

# EFFIE FASTTRACK 2024

(No. Siri Kursus: 10001390916)

## REGISTRATION FORM

Date: **Thursday, 18<sup>th</sup> April 2024**

Time: Registration & Light Breakfast: 8.00am  
Fast Track Session: 9.00am to 1.30pm  
Lunch: 1.30pm

Venue: Maple Junior Ballroom. Level C, One World Hotel  
City Centre, First Avenue, Lebuhraya Bandar Utama  
Bandar Utama, 47800 Petaling Jaya, Selangor

Fees: 4As Member RM398.00 + 8% SST  
MSA & MAA members RM598.00 + 8% SST  
Non-members RM798.00 + 8% SST

(Please print)

No.	Mr/Ms	Full Name as per NRIC	Designation	NRIC/Passport No.	Mobile No.	Email
1						
2						
3						
4						
5						

HRD registered employer: Yes ☐ No ☐

☐ We have read and accept the Terms & Conditions outlined in this form.

### Terms & Conditions

- Closing date for registration is 3.00pm; 12 April 2024.**
- Please submit completed registration form for us to issue a quotation for your HRD grant application.
- A copy of the HRD approval to be submitted by **16 April 2024** to the 4As Secretariat.
- In the event, HRD does not approve the full amount of the Delegate fee, the Company is responsible to settle any balance amount due to the 4As accordingly.
- If you are not claiming or unable/unsuccessful to claim HRD, full payment should be made by **17 April 2024**.
- Delegates must complete the HRD prescribed training appraisal form which will be circulated after the training is concluded. The Agency will be responsible to ensure its delegate(s) submits the completed appraisal form in a timely manner. Any payment withheld by HRD due to non-compliance of this requirement will be invoiced to the Company.
- Cancellations are not allowed.** However, substitutions are allowed with 24 hours prior notice to the 4As Secretariat.

Authorized Signatory: \_\_\_\_\_

Company Stamp: (with billing address)

Name: \_\_\_\_\_

Mobile No. & Email: \_\_\_\_\_

### Payment by Bank Transfer

Beneficiary Name: THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA  
Bank Name: United Overseas Bank (Malaysia) Bhd  
Account Number: 260-302-993-5  
Cheques are to be made payable to: THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA

Please return the completed form & payment details to [amy.tan@macomm.com.my](mailto:amy.tan@macomm.com.my)

For enquiries, please contact Ms Amy Tan at 03- 7613 1510



# **EFFIE FASTTRACK 2024**

**(No. Siri Kursus: 10001390916)**

## **Course Module**

### **INTRODUCTION**

Since 1968, Effie has been recognized by both agencies and advertisers as the pre-eminent award in the communications industry. It is the only global award that honors achievement in meeting and exceeding marketing communications objectives. It focuses on effective campaigns that has delivered results. As such, the Effie has become THE award to win in more than 40 countries. No other marketing communications award is so coveted.

To help agencies submit winning entries, this Effie FastTrack 2024 brings together eminent speakers and panelists who have a stellar track record in the communications industry to help you shape and sharpen your entries.

#### **AGENDA**

18 April 2024 at Maple Junior Ballroom, One World Hotel, Petaling Jaya

8.00am	Registration and Breakfast
8.55am-9.00am	Welcome Note by the Co-Organizing Chairman – Mr. Ryusuke Oda [Managing Director, Hakuhodo Malaysia]
9.00am-9.30am	The Chief Judge's View – Datuk Lai Shu Wei [Chief Marketing & Sales Officer, Sime Darby Property Berhad]
9.30am-10.30am	Panel Discussion #1 – Tip from Winners Moderator – Mr. Ted Lim Panelists: En. Emir Shafri [Chief Creative Officer, Publicis Groupe Malaysia] Ms. Pamela Chia [Marketing Head – Brand, Mobility & Financial Services, Grab] Ms. Joyce Gan [Partner/Group Client Services Director, Fishermen Integrated] Mr. Tai Kam Leong [Chief Sales & Marketing Officer, Astro]
10.30am-10.45am	Coffee/Tea Break
10.45am-11.45am	Panel Discussion #2 – Tips from Judges Moderator – Mr. Ted Lim Panelists: Mr. Andrew Yeoh [Group Head of Marketing, TIME dotcom] Mr. Chanchal Chakrabarty [Chief Executive Officer, GroupM Malaysia] Mr. Chia Pi Wo [Chief Executive Office & Founder, IDEALOGIC] Mdm. Sutapa Bhattacharya [Managing Director, DIA Brands]
11.45am-1.15pm	Global/APAC Case Studies – Mr. Andreas Henry Moellmann – Mr. Ted Lim [Founder, DIFF Creative Consultant]
1.15pm-1.20pm	Closing Remarks by Co-Organizing Chairperson – Mr. LV Chong [Regional Managing Director, Monster Interactive Sdn Bhd]

## WHAT TO EXPECT

### The Chief Judge's View

Understanding the Chief Judge's views is essential for entrants as it provides insight into the criteria, expectations, and industry trends that shape the evaluation process. This knowledge can significantly enhance the chances of writing a winning Effie entry by aligning the submission with the values and perspectives upheld by the Effie Awards.

### Panel Discussion #1 – Tips from Winners

A valuable opportunity to delve into past Effie winners' valuable insights and advice with aspiring entrants, drawing from their own experiences of creating successful and effective marketing campaigns.

- What was the key message that set the campaign apart?
- Were there any unexpected hurdles that provided valuable lessons?
- Advice to aspiring entrants aiming to create award-winning entries?

### Panel Discussion #2 – Tips from Judges

By paying attention to Effie judges' tips, aspiring entrants can gain a deeper understanding of what makes a winning campaign and refine their submissions accordingly. These insights can be instrumental in creating more effective and award-worthy marketing efforts.

- What distinguishes an effective marketing campaign from others?
- Are there common mistakes or misconceptions that entrants should be aware of?
- Advice to marketers entering their campaigns for Effie Awards?

### Global/APAC Case Studies

Studying winning Effie cases provides a valuable learning experience for aspiring entrants. It offers practical insights, inspiration, and a roadmap for creating effective and award-worthy marketing campaigns

- What won at the Global/APAC Effies?
- Why they won – The Ingredients and The Cooking
- How to win – strategic thinking, storyline, writing the case and making the video

## SUITABLE FOR

- Senior-to-Mid level Marketers
- Strategic Directors / Planning Directors
- Account Directors / Senior Account Managers
- Creative Directors & Copywriters

## ABOUT THE PRESENTERS



### **Andreas Henry Moellmann**

" I'm a strategist, digital marketer, change manager, team coach & team player, an inspirator, global citizen, brain for hire. I play at the intersection of digital and business, brands and creativity. I enjoy technology, culture, good thinking and great company. I explore the new and weird to find inspiration for the future of business, brands, teams, clients, society.

For me, it's about riding the wave, not keeping afloat. I seek to work with like-minded people who enjoy challenging the status quo and explore the impossible. If you're one of them, please do get in touch. I'd love to have a chat."

His work experience:

Since Jan 2023, Brand & Marketing consultant – independent

Exploring independence by helping brands and businesses progress

- Marketing consultancy: brand & business evolution, marketing strategy /-planning
- Clients: Metagencis (Japan), Custom Media (Japan) Achievements: in progress
- Jury Chair at the Hong Kong Effectiveness Awards, jury member at the APAC Effies

Since April 2023, Director APAC – Yuzu Kyodai, Tokyo (25 staff, APAC, part-time)

Restructure a boutique strategic research agency and sharpen their profile across APAC

- Management training, organisational change, brand definition/strategy/-planning, NB generation
- Achievements: 2 new clients, one APAC-wide, in 3 months

Since 2020, Board of Advisors - gugu.jp, Tokyo (15 staff, independent)

Help a Direct-to-Consumer start-up to lift off (Series B round)

- Advisory role as management coach, marketing and communication expert
- Investor decks, processes & staffing, eCommerce, digital marketing (advertising, influencer, SEO)

Achievements: 390% online sales growth in 3 months

2021-2022, Global Strategy Director – Publicis Groupe, Tokyo (90 staff, global)

On a quest to reinvigorate Nissan's premium brand INFINITI globally

- Leading all global strategic initiatives: global marcom platform, model positioning, customer experience strategy, data-driven marketing strategy, dynamic creative optimization, brand partnerships, etc.
- Set up and hire small global strategy team, oversee teams and strategists across 7 markets

Achievements: upstream consulting projects on eCommerce and customer experience

## ABOUT THE PRESENTERS, Cont.



**Ted Lim** is one of Asia's most respected creative leaders. The former Regional Chief Creative Officer at Dentsu Asia-Pacific, Chief Creative Officer at Leo Burnett Singapore and Executive Creative Director at Naga DDB Malaysia worked from China to Australia to produce Innovative Business Solutions in the digital, social and experiential space that get people to stop, stare and share. Work that is different and makes a difference from engagement to transaction.

He believes, "We're in the business formerly known as advertising. Marketing in the experience economy has to move people to move business. Data tells us where the customer is. Media gets us there. What we do when we are face-to-face with the customer, that's creative."

His integrated campaign for Toyota got millions of views and TIME magazine's attention, "This Toyota ad is utterly insane – and wonderful". Other global brands he has worked on include Coca-Cola, IKEA, BMW, Dulux, Prudential, Adidas, Samsung and Singapore Airlines.

Ted was Cannes Lions Jury President and honoured by AdWeek as one of 13 global creative leaders whose ideas are advancing advertising worldwide. He spoke at the World Knowledge Forum in Seoul, talked about "Simple Truths" at the P&G Asia Brand Managers College in Singapore and shared his thoughts on "When Data Meets Creativity" in Cannes. Recently, he gave keynote speeches on "Man vs Machine : Death or Deliverance by AI" at The Indie Summit in Singapore and "This Has Nothing And Everything To Do With AI" at The 2023 Global Brand Convergence.

Under his watch, Dentsu Asia-Pacific won the D&AD Black Pencil, the Cannes Lions Grand Prix, The One Show Best of Discipline, the Facebook Award for Innovation and the Asia-Pacific Effie Gold Award. The network was crowned Campaign Brief Asia's Most Creative Network 2017 and 2018 and AdFest Network Of The Year 2017, 2018 and 2019.

Ted is now an independent creative consultant for a tech start-up in the US, a creative agency group in Europe and a digital agency network in Asia. He speaks regularly at marketing conferences, runs creative workshops and mentors business leaders and creative talents across multiple sectors and markets.

## ABOUT THE PRESENTERS, Cont.



**Datuk Lai Shu Wei** is the Chief Marketing & Sales Officer at Sime Darby Property Berhad. He leads the Marketing and Sales Strategy and Customer Experience and is responsible for the Townships & Integrated Segments and for the Residential, Commercial & Retail products.

Prior to this, he was previously the Vice President & Head of Marketing for Unifi Business in Telekom Malaysia Berhad where he led Unifi's Marketing Strategy and Initiatives, and was responsible for the broadband, mobile, TV and Content Businesses and the converged solutions for the Consumer and SME segments. Prior to Unifi, Datuk Lai Shu Wei was the Chief Marketing Officer for webe digital, TM Group's Digital Services Provider and Center of Excellence for Mobility and Digital, where he led a large team to build a digitally-focused mobile service and solution from scratch. Prior to that, he was Group Head of Marketing & Analytics for Standard Chartered Bank Malaysia Berhad; and he also served at Maxis Berhad as its Senior General Manager heading the Maxis Postpaid and Hotlink Prepaid Businesses.

Datuk Lai Shu Wei began his career in the Fast Moving Consumer Group (FMCG) and worked for Global organizations such as Johnson & Johnson ASEAN, Nestle Berhad and in the regional markets with Lam Soon Berhad.

Datuk Lai Shu Wei was also named the Malaysian CMO of the Year 2019 by Marketing Magazine Asia.



**Andrew Yeoh** currently oversees the marketing and digital transformation arm of TIME dotCom, a listed Malaysian telco with investments in fixed broadband, cloud computing, data centre, connectivity and cybersecurity solutions spanning the globe.

He has more than 20 years' experience across both the client and agency spectrum, handling brands as diverse as IKEA, KFC, Uniqlo, BMW, and Disney both locally and regionally. Prior to TIME, his experience includes marketing and strategy leadership roles at IBM, P&G, Interbrand, Isobar, DDB and IKEA.

He holds an MBA from the Melbourne Business School. Andrew was recognised as one of the Top 25 Innovators in Asia Pacific for 2020, according to the Innovator 25 Global Rankings.

## ABOUT THE PRESENTERS, Cont.



**Emir Shafri** is CCO of Publicis Groupe Malaysia, where he works with a talented bunch of creative misfits from across Leo Burnett, Publicis, Saatchi & Saatchi Arachnid and Digitas. Together, they were instrumental in Leo Burnett being named Malaysia's agency of the year for 3 years running at EFFIE Awards Malaysia, alongside agency of the year honours from Campaign Brief "The Work" and Campaign AOY.

As a lead on One Publicis Team Maxis (OPTM), the bespoke integrated agency-within-an-agency for Maxis, Emir also works closely with agency and marketer teammates to shape the strategy for Maxis's campaigns (and to co-author those EFFIES papers when it's all done and dusted). Their close collaboration has led to several EFFIES trophies, alongside WARC Asia and Global awards for effectiveness.

Apart from EFFIES, during his time on both sides of the causeway, Emir has worked with his teams to win at shows including Cannes Lions, SXSW Interactive Innovation Award (an Asian agency's 1st), Spikes Asia, ADC Tomorrow Awards, ADFEST, ADDYs, NY Festivals, LIA, MAD STARS, APAC Tambuli Awards, Singapore CCAs and the Kancil Awards.



**Chia PiWo**, the CEO and founder of IDEALOGIC, spearheads a brand strategy SWAT team, providing extensive support to marketers and agencies across Asia Pacific. In an impressive timeframe of under 3 years, they have effectively assisted 20+ brands and 10+ agencies in Singapore, Hong Kong, Indonesia, and Malaysia.

As one of the most esteemed planners in the country, PiWo boasts a remarkable track record of over 20 years, guiding and overcoming the toughest business and brand challenges for some of the biggest and most iconic brands in various industries.



**Chanchal Chakrabarty**, CEO of GroupM Malaysia is one of the most experienced and respected regional talents of the Group. He has been with WPP for over 20 years of which almost half has been in Malaysia.

An avid travel & music enthusiast, Chanchal is a strong believer of work-life integration and with technology enablers, ensures not missing out on precious life moments while managing work priorities.



## ABOUT THE PRESENTERS, Cont.



**Joyce Gan**, with over 15 years of experience spanning telecom, FMCG, and more, is an ad enthusiast passionate about all things digital and creative. She co-founded Fishermen Integrated, known for inventive campaigns and top-notch client service, with accolades like Golden Kancils for BFM's "Bersatu For Makan" and Effie metals for Time, Nando's, and Grab. In 2023, Fishermen Integrated was the first local agency to be awarded Agency of the Year at Effie's Malaysia.



**Pamela Chia** has more than 15 years experience in the advertising and marketing industry. She started as a strategist in dentsu and NagaDDB, before moving on to marketing for telco and tech brands like Maxis and Grab.



**Sutapa Bhattacharya** is a seasoned Strategic Marketing, Integrated Communication veteran, and Brand Specialist with over 25 years of experience. She has helped to create some of the most award-winning campaigns on the back of strong brand and marketing strategies that have helped her and the clients win numerous awards both locally and regionally, during her tenure at JWT and Leo Burnett.

As Head of Communications at TNB, she successfully helped the company to become not only 16th ranked among global utility brands and among the top 5 in Malaysia (Brand Finance) but increased the brand value by over +70% over the period.

She is now Managing Director of DIA Brands, a leading international brand consultancy, helping brands like IJM, Malakoff and Boost rebrand and thrive, among many others.



## ABOUT THE PRESENTERS, Cont.



**Tai Kam Leong** joined Astro in November 2022 as Chief Sales and Marketing Officer.

With over 20 years of marketing and commercial experience, he leads Product, Sales and Marketing in Astro. He strives to ensure the Group maximises the value of Astro's offerings by integrating marketing and sales efforts to deliver the best entertainment and connectivity experience to all Malaysians.

Prior to joining Astro, Tai was Maxis' Head of Brand & Marketing with breakthroughs in Solution Partnerships, Innovation & Ventures and Digital Marketing during that span of time. Before that, he held P&L and operational responsibilities to develop the Home Broadband and Fibre business for Maxis.

Tai also held roles in Singapore as Managing Director of Rapp Singapore and Chief Strategy Officer at DDB Group, and in Malaysia as Head of Strategic Planning at Naga DDB after early career stints in Leo Burnett.