AWARDS | 2026

SUPERHUMANITY
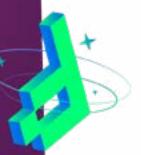
ENTRY KIT

ENTRY KIT

CONTENT

ABOUT
MDA d AWARDS

The d Awards is organized by the Malaysian Digital Association (MDA) to recognize and honor the talents, agencies, brands, publishers and digital service providers that embrace and pioneer the use of digital technologies. MDA is looking for innovation and creativity in designing, building, managing, marketing or promoting digital campaigns/ products/ services that create an impact in the lives of consumers and businesses.

Entry categories allow for all forms of technical and creative digital works from any communication discipline to be entered. Moreover, given the nature of digital, results and impact play an important role in the success of the entry and naturally solidify the validity of digital as a worthy marketing channel.

Participation is open to all digital natives from clients, digital creative agencies, media agencies, technology companies, publishers, media owners and any company that is part of the digital marketing ecosystem.
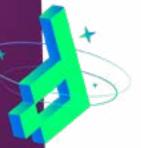
Any entity based in Malaysia with valid digital work that aligns with the entry categories is encouraged to participate and let their work be honored by their peers.
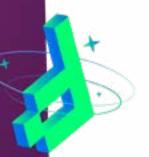
WHAT'S NEW in 2026?

AWARDS | 2026

NEW: COMPETITION CALENDAR

Call for Entry	**10 December 2025**
d Awards Masterclass	**17 December 2025**
Early bird submission deadline	**7 January 2026**
Final submission deadline	**21 January 2026**
Extended submission deadline	**4 February 2026**
Last chance deadline	**11 February 2026**
Entries vetting	**2 March 2026**
d Awards Round 1 judging [online]	**11 March - 1 April 2026**
Finalist notification to be sent	**7 April 2026**
People categories public voting	**13 April - 4 May 2026**
Finalist presenters' list	**15 April 2026**
Finalist materials submission	**21 April 2026**
d Awards Round 2 judging [on-ground]	**5 May 2026**
MDA d Conference 2026 *@ Nexus 1 & 2, Connexion CEC, Bangsar South, Kuala Lumpur*	**11 June 2026**
MDA d Awards 2026 *@ Nexus 1 & 2, Connexion CEC, Bangsar South, Kuala Lumpur*	**12 June 2026**

AWARDS | 2026

HOW TO ENTER d AWARDS?

Go to www.d-awards.com.my and complete the steps below:

STEP 1:
ENTRANT REGISTRATION

- Entrant companies are required to create an online account with a username and password. A confirmation email will be sent to the primary contact email provided.

- Fill in the below required fields and submit your registration:

    NEW: **Entrant Details**
    - Company Name
    - Type of company
    - MDA Member (Yes or No)

    You will receive a confirmation email upon successful registration.

STEP 2:
LOGIN & DOWNLOAD

Entry Kit
Login to your account and download the 2026 d Awards Entry Kit. Read the information thoroughly. Entries/Works that do not adhere to the award rules and requirements for entry submission will be disqualified and fees WILL NOT be refunded.

Entry Verification Form
- Entrant companies are required to upload one signed copy of the Entry Verification form with each entry.
- If the entrant company is an Agency, then consent from both the Agency and Client representatives are required.
- If the entrant company is a Client/Publisher/Digital Service Provider, then only the client's/publisher's/digital service provider's consent is required.
- The form must be signed off by senior leadership [e.g., Head of Account Planning, Head of Client Services, Group Account Director, Marketing Director, etc.]
- The Entry Verification form is not required for People categories.

AWARDS | 2026

STEP 3:
ENTRY SUBMISSION

ONLINE SUBMISSION GUIDELINES

🌵 Each entrant is to use their online account to submit all their entries. More than one person may use the login details at the same time to streamline multiple entry submissions.

🌵 Complete the online entry form. Submission fields are as follows:

Entrant Details

- Category
- Entry title
- Client
- Brand
- Date range of activity (Start date MM/YYYY to End Date MM/YYYY)

ENTRY INFORMATION

🌵 **All entrants must complete the mandatory entry write- up online. Your write-up should not exceed 500 words across all sections.**

ENTRY CHANNELS & MEDIA

🌵 **Channels/Platform** e.g. Facebook, Mobile, Web

🌵 **Upload supporting URL (maximum 5)**
e.g. References to any support material online such as social URLs / Microsites / Landing Page, Facebook App, Mobile App, Banners, etc to show that the campaign was successfully executed.

🌵 **Upload screenshots (maximum 5)**
e.g. Visual references to support the entry which includes screenshots of websites, Facebook pages, Microsites, Landing Page, Facebook App, Mobile App, Banners, UI/ UX features, etc. These visuals are to support the entry.

Company Information

- Creative Agency
- Digital Agency
- Media Agency
- Others
- Credits

AWARDS | 2026

Client Information

- Client contact person
- Client contact person title
- Client contact person email

Entry Verification Form

- Upload Entry Verification Form

NOMINATED PERSON'S INFORMATION

For Digital Person of the Year and Rising Star, the submission fields are as follows:

Entrant Details

- Full Name:
- Designation:
- Company Name:
- I/C or Passport Number:
- Contact Number:
- Email address:

To complete the mandatory entry write-up online. Your write-up should not exceed 500 words across below 3 sections*

- Why is this person being nominated?
- Key Contribution
- Endorsement by management/creative

SUPPORTING DETAILS

Upload supporting URL (maximum 5)

- References to any support material online such as social URLs /Microsites / Landing Page, Facebook App, Mobile App, Banners, etc to show that the campaign was successfully executed.

Upload screenshots (maximum 5)

- Visual references to support the entry which includes screenshots of websites, Facebook pages, Microsites, Landing Page, Facebook App, Mobile App, Banners, UI/UX features, etc. These visuals are to support the entry.

Upload endorsement (maximum 5)

- Letter of endorsement by management.

FINALIST SUBMISSION GUIDELINES
(only applicable to shortlisted entries)

- Email notification will be sent to entrants of all shortlisted entries by **7th April 2026.**

- A working team of a maximum of 3 persons per shortlisted entry will be invited to deliver a 15 minutes presentation inclusive Q&A to a group of minimum 7-8 judges.

- No Client representation is allowed, unless they submitted the entries.

- Each presentation must be made using a presentation deck which is limited to a maximum of 4 slides. The presentation must be a summary of your Entry text. Keep it concise, specific and relevant. More details will be shared in the email notification.

- Limiting the use of technical jargon and statistics is advised.

- Use bold, clear images – a few larger images are more effective than too many small images.

- All presentation decks must reach the MDA secretariat officeby **21st April 2026 before 3.00pm.**

- Failure to submit the presentation deck will result in the on- line submission being projected for judges' reference.

- No physical presentation materials are allowed. Attire worn (including accessories) cannot carry any related branding, references to the advertiser &/or the agency.
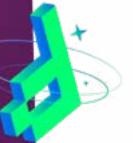
STEP 4:
PAYMENT SUBMISSION (ONLINE)

- All payment slips must be enclosed together with the Entry Master list and email to the Secretariat. Please ensure the amount of the payment tallies with the total amount of entries stated in the Entry Master list.

AWARDS | 2026

RULES & ELIGIBILITY OF ENTRY

1. The MDA d Awards are open to **clients, digital creative agencies, media agencies, technology companies, publishers, media owners**, and any organization that is part of Malaysia's **digital marketing ecosystem**.
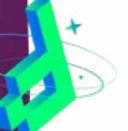
2. *NEW:* Group submissions are **not permitted**. Each entry must be attributed to a **single agency** or **company** that has played the **lead role** in the work submitted.

3. All entries must **comply with Malaysian advertising regulations, restrictions, and guidelines** issued by relevant authorities, including but not limited to the **Malaysian Code of Advertising Practice** (Advertising Standards Malaysia), **The Content Code** (Communications and Multimedia Content Forum Malaysia), and relevant **Government Ministries**.
   - Marketing and Advertising of Intoxicating Liquor Guidelines
   - Online Curated Content Guidelines 2023
   - Content Code 2025

4. *NEW:* Judges will also evaluate entries for *ethical compliance* (e.g., misinformation, hate speech, inappropriate content, etc.) in addition to the weighted criteria. Judges are **empowered to flag violations** and recommend disqualification where necessary.

5. **Speculative, prototype, conceptual, or non-commissioned work** is not eligible for entry.

6. All work must have been created under a **normal paying client contract**. For **self-promotional or non-profit work**, the client must have **commissioned and approved** all media, production, and implementation.

7. All projects/campaigns submitted must have been **implemented and executed between 1 January 2025 and 31 December 2025** in Malaysia and must show **substantial measurable progress** during the eligibility period.

8. Persons nominated must be **full-time employees** of the company, agency, or network **within the period of 1 January 2025 to 31 December 2025**.

9. Any project or campaign conducted **outside the eligibility dates** is not eligible for evaluation but may be **referenced for context** if it forms part of the same ongoing work. Entries whose **main campaign period** falls outside these dates will be **disqualified**.

10. A project/campaign may be **entered into a maximum of three (3) categories**. A **separate entry form and set of materials** must be submitted for each category. If entering multiple categories, it is **strongly recommended** that each written submission be **tailored** to highlight elements most relevant to the chosen category.

11. Only **one party** may submit an entry. This must be agreed in advance between the parties concerned (e.g. either the digital company, advertising agency, or media agency may enter a campaign, but not all). If the same work is submitted by two different entrant companies, **only the first submission will be accepted**.

12. Entrants must obtain **written permission** from the commissioning client/brand-owning company before submitting an entry. Each submission must be accompanied by an **Entry Verification Form**.

13. All entries must be **written in English** and submitted **exactly as published, aired, or implemented** — not modified or re-edited for award entry purposes.

14. All entry questions must be **fully answered** and must adhere to any **word count limits** stated.

15. Entries must be completed **online** at www.d-awards.com.my. Entries are **not considered complete** until full payment has been **received by the MDA Secretariat**.

16. The Awards Committee reserves the right to **re-categorize entries** if deemed more suitable. However, it cannot be expected to routinely correct or move incorrectly entered submissions.

17. Please ensure all **credited names and details** are accurate. Changes to winning entries may be made **only at the discretion of the Organizing Committee**, and are subject to an **administrative fee of RM200.00**. This includes name or company changes after the entry deadline.

18. **Incomplete or incorrect entries** may be disqualified.

19. **Disqualified, duplicate, or non-compliant entries** will not be refunded.

20. The Awards Committee reserves the right to **request proof or further evidence** of legitimacy. Should clarification not be provided or found unsatisfactory, any award granted will be **withdrawn and disqualified**. The **Awards Committee's and MDA President's decision is final**.

21. **Entry fees are non-refundable and non-transferable** under all circumstances. Fees cover administrative, processing, and judging costs.

22. By submitting an entry, entrants grant MDA permission to **showcase submitted materials** at any time deemed appropriate.

23. Submission of an entry signifies the entrant's **acceptance of all Rules of Entry**. MDA assumes **no responsibility for incorrectly submitted information**.

24. Entrants are responsible for ensuring they possess all **usage rights** for materials included (e.g. images, music, footage, etc.) used across delegate screenings, post-event promotions, festival websites, partner websites, official recordings, and any public platforms.
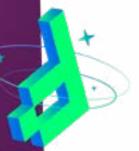
REASONS FOR DISQUALIFICATION

The following will result in disqualification and entry fees will be forfeited.

- Campaign execution must be done in Malaysia only – for multi-country campaigns including Malaysia as a market; please focus on the Malaysian execution details.

- All campaign implementation must have been executed for the first time **1st January 2025 and 31st December 2025**. It should not be a repeat campaign. If an entry is an updated version from the previous year campaign – the entrant must explain the updated execution details.

- *DO NOT* show your Company logo, branding, company product name/tools or refer to your Company or anyone who has contributed to the entry in your written submission as it will result in disqualification. **(Except for Tech Company of the Year, Publisher of the Year, eCommerce Company of the Year, Influencer Agency of the Year, Content Agency of the Year, and People Categories i.e. Digital Person of the Year and Rising Star)**.

- Each completed individual entry form must be acknowledged and approved by the client with a sign off on the entry verification form except for people categories.

ENTRY DEADLINES & FEES

	Deadlines	Members	Non-Members
Early Birds	7th January 2026	RM 350.00	RM 450.00
Final	21st January 2026	RM 450.00	RM 550.00
Extended	4th February 2026	RM 650.00	RM 750.00
Last Chance	11th February 2026	RM 850.00	RM 950.00

*Cut-off time for all deadlines is MALAYSIAN Time 3:00pm

NOTE:

- Any requests for changes after the entry has been made will be administered by the Organizer at their sole discretion, and an admin fee of RM200.00 applies.

- Changes may not be made to entries once judging has commenced.

Payment Methods
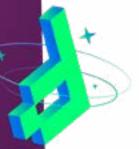
- Cheque should be made payable to "Malaysian Digital Association".

- Online transfer
  For online transfer, the bank details are as follows;
  Beneficiary Name: MALAYSIAN DIGITAL ASSOCIATION
  Bank Name: HSBC BANK MALAYSIA BERHAD
  Account Number: 359-373875-101
  Swift Code: HBMBMYKL

- Proof of remittance must be emailed to the Secretariat together with the entry master list.

- A tax invoice will be issued after entry fees are paid.

AWARDS | 2026

JUDGING CRITERIA & PROCESS

Entries will be judged by a **jury panel consisting of well-known and credible digital practitioners, marketers, strategists and other experts**. Each judge will individually access the entry and evaluate it based on the judging criteria described below:

- Strategy   : 20%
- Creative and Innovation   : 25%
- Execution   : 25%
- Results   : 30%

For **Tech Company of the Year, Publisher of the Year, eCommerce Company of the Year, Influencer Agency of the Year, Content Agency of the Year**, the nomination(s) will be assessed and evaluated based on the judging criteria described below:

- Company Business Strategy and Achievements   : 20%
- Company scale in the areas of expertise, USP, technology or platforms, product solutions   : 20%
- Company team and culture and work stream   : 30%
- Company recognitions and industry contribution   : 30%
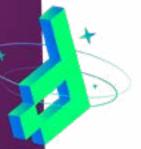
For **Digital Person of the Year and Rising Star**, the nomination(s) will be assessed and evaluated based on the judging criteria described below:

- Public voting   : 20%

Finalist's view on the designated question covering:
- Thought Leadership   : 20%
- Freshness of Idea/s   : 15%
- Salesmanship (e.g. ability to convince)   : 15%
- Showmanship (e.g. presentation skills)   : 30%
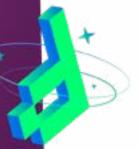
Round 1 Judging [Online]: Determining Shortlists

- Judges will evaluate and shortlist their **best 6 entries per category** for categories with more than 6 entries. A computerized voting system selects the highest votes given in each category. At all voting stages, a judge's vote will not be counted for any entry submitted by his or her own company(ies).

- Digital Person of the Year and Rising Star **will proceed to the Round 2 judging**.

Round 2 Judging [On Ground]: Determining the Winners

- Shortlisted entries will be invited to perform a **15-minute presentation including Q&A session** on the salient points of their entered campaign. It will be attended and judged in the second round by a **minimum of 6-8 judges**.

- Judges will evaluate and score each entry individually within its respective category, based on the judging criteria outlined above. Each criterion carries a specific weightage, totalling 100%. The jury's decision is final.

- For **Digital Person of the Year and Rising Star, finalists will receive two (2) questions upon finalist notification**. Each finalist must **choose one (1)** question to present during the Elevator Pitch Presentation and deliver their response within the stipulated time.

- For the people categories, **20% judging weightage** will be from the d Awards **public voting**.

AWARDS & CATEGORIES

The awards are as follows:

CATEGORY WINNERS

A trophy and e-certificate will be awarded to the **Gold, Silver and Bronze winners of each category**. Finalists making it to the Jury Shortlist will receive an e-certificate in recognition of their achievement.

GRAND PRIX

One [1] Grand Prix trophy will be awarded to the **entry with the highest overall score across all Gold-winning entries.** This accolade represents the most outstanding work of the year — exemplifying excellence in creativity, effectiveness, and impact.

DIGITAL COMPANY OF THE YEAR

This trophy will be awarded to **the agency, advertiser, publisher, online retail or marketplace, adtech, martech, or digital service provider with the highest accumulated points from campaign categories.**

The points awarded are:

- Gold - 20 points
- Silver - 10 points
- Bronze - 5 points

AWARDS | 2026

The award categories are as follows:

ENHANCED:
PUBLISHER OF THE YEAR

[formerly Digital Publisher of the Year]

This category honors a transformative publisher that has demonstrated excellence in content strategy, audience engagement, platform innovation, and commercial impact.

The award recognizes publishers who not only drive growth for their own business, but also contribute meaningfully to the success of clients, partners, and the broader Malaysian digital ecosystem.

This category awards a "game-changing" publisher for its stand-out execution of strategy (based on a clear understanding of audience, platform, content, and business goals) to impact growth not only for its own business but also clients, partners and the Malaysia digital industry as a whole.

Each submission will be evaluated based on the following weighted criteria:

Company Business Strategy & Achievements (20%)
The publisher's overall strategic vision, business direction, and key achievements that demonstrate sustainable growth and market leadership.

Company Scale in Areas of Expertise, USP, Technology or Platforms, Product Solutions (20%)
The strength of the publisher's platforms, audience reach, proprietary technology, innovation in formats or distribution, and differentiation from competitors.

Company Team & Culture and Work Stream (30%)
How the organization fosters collaboration, creativity, and operational excellence within teams; and its adaptability to evolving market and audience needs.

Company Recognitions & Industry Contribution (30%)
External recognitions, thought leadership, partnerships, and contributions that advance Malaysia's digital publishing and media ecosystem.

AWARDS | 2026

CONSOLIDATED: ECOMMERCE COMPANY OF THE YEAR

[formerly Best In e-Commerce Marketing Campaign & Best eCommerce Company of the Year]

This category honors an organization that has demonstrated outstanding excellence in eCommerce innovation, operations, and marketing performance. It recognizes companies — including brands, agencies, marketplaces, publishers, and technology providers — that have successfully harnessed digital platforms, tools, and creative strategies to drive measurable growth, enhance customer experience, and shape Malaysia's eCommerce landscape.

Entrants should demonstrate:
- A clear eCommerce business strategy that achieved tangible commercial results,
- Innovation and scale in technology, platform use, or product solutions,
- A strong team culture and workflow that fosters cross-disciplinary excellence, and
- Meaningful industry contribution and recognition, advancing Malaysia's digital and eCommerce ecosystem.

Ultimately, this award celebrates organizations that embody eCommerce excellence — transforming how Malaysians shop, sell, and connect online.

Each submission will be evaluated based on the following weighted criteria:

Company Business Strategy & Achievements (20%)
Clarity of vision, business growth, and strategic outcomes in eCommerce innovation and operations.

Company Scale in Areas of Expertise, USP, Technology or Platforms, Product Solutions (20%)
Excellence and differentiation in digital tools, technology, or platform management.

Company Team & Culture and Work Stream (30%)
Internal collaboration, creativity, and operational efficiency in executing eCommerce initiatives.

Company Recognitions & Industry Contribution (30%)
Recognitions, thought leadership, and contributions that uplift Malaysia's eCommerce and digital retail landscape.

CONSOLIDATED:
TECH COMPANY OF THE YEAR

[formerly Best Adtech / Martech Company]

This category honors a technology company that has made a transformative impact on Malaysia's digital and marketing ecosystem through innovative products, platforms, or solutions. It recognizes organizations — from Martech and Adtech providers to digital solution innovators, data-driven platforms, and AI enablers — whose technologies empower marketers, brands, publishers, and agencies to work smarter, faster, and more effectively.

Entrants should demonstrate how their innovations:
- Address real challenges faced by the marketing or business community,
- Drive measurable commercial and operational impact, and
- Contribute meaningfully to the growth of Malaysia's digital economy.

Ultimately, this category celebrates the companies behind the tools and technologies powering the country's digital transformation — those creating new, more effective ways to connect businesses with audiences in an ever-evolving marketplace.

Each submission will be evaluated based on the following weighted criteria:

Company Business Strategy & Achievements (20%)
Strategic direction, growth milestones, and achievements demonstrating sustained business success.

Company Scale in Areas of Expertise, USP, Technology or Platforms, Product Solutions (20%)
Breadth and innovation of technology, proprietary tools, or digital products that differentiate the company.

Company Team & Culture and Work Stream (30%)
The strength of team culture, leadership, and processes that drive innovation and operational excellence.

Company Recognitions & Industry Contribution (30%)
Awards, partnerships, thought leadership, or contributions that advance Malaysia's tech and marketing ecosystem.

CONTENT AGENCY OF THE YEAR

This category recognizes an agency that demonstrates exceptional capability in developing, executing, and amplifying content that delivers high engagement, cultural relevance, and meaningful business impact for brands.

It celebrates agencies that place content at the centre of the marketing strategy — crafting audience-led narratives, designing omnichannel content experiences, and leveraging digital amplification platforms (Web/Apps/Social) to achieve campaign and brand objectives.

Entries must clearly showcase a strong content strategy roadmap built around consumer insight, robust planning, creative use of formats and platforms, and measurable performance metrics. Agencies should demonstrate how their content sparked conversations, influenced culture or societal perspectives, generated brand lift, and delivered business growth through a content-led approach.

Each entry will be evaluated based on the following weighted criteria:

Company Business Strategy & Achievements (20%)
Clarity of vision, strategic direction, and business achievements that reflect strong leadership in content-driven marketing, including growth, standout work, and excellence in delivering content-led results for clients.

Company Scale in Areas of Expertise, USP, Technology or Platforms, Product Solutions (20%)
Breadth and depth of content capabilities, including omnichannel content execution, platform strengths, proprietary tools, unique methodologies, and innovative approaches that differentiate the agency.

Company Team & Culture and Work Stream (30%)
Strength of the content team, internal culture, workflow processes, collaboration structure, and the agency's ability to consistently deliver impactful, high-quality content experiences across the full funnel.

Company Recognitions & Industry Contribution (30%)
Awards, notable campaigns, industry leadership, thought contributions, and initiatives that elevate Malaysia's content ecosystem — including content that sparked cultural conversation or contributed positively to society.

INFLUENCER AGENCY OF THE YEAR

This category recognizes an agency that demonstrates outstanding excellence in influencer marketing strategy, execution, and impact across the full spectrum of social platforms.

It celebrates agencies that effectively leverage influencers, creators, communities, and social ecosystems to drive engagement, social reach, cultural relevance, and measurable commercial outcomes for brands.

Entries must clearly show an influencer-led strategy built on audience insight, strong creator selection and management, data-driven performance tracking, and the ability to translate business objectives into real marketing and commercial success. Agencies must also demonstrate their expertise in influencer discovery, rating, and selection, their responsiveness to evolving industry demands, and how they continuously push the boundaries of influencer marketing throughout the year.

Each entry will be evaluated based on the following weighted criteria:

Company Business Strategy & Achievements (20%)
Clarity of vision, strategic approach, and achievements that demonstrate business growth, influence in the creator economy, and successful delivery of influencer-driven outcomes for clients.

Company Scale in Areas of Expertise, USP, Technology or Platforms, Product Solutions (20%)
Breadth of influencer marketing capabilities, including creator selection and rating methodologies, proprietary tools or platforms, content production strengths, and unique solutions that differentiate the agency in the influencer space.

Company Team & Culture and Work Stream (30%)
Strength of the influencer management team, collaboration frameworks, creator relationship building, campaign management processes, and internal culture that fosters agility, creativity, and consistent excellence in influencer-led executions.

Company Recognitions & Industry Contribution (30%)
Awards, case study highlights, thought leadership, creator education initiatives, community-building efforts, and overall contribution to the growth and professionalism of the influencer marketing and creator economy ecosystem.

BEST USE OF CONTENT / ADVERTORIAL / NATIVE ADVERTISING

This category recognizes exceptional strategies and executions in creating and delivering content that seamlessly integrates brand messages into the consumer experience. It celebrates campaigns that use content, advertorials, and native advertising formats to tell compelling stories, build relevance, and drive meaningful impact without disrupting user journeys.

Entries must clearly demonstrate a content-driven strategy built on strong consumer insights, a data-based approach to content development and distribution, and clear media and business outcomes. Entrants should show how content formats were selected, crafted, and deployed to influence audience behaviour, enhance brand perception, and contribute to measurable results.

Judges will evaluate campaigns based on the strength of strategic thinking, creative excellence, platform fit, and the effectiveness of content in driving engagement, affinity, or commercial performance.

Ultimately, this award celebrates the most impactful content-led campaigns that combine strategic clarity, authentic storytelling, and smart use of digital environments to deliver measurable media and business impact.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clarity of consumer insight, content objectives, target audience definition, and the strategic rationale behind the chosen content, advertorial, or native formats.

💡 **Creative & Innovation (25%)**
Originality of content concept, storytelling approach, creative execution, and innovative use of formats or platform features to deliver seamless, engaging experiences.

🎣 **Execution (25%)**
Effectiveness and quality of content rollout across relevant channels — including placement, integration, distribution strategy, optimisation, and alignment with user experience.

📈 **Results (30%)**
Measurable media and business impact such as engagement, viewership, consumption, brand lift, consideration, traffic, conversion, or other quantifiable outcomes attributable to the content-led approach.

AWARDS | 2026

BEST INFLUENCER MARKETING CAMPAIGN

This category recognizes outstanding marketing campaigns that place influencers at the core of the strategy, using them as the primary driver of ideas, storytelling, and audience engagement.

Entries must clearly demonstrate how influencer selection, influencer-led content, and influencer-driven amplification were integral to the campaign's overall strategy — not merely used as supporting assets. Entrants should show how the influencers' authenticity, credibility, and audience relevance contributed meaningfully to brand objectives.

Judges will evaluate how effectively the campaign leveraged influencer partnerships to capture consumer attention, engage specific target audience(s), build authority for the brand, and deliver measurable impact. Entries must present quantifiable results that show how influencer involvement contributed to reach, engagement, talkability, brand affinity, or commercial outcomes.

Ultimately, this award celebrates campaigns that combine strategic influencer selection, creative excellence, authentic content integration, and strong results to drive brand impact and business growth.

Each entry will be evaluated based on the following weighted criteria:

Strategy (20%)
Clear articulation of the influencer strategy, including target audience definition, influencer selection rationale (fit, credibility, audience relevance), campaign objectives, and how influencers were positioned as the central driver of the idea.

Creative & Innovation (25%)
Originality and creativity of the influencer-led concept, content format(s), and storytelling. Judges will assess how well the campaign leveraged influencer strengths, platforms, and digital tools to deliver authentic and engaging experiences.

Execution (25%)
Quality and effectiveness of campaign rollout, including influencer collaboration, content quality, channel selection (TikTok, Instagram, YouTube, etc.), consistency of messaging, activation of influencer communities, and integration across platforms.

Results (30%)
Demonstrable, quantifiable outcomes directly attributable to influencer efforts — including reach, traffic, engagement, virality, talkability, brand awareness, brand love, uplift in consideration, or sales/commercial impact. Judges will evaluate both the strength of results and the clarity of attribution to influencer-driven activities.

COMBINED:
BEST DIGITAL GROWTH CAMPAIGN

[formerly Best Digital Customer Acquisition & Loyalty Campaign and Best Performance Marketing Campaign]

This category recognizes a campaign that demonstrates exceptional strategic integration of digital customer acquisition, engagement, and retention to drive measurable business growth. It celebrates initiatives that not only attract and convert audiences effectively, but also build long-term relationships, loyalty, and sustainable impact across the customer journey.

Entries should showcase:
- Seamless integration of acquisition, engagement, and retention strategies;
- Strong ROI, conversion rates, and performance KPIs that reflect tangible business success;
- Innovation and creativity in the use of digital tools, platforms, data, and storytelling;
- Inclusivity and accessibility in addressing diverse audiences with authentic, inclusive messaging; and
- Demonstrated long-term value creation beyond short-term gains.

Ultimately, this category honors campaigns that exemplify sustained digital growth through strategy, innovation, and meaningful connection.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clarity of growth objectives, understanding of the audience journey, and effective integration of acquisition and retention strategies.

💡 **Creative & Innovation (25%)**
Inventive use of digital tools, data, and storytelling to drive performance-focused impact.

⚙️ **Execution (25%)**
Strength of campaign rollout, cross-channel optimization, and overall audience experience management.

📈 **Results (30%)**
Demonstrated business impact through measurable outcomes — ROI, conversions, retention, or sustained engagement, backed by credible data.

AWARDS | 2026

COMBINED:
BEST IMMERSIVE VIDEO CAMPAIGN

[formerly Best Use of OTT / Connected TV and Best Use of Video]

This category honors campaigns that strategically leverage video content across digital platforms — including OTT, Connected TV, social ecosystems, and emerging video formats — to deliver immersive storytelling, audience engagement, and measurable impact.

It celebrates excellence in creative execution, platform-specific innovation, and the ability to craft meaningful viewer experiences across diverse screens and content environments.

Entries should demonstrate how video was used as a central strategic and creative driver, showcasing its role in enhancing overall campaign performance and delivering measurable business results.

Ultimately, this award recognizes the power of video to inspire, connect, and convert audiences through innovation, creativity, and strategic integration.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clarity of objectives, audience insights, and the strategic role of video within the campaign.

💡 **Creative & Innovation (25%)**
Originality and creativity in video concept, format, and use of platform-specific storytelling techniques.

🔧 **Execution (25%)**
Quality of production, consistency across channels, and optimization for each platform or screen.

📈 **Results (30%)**
Demonstrated impact — engagement, view-through, brand lift, or business outcomes linked to campaign goals.

NEW: BEST GAMIFIED CAMPAIGN

This category celebrates the creative and strategic use of gaming platforms, environments, or mechanics to drive digital marketing outcomes.

It recognizes campaigns that have successfully integrated gaming and e-sports ecosystems — including mobile, console, PC, and streaming communities — to engage audiences, build brand affinity, and deliver measurable business impact.

Entries should demonstrate how the campaign leveraged the interactive power of gameplay — from in-game activations and branded experiences to rewards, challenges, or user participation — to create meaningful engagement and drive results.

Open to brands, agencies, digital consultancies, adtech/martech providers, and publishers/ media owners who have played a strategic or executional role in developing or hosting the gamified experience. Publishers and media owners may enter if the campaign was activated or co-created on their platforms and demonstrated measurable engagement and results.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clear objectives, understanding of gaming audiences, and strategic integration of gamification into the campaign.

💡 **Creative & Innovation (25%)**
Originality and creativity in concept, game mechanics, storytelling, and user experience.

🕹 **Execution (25%)**
Seamless implementation across platforms or gaming environments, quality of integration, and audience participation.

📈 **Results (30%)**
Measurable impact such as engagement rates, participation levels, brand lift, or commercial results tied to campaign goals.

BEST INTEGRATED MEDIA CAMPAIGN

This category recognizes the best holistic integrated media campaign that effectively combines both online and traditional media to deliver outstanding results.

Entries must demonstrate the strategic use of at least three different media channels, with a minimum of one offline and one online channel, integrated seamlessly to achieve campaign objectives. The strongest entries will showcase a deep understanding of the consumer journey and synergies across channels, supported by an omnichannel strategy that drives creativity, innovation, and measurable performance.

Ultimately, this award celebrates campaigns that bridge digital and traditional media with excellence — proving that integration, when done right, multiplies impact.

Each entry will be evaluated based on the following weighted criteria:

Strategy (20%)
Clarity of objectives, channel roles, and integration strategy across media touchpoints.

Creative & Innovation (25%)
Originality and creativity in concept, messaging, and cross-platform storytelling.

Execution (25%)
Cohesive rollout, effective coordination across channels, and seamless user experience.

Results (30%)
Demonstrated success through reach, engagement, brand lift, or business outcomes supported by credible data.

AWARDS | 2026

BEST USE OF DATA

This category awards the best use of data to solve business problems and provide new business opportunities across the marketing/communication spectrum.

The strongest entries feature a clear approach using 1st, 2nd or 3rd party digital data that results in strong insights that are activated to deliver high business performances and meeting business KPIs.

Entries will be evaluated based on the sources and type of data used, the generation of the insights and how it was transformed into a powerful strategic idea that created a positive outcome for the business/campaign.

Ultimately, this award celebrates the power of data to inspire creativity, precision, and performance in the digital marketing ecosystem.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clarity of business challenge, data objectives, and strategic approach to using data effectively.

💡 **Creative & Innovation (25%)**
Originality in how data was analyzed, visualized, or transformed into a creative or strategic idea.

🖱️ **Execution (25%)**
Quality of data collection, integration, and application across platforms or channels.

📈 **Results (30%)**
Demonstrated business or marketing outcomes — improved efficiency, performance, ROI, or audience engagement — directly linked to data insights.

BEST USE OF DIGITAL MARKETING INNOVATION

This category recognizes brands, agencies, or organizations that challenge the status quo through innovative applications of digital technology to achieve breakthrough marketing results.

It celebrates first-in-market ideas, inventive use of digital platforms, tools, or formats, and bold approaches that redefine how audiences experience a brand, product, or service.

Entries will be evaluated on their originality, creativity, execution, and measurable results, with emphasis on innovations that demonstrate significant business impact or solve a clearly defined marketing challenge.

Ultimately, this award honors those who push the boundaries of what's possible in digital marketing through transformative ideas and meaningful outcomes.

Each entry will be evaluated based on the following weighted criteria:

Strategy (20%)
Clarity of the challenge, rationale for innovation, and alignment with brand or business objectives.

Creative & Innovation (25%)
Originality, ingenuity, and first-in-market use of digital tools, platforms, or technologies.

Execution (25%)
Quality of implementation, integration across touchpoints, and scalability of the innovation.

Results (30%)
Tangible business or marketing impact — effectiveness, efficiency, ROI, or measurable success against objectives.

ENHANCED: BEST SEARCH MARKETING CAMPAIGN

This category recognizes outstanding use of search marketing to drive high-quality traffic, visibility, and conversions for a brand's digital presence.

It celebrates campaigns that demonstrate strategic excellence and innovation in leveraging search engine optimization (SEO), paid search (SEM), and/or mobile search to connect more consumers to the brand.

The strongest entries will showcase a clear and data-driven search strategy, creative optimization of keywords, bidding, and content, and measurable results against predefined success metrics — delivering a highly profitable and impactful search marketing campaign.

Ultimately, this award honors work that transforms search intent into meaningful engagement, brand growth, and measurable business performance.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clarity of objectives, audience insight, and integration of SEO/SEM into the overall marketing plan.

💡 **Creative & Innovation (25%)**
Innovative keyword strategies, ad copy, targeting, and data-driven approaches to search marketing.

🖋️ **Execution (25%)**
Precision in campaign setup, optimization, and cross-platform execution (desktop, mobile, voice, etc.).

📈 **Results (30%)**
Quantifiable success such as improved ranking, CTR, conversion rate, ROI, or revenue growth aligned to objectives.

BEST USE OF SOCIAL MEDIA PLATFORM

This category recognizes outstanding use of social media platforms — whether as a standalone initiative or part of a broader campaign — to build brand visibility, engagement, and advocacy.

Entries must clearly demonstrate strategic and creative use of social platforms, showcasing media activation strategies, content approaches, or community engagement tactics that effectively achieve campaign objectives.

The strongest entries will highlight:
- A well-defined social channel and content strategy that aligns with audience behavior,
- Original and authentic content that grows engagement and fosters meaningful connections, and
- Effective use of the unique features, tone, and environment of the chosen platform(s) to strengthen brand identity.

Ultimately, this award celebrates campaigns that use social media not just to be seen, but to truly connect, engage, and convert.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clear social objectives, understanding of platform audience, and role of social within the overall marketing plan.

💡 **Creative & Innovation (25%)**
Originality and creativity in content, storytelling, or media usage that uniquely leverages the platform's features.

🖱️ **Execution (25%)**
Consistency of content, tactical excellence in platform management, and optimization for engagement or reach.

📈 **Results (30%)**
Quantifiable social impact — engagement growth, sentiment improvement, brand lift, conversions, or ROI.

BEST DIGITAL AUDIO & PODCAST CAMPAIGN

This category recognizes outstanding campaigns that harness the power of digital audio and podcasts to drive brand awareness, engagement, and connection beyond visual experiences. It celebrates brands and agencies that strategically use digital audio platforms, streaming services, digital radio, or podcast ecosystems as a core medium to deliver impactful storytelling and measurable business outcomes.

Entries must clearly demonstrate:
- A well-defined media and content strategy that positions digital audio at the heart of the campaign,
- Effective use of audience targeting and tech-stack solutions to reach and engage listeners, and
- Strong alignment between creative messaging, platform innovation, and business objectives.

Ultimately, this category honors campaigns that amplify brand presence through the intimacy and influence of sound, creating meaningful audience experiences and measurable marketing success.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clear objectives and rationale for using digital audio or podcasts as a primary medium.

💡 **Creative & Innovation (25%)**
Originality in concept, storytelling, sound design, and use of platform capabilities.

🎮 **Execution (25%)**
Quality of production, audience targeting, and integration into the wider media ecosystem.

📈 **Results (30%)**
Demonstrable outcomes such as listener engagement, reach, brand lift, or business results.

BEST AI & DIGITAL TECH PRODUCTS

This category recognizes outstanding AI-driven or digital technology products that have transformed marketing, business operations, or consumer experiences.

Open to technology companies, digital publishers, agencies, brands, and startups, this award celebrates tools, platforms, websites, microsites, mobile apps, or automation products that have made a measurable impact on the digital ecosystem.

Entries will be evaluated on innovation, UI/UX, user adoption, adaptability, and tangible contribution to advancing digital marketing effectiveness or transforming consumer behavior.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clear strategic intent behind the product — the problem it solves, target audience, and business/marketing objectives.

💡 **Creative & Innovation (25%)**
Originality, creativity, and technological innovation in concept, design, and development.

🖱️ **Execution (25%)**
Quality of development, design, and implementation — usability, scalability, integration with campaigns or ecosystems.

📈 **Results (30%)**
Demonstrated outcomes such as adoption, engagement, marketing effectiveness, business impact, or positive behavior change.

AWARDS | 2026

BEST B2B MARKETING CAMPAIGN

This category recognizes outstanding B2B marketing campaigns that successfully address the unique challenges of engaging business audiences.

Entries must clearly define the target audience, articulate the strategy and creative approach, and demonstrate how digital platforms, data, and innovation were leveraged to deliver meaningful business outcomes.

Judges will evaluate campaigns based on their clarity of strategy, creativity in execution, and effectiveness in achieving measurable results — including lead generation, conversion, brand perception, or long-term client relationships.

Ultimately, this award celebrates campaigns that combine strategic insight, creative excellence, and digital innovation to drive tangible business growth in the B2B space.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clear definition of target audience, objectives, and strategic approach tailored to the B2B market.

💡 **Creative & Innovation (25%)**
Originality and ingenuity in creative concept, content, and use of digital tools to engage business decision-makers.

Execution (25%)
Effectiveness and quality of campaign rollout across relevant B2B channels and platforms.

📈 **Results (30%)**
Measurable impact such as leads, sales, partnerships, engagement, or long-term business outcomes.

ENHANCED: BEST USE OF DIGITAL FOR SUSTAINABLE IMPACT

This category recognizes digital or integrated media campaigns that have successfully created and delivered measurable positive impact aligned with the United Nations Sustainable Development Goals (SDGs).

Campaigns should demonstrate a clear social or environmental objective, a strong strategic foundation, and effective use of digital platforms to drive awareness, behaviour change, or tangible outcomes.

Entrants must identify the specific SDG(s) addressed by their campaign (e.g. Good Health & Well-Being, Quality Education, Gender Equality, Climate Action, or Partnerships for the Goals) and provide supporting evidence of results achieved against relevant impact KPIs.

Campaigns will be evaluated on:
- Clarity of strategy and objective alignment with the SDGs
- Innovation and effectiveness of digital execution
- Measurable social or environmental impact beyond marketing metrics

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clear sustainability objective aligned with relevant SDG(s); defined target audience and measurable goals.

💡 **Creative & Innovation (25%)**
Originality and innovative use of digital technology, media, or content to engage and drive change.

🖲 **Execution (25%)**
Quality, consistency, and effectiveness in campaign rollout and stakeholder engagement.

📈 **Results (30%)**
Tangible social or environmental outcomes measured against SDG-aligned KPIs (not media metrics).

CONSOLIDATED: BEST USE OF INTEGRATED SCREENS

[formerly Best Use of Display / Rich Media and Best Use of DOOH]

This category celebrates the strategic and creative use of digital display and out-of-home (OOH) media to deliver impactful, data-driven brand experiences. It recognizes campaigns that effectively combine digital display formats—including rich media, dynamic creative, and programmatic banners—with digital out-of-home (DOOH) screens to engage audiences in innovative and measurable ways.

Open to brands, agencies, media owners, and technology partners, entries must demonstrate:
- Clear media planning and platform integration that align with campaign objectives,
- Innovative creative execution and storytelling across digital and physical touchpoints,
- Effective use of data, interactivity, or contextual relevance to enhance audience engagement and inclusivity across Malaysia's diverse population.

Ultimately, this award honors campaigns that redefine how brands connect with audiences through smart, immersive, and performance-driven use of digital and OOH media.

Each entry will be evaluated based on the following weighted criteria:

🎯 **Strategy (20%)**
Clarity of objectives, target audience understanding, and rationale for choosing display and/or DOOH media.

💡 **Creative & Innovation (25%)**
Originality, interactivity, and creativity in format, storytelling, or data-driven personalization.

🛠️ **Execution (25%)**
Integration across channels, quality of production, and effectiveness of placement or contextual relevance.

📈 **Results (30%)**
Measurable impact — reach, engagement, brand lift, conversions, or other key performance indicators aligned to objectives.

RISING STAR

This category recognizes a young professional (under the age of 30 and below – born on or after Jan 1, 1995) who has shown exceptional promise, innovation, and leadership in Malaysia's digital marketing, media, or technology landscape. It celebrates emerging talent who demonstrate a strong understanding of digital trends, contribute fresh ideas, and play an active role in driving their organization's success.

Entries should highlight:
- Key achievements and contributions within their role,
- Innovative thinking or projects that have delivered measurable impact,
- Passion for continuous learning and digital transformation, and
- Leadership qualities that inspire collaboration and growth within the team or wider industry.

Ultimately, this award honors the next generation of digital changemakers who are shaping the future of Malaysia's marketing and media ecosystem.

DIGITAL PERSON OF THE YEAR

This category honors an individual (above the age of 30 – born before Jan 1, 1995) who has made an outstanding contribution to Malaysia's digital marketing and media industry through vision, innovation, and leadership. It recognizes a professional whose influence extends beyond their organization — shaping industry practices, driving transformation, and inspiring others through creativity, strategic thinking, and measurable results.

Entries should highlight:
- Leadership in advancing digital excellence and innovation,
- Tangible impact on brand, business, or industry growth,
- Thought leadership or advocacy for responsible and inclusive digital transformation, and
- Mentorship and contribution to talent development within the ecosystem.

Ultimately, this award celebrates an individual who exemplifies what it means to be a true digital leader — visionary, collaborative, and impactful.

AWARDS | 2026

Each finalist will be evaluated based on the following weighted criteria:

Public Voting (20%)
Online audience votes reflecting popularity, credibility, and peer recognition.

Thought Leadership (20%)
Depth of insight and clarity of perspective in responding to the designated question.

Freshness of Ideas (15%)
Originality, creativity, and relevance of ideas presented.

Salesmanship (15%)
Persuasiveness and the ability to communicate and defend viewpoints effectively.

Showmanship (30%)
Presentation style, confidence, engagement, and the ability to inspire and connect with the audience.

NEW: CATEGORY ELIGIBILITY GRID

Category	Advertisers / Brands	Creative Agencies	Media Agencies	Digital Consultants / Adtech / Martech	Online Retail/ Marketplace	Publishers / Media Owners
Publisher of the Year						📰
eCommerce Company of the Year	🎯	🎨	📺	⚙️	🛒	📰
Tech Company of the Year	🎯	🎨	📺	⚙️	🛒	📰
Content Agency of the Year		🎨				
Influencer Agency of the Year		🎨				
Best Influencer Marketing Campaign	🎯	🎨	📺	⚙️	🛒	📰
Best Useof Content / Advertorial / Native Advertising	🎯	🎨	📺	⚙️	🛒	📰
Best Digital Growth Campaign	🎯	🎨	📺	⚙️	🛒	📰
Best Immersive Video Campaign	🎯	🎨	📺	⚙️		📰
Best Gamified Campaign	🎯	🎨	📺	⚙️	🛒	📰
Best Integrated Media Campaign	🎯	🎨	📺	⚙️		

Category	Advertisers / Brands	Creative Agencies	Media Agencies	Digital Consultants / Adtech / Martech	Online Retail/ Marketplace	Publishers / Media Owners
Best Use of Data	🎯	🎨	📺	⚙️		📰
Best Use of Digital Marketing Innovation	🎯	🎨	📺	⚙️	🛒	📰
Best Search Marketing Campaign	🎯	🎨	📺	⚙️		
Best Use of Social Media Platform	🎯	🎨	📺	⚙️		
Best Digital Audio & Podcast Campaign	🎯	🎨	📺	⚙️		📰
Best AI & Digital Tech Products	🎯	🎨	📺	⚙️	🛒	📰
Best B2B Marketing Campaign	🎯	🎨	📺	⚙️		
Best Use of Digital for Sustainable Impact	🎯	🎨	📺	⚙️	🛒	📰
Best Use of Integrated Screens	🎯	🎨	📺	⚙️		📰
Rising Star	🎯	🎨	📺	⚙️	🛒	📰
Digital Person of the Year	🎯	🎨	📺	⚙️	🛒	📰

AWARDS | 2026

Notes

1. **Company Awards** (e.g. Publisher of the Year, eCommerce Company of the Year, Tech Company of the Year, Content Agency of the Year, Influencer Agency of the Year Highlight **organizational excellence** and are open only to the entity being evaluated (i.e., that company or agency itself).

2. **Campaign Categories**
    Open to **collaborative entries** involving any combination of **brands, agencies, publishers, platforms, or technology partners** responsible for the work.

3. **Tech / Platform-Based Categories** (e.g. Best AI & Digital Tech Product, Best Use of Data, Best Digital Marketing Innovation)
    Open to **adtech, martech, digital consultants, publishers, and agencies** developing or deploying technology solutions.

4. **Purpose & Impact Categories** (e.g. Best Use of Digital for Sustainable Impact)
    Open to **all sectors**, including **advertisers, agencies, publishers, online retailers, and tech partners**, that demonstrate measurable social or environmental contribution.

5. **People Categories**
    Celebrate **individual excellence** and are open to **professionals representing any eligible organization type** (advertisers, agencies, publishers, martech/adtech, marketplaces, etc.) who have demonstrated leadership, creativity, or innovation in advancing Malaysia's digital marketing landscape.

6. **Publishers / Media Owners** — where the gamified experience or activation was executed on their owned or partner platforms, or they co-created branded experiences with advertisers or agencies.

ENTRY VERIFICATION FORM

Entrant companies are required to upload one signed copy of this form with each entry. If the entrant company is an Agency then consent from both Agency and Client representatives is required. If the entrant company is a Client / Publisher / Digital Service Provider, then only the client's / publisher's / digital service provider's consent is required.

ENTRY DETAILS

Brand:

_____

Client:

_____

Entry Title:

_____

Entry Category:

_____

Company Name (as per entry submission):

_____

COMPANY OR AGENCY REPRESENTATIVE

Name:

Title:

Email:

Mobile:

Signature:

CLIENT REPRESENTATIVE

Name:

Title:

Email:

Mobile:

Signature:

Company Stamp:

AWARDS | 2026