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ADOI ONLINE EDITION

13 entries from Malaysia vying for Gold at Appies!



(2 votes, average: 5.00 out of 5)

The inaugural APPIES, the leading edge marketing and advertising congress for Asia Pacific, is scheduled to open on 3 & 4 June with an outstanding 47 entries from Singapore vying for top spot. In total, the Insititute of Advertising has received 105 top entries from the various countries in the Asia Pacific Region, which has surpassed the industry’s initial expectation.



More than 12 countries have even raised the ante by sending in some of their national award winners to compete in the APPIES. They strongly believe they can walk away with the Gold Medals, showcasing effective marketing campaigns that has delivered actual return on investment.

"We are thrilled to learn that we have received more than 100 marketing campaigns from 16 Asia Pacific countries. This, we believe, is the first stage for building an unparalleled platform for the collection of talents, who strategically create highly effective marketing campaigns in this region." said Goh Shu Fen, Chairman APPIES Advisory Council, Co-Founder and Principle, R3 Asia Pacific. "I am certainly looking forward to the opportunity of witnessing the quality of work presented at the event and soaking in the excitement of the competition."

"The APPIES is an ideal networking platform for APAC head of agencies and decision makers to exchange thoughts and ideas to stay relevant in a dynamic market. Witnessing more than 100 campaigns can certainly act as the catalyst that will help attain this objective." said Patrick Mowe, Advisor, Institute of Advertising, Singapore. "It's heartening to note that the local marketing and advertising professionals have strong intent to entrench their position in the Asia Pacific by recognizing the long term vision of the APPIES – being the regional research centre for marketing campaigns."

The APPIES has struck the correct note with marketers and advertisers, who acknowledge that it will provide the industry a much needed boost. Despite having an



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interesting format – 4min video, 6min presentation and 10min Q& A, the participants claim the overall concept is their biggest draw – reinforcing that clients not only focus on effectiveness but also a good return on Investment for their campaigns.

APPIES 2010 is a 2-day congress, organised by the Institute of Advertising, is dedicated to continuous education and development of the marketing profession in the Asia Pacific region.

The 13 entries from Malaysia are:

CATEGORY	AGENCY
Pro bono/ Government/ Cultural	Campaign: Tune In To Me Agency : Leo Burnett Client : Unicef Malaysia
	Campaign : Earth Hour Malaysia 2009 Agency : Leo Burnett Client : WWF Malaysia
Automobile	Campaign : Car One Moment, MPV The Next Agency : Naga DDB Sdn Bhd Client : Perodua Sales Sdn Bhd
Non-Food (FMCG)	Campaign : Mandi Susu Agency : Lowe & Partners Sdn Bhd Client : Johnson & Johnson
Electronics	Campaign : Panasonic Eco Ideas Agency : Naga DDB And Bhd Client : Panasonic Malaysia
Telecom	Campaign : Digi I Heart Agency : Naga DDB Sdn Bhd Client : Digi Telecommunications
	Campaign : Pimp My Broadband Agency : Naga DDB Sdn Bhd Client : Digi Telecommunications
	Campaign : Yellow Coverage Fellow Agency : Naga DDB Sdn Bhd Client : Digi Telecommunications
	Campaign : Digi MNP Agency : Naga DDB Sdn Bhd Client : Digi Telecommunications

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