



THE  
APPIES  
2025

MALAYSIA  
MARKETING CAMPAIGNS AWARDS



YEARS  
ON  
2016-2025





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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.

APPIES Malaysia is an annual festival of the best marketing ideas, held over two days and it is organised by **MARKETING** magazine on 9th - 10th July 2025 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 2024 to May 2025 in any of our 21 categories.

All creative, media, digital and marketing organisations can submit their entries by 30th June 2025.



Professor Harmandar Singh

# APPIES MALAYSIA LEADERS



Professor Harmandar Singh  
President  
APPIES Malaysia



Adam Wee Abdullah  
APPIES Malaysia Advisor



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



Vishnu Devarajan  
CEO – APPIES Malaysia



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 9th and 10th July 2025.

### 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

## BRANDS & BUSINESS

- 1 BEST IN FMCG - F&B**  
Campaigns about beverages, ie. beers, wines, soft drinks, water, packaged foods, confectionery, snacks and others, etc.
- 2 BEST IN FAST DINING**  
Campaigns about fast-food brands, casual dining, quick service restaurants, etc.
- 3 BEST IN NON-FOOD FMCG**  
Campaigns about telco products, apps, electronics, homecare, paints, toiletries, beauty, personal care, etc.
- 4 BEST IN FESTIVE**  
Campaigns about religious/cultural festivals and landmark events like Merdeka/National Day, Valentine's, etc.
- 5 BEST IN B2B**  
Campaigns about B2B brands that advertise products and services from one business or organization to another, across any media.
- 6 BEST IN FINANCIAL SERVICES**  
Campaigns about Financial Services brands, includes businesses like banks, insurance, E-Wallet, crypto, etc.
- 7 BEST IN TRAVEL & HOSPITALITY**  
Campaigns about travel, airlines, hotels, tourism, retail, fairs, events, etc.
- 8 BEST IN EDUCATION & TRAINING**  
Campaigns about educational institutions, training providers and online courses.
- 9 BEST IN AUTOMOTIVE & TRANSPORT**  
Campaigns about motoring brands, includes transport brands like courier, shipping, cargo, rail, etc.
- 10 BEST IN HEALTHCARE**  
Campaigns about hospitals, medical tourism, healthcare, dental care, OTC medicine, pharmaceuticals, wellness, etc.

## SPECIAL CATEGORIES

(No submissions required)

- APPIES 2025 Rising Star Presenter of the Year (Below 30)
- APPIES 2025 Trailblazing Presenter of the Year (Above 30)
- APPIES 2025 Media Agency of the Year
- APPIES 2025 Advertising Agency of the Year
- APPIES 2025 Digital Agency of the Year
- APPIES 2025 Marketer of the Year

## PLATFORMS & PURPOSE

- 11 BEST IN GOVT/NGO**  
Campaigns about the government's nation building initiatives - health, road safety, anti-drug, etc., and organisations that do social good to uplift society and humanity, etc.
- 12 BEST IN SUSTAINABILITY**  
Campaigns that promote DEI, ESG, Sustainability, CSR, etc., to ensure the planet's well being.
- 13 BEST IN DIGITAL**  
Campaigns that deploy, social, search, contextual, native, web, email, podcasts, EDMs, gaming, e-sports, mobile, etc., to build their brand.
- 14 BEST IN SOCIAL**  
Campaigns that deploy social sharing platforms like FB, LinkedIn, IG, WhatsApp, Pinterest, etc.
- 15 BEST IN TECH**  
Campaigns that deploy Advertising/Marketing/Media/ Consumer technology and market analytics for brand performance. Includes programmatic, data, apps, cloud systems, IoT, AI, VR, AR, DOOH, etc.
- 16 BEST IN CUSTOMER EXPERIENCE**  
Campaigns that deploy CX/UX, Activation, CRM, loyalty programmes, retail innovations, experiential marketing and design, and customer engagement to deliver the best consumer experience.
- 17 BEST IN E-COMMERCE**  
Campaigns by online retailers that sell products and services for B2B, B2C, O2O, etc. Includes related products like e-hailing, e-deliveries, e-wallets, e-travel, promotions, co-branding and partnerships, etc.
- 18 BEST IN AI**  
Campaigns that specifically deploy Artificial Intelligence technology in their marketing strategies to showcase innovative marketing
- 19 BEST IN OOH/DOOH**  
Campaigns deploying billboards, transit, signages, ambient, etc.
- 20 BEST IN INNOVATION**  
Campaigns that deploy a game-changing approach to marketing, technology, platforms, data and experience in a way that elevates the benchmark of marketing excellence.
- 21 BEST IN ADMAIL IMPACT**  
Campaigns that deploy postal services to stand out from the digital clutter and drive breakthrough impact. Innovative direct mail collaborations that go beyond the conventional use of post.
- 22 BEST IN INFLUENCER & CREATOR MARKETING**  
Celebrating campaigns that harness the power of influencers and content creators to drive engagement, brand awareness, and conversions. This category recognises innovative strategies, authentic storytelling and impactful collaborations that resonate with audiences, demonstrating exceptional creativity, effectiveness and measurable success in influencer and creator-led marketing initiatives.

# 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)

### ELIGIBILITY PERIOD

Campaign entries must have run between **June 2024 to May 2025**  
(entries submitted in previous years cannot be entered again)

### HOW TO SUBMIT

You can submit via online here:

<https://appieawards.awardsengine.com>

### SUBMISSION DEADLINE

**30th June 2025:** Submissions Deadline

**4th July 2025:** Announcement of Finalists

**09th – 10th July 2025: Appies Festival**  
(Judging & Presentations)

**22nd August 2025:** APPIES Awards Night

## 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-2025/>

### 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.
- Payment can be made via a crossed cheque payable to Sledgehammer Communications (M) Sdn Bhd by **30 June 2025**.

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

## 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 FMCG - F&B

Best in Fast Dining

Best in Non-Food FMCG

Best in Festive

Best in B2B

Best in Financial Services

Best in Travel & Hospitality

Best in Education & Training

Best in Automotive & Transport

Best in Healthcare

Best in Govt/NGO

Best in Sustainability

Best in Digital

Best in Social

Best in Tech

Best in Customer Experience

Best in E-Commerce

Best in AI

Best in OOH/DOOH

Best in Innovation

Best in Admail Impact

### 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 FORM

## 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).

### CHALLENGE (250 words max)

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

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

### THINKING (250 words max)

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

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

### EXECUTIONS (250 words max)

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

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

### THE RESULTS (250 words max)

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

- 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?
  - Survey metrics of purchase preference?
  - Media and frequency metrics?
  - Activity metrics (social media likes, comments, engagement)?

### 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

# 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. Only payment in RM is accepted.

### NOTES:

- 1 All completed forms, video etc. to be submitted online by 30th June 2025 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 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 2025 becomes the property of the Sledgehammer Communications and will not be returned.

By entering your work in the APPIES Malaysia 2025, 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 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.