



THE
APPIES
2022

M A L A Y S I A
MARKETING CAMPAIGNS AWARDS

**TWO DAYS THAT
WILL PROPEL
YOUR SUCCESS...**

13 & 14 JULY, 2022

GRAND BALLROOM, EASTIN HOTEL, PETALING JAYA.

www.appies.com.my

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 4-6-8 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.



Professor Harmandar Singh
President

APPIES Malaysia

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:

- 31 TOP MARKETERS ARE JUDGING OVER TWO DAYS
- KEYNOTE SPEAKERS AND PANEL SPEAKERS
- OVER 80 SUCCESSFUL 100% MALAYSIAN MARKETING CASE-STUDY PRESENTATIONS
- HRDF-CLAIMABLE

APPIES MALAYSIA LEADERS



Professor Harmandar Singh

President
APPIES Malaysia



Goh Shu Fen

President – APPIES APAC
Advisor APPIES Malaysia
Principal – R3 AsiaPacific



Adam Wee Abdullah

Advisor
Chief Marketing Officer
Manulife Insurance Berhad



Santharuban
T. Sundaram

Advisor
CEO
Etika Holdings

J U D G E S



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 (JJ)
Ice cream SEA & Indonesia
Media and Data lead,
MYSG Country Media lead



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

J U D G E S



Schrene Goh
Chief Marketing Officer
Lazada



Abdul Sani
Abdul Murad
Group Chief Marketing Officer
RHB Banking Group



Edmund Lee
Commercial Director
Aryzta Food Solutions
Malaysia



Keni Kamaludin
Head, Consumer Marketing
CIMB

J U D G E S



Andrew Yeoh
Head Of Marketing
TIME dotCom



Shirley New
Director of Marketing
Taylor's University



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



Graham Lim
Managing Director
Commercial Operations
F&N Beverages

J U D G E S



May Ling Chan
Chief Marketing Officer
KFC



Khazalin Ghuzal
Head of Retail Strategy
and Marketing
PETRONAS Dagangan Bhd



Saki Goh
Senior General Manager
Marketing
Wipro Unza



Karen Ong
Senior Marketing Director
MunchWorld Marketing
Sdn Bhd

J U D G E S



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



Emily Chong Wai Yee
Chief Marketing Officer
Pizza Hut Malaysia



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



Hassan Alsagoff
Regional Marketing Head
Grab Malaysia

J U D G E S



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



Timothy Johnson
Director of Marketing
UNITAR International
University



Siti Hajar Rizlan
Chief Marketing Officer
Takaful Malaysia



Jenny Chin
Head of Digital Experience
& Marketing
U Mobile

J U D G E S



Irene Cheah
Marketing Director
Fonterra Brands Malaysia



Shanti Jusnita Johari
Chief Marketing Officer
Telekom Malaysia



Danny Hoh
Customer Director/
Marketing Director
Watsons Malaysia



Lee Lim Meng
Marketing Director
Abbott Nutrition Malaysia

J U D G E S



Nik Tasha

Nik Kamaruddin

Senior Group GM of Brand
Marketing & Communication
Sunway Group



Hui Fung Chai

Regional Marketing Manager
Nando's



DATE

13 & 14th July 2022

TIME

8.30 - 6.00 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)

*10% discount applicable to
MSA, IMM, IAA, MDA & CRM
members.*



CHEQUE MADE PAYABLE TO:

**SLEDGEHAMMER
COMMUNICATIONS (M)
SDN BHD** 289967-W

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Taman Tun Dr. Ismail,
60000 Kuala Lumpur,
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RHB Bank Berhad

2-14389-000-10505

Swift Code: RHBBMYKL

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ORGANISATION _____

CONTACT NUMBER _____ EMAIL _____

POSTAL ADDRESS _____

PARTICIPANT/S DETAILS

NAME _____ NRIC NUMBER _____

DESIGNATION _____ EMAIL _____

CONTACT NUMBER _____

NAME _____ NRIC NUMBER _____

DESIGNATION _____ EMAIL _____

CONTACT NUMBER _____

NAME _____ NRIC NUMBER _____

DESIGNATION _____ EMAIL _____

CONTACT NUMBER _____

NAME _____ NRIC NUMBER _____

DESIGNATION _____ EMAIL _____

CONTACT NUMBER _____

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.

ORGANISED BY

**MARKETING
LEADERSHIP**
Service

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