

AWARDS PROGRAMME

**6TH JULY
THURSDAY
DAY ONE**



Registrations/Delegates Kit	8:00am	Morning Coffee/Tea			
Welcome Note	9:00am	Prof. Harmandar Singh - APPIES Malaysia President, Regional Publisher MARKETING			
Opening Address	9:10am	Ms.Goh Shu Fen - APPIES Malaysia Advisor, Founder & Principal R3			
OPENING KEYNOTE SPEAKER & CHIEF JUDGE APPIES 2017	9:20AM	RAKESH MOHAN – CHAIRMAN, UNILEVER MALAYSIA, SINGAPORE, MYANMAR, CAMBODIA & LAOS			
REFRESHMENTS & NETWORKING	9:50am - 10:20am	COFFEE/TEA			
CATEGORY	TIME	CAMPAIGN/TITLE	HALL	BRAND	PRESENTER/S
Food & Beverage	10:25am - 10:50am	Boiled Water Is Not Enough	A	Coway	Iska Hashim, Sammi Yeoh
Consumer Services		Maybank Golf Like Never Before	B	Maybank	Derek Tan, Shazlina
Consumer Services	10:50am - 11:15am	#TiffinMalaysia #DoMoreGood	A	Telekom Malaysia	Manu Menon
Consumer Services		The Ultimate Job Swap	B	Shell Malaysia Trading Sdn Bhd	Anusha, Jeremy Lee
Consumer Services	11:15am - 11:40am	Cinta Amoi	A	Astro	David Rafael Buri
Consumer Services		Hotlink Free 4g Weekends for Life	B	Hotlink	Deepa Kaliperumal, Benjamin Woo
Consumer Services	11:40am - 12:05pm	Calpis Launch	A	Calpis	Tan I-Lin, KC Aui
Consumer Services		Cantiknya Malaysia	B	Huawei P9	Siti Khairuddin, Clarice Lee
Non-food FMCG	12:05pm - 12:30pm	讲到尽, 旺到尽 (Kong Dou Zhun, Wong Dou Chun)	A	Listerine	Chung Ru Zen, Chong Jia Ling
Consumer Services		Maxis Power of One	B	Maxis	Albert Tang, Adeline Chong
LUNCH BUFFET	12:30pm - 1:15pm	BREAK & NETWORKING			
CATEGORY	TIME	CAMPAIGN/TITLE	HALL	BRAND	PRESENTER/S
KEYNOTE PRESENTATION	1:20pm - 2:00pm	DR. TERRY O'CONNOR, OBE – GROUP CEO, COURTS ASIA			
Consumer Services	2:05pm - 2:30pm	Nippon Paint New Happiness	A	Nippon Paint	Ramakrishnan, Siow Shy Teng
Consumer Services		Rethink Mobile	B	MyDigi App	Joanna Dorai, Chia Piwo
Food & Beverage	2:30pm - 2:55pm	McChicken #3BitesChallenge	A	McDonald's	Tan Wan Shin, Alicia Low
Food & Beverage		How Milo used the weather to drive a social campaign	B	Milo	Stanley Clement, Philomena Tan
REFRESHMENTS	3:00pm - 3:20pm	BREAK & NETWORKING			
Consumer Services	3:20pm - 3:45pm	A Truly Malaysian Greeting	A	Malaysia Airlines Berhad	Darren Lee
Pro bono/ Government/ Cultural		TM delivers an Olympic Torch to every Malaysian doorstep	B	Telekom Malaysia Berhad	Vinesth Harish, Amin Ariff Asha Ari
Consumer Services	3:45pm - 4:10pm	Don't Be A Toot-Toot	A	Celcom Call Me Tones	Joos Khor
Consumer Services		Surihati Mr Pilot	B	ASTRO	Neesa Azweera
Non-Food FMCG	4:10pm - 4:35pm	How Drypers gamified their product sizes	A	Drypers	Kim Chew, Evelyn Chan
Food & Beverage		Mountain Dew Thematic 2016	B	Mountain Dew	Mark Karmen, KC Aui
Consumer Services	4:35pm - 5:00pm	AIA Vitality 2016 – Moving insurance from the someday to the everyday	A	AIA	Sutapa Bhattacharya, Ker Tzee Hwee
Consumer Services		How Hotlink FAST hijacked Pokemon Go and rode to the top on the interwebz	B	Hotlink	Lim Jia Yang
Consumer Services	5:00pm - 5:25pm	Impian Emas Malaysia	A	Hypp TV	Vincent Chang
Food & Beverage		Confirm Gila Babi	B	Ticklish Ribs & 'Wiches	Tan Hui Choon, Danny Wang
END OF DAY ONE	5:30pm				