



THE APPIES 2018
MALAYSIA
17th April
Day Two Programme

| Welcome Back Delegates | | 8:30am | Morning Coffee/Tea | | | |
|---------------------------------|-------------------|--|--------------------|------|--------------------------------------|---------------------------------------|
| CATEGORY | TIME | CAMPAIGN/TITLE | Ref. Page | HALL | BRAND | PRESENTER/s |
| Consumer Services | 9:00am - 9:20am | Truck-Onz: U Mobile's Phone Booth on Wheels Connects Migrants to Their Homes | 6 | A | U Mobile | Nicholas Wong Tan Chieu Mei |
| Pro-Bono, Government & Cultural | | PRUKasih | 10 | B | Prudential Assurance Malaysia Berhad | Melissa Ngiam Nurzulfikar Ali |
| Consumer Services | 9:25am - 9:45am | CIMB #Debitjer | 2 | A | CIMB | Keni Kamaludin Arindam Chatterjee |
| Consumer Durables | | Unleashing the challenger within | 5 | B | RHB | Shaun Tay Natasha Aziz |
| Consumer Services | 9:50am - 10:10am | Raya Around The World 2017 | 3 | A | Malaysia Airlines Berhad | Darren Lee Adam Lee Wai Loon |
| Food & Beverage | | International Wonda Coffee Day 2017 | 11 | B | Wonda Coffee | Cheong May Yeen Liew Mun Tip |
| Food & Beverage | 10:15am - 10:35am | Made For The Bold | 9 | A | KFC | Joanna Dorai Piwo Chia |
| Consumer Services | | Bricks Come To Life With Famili LEGOLAND | 3 | B | LEGOLAND | Marlina Mansor Thila Munusamy |
| REFRESHMENTS | 10:40am - 11:15am | BREAK & Networking | | | | |
| Consumer Services | 11:20am - 11:40am | Unlimited Monsters | 11 | A | U Mobile | Zachery Inri Aaron Foong Wai Kit |
| Food & Beverage | | Goodday Milk Fest 2017 | 9 | B | Goodday | Cheong May Yeen Chin Yien Yien |
| Consumer Services | 11:45am - 12:05pm | Yonder Relaunch | 6 | A | Yonder Music | Dheeraj Raina Faraz Khan |
| Food & Beverage | | Stay Strong | 11 | B | Wonda Coffee | Joanna Dorai Tan June Yin |
| Consumer Services | 12:10pm - 12:30pm | Grab Drivers Acquisition | 3 | A | Grab Malaysia | Piaget Wong Ken Wei Lee Yang Ching |
| Consumer Services | | From Stickers to Consumer Stickiness: How U Mobile Launched the Unlimited HERO Postpaid P78 Plan | 5 | B | U Mobile | Allen Phang Aaron Foong |
| LUNCH BREAK | 12:15pm - 2:00pm | BREAK & Networking | | | | |
| Pro-Bono, Government & Cultural | 2:05pm - 2:25pm | #mydigitalmaker movement | 10 | A | MDEC | Admen Hassan Amiey Said |
| Food & Beverage | | Good then, good now, goodday | 11 | B | Goodday | Cheong May Yeen Chin Yien Yien |
| Food & Beverage | 2:30pm - 2:50pm | Anchor Twist | 8 | A | Anchor Dairy | Siew Poh Lim Eelyn Ng |
| Consumer Services | | Proud Supporter of Dreams | 4 | B | Prudential Assurance Malaysia Berhad | Lai Pui Yeng Fiona Liao |
| Consumer Services | 2:55pm - 3:15pm | The Truly Customisable Mobile Service | 7 | A | Yoodo | Farid Yunus Danny Gnaniah |
| Consumer Services | | TESCO Super 6 Solves The Largest Challenge Facing Marketers Today | 5 | B | Tesco | Bryan Chong Sammy Chan |
| Consumer Services | 3:20pm - 3:40pm | Nippon Paint Child Wellness | 4 | A | Nippon Paint | Siow Shy Teng Derek Tan |
| Food & Beverage | | Calpis Fibre Up | 7 | B | Calpis | Ramakrishnan C.N. Tan I-Lin |
| TEA BREAK | 3:45pm - 4:25pm | BREAK & NETWORKING | | | | |
| GUEST SPEAKER | 4:30pm - 5:00pm | SAMIR DIXIT - Managing Director, Asia Pacific, BrandFinance TOPIC : 5 Mistakes Marketing Is Making Without Knowing It | | | | |
| LEARNING FROM JUDGES | 5:00pm - 5:30pm | Marketing Lessons from APPIES | | | | |
| APPIES MALAYSIA 2018 AWARDS | 5:30pm - 6:00pm | PRESENTATION CEREMONY | | | | |
| END OF DAY TWO | 6:05pm | PHOTO SESSION (FOYER) | | | | |