

**OFFICIAL
ENTRY KIT**

**NETWORK WITH
ALL WINNERS**

Closing Date:

7 May 2021

**MEET 40
MARKETERS
IN 2 DAYS**



**THE
APPIES
2021**

M A L A Y S I A
MARKETING CAMPAIGNS AWARDS

**50 LOCAL
MARKETING
CAMPAIGN
PRESENTATIONS**



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

ENTRY GUIDELINES

In light of our country's ongoing battle with COVID-19, presentations and judging for APPIES 2021 will be conducted online on 22 & 23 May 2021.



GOLD



SILVER



BRONZE



BLACK



RED

NEW CATEGORIES

You are to select a category that best suits your campaign.

- 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 2021 Rising Star Presenter of the Year (below 30)
- APPIES 2021 Trailblazing Presenter of the Year (above 30)
- APPIES 2021 Media Agency of the Year
- APPIES 2021 Advertising Agency of the Year
- APPIES 2021 Digital Agency of the Year
- APPIES 2021 Production Company of the Year
- APPIES 2021 Marketer of the Year

LIVE PRESENTATION (4-5-3 mins)

All finalists will be required to send a presenter 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 5 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 3 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 April 2020-May 2021 (entries submitted in previous years cannot be entered again)

HOW TO SUBMIT

You can submit via online here:

<https://appieawards.awardsengine.com>

SUBMISSION DEADLINE

7 May 2021: Submissions Deadline

20 May 2021: Announcement of Finalists

22 & 23 May 2021: Judging & Presentations

24 May 2021: 2021 Winners Announcement

25 June 2021: Awards Night (with SOPs in place)

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-2021/>

CHEQUE PAYABLE TO:

Sledgehammer Communications
(M) Sdn Bhd ^{289967-W}
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 30 April 2021.

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) 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 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://appieawards.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://appieawards.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://appieawards.awardsengine.com>

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

CAMPAIGN SYNOPSIS (150 words max)

Online Submission: <https://appieawards.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

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 7 May 2021 at <https://appieawards.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)