



THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS



JOIN THE
LEGACY

APPIES MALAYSIA CONFERENCE 2026

9TH & 10TH JULY, 2026

KLGCC CONVENTION CENTRE

(FORMERLY SIME DARBY CONVENTION CENTRE)

8.30AM TO 5.30PM

OFFICIAL VENUE PARTNER:



YES! REGISTER ME NOW!



THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS

OVER

1000

PRESENTATIONS
30 MARKETING
LEADERS JUDGING
OVER TWO DAYS.

HRDC CLAIMABLE



THE
APPIES
2026
MALAYSIA
MARKETING CAMPAIGNS AWARDS



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 9th & 10th July, 2026 at KLGCC 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.

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

www.appies.com.my



THE
APPIES
2026
MALAYSIA
MARKETING CAMPAIGNS AWARDS

“MEET THE MINDS BEHIND THE JUDGEMENT.”
**30 DISTINGUISHED
MARKETING LEADERS
ONE PRESTIGIOUS STAGE**



PROFESSOR HARMANDAR SINGH
President, APPIES Malaysia



GOH SHU FEN
President, APPIES APAC
Advisor, APPIES Malaysia
President, APAC mediasense



MOHAMED ADAM WEE
APPIES Malaysia Advisor



SANTHARUBAN T. SUNDARAM
APPIES Malaysia Advisor



VISHNU DEVARAJAN
CEO, APPIES Malaysia



THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS

KEYNOTE SPEAKER



STANLEY CLEMENT

CEO

MBCS (Mediabrand Content Studio)

PANEL OF JUDGES



ABDUL SANI ABDUL MURAD
Group Chief Marketing Officer
RHB Banking Group



CHIN MEI LEE
Chief Marketing Officer
McDonald's Malaysia



FIONA LIAO YIN PENG
Group Chief Marketing Officer
Pos Malaysia Berhad



HUEY YING LEONG
Head of Marketing
Burger King Malaysia



IRENE CHEAH
Chief Marketing Officer
Ryt Bank



MARK TAN
Deputy General Manager
IPC Shopping Centre

PANEL OF JUDGES



LINDA HASSAN

Former Group CMO of Domino's Pizza
Malaysia & Singapore



ADELE WONG

Group Director – Marketing, Digital and
Communications
ParkCity Group



ALEX GOH PENG HUI

Vice President Marketing
MR DIY



AMY GAN

Vice President Marketing
Etika Group of Companies



BENJAMIN WOO

Head of Group Marketing
Astro



CHAN MAY LING

Head of Brand and Marketing Services
CelcomDigi

PANEL OF JUDGES



ELAINE CHEW
Former Chief Marketing Officer
Lemmy



FARHAN HAFETZ
Head of Business Development
Tradewinds (M) Berhad



LEONG WAI YIN
Chief Marketing Officer
F&N Beverages Marketing



NOREEN SABRINA MOHD NOOR
Director, Group Corporate Affairs
EDOTCO Group



ANDREW PINTO
Vice President of Brand and Marketing
TM Unifi



JAY LOH
Head of Marcomms
Hotlink

PANEL OF JUDGES



QUEENIE GOH
Chief Marketing Officer
CUCKOO International



DATUK LAI SHU WEI
Chief Marketing & Sales Officer
Sime Darby Property



SYAMTRIYANTI SALLEH
General Manager
Of Media & Comms
Sime Darby Property



EDDIE DORAIRAJAH
Former Vice President Marketing
CIMB



SHAYNE KOH
Head of Group Digital, Marketing
and Branding
Alliance Bank Malaysia Berhad



SAKI GOH
Marketing and E-Commerce Director
Wipro Unza Malaysia



THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS



OLIVER KAU

General Manager
(Convenience, Petrolmart & On-Premise)
Etika Group of Companies



JILL YEAP

Head of Marketing
Tune Talk



KO LI PING

Country Marketing Head
Grab Malaysia



DIANA BOO

Chief Marketing Officer
Boost



CLAUDIAN NAVIN STANISLAUS

Former President of Malaysian Advertisers
Association (MAA) and
Group Strategic Director, 11trees.



SITI HAJAR RIZLAN

Country Chief Marketing Officer
FWD Malaysia



THE
APPIES
2026

MALAYSIA
MARKETING CAMPAIGNS AWARDS



AILEEN SEE
Chief Marketing Officer
Pizza Hut Malaysia



NORSIAH JURIANI JOHARI
Chief Marketing Officer
MBSB Group

REGISTRATIONS	8.00am	REGISTRATION & MORNING COFFEE					
WELCOME SPEECH	9.00am	WELCOME MESSAGE FROM THE APPIES PRESIDENT - PROF. HARMANDAR SINGH	HALL A				
KEYNOTE PRESENTATION	9.10am - 10.10am	APPIES KEYNOTE SESSION BY STANLEY CLEMENT, CEO MEDIABRANDS CONTENT STUDIO	HALL A				
REFRESHMENTS & NETWORKING	10.10am - 10.30am	COFFEE BREAK & NETWORKING					
CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in AI & Marketing Technology	10.30am - 10.45am	Reclaiming Relevance: How Safi Re-Entered Teen Culture Through an AI Personality	Wipro Unza (M) Sdn Bhd	Safi Naturals	Wipro Unza (M) Sdn Bhd	HALL A	Nicholas Tan Andrea Choong
Best in AI & Marketing Technology		CelcomDigi Convergence: From Display to Dialogue	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL B	Loo Sze Jack Edina Lim
Best in AI & Marketing Technology	10.45am - 11.00am	Hands, Emojis, AI: How Ryt Bank became the #1 app in Malaysia!	YTL Group (Digital Bank)	Ryt Bank	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in Audio, Podcast & Sonic Branding		Sunsilk: Rebuilding Gen Z Relevance Through Sonic Nostalgia	Unilever Malaysia Sdn Bhd	Sunsilk	Astro Media Solutions	HALL B	Sheryn Vishalini Muniandy Qian Ru Lim
Best in Automotive	11.00am - 11.15am	TIGGO PHEV: The Platinum Standard Campaign	Chery Auto Malaysia	Chery Auto Malaysia	BnBC Advertising	HALL A	Mahii Bakhtani Adam bin Mazlan
Best in Automotive		Why Kia?	Kia Sales Malaysia	Kia Sales Malaysia	BLWN	HALL B	Faeiqa Rahmat (Fai) Yeoh Wei Shiang (Vince)
Best in Brand Launch & Repositioning	11.15am - 11.30am	SILIQ — Discover the Secret to Your Best You	Spritzer Bhd	Spritzer Bhd	JUNO	HALL A	Dennis Kam Naqib Shamsuri
Best in Brand Launch & Repositioning		GrabUnlimited Uncovered	MyTeksi Sdn. Bhd.	MyTeksi Sdn. Bhd.	MyTeksi Sdn. Bhd.	HALL B	Lee Pei Jie
Best in Brand Launch & Repositioning	11.30am - 11.45am	From Bath-Time Toy to Gen Alpha Icon: How Carrie Repositioned Its Elephant to Turn Brand Lapsing into Business Growth	Wipro Unza (M) Sdn Bhd	Wipro Unza (M) Sdn Bhd	Wipro Unza (M) Sdn Bhd	HALL A	Jeff Tan Amanda Yong
Best in Brand Launch & Repositioning		Why Kia?	Kia Sales Malaysia	Kia Sales Malaysia	BLWN	HALL B	Faeiqa Rahmat (Fai) Yeoh Wei Shiang (Vince)
Best in Brand Launch & Repositioning	11.45am - 12.00pm	From Zero to 1,900,000 Installs in just 7 months: Launching The Ryt way!	YTL Group (Digital Bank)	YTL Group (Digital Bank)	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in Brand Launch & Repositioning		Global Hydration Science Scores Winner on Malaysia's Football Pitches	Etika Group of Companies	Etika Group of Companies	Ampersand Advisory	HALL B	Abigail Henry Chloe Mae
Best in Business Services (B2B)	12.00pm - 12.15pm	Dari Mata Dia	CelcomDigi	CelcomDigi	CelcomDigi	HALL A	Haziq Aisyah
Best in Community & Cultural Impact		BIG Rehab - The Stronger Side	BIG CARING GROUP BHD	BIG Pharmacy	JUNO	HALL B	Dennis Kam Naqib Shamsuri
Best in Community & Cultural Impact	12.15pm - 12.30pm	From Unknown to Idol: Launching Aiken Niacinamide Like a K-pop Debut	Wipro Unza (M) Sdn Bhd	Aiken	MBCS	HALL A	Vinnie Ashlee
Best in Community & Cultural Impact		The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL B	Jodh Dheensay Adam Riff

CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in Consumer Services	12.30pm – 12.45pm	5 Million Visits Above The Clouds. How Resorts World Genting Reignited Destination Desire Through Tian Ma.	Genting Malaysia Berhad	Resorts World Genting	Ampersand Advisory	HALL A	Cyrus Yap Evon Chan
Best in Content & Brand Publishing		The Story That Made a Nation cry: Driving 23% Sales Growth	Etika Group of Companies	7up/Mirinda	Ampersand Advisory	HALL B	Natasha Sebastian Amirah Hani
Best in Content & Branded Entertainment	12.45pm – 1.00pm	You Think You Know Kuala Lumpur Golf & Country Club	Sime Darby Property	Kuala Lumpur Golf & Country Club	Colony Group	HALL A	Sherina Binti Mohamed Zulkifli Andrew Shee
Best in Content & Branded Entertainment		The Destiny Network: Turning Fortune Into Entertainment	CelcomDigi Berhad	CelcomDigi	Astro Media Solutions	HALL B	Charlotte Chin Remus Ho
1.00pm - 2.00pm		LUNCH BREAK					
Best in Content & Branded Entertainment	2.00pm – 2.15pm	SILIQA — Discover the Secret to Your Best You	Spritzer Bhd	Siliqa	JUNO	HALL A	Dennis Kam Naqib Shamsuri
Best in Content & Branded Entertainment		From Unknown to Idol: Launching Aiken Niacinamide Like a K-pop Debut	Wipro Unza (M) Sdn Bhd	Aiken	MBCS	HALL B	Vinnie Siew Ashlee Yeo
Best in Content & Branded Entertainment	2.15pm – 2.30pm	If Amélie Is in Malaysia: How Enchanteur Turned Education into Entertainment	Wipro Unza (M) Sdn Bhd	Enchanteur	Wipro Unza (M) Sdn Bhd	HALL A	Siti Nurzulaika Fatimah Zaharah Binti Zainal
Best in Content & Branded Entertainment		CelcomDigi x Gegar Vaganza: Ada Top Up, Ada Vote Lagi!	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL B	Jan Lee Joe Jian Angel Lai Chew Yee
Best in Content & Branded Entertainment	2.30pm – 2.45pm	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Content & Branded Entertainment		Scintify turns fragrance into episodic CNY social drama - the 'Scent-ertainment' on XiaoHongShu	Wipro Unza (M) Sdn Bhd	Scintify	Wipro Unza (M) Sdn Bhd	HALL B	Jared Ng Low Wan Qi
Best in Content & Branded Entertainment	2.45pm – 3.00pm	From Players to Customers	CelcomDigi	CelcomDigi	GrowthOps Pte Ltd	HALL A	Elayne Leong Felicia Cheong
Best in Content & Branded Entertainment		Memang Ada yang Terhebat, Hingga Munculnya yang Terhebat	Goodday Charge (Etika)	Goodday Charge (Etika)	ASTRO SHAW	HALL B	Adam Ghazali Dakshyani Ratha Kerisna Naido
Best in Crisis Response & Brand Recovery	3.00pm – 3.15pm	Inilah Kita, Sehati Bersama	Astro Malaysia	Astro Malaysia	Astro Media Solutions	HALL A	Mohammed Iman Bin Karim Sharine Gurriah
Best in Customer Acquisition		Tune Talk: The Telco That Built an Audience Before Customers	Tune Talk	Tune Talk	Edelman Malaysia	HALL B	Rachel Heng Shazwan Zulkiffli
Best in Customer Acquisition	3.15pm – 3.30pm	From Zero to 1,100,000 Accounts: Acquisition Engine Unleashes The Fastest Growing Digital Bank!	YTL Group (Digital Bank)	Ryt Bank	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in Customer Experience		The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL B	Jodh Dheensay Adam Riff
Best in Customer Retention & Loyalty Growth	3.30pm – 3.45pm	GrabCoins Rebrand	Grab	Grab	Grab	HALL A	Su Do Mei Shuet Su Do Mei Shuet
Best in Data, Personalisation & Programmatic		Hot Deals is for everyone.	Grab	Grab	Grab	HALL B	Liew En Kei
Best in Digital	3.45pm – 4.00pm	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	Astro Shaw	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Digital		From K-Pop Fandom to Purchase: How AIKEN BRIGHT PINK Converted Digital Engagement into Brand and Sales Growth	Wipro Unza (M) Sdn Bhd	Aiken	Wipro Unza (M) Sdn Bhd	HALL B	Janice Yee Selina Teh

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

CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
4.00pm - 4.30pm		COFFEE BREAK & NETWORKING					
Best in Digital	4.30pm – 4.45pm	Breaking Belief. Building a New Habit: How Digital Helped Scintify Win Malaysia's Laundry Ritual	Wipro Unza (M) Sdn Bhd	Scintify	Wipro Unza (M) Sdn Bhd	HALL A	Devarshi Dalmia Low Wan Qi
Best in E-Commerce Platforms		TikTok Shop: Home is Where the Huat is	TikTok Shop (Malaysia) Sdn. Bhd.	TikTok Shop Mall Malaysia	JUNO	HALL B	Dennis Kam Naqib Shamsuri
Best in Experiential & Activation	4.45pm – 5.00pm	The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL A	Jodh Dheensay Adam Riff
Best in Experiential & Activation		Kisah Benar: Real Stories. Real Threats. Real Protection	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL B	Remus Hoo Vincent Ong
Best in Experiential & Activation	5.00pm – 5.15pm	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW SDN BHD	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Experiential & Activation		The Experiential Activation That Made Scintify a Raya Essential	Wipro Unza (M) Sdn Bhd	Scintify	Wipro Unza (M) Sdn Bhd	HALL B	Devarshi Dalmia Low Wan Qi
Best in Experiential & Activation	5.15pm – 5.30pm	MakanLAH powered by Grab Dine Out	MyTeksi Sdn. Bhd.	Grab	Grab	HALL A	Nicole Danielle
Best in Experiential & Activation		Beyond Football Sponsorship	Wipro Unza (M) Sdn Bhd	Dashing	TBWA\Kuala Lumpur	HALL B	Mariah Al-Qibtiyah Amir Imran
Best in Festive Marketing	5.30pm – 5.45pm	CGC WIRA MALAYSIAKU	Credit Guarantee Corporation Malaysia Berhad	CGC Corporate	CD Advertising Sdn Bhd	HALL A	Carnaen Azer Pamela Kong
Best in Festive Marketing		Scintify turns fragrance into episodic CNY Social Drama - the 'Scent-ertainment' on XiaoHongShu	Wipro Unza Malaysia	Scintify	Wipro Unza (M) Sdn Bhd	HALL B	Jared Ng Low Wan Qi



DAY TWO
(10 JULY 2026)

8.00am		REGISTRATION & MORNING COFFEE					
CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in Festive Marketing	9.00am – 9.15am	Inilah Kita, Sehati Bersama	Astro Malaysia	Astro Malaysia	Astro Media Solutions	HALL A	Mohammed Iman Bin Karim Sharine Gurriah
Best in Festive Marketing		TikTok Shop: Home is Where the Huat is	TikTok Shop (Malaysia) Sdn. Bhd.	TikTok Shop Mall Malaysia	JUNO	HALL B	Dennis Kam Naqib Shamsuri
Best in Revenue Growth / Sales Impact		Reclaiming Growth by Reimagining Relevance: Turning Carrie into a 157% Sales Uplift Engine	Wipro Unza (M) Sdn Bhd	Wipro Unza (M) Sdn Bhd	Carrie Super Protect	HALL C	Jeff Tan Amanda Yong
Best in Festive Marketing	9.15am – 9.30am	Grab: Sabar's On The Way	Grab	Grab	Grab	HALL A	Syahira Binti Safuan Wong
Best in Festive Marketing		How Goodday Turned Blockbuster Entertainment into Ramadan's Biggest Food Experience	Etika Group of Companies	Goodday	Ampersand Advisory	HALL B	Natasha Sebastian Tan Kar Mem
Best in Social		You Think You Know Kuala Lumpur Golf & Country Club	Colony Group	Sime Darby Property	Kuala Lumpur Golf & Country Club	HALL C	Sherina Binti Mohamed Zulkifli Andrew Shee
Best in Food & Beverage	9.30am – 9.45am	SILIQA — Discover the Secret to Your Best You	Spritzer Bhd	Siliqa	JUNO	HALL A	Dennis Kam Nqib Shamsuri
Best in Food & Beverage		STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	Astro Shaw Sdn Bhd	HALL B	Mohd Zulfazli Zaaba Brenda Koh
Best in Social		Not another mall. Their mall.	Colony Group	Sime Darby Property	KLGCC Mall	HALL C	Intan Yusnita binti Md Yusoff Julian Lee

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

CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in Food & Beverage	9.45am – 10.00am	Oh My Gravy: Changing the Way Malaysia Enjoys Fried Chicken	Jollibee Malaysia	Jollibee	Yellow Leads	HALL A	Jeffery Wong Tracy Leong
Best in Food & Beverages		The Story That Made A Nation Cry: Driving 23% Sales Growth	Etika Group of Companies	7up/Mirinda	Ampersand Advisory	HALL B	Natasha Sebastian Amirah Hani
Best in Social		Safi Naturi Built for the Feed: Winning Gen Alpha by Working With the Algorithm thru AI	MBCS	Wipro Unza (M) Sdn Bhd	Safi	HALL C	Lim Shing Hui Nicholas Tan
Best in Gaming, eSports & Gamification	10.00am – 10.15am	From Players to Customers	CelcomDigi	CelcomDigi	GrowthOps Pte Ltd	HALL A	Elayne Leong Felicia Cheong
Best in Government, Culture & Sustainability		ECOPOD: World's Slimmest Reverse Vending Machine Sparks National Recycling Movement	Etika Group of Companies	Ecopod	Ampersand Advisory	HALL B	Abigail Henry Chloe Mae
Best in Social		Enchanteur's If Amelie is in Malaysia: Giving Fragrance Quality Main Character Energy	TBWA	Wipro Unza (M) Sdn Bhd	Enchanteur	HALL C	Siti Nurzulaika Siti Marissa Mohd Faruk
Best in Healthcare & Wellness	10.15am – 10.30am	BIG Rehab - The Stronger Side	BIG CARING GROUP BHD	BIG Pharmacy	JUNO	HALL A	Dennis Kam Najib Shamsuri
Best in Healthcare & Wellness		Stopping That Dot Together: Partnerships and media drive +155% More Breast Cancer Screenings, +189% sales growth	Ace Canning	HOMESoy	Ampersand Advisory	HALL B	Farida Musa Ng Chu Jing
Best in Travel, Tourism & Hospitality		Resorts World Genting: Kisah Sebuah Warisan	Naga DDB Tribal	Genting Berhad Malaysia	Resorts World Genting	HALL C	Allison Jong Vania Quah
10.30am – 10.45am		COFFEE BREAK & NETWORKING					
Best in Hyperlocal / Tribal Marketing	10.45am – 11.00am	Beyond the Hijab, Solving the Real Cause of Flat Hair	Wipro Unza (Malaysia) Sdn. Bhd.	Safi Shayla	MBCS	HALL A	Dina Nurhana Binti Zainuddin Audrey Lee
Best in Hyperlocal / Tribal Marketing		GrabMart Satu Order Dua Waktu	Grab	Grab	Grab	HALL B	Ivy Tan
Best in Social		STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW SDN BHD	HALL C	Mohd Zulfazli Zaaba Brenda Koh
Best in Hyperlocal / Tribal Marketing	11.00am – 11.15am	From Harvest to Youth-Led Movement — Driving +14% Growth in East Malaysia	Etika Group of Companies	Pepsi	Ampersand Advisory	HALL A	Natasha Sebastian Amirah Hani
Best in Revenue Growth / Sales Impact		Scent of Raya - A Cat Tale	Wipro Unza (M) Sdn Bhd	Wipro Unza (M) Sdn Bhd	Scintify & Enchanteur	HALL B	Jared Ng Low Wan Qi
Best in Social		F(orget) The Pump!	BnBC Advertising	Chery Auto Malaysia	Chery Malaysia	HALL C	Mahii Bakhtani Adam bin Mazlan
Best in Influencer & Creator Marketing	11.15am – 11.30am	U Mobile Powers Youth Ambition by Incubating Influencers from the Ground Up	U Mobile Sdn Bhd	U Mobile	Astro Media Solutions	HALL A	Lee Sze Ching Stanley Chong Keng Fui
Best in Influencer & Creator Marketing		If Amélie Is in Malaysia: How Enchanteur Turned Education into Entertainment	Wipro Unza (M) Sdn Bhd	Enchanteur	Wipro Unza (M) Sdn Bhd	HALL B	Siti Nurzulaika Fatimah Zaharah Binti Zainal
Best in Telco & Technology		Tune Talk: The Telco That Built an Audience Before Customers	Edelman Malaysia	Tune Talk	Tune Talk	HALL C	Rachel Heng Shazwan Zulkiffli
Best in Influencer & Creator Marketing	11.30am – 11.45am	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Influencer & Creator Marketing		Resorts World Genting: Juara Genting	Genting Berhad Malaysia	Resorts World Genting	Naga DDB Tribal	HALL B	Vania Quah Allison Jong
Best in Telco & Technology		Hotlink Geng Bijak Berbajet: Turning Smart Spending into a Social Identity	Publicis Groupe Malaysia	Maxis	Hotlink	HALL C	Michelle Chang Shahirah Rashid
Best in Innovation	11.45am – 12.00pm	Let's Chat Before You Click. The Ad That Transformed into a Sales Agent.	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL A	Loo Sze Jack Edina Lim
Best in Innovation		Tune Talk: The Telco That Built an Audience Before Customers	Tune Talk	Tune Talk	Edelman Malaysia	HALL B	Rachel Heng Shazwan Zulkiffli
Best in Social		Sunlight's Eat The Skin	Unilever	Unilever	Sunlight	HALL C	Phyo Ei Soe Evonne Lim

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

CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in Innovation	12.00pm – 12.15pm	The Story That United A Nation: Driving 23% Sales Growth	Etika Group of Companies	7up/Mirinda	Ampersand Advisory	HALL A	Natasha Sebastian Amirah Hani
Best in Innovation		From AI to 360°: Resorts World Genting's First-Ever Tian Ma Became a Fully Integrated CNY Experience.	Genting Malaysia Berhad	Resorts World Genting	Ampersand Advisory	HALL B	Cyrus Yap Evon Chan
Best in Travel, Tourism & Hospitality		4,100 Collectibles & 5 Million Visitors In 3 Months. Resorts World Genting, One Destination World.	Genting Malaysia Berhad	Resorts World Genting	Ampersand Advisory	HALL C	Cyrus Yap Evon Chan
12.15pm - 1.20pm		LUNCH BREAK					
Best in Market Expansion	1.20pm – 1.40pm	Sunlight's Eat The Skin	Unilever	Sunlight	Unilever	HALL A	Phyo Ei Soe Evonne Lim
Best in Market Expansion		Beyond the Nursery: Expanding Carrie Junior into Malaysia's Adult Market	Wipro Unza (M) Sdn Bhd	Carrie Junior Talcum	Wipro Unza (M) Sdn Bhd	HALL B	Jeff Tan Mei Jin Ung
Best in Non-Food FMCG	1.40pm – 2.00pm	Safi Biasiswa Siswi: From My Mother's Brand to Mine: How Safi Won a New Generation of Hijabis	Wipro Unza (M) Sdn Bhd	Safi	MBCS	HALL A	Intan Baiduri Binti Ahmad Tarmizi Andrea Choong
Best in Non-Food FMCG		Beyond Football Sponsorship	Wipro Unza (M) Sdn Bhd	Dashing	TBWA\Kuala Lumpur	HALL B	Mariah Al-Qibtiyah Amir imran
Best in Omnichannel & Integrated Marketing	2.00pm – 2.20pm	STAY STRONG AT WONDA MALAM TERLARANG	ETIKA SDN BHD	WONDA COFFEE	ASTRO SHAW SDN BHD	HALL A	Mohd Zulfazli Zaaba Brenda Koh
Best in Omnichannel & Integrated Marketing		Beyond the Screen: Using Helmet Compression as a Living Media Channel for Safi Shayla	Wipro Unza (M) Sdn Bhd	Safi Shayla	Wipro Unza (M) Sdn Bhd	HALL B	Ung Mei Jing Audrey Lee
Best in Omnichannel Marketing	2.20pm – 2.40pm	Ryt Bank: Full-Funnel Integrated Media launch creates Malaysia's #1 most downloaded app!	YTL Group (Digital Bank)	Ryt Bank	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in OOH/DOOH		The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL B	Jodh Dheensay Adam Riff
Best in OOH/DOOH	2.40pm – 3.00pm	Grab x ASEAN2026 : Grab Hosts the City	Grab	Grab	Grab	HALL A	Cynthia Goh Ching Siew
Best in OOH/DOOH		Why Kia?	Kia Sales Malaysia	Kia Malaysia	BLWN	HALL B	Faeiqa Rahmat (Fai) Yeoh Wei Shiang (Vince)
Best in Performance Marketing	3.00pm – 3.20pm	Last to First: Building Malaysia's Most Trusted Digital Bank, in 7 months, one pixel at a time!	YTL Group (Digital Bank)	Ryt Bank	Ampersand Advisory	HALL A	Josephine Hendriks Gavin Fong
Best in PR & Communications Effectiveness		The Banners of Trafford Den	Heineken Malaysia Berhad	Tiger Beer	Sambal Lab	HALL B	Jodh Dheensay Adam Riff
3.20pm – 3.40pm		COFFEE BREAK & NETWORKING					
Best in PR & Communications Effectiveness	3.40pm – 4.00pm	Why Kia?	Kia Sales Malaysia	Kia Malaysia	BLWN	HALL A	Faeiqa Rahmat (Fai) Yeoh Wei Shiang (Vince)
Best in Purpose-Driven Marketing		From Land Developer to Nature Custodian	Sime Darby Property Berhad	Sime Darby Property	M+C Saatchi KARSA	HALL B	Dr. Yasmin Rasyid Irsyad Izmi
Best in Purpose-Driven Marketing	4.00pm – 4.20pm	Biasiswa Siswi Safi: Investing in Young Women's Futures, Winning a New Generation	Wipro Unza (M) Sdn Bhd	Safi	MBCS	HALL A	Intan Baiduri Binti Ahmad Tarmizi Andrea Choong
Best in Purpose-Driven Marketing		Dashing Converted Purchases Into Football Dreams at Tottenham Hotspur, United Kingdom	Wipro Unza (M) Sdn Bhd	Dashing	Wipro Unza (M) Sdn Bhd	HALL B	Mariah Al-Qibtiyah Liau Yein Hao
Best in Purpose-Driven Marketing	4.20pm – 4.40pm	Kisah Benar: Turning Scam Awareness into Lived Experience	CelcomDigi	CelcomDigi	OMD (M) Sdn Bhd	HALL A	Remus Hoo Loh Yen Ni
Best in Purpose-Driven Marketing		Stop That Dot Together: Media Mobilises Women, Driving 27,557 Cancer Screenings and +189% Sales Growth	Ace Canning	HOMESoy	Ampersand Advisory	HALL B	Farida Musa Ng Chu Jing

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

CATEGORY	ESTIMATED TIME	CAMPAIGN	ADVERTISER	BRAND	AGENCY	HALL	PRESENTERS
Best in Retail	4.40pm – 5.00pm	Not another mall. Their mall.	Sime Darby Property	KLGCC Mall	Colony Group	HALL A	Intan Yusnita binti Md Yusoff Julian Lee
Best in Retail & Shopper Marketing		TikTok Shop: Home is Where the Huat is	TikTok Shop (Malaysia) Sdn. Bhd.	TikTok Shop Mall Malaysia	JUNO	HALL B	Dennis Kam Naqib Shamsuri
Best in Retail & Shopper Marketing	5.00pm – 5.20pm	BIG Rehab - The Stronger Side	BIG CARING GROUP BHD	BIG Pharmacy	JUNO	HALL A	Dennis Kam Naqib Shamsuri
Best in Retail & Shopper Marketing		Pilihan Raya MYDIN	Mydin Mohamed Holdings Berhad	Mydin Mohamed Holdings Berhad	Mydin Mohamed Holdings Berhad	HALL B	Gurubaran A/L Ballalie
Best in Revenue Growth / Sales Impact	5.20pm - 5.40pm	Dashing Converted Purchases Into Football Dreams at Tottenham Hotspur, United Kingdom	Wipro Unza (M) Sdn Bhd	Dashing	Wipro Unza (M) Sdn Bhd	HALL A	Mariah Al-Qibtiyah Liau Yein Hao
Best in Inclusivity & Cultural Impact		From Harvest to Youth-Led Movement — Driving +14% Growth in East Malaysia	Etika Group of Companies	Pepsi	Ampersand Advisory	HALL B	Natasha Sebastian Amirah Hani

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



**THE
APPIES
2026**
MALAYSIA
MARKETING CAMPAIGNS AWARDS



GOLD



BLACK



RED



SILVER



BRONZE

REGISTRATION FORM

APPROVED HRD CORP TRAINING PROGRAM NO 10001698885

DATE
9TH & 10TH JULY, 2026

TIME
8.30AM TO 5.30PM

VENUE
KLGCC CONVENTION CENTRE (FORMERLY SIME DARBY CONVENTION CENTRE)

ADMISSION FEE

PLEASE TICK ✓

NON HRDC

HRDC

RM3,600 + 8% SST PER PAX

FOR ENQUIRIES & GROUP REGISTRATION:

CONTACT

Ruby

+603-7726 2588

ruby@adoimagazine.com



Bank Transfer to SLEDGEHAMMER COMMUNICATIONS (M) SDN BHD

RHB Bank Berhad

ACCOUNT

NUMBER:

2-14389-000-10505

Swift Code:

RHBBMYKL

ORGANISED BY



FOLLOW US



APPIES MALAYSIA CONFERENCE 2026

CONTACT PERSON INFORMATION

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

PARTICIPANT DETAIL

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

PARTICIPANT DETAIL

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

<p>Registration & Payment for Non HRD Corp Employer</p> <ul style="list-style-type: none">• Full payment is required upon registration.• Registrations without full payment will be treated as provisional and will not be guaranteed a training place.	<p>Registration & Payment for HRD Corp Employer</p> <ul style="list-style-type: none">• 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.	<p>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.</p>
---	---	---