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## 2015 Effie Awards Malaysia Gala

On November 6 at the One World Hotel, the 2015 Effie Malaysia Awards acknowledged the *crème de la crème* of Malaysian marketing industry at their Gala, where the theme was "Change."

Effie Awards Malaysia is jointly organized by the Malaysian Advertisers Association (MAA), the Association of Accredited Advertising Agents Malaysia (4As), and the Media Specialists Association (MSA), in association with the Malaysia External Trade Development Corporation (MATRADE).

The organizing Chairman, Chan May Ling, was truly elated, stating "There were many firsts introduced in the Malaysia Effie Awards this year and these changes have made the awards more reflective of the current trends in today's society."

The year's "Change" theme was conceptualized to elevate the Effie Awards Malaysia to be on par with global standards. For the first time, Effie Malaysia accepted digital submissions, where the submission of entries as well as the subsequent judging all takes place online. Another first was the introduction of two rounds of judging to ensure optimal standards were maintained throughout the assessment procedure.

May Ling added, "The new initiatives and changes resulted in a higher standard of participation, making

the judging extremely difficult and challenging, especially in upholding high standards in recognizing effective ideas that come to fruition.”

Other firsts included the introduction of 7 new award categories and 4 redefined segments. There are also 2 new recognition awards, The Brand of the Year and Agency of the Year awards.

MAA President, Margaret Au-Yong chipped in, “We are confident these changes will encourage more effective marketing campaigns in the future and propel local brands to the forefront of the international arena, generating awareness for great ideas that are realized.”

The bar has been set, and this year’s theme, “Change” aims to ensure that Effie Malaysia strides confidently into the future with the execution of more creative and strategic marketing communications ideas.

Additionally, a new concept on change was introduced during the evening. Guests were invited to participate in “Change for Charity”, a concept of gifting a meal from the dinner menu to the less fortunate. The response was over-whelming, and with the assistance of the renowned NGO, “Kita Kawan Mah”, meals were delivered to over 500 needy mouths in the Klang Valley.

It’s just a few small changes today that will make for bigger success stories tomorrow.

Click [here](#) to see the full list of winners.