

KANCIL CREATIVE FESTIVAL CONFERENCE 2024

MAKE IT HAPPEN

22 November 2024
Ex8 Subang Jaya
8:30 a.m.– 6 p.m.
(followed by the Kancil Awards)

HRD CORP Claimable
(HRDC:10001480082)

Organised By



Note: Designer on break after making Kancil Awards Final deadline entries happen. Later we will Make Nice Brochure Design Happen, ok?

MAKE YOUR NEXT BIG THING HAPPEN AT THE KANCILS 2024

The KANCIL CREATIVE FESTIVAL CONFERENCE 2024 is back to ignite your creative spirits with this year's theme, **MAKE IT HAPPEN**: a celebration of the extraordinary talent and ideas that don't just dream of greatness, but that boldly makes putting Malaysia under the global creative spotlight happen, armed by our culture, resilience and innovative spirit.

Join our stellar lineup of local and international creative and marketing powerhouses who have made their mark not just locally, but also globally, including Taiwanese ad legend Alice Chou; award-winning gaming x marketing expert Rey Tiempo; TikTok Creator of the Year 2023 Khairul Aming; local advertising icon Edward Ong, Founder and CD of Borderless; creative technologist Nico Tangara of the iconic BBH Singapore; and many more.

Here's what you can expect:

- Engaging talks by local and international creative luminaries.
- Hands-on workshops designed to inspire you to make your next big idea happen
- Lively panels discussing ideas from our best work from this generation and the next
- Exhibitions showcasing some of the best creative work from the past year
- A platform to network and exchange ideas with creative minds from various industries.
- The grand finale: the KANCIL AWARDS, where we celebrate the finest work in Malaysia's advertising industry.

Our mission is to inspire those in the creative and marketing ecosystem with the learnings and tools to draw from the rich tapestry of our nation's people and culture.

Wherever you are in the creative and marketing ecosystem – a seasoned creative icon, a rising marketer, an up-and-coming star, or a budding creative student – this day is all about you. Join us for a journey of learning, inspiration, and the exchange of ideas that will fuel your creative fire.

Book your spot now and secure your place in Malaysia's creative revolution. And get ready to make the next big creative idea that puts us on the map, happen for your career, your brand and our country.

Let's make it happen together!

THE PROGRAMME:
MAKE IGNITING YOUR CREATIVE FIRE HAPPEN

Time	Main Hall Programmes	Workshop & Screening Room
8:30 a.m.	Participants arrive	
9:15 a.m.	Welcome Address by Ryusuke Oda, 4As President	
9:30 a.m.	Make Winning the Game Happen by <i>Rey Tiempo</i> ,	Sick Six Screening Kancil Awards 2024 Exhibition
10:15 a.m.	Make Raising the Bar Happen By Alice Chou	
11:00 a.m.	Make Clients Turned Creatives Happen by Sulin Lau	Making Borderless Ideas Happen by Edward Ong
11:45 a.m.	88Rising: Make the Rise of Music Brands Happen by Darren Ho	
12:30 p.m.	Forum: Kancils Sick Six New Directors Showcase Panel	
1:30 p.m.	Make Unskippable TikToks Happen by Khairul Aming	Sick Six Screening Kancil Awards 2024 Exhibition
2:15 p.m.	Indie Agency Panel: Make Your Own Hustle Happen by Joyce Gan	
3:00 p.m.	Make Playing More Happen by Nico Tangara	
3:45 p.m.	Forum: TikTok Shop: Creator Panel	
4:30 p.m.	Young Kancils Live Judging	
5.15p.m.	Make Ideas Going Global Happen by VJ Anand	
6:00 p.m.	KANCIL AWARDS 2024	

*Programme may be subject to change.

PROGRAMME TOPICS

Make Winning the Game Happen by Rey Tiempo, Creative Gaming Brand Specialist + Gaming Columnist for Adobo Magazine

Multi-awarded gaming brand specialist and winner of Philippines' first-ever Cannes Lions and Spikes Asia Grand Prix in Gaming shares his tips on how brands can authentically be a part and win in gaming, rather than interrupt it.

Make Raising the Bar Happen by Alice Chou, Chair, APAC dentsu Creative Council and CCO, dentsu Creative/dentsuMB Taiwan

Alice shares the story of how starting in a small advertising market where creativity wasn't priority, she worked to raise the bar, winning the first Cannes Lions Grand Prix for Taiwan and putting it onto the global stage. Plus, lessons Malaysia can learn to leverage our rich diversity to create world-class creative ideas.

Making Borderless Ideas Happen by Edward Ong, Founder and CD of Borderless

Advertising icon has trained and mentored countless advertising talents across the region, some of whom have risen to top positions in agencies within and beyond Malaysia. Join him in a hands on workshop as he shares practical tools you can use to unlock the next big idea that transcends media, budgets and cultures.

Kancils Sick Six New Directors' Challenge moderated by Iska Hashim, ECD of Leo Burnett Malaysia

In the challenge, six shortlisted directors had a chance to bring their 6-minute films to life with the mentorship of some of the top production houses. Iska leads a discussion with mentor film directors and new filmmakers on the films that emerged.

Make Clients Turned Creatives Happen by Sulin Lau, Regional Head of Brand and Country Marketing, Grab

With their in-house Grab Creative Studio and agency partners, Grab has gone on to develop marketing campaigns that tap on creativity to drive not just business success, but recognition at award shows like EFFIES and Kancils. Grab's award-winning marketing head – a former strategic planner herself – give a marketers' perspective on how other brands can also unlock creativity as a brand-building superpower.

Making the Rise of Music Brands Happen by Darren Ho, Director of Brand Partnerships APAC, 88Rising

Record label and music platform 88rising has been behind the rise of some of the top Asian artists, like Rich Brian, Jackson Wang and Niki. Darren shares how the label curates collabs that are authentic for both marketers' and artists' brands.

TikTok Shop Presents: Make Unskippable TikToks Happen by Khairul Aming, influencer and Sambal Nyet founder

Named Creator of the Year by TikTok Awards, Khairul Aming shares how a mechanical engineer built his own brand as a creator and entrepreneur, and lessons creatives and marketers can learn when it comes to building brands on TikTok.

Panel: Make Your Own Hustle Happen moderated by Joyce Gan, Partner/Group Client Services Director of Fishermen

Everyone dreams of starting their own hustle, but how does one turn those dreams into reality? Join the partners behind top indie agencies like Fishermen Integrated and MUMA, as they discuss how they've built, award-winning made-in-Malaysia agencies.

Talk: Make Playing More Happen by Nico Tangara, Associate Creative Director of BBH Singapore

The creative mind is a playful mind. Nico, the creative behind some of BBH's most playful campaigns that fuse creativity and tech, shares how he built his expertise in creative tech from scratch, all by experimenting and playing, and how anyone can, too.

TikTok Shop Presents: Make Winning Carts by Winning Hearts Happen Panel by Pinn Yang of kfoodie and TikTok

With TikTok winning over Malaysia, how can brands win on TikTok? Especially with the rise of social commerce. Learn from top creator and co-founder of Southeast Asia's #1 curator of food content as well as experts from TikTok Shop on how you can make not just winning the heart, but also the cart, happen.

Young Kancils Live Judging moderated by Jaz Lee, ECD of Ogilvy

The top 3 young creative teams from the Young Kancils creative challenge present on stage, as top local and international jury heads shoot their questions and give their feedback in front of a live Kancils Creative Festival audience, giving everyone in attendance a chance to learn from the feedback.

Talk: Make Ideas Going Global Happen by VJ Anand, Executive Creative Director EMEA + Global Creative Operations of Vaynermedia

Made-in-Taiping creative VJ Anand gives attendees a peek into his process that has led to thumb-stopping, eye-popping ideas in a career that has taken him from Malaysia to London as Vaynermedia's creative lead for Europe, Middle East and Africa.

SPEAKERS

REY TIEMPO Founder & Chief Creative Officer, Co-Op Play

REY TIEMPO leads industry conversations on Gaming X Marketing across the Asia Pacific region and, soon, beyond, as he brings his expertise in Creative Gaming to the global stage

He leads a team of Brand Gamification Specialists at Co-Op Play, and heads the creative community enablers at Minotaur AD. He also founded Game On, the first and only industry column and portal that tackles the intersection of Gaming and Creative Advertising.

With more than twenty-five years of experience in the world's largest global and local advertising networks, Rey is a multi-awarded Creative Gaming marketer. He has been ranked as the number one Creative Director in the country and has consistently placed as one of the top creatives in the region, with a body of work recognized in Cannes, D&AD, One Show, Clio, London International, Spikes, ADFEST, MAD Stars, AWARD, Kidlat, and Boomerangs, among others.

Rey recently launched The In-Game Ads Awards, the first and only awards of its kind in the advertising industry that celebrate entirely fictional ads for entirely fictional brands within video game worlds, judged by an esteemed panel of real-world, globally recognized creative leaders.

Edward Ong, Founder and Creative Director of Borderless

If I had 3 lives to live, I would spend the first 2 as a copywriter.
The third, I would travel the world, and meet all kinds of people.
I'll forget I was CCO of Y&R Malaysia, Regional Creative Director on Sony, Caltex and Tiger Beer (with Y&R Asia) and Regional Copy Chief (again with Y&R Asia).

I'll put aside all the awards, all the accolades, and my 10+ years training agency and client-side creatives (all the sordid details at LevelUpProfessionalTraining.com)
I'll explore creation and be insanely curious about all kinds of wonderful things everywhere.

Maybe I'll write about cars, chocolates, cloud computing, cyber security, solar panels and when the mood strikes, organic vegetables.
With insight, empathy, wit and plenty of charm.
Oh wait, that's kinda what a copywriter does.

Alice, Chou Chief Creative Officer Dentsu Creative Taiwan

A lion, a Sherpa, a boss who isn't bossy, and a prime number. Alice Chou, who has been described as all above.

Alice is as persistent as a lion on the prowl when exploring new territories, and she acts like a Sherpa guiding new hires to international stage without arrogance. Her pursuit of creative excellence is likened to a prime number that cannot be divided.

Alice was honored as a Leading Woman in the Ad Age (2023), Taiwan's top ranked creative in the Campaign Brief Asia (2023), the Creative 100 by ADWEEK in 2021, and recognized as Taiwan's Outstanding Creative Person in both 2017 and 2021. She was also selected as one of Campaign Asia-Pacific's "Women to Watch" in 2018.

She led the team to bag the first Cannes Lions Grand Prix in Taiwan, and has also won Grand Prix in ADFEST, AD STARS and other major creative awards in Asia-Pacific, created the highest award-winning record in Taiwan's advertising history

Alice has judged at Cannes Lions many times and was the first Taiwanese to chair the Entertainment category at D&AD and Direct at Spike Asia. Her experience as a Jury President at Adfest, as well as for major awards in Taiwan and the Greater China region, has elevated Taiwan's creative profile and added a unique Asian perspective to the global stage.

Darren Ho Director of Brand Partnerships APAC, 88Rising

Darren Ho, is a seasoned advertising executive with nearly two decades of experience across multiple Asian markets. After a successful career in advertising, he transitioned into the music industry, where he rapidly spearheaded growth in brand partnerships for a major label. He achieved double-digit year-over-year revenue growth across 11 markets and played a key role in launching a leading US media platform in the region. Currently, he serves as Director, Brand Partnerships APAC at 88rising, responsible for commercial partnerships and development for its artists, festival IP, content, and media initiatives across Asia.

Nico Tagara Associate Creative Director and Creative Technologist at BBH Singapore.

At 14, Nico stood out by hacking and creating his own game server, diving early into tech and creativity. He self-taught languages like Perl, PHP, HTML, CSS, and Sprite animation skills in Microsoft Paint, blending logic with creativity.

In his creative career, Nico worked with Y&R, Ogilvy Singapore, and BBH Singapore. His projects were diverse, involving animated films, innovative campaigns, and creating interactive virtual experiences. His work gained acclaim at international award shows like D&AD, Clio, and OneShow.

Currently, he's an Associate Creative Director and Creative Technologist at BBH Singapore.

Lately, Nico's focus has been on 3D, AR, and Game Engines. His work includes an NFT collection, an Unreal Engine game, and a bunch of Raspberry Pis experiments.

Sulin Lau Regional Head of Marketing & Brand, Grab

Growing up as the nerdy daughter of an obsessive history buff, Sulin dreamed of traveling the world as a journalist — but fate intervened, and she ended up in advertising instead. She went on to lead strategy teams at Naga DDB and BBDO.

As Head of Marketing at Digi (2009-2013), Maxis (2014-2017), and now Grab, Sulin has vocally advocated for creativity as the most underrated tool in business. Either Maxis or Grab have been named Malaysia's Effie Brand of the Year 8 times in the last 9 years. In 2024, Grab's in-house team Grab Creative Studio won its first 3 Golds at APAC Effies, and was also named Malaysia Effie Agency of the Year for the first time.

In between client gigs, she's also taken time off as a Kiva Fellow, and to publish ThinkThings, easy DIY marketing ideas for small budgets. She is furmom to former strays Airby, Cherry, Officer and Esther.

Khairul Aming Influencer and Sambal Nyet Founder

Khairul Aming, TikTok Shop Inspirational Icon 2023, shares how he built a vast community and grew his business on TikTok Shop. Learn the content strategies that resonate with today's audience, boost sales conversion, and create viral moments like his "30 Days, 30 Recipes" series. Discover how he uses TikTok's FYP and livestreaming to sell products, and how TikTok Shop redefined his marketing strategy for launching new products.