

# MEET 30 MARKETERS IN 1 DAY NETWORK WITH ALL WINNERS 50 LOCAL MARKETING CAMPAIGN PRESENTATIONS

02

MARCH 2020

Closing Date



**OFFICIAL ENTRY KIT**

Online Submission: <https://appieawards.awardsengine.com>



THE  
APPIES  
2020

MALAYSIA  
MARKETING CAMPAIGNS AWARDS

10 April • 8.30am -10.00pm • <http://appies.com.my>

# ENTRY GUIDELINES



THE  
APPIES  
2020

MALAYSIA

MARKETING CAMPAIGNS AWARDS

10 April • 8.30am - 10.00pm • <http://appies.com.my>

The APPIES Malaysia Festival 2020 hosts the APPIES Marketing Conference & Awards dinner on the same day. The objective is to establish a gold standard of presentation in each category.



**GOLD**



**SILVER**



**BRONZE**



**BLACK**



**RED**

## NEW CATEGORIES

You are to select a category that best suits your campaign.

- 1 Best in Food & Beverage**  
Food items, ie. packaged foods, groceries, confectionery, fruit snacks and others. All beverages, ie. beers, wines, soft drinks, juices, milk, water, etc.
- 2 Best in Consumer & Business Services**  
Financial, retail, travel, airlines, tourism. fast-food, quick service, casual dining, telco products, medical, dental care, education, etc. Includes businesses like E-Wallet, Tech & Business, business-to-business services, consultancy, courier, software/hardware management services, etc.
- 3 Best in Non-Food FMCG**  
Detergents, paints, toiletries, over-the-counter drugs, remedies, beauty, personal care, healthcare, pharmaceuticals, wellness, etc.
- 4 Best in Consumer Durables**  
Includes electronics and all home appliances, mobile devices, home entertainment, cameras, computers, washing machines, apparel, accessories, watches, luxury items, property, cars, motorcycles, gasoline, motor oil, tyres, batteries, etc.
- 5 Best in Festive & Entertainment**  
Campaigns that showcase religious/cultural festivals and landmark events like Merdeka Day Includes all forms of entertainment, eg. movies, TV shows, podcasts, events, E-sports, gaming, etc.
- 6 Best in Customer Experience**  
Includes customer service, digital relationships and UX, activation, CRM, loyalty programmes, influencer marketing, retail innovations, experiential marketing, social good, customer engagement, partnerships, sponsorships, promotions, etc.

- 7 Best in Digital & Social**  
Campaigns that drive the brand on social, search marketing, contextual, websites, email, podcasts, EDMs, gaming, e-sports, messaging platforms, mobile, etc.
- 8 Best in E-Commerce**  
Campaigns by online retailers that use B2B, B2C, O2O (Offline to Online), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), Business-to-Administration (B2A), etc. Includes related products like, e-hailing, e-deliveries, e-wallets, e-travel, etc.
- 9 Best in AdTech/MarTech**  
Campaigns that deploy Programmatic, AI, VR, AR, data-driven thinking, relevant apps, IoT, 5G, analytics, etc.
- 10 Best in Marketing Innovation**  
Path-breaking campaigns that utilise omni-channel platforms including innovative technologies, insights and ideas that elevate the brand to new levels of impactful marketing excellence.

## SPECIAL CATEGORIES

(No submissions required)

- APPIES 2020 Rising Star Presenter of the Year (below 30)
- APPIES 2020 Trailblazing Presenter of the Year (above 30)
- APPIES 2020 Media Agency of the Year
- APPIES 2020 Advertising Agency of the Year
- APPIES 2020 Digital Agency of the Year
- APPIES 2020 Production Company of the Year
- APPIES 2020 Marketer of the Year



THE  
APPIES  
2020

MALAYSIA

MARKETING CAMPAIGNS AWARDS

10 April • 8.30am - 10.00pm • <http://appies.com.my>

# ENTRY GUIDELINES

## LIVE PRESENTATION (4-6-5 mins)

All finalists will be required to send a presenter to present the campaign in person to a judging panel.

- i) Campaign Video (up to 4 minutes) – Screening of campaign video
- ii) Presentation (up to 6 minutes) – A presentation of the business issue/challenge, strategy, creative idea/ execution and the results (demonstrating how the marketing communications contributed to results of the campaign)
- iii) Question & Answer (up to 5 minutes) – The judging panel and audience will pose questions relating to the campaign. (Presenters are encouraged to pre-empt questions and prepare beforehand so they have the necessary campaign information when queried)

### ELIGIBILITY PERIOD

Campaign entries must have run between April 2019 - March 2020  
(entries submitted in previous years cannot be entered again)

### HOW TO SUBMIT

You can submit via online here: <https://appieawards.awardsengine.com>

### SUBMISSION DEADLINE

**Open for Entries:** 28 Jan 2020

**Submissions Deadline:** 2 March 2020

**Announcement of Finalists:** 9 March 2020

**Conference & Awards Dinner:** 10 April 2020

## PAYMENT DETAILS

### ENTRY FEES

RM 1500 + 6 % SST (includes fee for 1 entry submission + pass to stay throughout the conference day + one seat at awards dinner same evening)

You can make your payment online via here: [bitly.com/appies2020-entryfee](https://bitly.com/appies2020-entryfee)

### CHEQUE PAYABLE TO:

Sledgehammer Communications  
(M) Sdn Bhd <sup>289967-W</sup>  
22B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr. Ismail  
60000 Kuala Lumpur, Malaysia

**BANK TRANSFER TO RHB BANK BERHAD**  
2-14389-000-10505 (Swift Code: RHBBMYKL)

### REGISTRATION & PAYMENT

- Full payment is required upon submission.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.
- Payment can be made via a crossed cheque payable to Sledgehammer Communications (M) Sdn Bhd at least 7 days before the closing date.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the awards programme due to unforeseen circumstances.

Kindly email the payment slip/proof to Timothy Wong ([tim@adoimagazine.com](mailto:tim@adoimagazine.com)) and please mention your campaign title and agency/company name.



# ENTRY FORM



THE  
APPIES  
2020

M A L A Y S I A

MARKETING CAMPAIGNS AWARDS

10 April • 8.30am - 10.00pm • <http://appies.com.my>

## Entry Details

### CONTACT INFORMATION

NAME

DESIGNATION

NAME OF AGENCY/ COMPANY

MOBILE NUMBER

EMAIL

ENTRANT'S COMPANY CLASSIFICATION  
(CHOOSE ONE)

Advertiser

Advertising Agency

Interactive Agency

Media Agency

Production Company

Other

### CAMPAIGN DETAILS

CAMPAIGN TITLE

NAME OF ADVERTISER/CLIENT

NAME OF AGENCY/ COMPANY

NAME OF BRAND

### CATEGORY

Choose your category which best suits your campaign. Please list only one. It should be noted the organizers reserve the right to re-categorise your campaign if they feel another category is suitable.

Best in Food & Beverage

Best in Non-Food FMCG

Best in Festive & Entertainment

Best in Digital & Social

Best in AdTech/MarTech

Best in Consumer & Business Services

Best in Consumer Durables

Best in Customer Experience

Best in E-Commerce

Best in Marketing Innovation

### MEDIA SPEND EXPENDITURE

Media spending is extremely relevant to gauging a campaign's overall success. Please indicate media expenditures based on one of the following boxes:

Under RM1 Million

RM1 Million to RM5 Million

RM5 Million to RM10 Million

RM10 Million and over



THE  
APPIES  
2020

MALAYSIA

MARKETING CAMPAIGNS AWARDS

10 April • 8.30am - 10.00pm • <http://appies.com.my>

# ENTRY FORM

## Entry Details

Describe the difficulties faced, core idea and results of your campaign. Provide quantifiable data to make your case compelling. Be relevant and succinct (font size:12).

### THE BUSINESS CHALLENGE (250 words max)

Online Submission: <https://appieawards.awardsengine.com>

- Provide a brief nature, function and role of your product/service
- Objectives - This should be quantifiable, be it a shift in perceptions, attitudes or behaviours
- Provide pre-campaign benchmarks
- Business context – Include any relevant regulatory, competitive, or product/service-related challenges you overcame to achieve your campaign's goals

### THE BIG IDEA (250 words max)

Online Submission: <https://appieawards.awardsengine.com>

- The Core Idea - This is not a tagline, nor a description of execution. It is a distillation of the core concept, your source of inspiration which could be a combination of brand, consumer and channel insight. It is best summarised in one sentence.
- The Communication Strategy - Describe how the core idea was brought to life, and provide a rationale for your choice of communications touch points.

### THE RESULTS (250 words max)

Online Submission: <https://appieawards.awardsengine.com>

- Campaign targets
- Business targets
- Qualitative results such as competitive reactions, awards and publicity garnered

### CAMPAIGN SYNOPSIS (150 words max)

Online Submission: <https://appieawards.awardsengine.com>

### PRESENTER

NAME OF PRESENTER

DESIGNATION

MOBILE NUMBER

EMAIL

COMPANY

AGE

# ENTRY FORM



THE  
APPIES  
2020

M A L A Y S I A

MARKETING CAMPAIGNS AWARDS

10 April • 8.30am - 10.00pm • <http://appies.com.my>

## Credits

### FOR WINNERS CERTIFICATES & PUBLICATION

**AGENCY** (maximum of four names)

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

**CLIENTS** (maximum of four names)

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

NAME

COMPANY & DESIGNATION

EMAIL

### TROPHY DESCRIPTION

CATEGORY

ADVERTISER

AGENCY/ COMPANY



THE  
APPIES  
2020

M A L A Y S I A

MARKETING CAMPAIGNS AWARDS

10 April • 8.30am - 10.00pm • <http://appies.com.my>

# CHECKLIST

## 1. Entry Form – (Pages 3, 4, 5)

Entry Details

Written Entry

## 2. Media Submission

Creative Reel – 4 minute video showcasing your campaign. Include examples of creative materials discussed in your written submission.  
(video should be in .mov or avi format, up to 200MB)

Campaign Image – provide an image (high resolution, 300 dpi, jpeg format) that best represents your work.

Powerpoint slide presentation (ppt, pptx format, max file size 100 MB)

## 3. Credits (Page 6)

a list of all primary, strategic and creative partners who assisted in the success of the campaign.

## 4. Make Payment

Entries will be only accepted upon receipt of your payment. Only payment in RM is accepted.

### NOTES:

- 1 All completed forms, video etc. by 2<sup>nd</sup> March 2020 submit online at <https://appieawards.awardsengine.com>
- 2 All the requested materials will be used for publication purposes.
- 3 For any clarifications, please call 03 7726 2588 or email [amira@adoimagazine.com](mailto:amira@adoimagazine.com) / [syabil@rup.com.my](mailto:syabil@rup.com.my) / [sofea@rup.com.my](mailto:sofea@rup.com.my).