



Nov 04, 2016 APAC

Effie Awards Malaysia Celebrates 2016 Winners

Winners of the ninth edition of the Effie Awards Malaysia, themed "*When the going gets tough, the tough get effective*," were celebrated at KL Hilton in Kuala Lumpur on November 4th. A total of 21 awards – three Gold, nine Silver, and nine Bronze – were presented at the gala.

Maxis earned Gold trophies in the Media Idea and Engaged Community categories. Maxis was also celebrated as the Effie Malaysia Brand of the Year, while Ensemble Worldwide was named Effie Malaysia Agency of the Year. The other Gold award winner was U Mobile in the David Vs. Goliath category.

"Originality and the shared lessons of experience enabled the winners to forge a meaningful connection and rapport between marketing communications and commercial outcomes," observed Dato' Johnny Mun, President of the Association of Accredited Advertising Agents Malaysia (4As). "As far as the Effie Awards are concerned, 'Ideas that work' is a truism that cannot be challenged because it measures effective campaigns, both from a creative and commercial perspective," he continued.

According to Aaron Cowie, Organizing Chairman of the Effie Awards 2016, this year's theme reflects the evolving state of the marketing communications industry – the rise of new digital platforms, the emphasis on digital transformation, the cluttered media environment, and the softening economy.

"The Effie Awards is aligned to the 4As' objective is promoting commercial creativity and its effectiveness," said Cowie. "The magical inspiration, originating from the brand's communications and creative agencies,

is to invest and stay focused on a Big Idea.”

The Silver was presented to Carlsberg, Maxis, AIA, BRAND’s InnerShine Prune Essence, and Safi Shayla, while BSN Malaysia, Huggies, KFC, Maxis, and MILO earned the Bronze.

“Consumers are fatigued by hollow claims,” remarked Cowie. “This is truly a revolution of our times. We need to re-direct our thinking to address new ways in which consumers connect with a brand, product, service, or even a company.”

“At the heart of this heady mix is the creative component, one which works on multiple fronts – brand recall, sales, real value, and consumer satisfaction. The Effie Awards recognizes big ideas, and work that generates tangible results,” Cowie said.

The Effie Awards are known by marketers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. The Effie Awards celebrates effectiveness worldwide in more than 40 countries across five continents.

The 4As is the licensor and main organizer of Effie Awards Malaysia and is supported by the Malaysian Advertisers Association (MAA) and the Media Specialists Association (MSA), and endorsed by MATRADE.