

EFFIE FESTIVAL MALAYSIA CONFERENCE 2026

HRDC Claimable: 10001735537

Date: September 11, 2026 (Friday)

Time 8.30 am- 1.30 pm

Venue: M Resort & Hotel Kuala Lumpur

Stateroom 2

M Resort & Hotel

Jalan Damansara, Bukit Kiara

60000, Kuala Lumpur

Programme Synopsis

Effie Festival Malaysia Conference is a platform to train participants on achieving marketing effectiveness in Malaysia by featuring finalist case showcases from potential and past winners as well as knowledge-sharing sessions from experts. Participants will gain practical insights into nuances of developing and executing marketing communications strategies for a positive business impact.

Learning Objectives

By the end of the programme, participants will be able to:

- Understand the latest global, regional, and local trends shaping marketing effectiveness
- Identify the key principles and strategies behind award-winning campaigns that successfully combine creativity, innovation, consumer insights, and measurable business impact.
- Gain insights into how leading brands leverage data, technology, artificial intelligence, and cultural intelligence to create meaningful consumer engagement and drive business growth.
- Understand the evolving relationship between creativity and effectiveness, and how marketers can strengthen strategic thinking to achieve better outcomes.
- Learn from Effie juror perspectives on the evaluation of marketing cases, including the importance of challenges, objectives, insights, strategy, execution, and results.
- Recognise the characteristics and common attributes that differentiate effective and impactful marketing campaigns.
- Apply practical frameworks and evaluation approaches to assess marketing effectiveness and strengthen future campaign development.
- Gain inspiration from finalist and gold-winning case studies to understand how strategic thinking and creative execution translate into measurable results.
- Develop a deeper appreciation of the discipline, rigour, and evidence-based approach required to build successful effectiveness-driven marketing campaigns.

The Programme

Time	Activities
8.00 am	Registration
8.30 am	Effie: The Gold Standard in marketing effectiveness by Tan Kien Eng, 4As President
8.40 am	Keynote Speaker: Asian perspectives on effectiveness from Spikes Asias 2026 – Melanie Speet – Director, Spikes Asia.
9.20 am	Spotlight: Juror perspectives on how Effie shapes marketing thinking towards better effectiveness – Moderated by Datuk Lai Shu Wei Panellists (Heads of Jury): • Chia Pi Wo, Chief Executive Officer & Founder, IDEALOGIC • Andreas Moellmann, Independent Brand & Marketing Consultant, Future Inc. • Tai Kam Leong, Chief Commercial, Astro • Filipe Lampreia, Chief Strategy Officer, VML
10.00 am	Tea Break (15 minutes)
10.15 am	Gen Z Perspective on solving marketing problems: The Roaches We Ignore – By Sanrego Rowa – Junior Art Director, Dentsu Indonesia Cannes Lion + Contagious Young Talent Speaker 2026.
10.35 am	Jurors' Learning Video
10.45 am	Lessons & reflections from Effie 2026: Sharing of observations and learning – by Dr Milan Agnihotri, Effie Malaysia 2026 Chief Judge.
11.00 am	2026 Finalist + 2025 Gold-winning case presentation – Moderated by LV Chong , Effie Malaysia 2026 Organising Chair
12.30 pm	Workshop & finalist walk through: Learning to evaluate a case for effectiveness – Conducted by Piwo Chia, Chief Executive Officer & Founder, IDEALOGIC
1.15 pm	Shaping the future of marketing – by LV Chong and Dr Milan Agnihotri
1.30pm	End

PROGRAMME TOPICS

Effie: The Gold Standard in marketing effectiveness

Effie represents the global benchmark for marketing effectiveness, recognising campaigns that successfully combine creativity, strategy and measurable business results. This session explores what makes marketing truly effective, sharing insights into the principles, frameworks and practices behind award-winning campaigns. Participants will gain a deeper understanding of how to develop impactful marketing strategies, measure performance and demonstrate the value of marketing in driving business growth.

Global Perspectives on Effectiveness from Effie Global 2026 and Cannes Lions International Festival of Creativity 2026

This session provides an overview of the key insights, emerging trends, and best practices from Effie Global 2026 and the Cannes Lions International Festival of Creativity 2026, highlighting how the world's most effective and creative campaigns are driving measurable business results. Participants will explore how leading brands are leveraging creativity, data, technology, and artificial intelligence to deliver meaningful consumer engagement and sustainable business growth. Through selected global case studies and industry insights, the session will examine the evolving relationship between creativity and effectiveness, offering practical ideas that organisations can adapt to strengthen their own marketing strategies and remain competitive in an increasingly dynamic marketplace.

Asian perspectives on effectiveness from Spikes Asia's 2026

This session explores the key trends, strategic insights, and award-winning campaigns from Spikes Asia 2026, highlighting how brands across the Asia-Pacific region are achieving marketing effectiveness through creativity, innovation, technology, and cultural intelligence. Participants will gain insights into the strategies behind successful campaigns, including the use of data, AI, and consumer understanding to drive measurable business impact. The session will provide practical perspectives on how regional best practices can be adapted to create more effective, relevant, and impactful marketing strategies.

Gen Z Perspective on Solving Marketing Problems: The Roaches We Ignore

In a rapidly evolving consumer landscape, marketers must look beyond traditional approaches to uncover the hidden challenges that impact brand relevance and engagement. This session explores marketing problems through a Gen Z lens, uncovering the overlooked "roaches", the small but persistent issues that are often ignored yet can significantly affect brand performance. Participants will gain fresh perspectives on consumer behaviour, cultural shifts and innovative problem-solving approaches to create more effective and meaningful marketing strategies.

Spotlight: Juror perspectives on how Effie shapes marketing thinking towards better effectiveness

This panel discussion provides an exclusive look into the perspectives of Effie jurors, who are leading marketing practitioners, and how the evaluation process is shaping the way marketers approach effectiveness, strategic thinking, and measurable business impact. Featuring experienced industry leaders, the session will explore the principles behind effective marketing, the importance of insight-driven strategies, and the key factors that distinguish campaigns delivering meaningful results. Jurors will share their perspectives on emerging trends, common challenges, and the evolving standards of effectiveness, offering valuable guidance on how brands and agencies can strengthen their strategic approach to create work that delivers both creative excellence and sustainable business growth.

Jury Learning Video

This video offers a rich learning experience through reflections and perspectives from selected Effie 2026 jurors on their judging journey. Guided by thoughtful questions, jurors analyse key components of the cases, including challenges and objectives, as well as insights, strategy, execution, and results. Participants will gain a deeper understanding of emerging cultural and market trends in Malaysia, evolving engagement platforms and how marketers effectively connect creativity and investment to business outcomes. The video also distils what sets winning cases apart, providing practical advice for future Effie entrants and reinforcing the discipline and rigour essential to successful marketing. It's an invaluable resource for anyone looking to deepen their knowledge of effective marketing practices.

Lessons & Reflections from Effie 2026: Sharing of Observations and Learnings

This session provides an opportunity to reflect on the key observations, insights, and learnings emerging from Effie 2026. Through a review of standout campaigns, judging experiences, and industry perspectives, the session will explore the evolving principles of marketing effectiveness, including the role of strategy, creativity, consumer insights, and measurable business impact. Participants will gain a deeper understanding of the trends shaping effective marketing, the common attributes of successful cases, and practical lessons that can be applied to strengthen future campaigns and drive greater effectiveness in an increasingly competitive marketplace.

2026 Finalist + 2025 Gold-winning case presentation

This session features selected finalist case presentations that stood out among numerous entries in Effie 2026 and the Gold winners of 2025. Each case will be presented to showcase the strategic thinking, creative execution, and measurable results that set it apart. Participants will learn how these campaigns addressed business challenges, applied consumer insights, and delivered measurable results. The showcase will provide practical lessons in strategy, execution, and effectiveness that participants can apply in their own professional work.

Workshop & Finalist Walk-Through: Learning to Evaluate a Case for Effectiveness

This interactive workshop provides participants with practical insights into evaluating marketing cases through the lens of effectiveness. Using finalist case studies, participants will explore key evaluation areas including challenges, objectives, insights, strategy, execution, and results. The session will help participants understand what differentiates impactful campaigns and apply a more structured approach to developing and assessing effective marketing strategies.

Insights Shaping the Future of Marketing

This session summarises the evolving landscape of marketing effectiveness through global, regional, and local perspectives. Featuring insights from industry leaders, jurors, and award-winning case studies, the session will explore how creativity, strategy, consumer insights, data, technology, and innovation converge to deliver measurable business outcomes.

Speakers

MELANIE SPEET
DIRECTOR OF SPIKES ASIA,

Spikes Asia is the Asia Pacific region's premier platform celebrating creative excellence and driving industry progress. Based in Singapore, she leads strategic partnerships, awards and flagship programmes that connect brands, agencies and creative talent across some of the world's most dynamic markets. With a career spanning senior roles in creative agencies, television, media marketing and global industry events, Melanie brings a uniquely holistic perspective on the intersection of creativity, culture and commercial impact. She is particularly passionate about fostering emerging talent and championing creativity as a driver of business growth and positive change across the region.

DR. MILAN AGNIHOTRI
HEAD OF GROWTH AND STRATEGY ACTIONS- DENTSU MALAYSIA
EFFIE MALAYSIA 2026 CHIEF JUDGE

Milan explores new and organic business growth opportunities. Over 33 years, Milan has worked in India, China and SEA markets on global brands like TOYOTA, PETRONAS, Coca-Cola, Shell, McDonalds, Axiata. He regularly interacts with management students & young industry professionals to share learning and knowledge. Milan's work has won awards like Cannes, Effie, APPIES, Dragons of Asia. He has served as the jury member for Effie awards in Malaysia and APAC.

TAN KIEN ENG**CHAIRMAN, MCCANN KUALA LUMPUR AND PRESIDENT, 4AS MALAYSIA**

Kien, with over 38 years of experience in advertising, was listed among Tatler Asia's Most Influential People in 2021 and was named a Top 100 Influencer by Creativepool UK in 2017, a global study of leading creatives. He was also the Gold recipient of Campaign Asia-Pacific's Southeast Asia Agency Head of the Year. He has served as a juror at numerous international, regional, and local award shows, including Cannes Lions, D&AD, AdFest, and the Effies. Kien has a deep personal interest in the progress of the youth and next generation creative talent, nature, sustainability, design, the arts, and culture.

LV CHONG**CO-FOUNDER / REGIONAL MANAGING DIRECTOR- MONSTER INTERACTIVE
EFFIE MALAYSIA 2026 ORGANISING CHAIR**

Digital native LV is a passionate believer in the "Contagious Ideas that Change the Conversation" manifesto. He began his career as a Microsoft® Most Valuable Professional (MVP) for four consecutive years (2008-2011) while developing the online portal for Star Publications (No.1 News Portal in Malaysia). After leading the development of the portal, LV ventured into the advertising world at Publicis Groupe, where he helped to create digital transformations that captured the hearts of many brands across Southeast Asia. With over 20 years of digital advertising experience with a focus on FMCG, automotive, and tech. He is passionate about using digital technology to create meaningful connections with consumers. His goal is to make people "connected" through Contagious Conversation.

SANREGO ROWA**JUNIOR ART DIRECTOR, DENTSU INDONESIA
CANNES LION + CONTAGIOUS YOUNG TALENT SPEAKER 2026.**

Sanrego is a Jr. Art Director at Dentsu Creative Indonesia. He enjoys running, photography, and collecting random observations from everyday life. Known for thinking a little differently, he often finds inspiration in things that are slightly weird, and occasionally absurd.

ANDREAS MOELLMANN**INDEPENDENT BRAND & MARKETING CONSULTANT, FUTURE INC**

Andreas Moellmann advises leadership teams on how brand and marketing create commercial value. He focuses on identifying and closing the gap between perceived and actual value in the market, linking brand investment to measurable business outcomes. He has over 30 years of experience across Europe and Asia, with senior strategy roles at Publicis Groupe, WPP and Omnicom Group, working across FMCG, telecoms, automotive and consumer electronics. A long-standing Effie Awards judge across local markets, APAC and globally, he brings a rigorous, results-focused perspective on marketing effectiveness.

CHIA PI WO**CHIEF EXECUTIVE OFFICER & FOUNDER, 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.

TAI KAM LEONG**CHIEF COMMERCIAL OFFICER, ASTRO**

Tai joined Astro in November 2022 as Chief Sales and Marketing Officer. He works across the commercial landscape spanning products and sales but marketing will always be something he has a soft spot for. Specifically, the ability of marketing to be a massive value creator for businesses. He appreciates the potential of sharp, smart and brave ideas to move mindsets at scale and aspires to motivate more to do the same. The nett outcome should be observable in quantifiable returns just as much as cultural salience. Prior to Astro, Tai has been in this lifelong pursuit of effectiveness across various geo markets and industries in Maxis, in the DDB Group as well as Leo Burnett.”

FILIPE LAMPREIA,**CHIEF STRATEGY OFFICER, VML**

Strategic Planning professional with more than 18 years of experience and cultural knowledge in vast agencies, categories and multiple countries, including Portugal, Brazil, Costa Rica, Mexico, USA and currently based in Kuala Lumpur, Malaysia.

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