malaysia	Pepsi		Ampersand Advisory	Media Agency	
Brands & Business	Best in Festive		HALL B	IGNITING NATIONAL PRIDE IN THE LOUDEST, PROUDEST AND MOST LOCAL WAY: BERSAMA SATU SUARA	MR.DIY	MR.DIY	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Marion St. Joan Galid Elaine Ho Yee Ling
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL C	IG Made me buy it	Safi	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Andrea Choong Kallee Ong
Platforms & Purpose	Best in Influencer & Creator Marketing	05:00 PM - 05:15 PM	HALL A	Dashing x Tottenham Hotspur — From London with Locker Room Cred	Dashing	Wipro Unza (Malaysia) Sdn Bhd	PHD Media	Media Agency	Devarshi Dalmia Liau Yein Hao
Brands & Business	Best in FMCG - F&B		HALL B	Stop That Dot: HOMESOY 3.0 Empowers Women to Fight Breast Cancer	HOMESOY		Ampersand Advisory	Media Agency	
Brands & Business	Best in Education & Training		HALL C	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Brands & Business	Best in FMCG - F&B	05:15 PM - 05:30 PM	HALL A	Keluang Man Movie: Local superhero drives local coffee flavour growth	Wonda		Ampersand Advisory	Media Agency	Alia / Cherry
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Skuad 5G	CelcomDigi	CelcomDigi	PersonEdge Sdn Bhd	Other - Social Media Agency	Chin Wei Yi Chia Win Son
Brands & Business	Best in Non-Food FMCG		HALL C	IGNITING NATIONAL PRIDE IN THE LOUDEST, PROUDEST AND MOST LOCAL WAY: BERSAMA SATU SUARA	MR.DIY	MR.DIY	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Marion St. Joan Galid Elaine Ho Yee Ling
Platforms & Purpose	Best in Innovation	05:30 PM - 05:45 PM	HALL A	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Platforms & Purpose	Best in Digital		HALL B	Malaysia's first ever Senior Esports Team	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Festive		HALL C	Belonging: Turning old clothes into new hope	RHB Bank	RHB Banking Group	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wang le Tjer
Platforms & Purpose	Best in E-Commerce	05:45 PM - 06:00 PM	HALL A	Chic Takes Over TikTok: Turning Visibility into Conversions	Enchanteur	Wipro Unza (Malaysia) Sdn Bhd	PHD Media	Media Agency	Siti Nurzulaika Binti Shamsol Anuar Fatimah Zaharah Binti Zainal
Platforms & Purpose	Best in OOH/ DOOH		HALL B	The Real M Nasir	Wonda		Ampersand Advisory	Media Agency	Cindy Khoo Etika
Platforms & Purpose	Best in OOH/ DOOH		HALL C	CelcomDigi Dreams to the Heart of Sabahans, The Dreamer	CelcomDigi	CelcomDigi	Posterscope Malaysia	Media Agency	Cheng Yee Yin Eeling Hooi

2025 PROGRAMME

DAY TWO (10 JULY 2025)

WELCOME TO DAY 2		8.00am	Registrations & Morning Coffee/Tea						
MAIN CATEGORY	CATEGORY	TIME	HALL	CAMPAIGN	BRAND	ADVERTISER	AGENCY	TYPE	PRESENTERS
Brands & Business	Best in FMCG - F&B	09:00 AM - 09:15 AM	HALL A	Malaysia's first ever Senior Esports Team	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG		HALL B	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Brands & Business	Best in Festive		HALL C	SDP: Elmina City - Where Wellness Lives, and Content Leads the Way	Sime Darby Property	Sime Darby Property	WPP Media	Media Agency	
Platforms & Purpose	Best in Social	09:15 AM - 09:30 AM	HALL A	The Real M Nasir	Wonda		Ampersand Advisory	Media Agency	Cindy Khoo Etika
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	SDP: Elmina City - Where Wellness Lives, and Content Leads the Way	Sime Darby Property	Sime Darby Property	WPP Media	Media Agency	
Brands & Business	Best in Automotive & Transport		HALL C	Toyota Gazoo Racing Season 7: Malaysia's First All-Digital Motorsports Spectacle	Toyota	UMW Toyota Motor	Trapper Media Services	Media Agency	Mahira Dahlan Shuba Ramakrishnan
Brands & Business	Best in Festive	09:30 AM - 09:45 AM	HALL A	#Eratkanlkatan — A Raya Campaign That Rebuilt Bonds With Youth	CelcomDigi Berhad	CelcomDigi Berhad	ONE Team (M&C Saatchi + Naga DDB Tribal)	Advertising Agency	Inda Nur Atika Binti Sadi Ani Juliana Ibrahim
Brands & Business	Best in Festive		HALL B	Bawa Balik Yang 'Itu'	Farm Fresh	Farm Fresh	Edelman	Other - Marketing Communications	Mundzir Latif Shazwan Zulkiffi
Brands & Business	Best in Festive		HALL C	A DIY CNY	MR.DIY	MR.DIY	MR.DIY	Advertiser	Wong Ying Si Celine Khoo Cer Hui
Brands & Business	Best in FMCG - F&B	09:45 AM - 10:00 AM	HALL A	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Innovation		HALL B	Bekpes Hot Tawan Puncak Kinabalu	Hot FM	Hot FM	Media Prima Audio	Other - Radio Broadcasting	Shah Hayatudin Aaron Pinto
Platforms & Purpose	Best in Innovation		HALL C	Ultimate Elevator Pitch: 60 Seconds that reinvent the category!	Alliance Bank		Ampersand Advisory	Media Agency	
Brands & Business	Best in FMCG - F&B	10:00 AM - 10:15 AM	HALL A	Bawa Balik Yang 'Itu'	Farm Fresh	Farm Fresh	Edelman	Other - Marketing Communications	Mundzir Latif Shazwan Zulkiffi
Brands & Business	Best in B2B		HALL B	CelcomDigi AiX – Innovation that Converts	CelcomDigi Berhad	CelcomDigi Berhad	ONE Team (M&C Saatchi + Naga DDB Tribal)	Advertising Agency	Tengku Aishah Munirah Nurul Nadhirah Binti Mohd Najib
Platforms & Purpose	Best in Govt/ NGO		HALL C	Jangan Scam Hatiku	Bank Negara Malaysia (BNM)	Bank Negara Malaysia (BNM)	M+C Saatchi	Advertising Agency	Jenatun Zulkiffi Nadjmi Nidza
Brands & Business	Best in FMCG - F&B	10:15 AM - 10:30 AM	HALL A						
Platforms & Purpose	Best in Innovation		HALL B	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Govt/ NGO		HALL C	Dreaming Big, Drawing Bigger: How Toyota's Art Contest Became a National Movement	Toyota	UMW Toyota Motor	Trapper Media Services	Media Agency	Mahira Dahlan Shuba Ramakrishnan
Brands & Business	Best in FMCG - F&B	10:30 AM - 10:45 AM	HALL A	Legitimizing Esports, driving sales with Malaysia's first ever ESports Month	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in OOH/ DOOH		HALL B	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Brands & Business	Best in Non-Food FMCG		HALL C	CelcomDigi One Plan	CelcomDigi	CelcomDigi Berhad	ONE Team (M&C Saatchi + Naga DDB Tribal)	Advertising Agency	Choong Siew Cheng Ani Juliana Ibrahim
BREAK		10:45 AM - 11:15 AM	COFFEE BREAK & NETWORKING						
Platforms & Purpose	Best in Influencer & Creator Marketing	11:15 AM - 11:30 AM	HALL A	CelcomDigi x SRG – Turning Disruption into Influence	CelcomDigi Berhad	CelcomDigi Berhad	ONE Team (M&C Saatchi + Naga DDB Tribal)	Advertising Agency	Melvyn Lim Dinesh Sanjay Manickavasagam
Platforms & Purpose	Best in Innovation		HALL B	Legitimizing Esports, driving sales with Malaysia's first ever ESports Month	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG		HALL C	There's No Stopping the Game: Netflix's Squid Game Returns to Malaysia for Season 2	Netflix	Netflix pte ltd	Trapper Media Services	Media Agency	Aaron Levi Elliot Joseph
Platforms & Purpose	Best in Tech	11:30 AM - 11:45 AM	HALL A	Dashing Bad Boyz Deodorant Spray — The Deo of the Future	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Benjamin Cheong
Brands & Business	Best in FMCG - F&B		HALL B	Pepsi Harvest: A Cultural Celebration Across Every Touchpoint	Pepsi		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG		HALL C	PANDAI Jaga Anda	MR.DIY	MR.DIY	M+C Saatchi	Advertising Agency	Ryan Alexander Blaydes Muhammad Fawzi Bin Jamil

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DAY TWO (10 JULY 2025)

Platforms & Purpose	Best in Social	11:45 AM - 12:00 PM	HALL A	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Brands & Business	Best in Non-Food FMCG		HALL B	CelcomDigi Skuad 5G	CelcomDigi Network	CelcomDigi Berhad	ONE Team (Naga DDB Tribal + M&C Saatchi)	Advertising Agency	Nikki Oon Tyler Chin
Platforms & Purpose	Best in Sustainability		HALL C	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Platforms & Purpose	Best in Innovation	12:00 PM - 12:15 PM	HALL A	Malaysia's first ever Senior Esports Team	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Bawa Balik Yang 'Itu'	Farm Fresh	Farm Fresh	Edelman	Other - Marketing Communications	Mundzir Latif Shazwan Zulkiffi
Platforms & Purpose	Best in Social		HALL C	Dashing Bump-It! Together As One	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Benjamin Cheong
Platforms & Purpose	Best in Tech	12:15 PM - 12:30 PM	HALL A	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Platforms & Purpose	Best in OOH/DOOH		HALL B	PANDAI Jaga Anda	MR.DIY	MR.DIY	M+C Saatchi	Advertising Agency	Ryan Alexander Blaydes Muhammad Fawzi Bin Jamil
Platforms & Purpose	Best in Sustainability		HALL C	Belonging: Turning old clothes into new hope	RHB Bank	RHB Banking Group	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wang Ie Tjer
Platforms & Purpose	Best in Digital	12:30 PM - 12:45 PM	HALL A	Dashing x Tottenham Hotspur — From London with Locker Room Cred	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Jenny Ching Yen Jee
Platforms & Purpose	Best in Customer Experience		HALL B	Record Breaking Sales Growth as Goodday KidSTART participation grows by 1200%	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Healthcare		HALL C	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Brands & Business	Best in FMCG - F&B	12:45 PM - 01:00 PM	HALL A	Record Breaking Sales Growth as Goodday KidSTART participation grows by 1200%	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Travel & Hospitality		HALL B	Making Journeys Better - The Orange Hot Relaunch of Journify Holidays	Journify Holidays	Loyalty & Travel Services, Malaysia Aviation Group	Trapper Media Services	Media Agency	Shu Jie Chua Azree Wahab
Brands & Business	Best in Non-Food FMCG		HALL C	Dashing x Tottenham Hotspur — From London with Locker Room Cred	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Jenny Ching Yen Jee
BREAK		01:00 PM - 02:30 PM	LUNCH						
Platforms & Purpose	Best in Innovation	02:30 PM - 02:45 PM	HALL A	Keluang Man Movie: Local superhero drives local coffee flavour growth	Wonda		Ampersand Advisory	Media Agency	Alia / Cherry
Brands & Business	Best in Non-Food FMCG		HALL B	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Brands & Business	Best in FMCG - F&B		HALL C	Spritzer SILIQA™ - Experience Nature's Oldest Skincare Secret	SPRITZER	SPRITZER	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Wong Ching Sin Kong Pool Ling
Brands & Business	Best in Festive	02:45 PM - 03:00 PM	HALL A	Romano X Dashing X Enchanteur - Surprise Your Love, Scentfully	Romano, Dashing, Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Eve Goh Su Hoon Jenny Ching Yen Jee
Platforms & Purpose	Best in Sustainability		HALL B	Record Breaking Sales Growth as Goodday KidSTART participation grows by 1200%	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Fast Dining		HALL C	KFC Raya Meowriah: Making Raya Purr-fectly Inclusive	KFC Malaysia	QSR Stores Sdn Bhd	Naga DDB Tribal	Advertising Agency	Allen Looi Aireen Nasya
Platforms & Purpose	Best in Govt/ NGO	03:00 PM - 03:15 PM	HALL A	Stop That Dot: HOMESOY 3.0 Empowers Women to Fight Breast Cancer	HOMESOY		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Social		HALL B	Keluang Man Movie: Local superhero drives local coffee flavour growth	Wonda		Ampersand Advisory	Media Agency	Alia / Cherry
Brands & Business	Best in Festive		HALL C	Multiply the Goodness with Tropicana Twister	Tropicana Twister	PepsiCo Malaysia	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wong Ching Sin
Platforms & Purpose	Best in OOH/DOOH	03:15 PM - 03:30 PM	HALL A	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Platforms & Purpose	Best in Social		HALL B	KFC Raya Meowriah: Making Raya Purr-fectly Inclusive	KFC Malaysia	QSR Stores Sdn Bhd	Naga DDB Tribal	Advertising Agency	Allen Looi Aireen Nasya
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL C	Enchanteur Luxe: The Scent of Music & Modern Expression	Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Sean Chuah Siti Nurzulaika Binti Shamsol Anuar

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DAY TWO (10 JULY 2025)

Brands & Business	Best in Festive	03:30 PM - 03:45 PM	HALL A	Where Drama Meets Dinner: Dapur Goodday Ramadan	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Spritzer SILIQA™ - Experience Nature's Oldest Skincare Secret	SPRITZER	SPRITZER	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Wong Ching Sin Kong Pooi Ling
Platforms & Purpose	Best in OOH/DOOH		HALL C	That Dot is everywhere: Breast Cancer Survivors campaign takes over outdoor	HOMESOY		Ampersand Advisory	Media Agency	
BREAK		03:45 PM - 04:15 PM	COFFEE BREAK & NETWORKING						
Brands & Business	Best in Festive	04:15 PM - 04:30 PM	HALL A	Scintify & Enchanteur: The Purrfect Scent? Just Ask the Cat.	Scintify & Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Ogilvy Malaysia	Advertising Agency	Ma'wa Rahidin Aditi Hariharan
Brands & Business	Best in FMCG - F&B		HALL B	Where Drama Meets Dinner: Dapur Goodday Ramadan	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Sustainability		HALL C	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Brands & Business	Best in B2B	04:30 PM - 04:45 PM	HALL A	Wonda scores a winning goal with FAM and Harimau Malaysia	Wonda		Ampersand Advisory	Media Agency	Cherry
Brands & Business	Best in FMCG - F&B		HALL B	Multiply the Goodness with Tropicana Twister	Tropicana Twister	PepsiCo Malaysia	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wong Ching Sin
Brands & Business	Best in Travel & Hospitality		HALL C	RWG CEO 2.0: Eva's Back, And She Means Business	Resorts World Genting	Resorts World Genting	Naga DDB Tribal	Advertising Agency	Allen Looi June Mah
Platforms & Purpose	Best in Influencer & Creator Marketing	04:45 PM - 05:00 PM	HALL A	Where Drama Meets Dinner: Dapur Goodday Ramadan	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in OOH/DOOH		HALL B	There's No Stopping the Game: Netflix's Squid Game Returns to Malaysia for Season 2	Netflix	Netflix pte ltd	Trapper Media Services	Media Agency	Aaron Levi Elliot Joseph
Brands & Business	Best in Non-Food FMCG		HALL C	Scintify & Enchanteur: The Purrfect Scent? Just Ask the Cat.	Scintify & Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Ogilvy Malaysia	Advertising Agency	Ma'wa Rahidin Aditi Hariharan
Platforms & Purpose	Best in Sustainability	05:00 PM - 05:15 PM	HALL A	Multiply the Goodness with Tropicana Twister	Tropicana Twister	PepsiCo Malaysia	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wong Ching Sin
Platforms & Purpose	Best in Social		HALL B	Wonda scores a winning goal with FAM and Harimau Malaysia	Wonda		Ampersand Advisory	Media Agency	Cherry
Platforms & Purpose	Best in Innovation		HALL C	Toyota Gazoo Racing Season 7: Malaysia's First All-Digital Motorsports Spectacle	Toyota	UMW Toyota Motor	Trapper Media Services	Media Agency	Mahira Dahlan Shuba Ramakrishnan
Platforms & Purpose	Best in Social	05:15 PM - 05:30 PM	HALL A	Scintify & Enchanteur: The Purrfect Scent? Just Ask the Cat.	Scintify & Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Ogilvy Malaysia	Advertising Agency	Ma'wa Rahidin Aditi Hariharan
Platforms & Purpose	Best in Innovation		HALL B	Where Drama Meets Dinner: Dapur Goodday Ramadan	Goodday		Ampersand Advisory	Media Agency	

**TO MARK OUR 10th YEAR,
WE WILL ALSO BE HONOURING APPIES WINNERS OF
THE DECADE ON AUGUST 8.**



*All Programme details are correct at the time of publication,
and may change as the event nears.*

REGISTRATIONS		8:00 AM	Registrations & Morning Coffee/Tea						
WELCOME SPEECH		9:00 AM	Welcome by Appies Malaysia President, PROF. HARMANDAR SINGH						
KEYNOTE PRESENTATION		9:10 AM - 10:00 AM	D.SRIRAM, Co-Founder & Managing Partner, Searchlight Management Consulting						
REFRESHMENTS & NETWORKING		10:00 AM - 10:30 AM	Registrations & Morning Coffee/Tea						
MAIN CATEGORY	CATEGORY	TIME	HALL	CAMPAIGN	BRAND	ADVERTISER	AGENCY	TYPE	PRESENTERS
Platforms & Purpose	Best in Social	10:30 AM - 10:45 AM	HALL A	The Ekspres Campaign	KLIA Ekspres	Express Rail Link Sdn Bhd	BLWN	Advertising Agency	Michelle Tan Monica Shenton
Platforms & Purpose	Best in AI		HALL B	Which Speedster Are You?	CelcomDigi	CelcomDigi	Kingdom Digital	Advertising Agency	Harris Daniel bin Noor A Elizabeth Cheng En-Li
Brands & Business	Best in Festive		HALL C	Aiken Double the Brightness for a Brighter Year	Aiken	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Brands & Business	Best in Festive	10:45 AM - 11:00 AM	HALL A	CULTIVATING DREAMS TOGETHER	CGC	CREDIT GUARANTEE CORPORATION MALAYSIA BERHAD	CD Advertising	Advertising Agency	Jusrurcarmaen Azer Pamela Kong
Brands & Business	Best in Financial Services		HALL B	Allianz Travel Tales	Allianz Malaysia	Allianz Malaysia Berhad	MediaCliQ	Advertising Agency	Reyna Gopal
Brands & Business	Best in Festive		HALL C	ReToss Tradition A New Take on Yee Sang	MCM 中美	Kum Thim Food Industries Sdn Bhd	ABR Group	Advertising Agency	Kwok Su Lin Chan Wei Tuck
Platforms & Purpose	Best in Influencer & Creator Marketing	11:00 AM - 11:15 AM	HALL A	Aiken Double the Brightness for a Brighter Year	Aiken	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in Customer Experience		HALL B	Fila Pickle Wickle - Game. Set. Experience	Fila	Fila	FWO Consultancy Sdn Bhd	Media Agency	Keith Loo Calvin Shiau
Platforms & Purpose	Best in Innovation		HALL C	Which Speedster Are You?	CelcomDigi	CelcomDigi	Kingdom Digital	Advertising Agency	Harris Daniel bin Noor A Elizabeth Cheng En-Li
Platforms & Purpose	Best in Influencer & Creator Marketing	11:15 AM - 11:30 AM	HALL A	#HealingDiLangkawi	LANGKAWI 99 MAGICAL ISLANDS	LANGKAWI DEVELOPMENT AUTHORITY	CD Advertising	Advertising Agency	Sue Mansor Arael Ismail
Platforms & Purpose	Best in AI		HALL B	CelcomDigi Enterprise: Winning Malay SMEs Through the Power of AI Pantun	CelcomDigi Enterprise	CelcomDigi	OMD Malaysia	Media Agency	Timothy Sio Daryl Ng
Brands & Business	Best in Automotive & Transport		HALL C	A Quest for More	Shell	Shell Malaysia	GrowthOps Asia	Advertiser	Belinda Hon Aimad Zakaria
Platforms & Purpose	Best in Digital	11:30 AM - 11:45 AM	HALL A	Unifi Device Fiesta	Unifi	Telekom Malaysia	GrowthOps Asia	Advertiser	Nuraini Alyaa Binti Ram Lim Jack Kin
Brands & Business	Best in Festive		HALL B	Excited Raya	MYDIN	Mydin Mohamed Holdings Berhad	Mydin Mohamed Holdings Berhad	Other - Retail	Gurubaran A/L Ballalie
Brands & Business	Best in Non-Food FMCG		HALL C	Aiken Double the Brightness for a Brighter Year	Aiken	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing	11:45 AM - 12:00 PM	HALL A	Pasti Stedi Livestream with 100PLUS	100PLUS	F&N Malaysia	Gushcloud Malaysia	Other - Talent Agency	Wan Hou Yin Vivian Sue
Platforms & Purpose	Best in Social		HALL B	#HealingDiLangkawi	LANGKAWI 99 MAGICAL ISLANDS	LANGKAWI DEVELOPMENT AUTHORITY	CD Advertising	Advertising Agency	Sue Mansor Arael Ismail
Platforms & Purpose	Best in Innovation		HALL C	CelcomDigi Enterprise: Winning Malay SMEs Through the Power of AI Pantun	CelcomDigi Enterprise	CelcomDigi	OMD Malaysia	Media Agency	Timothy Sio Daryl Ng
Platforms & Purpose	Best in Influencer & Creator Marketing	12:00 PM - 12:15 PM	HALL A	Safi Hijabista Deodorant Ketibas, Ketibus, Ketitam	Safi Hijabista Bodycare	Wipro Unza (M) Sdn Bhd	MBCS	Advertiser	
Platforms & Purpose	Best in Customer Experience		HALL B	Making Journeys Better - The Orange Hot Relaunch of Journify Holidays	Journify Holidays	Loyalty & Travel Services, Malaysia Aviation Group	Trapper Media Services	Media Agency	Shu Jie Chua Azree Wahab
Platforms & Purpose	Best in Customer Experience		HALL C	There's No Stopping the Game: Netflix's Squid Game Returns to Malaysia for Season 2	Netflix	Netflix pte ltd	Trapper Media Services	Media Agency	Aaron Levi Elliot Joseph

Brands & Business	Best in B2B	12:15 PM - 12:30 PM	HALL A	Alliance BizSmart Challenge: Elevator pitch drives 9% sales growth	Alliance Bank		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Pre Loved with Besties Vol 2 x Seasons	Seasons	F&N Malaysia	Gushcloud Malaysia	Other - Talent Agency	Wan Hou Yin Vivian Sue
Brands & Business	Best in Travel & Hospitality		HALL C	#HealingDiLangkawi	LANGKAWI 99 MAGICAL ISLANDS	LANGKAWI DEVELOPMENT AUTHORITY	CD Advertising	Advertising Agency	Sue Mansor Arael Ismail
Platforms & Purpose	Best in Customer Experience	12:30 PM - 12:45 PM	HALL A	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Digital		HALL B	Gold Cups to Cheers: Pepsi's 360° CNY Campaign Wins Big	Pepsi		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in AI		HALL C	Safi Serlah Seri Diri	Safi	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in E-Commerce	12:45 PM - 01:00 PM	HALL A	Aiken Brightening illuminate CNY's eCommerce sales	Aiken	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Janice Yee Puteri Nadhira Omar
Brands & Business	Best in Healthcare		HALL B	Heritage in Motion: Alliance Bank's Purpose-Driven Run for Culture, Community & Sustainability	Alliance Bank		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in OOH/DOOH		HALL C	Making Journeys Better - The Orange Hot Relaunch of Journify Holidays	Journify Holidays	Loyalty & Travel Services, Malaysia Aviation Group	Trapper Media Services	Media Agency	Shu Jie Chua Azree Wahab
BREAK		01:00 PM - 02:00 PM	LUNCH						
Brands & Business	Best in Festive	02:00 PM - 02:15 PM	HALL A	Gold Cups to Cheers: Pepsi's 360° CNY Campaign Wins Big	Pepsi		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Digital		HALL B	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL C	Seasons Ramadan Bersama Imran Bard	Seasons	F&N Malaysia	Gushcloud Malaysia	Other - Talent Agency	Wan Hou Yin Vivian Sue
Platforms & Purpose	Best in Digital	02:15 PM - 02:30 PM	HALL A	An Ele-vated Shower Experience: Turning Bath Time into a Digital Playground of Fun	Carrie Junior	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Jeff Tan Amanda Yong
Platforms & Purpose	Best in Customer Experience		HALL B	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL C	Tackling "Sun-Screenxiety" with Aiken Ceramide Sunscreen	Aiken	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Janice Yee Puteri Nadhira Omar
Platforms & Purpose	Best in E-Commerce	02:30 PM - 02:45 PM	HALL A	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Tech		HALL B	CelcomDigi Fibre: Building a Fibre Funnel That Works Smarter	CelcomDigi Fibre	CelcomDigi	OMD Malaysia	Media Agency	Edina Lim Loo Sze Jack
Brands & Business	Best in Financial Services		HALL C	The Ultimate Elevator Pitch gets 3.4 Million Views and helps grow Digital Loan Disbursements by 20%	Alliance Bank		Ampersand Advisory	Media Agency	
Brands & Business	Best in Festive	02:45 PM - 03:00 PM	HALL A	Safi Serlah Seri Diri	Safi	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	6 Cancer Survivors turn Influencers to drive sales+ 11,000 screenings	HOMESOY		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG		HALL C	The "Ele-vating" Shower Experience that Transforms Bath Time into Fun time	Carrie Junior	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Jeff Tan Amanda Yong
Brands & Business	Best in Education & Training	03:00 PM - 03:15 PM	HALL A	The Ultimate Elevator Pitch: 60 Seconds to Greatness: Redefining the SME Pitch	Alliance Bank		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Customer Experience		HALL B	Legitimizing Esports, driving sales with Malaysia's first ever ESports Month	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Digital		HALL C	CelcomDigi Fibre: Right Time, Right User, Real Results	CelcomDigi Fibre	CelcomDigi	OMD Malaysia	Media Agency	Edina Lim Loo Sze Jack

Platforms & Purpose	Best in Govt/ NGO	03:15 PM - 03:30 PM	HALL A	DASHING – A Force for Good	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Benjamin Cheong
Brands & Business	Best in Festive		HALL B	One Culture. One Campaign. Millions Reached in East Malaysia	Pepsi		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Sustainability		HALL C	Safi Serlah Seri Diri	Safi	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Platforms & Purpose	Best in Digital	03:30 PM - 03:45 PM	HALL A	Legitimizing Esports, driving sales with Malaysia's first ever ESports Month	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Customer Experience		HALL B	The Ultimate Elevator Pitch: B2B SME competition gets 3.4 Million Views and helps grow Digital Loan Disbursements by 20%	Alliance Bank		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Digital		HALL C	Beyond Impressions: 6 Survivor stories drive record sales & 11000 screenings	HOMESoy		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG	03:45 PM - 04:00 PM	HALL A	Safi Shayla Hair Mist Sembur, Play, Slay	SAFI Shayla	Wipro Unza (M) Sdn Bhd	MBCS	Advertising Agency	
Brands & Business	Best in Festive		HALL B	Keluang Man Movie: Local superhero drives local coffee flavour growth	Wonda		Ampersand Advisory	Media Agency	Alia / Cherry
Platforms & Purpose	Best in AI		HALL C	Dashing Bad Boyz Deodorant Spray — Powered by AI. Shared by AI.	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Benjamin Cheong
BREAK		04:00 PM - 04:30 PM	COFFEE BREAK & NETWORKING						
Brands & Business	Best in Healthcare	04:30 PM - 04:45 PM	HALL A	Stop That Dot: 6 Survivor Stories Empower Women to Fight Breast Cancer	HOMESoy		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Peugeot Weekender Experience	Peugeot	Stellantis Malaysia	Gushcloud Malaysia	Other - Talent Agency	Wan Hou Yin Vivian Sue
Platforms & Purpose	Best in Govt/ NGO		HALL C	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Platforms & Purpose	Best in Govt/ NGO	04:45 PM - 05:00 PM	HALL A	One Culture. One Campaign. Millions Reached in East Malaysia	Pepsi		Ampersand Advisory	Media Agency	
Brands & Business	Best in Festive		HALL B	IGNITING NATIONAL PRIDE IN THE LOUDEST, PROUDEST AND MOST LOCAL WAY: BERSAMA SATU SUARA	MR.DIY	MR.DIY	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Marion St. Joan Galid Elaine Ho Yee Ling
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL C	IG Made me buy it	Safi	Wipro Unza (M) Sdn Bhd	PHD Media	Media Agency	Andrea Choong Kallee Ong
Platforms & Purpose	Best in Influencer & Creator Marketing	05:00 PM - 05:15 PM	HALL A	Dashing x Tottenham Hotspur — From London with Locker Room Cred	Dashing	Wipro Unza (Malaysia) Sdn Bhd	PHD Media	Media Agency	Devarshi Dalmia Liau Yeh Hao
Brands & Business	Best in FMCG - F&B		HALL B	Stop That Dot: HOMESoy 3.0 Empowers Women to Fight Breast Cancer	HOMESoy		Ampersand Advisory	Media Agency	
Brands & Business	Best in Education & Training		HALL C	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Brands & Business	Best in FMCG - F&B	05:15 PM - 05:30 PM	HALL A	Keluang Man Movie: Local superhero drives local coffee flavour growth	Wonda		Ampersand Advisory	Media Agency	Alia / Cherry
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Skuad 5G	CelcomDigi	CelcomDigi	PersonEdge Sdn Bhd	Other - Social Media Agency	Chin Wei Yi Chia Win Son
Brands & Business	Best in Non-Food FMCG		HALL C	IGNITING NATIONAL PRIDE IN THE LOUDEST, PROUDEST AND MOST LOCAL WAY: BERSAMA SATU SUARA	MR.DIY	MR.DIY	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Marion St. Joan Galid Elaine Ho Yee Ling
Platforms & Purpose	Best in Innovation	05:30 PM - 05:45 PM	HALL A	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Platforms & Purpose	Best in Digital		HALL B	Malaysia's first ever Senior Esports Team	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Festive		HALL C	Belonging: Turning old clothes into new hope	RHB Bank	RHB Banking Group	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wang Ie Tjer

Platforms & Purpose	Best in E-Commerce	05:45 PM - 06:00 PM	HALL A	Chic Takes Over TikTok: Turning Visibility into Conversions	Enchanteur	Wipro Unza (Malaysia) Sdn Bhd	PHD Media	Media Agency	Siti Nurzulaika Binti Sha Anuar Fatimah Zaharah Binti
Platforms & Purpose	Best in OOH/DOOH		HALL B	The Real M Nasir	Wonda		Ampersand Advisory	Media Agency	Cindy Khoo Etika
Platforms & Purpose	Best in OOH/DOOH		HALL C	CelcomDigi Dreams to the Heart of Sabahans, The Dreamer	CelcomDigi	CelcomDigi	Posterscope Malaysia	Media Agency	Cheng Yee Yin Eeling Hooi
WELCOME TO DAY 2		8.00am	Registrations & Morning Coffee/Tea						
MAIN CATEGORY	CATEGORY	TIME	HALL	CAMPAIGN	BRAND	ADVERTISER	AGENCY	TYPE	PRESENTERS
Brands & Business	Best in FMCG - F&B	09:00 AM - 09:15 AM	HALL A	Malaysia's first ever Senior Esports Team	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG		HALL B	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Brands & Business	Best in Festive		HALL C	SDP: Elmina City - Where Wellness Lives, and Content Leads the Way	Sime Darby Property	Sime Darby Property	WPP Media	Media Agency	
Platforms & Purpose	Best in Social	09:15 AM - 09:30 AM	HALL A	The Real M Nasir	Wonda		Ampersand Advisory	Media Agency	Cindy Khoo Etika
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	SDP: Elmina City - Where Wellness Lives, and Content Leads the Way	Sime Darby Property	Sime Darby Property	WPP Media	Media Agency	
Brands & Business	Best in Automotive & Transport		HALL C	Toyota Gazoo Racing Season 7: Malaysia's First All-Digital Motorsports Spectacle	Toyota	UMW Toyota Motor	Trapper Media Services	Media Agency	Mahira Dahlan Shuba Ramakrishnan
Brands & Business	Best in Festive	09:30 AM - 09:45 AM	HALL A	#EratkanKatan — A Raya Campaign That Rebuilt Bonds With Youth	CelcomDigi Berhad	CelcomDigi Berhad	M+C Saatchi	Advertising Agency	Inda Nur Atika Binti Saad Ani Juliana Ibrahim
Brands & Business	Best in Festive		HALL B	Bawa Balik Yang 'Itu'	Farm Fresh	Farm Fresh	Edelman	Other - Marketing Communications	Mundzir Latif Shazwan Zulkiffi
Brands & Business	Best in Festive		HALL C	Ular-Lar CNY 2025	MR.DIY	MR.DIY	MR.DIY	Advertiser	Wong Ying Si Celine Khaw Cer Hui
Brands & Business	Best in FMCG - F&B	09:45 AM - 10:00 AM	HALL A	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Innovation		HALL B	Bekpes Hot Tawan Puncak Kinabalu	Hot FM	Hot FM	Media Prima Audio	Other - Radio Broadcasting	Shah Hayatudin Aaron Pinto
Platforms & Purpose	Best in Innovation		HALL C	Ultimate Elevator Pitch: 60 Seconds that reinvent the category!	Alliance Bank		Ampersand Advisory	Media Agency	
Brands & Business	Best in FMCG - F&B	10:00 AM - 10:15 AM	HALL A	Bawa Balik Yang 'Itu'	Farm Fresh	Farm Fresh	Edelman	Other - Marketing Communications	Mundzir Latif Shazwan Zulkiffi
Brands & Business	Best in B2B		HALL B	CelcomDigi AiX – Innovation that Converts	CelcomDigi Berhad	CelcomDigi Berhad	M+C Saatchi	Advertising Agency	Tengku Aishah Munirah Nurul Nadhirah Binti M Najib
Platforms & Purpose	Best in Govt/ NGO		HALL C	Jangan Scam Hatiku	Bank Negara Malaysia (BNM)	Bank Negara Malaysia (BNM)	M+C Saatchi	Advertising Agency	Jenatun Zulkiffi Nadjmi Nidza
Brands & Business	Best in FMCG - F&B	10:15 AM - 10:30 AM	HALL A	Gold Cups to Cheers: Pepsi's 360° CNY Campaign Wins Big	Pepsi		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Innovation		HALL B	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Platforms & Purpose	Best in Govt/ NGO		HALL C	Dreaming Big, Drawing Bigger: How Toyota's Art Contest Became a National Movement	Toyota	UMW Toyota Motor	Trapper Media Services	Media Agency	Mahira Dahlan Shuba Ramakrishnan
Brands & Business	Best in FMCG - F&B	10:30 AM - 10:45 AM	HALL A	Legitimizing Esports, driving sales with Malaysia's first ever ESports Month	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in OOH/DOOH		HALL B	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Brands & Business	Best in Non-Food FMCG		HALL C	CelcomDigi One Plan	CelcomDigi	CelcomDigi Berhad	M+C Saatchi	Advertising Agency	Choong Siew Cheng Ani Juliana Ibrahim
BREAK		10:45 AM - 11:15 AM	COFFEE BREAK & NETWORKING						
Platforms & Purpose	Best in Influencer & Creator Marketing	11:15 AM - 11:30 AM	HALL A	CelcomDigi x SRG – Turning Disruption into Influence	CelcomDigi Berhad	CelcomDigi Berhad	M+C Saatchi	Advertising Agency	Melvyn Lim Dinesh Sanjay Manickavasagam
Platforms & Purpose	Best in Innovation		HALL B	Legitimizing Esports, driving sales with Malaysia's first ever ESports Month	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG		HALL C	There's No Stopping the Game: Netflix's Squid Game Returns to Malaysia for Season 2	Netflix	Netflix pte ltd	Trapper Media Services	Media Agency	Aaron Levi Elliot Joseph

Platforms & Purpose	Best in Tech	11:30 AM - 11:45 AM	HALL A	Dashing Bad Boyz Deodorant Spray — The Deo of the Future	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Benjamin Cheong
Brands & Business	Best in FMCG - F&B		HALL B	Pepsi Harvest: A Cultural Celebration Across Every Touchpoint	Pepsi		Ampersand Advisory	Media Agency	
Brands & Business	Best in Non-Food FMCG		HALL C	PANDAi Jaga Anda	MR.DIY	MR.DIY	M+C Saatchi	Advertising Agency	Ryan Alexander Blayde Muhammad Fawzi Bin
Platforms & Purpose	Best in Social	11:45 AM - 12:00 PM	HALL A	FOMO & Fizz create Malaysia's #1 TV show in just 3 weeks, driving record sales	Calpis Soda		Ampersand Advisory	Media Agency	Cindy Khoo Amelia / Celine
Brands & Business	Best in Non-Food FMCG		HALL B	CelcomDigi Skuad 5G	CelcomDigi Network	CelcomDigi Berhad	ONE Team (Naga DDB Tribal + M&C Saatchi)	Advertising Agency	Nikki Oon Tyler Chin
Platforms & Purpose	Best in Sustainability		HALL C	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Platforms & Purpose	Best in Innovation	12:00 PM - 12:15 PM	HALL A	Malaysia's first ever Senior Esports Team	Goodday		Ampersand Advisory	Media Agency	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Bawa Balik Yang 'Itu'	Farm Fresh	Farm Fresh	Edelman	Other - Marketing Communications	Mundzir Latif Shazwan Zulkiffli
Platforms & Purpose	Best in Social		HALL C	Dashing Bump-It! Together As One	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Benjamin Cheong
Platforms & Purpose	Best in Tech	12:15 PM - 12:30 PM	HALL A	Atlas Ecopod: World's Slimmest Reverse Vending Machine with Compaction System	Atlas Vending		Ampersand Advisory	Media Agency	Isaac Ampersand
Platforms & Purpose	Best in OOH/DOOH		HALL B	PANDAi Jaga Anda	MR.DIY	MR.DIY	M+C Saatchi	Advertising Agency	Ryan Alexander Blayde Muhammad Fawzi Bin
Platforms & Purpose	Best in Sustainability		HALL C	Belonging: Turning old clothes into new hope	RHB Bank	RHB Banking Group	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wang le Tjer
Platforms & Purpose	Best in Digital	12:30 PM - 12:45 PM	HALL A	Dashing x Tottenham Hotspur — From London with Locker Room Cred	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Jenny Ching Yen Jee
Platforms & Purpose	Best in Customer Experience		HALL B	Record Breaking Sales Growth as Goodday KidSTART participation grows by 1200%	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Healthcare		HALL C	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Brands & Business	Best in FMCG - F&B	12:45 PM - 01:00 PM	HALL A	Record Breaking Sales Growth as Goodday KidSTART participation grows by 1200%	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Travel & Hospitality		HALL B	Making Journeys Better - The Orange Hot Relaunch of Journify Holidays	Journify Holidays	Loyalty & Travel Services, Malaysia Aviation Group	Trapper Media Services	Media Agency	Shu Jie Chua Azree Wahab
Brands & Business	Best in Non-Food FMCG		HALL C	Dashing x Tottenham Hotspur — From London with Locker Room Cred	Dashing	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Devarshi Dalmia Jenny Ching Yen Jee
BREAK		01:00 PM - 02:30 PM	LUNCH						
Platforms & Purpose	Best in Innovation	02:30 PM - 02:45 PM	HALL A	Keluang Man Movie: Local superhero drives local coffee flavour growth	Wonda		Ampersand Advisory	Media Agency	Alia / Cherry
Brands & Business	Best in Non-Food FMCG		HALL B	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand
Brands & Business	Best in FMCG - F&B		HALL C	Spritzer SILIQA™ - Experience Nature's Oldest Skincare Secret	SPRITZER	SPRITZER	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Wong Ching Sin Kong Pooi Ling
Brands & Business	Best in Festive	02:45 PM - 03:00 PM	HALL A	Romano X Dashing X Enchanteur - Surprise Your Love, Scentfully	Romano, Dashing, Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Eve Goh Su Hoon Jenny Ching Yen Jee
Platforms & Purpose	Best in Sustainability		HALL B	Record Breaking Sales Growth as Goodday KidSTART participation grows by 1200%	Goodday		Ampersand Advisory	Media Agency	
Brands & Business	Best in Fast Dining		HALL C	KFC Raya Meowriah: Making Raya Purr-fectly Inclusive	KFC Malaysia	QSR Stores Sdn Bhd	Naga DDB Tribal	Advertising Agency	Allen Looi Aireen Nasya

Platforms & Purpose	Best in Govt/ NGO	03:00 PM - 03:15 PM	HALL A	Stop That Dot: HOMESYO 3.0 Empowers Women to Fight Breast Cancer	HOMESYO		Ampersand Advisory	Media Agency		
Platforms & Purpose	Best in Social		HALL B	Keluang Man Movie: Local superhero drives local coffee flavour growth	Wonda		Ampersand Advisory	Media Agency	Alia / Cherry	
Brands & Business	Best in Festive		HALL C	Multiply the Goodness with Tropicana Twister	Tropicana Twister	PepsiCo Malaysia	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wong Ching Sin	
Platforms & Purpose	Best in OOH/ DOOH	03:15 PM - 03:30 PM	HALL A	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand	
Platforms & Purpose	Best in Social		HALL B	KFC Raya Meowriah: Making Raya Purr-fectly Inclusive	KFC Malaysia	QSR Stores Sdn Bhd	Naga DDB Tribal	Advertising Agency	Allen Looi Aireen Nasya	
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL C	Enchanteur Luxe: The Scent of Music & Modern Expression	Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Mutiara Harisson (part of McCann Worldgroup)	Advertising Agency	Sean Chuah Siti Nurzulaika Binti Sha Anuar	
Brands & Business	Best in Festive	03:30 PM - 03:45 PM	HALL A	Where Drama Meets Dinner: Dapur Goodday Ramadan	Goodday		Ampersand Advisory	Media Agency		
Platforms & Purpose	Best in Influencer & Creator Marketing		HALL B	Spritzer SILIQA™ - Experience Nature's Oldest Skincare Secret	SPRITZER	SPRITZER	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Wong Ching Sin Kong Pooi Ling	
Platforms & Purpose	Best in OOH/ DOOH		HALL C	That Dot is everywhere: Breast Cancer Survivors campaign takes over outdoor	HOMESYO		Ampersand Advisory	Media Agency		
BREAK		03:45 PM - 04:15 PM	COFFEE BREAK & NETWORKING							
Brands & Business	Best in Festive	04:15 PM - 04:30 PM	HALL A	Scentify & Enchanteur: The Purrfect Scent? Just Ask the Cat.	Scentify & Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Ogilvy Malaysia	Advertising Agency	Ma'wa Rahidin Aditi Hariharan	
Brands & Business	Best in FMCG - F&B		HALL B	Where Drama Meets Dinner: Dapur Goodday Ramadan	Goodday		Ampersand Advisory	Media Agency		
Platforms & Purpose	Best in Sustainability		HALL C	One Tap at a Time: Breaking Period Stigma with RM2.1M in PR and 99% Student Support	Atlas Vending		Ampersand Advisory	Media Agency	Van Ampersand	
Brands & Business	Best in B2B	04:30 PM - 04:45 PM	HALL A	Wonda scores a winning goal with FAM and Harimau Malaysia	Wonda		Ampersand Advisory	Media Agency	Cherry	
Brands & Business	Best in FMCG - F&B		HALL B	Multiply the Goodness with Tropicana Twister	Tropicana Twister	PepsiCo Malaysia	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wong Ching Sin	
Brands & Business	Best in Travel & Hospitality		HALL C	RWG CEO 2.0: Eva's Back, And She Means Business	Resorts World Genting	Resorts World Genting	Naga DDB Tribal	Advertising Agency	Allen Looi June Mah	
Platforms & Purpose	Best in Influencer & Creator Marketing	04:45 PM - 05:00 PM	HALL A	Where Drama Meets Dinner: Dapur Goodday Ramadan	Goodday		Ampersand Advisory	Media Agency		
Platforms & Purpose	Best in OOH/ DOOH		HALL B	There's No Stopping the Game: Netflix's Squid Game Returns to Malaysia for Season 2	Netflix	Netflix pte ltd	Trapper Media Services	Media Agency	Aaron Levi Elliot Joseph	
Brands & Business	Best in Non-Food FMCG		HALL C	Scentify & Enchanteur: The Purrfect Scent? Just Ask the Cat.	Scentify & Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Ogilvy Malaysia	Advertising Agency	Ma'wa Rahidin Aditi Hariharan	
Platforms & Purpose	Best in Sustainability	05:00 PM - 05:15 PM	HALL A	Multiply the Goodness with Tropicana Twister	Tropicana Twister	PepsiCo Malaysia	THE SHOUT GROUP/FCB SHOUT	Advertising Agency	Timothy Teh Wong Ching Sin	
Platforms & Purpose	Best in Social		HALL B	Wonda scores a winning goal with FAM and Harimau Malaysia	Wonda		Ampersand Advisory	Media Agency	Cherry	
Platforms & Purpose	Best in Innovation		HALL C	Toyota Gazoo Racing Season 7: Malaysia's First All-Digital Motorsports Spectacle	Toyota	UMW Toyota Motor	Trapper Media Services	Media Agency	Mahira Dahlan Shuba Ramakrishnan	
Platforms & Purpose	Best in Social	05:15 PM - 05:30 PM	HALL A	Scentify & Enchanteur: The Purrfect Scent? Just Ask the Cat.	Scentify & Enchanteur	Wipro Unza (Malaysia) Sdn. Bhd.	Ogilvy Malaysia	Advertising Agency	Ma'wa Rahidin Aditi Hariharan	
Platforms & Purpose	Best in Innovation		HALL B	Where Drama Meets Dinner: Dapur Goodday Ramadan	Goodday		Ampersand Advisory	Media Agency		

REGISTRATION FORM

APPROVED HRD CORP
TRAINING PROGRAM
NO 10001543264

DATE
9 & 10 JULY, 2025

TIME
8.30AM TO 5.30PM

VENUE
SHERATON
PETALING JAYA
HOTEL
LORONG UTARA C, PJS
52, 46200 PETALING
JAYA, SELANGOR

ADMISSION FEE
RM3,600 + 8% SST
PER PAX



**HRDC CLAIMABLE
AMOUNT IS RM3,500 NETT
PER PAX FOR 2 DAYS**

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Malaysia

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ORGANISATION : _____
CONTACT NUMBER : _____
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ADDRESS : _____

PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)
NRIC NUMBER : _____
DESIGNATION : _____
ORGANISATION : _____
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PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)
NRIC NUMBER : _____
DESIGNATION : _____
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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 HRDC training grant through e-Tris portal under HRDC Claimable Courses (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.