



THE  
APPIES  
2018

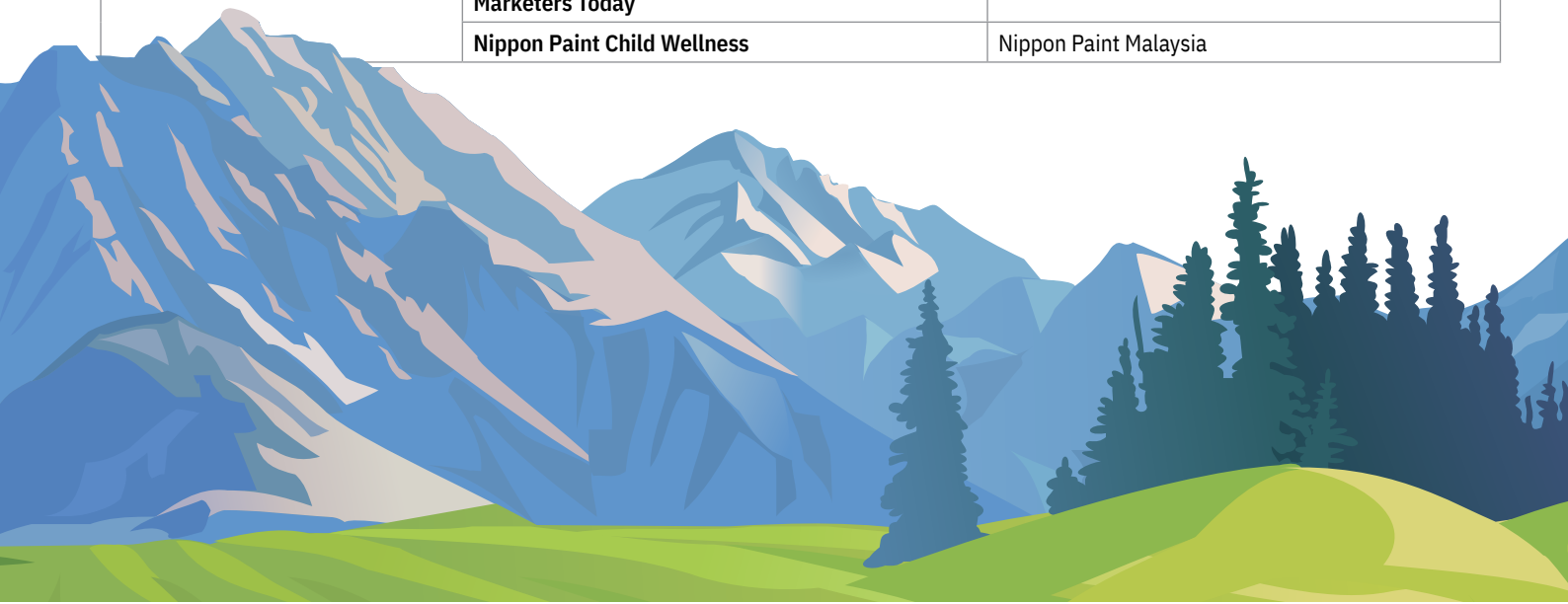
MALAYSIA

[www.appies.com.my](http://www.appies.com.my)



Campaigns  
Shortlisted

CATEGORY	CAMPAIGN/ TITLE	BRAND
Consumer Services	<b>Celcom Merdeka Integrated</b>	Celcom Axiata Berhad
	<b>Boost It's Raining Angpows</b>	Boost E-wallet
	<b>Bricks Come to Life with Famili LEGOLAND</b>	LEGOLAND
	<b>The Unlimited Data Storm</b>	U Mobile
	<b>e-Duit Raya / Salam &amp; Menang</b>	Maybank
	<b>Turn NIVEA into a K-drama star!</b>	Nivea
	<b>Celcom Legenda 5 Sekawan Series</b>	Celcom Axiata
	<b>PruBSN Anugerah - Sentiasa Disismu</b>	PruBSN Anugerah
	<b>CIMB GONG XI NASI LEMAK</b>	CIMB
	<b>Shell Emotion Tacking Study</b>	Shell Malaysia
	<b>Adventure Live</b>	AirAsia
	<b>CIMB #Debitjer</b>	CIMB
	<b>Unleashing the challenger within</b>	RHB
	<b>Raya Around The World 2017</b>	Malaysia Airlines Berhad
	<b>From One of Many to One and Only</b>	UNIFI - Telekom Malaysia Berhad
	<b>Unlimited Monsters</b>	U Mobile
	<b>Yonder Relaunch</b>	Yonder Music
	<b>Grab Drivers Acquisition</b>	Grab Malaysia
	<b>From Stickers to Consumer Stickiness: How U Mobile Launched the Unlimited HERO Postpaid P78 Plan</b>	U Mobile
	<b>Truck-Onz: U Mobile's Phone Booth on Wheels Connects Migrants to Their Homes</b>	U Mobile
	<b>Proud Supporter of Dreams</b>	Prudential Assurance Malaysia Berhad
	<b>The Truly Customisable Mobile Service</b>	Yoodo
	<b>Tesco Super 6 Solves The Largest Challenge Facing Marketers Today</b>	Tesco
<b>Nippon Paint Child Wellness</b>	Nippon Paint Malaysia	





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Food & Beverages	Calciyum - Kids Choice Mum Approved	CalciYum
	Domino's Cheese Tarik	Domino's
	Dairy Champ "Mestilah" Launch Campaign	Dairy Champ
	Goodness Feeds Greatness	Fernleaf
	Dairy Champ - Paralympian Campaign	Dairy Champ
	Are You Jaguh Ayam	The Chicken Rice Shop
	Anything Is Better With Kfc Golden Egg Crunch	KFC
	International Wonda Coffee Day	Wonda Coffee
	Made For The Bold	KFC
	Goodday Milk Fest 2017	Goodday
	Stay Strong	Wonda Coffee
	Anchor Twist	Anchor Dairy
	Good Then, Good Now, Goodday	Goodday
	Calpis Fibre Up	Calpis
Pro bono/Government/Cultural	MyStories: A Series of Stories That Salute Malaysian Unsung Heroes	MAYBANK
	Financial Education program	Prudential Assurance Malaysia Berhad
	#mydigitalmaker movement	MDEC
	PRUkasih	Prudential Assurance Malaysia Berhad
Consumer Durables	Levi's: Building an authentic connection with Millennials during Raya	Levis Strauss
	NIVEA Men MyPadang: Getting men excited about skincare through sports	Nivea Men

