



THE  
APPIES  
2022

M A L A Y S I A  
MARKETING CAMPAIGNS AWARDS

MARKETING  
DISRUPTORS ALWAYS  
DOCK HERE!

2011TT3239  
2011T3X9PM

OFFICIAL ENTRY KIT

Online Submission: <https://appies.awardsengine.com/>

## CONTENTS

PRESIDENT'S MESSAGE...	3
APPIES MALAYSIA LEADERS	4
JUDGES	5-6
WHO CAN PARTICIPATE...	7
CATEGORIES	8
ENTRY GUIDELINES...	9
ENTRY FORM...	10-12
CHECKLIST...	13

# 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.

APPIES Malaysia is an annual festival of the best marketing ideas, held over two days and it is organised by MARKETING magazine on July 13 & 14, 2022 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 six-minute oral presentation highlighting significant aspects of the campaign. Then the presenters fields questions from the judges in a Live 4-6-10 minute presentation format.

Campaigns must have run between June 2021 to May 2022 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.

All creative, media, digital and marketing organisations can submit their entries by 17th June 2022.

*Meantime, enjoy our collection (so far) of contender campaigns for APPIES Malaysia 2022*

Professor Harmandar Singh

# APPIES MALAYSIA LEADERS



Professor Harmandar Singh  
President  
APPIES Malaysia



Goh Shu Fen  
President – APPIES APAC  
Advisor APPIES Malaysia  
Principal – R3 AsiaPacific



Adam Wee Abdullah  
APPIES Malaysia Advisor



Santharuban T. Sundaram  
APPIES Malaysia Advisor

# JUDGES



**Datuk Lai Shu Wei**  
Chief Marketing &  
Sales Officer  
Sime Darby Property  
Berhad



**Claudian Navin Stanislaus**  
Head of Communication &  
Consumer Marketing  
BABA Products (M) Sdn Bhd



**Javed Jafri**  
Media & Digital Hub  
Lead Unilever Malaysia  
Singapore Myanmar  
Cambodia & Laos



**Sutapa Bhattacharya**  
General Manager  
Strategic Communication  
& Branding Tenaga  
Nasional Berhad



**Melati Abdul Hai**  
VP – Chief Marketing  
Officer  
McDonald's Malaysia



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



**Andrew Yeoh**  
Head Of Marketing  
TIME dotCom



**Shirley New**  
Director of Marketing  
Taylor's University



**Edmund Lee**  
Head Of Marketing  
Allexcel Trading Sdn Bhd  
(Red Bull Malaysia)



**Keni Kamaludin**  
Head, Consumer  
Marketing  
CIMB



**Schrene Goh**  
Chief Marketing Officer  
Lazada



**Graham Lim**  
Managing Director  
Peninsular Malaysia  
Commercial Operations  
F&N Beverages



**Eric Wong Wai Yuen**  
Chief Customer and  
Marketing Officer  
Prudential Assurance,  
Malaysia



**Khazalin Ghuzal**  
Head of Retail Strategy  
and Marketing  
PETRONAS  
Dagangan Berhad

# JUDGES



**Saki Goh**  
Senior General Manager  
Marketing  
Wipro Unza



**Karen Ong**  
Senior Marketing Director  
MunchWorld Marketing  
Sdn Bhd



**May Ling Chan**  
Chief Marketing Officer  
KFC



**Linda Hassan**  
Group Chief Marketing  
Officer  
Domino's Pizza Malaysia,  
Singapore & Cambodia



**Lau Yin May**  
Group Chief Marketing  
& Customer Experience  
Officer  
Malaysia Airlines



**Emily Chong Wai Yee**  
Chief Marketing Officer  
Pizza Hut Malaysia



**Shazlina Mohd Suffian**  
Executive Vice  
President, Head Group  
Corporate Marketing &  
Brand  
Maybank



**Hassan Alsagoff**  
Country Marketing Head  
Grab Malaysia



**Sanjib Bose**  
Marketing Director  
South East Asia  
Kellogg Asia Marketing Inc.



**Fernie Jasmine  
Abdul Ghani**  
Head of Group Brand  
& Marketing  
Axiata Group



**Siti Hajar Rizlan**  
Head, Brand and  
Communications  
ETIQA



**Jenny Chin**  
Head, Marketing  
Services  
U Mobile



**Danny Hoh**  
Customer Director/  
Marketing Director  
Watsons Malaysia

# WHO CAN PARTICIPATE



## 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 July 15 & 16, 2022.

## 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.

# CATEGORIES



**GOLD**



**SILVER**



**BRONZE**



**BLACK**



**RED**

## CATEGORIES

- 1** **Best in Food & Beverage**  
Food items, ie. packaged foods, groceries, confectionery, fruit snacks and others. All beverages, ie. beers, wines, soft drinks, juices, milk, water, etc.
- 2** **Best in Consumer & Business Services**  
Financial, retail, travel, airlines, tourism. fast-food, quick service, casual dining, telco products, medical, dental care, education, etc. Includes businesses like E-Wallet, Tech & Business, business-to-business services, consultancy, courier, software/hardware management services, etc.
- 3** **Best in Non-Food FMCG**  
Detergents, paints, toiletries, over-the-counter drugs, remedies, beauty, personal care, healthcare, pharmaceuticals, wellness, etc.
- 4** **Best in Consumer Durables**  
Includes electronics and all home appliances, mobile devices, home entertainment, cameras, computers, washing machines, apparel, accessories, watches, luxury items, property, cars, motorcycles, gasoline, motor oil, tyres, batteries, etc.
- 5** **Best in Festive & Entertainment**  
Campaigns that showcase religious/cultural festivals and landmark events like Merdeka Day Includes all forms of entertainment, eg. movies, TV shows, podcasts, events, E-sports, gaming, etc.
- 6** **Best in Customer Experience**  
Includes customer service, digital relationships and UX, activation, CRM, loyalty programmes, influencer marketing, retail innovations, experiential marketing, social good, customer engagement, partnerships, sponsorships, promotions, etc.
- 7** **Best in Digital & Social**  
Campaigns that drive the brand on social, search marketing, contextual, websites, email, podcasts, EDMs, gaming, e-sports, messaging platforms, mobile, etc.
- 8** **Best in E-Commerce**  
Campaigns by online retailers that use B2B, B2C, O2O (Offline to Online), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), Business-to-Administration (B2A), etc. Includes related products like, e-hailing, e-deliveries, e-wallets, e-travel, etc.
- 9** **Best in AdTech/MarTech**  
Campaigns that deploy Programmatic, AI, VR, AR, data-driven thinking, relevant apps, IoT, 5G, analytics, etc.
- 10** **Best in Marketing Innovation**  
Path-breaking campaigns that utilise omni-channel platforms including innovative technologies, insights and ideas that elevate the brand to new levels of impactful marketing excellence.

## SPECIAL CATEGORIES

(No submissions required)

- APPIES 2022 Rising Star Presenter of the Year (below 30)
- APPIES 2022 Trailblazing Presenter of the Year (above 30)
- APPIES 2022 Media Agency of the Year
- APPIES 2022 Advertising Agency of the Year
- APPIES 2022 Digital Agency of the Year
- APPIES 2022 Production Company of the Year
- APPIES 2022 Marketer of the Year

# ENTRY GUIDELINES



## LIVE PRESENTATION (4-6-10mins)

All finalists are required to send 2 stage presenters (one client and one agency) to present the campaign in person to a judging panel.

- i) Campaign Video (up to 4 minutes) – Screening of campaign video
- ii) Presentation (up to 6 minutes) – A live/video presentation of the business issue/challenge, strategy, creative idea/execution and the results (demonstrating how the marketing communications contributed to results of the campaign)
- iii) Question & Answer (up to 10 minutes) – The judging panel 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)

### ELIGIBILITY PERIOD

Campaign entries must have run between Jun 2021-May 2022 (entries submitted in previous years cannot be entered again)

### HOW TO SUBMIT

You can submit via online here:  
<https://appies.awardsengine.com/>

### SUBMISSION DEADLINE

**17 June 2022:** Submissions Deadline

**1 July 2022:** Finalist Announcement

**13 & 14 July 2022 :** APPIES Festival – Judging & Presentations

**12 August 2022:** APPIES AWARDS NIGHT

## PAYMENT DETAILS

### ENTRY FEES

RM 2,000 per entry submission

You can make your payment online via here: <https://marketingmagazine.com.my/event/appies-malaysia-2022/>

### 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)

### REGISTRATION & PAYMENT

- Full payment is required upon submission.
- Submission without full payment will be treated as provisional.
- Payment can be made via a crossed cheque payable to Sledgehammer Communications (M) Sdn Bhd by 15 June, 2022.

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

Kindly email the payment slip/proof to Ms Rani ([rani@adoimagazine.com](mailto:rani@adoimagazine.com)) and please mention your campaign title and agency/company name.

# ENTRY FORM



## Entry Details

### CONTACT INFORMATION

NAME

DESIGNATION

NAME OF AGENCY/ COMPANY

MOBILE NUMBER

EMAIL

ENTRANT'S COMPANY CLASSIFICATION  
(CHOOSE ONE)

Advertiser

Advertising Agency

Interactive Agency

Media Agency

Production Company

Other

### CAMPAIGN DETAILS

CAMPAIGN TITLE

NAME OF ADVERTISER/CLIENT

NAME OF AGENCY/ 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.

Best in Food & Beverage

Best in Non-Food FMCG

Best in Festive & Entertainment

Best in Digital & Social

Best in AdTech/MarTech

Best in Consumer & Business Services

Best in Consumer Durables

Best in Customer Experience

Best in E-Commerce

Best in Marketing Innovation

### 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 RM1 Million

RM1 Million to RM5 Million

RM5 Million to RM10 Million

RM10 Million and over

# ENTRY FORM

## Entry Details

Describe the difficulties faced, core idea and results of your campaign.  
Provide quantifiable data to make your case compelling.  
Be relevant and succinct (font size:12).

### THE BUSINESS CHALLENGE (250 words max)

Online Submission: <https://appies.awardsengine.com/>

- 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 (250 words max)

Online Submission: <https://appies.awardsengine.com/>

- 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 (250 words max)

Online Submission: <https://appies.awardsengine.com/>

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

### CAMPAIGN SYNOPSIS (150 words max)

Online Submission: <https://appies.awardsengine.com/>

## PRESENTER

NAME OF PRESENTER

DESIGNATION

MOBILE NUMBER

EMAIL

COMPANY

AGE

# ENTRY FORM



## Credits

### FOR WINNERS CERTIFICATES & PUBLICATION

#### AGENCY (maximum of four names)

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

#### CLIENTS (maximum of four names)

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

### TROPHY DESCRIPTION

CATEGORY

ADVERTISER

AGENCY/ COMPANY

# CHECKLIST

## 1. Entry Form – (Pages 4, 5, 6)

Entry Details

Written Entry

## 2. Media Submission

Creative Reel – 4 minute video showcasing your campaign. Include examples of creative materials discussed in your written submission.  
(video should be in .mov or .mp4 format, up to 200MB)

Campaign Image – provide an image (high resolution, 300 dpi, jpeg format) that best represents your work.

Powerpoint slide presentation (ppt, pptx format, max file size 100 MB)

## 3. Credits (Page 6)

a list of all primary, strategic and creative partners who assisted in the success of the campaign.

## 4. Make Payment

Entries will be only accepted upon receipt of your payment. Only payment in RM is accepted.

### NOTES:

- 1 All completed forms, video etc. to be submitted online by 17 June 2022 at <https://appies.awardsengine.com/>
- 2 All the requested materials will be used for publication purposes.
- 3 For any clarifications, please contact us:
  - **Vishnu** ☎ +60 12-327 0125 ✉ (vishnu@adoimagazine.com)
  - **Param** ☎ +60 12-277 8229 ✉ (rupxappies@gmail.com)
  - **Ruby** ☎ +60 12-613 5108 ✉ (ruby@adoimagazine.com)

## PUBLISHING POLICY

Sledgehammer Communications reserves the right to showcase finalists and winners in the APPIES in various ways. Publication is at the sole discretion of Sledgehammer Communications. Work submitted must be original with rights secured. The creative material, case video and presentation slides entered into the APPIES Malaysia 2022 becomes the property of the Sledgehammer Communications and will not be returned.

By entering your work in the APPIES Malaysia 2022, you are indicating agreement to grant Sledgehammer Communications the right to make copies, reproduce and display the creative materials & case video and presentation slides for educational and publicity purposes such as, but not limited to, the APPIES Malaysia website, eDMs, press releases.

We respect the confidentiality of information provided in your submissions. If there is any confidential information that needs to be omitted, please contact the Sledgehammer Communications staff on a case basis.