

DAY ONE (13 JULY 2022)

REGISTRATIONS/DELEGATES KIT	8.00am	Morning Coffee/Tea			
WELCOME SPEECH	9.00am	Welcome by Appies Malaysia President, PROF. HARMANDAR SINGH			
LAUNCHING	9.10am	Launching by Appies Malaysia Advisor, GOH SHU FEN			
KEYNOTE PRESENTATION	9.15am - 10.00am	SANTHARUBAN T. SUNDARAM , CEO Etika Holdings			
REFRESHMENTS & NETWORKING	10.00am - 10.15am	BREAK & NETWORKING			
CATEGORY	TIME	CAMPAIGN	HALL	BRAND	
AdTech/MarTech	10.15am - 12.40pm	Search Hack for Sale - RM0.60! 104mil% ROI Guaranteed	HALL A	AIA Malaysia	
Consumer & Business Services		AEON x Tupperware Exclusive Loyalty Programme	HALL B	Tupperware	
Consumer & Business Services		ATLAS Dispenses Delight this Ramadan & Raya	HALL C	ATLAS Vending	
				HALL A	
Marketing Innovation		Beyond Sugar	HALL B	Forxiga	
Marketing Innovation		ATLAS Launches First Braille-enabled Vending Machine	HALL C	ATLAS Vending	
Digital & Social		The First Crosstalk Show In Malaysia	HALL A	Mister Potato	
Pro Bono / Festive / Govt / Entertainment		Axiata - Sanubari Aidilfitri	HALL B	Axiata	
Pro Bono / Festive / Govt / Entertainment		Farm Fresh Celebrates Dairy Devotions	HALL C	Farm Fresh	
Customer Experience		ATLAS Launches First Braille-enabled Vending Machine	HALL A	ATLAS Vending	
E-Commerce		Leveraging the Power of Personalization for a Unique Customer Experience	HALL B	Flower Chimp	
Pro Bono / Festive / Govt / Entertainment		Year of the Tiger Beer 2022	HALL C	Tiger Beer	
Marketing Innovation		ATLAS Dispenses Delight this Ramadan & Raya	HALL A	ATLAS Vending	
Pro Bono / Festive / Govt / Entertainment		GRAB CNY Huatever 2021-2022	HALL B	GRAB	
Customer Experience		Empowering Frontliners & Sprinting Sales	HALL C	Sprinta	
Food & Beverage		Turning Crisis into opportunity with KFC snack	HALL A	KFC	
Pro Bono / Festive / Govt / Entertainment		GRAB RAYA 2021 - Bukan Sekadar Pesanan	HALL B	GRAB Malaysia	
E-Commerce		How We Sold A Bank Loan Product Through E-Commerce And Drove Record Growth	HALL C	Alliance Bank	
Consumer Durables		OPPO Reno 7	HALL A	OPPO	
Consumer & Business Services		ATLAS Launches First Braille-enabled Vending Machine	HALL B	ATLAS Vending	
Non-Food FMCG		Bepanthen #MUMSPROTECTINGBUMS	HALL C	Bepanthen Malaysia	
Consumer & Business Services		How We Sold A Bank Loan Product And Drove Record Growth	HALL A	Alliance Bank	
Marketing Innovation		Food Delivery Apps Got Hacked by a Burger King 'Glitch'!	HALL B	Burger King	
Consumer & Business Services		ALLY AGAINST ADVERSITY - Shining the spotlight on Malaysian resilience with the power of storytelling	HALL C	RHB Bank	
BREAK		12.40pm - 1.40pm	LUNCH		

Digital & Social	1.40pm - 3.50pm	I-Tanggung: Mother Of All Lies	HALL A	Astro Originals	
			HALL B		
Consumer & Business Services		PROJECT OPEN – From SRF to #JOMSAPOT, RHB delivered Aid to Malaysian SMES when they needed it most.	HALL C	RHB Bank	
Pro Bono / Festive / Govt / Entertainment		ALLY AGAINST ADVERSITY - Shining the spotlight on Malaysian resilience with the power of storytelling	HALL A	RHB Bank	
Adtech/Martech		Selling A Loan Product Through E-Commerce Drives Record-Breaking Growth	HALL B	Alliance Bank	
Digital & Social		“Nak Raya Senang?” Dapatkan inspirasi IDEAfetri	HALL C	Telekom Malaysia	
Consumer & Business Services		GOLDEN WISDOM - Turning traditional culture into modern art-vertisements	HALL A	RHB Bank	
Customer Experience		Passport to Shop	HALL B	IPC Shopping Centre	
Digital & Social		“unifi your world” (UYW): Converging The Best Content & Device Offering	HALL C	unifi	
Customer Experience		PROJECT OPEN – From SRF to #JOMSAPOT, RHB delivered Aid to Malaysian SMES when they needed it most.	HALL A	RHB Bank	
Non-Food FMCG		Listerine Starts a Mouth Swishing New Year with #SwishHealthyDance	HALL B	Listerine	
Food & Beverage		Nando’s Juiciest Secret	HALL C	Nando's	
E-Commerce		Lazada's Most Shoppable Ad	HALL A	Lazada	
Marketing Innovation		Experience a billboard come to life with DuitNow	HALL B	DuitNow	
Marketing Innovation		Happiness to Homes	HALL C	IPC Shopping Centre	
Digital & Social		Nando’s Juiciest Secret	HALL A	Nando's	
Consumer & Business Services		Maxis Business Fast Tracks SMEs into Digitalisation	HALL B	Maxis Business	
AdTech/MarTech		TIME Kabel Besar - When Precision Meets Planning	HALL C	TIME dotCOM	
Non-Food FMCG		Nicorette #SamaSamaStop	HALL A	Nicorette	
Food & Beverage		Pizza Hut Pull Dip Dip Pop	HALL B	Pizza Hut	
Customer Experience		Gaya Raya Luar Biasa	HALL C	Watsons	
REFRESHMENTS		3.50pm - 4.15pm	BREAK & NETWORKING		

			HALL A		
Customer Experience		Tokyo Ginza Street Lands In Malaysia: An Escapist Fantasy Sells A Premium Product And Becomes A Global Case Study	HALL B	Shiseido	
Customer Experience		Transforming How U-Mobile Personalises the Customer Experience	HALL C	U-Mobile	
Consumer & Business Services		How Time's Kabel Besar Disrupted A Sea Of Sameness	HALL A	TIME Internet	
Consumer & Business Services		Gaya Raya Luar Biasa	HALL B	Watsons	
E-Commerce		KFC gets Malaysians hungry before they even know it	HALL C	KFC	
Non-Food FMCG		Tokyo Ginza Street Lands In Malaysia: An Escapist Fantasy With 7 Levels Of Vr Becomes A Global First	HALL A	Shiseido	
Consumer & Business Services		PRUCash Enrich	HALL B	Prudential	
Pro Bono / Festive / Govt / Entertainment	4.15pm - 6.05pm	Astro Originals Series Dukun Diva	HALL C	Astro Originals	
Digital & Social		KFC - Finger "Clickin" Good with MLBB	HALL A	KFC	
Digital & Social		How Time's Kabel Besar Disrupted A Sea Of Sameness	HALL B	TIME INTERNET	
Marketing Innovation		Original KFC Moments	HALL C	KFC	
Pro Bono / Festive / Govt / Entertainment		Gaya Raya Luar Biasa	HALL A	Watsons	
Customer Experience		Apple Care Pack	HALL B	ShareInvestor Malaysia	
Ad Tech/Martech		Tokyo Ginza Street Lands In Malaysia: An Escapist Fantasy With 7 Levels Of Vr Becomes A Global Case Study	HALL C	Shiseido	
AdTech/MarTech		Original KFC Moments	HALL A	KFC	
Digital & Social		Watsons Gaya Raya Luar Biasa	HALL B	Watsons	
Marketing Innovation		How Time's Kabel Besar Disrupted A Sea Of Sameness	HALL C	TIME INTERNET	
END OF DAY ONE		6.05pm			

DAY TWO (14 JULY 2022)

WELCOME BACK DELEGATES	8.30am	Registration		
PANEL DISCUSSION	9.15am – 10.00am	Moderator - Prof. Harmandar Singh		
PANEL		Datuk Lai Shu Wei , Chief Marketing & Sales Officer, Sime Darby Prop Sutapa Bhattacharya , Managing Director, DIA Brands Malaysia Melati Abdul Hai , VP – Chief Marketing Officer, McDonald’s Malaysia		
REFRESHMENTS & NETWORKING	10.00am - 10.15am	BREAK & NETWORKING		
CATEGORY	TIME	CAMPAIGN	HALL	BRAND
Consumer & Business Services	10.15am - 12.40pm	ATLAS Sapot SME This Malaysia Day	HALL A	ATLAS Vending
Food & Beverage		F&N Turns A Problem Into A Nationwide Dance Party!	HALL B	RTD Teh Tarik
AdTech/MarTech		Tokenise Customer Attention By Rewarding Loyalty	HALL C	BonusLink
Consumer & Business Services		First-ever Insurance Marketing via Vending Machine	HALL A	ATLAS Vending
Customer Experience		Food Delivery Apps Got Hacked by a Burger King ‘Glitch’!	HALL B	Burger King
Food & Beverage		RASA SAYANG RASA KUAT - Helping Malay Oat Lovers Navigate Ramadan With A Fresh Insight	HALL C	Quaker Oats
Customer Experience		ATLAS Revolutionizes Product Sampling in Malaysia via Automation & IOT	HALL A	ATLAS Vending
Marketing Innovation		Search Hack for Sale - RM0.60! 104mil% ROI Guaranteed	HALL B	AIA Malaysia
Non-Food FMCG		Berhari-hari Bertenaga Bersama Berocca #BeroccaBERChallenge	HALL C	Berocca Malaysia
Marketing Innovation		Tokyo Ginza Street Lands In Malaysia: An Escapist Fantasy With 7 Levels Of Vr Becomes A Global Case Study	HALL A	Shiseido
Pro Bono / Festive / Govt / Entertainment		RASA SAYANG RASA KUAT - Helping Malay Oat Lovers Navigate Ramadan With A Fresh Insight	HALL B	Quaker Oats
Food & Beverage		How Pepsi Triggered A Blackout On Screens To Connect People During Mealtimes	HALL C	Pepsi
Digital & Social		Berhari-hari Bertenaga Bersama Berocca #BeroccaBERChallenge	HALL A	Berocca Malaysia
Pro Bono / Festive / Govt / Entertainment		ATLAS Sapot SME This Malaysia Day	HALL B	ATLAS Vending
Marketing Innovation		Pepsi Creates a Retail Playland for In-Store Visitors	HALL C	Pepsi
Marketing Innovation		How Pepsi Triggered A Blackout On Screens To Connect People During Mealtimes	HALL A	Pepsi
Marketing Innovation		First-ever Insurance Marketing via Vending Machine	HALL B	ATLAS Vending
Digital & Social		F&N Turns A Problem Into A Nationwide Dance Party!	HALL C	RTD Teh Tarik
Pro Bono / Festive / Govt / Entertainment		TNB presents: Raikan Malaysia Kita	HALL A	Tenaga Nasional (TNB)
Marketing Innovation		ATLAS Revolutionizes Product Sampling in Malaysia via Automation & IOT	HALL B	ATLAS Vending
Digital & Social	Search Hack for Sale - RM0.60! 104mil% ROI Guaranteed	HALL C	AIA Malaysia	
Pro Bono / Festive / Govt / Entertainment	Wonda Merdeka 2021	HALL A	Wonda	
Consumer & Business Services	Etiqa CNY - How do you get from C- to A+?	HALL B	Etiqa	
Digital & Social	Food Delivery Apps Got Hacked by a Burger King ‘Glitch’!	HALL C	Burger King	
BREAK	12.40pm - 1.40pm	LUNCH		

Customer Experience	1.40pm - 3.50pm	Pepsi Transforms an Ordinary Action to an Extraordinary Experience	HALL A	Pepsi
			HALL B	
Pro Bono / Festive / Govt / Entertainment		Empowering Frontliners & Sprinting Sales	HALL C	Sprinta
Non-Food FMCG		Febreze Broke Sales Records By Gamifying A Content Narrative To Maximise Reach	HALL A	Febreze
E-Commerce		Smart Bid: Maximizing ROI-driven digital channels and new media to accelerate food delivery performance	HALL B	McDelivery
Consumer & Business Services		ATLAS Revolutionizes Product Sampling in Malaysia via Automation & IOT	HALL C	ATLAS Vending
Food & Beverage		Food Delivery Apps Got Hacked by a Burger King 'Glitch'!	HALL A	Burger King
Customer Experience		#ToppenMemangTebraek	HALL B	Toppen Shopping Centre
Digital & Social		McDonald's Entertains Malaysians With Virtual Rock Concert For McD's Rockin' BBQ Burger Launch.	HALL C	McDonald's Malaysia
Customer Experience		F&N Turns A Problem Into A Nationwide Dance Party!	HALL A	RTD Teh Tarik
Marketing Innovation		Winning future homeowners in the new normal	HALL B	Sime Darby Property
Consumer & Business Services		Gig Your Way Back To Freedom	HALL C	Gigple
			HALL A	
Pro Bono / Festive / Govt / Entertainment		Sadaqah	HALL B	Taylor's University & College
Consumer & Business Services		#ToppenMemangTebraek	HALL C	Toppen Shopping Centre
Marketing Innovation		Using Tunnel's Vision to enlighten the Tunnel Visions	HALL A	Petronas
Customer Experience		Fan10stic	HALL B	AIA
Digital & Social		MYDIN Goes Trendin'	HALL C	MYDIN
Consumer & Business Services		Empowering Frontliners & Sprinting Sales	HALL A	Sprinta
Pro Bono / Festive / Govt / Entertainment		TNB presents: Hikmah Raya Aida	HALL B	Tenaga Nasional (TNB)
Food & Beverage	Riceunion with ecoBrown's	HALL C	ecoBrown's	
REFRESHMENTS	3.50pm - 4.15pm	BREAK & NETWORKING		

Pro Bono / Festive / Govt / Entertainment	4.15pm - 6.05pm	Safi Raya Kau Hijau	HALL A	Safi
Pro Bono / Festive / Govt / Entertainment		Happy Duo Duo Campaign	HALL B	UEM Sunrise Berhad
Customer Experience		How Goodday Milk turned frowns into smiles!	HALL C	Goodday Milk
Non-Food FMCG		Safi Shayla Supa Supa Supa	HALL A	Safi
Non-Food FMCG		Gaya Raya Luar Biasa	HALL B	Watsons
Food & Beverage		San Francisco Hand Crafted Pizza	HALL C	Pizza Hut
Food & Beverage		Bringing a Goodday out of a Gloomy Situation	HALL A	Goodday Milk
E-Commerce		Nando's Grocery Gets Peri-Peri Spicy: Fast Forwarding Nando's E-Commerce 400% In Face Of Adversity	HALL B	Nando's
Customer Experience		So Light So Tasty	HALL C	Pizza Hut Malaysia
Marketing Innovation		Serasi Bersama Callie	HALL A	Callie
Marketing Innovation		The Accelerated Success of Maya Ara	HALL B	Maya Ara Residence
E-Commerce		Gaya Raya Luar Biasa	HALL C	Watsons
Food & Beverage		Nando's Grocery Gets Peri-Peri Spicy: Fast Forwarding Nando's Growth 400% In Face Of Adversity	HALL A	Nando's
AdTech/MarTech		The Science Behind The Homebuyer Hunt	HALL B	Sime Darby Property
Digital & Social		Think Tune Talk, Think Gaming	HALL C	Tune Talk
Marketing Innovation		Gaya Raya Luar Biasa	HALL A	Watsons
Digital & Social		Aiken Prebiotic Most Wanted Moisturiser on Social Media	HALL B	Aiken
END OF DAY TWO		6.05pm		