

AWARDS PROGRAMME

CATEGORY	TIME	CAMPAIGN/TITLE	HALL	BRAND	PRESENTER/S
Welcome Back Delegates	8:30am	Morning Coffee/Tea			
Food & Beverage	9:00am - 9:25am	Wonda Brews the Most Epic Wonda-ful Day	A	Wonda Coffee	Tan June Yin, Liew Mun Tip
Food & Beverage		The Secret Lives of KFC Fans	B	KFC	Ramakrishnan, Dennis Foo
Non-food FMCG	9:25am - 9:50am	How we use keyword and social data to unearth new segments for a spray paint brand	A	Nippon Pylox	Ng Bee Nee, Siow Shy Teng
Probono/ Government/Cultural		Maxis Light A Life	B	Maxis	Deepa Kaliperumal, Nicholas Ng
Food & Beverage	9:50am - 10:15am	Tropicana Twists Double Happiness With Twinpack Newspaperswed	A	Tropicana	Ramakrishnan, Chin Yien Yien
Business Services		TM launches World's 1st SME Confession Box	B	Telekom Malaysia Berhad	Jennifer Yean, Ooi Wai Cheuck
Consumer Services	10:15am - 10:40am	OCBC Project Valentine - The Re-Relationship	A	OCBC Bank Malaysia	Nicholas Ng, Oscar Lee
Probono/ Government/ Cultural		Beat The Heat	B	Coway	Angie Cho, Oh Chin Jin
REFRESHMENTS	10:40am - 11:00am	BREAK & NETWORKING			
Food & Beverage	11:00am - 11:25am	How Milo brought the child's champion ecosystem to life	A	Milo	Stanley Clement, Philomena Tan
Consumer Services		Keep On Streaming	B	Digi Prepaid Live	Joanna Dorai, Chia Piwo
Consumer Services	11:25am - 11:50am	Video killed the data war	A	U Mobile	Zachery Inri
Consumer Durables		A Magnificent Secret Revealed : AIRA Residence	B	AIRA Residence	Kurt Crocker, Sutapa Bhattacharya
Consumer Services	11:50pm - 12:15pm	#YouCanDuit	A	MDEC	Mohd Shahrizal, Admen Hassan
Food & Beverage		Wonda Kopi Tarik Reaction Campaign	B	Wonda Coffee	Liew Mun Tip, Cheong May Yeen
LUNCH BREAK	12:15pm - 1:00pm	BREAK & NETWORKING			
Food & Beverage	1:05pm - 1:30pm	Mountain Dew Mixed Reality Drone Hunting Challenge	A	Mountain Dew	Ramakrishnan, Tan June Yin
Consumer Services		1 Tahun Bersama WOW/ One Year With WOW	B	CJ WOW Shop	Gertjan Tijms, Junisa Jaafar
Consumer Services	1:30pm - 1:55pm	Station Stories - When a Brand was Silent and the People Spoke	A	Shell Malaysia Trading Sdn Bhd	Anusha, Jeremy Lee
Probono/ Government/ Cultural		The Kongsi Home Project: Building hope, one home at a time	B	Maxis	Norman Tang
Food & Beverage	1:55pm - 2:20pm	Big Mac Chant Smule Challenge	A	McDonald's	Tan Wan Shin, Tan Li Lian
Food & Beverage		Nescafe Dulu, Barulah Bola	B	Nescafe	Lee Mark
Consumer Services	2:20pm - 2:45pm	Giant Mission: Back-to-School, #GoRogueAtGiant	A	Giant, Dairy Farm	Emily Lim, Daniel Lim
Consumer Services		The Most Talked About Plan	B	Celcom First Gold	Henry Yap
Consumer Services	2:45pm - 3:10pm	Memang Bagus	A	Giant House Brand	Sam Chan
Food & Beverage		Activating Biskidz with Ejen Ali	B	Mamee Monster Biskidz	Stephanie Wong, Yuan Yi
Pro bono/ Government/ Cultural	3:10pm - 3:35pm	Stop Nursery Crimes	A	Protect and Save the Children	Farris Baharom
Non-Food FMCG		Whatever It Takes	B	11Street	Ng Heok Seong, Emylia Anwar
Consumer Services	3:35pm - 4:00pm	D Probability (D-Digital) to E Commerce (E Educational) for MMU	A	Telekom Malaysia Berhad	Jennifer Yean, Ooi Wai Cheuck
Business Services		How Hypp TV united Malaysian sports fans	B	Hypp TV	Stanley Clement, Amin Ashaari
Business Services	4:00pm - 4:25pm	AXA SME Insurance Smart Campaign	A	AXA SME Insurance	Christine Chang, Jason Ng
Consumer Services		New Generation Sinchew E-Paper	B	Sinchew Media	Yanzer Lee
SHORT BREAK	4:25pm - 4:45pm	BREAK & NETWORKING			
KEYNOTE PRESENTATION	4:45pm - 5:15pm	ALAN CHEAH - CHIEF OPERATING OFFICER, GOCAR MOBILITY			
KEYNOTE MESSAGE ON DIGITAL MALAYSIA	5:15pm - 5:30pm	RAZALEIGH ZAINAL - VICE PRESIDENT, CORPORATE AFFAIRS MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)			
APPIES MALAYSIA 2017 AWARDS	5:30pm - 6:00pm	PRESENTATION CEREMONY			
PHOTO SESSION (FOYER)	6:00pm onwards	END OF DAY TWO			