

THE
APPIES
2017

MALAYSIA
www.appies.com.my

FAME STARTS HERE

**CALL FOR
ENTRIES
2017**

SHARING IS LEARNING

CLOSING DATE:
30 APRIL, 2017



ENTRY CATEGORIES:

- > CONSUMER DURABLES
- > CONSUMER SERVICES
- > FOOD AND BEVERAGE (F&B)
- > NON-FOOD FMCG
- > BUSINESS SERVICES
- > GOVERNMENT, CULTURAL,
SOCIAL AND ENVIRONMENTAL
CAMPAIGNS

LET APPIES SPARK YOUR AWARD-WINNING STREAK!



APPIES Malaysia, now into its second year, has ignited the fire in Malaysian marketing campaigns like never before.

Almost all winners from last year's show went on to win big time in regional and global awards shows.

We'd like to think it starts with a win at APPIES Malaysia, where over 25 marketing leaders and key decision makers in the industry form the judging panel in a unique Live Presentation environment, reflecting how it is done every day in real life!

This year, it is all happening on June 1 & 2, at the Eastin Hotel again.

Recognising and celebrating the most brilliant and inspirational ideas in marketing communications. APPIES Malaysia is an annual festival of the best marketing ideas. Held over two days, it is organised by the MARKETING magazine.



"What also 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 judges and an industry audience. Only outstanding campaigns that have a unique marketing success story will go on to win the APPIES Gold or Silver trophies," said Harmandar Singh, President of APPIES Malaysia and Regional Publisher of MARKETING magazine.

"The APPIES goes beyond conventional award programmes, providing a leading knowledge-exchange platform as it includes special events such as keynote sessions and panel discussions on relevant industry topics," says Ms Goh Shu Fen, President of the Institute of Advertising Singapore, the people behind APPIES Asia. She is also Advisor of APPIES Malaysia and Principal of R3 Asia Pacific.

THE ONLY AWARDS SHOW WHERE YOU LEARN!

Known as the “TED for Marketing”, campaign entries will be presented by their brand marketers or campaign creators in an interactive format comprising of a four-minute creative reel summarising the overall marketing campaign followed by a six-minute oral presentation, highlighting significant aspects of the campaign. The presenter also fields questions about the campaign from judges and the audience in a 20-minute Q&A session.

The APPIES Malaysia theme is SHARING is EVERYTHING!

“Over the years, The APPIES has attracted the attention of top marketers, agencies and partners. It showcases the best campaigns, presenting an unparalleled opportunity to learn, network and celebrate with some of the brightest minds in marketing today. It truly is an industry milestone we’re creating by having it here in Malaysia,” added Harmandar Singh.

Both creative agencies and corporates are welcome to participate in this inaugural instalment of The APPIES in Malaysia by submitting their entries by April 30, 2017.



UNIQUE LIVE PRESENTATION FORMAT OF 4-6-20'



Entrant campaigns must have run between April 2016 and April 2017 in any of these six categories – consumer durables, consumer services, food and beverage, non-food FMCG, business services, as well as government, cultural, social and environmental campaigns.

Leading brands like P&G, Mondelez International, Coca-Cola, Google, IKEA, IBM, Unilever, Amazon, Shangri-La Hotels & Resorts and Asia Pacific Breweries have all won at the APPIES over the years.



Imagine spending two full days learning from the best marketing case-studies from the past year, all presented by the creators of the campaigns! That is what The APPIES is all about, and it has been held in Singapore for over 8 years now where case-studies across Asia are show-cased.

ABOUT THE APPIES

APPIES is an annual festival of the best marketing ideas. Held over two days, and organised by the *MARKETING* magazine Malaysia, The APPIES recognises and celebrates the most brilliant and inspirational ideas in marketing communications.

Outstanding campaigns that have rewritten the clichés of marketing go on to ultimately win the APPIES Gold Medals.

The USP of the APPIES is that each of the campaigns is presented LIVE by the brand marketers or campaign creators before a panel of judges and the audience.

The APPIES, now in its inaugural year in Malaysia, is also a leading knowledge exchange platform as it includes special events like keynote sessions and panel discussions on topics of industry relevance.

Attracting participation from top marketers, advertising agencies and partners, APPIES not only showcases the best, but also provides an unparalleled opportunity to learn, network and celebrate with the brightest minds in marketing.



WHO SHOULD PARTICIPATE

AGENCIES

Showcase your talents to award-winning campaigns to an audience that comprises the who's who of advertising. Intrigue your peers, clients and prospects as you bring them into your world, and showcase the methods behind the genius. At the same time, embrace this opportunity to learn from peers and fellow industry movers.

Expand your horizons as the best minds in Asia Pacific share invaluable market know-how. Discover what campaigns work in various regions and uncover the reasons why.

CORPORATES

Encourage your creative agency to present your campaign to the world and increase the visibility of your campaign 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.



UNIQUE LIVE PRESENTATION FORMAT OF '4-6-20'

The campaign entries are each presented by their brand marketers/campaign creators in an interactive format comprising:

- A 4-minute creative reel summarising the overall marketing campaign.
- A 6-minute oral presentation by the presenter to highlight significant aspects of the campaign.
- A 20-minute Q&A session where the presenter fields questions about the campaign from judges and the audience.



CATEGORIES

CONSUMER DURABLES

The items in this category include electronics and appliances (such as televisions, computers, sound systems, software), as well as property, clothing, accessories, luxury items, personal transportation (cars, motorcycles).

CONSUMER SERVICES

This encompasses all consumer-directed services, including financial, retail, travel (air travel, railways), tourism (hotels, theme parks), dining, telecommunication, medical, education and entertainment-related services.

FOOD AND BEVERAGE (F&B)

This category comprises all beverages (alcoholic and non-alcoholic), including beers, wines, soft drinks, water, etc.

It also includes all food items, such as packaged foods, diet foods, confectionery, snacks and others.

NON-FOOD FMCG

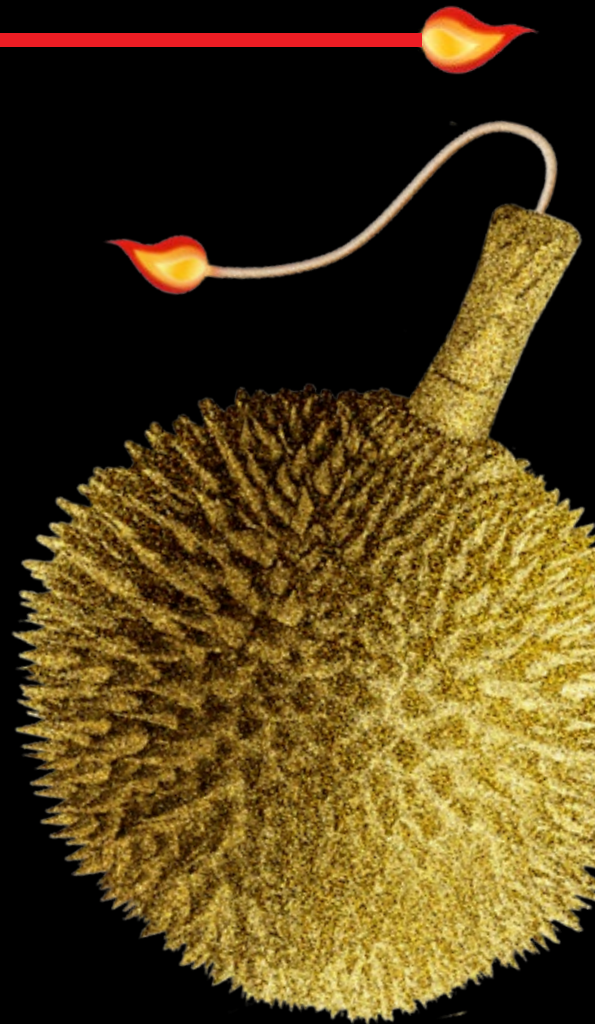
Here, the category incorporates all fast moving consumer goods (non-food items), such as personal care products, medicines, remedies, health and wellness items, household consumables (detergents, paint) and tobacco-based products.

BUSINESS SERVICES

The business services category entails all business-to-business services, consultancy services, courier, document, software/hardware management services, and more.

GOVERNMENT, CULTURAL, SOCIAL AND ENVIRONMENTAL CAMPAIGNS

Campaigns in this category have taken on governmental, cultural, social and environmental campaigns to promote awareness/preservation. This category also includes pro-bono campaigns executed for non-profit organisations.



GOLD



SILVER



BEST PRESENTER

ORGANISER
MARKETING ZEITGEIST

CAMPAIGN SUBMISSION FEE
RM900

CAMPAIGN ELIGIBILITY PERIOD
Entries must have run between
April 2016 - April 2017.

CLOSING DATE FOR ENTRIES
30 April 2017

SLEDGEHAMMER COMMUNICATIONS (M) SDN BHD
22B, Jalan Tun Mohd Fuad 1
Taman Tun Dr Ismail
60000 Kuala Lumpur
Tel: 03-7726 2588
syabil@rup.com.my
sofea@rup.com.my

www.appies.com.my