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# KANCIL CREATIVE FESTIVAL CONFERENCE 2025



The **KANCIL CREATIVE FESTIVAL CONFERENCE** is back, bigger, bolder and more brilliant than ever. This year, we're reigniting your passion for creativity that's ready to break borders, raise bars, and take its place under the global spotlight.

Because it's not just about dreaming of making it one day. It's about doing it now, and proving that Malaysian ideas belong anywhere great ideas live on the world stage.



# MAKE IT HAPPEN ON THE WORLD STAGE

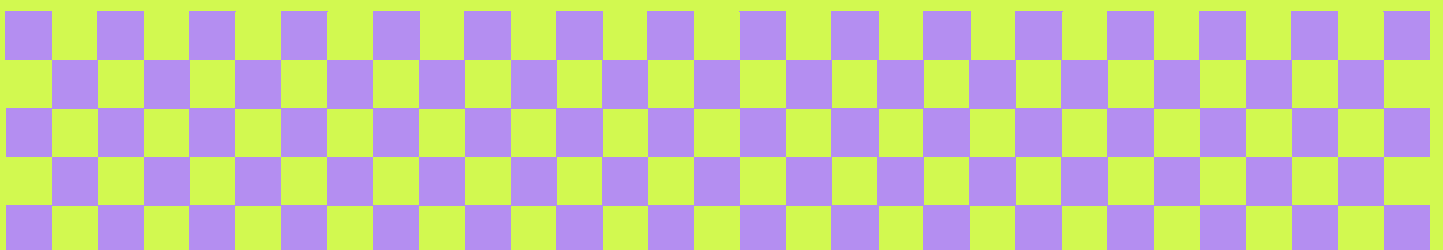
📅 **28 November 2025 (Friday)** \* **HRD CORP Claimable** (HRDC: 10001622439)  
 🕒 **8:30 a.m.–6:30 p.m.** (Followed by the Kancil Awards) 📍 **Ex8, Subang Jaya**

# MAKE YOUR NEXT BIG THING HAPPEN AT THE KANCILS 2025

From homegrown creative icons to global creative heavyweights, this year's line-up is stacked with legends who've made it happen in their own ways, from their own corners of the world. Like Japanese maestro **Seiya Matsumiya** who fuses culture into entertainment through music; **Zan Ruchakityanon** who is redefining female-focused storytelling in Asia through Thailand's first woman-led indie agency; APAC creative innovation guru **Raymond Chin** who blends innovation with heart; and ADFEST's festival director **Kem Suraphongchai** who's been championing the region's largest stage for Asian creativity to rise.

Add Thai film-craft powerhouse **Wuthisak Anarnkaporn**, grand prix-winning rising star **Mark Peeters**, creative leader with heart **Umma Saini** who's behind some of the most awarded purpose-driven work, homegrown heroes like **Edward Ong** and **Gigi Lee**, Malaysian pop sensation **DOLLA** together with Universal Music's **Brandon Chan**, entertainment leaders from **Astro** with a showcase by **Hael Husaini** and **Alpha**, and you've got a day designed to reignite your fire to make your next big thing happen.

All with the aim to inspire Malaysia's creative and marketing community to take what makes us us – our people, our culture, our “Malaysia Boleh” energy – and show the world what happens when we put it to work.





# **MAKE IGNITING YOUR CREATIVE FIRE HAPPEN**

## **HERE'S WHAT YOU CAN EXPECT:**

- **Inspiring talks by local and global creative heavyweights**
  - **Hands-on workshop to turn big dreams into your next big thing on the world stage**
- **Panels and presentations unpacking the creative process**
- **Exhibitions showcasing Malaysia's hottest work of the year**
  - **Countless opportunities to meet, mingle and make new creative sparks fly with creative minds from various industries**
  - **The grand finale: the KANCIL AWARDS, celebrating the best ideas born right here, destined for the world stage.**

Whether you're a creative icon, an ambitious marketer, a rising talent, or a student ready to take your first swing, this is your day. A day to learn, to be inspired, to meet your tribe, and to remind yourself why you fell in love with creativity in the first place.

So book your seat, fuel your fire, and get ready to make the next big leap in Malaysian creativity happen: for your career, your brand, and your country.

**Let's make it happen together.**



# KANCIL CREATIVE FESTIVAL 2025

## TICKET DETAILS

### FESTIVAL (+Awards Night)

#### 4As members

1-10 People

RM

**650\***

11-20 People

RM

**600\***

>20 People

RM

**500\***

#### Non 4As Members

1-10 People

RM

**950\***

11-20 People

RM

**900\***

>20 People

RM

**800\***

Students

RM

**50\***

### AWARDS NIGHT ONLY

4As members

RM

**200**

Non 4As Members

RM

**250**

\*excluding 8% SST



# THE PROGRAMME:

Time	Main Hall Programmes	Workshop & Screenings (held in parallel with talks)
8:30 a.m.	Participants arrive	
9:15 a.m.	Welcome Address by Tan Kien Eng, 4As President	
9:30 a.m.	Make Local Go Global Happen by Kem Suraphongchai	Sick Six Screening   Kancil Awards 2025 Exhibition
10:15 a.m.	Make the Last Human Job Happen by Raymond Chin	
11:00 a.m.	Make Crafting World-Class Stories Happen by Wuthisak Anarnkaporn	Make Levelling Up Your Game Happen Workshop by Edward Ong & Gigi Lee (Workshop Room)
11:45 a.m.	Make Culture-Moving Collabs Happen by Brandon Chan x DOLLA	
12:30 p.m.	Panel: Kancils Sick Six New Directors Challenge (supported by PETRONAS) moderated by Iska Hashim	
1:30 p.m.	Make Driving Impact Through Creativity Happen by Umma Saini	Sick Six Screening   Kancil Awards 2025 Exhibition
2:15 p.m.	Make Entertainment Rooted in Cultural Diversity Happen by Seiya Matsumiya	
2:45 p.m.	Make Female-Driven Creativity Happen by Zan Ruchakityanon	
3:30 p.m.	Young Kancils Live Judging (Supported by Marrybrown)	
4:30 p.m.	Make Your Epic Rise Happen by Mark Peeters	
5:10 p.m	Astro Presents: Make Being a Part of the Show Happen with Raja Jastina Raja Arshad & Alex Goh & showcase by Hael Husaini & Alpha	
6:15 p.m.	MBI Selangor Presents: Make Our Home a Creative Hub Happen by YB Tuan Mohd Najwan bin Halimi	
7:00 p.m.	KANCIL AWARDS 2025	

\*Programme may be subject to change.

# PROGRAMME TOPICS

## **Make Local Go Global Happen**

by **Kem Suraphongchai**

Festival Director, ADFEST

Asia is not a single market. It is a mosaic of thousands of languages, faiths, traditions, and distinct local insights. Transforming deep local insights into universal truths can resonate far beyond cultural boundaries.

Dive into select winners from ADFEST, the region's premier creative festival, which prove that embracing our local distinctiveness and wearing it with fierce pride are key ingredients to elevate our creativity to the international stage. Decode some secrets behind some of the region's best works and how they fuelled the rise of Asian creativity on the world stage.

## **Make the Last Human Job Happen**

by **Raymond Chin**

Chief Creative Officer Innovation, VML Asia

We taught machines to imagine, and somewhere along the way, forgot how to dream ourselves. This is what creative brain rot feels like. Now we have one job left, and one job only: to feel. To feel deeply enough to make others feel too.

Raymond Chin delivers a bold manifesto for a creative economy where empathy, imperfection, and risk are the new competitive edge. In this industry of art and commerce, we must become our most artful to be of most value. Because when AI can make anything, the only art left is to mean it.

## **Make Crafting World-Class Stories Happen**

by **Wuthisak "Un" Anarnkaporn**

Founder & Director, FACTORY01 Bangkok

Eight-time Grand Prix-winning director Wuthisak "Un" Anarnkaporn explores the craft behind storytelling that transcends borders. Drawing from iconic campaigns across Thailand and beyond, he unpacks how sharp cultural insight, visual precision, and emotional truth combine to create films that captivate both audiences and juries worldwide.

## **Make Culture-Moving Collabs Happen**

by **Brandon Chan**, Director, New Business,

Universal Music Malaysia

& **DOLLA**, Malaysian Pop Sensation Girl Group

When brands and artists collide the right way, it doesn't just sell products, it creates hits. Join Universal Music's Brandon Chan and Malaysia's

powerhouse girl group DOLLA as they unpack how smart, respectful brand-artist partnerships become the kind of work people actually want to watch, share, stream and sing along to. Get a front-row look at how brands can plug into music and entertainment authentically, without killing the vibe. If you want to learn how to turn campaigns into chart-topping cultural moments, this is your playbook.

## **Kancils Sick Six New Directors Challenge (Supported by PETRONAS)**

Moderated by **Iska Hashim**

Executive Creative Director, Leo Malaysia

Six up-and-coming directors. Six short films. One chance to shine. Watch the finalists of the Sick Six New Directors Challenge as they share their creative journeys alongside their mentor production houses. A candid discussion on new voices, bold visions, and the future of Malaysian filmmaking.

## **Make Driving Impact Through Creativity Happen**

by **Umma Saini**

Director – Creative & Content, PhonePe India

From the ground-breaking Share the Load campaign to countless purpose-driven ideas, Umma Saini proves that empathy can move both hearts and markets. She shares how blending passion with purpose can shift culture, challenge norms, and create real-world impact – reminding us that the best ideas don't just sell; they change lives.

## **Make Entertainment Rooted in Cultural Diversity Happen**

by **Seiya Matsumiya**,

Co-Founder & CEO, Black Cat White Cat Music, Japan

Seiya, this year's Jury President of the Cannes Entertainment Lions for Music and our Entertainment Kancils, shares a powerful truth: the work that resonates everywhere is the work rooted deeply somewhere. From a woman playing the Indian tutari for the first time to Bad Bunny's unapologetically cultural album rollout, the strongest ideas in entertainment express their identities honestly and specifically.

He explores why global attention is shifting toward Asian creativity, and why the world is ready for Malaysia's voice: with its rare coexistence of parallel cultures living side by side, Malaysia could redefine how the region's stories are told on the world stage.

# PROGRAMME TOPICS

## **Make Female-Driven Creativity Happen** by **Thamakorn “Zan” Ruchakityanon**

Executive Creative Director, SOUR Bangkok

Zan Ruchakityanon shares how her work, both within and beyond her work at Thai indie agency SOUR champions female voices, both in front of and behind the brief. Expect insights on designing work that reflects women's truths and culturally resonates with modern audiences, as well as perspectives on how our industry can be a better ally for female voices. Because when women lead, culture follows.

## **Young Kancils Live Judging** **(Supported by Marrybrown)**

Moderated by **Jaz Lee**

Executive Creative Director, Leo Malaysia

Cheer on Malaysia's brightest under-30 talents as the top three Young Kancils creative challenge finalists present their ideas live before a jury of industry leaders. Watch bold thinking, fearless creativity, and a little friendly competition unfold as the next generation proves they're not just the future of the industry, but its fiery present.

## **Make Your Epic Rise Happen** by **Mark Peeters**

Associate Creative Director, BBH Singapore

What if the best time to be a creative... is when you're still figuring it all out? Mark wants you to embrace exactly that. From his early days in Amsterdam – where he helped create the double Cannes Grand Prix-winning The Next Rembrandt – to his experimental work across Europe and now Asia, Mark has built a career by doing the one thing most juniors are scared to do: fail forward.

In a fast-moving industry where tech and trends evolve daily, Mark believes rising creatives have the biggest superpower of all: freedom. Freedom to experiment, to be stupid, to speak up, to try the new and break the old. If you've ever felt small or stuck in a crowded industry, this is the session that reminds you why your voice matters, and why your rise can be epic too.

## **Astro Presents: Make Being a Part of the Show Happen**

with **Raja Jastina Raja Arshad**, Head of Astro Shaw & VP of Malay Nusantara Business, Astro & **Alex Goh**, Head, Strategy & Product, Astro Media Solutions

Moderated by **Keanu Azman**

**Featuring a special showcase**  
by **Hael Husaini & Alpha**

Astro, the festival's official media and Entertainment Kancils partner, explores how brands can move beyond ads and be a part of culture instead. Hear from Malaysia's home of entertainment as they reveal how authentic brand integration can elevate a narrative, turning campaigns into cultural moments Malaysians genuinely connect with. Featuring Astro's content and media leaders, plus a special showcase by Hael Husaini and Alpha, this session shows why the future belongs to brands that earn their place in Malaysian communities & culture.

## **MBI Selangor Presents:** **Make Our Home a Creative Hub Happen** by **YB Tuan Mohd Najman bin Halimi**

ADUN Kota Anggerik & EXCO Belia, Sukan & Keusahawanan

Malaysia's creative heartbeat starts at home. YB Tuan Mohd Najman shares how Selangor is nurturing the next wave of talent and innovation to become a regional powerhouse for creativity, technology, and culture. A vision for a Malaysia where creativity isn't just celebrated; it drives the economy forward.

## **Make Stupid Happen** **(Presented by Official Trainer Level Up)**

by **Edward Ong**, Founder and Creative Director, Borderless

& **Gigi Lee**, Founder and Creative Consultant, Klinik Gigi

Every idea starts as a stupid idea. If it isn't stupid, it's not going to work. If it's smart, it's stupid. Start with stupid. Get Smart from Stupid. Get Strategic from Stupid. Get coolsexyohsem from stupid. Journey with Edward Ong (Copy) and Gigi Lee (Art). It's time to Level Up.



# Meet Our

## SPEAKERS

### ALEX GOH

HEAD, STRATEGY & PRODUCT, ASTRO MEDIA SOLUTIONS

Alex brings almost 20 years of experience in brand and communications strategy, applied across Client, Creative, Media and Consulting engagements (CelcomDigi, DDB, M&C Saatchi, Mindshare Group, and Renoir Consulting). Alex has been recognised as one of Campaign Asia-Pacific's 40 Under 40, was part of the team recognised as Campaign's Southeast Asia New Business Development Team of the Year and shortlisted as Southeast Asia Brand/Strategy Planner of the Year. As a certified Performance Coach, Alex is constantly exploring how strategy - beyond being a department - can scale as an agency/organisational skill-set. And in line with his belief that the most powerful brands are experiences, Alex has obtained certifications in Design Practice for Business from Delft University, Netherlands and Transmedia Storytelling from the University of New South Wales, Australia. To contribute towards the next generation of Strategists and strategic work, he is an Industry Advisor to Universiti Tunku Abdul Rahman (UTAR), has volunteered time and given guest lectures at UTAR and Tunku Abdul Rahman University of Management and Technology (TARUMT); has judged industry work at the Effies and remains a mentor at the global 30 Minute University of Planning.

### BRANDON CHAN

DIRECTOR, NEW BUSINESS, UNIVERSAL MUSIC MALAYSIA

Brandon Chan is the dynamic Director of New Business at Universal Music Malaysia (UMM), where he spearheads the crucial division responsible for integrating musical talent with commercial opportunities. In this 360-degree role, Brandon has been instrumental in redefining the career trajectories of UMM's artists by successfully forging high-profile brand collaborations.

His strategic vision focuses on creating authentic partnerships that transcend traditional endorsements, leading to remarkable commercial success and increased cultural relevance for the roster. Under his leadership, UMM has secured impactful campaigns, leveraging the unique star power of acts to create immersive brand experiences and significantly amplify the artists' commercial reach across the entertainment and various industries.

### DOLLA

MALAYSIA'S POP SENSATION GIRL GROUP

DOLLA is one of Malaysia's biggest pop sensations: bold, ambitious, and unapologetically themselves. Bursting onto the scene in 2020 with "DOLLA Make You Wanna," the group quickly built a reputation for high-energy performances, sharp choreography, and a signature girl-crush sound rooted in empowerment and confidence. Blending pop, dance and hip-hop in both Bahasa Malaysia and English, they've delivered hit after hit, from "BAD" and "MWA!" to "DAMELO", "CLASSIC" and "QUESTION."

Despite their young career, DOLLA has already appeared on a Times Square billboard via Spotify's EQUAL campaign, won multiple ABPBH awards, and even broken into international markets with an appearance on China's reality show Show It All. A favourite among brands, DOLLA brings customisable, high-impact collaborations — from bespoke tracks to MV integrations, brand films, social content and on-ground activations.

With talent, attitude and visual flair, DOLLA is redefining Malaysia's modern girl-group standard.



## EDWARD ONG

FOUNDER & CREATIVE DIRECTOR, BORDERLESS

Former CCO of Y&R MY (Now VML)

Former Regional Head of Copy of Y&R Asia (Now VML Asia)

Winner: Dad of the Year (Self-awarded)

Work on display on fridge in kitchen

Almost 30 years of advertising experience and learning to pay attention to Gigi's more sensible ideas

And 10+ years training agency and client-side creatives (all the sordid details at [LevelUpProfessionalTraining.com](http://LevelUpProfessionalTraining.com)).

## GIGI LEE

FOUNDER & CREATIVE CONSULTANT, KLINIK GIGI

Former CCO of TBWA Malaysia

One of Malaysia's most awarded creatives

Yellow Pencil and Gold Lion winner

Work on display at Germany's M&K Museum's permanent collection

Almost 30 years of advertising experience and tolerating Ed's usually less-than-sensible ideas

## KEM SURAPHONGCHAI

FESTIVAL DIRECTOR, ADFEST

As Festival Director of ADFEST, Asia's only international creative festival in the region, Kem continues to drive ADFEST forward as the beacon of creative excellence in the region. She takes great pride in being part of the team that makes ADFEST synonymous with creativity, innovation, culture, and community. ADFEST is included in the WARC 100 Creative Rankings, the Campaign Brief Asia Creative Rankings, and The Drum World Creative Rankings, cementing ADFEST's legacy as a champion of Asian creativity.

When she has some down time, Kem is either on the rocks climbing or exploring the underwater world.

## MARK PEETERS

ASSOCIATE CREATIVE DIRECTOR, BBH APAC SINGAPORE

About 13-14 years ago Mark studied at the Willem de Kooning Academy in Rotterdam, The Netherlands. Here he not only fell in love with advertising, but it's also the place where he met his creative better half; Robert. They have been together ever since. ❤️ In the beginning of their career they worked at a couple of ad agencies in Amsterdam. Here they created a beer bottle to lure travellers to visit the home of Heineken. They created an interactive foosball table. And they brought back an old master for ING.

In 2019 they moved to Singapore (Robert's wife came along too). Here they turned an airplane into a musical instrument for SIA, put go-pro's on eagles, bunnies and dolphins for SCB, had a car travel back in time for a second-hand car market place, and they created a 10-meter long landmark with Phunk Studios at the Marina Bay Area for STB. Now we're at BBH amongst black sheep. And since we're both practically two farm boys from the Netherlands, we feel right at home.

## RAJA JASTINA RAJA ARSHAD

HEAD OF ASTRO SHAW & VICE PRESIDENT OF MALAY NUSANTARA BUSINESS, ASTRO

Raja Jastina is currently the Head of Astro Shaw and Vice President of Malay Nusantara Business at Astro. She spearheads Malaysia's leading film studio which is behind the highest grossing local movies of all time including Sheriff and Polis Evo 3, both reigning as the No. 1 films in Malaysia for 2023 and 2024. Apart from championing local movie production and Astro Originals such as Project: High Council that has raised the bar on local storytelling, her all rounded portfolio includes heading strategy for Astro's digital brand, driving revenue growth for Astro's pay per view business, managing's Astro's on – air Talent Management and Astro's movie distribution division where she looks into IP exportation to regional and international market.

Recognising the shift in content consumption trend, Raja Jastina played a pivotal role in driving Astro's foray into digital space for the Malay consumers, resulting in the establishment of Gempak, the No.1 digital entertainment brand in Malaysia.

She has close to 20 years of business management, media, marketing and branding experience where she has driven Astro's Malay content strategy and built a strong business network both locally and internationally.

Raja Jastina also serves on the board of Frontken Corporation. She has an Economics degree from Liverpool University, England and a Masters in Marketing Communications from Westminster University, England.

## RAYMOND CHIN

CHIEF CREATIVE INNOVATION OFFICER, VML ASIA

Ray is currently one of the first creative leaders applying creativity and innovation into digital transformation for clients. He believes brand creativity should live beyond comms, across products, services and experiences.

That's why, in his previous senior capacities, he's been exploring how brands can become more purposeful and meaningful across all touchpoints of a customer's journey.

With over 20 years of experience, Ray has worked with clients such as Unilever, Nike, LVMH, Shiseido, Starbucks, Huawei, Citibank, Ferrari among others, cutting his teeth in some of the best agencies in the world, such as Wieden + Kennedy, JWT, TBWA and Fallon, always exploring new ways of storytelling and making experiences feel like magic.

In his previous tenures, he has won creative and effectiveness awards, transformed an agency to a "Great Place To Work" and Campaign's Agency of the Year Best New Biz Team to boot. He was recognized for his efforts as one of Campaign Asia's 40 under 40 and its Digital A-list 50.

Ray is also an award jury member and speaker at SXSW, Unicorn Start-up Battles, Cannes, Spikes Asia, AME Effectiveness Awards, Busan Adstars, China Advertising Festival, and also guest lectures to students at Techcamp, HK Baptist University, HKPU and University of Gloucestershire.

## SEIYA MATSUMIYA

CO-FOUNDER & CEO, BLACK CAT WHITE CAT MUSIC JAPAN

Seiya began his career in the early 2000s amid Southern California's vibrant music scene. After studying at Berklee College of Music, he returned to Los Angeles to pursue his musical path in earnest, performing alongside renowned artists such as Flea (Red Hot Chili Peppers), Cat Power, and Maroon 5, while also composing and producing music for film, television, and advertising.

In 2018, he founded Black Cat White Cat Music in Tokyo. Since then, the company has produced music for numerous advertising campaigns in Japan and abroad, earning recognition at major international festivals such as Cannes Lions, CICLOPE Berlin, and the Clio Awards. Building on this reputation, Matsumiya has served as a juror for several of these festivals, and in 2025, he was appointed Jury President for the Cannes Lions Entertainment Lions for Music category.

Beyond advertising, the company also focuses on film and television projects, including A24's After Yang (2022) and Netflix's Beyond Goodbye (2025). The latter became Japan's most-watched series for several consecutive weeks after its release.

While based in Tokyo, Matsumiya enjoys a peaceful seaside life in Kobe with his family.

## THAMAKORN “ZAN” RUCHAKITYANON

EXECUTIVE CREATIVE DIRECTOR, SOUR BANGKOK

Thamakorn “Zan” Ruchakityanon is a renowned female creative leader at SOUR Bangkok, the first independent agency in Thailand to successfully penetrate the women’s market. Under her leadership, SOUR has been named Southeast Asia Boutique Agency of the Year for seven consecutive years (2018–2025) and Independent Agency of the Year at ADFEST 2021, while ranking among Thailand’s Top 5 agencies by The Work and Campaign Brief Asia (2021–2025).

Before joining SOUR, Zan held senior creative roles at BBDO Bangkok and J. Walter Thompson (now VML), and was selected for BBDO’s Female Creative Leadership Program in 2018. With over a decade of experience and 30+ international and local awards, her work blends Asian insight with Thai humour to create ideas that resonate globally.

Her acclaimed campaigns include Sabina Braless’s Make Yourself Comfortable, a Cannes Lions 2025 winner, and Thailand’s top virtual influencer ‘Katii’, who graced the covers of Vogue Thailand, L’Officiel, and Harper’s Bazaar. A frequent juror for Cannes Lions, LIA, Spikes Asia, ADFEST, Gerety, Ciclope and more, Zan continues to be a driving force in elevating local campaigns to global recognition, guided by her motto, “Work hard, explore harder.”

## UMMA SAINI

DIRECTOR – CREATIVE & CONTENT, PHONEPE INDIA

Umma Saini’s journey in advertising began right after college — and today, she stands among the world’s most celebrated creative leaders. Ranked India’s No.1 Creative Director by Campaign Brief Asia and No.10 globally by the Big Won Report, she’s one of only two women and the first Indian woman to achieve that honour.

Her trailblazing career is filled with firsts: the first Indian woman to speak on her own stage at Cannes Lions; the first campaign from India to be named the No.1 Campaign in the World twice (WARC 100); the first Gold Glass Lion and D&AD Impact White Pencil for India; and the first Creative Effectiveness Grand Prix at Spikes. Her work helped an Indian agency rise to the world’s No.3 spot in creativity.

Behind iconic, culture-shifting work like Ariel’s #ShareTheLoad, Umma continues to prove that creativity can move both business and society. At Google, she explored the intersection of technology and storytelling, elevating the brand’s voice globally. With multiple wins across Cannes Lions, D&AD, One Show, Effies, ADFEST, Spikes and more, Umma remains an inspiring mentor, juror and speaker, driven by one belief: that creativity can shape culture and create change.

## WUTHISAK “UN” ANARNKAPORN

FOUNDER & DIRECTOR, FACTORY01 BANGKOK

Wuthisak Anarnkaporn is a film director who has won the Grand Prix at international advertising festivals eight times.

He is the founder of FACTORY01, a production company known for creative storytelling and strong brand ideas. His iconic films include Krungsri Firstchoice “What the Fast”, Voiz “The Innocent Eyes”, Central “Shop Unfriend”, as well as international works for Grab (Philippines) “Summer”, Prism+ TV (Singapore) “As close as you can get”, and Lifebuoy (Indonesia) “Possession”.

His work has been recognised by Cannes Lions, D&AD, The One Show, Clio, and other global festivals.

**LET'S  
MAKE**



**HAPPEN  
TOGETHER**

**QUESTIONS?**

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**4As MALAYSIA**

GROWING BRANDS  
THROUGH CREATIVITY