

## APPIES MALAYSIA 2017 ENTRY GUIDELINES

### 1. GUIDELINE FOR ENTRANTS

The APPIES Malaysia 2017 is a part of the Marketing Congress. It is not an independent awards program. Our objective is to establish a gold standard of effective presentation in each category. Thus, we require detailed information regarding the conceptualization, implementation, and evaluation of each campaign submitted. Remember, your campaign synopsis must be under 100 words, so make it count.

### 2. 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 categories:

- |                                                    |                                                    |
|----------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Under RM150,000           | <input type="checkbox"/> RM150,000 – RM500,000     |
| <input type="checkbox"/> RM500,000 – RM1,000,000   | <input type="checkbox"/> RM1,000,000 – RM2,000,000 |
| <input type="checkbox"/> RM2,000,000 – RM5,000,000 | <input type="checkbox"/> RM5,000,000 – RM8,000,000 |
| <input type="checkbox"/> RM8,000,000 and over      |                                                    |

### 3. COMMUNICATION TOUCH POINTS

Indicate the communication touch points used in your campaign. In your written case and four-minute show reel, detail examples of how each touch point was integral to the success of the campaign.

- |                                            |                                          |                                               |
|--------------------------------------------|------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> TV                | <input type="checkbox"/> Packaging       | <input type="checkbox"/> Sponsorship          |
| <input type="checkbox"/> Radio             | <input type="checkbox"/> Product Design  | <input type="checkbox"/> Retail Experience    |
| <input type="checkbox"/> Print             | <input type="checkbox"/> Cinema          | <input type="checkbox"/> Guerrilla            |
| <input type="checkbox"/> Direct Mail/Email | <input type="checkbox"/> Interactive     | <input type="checkbox"/> Consumer Involvement |
| <input type="checkbox"/> PR                | <input type="checkbox"/> OOH             | <input type="checkbox"/> Digital              |
| <input type="checkbox"/> Events            | <input type="checkbox"/> Branded Content |                                               |

**4. ADDITIONAL MARKETING EFFORTS**

Please describe how various marketing efforts were initiated, and what effect they had on your campaign's marketing strategies and results.

- Price Points
- Sampling
- Channel/Trade
- Others

**5. WRITTEN ENTRY**

In one page (of font size 12 text or smaller), describe the core idea, difficulties faced, and results of your campaign. Provide quantifiable data to make your business case compelling. Key is to be Relevant and Succint.

**a. The Business Challenge**

This section frames the difficulty/opportunity facing your product/service in the marketplace and what you are trying to achieve through the marketing communications strategy.

- 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

**b. The Big Idea**

In this section, distil your marketing campaign's core idea, and describe how it was brought to life.

**c. 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.

**d. The Communication Strategy**

Describe how the core idea was brought to life, and provide a rationale for your choice of communications touch points.



THE  
APPIES  
2017  
M A L A Y S I A  
6th – 7th July 2017

The Grand Ballroom, Eastin Hotel, Petaling Jaya

e. **The Results**

No fluff, no testimonials. Just what matters most - **the results**.

Be clear about the return on investment, the results metrics and how they are attributed to the marketing strategy/tactics deployed.

f. **Demonstrate how your campaign delivered on:**

- Campaign targets
- Business targets
- Qualitative results (that may be more difficult to quantify) such as competitive reactions, awards and publicity garnered

**6. VIDEO SUBMISSION**

You will need to submit a creative showreel of not more than 4 minutes showcasing your campaign. Include examples of any creative materials discussed in your written submission. Any videos submitted after entry deadline will not be accepted.

Any request on update of new videos on the day of the presentation will not be accepted.

**7. LIVE PRESENTATION (4-6-15 UNIQUE FORMAT)**

All finalists will be required to send a representation to present the campaign to a live judging panel. The format of the live presentation will cover the following content in the sequence listed:

- 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 15 minutes)** – The live judging panel and audience will be invited to pose questions relating to the campaign. (Presenters are encouraged to pre-empt questions and prepare beforehand so that they could have the necessary campaign information if queried)

## 8. CATEGORY

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

### *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.

## 9. CAMPAIGN SUBMISSION FEES

Submission fees for the Marketing Campaign is RM900 per entry.



THE  
APPIES  
2017  
M A L A Y S I A  
6th – 7th July 2017

The Grand Ballroom, Eastin Hotel, Petaling Jaya

**10. APPIES CONGRESS ADMISSION FEES**

Admission Fee for the 2-day APPIES Malaysia Marketing Congress is RM2000 per person. Admission fees will be waived for any individual who has been selected to present their campaign at APPIES Malaysia 2017 for an ample duration of their presentation. The admission ticket will be issued in that presenter's name and is non-transferrable.

**11. ELIGIBILITY DATES OF CAMPAIGN BEING ENTERED**

Campaign entries must have run between 1 April 2016 – 6 June 2017.

**12. SUBMISSION FORMAT & DEADLINE**

All entries are to be submitted to syabil@rup.com.my, [sofea@rup.com.my](mailto:sofea@rup.com.my) and yasmin@rup.com.my via file transfer protocol (FTP) by 6 June 2017.

**13. PUBLISHING POLICY**

Please review publishing policy document.