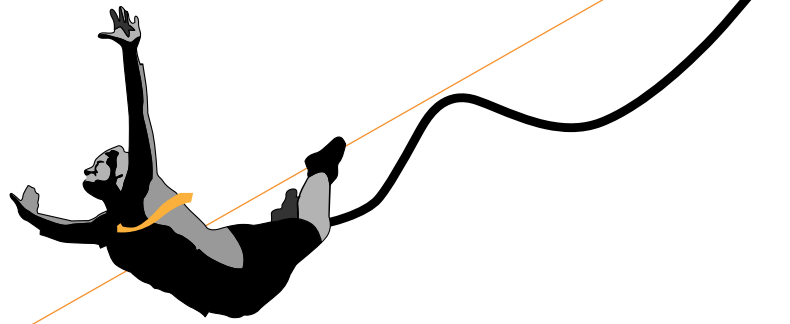




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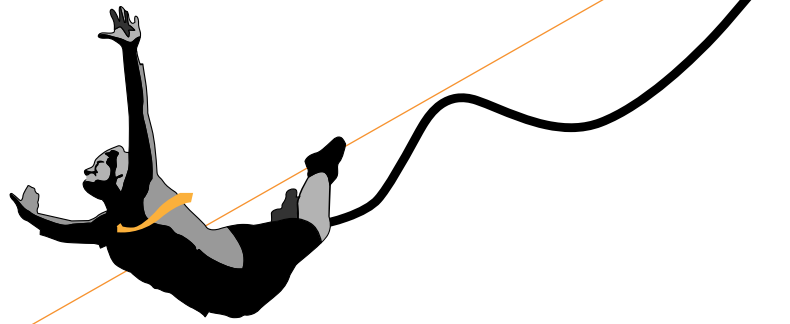
CATEGORY	CAMPAIGN/TITLE	BRAND
Consumer Services	Maybank Golf Like Never Before	Maybank
	#TiffinMalaysia #DoMoreGood	Telekom Malaysia
	The Ultimate Job Swap	Shell Malaysia Trading Sdn Bhd
	Cinta Amoi	Astro
	Hotlink Free 4g Weekends for Life	Hotlink
	Calpis Launch	Calpis
	Cantiknya Malaysia	Huawei P9
	Maxis Power of One	Maxis
	Nippon Paint New Happiness	Nippon Paint
	Rethink Mobile	MyDigi App
	A Truly Malaysian Greeting	Malaysia Airlines Berhad
	Don't Be A Toot-Toot	Celcom Call Me Tones
	Surihati Mr Pilot	ASTRO
	AIA Vitality 2016 – Moving insurance from the someday to the everyday	AIA
	How Hotlink FAST hijacked Pokemon Go and rode to the top on the interwebz	Hotlink
	Impian Emas Malaysia	Hypp TV
	OCBC Project Valentine - The Re-Relationship	OCBC Bank Malaysia
	Keep On Streaming	Digi Prepaid Live
	Video killed the data war	U Mobile
	#YouCanDuit	MDEC
	1 Tahun Bersama WOW / One Year With WOW	CJ WOW Shop
	Station Stories – When a Brand was Silent and the People Spoke	Shell Malaysia Trading Sdn Bhd
	Giant Mission: Back-to-School, #GoRogueAtGiant	Giant, Dairy Farm
	The Most Talked About Plan	Celcom First Gold
	Memang Bagus	Giant House Brand
	D Probability (D-Digital) to E Commerce (E Educational) for MMU	Telekom Malaysia Berhad
	New Generation Sinchew E-Paper	Sinchew Media
	Food & Beverage	Boiled Water Is Not Enough
McChicken #3BitesChallenge		McDonald's
How Milo used the weather to drive a social campaign		Milo
Mountain Dew Thematic 2016		Mountain Dew
Confirm Gila Babi		Ticklish Ribs & 'Wiches



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Food & Beverage	Wonda Brews the Most Epic Wonda-ful Day	Wonda Coffee
	The Secret Lives of KFC Fans	KFC
	Tropicana Twists Double Happiness With Twinpack Newspapers	Tropicana
	How Milo brought the child's champion ecosystem to life	Milo
	Wonda Kopi Tarik Reaction Campaign	Wonda Coffee
	Mountain Dew Mixed Reality Drone Hunting Challenge	Mountain Dew
	Big Mac Chant Smule Challenge	McDonald's
	Nescafe Dulu, Barulah Bola	Nescafe
	Activation Biskidz with Ejen Ali	Mamee Monster Biskidz
Pro bono/ Government/ Cultural	TM delivers an Olympic Torch to every Malaysian doorstep	Telekom Malaysia Berhad
	Maxis Light A Life	Maxis
	Beat The Heat	Coway
	The Kongsu Home Project: Building hope, one home at a time	Maxis
	Stop Nursery Crimes	Protect and Save the Children
Non-food FMCG	讲到尽, 旺到尽管 (Kong Dou Zhun, Wong Dou Chun)	Listerine
	How Drypers gamified their product sizes	Drypers
	How we use keyword and social data to unearth new segments for a spray paint brand	Nippon Pylox
	Whatever It Takes	11Street
Business Services	TM launches World's 1st SME Confession Box	Telekom Malaysia Berhad
	How Hypp TV united Malaysian sports fans	Hypp TV
	AXA SME Insurance Smart Campaign	AXA SME Insurance
Consumer Durables	A Magnificent Secret Revealed : AIRA Residence	AIRA Residence