

 THE
APPIES
2023
MALAYSIA
MARKETING CAMPAIGNS AWARDS



 THE
APPIES
2023
ASIA-PACIFIC
MARKETING CAMPAIGNS AWARDS



Catch THE WAVE



OFFICIAL ENTRY KIT

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



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PRESIDENT'S MESSAGE



The highly acclaimed APPIES – the annual festival showcasing the best ideas in marketing across Asia – is back with its seventh Malaysian edition and second APAC edition hosted in Malaysia. The APPIES is an annual festival of the best marketing ideas, held over four days and it is organised by MARKETING magazine on July 12, 13, 14 & 15, 2023 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 4-5-3 minute presentation format.

Campaigns must have run between June 2022 to May 2023 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. All creative, media, digital and marketing organisations can submit their entries by 30th June 2023.

Professor Harmandar Singh



APPIES
LEADERS



Professor Harmandar Singh
President
APPIES Malaysia



Goh Shu Fen
President – APPIES APAC
Advisor APPIES Malaysia
Principal – R3 AsiaPacific



Adam Wee Abdullah
APPIES Malaysia Advisor



Santharuban T. Sundaram
APPIES Malaysia Advisor

WHO CAN PARTICIPATE

CREATIVE, MEDIA, DIGITAL & MARKETING AGENCIES

Showcase your campaigns to an audience that comprises the Who's Who of marketing. Intrigue your peers, clients and prospects as you bring them into your world, and the breakthrough thinking behind the strategies.

At the same time, embrace this opportunity to learn from your peers and industry players. Expand your horizons as the best advertising, marketing, media and digital minds in Malaysia share invaluable market know-how.

Discover what makes campaigns work and the real reasons why. Take your skills to the next level on July 12, 13, 14 & 15, 2023



MARKETERS

Encourage your creative, media, digital and marketing agencies to present your campaign to the industry and increase the visibility manifold.

Better yet, share the stage and co-present your campaign, relating the creative process, campaign results and demonstrating how client-agency synergy can create spectacular marketing results.

CATEGORIES



GOLD



SILVER



BRONZE



BLACK



RED

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 2023 Rising Star Presenter of the Year (below 30)
- APPIES 2023 Trailblazing Presenter of the Year (above 30)
- APPIES 2023 Media Agency of the Year
- APPIES 2023 Advertising Agency of the Year
- APPIES 2023 Digital Agency of the Year
- APPIES 2023 Production Company of the Year
- APPIES 2023 Marketer of the Year

ENTRY GUIDELINE

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)

JUDGING CRITERIA

Challenge (10%)

- ☒ Business Objective of the Campaign
- ☒ Clear marketing goals defined in context of business challenge
- ☒ Difficulty of task in context of market challenges (Consider: competition / product / price/ market size)

Thinking (30%)

- ☒ What Is The Big Idea or The Campaign Concept?
- ☒ Sharp distillation of insights
- ☒ Core idea is relevant and distinctive

Execution (30%)

- ☒ How is it effectively carried out?
- ☒ Synergistic implementation of idea across relevant touch points

Results (30%)

- ☒ Results shared can be attributed to the marketing tactics deployed
- ☒ Results in reference to market context (e.g. market size, market category, market share)
- ☒ What is the return on investment? Directly impact on sales, market share or conversions? (or do they reflect media activity?)
- ☒ Consider the results metrics. Are they:
 - Direct sales/market share impact? or
 - Survey metrics of purchase preference? or
 - Media and frequency metrics? or
 - Activity metrics (social media likes, comments, engagement)?

ELIGIBILITY PERIOD

Campaign entries must have run between **June 2022 - May 2023** (entries submitted in previous years cannot be entered again)

HOW TO SUBMIT

You can submit via online here:

<https://appieawards.awardsengine.com>

EVENT TIMELINE

- 30 June 2023:** Submissions Deadline
- 3 July 2023:** Announcement of Finalists
- 12 & 13 July 2023:** Judging & Presentations (Malaysia)
- 14 & 15 July 2023:** Judging & Presentations (APAC)
- 11 August 2023:** Winners Announcement

CHECKLIST

1. Entry Form

Entry Details

Written Entry

2. Credits

a list of all primary, strategic and creative partners who assisted in the success of the campaign.

3. 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)

4. Make Payment

Entries will be only accepted upon receipt of your payment. Only payment in RM is accepted.

PAYMENT DETAILS

ENTRY FEES

RM2,000 (MY) per entry submission
RM3,000 (APAC) per entry submission
RM3,500 (both) per entry submission

You can make your payment online via here:

Malaysia - <https://hams.top/appiesmy2023>

APAC - <https://hams.top/appiesapac2023> Both - <https://hams.top/appies2023>

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: RHBMYKL)

Kindly email the payment slip/proof to Ms Rani (rani@adoimagazine.com) and please mention your campaign title and agency/company name.

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 June 2023**.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the awards programme due to unforeseen circumstances.

PUBLISHING POLICY

Sledgehammer Communications reserves the right to showcase finalists and winners in the APPIES in various ways.

Publication is at the sole discretion of Sledgehammer Communications. Work submitted must be original with rights secured.

The creative material, case video and presentation slides entered into the APPIES Malaysia + APAC 2023 becomes the property of the Sledgehammer Communications and will not be returned.

By entering your work in the APPIES Malaysia + APAC 2023, you are indicating agreement to grant Sledgehammer

Communications 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 Malaysia + APAC 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 staff on a case basis.

NOTES:

- 1 All completed forms, video etc. to be submitted online by **30 June 2023** at <https://appieawards.awardsengine.com>
- 2 All the requested materials will be used for publication purposes.
- 3 For any clarifications, please contact us:
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