

HERE IS APPIENESS

OFFICIAL  
ENTRY KIT

Closing Date:  
31 Dec, 2021



THE  
APPIES  
2022

ASIA - PACIFIC  
MARKETING CAMPAIGNS AWARDS

THE BEST  
IS BACK!

sharing is learning

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

# BIGGER AND BETTER!

In light of the ongoing battle with COVID-19, presentations and judging for APPIES Asia Pacific 2022 will be conducted online on 26 & 27 Jan, 2022.



**GOLD**



**SILVER**



**BRONZE**



**BLACK**



**RED**

## 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 Pro Bono/Festive/Govt/Entertainment**  
Campaigns that showcase pro bono/religious festivals, governmental and entertainment. Includes all forms of entertainment e.g. 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 ASIA PACIFIC 2022 Rising Star Presenter of the Year (below 30)
- APPIES ASIA PACIFIC 2022 Trailblazing Presenter of the Year (above 30)
- APPIES ASIA PACIFIC 2022 Media Agency of the Year
- APPIES ASIA PACIFIC 2022 Advertising Agency of the Year
- APPIES ASIA PACIFIC 2022 Digital Agency of the Year
- APPIES ASIA PACIFIC 2022 Production Company of the Year
- APPIES ASIA PACIFIC 2022 Marketer of the Year

## LIVE PRESENTATION (4-6-10 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 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 Jan 2020 to Nov 2021 (open to campaigns ran from any Asia Pacific market during this period).

### HOW TO SUBMIT

You can submit via online here:

<https://appiesapac.awardsengine.com/>

### SUBMISSION DEADLINE

**31 December 2021:** Submissions Deadline

**10 January 2022:** Announcement of Finalists

**25 & 26 Jan 2022:** Online Judging & Presentations

**04 Feb 2022:** 2022 Winners Announcement

**22 Feb 2022 :** Online Awards Ceremony

## PAYMENT DETAILS

### ENTRY FEES

USD 700 or RM3000 nett per entry

USD 600 or RM2500 nett per entry (5 entries & above)

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

### 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.
- Local payment can be made via a crossed cheque payable to Sledgehammer Communications (M) Sdn Bhd by 30 November 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](mailto:rani@adoimagazine.com)) and please mention your campaign title and agency/company name.

# ENTRY FORM



## 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 Pro bono/Festive/Government/Cultural/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 USD240K

USD1.2M to USD2.4M

USD240K to USD1.2M

USD2.4M and over



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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



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# 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.

### NOTES:

- 1 All completed forms, video etc. to be submitted online by 15 Nov 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)

### PUBLISHING POLICY

Sledgehammer Communications and Asian AdMarcom Associations Network reserves the right to showcase finalists and winners in the APPIES APAC 2022 in various ways. Publication is at the sole discretion of Sledgehammer Communications and Asian AdMarcom Associations Network. Work submitted must be original with rights secured.

The creative material, case video and presentation slides entered into the APPIES APAC 2022 becomes the property of the Sledgehammer Communications and Asian AdMarcom Associations Network and will not be returned.

By entering your work in the APPIES APAC 2022, you are indicating agreement to grant Sledgehammer Communications and Asian AdMarcom Associations Network 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 APAC 2022 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 and Asian AdMarcom Associations Network staff on a case basis.



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