



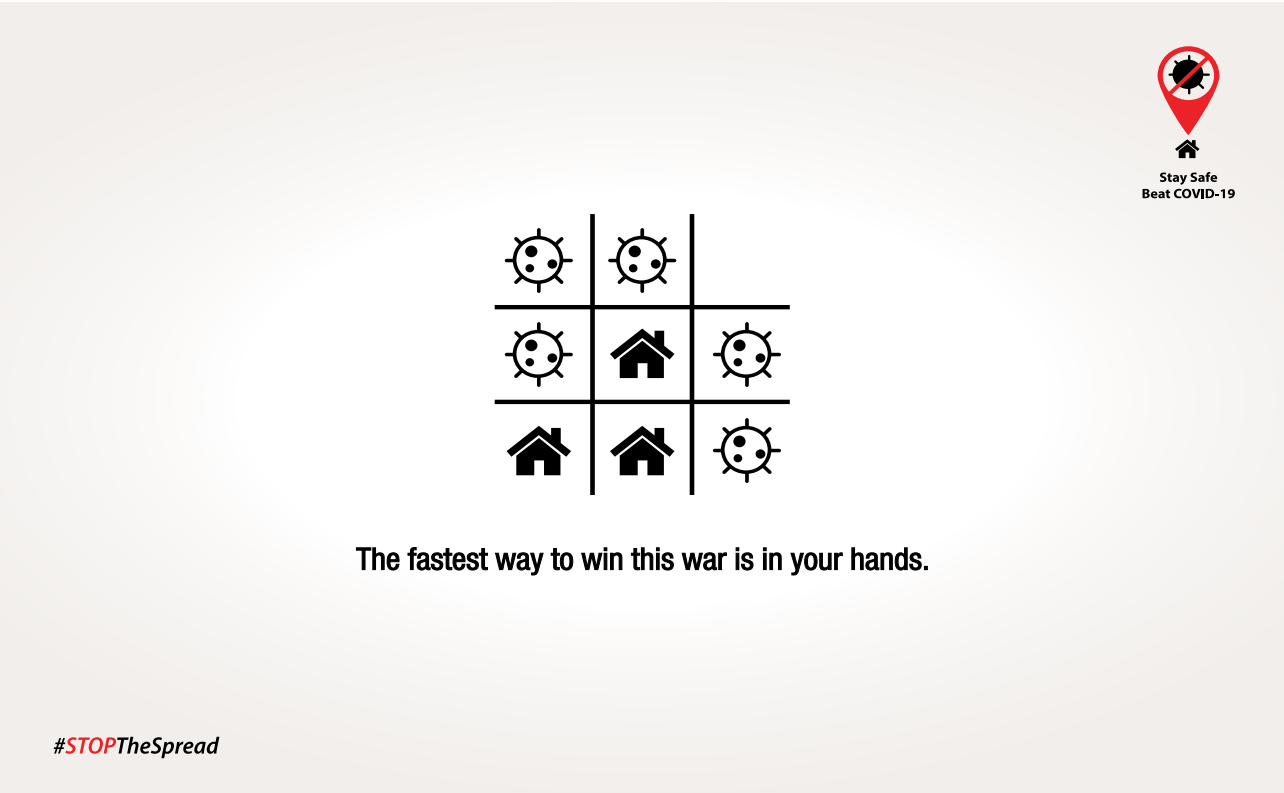
ADVERTISING & GRAPHIC DESIGN



SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

NAME
Dylan Low How Koon



This design is shortlisted in the United Nations Global Call Out to Creatives Competition.

SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

NAME
Dylan Low How Koon

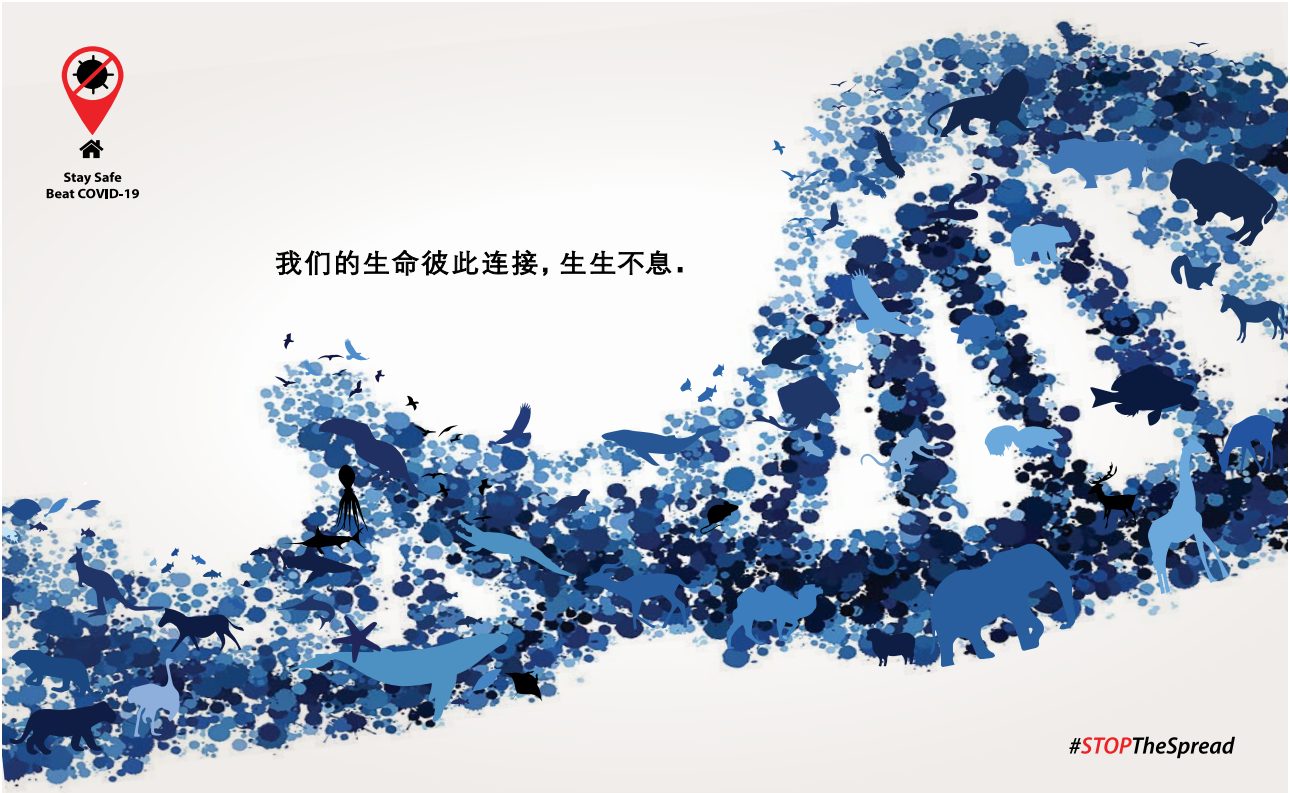


Headline: The tables have now turned. Keep in mind that we are only guests of Earth, not the masters.

SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

NAME
Dylan Low How Koon

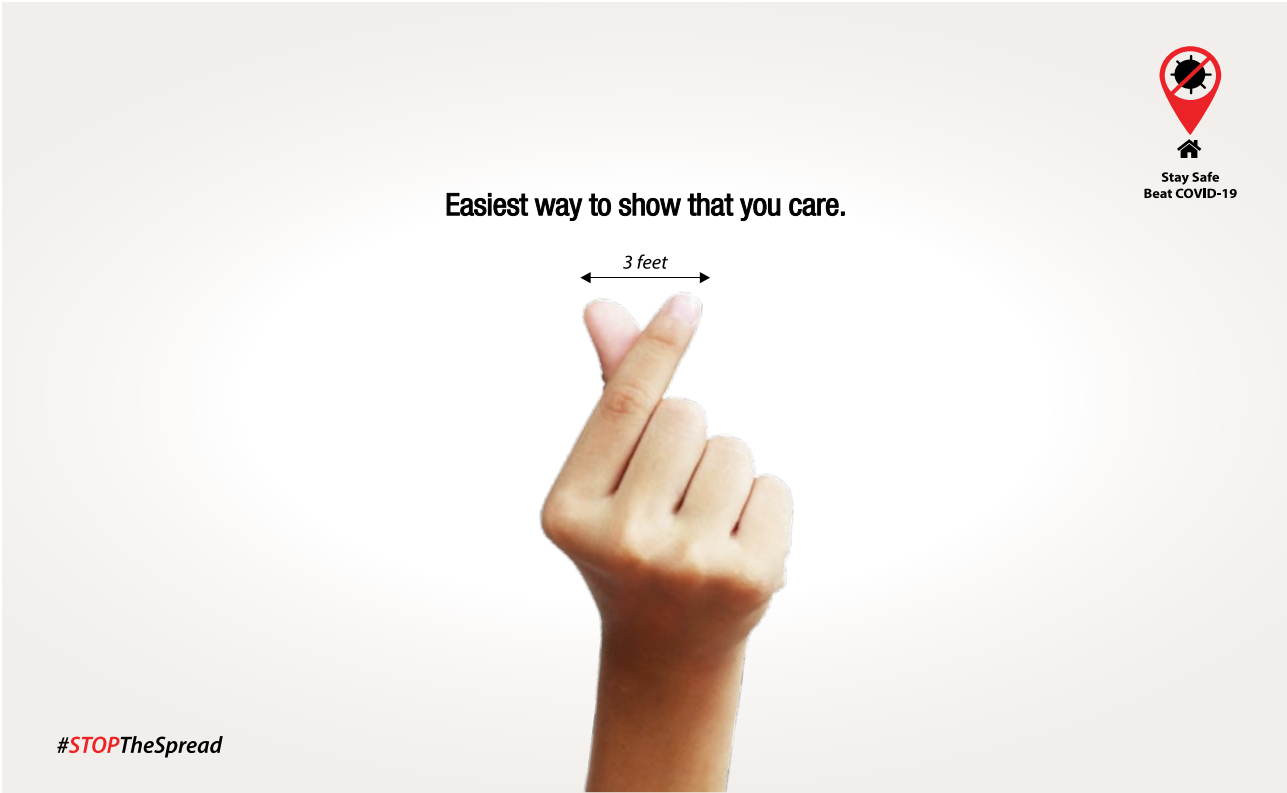


Headline: All walks of life are connected together, endlessly.

SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

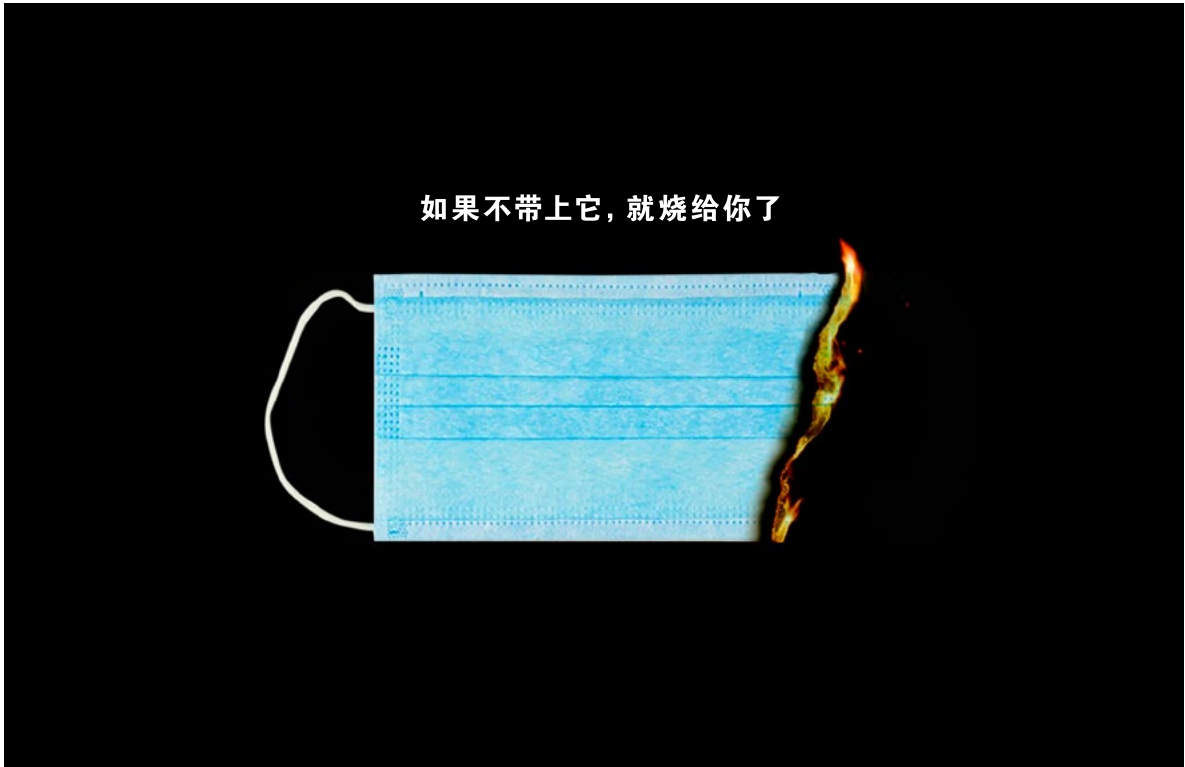
NAME
Dylan Low How Koon



SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

NAME
The One Creative Team



Headline: If you don't wear it now, it will be sent to you in the afterlife.

SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19


NAME
The One Creative Team



SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

NAME
The One Creative Team



HEALTH IS PRICELESS

SAVE LIVES, WEAR A MASK

#**STOP**TheSpread

SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

NAME
Kuan Sook Chiung



Don't gamble with your life.
Stay home, wear a mask.

SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

NAME
Dylan Low How Koon



SOCIAL MEDIA CAMPAIGN

PROJECT
Covid-19

NAME
The One Creative Team

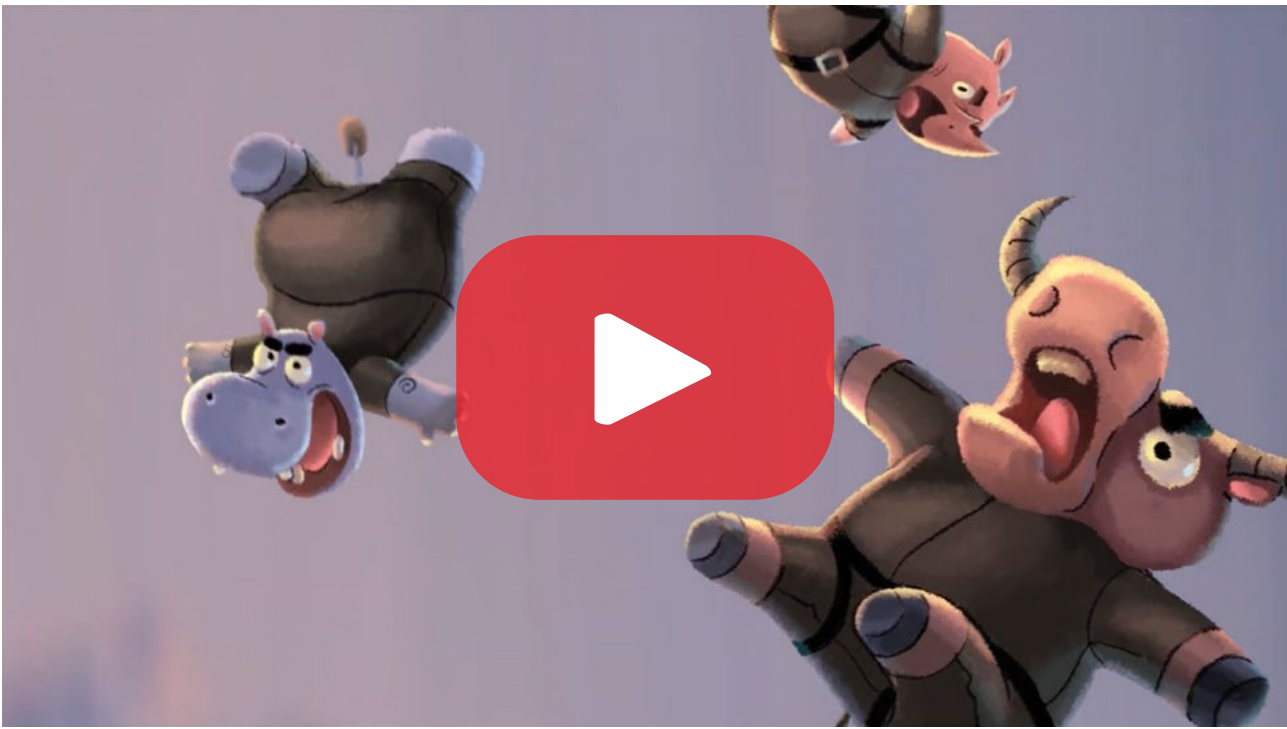


Headline: Stay protected when going in and out.

DIGITAL MEDIA CAMPAIGN

PROJECT
Covid-19 Awareness Social Media Video

NAME
The One Creative Team



PRINT CAMPAIGN

PROJECT
Gi.ants Graduation Exhibition

NAME
Tan Pei Wen
Chia Jing Tong
Ng Pei Yee

DESCRIPTION
These posters for the Gi.ants graduation exhibition symbolise persistence and strength despite size. The intricate maze-like designs done through print and laser-cutting portray foundation through roots, impact through a whirlpool and capabilities through a mountain, proving that nothing is too big of a challenge.



PRINT CAMPAIGN

PROJECT
Anti Dengue Campaign

NAME
Ng Ee Huey
Melvin Chong Kar Wai
Ee Shi Mun Jasmine
Chong Jie Yee

DESCRIPTION
Dettol public service print ads to warn people that still water found in certain trash are potential breeding grounds for mosquitoes.

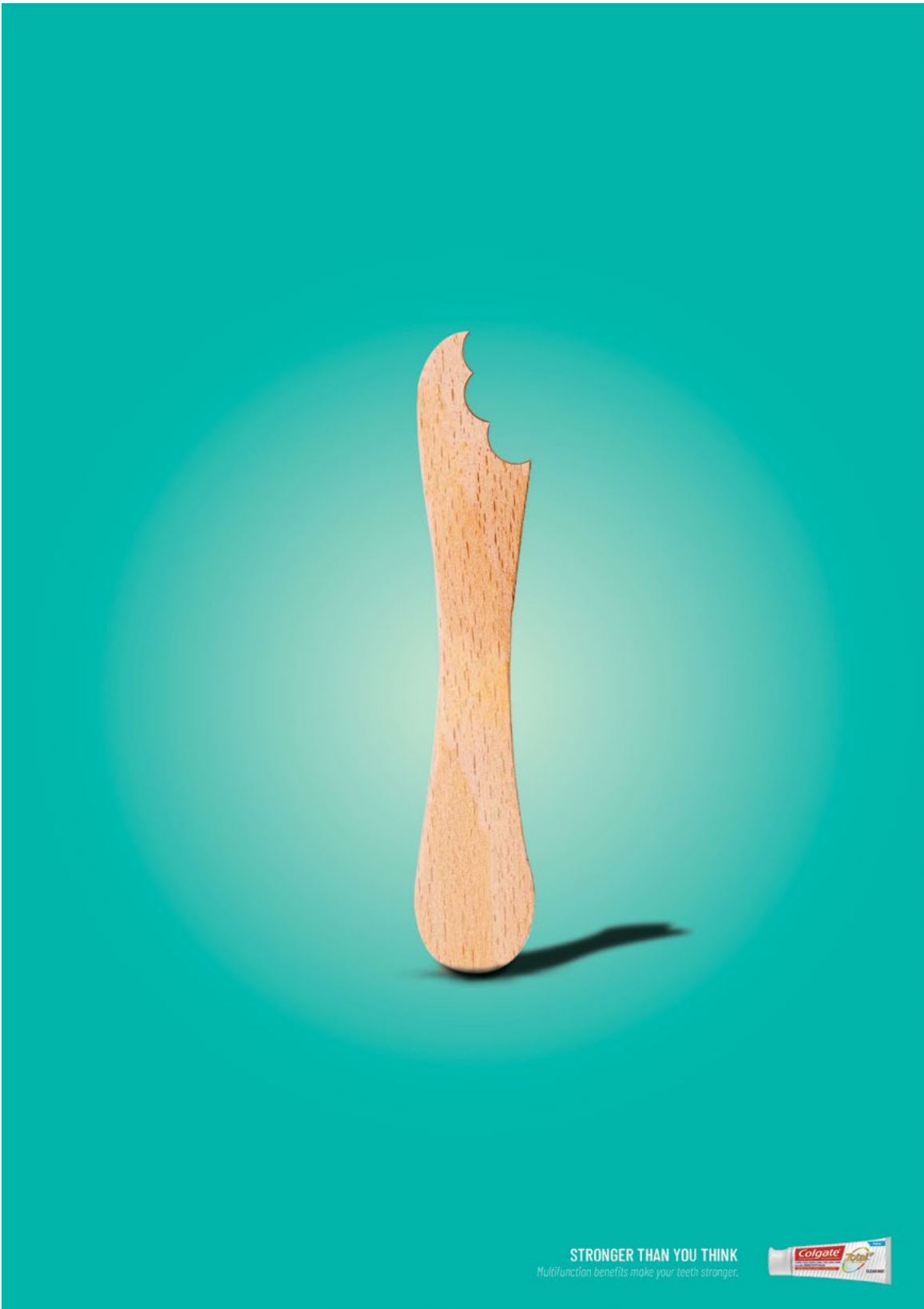


PRINT CAMPAIGN

PROJECT
Colgate

NAME
Chu Jia Min

DESCRIPTION
The idea of this campaign is to show the multi-functional benefits of the Colgate Total SF toothpaste which makes teeth stronger. Therefore, it incorporates a bite-mark shape which brings out the idea of strong teeth that has the ability to bite through any hard and tough object.



PRINT CAMPAIGN

PROJECT
Tic Tac Freshmints

NAME
Phua Si Rong

DESCRIPTION
The idea is to show that even though
Tic Tac is small, it has an intense mint
flavour that can fulfill your daily needs
of freshening up every morning.



PRINT ADS

PROJECT
Durex

NAME
Lee Kim Gaik
Yeoh Wan Shin

DESCRIPTION
A print ad to warn us that life without
Durex is a life with added responsibilities.



PRINT ADS

PROJECT
Darlie

NAME
Lai Thing Sheng
Koh Sui Jane

DESCRIPTION
A print ad to remind us of how effective
Darlie's toothpaste can be.



PRINT ADS

PROJECT
Asadi

NAME
Lai Sook Ang

DESCRIPTION
Asadi Shoes are shoes that provide their customers with impeccable levels of comfort and value.



POSTER DESIGN

PROJECT
Petrosains

NAME
Bryan Kong Kai Chung

DESCRIPTION
These posters are aimed to promote Petrosains - a science center that uses interactivity and games to teach kids about the technology behind the energy industry.



CAMPAIGN

PROJECT
Mitsubishi Make It Happen

NAME
Sia Yuan Yi
Austin Lee
Brian Lee
Yeoh Yee Ping

DESCRIPTION
Mitsubishi Motors aim to target young working adults by positioning themselves as a car brand that challenges the status quo and overcomes the pressures of conformity through cars that provide outstanding performance and unconventional styling.



CAMPAIGN

PROJECT
YOLO

NAME
Tham Jay Ping

DESCRIPTION
These set of public service print ads
aim to warn the public of the dangers
of texting while driving.



CAMPAIGN

PROJECT
Don't Text and Drive!

NAME
Chew Cheen Chun
Chai Yee Mun
Chong Jie Yee
Lim Yee Jin

DESCRIPTION
This set of public service print ads
aim to warn the public of the dangers
of texting while driving.



PRINT CAMPAIGN


PROJECT
Malaymail Big Walk

NAME
Ngui Xin Ru
Sheila Jessica

DESCRIPTION
Print ads to encourage the general public to cultivate healthier lungs, hearts and minds through walking.

WALK YOURSELF
OUT OF A BAD MOOD


Walking 30 minutes a day can
reduce symptoms of mental stress by 36%



Take a step towards a healthy body

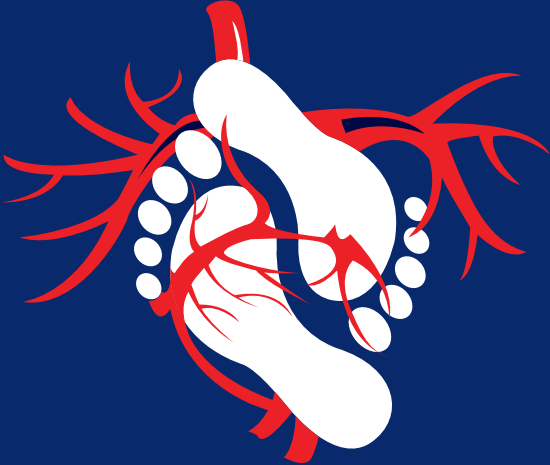
Join us and start a better mood.

6 DEC 2015 | 6am - 10am



NEVER STOP
WALKING YOUR HEART


Walking 30 minutes a day can
drastically lower your risk of heart disease



Take a step towards a healthy body


Join us and start pumping your heart.

6 DEC 2015 | 6am - 10am



THE MORE YOU WALK,
THE MORE YOU BREATHE


Walking 30 minutes a day
relieves asthma symptoms



Take a step towards a healthy body

Join us and start breathing better.

6 DEC 2015 | 6am - 10am

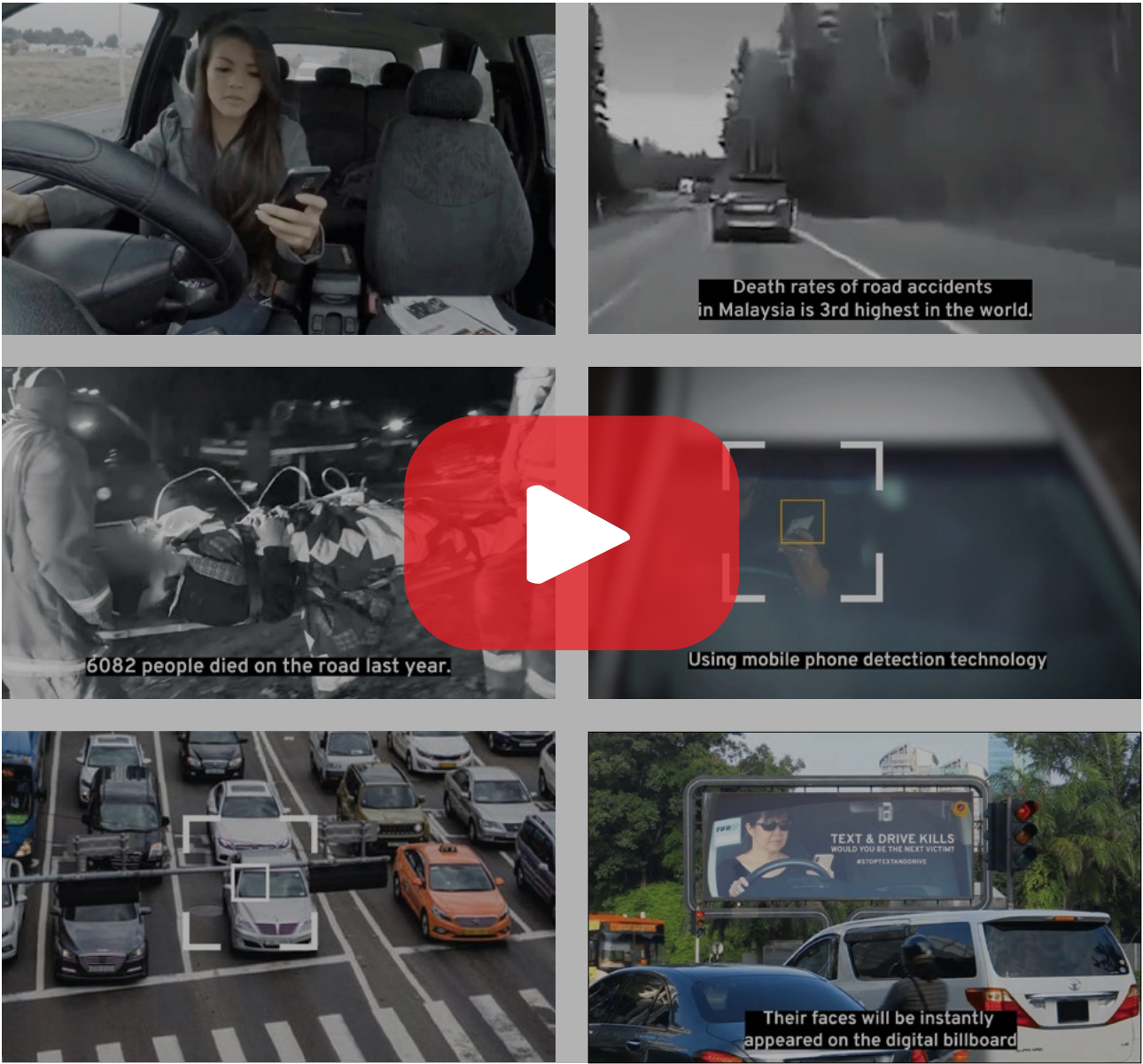


CAMPAIGN

PROJECT
Catcha Text & Drive

NAME
Ng Wan Rou
Tan Connie
Lee Cin Cing

DESCRIPTION
Using the mobile phone detection technology, we set up cameras on digital billboards in traffic light junctions. The camera captures the faces of drivers using phones and their photos will instantly appear on the digital billboard, with shocking messages on it. The same photo will also be posted on JPJ's Facebook page. An Instagram ad will appear to remind drivers not to text and drive.

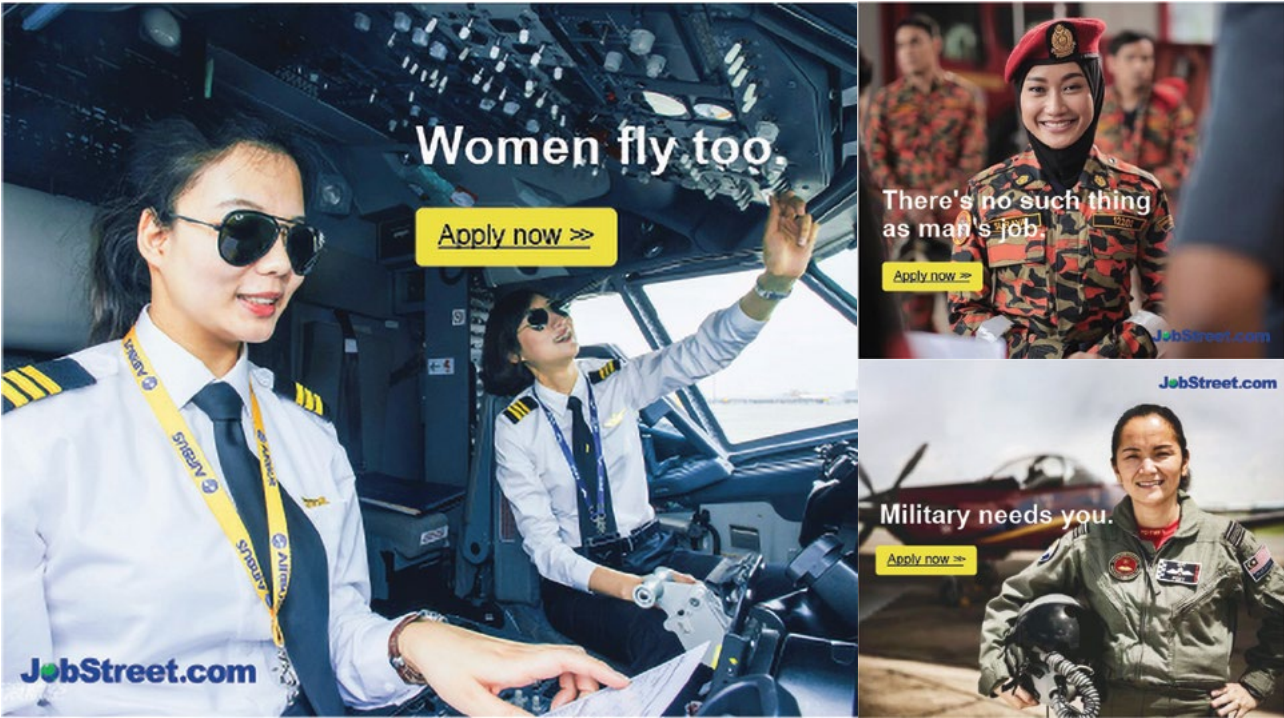


CAMPAIGN

PROJECT
Jobs Without Gender

NAME
Chia Jing Tong
Ng Pei Yee
Shohida Rasulova

DESCRIPTION
Occupational segregation has limited women's job scope. To end gender discrimination, JobStreet came up with this campaign to break the stereotype and remind people that there is no such thing as a man's job.

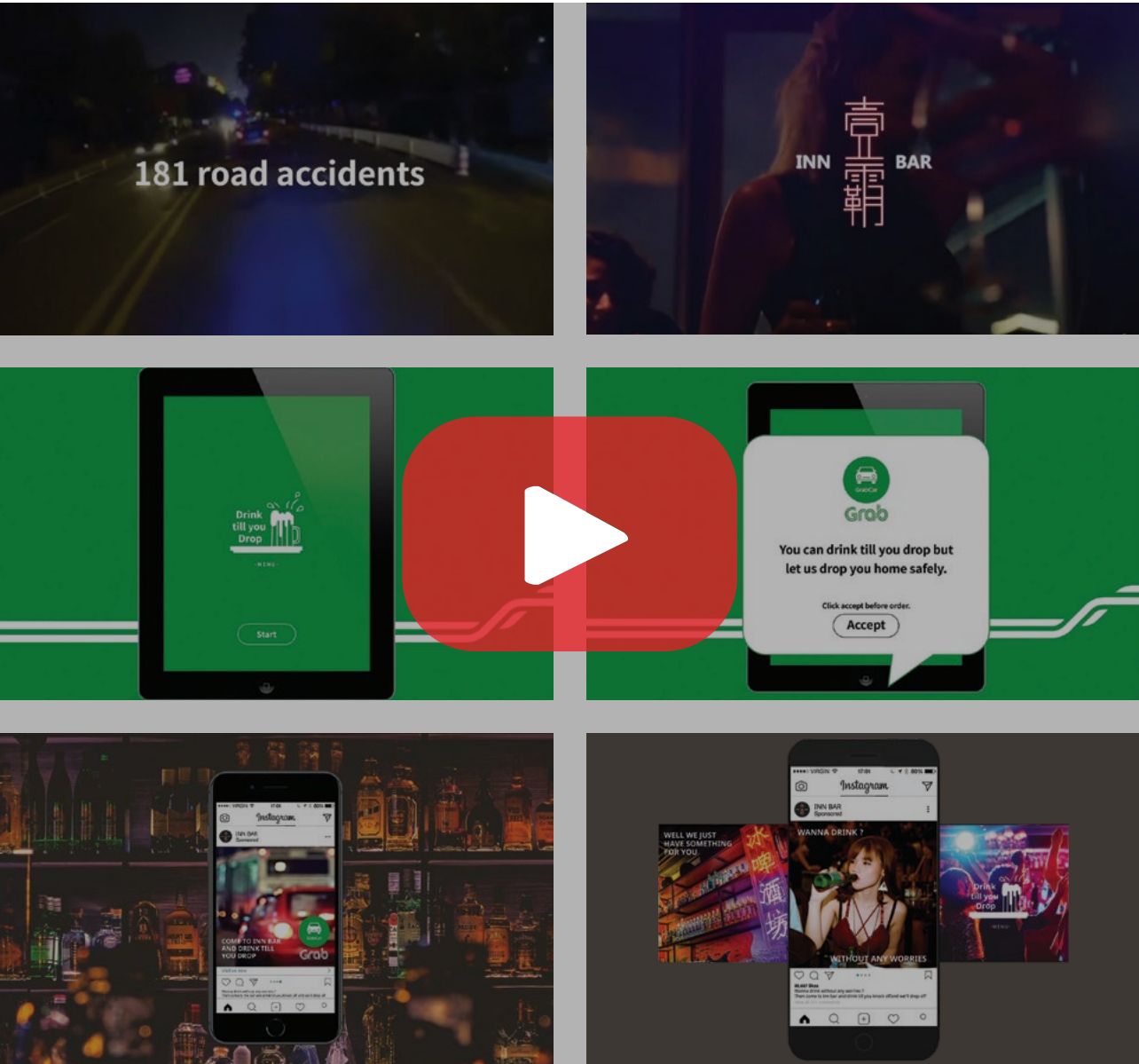


CAMPAIGN

PROJECT
Drink Till You Drop

NAME
Woon Jia Yee
Yap Cheng Wei
Wong Pui Yee

DESCRIPTION
Drunk driving is a prevalent problem and peer pressure is a major contributing factor to it. This Grab campaign offers a worry-free menu option that allows people to have an enjoyable drinking session and be safely driven home by Grab.

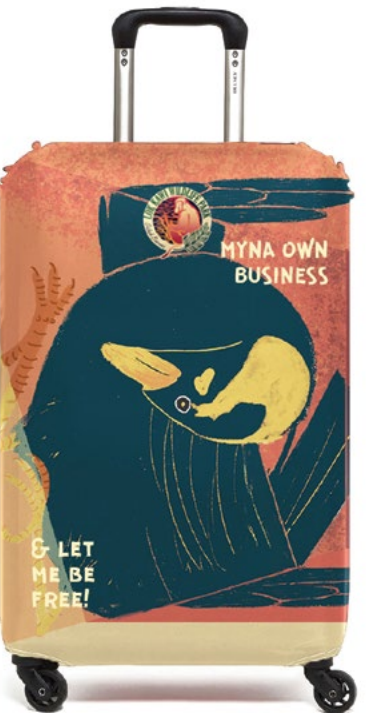
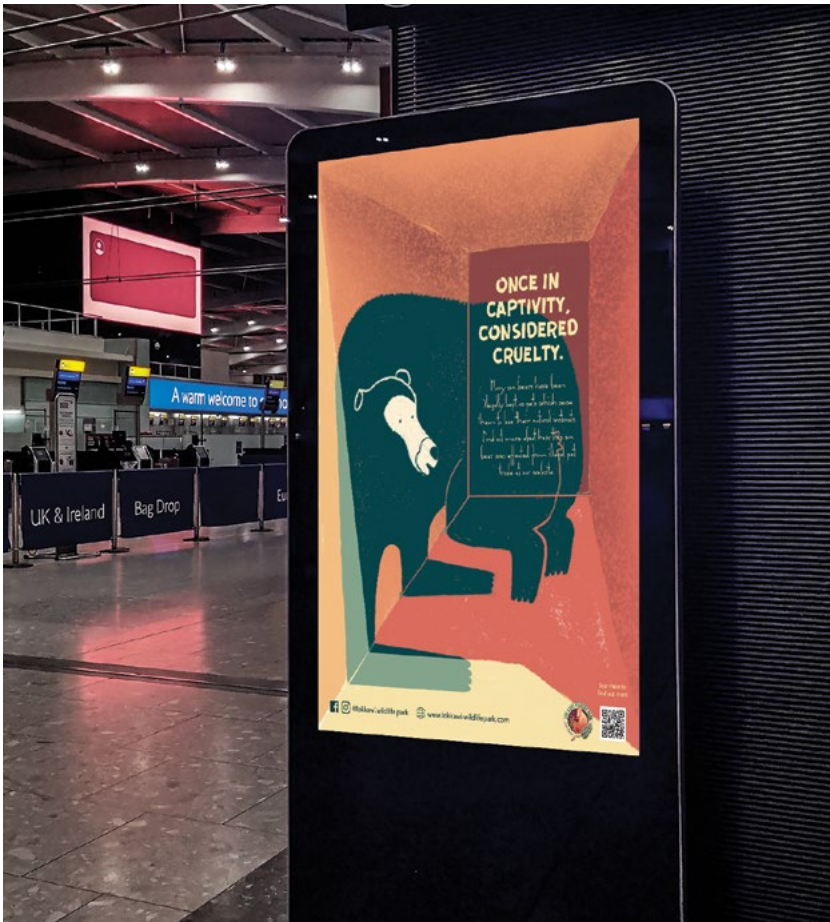
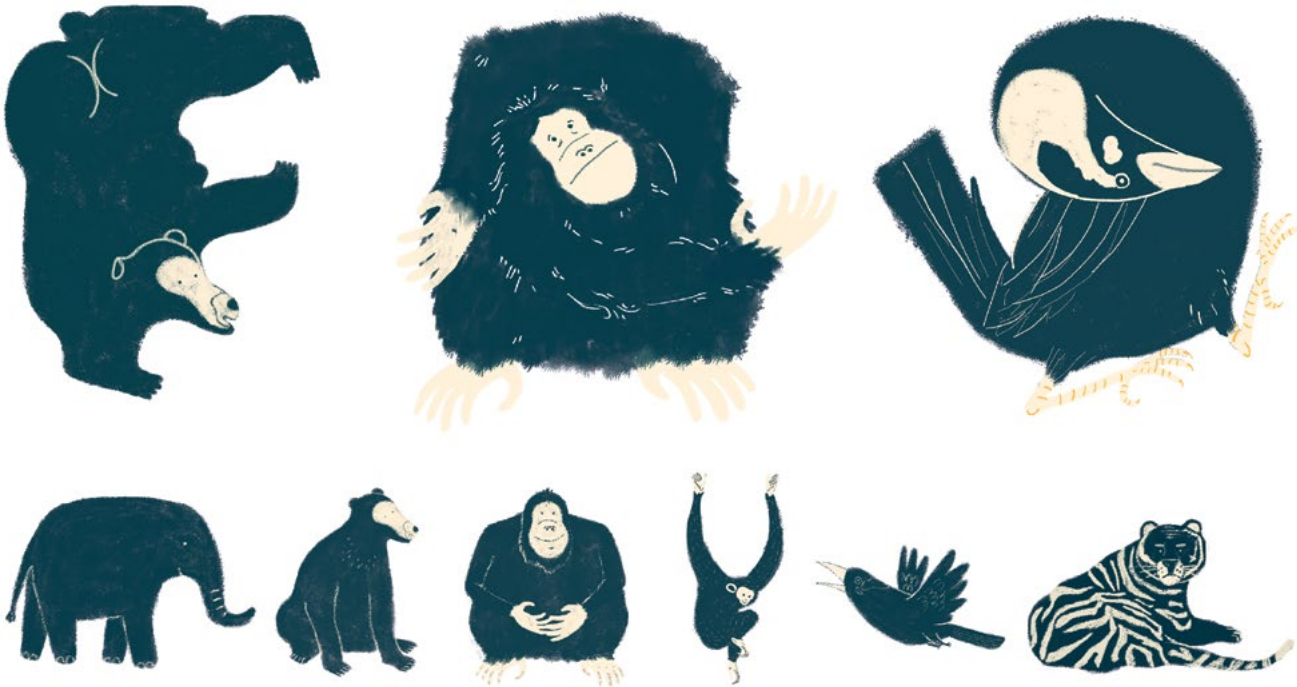
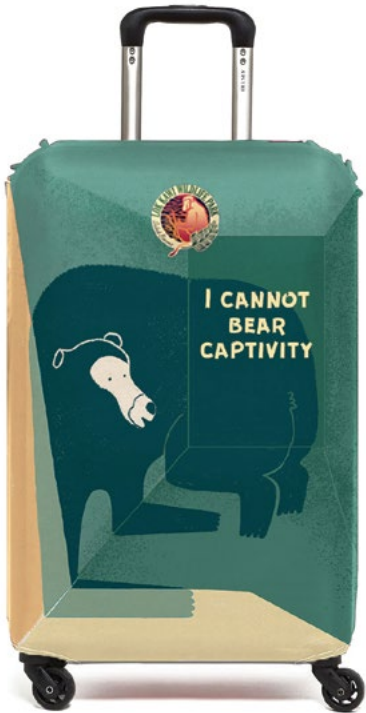


CAMPAIGN

PROJECT
Life Before Lok Kawi

NAME
Siew Woon Ting
Jasmine Choong Xian Huan
Hew Ji En
Ysfin Arsala Hanif

DESCRIPTION
Lok Kawi Wildlife Park, located in Penampang, Sabah, is a wildlife sanctuary fully developed by the Sabah Wildlife Department. This campaign aims to promote the sanctuary and raise funds via selling exclusive park merchandise to the public.



CAMPAIGN

PROJECT

Wira Wah

NAME

Stephanie Yeoh
Estee Tee

DESCRIPTION

This campaign is a fundraising initiative that uses the Chinese phrase 饮水思源 to remind people to never forget their roots and origins. The designs use Kung Fu symbolism inspired by the movie 'Wira Wah'. A set of promotional merchandise and materials, such as water bottles, were designed based on this key message and sold to the public, encouraging them to care and donate to their roots. The money collected from sales was then donated to local Chinese schools in rural areas.



CAMPAIGN

PROJECT

The Recycles

NAME

Ysfin Arsala Hanif

DESCRIPTION

The Recycles is a sustainability awareness campaign that promotes the 3R's - reduce, reuse and recycle, through a music band.



PUBLICATION DESIGN

PROJECT
Portfolio Book

NAME
Ngui Xin Ru

DESCRIPTION
This portfolio showcase book features intricate paper engineering work that presents the designer's love for precision and detail in everything she does.

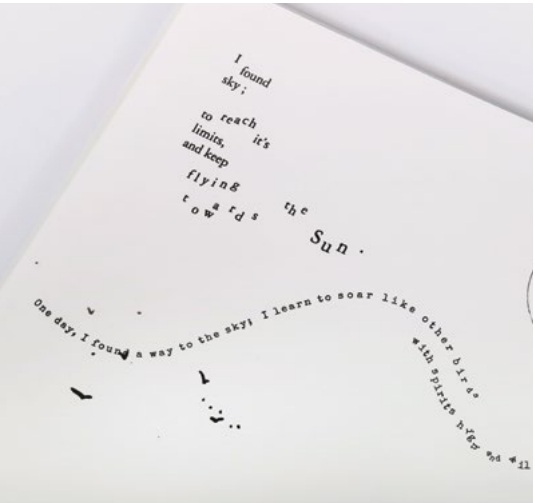


PUBLICATION DESIGN

PROJECT
No Longer Grey

NAME
Tan Pei Wen

DESCRIPTION
This book talks about the success of defeating a traumatic past by using the metaphor of a "caged bird" being set free and expressing bliss through the soaring rhythm of art and design.

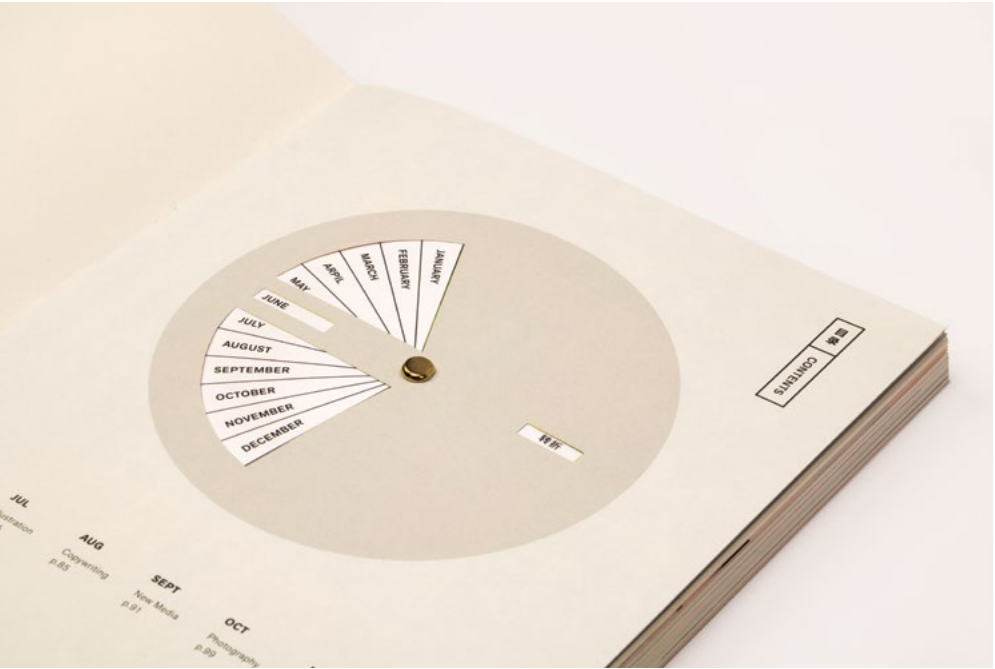


PUBLICATION DESIGN

PROJECT
Portfolio Book

NAME
Choong Chee Sam

DESCRIPTION
The concept behind this portfolio showcase - 历历皆辛苦, which means "All good things come through grit" reveals the difficult processes behind each of the designer's work and his commitment in completing them with excellence.

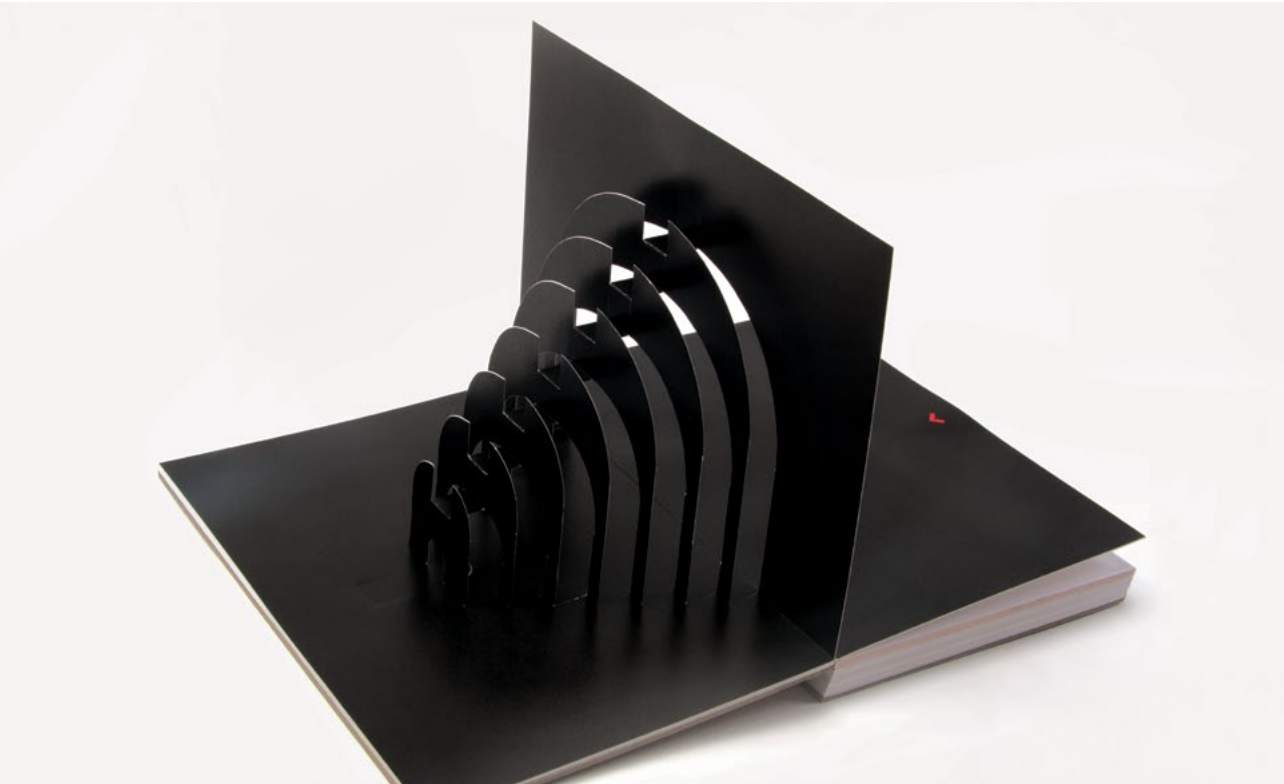
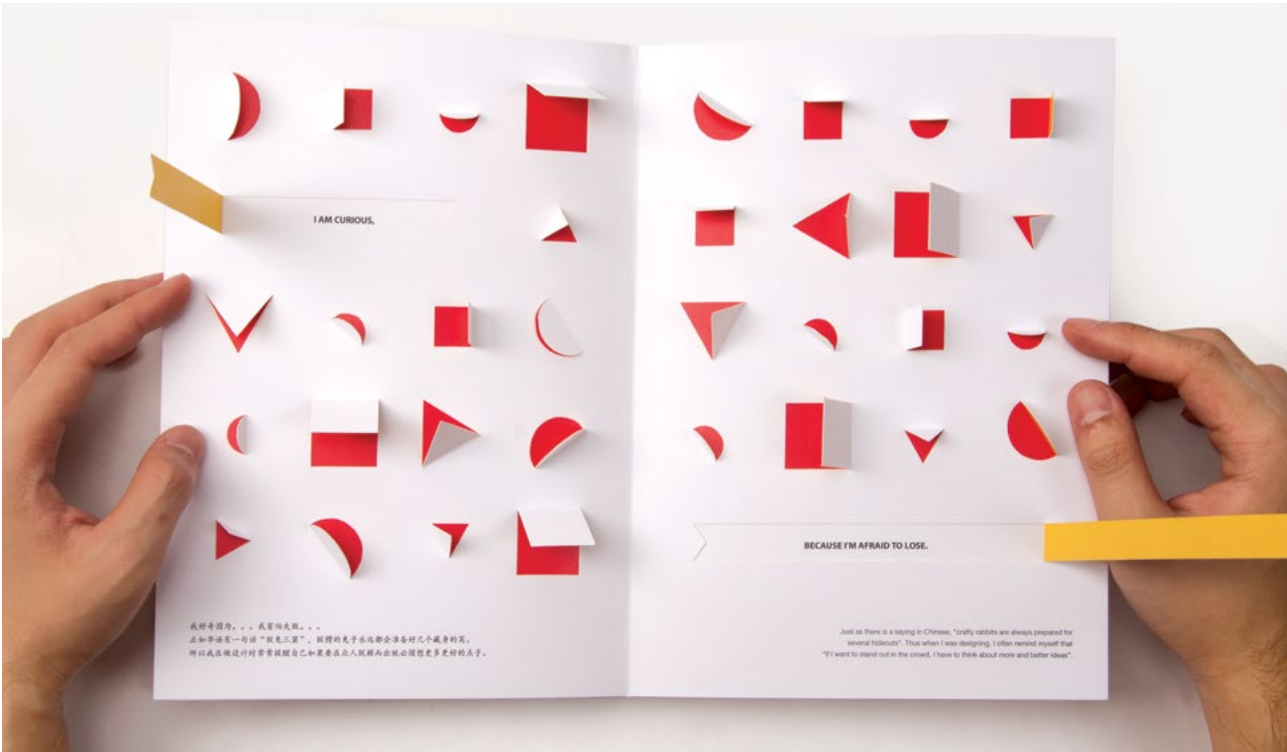
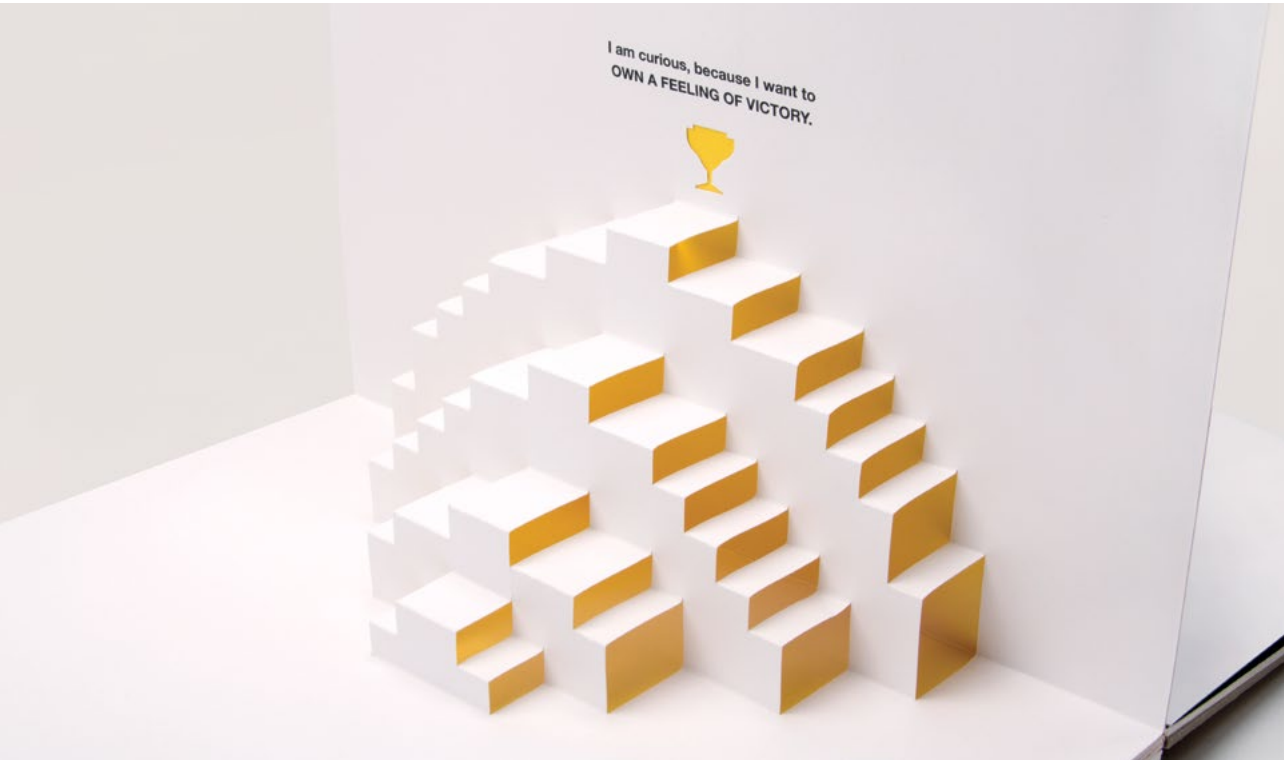


PUBLICATION DESIGN

PROJECT
Portfolio Book

NAME
Lim Kar Yee

DESCRIPTION
This portfolio showcase depicts the designer's sense of curiosity and idiosyncratic vision of things as the personality that defines her style of work.



PUBLICATION DESIGN

PROJECT
Our Ancestors

NAME
Ng Pei Yee

DESCRIPTION
The book is about the Malaysian Chinese's ancestors who emigrated from China. This limited edition book focuses on the three major Chinese subgroups - Hokkien, Cantonese and Hakka and covers their cultures, languages and festivals.



PUBLICATION DESIGN

PROJECT
Prescription

NAME
Tan Connie

DESCRIPTION
Inspired by the medicine box carried by independent ancient Chinese physicians to treat patients' illness, similar form and description was used to represent the designer's ability and responsibility to meet the client's needs.



PUBLICATION DESIGN

PROJECT
Invisible, Intangible

NAME
Lew Yee Toong

DESCRIPTION
Invisible and intangible explores the effects of cause and effect (also known as karma) and how this translates to a wiser daily living.

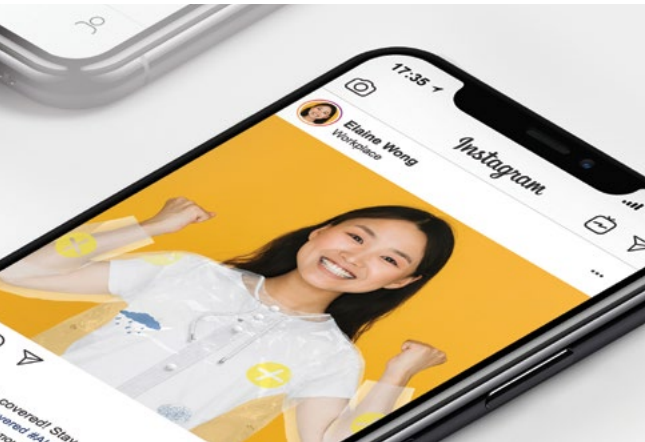


PUBLICATION DESIGN

PROJECT
Stress-Proof

NAME
Siew Woon Ting

DESCRIPTION
Stress-Proof is a self-help kit to help young adults manage their daily stress levels via essential oil aromatherapy, documenting their thoughts in a specially designed journal, and spreading awareness by wearing the raincoat and uploading their selfie onto social media. The design concept hinges around the idea of 未虞绸缪 - which translates to "hedging against the stormy days".



PUBLICATION DESIGN

PROJECT
Express, so?

NAME
Jennifer Lim Pei Fen

DESCRIPTION
This book explores the culture of coffee in the world. The design treatment uses contemporary collage techniques that reflects elegance while enjoying the beverage in modern times.



PUBLICATION DESIGN

PROJECT
The Gentle Lion

NAME
Lau Sze Quan

DESCRIPTION
The Gentle Lion is a swatch book pack created to commemorate Frederic Chopin's life and times.



PUBLICATION DESIGN

PROJECT
Flavor of Happiness

NAME
Ngui Xin Ru

DESCRIPTION
This book metaphorically describes a typical family relationship through the use of Chinese dishes and whimsical descriptions of flavors to reflect their characters.



PUBLICATION DESIGN

PROJECT
God of Home

NAME
Woon Jia Yee

DESCRIPTION
This book is created to enlighten readers about the gods of home. The readers will also get to know the details about how to worship the gods during specific festivals.



PUBLICATION DESIGN

PROJECT
This Is How I Define Who Am I

NAME
Lieow Yong Qi

DESCRIPTION
A series of books talking about tattoos in traditional and modern ways. The main chapter from this book is on the Iban tattoo from Sabah and Sarawak. This book sheds light on the history of tattoos from all around the world and the younger generation's thoughts on the subject.

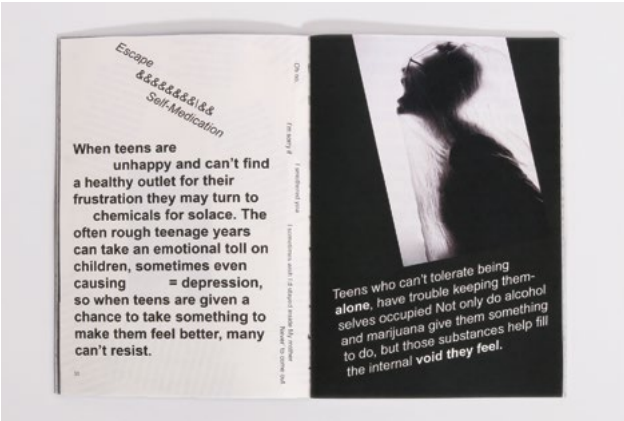


PUBLICATION DESIGN

PROJECT
Dope High

NAME
Shohida Rasulova

DESCRIPTION
A limited edition set of two books about drug usage in Malaysia. The first book is inspired by the mental and emotional sufferings of a drug abuser. The second book is colourful to show the drug abuser's state of being high.



PACKAGING DESIGN

ASPac 2018 - Merit Award

PROJECT
Playfully Healthy Food Choice

NAME
Vanessa Foo

DESCRIPTION
Playfully Healthy Food Choice is a children's education kit to teach them to appreciate vegetables and also learn the process of cultivating it.



PACKAGING DESIGN

PROJECT
GEM Colour Pencil

NAME
Yong Ni

DESCRIPTION
GEM Colour Pencil's packaging is inspired by the vibrancy and geometric shapes found in polished gemstones.



PACKAGING DESIGN

ASPac 2018 - Merit Award

PROJECT
Space Slide Projector

NAME
Yap Jia Ern

DESCRIPTION
Kidz Labs Space Slide Projector kit is a self-assembled toy kit for kids to learn about space through a collection of planetary and galactic images that can be projected from a mini slide projector.



PACKAGING DESIGN

PROJECT
Delicious Sans Souci Free-From Chocolate

NAME
Dao Hai Son

DESCRIPTION
The Grown Up Chocolate Company's "Free-From" Chocolate series target adults who want to snack on guilt-free, healthy chocolates as comfort treats.



PACKAGING DESIGN

ASPaC 2019 - Merit Award

PROJECT
Ho Kow Signature Coffee Powder

NAME
Lieow Yong Qi

DESCRIPTION
Ho Kow Signature Coffee gift set offers Malaysian traditional coffee flavours in a vintage-inspired design to evoke the feelings of enjoying coffee in a traditional coffee shop.



PACKAGING DESIGN

ASPaC 2019 - Honorable Award

PROJECT
VIA Productivity Kit

NAME
Putra Prasetya Mandala

DESCRIPTION
Starbucks VIA (AM to PM Productivity Kit) range of instant coffee pack is a coffee making kit for people on the go. It comes with 2 different blends, one for morning and one for the evening.



PACKAGING DESIGN

PROJECT
A Home Recipe

NAME
Chia Zhi Xian

DESCRIPTION
Opika is a condiments brand that celebrates the joy of home cooking with organically grown spice blends.



PACKAGING DESIGN

PROJECT
Simply Natural Rice

NAME
Hew Ji En

DESCRIPTION
Simply Natural Rice uses re-usable materials such as glass, paper and cloth for their packaging.



PACKAGING DESIGN

PROJECT

Ready-Meal Plan Packaging

NAME _____

Lau Sze Quan

DESCRIPTION

The Naked Lunchbox serves healthy, ready-to-eat meals packed into a stack-up tower packaging kit that is easy to transport around.



PACKAGING DESIGN

PROJECT

Sustainable Packaging

NAME _____

Kang Yu Ying

DESCRIPTION

These Rabbit Wafer Rolls packaging redesign was created using sustainable printing techniques and packaging materials.



PACKAGING DESIGN

PROJECT
Spritzer Tinge

NAME
Hera Lim

DESCRIPTION
This limited edition Spritzer Tinge packaging is to commemorate the Chinese New Year of the Rooster.



PACKAGING DESIGN

PROJECT
Vitagen

NAME
Sam Chong

DESCRIPTION
These special edition cultured milk drinks from Vitagen features specially sourced ingredients of familiar flavours.



PACKAGING DESIGN

PROJECT
Picky Camping Kit

NAME
Jasmine Choong Xian Huan

DESCRIPTION
The Picky Camping Kit contains a range of ready-to-eat grain products that are packed into small portions, making it ideal for short camping trips.



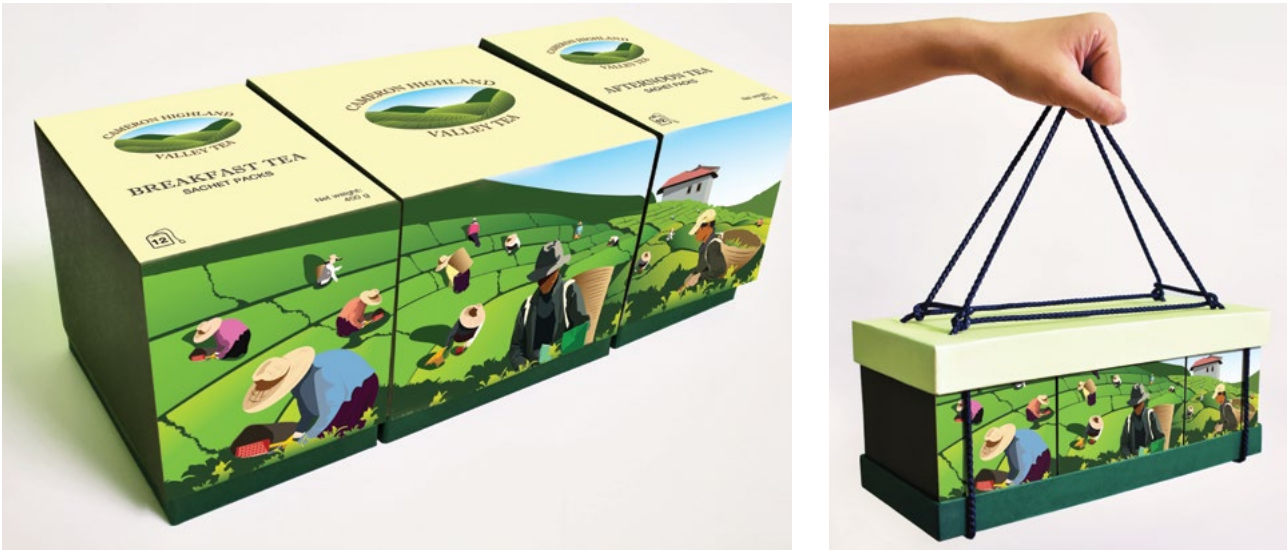
PACKAGING DESIGN

ASPaC 2018 - Honorable Award

PROJECT
Treasure Harvest

NAME
Chow Zhen Lu

DESCRIPTION
A 3-sectioned box set that joins up to a panoramic image of the tea plantations, acknowledging the local farmers and celebrating the pride of homegrown products.



TYPOGRAPHY DESIGN

PROJECT
Scabs

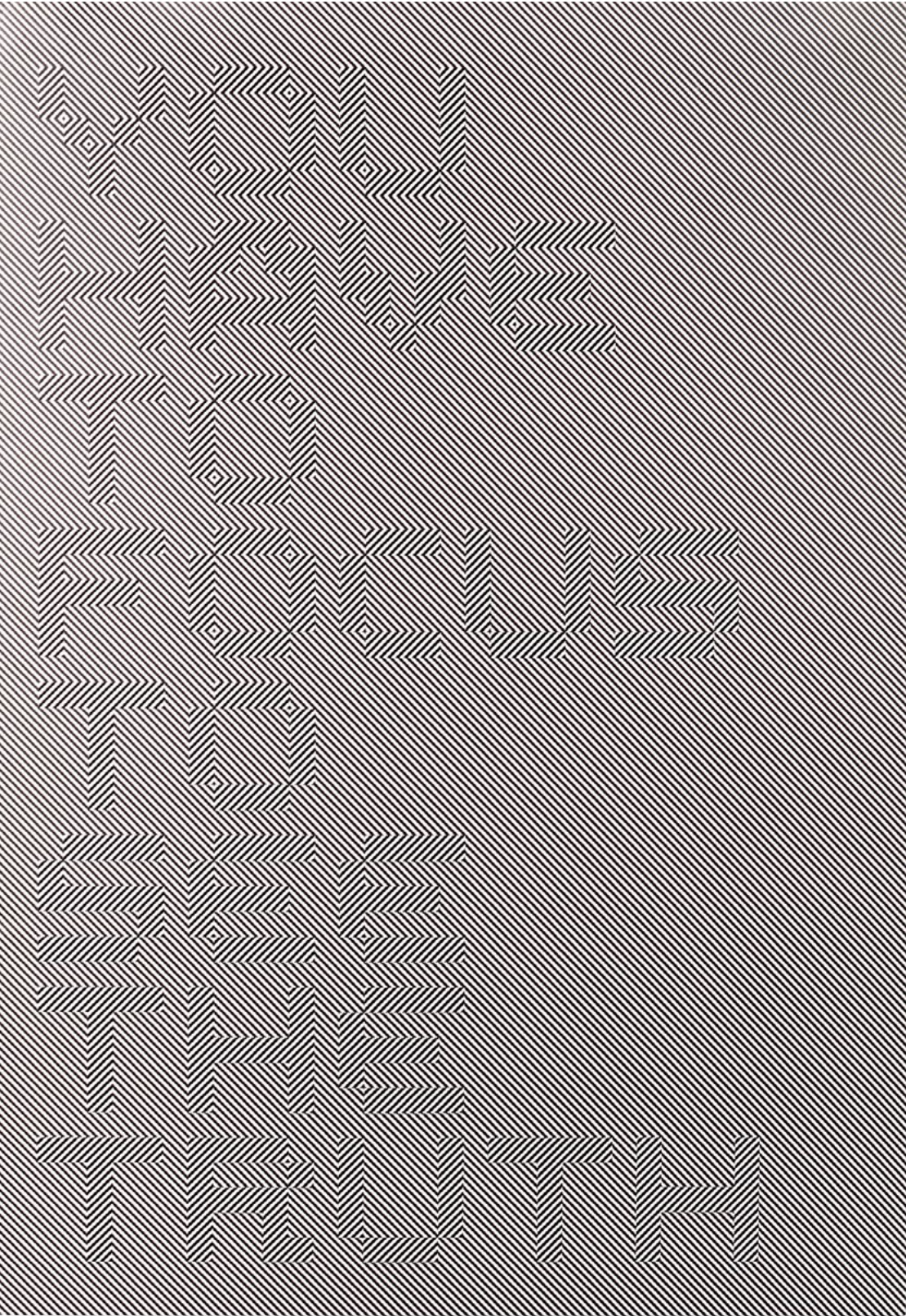
NAME
Chia Jing Tong



TYPOGRAPHY DESIGN

PROJECT
You Have To Focus To See The Truth

NAME
Wong Kevin



ENTREPRENEURSHIP

PROJECT
Self-Initiated Brief

NAME
Chang Sek Li

DESCRIPTION
Pendulum Theory is a streetwear fashion brand that aims to spread "positive political commentary" to its target audience. The first three T-shirt designs are: "The Supreme Race", "War Through Peace" and "Wave of Change".



ENTREPRENEURSHIP

PROJECT
Happy Dumpy

NAME
Jeslyn Ooi Shiyun

DESCRIPTION
Happy Dumpy is a design entrepreneurship project that sells bags, pouches and soap products that are designed based on Malaysian traditional kuih.



CORPORATE IDENTITY

PROJECT
AirAsia Foundation x Silent Teddies

NAME
Anastasia Audrey
Anna May
Cheryl Tong
Vincent Choy

DESCRIPTION
Silent Teddies is a bakery run by the Community Centre of The Deaf (CSCD). They are a community of hearing impaired people who have taken up the challenge to earn a living by selling baked goods. The cookies itself is a product of persistence, passion, excellence and love. Hence the proposed proposition: "Every cookie tells a story".



CORPORATE IDENTITY

PROJECT
The Click Shop

NAME
Minh Ngo

DESCRIPTION
The Click Shop is a photography enthusiast store that sells analogue photography products such as film, cameras and also provides film development services.



CORPORATE IDENTITY

PROJECT
Barefoot

NAME
Nicholas Siew

DESCRIPTION
Barefoot is a local sandal brand that produces quality and stylish sandals for all age groups.



CORPORATE IDENTITY

PROJECT
50 years of Bilateral Relations

NAME
Juliana Lee

DESCRIPTION
"50 years of Bilateral Relations" is an event organised by the Swiss Embassy to celebrate their strong diplomatic ties with Malaysia through cultural exchange activities and events that celebrate their ongoing relationship.



CORPORATE IDENTITY

PROJECT
Rotterdam

NAME
Nikholas Alvinyantu

DESCRIPTION
This is a rebranding project for the City of Rotterdam.



CORPORATE IDENTITY

PROJECT
Simple Life

NAME
Ngui Xin Ru

DESCRIPTION
The rebranding of Simple Life that aims to attract a contemporary and health-conscious audience.



CORPORATE IDENTITY

PROJECT
KHMER Homestay

NAME
Ng Jenn Li

DESCRIPTION
Khmer Homestay is a Cambodian holiday lodge that is operated by locals aimed to provide visitors with an authentic cultural experience when visiting Cambodia.



CORPORATE IDENTITY

PROJECT

Limpapeh

NAME

Michael Lim
Lee Pik Hua
David Sugiarto
Wong Ching Seng
Carrisa Chua

DESCRIPTION

Limpapeh is a brand of songket products based in Lintau, Indonesia. The company is made up of traditional kain songket weavers from the Minang tribe that uses traditional weaving techniques and all natural dyes to produce home décor products for the modern audience.



CORPORATE IDENTITY

PROJECT
Forgotten Pieces of Home

NAME
Jennifer Lim Pei Fen

DESCRIPTION
Forgotten Pieces of Home is a Peranakan Pottery Exhibition to celebrate the fine craftsmanship and design heritage of the Baba Nyonyas around the straits settlements.



CORPORATE IDENTITY

PROJECT
Crazy Monkey

NAME
Joo Hyeran

DESCRIPTION
Crazy Monkey Defense is a gym center that teaches martial arts and self defense moves as a part of their workout regime.





KANCIL x sCooler AWARDS

The Nation's Largest and Most Prestigious Annual Advertising Awards

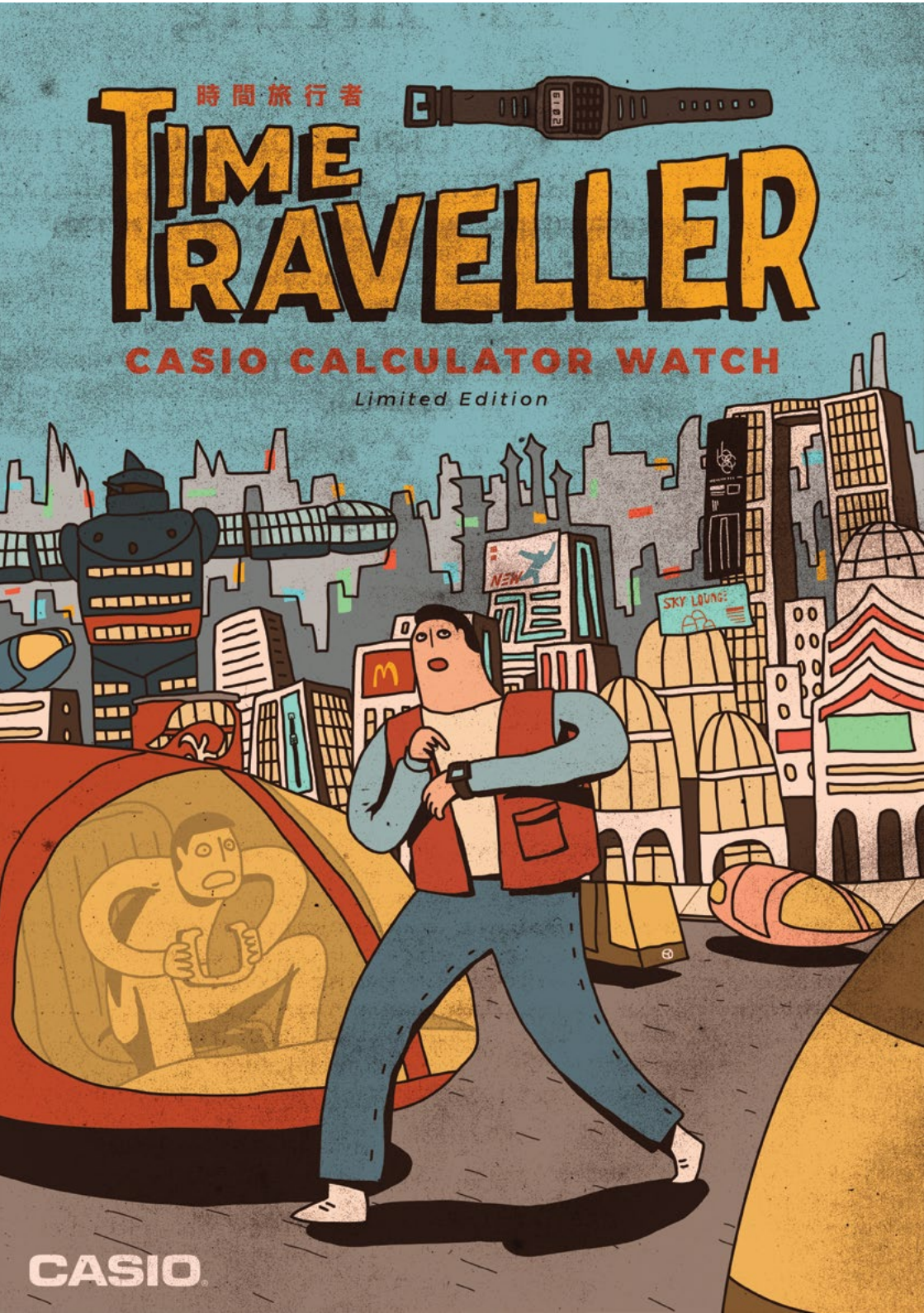
For many years, The One Academy has made its mark on home ground with achievements in the Kancil Awards – the largest and most prestigious annual advertising awards celebrating creative works from all over the nation in an effort to recognise homegrown creative excellence.

IDEA OF THE YEAR
STUDENT OF THE YEAR
GOLD - STATIC VISUAL AESTHETICS (ART DIRECTION)
GOLD - BEST FILM (BRANDED FILMS)

PROJECT
Time Traveller CASIO Calculator Watch

NAME
Michael Lim

DESCRIPTION
Casio Time Traveller is a 360 promotional campaign to sell the classic calculator watch. The designs are inspired by vintage artist impressions of vision 2020 and characters from the "Back to the Future" franchise.



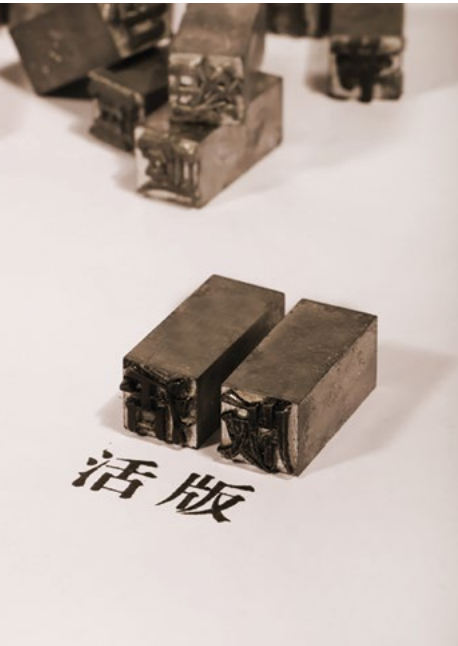
GOLD - BEST DESIGN (CORPORATE PUBLICATIONS)

PROJECT
The Revival of Letterpress

NAME
Choong Chee Sam

DESCRIPTION
This book documents one of the last standing letterpress companies still operating in Malaysia, and aims to revive the interest and appreciation

of this old trade. The hand-constructed wooden box houses a collection of letter blocks made out of lead, a stamp and a book.



GOLD - BEST DESIGN (PUBLICATION)

PROJECT
The Haikyoist

NAME
Nicholas Siew

DESCRIPTION
The Haikyoist is a book dedicated towards various forgotten places in Japan which were once quite well known to society, but were left to abandonment with unsolved mysteries that still remain till today.



GOLD - BEST DESIGN

PROJECT
Frugie Pin - Lessen Food Wastage

NAME
Khor Eng Giap Ngui Xin Ru
Wong Kevin Ho Xin Ee

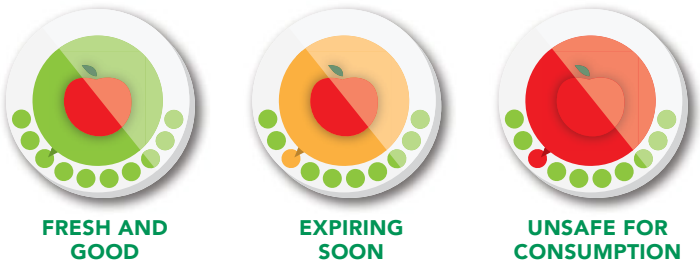
DESCRIPTION
Malaysians generate more than 3,000 tonnes of food waste every day, of which a majority comes from households. One of the primary reasons for food wastage is due to their tendency to overbuy fresh produce which perish before they are consumed. The solution is a pin that tracks the freshness of fresh produce via the amount of ethanol found in the products and warns the consumer whenever their fruits are about to go bad.



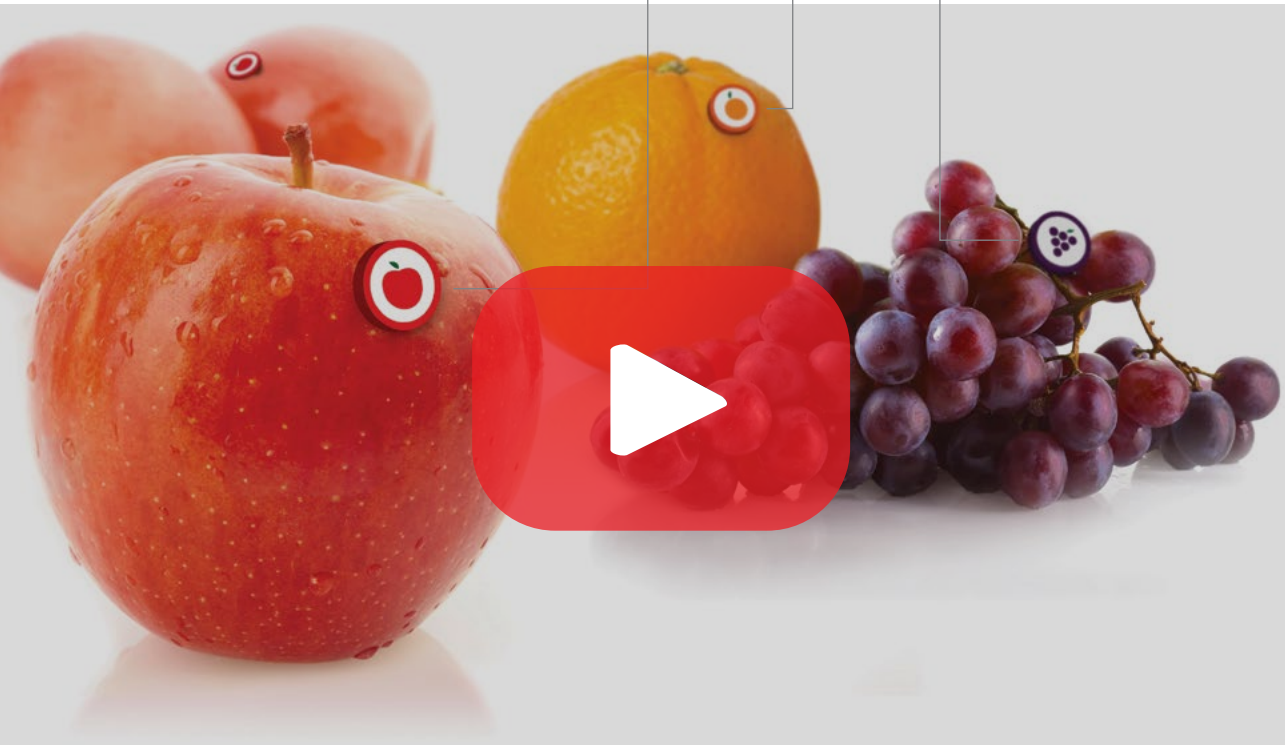
Frugie Pins are magnetic pins that you can attach to fresh produce that display the condition of the food with graphical indicators. With this, there will be less unintended wastage of food as you are constantly notified by it whenever you open your fridge.

How does it work?
Each Frugie Pin contains a chemical resistor that detects the amount of ethanol in your produce, and sends a signal to the graphic indicator in front to show the freshness of your food at various stages.

Graphic indicator magnet to be placed on fridge, receives signal and shows levels of food freshness.



Small pins to be placed onto fruit, measures the amount of ethanol found in the product.



GOLD - BEST ADVERTISING CAMPAIGN

PROJECT
Talk of the Town

NAME
Chang Se Lin Chew Yi Von
Cheong Zhi Ling Low Ween Lim

DESCRIPTION
In Celcom's bid to promote its UOX plan - a telco plan targeted towards college and university students in Malaysia - the ultimate "talkability" is created through an on-ground event that stages a sales person suspended in mid air to tell people about the benefits of the plan.



A staged person suspended in the air, talking on the phone (secretly held by metal bars concealed in the jacket).



Other bystanders will definitely be taking pictures and uploading this event onto social media.



Press coverage to generate more PR mileage for the campaign.

GOLD - BEST ADVERTISING CAMPAIGN

PROJECT
Bucketful of Surprise

NAME
Ho Shiau Huai Low Yee Wen
Lee Hui Ru Shim Poh Ling
Low Ching Hong Stephanie Yeoh Pei Yee

DESCRIPTION
KFC needs a relevant campaign that would bring the younger generation back to KFC and see it as a cool place to hang out and enjoy their meals. The solution is a comprehensive 360 campaign that celebrates the KFC bucket - one of its most iconic products that is not only full of nostalgic memories, but also one that is capable of creating new KFC moments with a surprising amount of experiences and rewards up its sleeve.



Campaign Kickoff - Bucketful Hot Air Balloon raining KFC vouchers.



Thematic Restaurants - Bucket-themed restaurant decors that have activity spaces, events and parties in honour of the KFC bucket.



Rewarding Buckets - Exclusive collectible merchandise that can be redeemed every time you purchase a KFC bucket.



Augmented Reality Machine Experience - being showered with a bucketful of surprises.

GOLD - BEST PRINT AND POSTER

PROJECT
Cyndrome Graduation Posters

NAME
Yap Chen Xi
Adleena Dalyia Andri
Tan Vee Vien
Wong Kay Liy

DESCRIPTION
Cyndrome is a theme of a graduation exhibition which features graduates stricken with a slew of creative viruses, resulting in various artistic ailments.



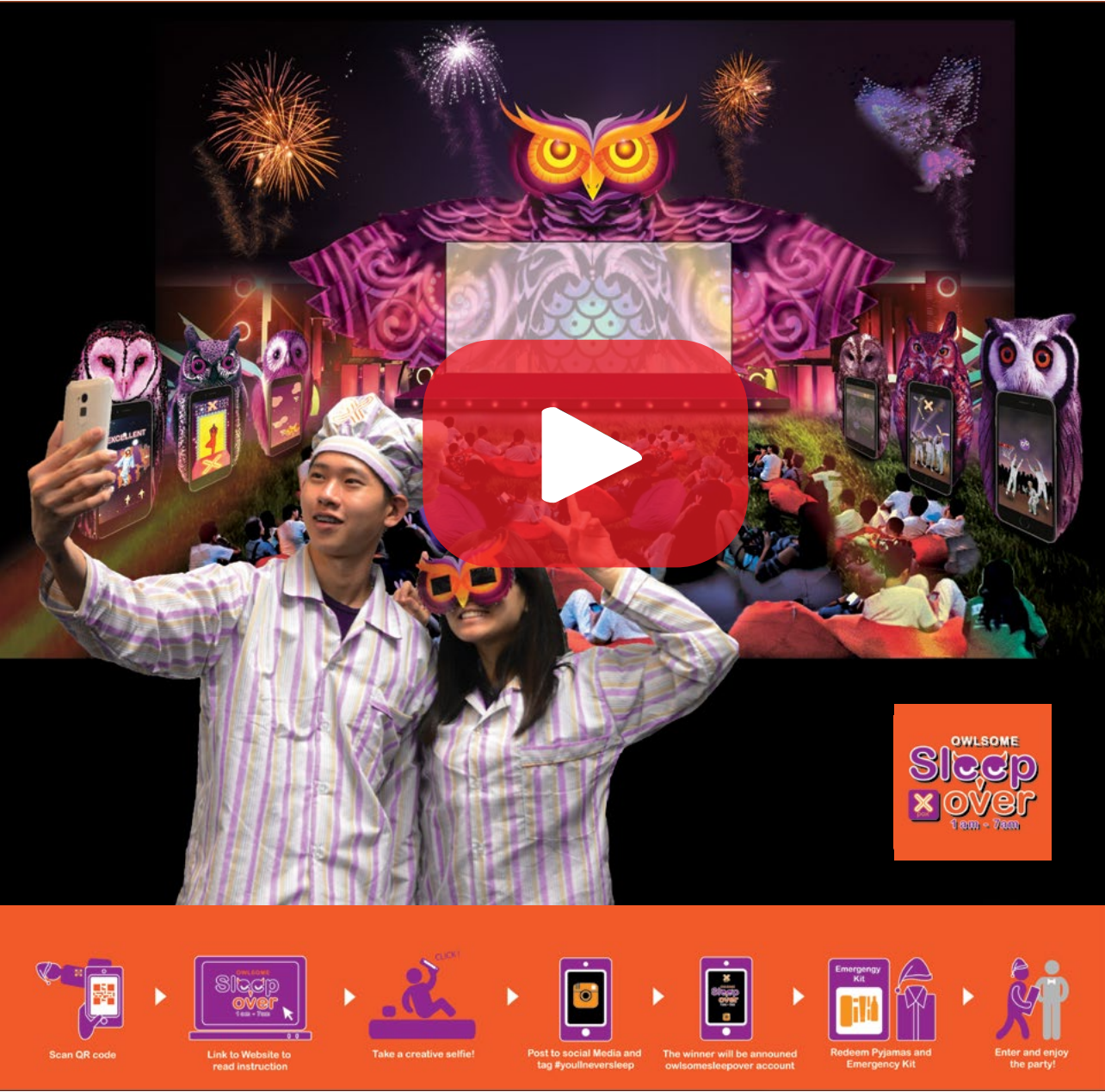
GOLD - BEST ADVERTISING CAMPAIGN

PROJECT
The OWLSOME Sleepover

NAME
Michelle Koh Chien Yinn
Yong Goon Li
See Puoh Yang
Chin Yee Voon
Fissh Gan Zhin Yui
Tee Qing Hui

DESCRIPTION
Celcom Xpax wants to promote the Magic SIM - a plan that bundles in unlimited high-speed internet from 1am - 7am. The solution is an integrated campaign which leads

to "The Owlsome Sleepover" exclusive party event meant to target night owls and youths who stay up late every day to surf the internet.



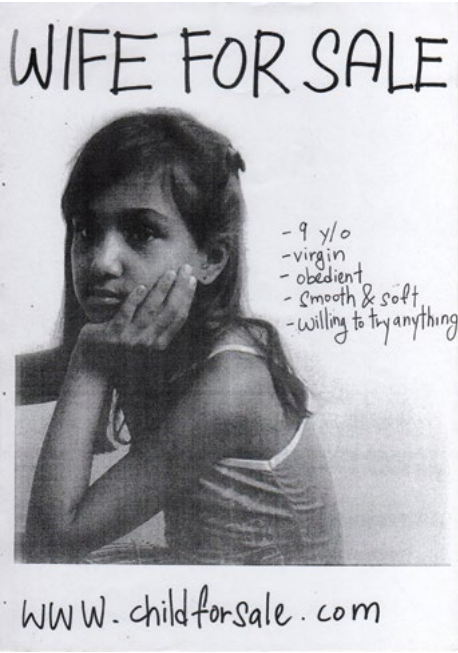
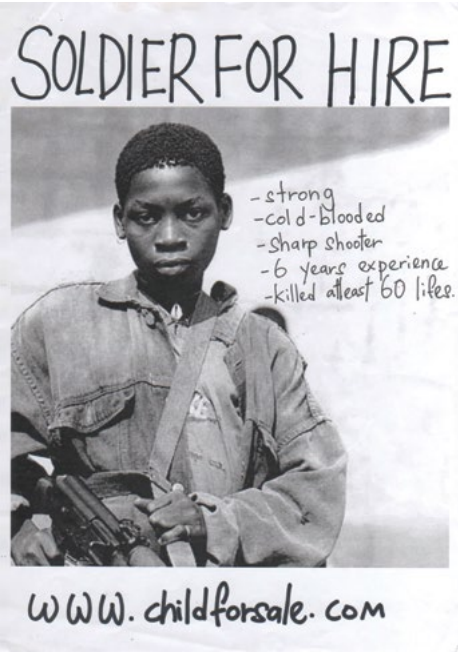
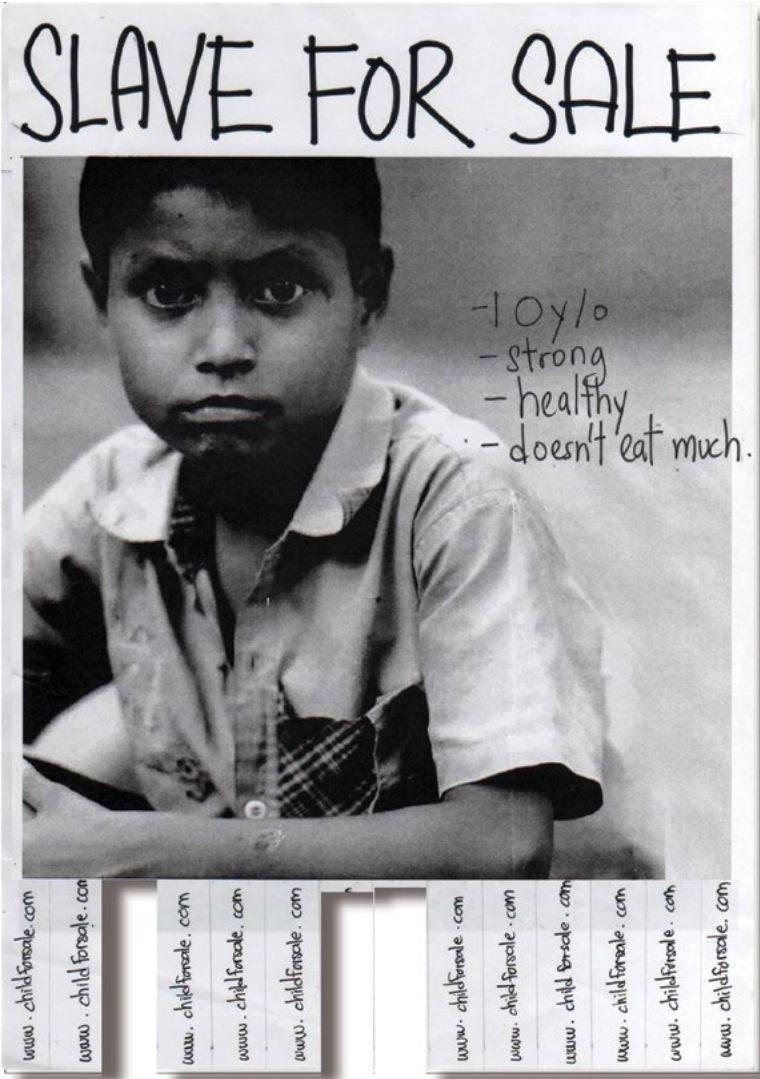
GOLD - BEST ADVERTISING CAMPAIGN

PROJECT
UNICEF - Child for Sale

NAME
Chua Tor Siang
Chang Siew Jiun
Lew Chai Ling

DESCRIPTION
Every year, millions of children fall victim to the illegal child trade. However, many Malaysians are unaware of the seriousness of this problem. A guerrilla print-led campaign brings the targeted

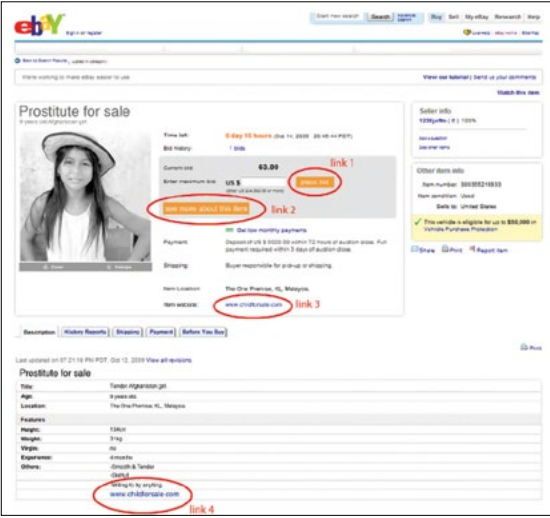
audience to a website that dispenses the seriousness of the child trafficking trade and urges them to stop the trade by supporting UNICEF's cause through donations.



Posters - Posters will be placed around typical places where illegal classifieds are posted.



Campaign Website - Once our audience logs on to the website, UNICEF would dispense key messages and a call-to-action to donate will appear at the end.



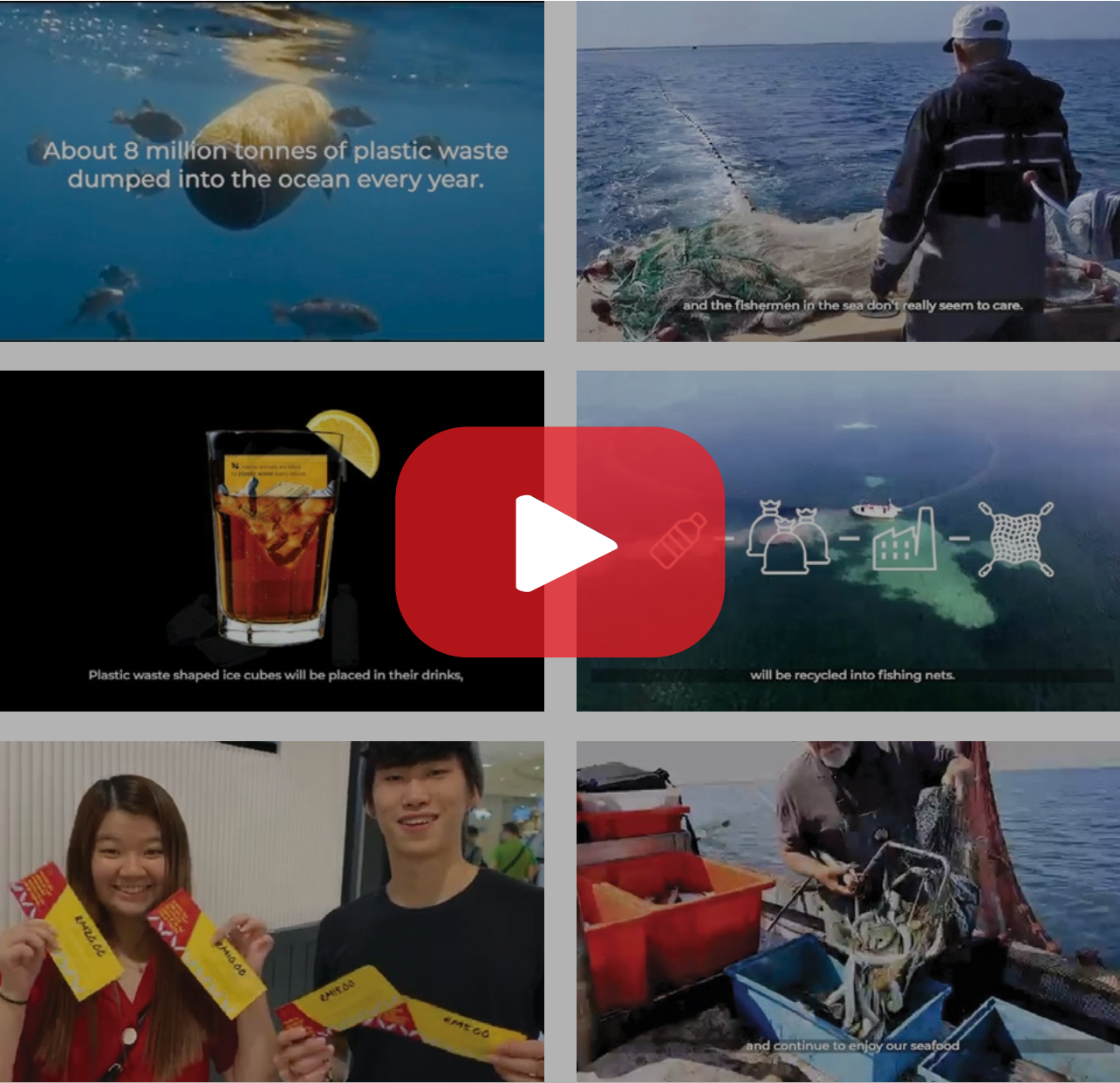
eBay Mock Auction - This would be another channel to drive traffic into the campaign website.

SILVER - BEST IDEA FOR SOCIAL GOOD
BRONZE - INTEGRATED CAMPAIGNS

PROJECT
Manhattan Sea Rescue

NAME
Chin Wee Leong
Guo Yu
Teh Ee Chee
Colin Lim

DESCRIPTION
MFM Sea Rescue is a campaign that informs people about plastic pollution, and gets them to clean up the ocean together. Plastic waste-shaped ice cubes will be placed in their drinks and a message inviting them to join the beach clean-up event is attached. All plastic waste collected will be re-purposed into fishing nets and distributed to fishermen whereas the public's efforts are rewarded with MFM vouchers.

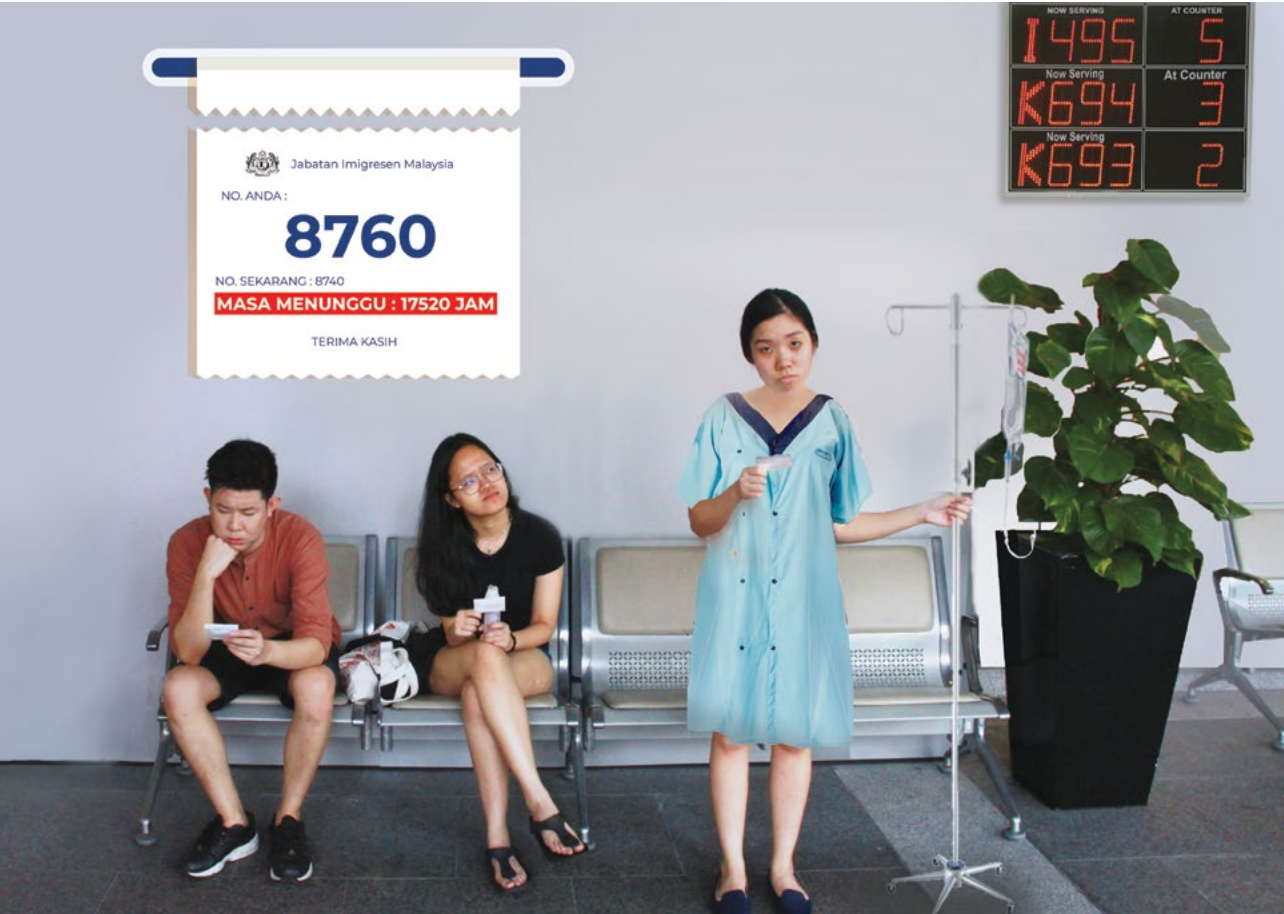


SILVER - BEST IDEA FOR SOCIAL GOOD
BRONZE - INTEGRATED CAMPAIGNS

PROJECT
The Longest Queue

NAME
Jessica Lim Su-Lyn
Chan Teng Hui
Mandy Tan Min Yee
Loh Wei Yan

DESCRIPTION
An average of 10 Malaysians are put on the waiting list of organ recipients every day, but only 1.3% of Malaysian citizens are registered donors. This viral video shows people getting angry and frustrated after queuing for ridiculously long hours in governmental offices. When they respond in anger, it is revealed that there are people awaiting organ donations who suffer the same frustration due to insufficient donors in the country and prompt them to register as an organ donor.



SILVER - BEST PROMO AND ACTIVATION

PROJECT
AXA Budget Travel

NAME
Yeoh Jun Jin Michael Lim
Đào Hải Sơn Chew Siew Qi
Vanissa Foo

DESCRIPTION
A campaign that gives “low budget” travellers, a low budget risk management alternative. Mainly things that our superstitious grandparents put their faith in.





Jealous colleague jinx-ing your vacation?

We've got the ultimate trump card to counter that!

Saving "this couldn't get any worse" on a trip, and not being able to find any wooden surface to touch before it's too late? That's just too much luck on the dream holiday you've been dreaming of!

With the portable Touchwood's, you can just undo what you've said anywhere anyone. Crafted to fit snugly into your wallet or card holder, personal pocket friendly wooden surface to make sure your tongue never gets you in trouble!

Hurry up and log on to www.axashop.com/touchwoodskti to get your bottle today. And for a limited time, we'll be giving away a free travel insurance!







Ever worry about someone breaking in your luggage?

Better lock(luck) next time!

Holidays are meant for a whole lot of fun and laughter to be sure. Not a whole lot of pain and trouble on your mind! Even more so when it comes to your personal luggage and belongings! We've got just what you need to solve all

your luggage issues. Godspeed is your one solution to any luggage issues from theft, unauthorized meddling and even misbranding. Now everyone can fly without worrying about their luggage.

Hurry up and log on to www.axashop.com/godspeedskti to get your bottle today. And for a limited time, we'll be giving away a free travel insurance!







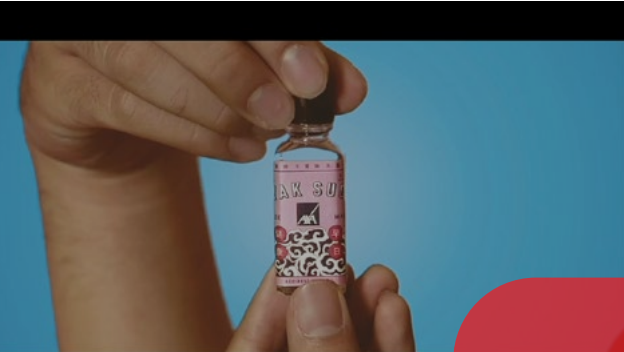
All of grandma's best home remedies, Packed in a bottle so travel friendly!

Minyak Suckti, save you from ailments like fever, burns, unwanted pregnancies or even bee stings.


We know that paying to see a doctor can burn a hole in your wallet when you're on holiday overseas. That is why we're offering you the "best and budget home remedies that you grew up with all in a bottle!

Hurry up and log on to www.axashop.com/minyaksuckti to get your bottle today. And for a limited time, we'll be giving away a free travel insurance!







Introducing the Minyak Suckti!



Whether it's fever.



and stick it on anywhere on your luggage.



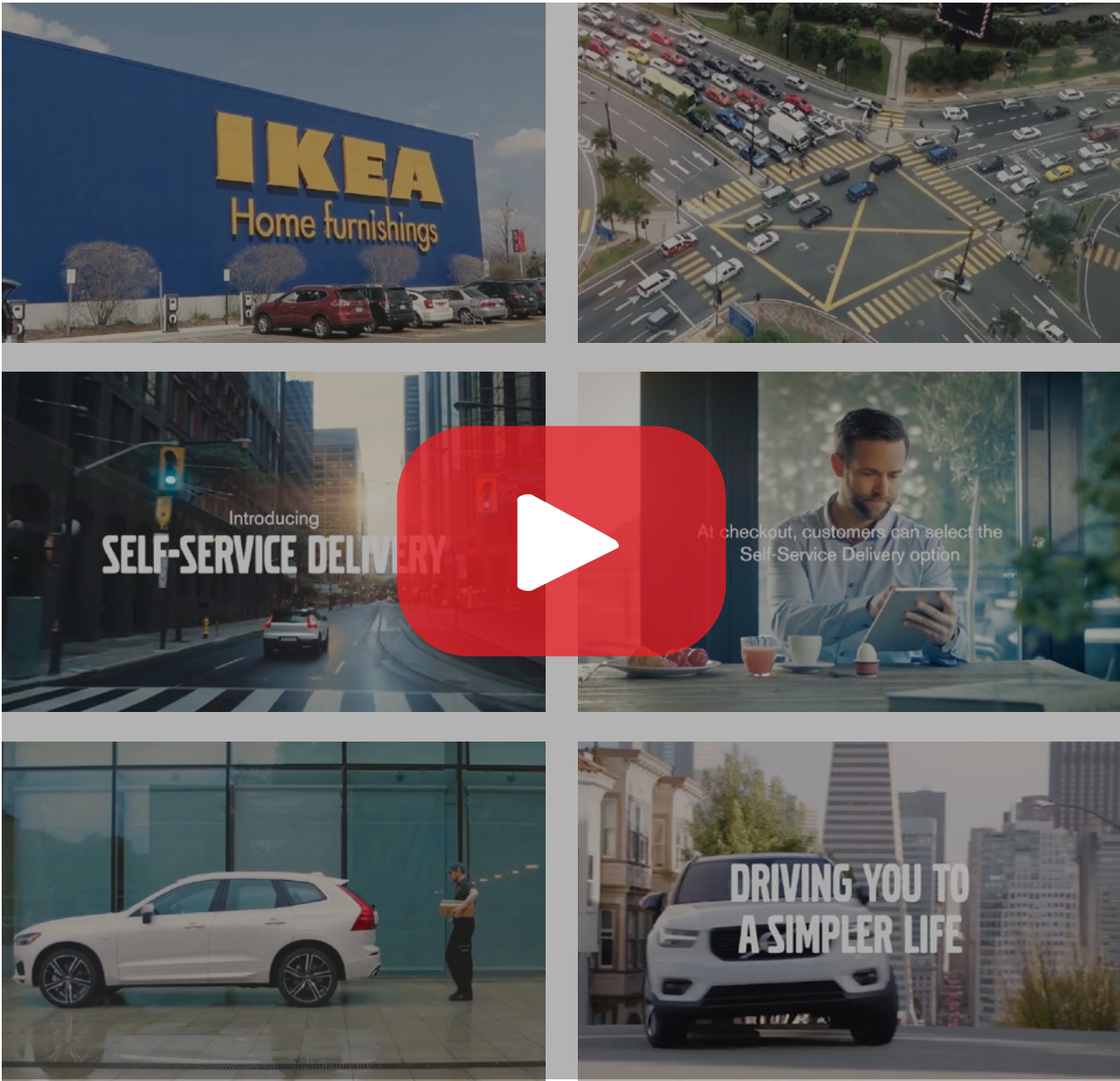
www.axashop.com

Hurry up and log on to www.axashop.com



SILVER - BRAND EXPERIENCE & ACTIVATION

| | |
|--|--|
| PROJECT Self-Service Delivery | DESCRIPTION Volvo and IKEA team up to provide a shopping experience like no other. With Self-Service Delivery, millennials can avoid the hassle of looking for parking, as their purchases will be loaded with ease and assembled when they test drive the new Volvo XC40. |
| NAME Lim Yong Hong Yong Kay Ren | |



SILVER - BEST IDEA FOR SOCIAL GOOD

PROJECT
Polluted Seafood

NAME
Jeslyn Ooi Shiyun

DESCRIPTION
While many efforts have been taken to educate adults on the dangers of pollution, very little has been done to educate children. To do so, a famous childhood game was recreated and given a twist.

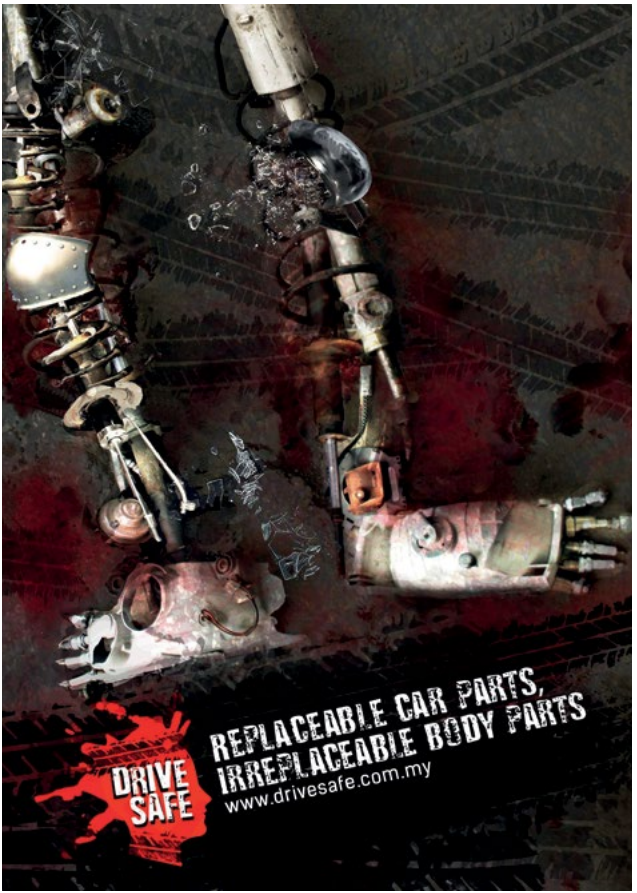


SILVER - BEST PRINT AND POSTER (CAMPAIGN)

PROJECT
Replacement Parts

NAME
Jeslyn Ooi Shiyun

DESCRIPTION
Replacement Parts is a print campaign to promote road safety. It aims to remind reckless drivers that their fragile bodies are irreplaceable once sustaining serious injury, so diligence should be practiced at all times on the road.



SILVER - BEST DESIGN (PUBLICATIONS)
MERIT - STATIC VISUAL AESTHETICS (ART DIRECTION)

PROJECT
Zhong Shan on Paper

NAME
Vanissa Foo

DESCRIPTION
Zhong Shan on Paper is a publication that features key attractions and slice of life micro-stories found within the heritage-filled building in the heart of KL.



SILVER - BEST PHYSICAL AESTHETICS (ART DIRECTION)

PROJECT
Illubility Grad Showcase

NAME
Ng Shu Yee Woo Chun Kee
Kang Yu Ying Hng Huey Ying
Koo Jia Yun Yeap Lee Lee

DESCRIPTION
Illubility Graduate Showcase is a book that has optical illusion patterns within the book, creating beautiful "vibrating" movements between the pages.



SILVER - BEST PHYSICAL AESTHETICS (ART DIRECTION)
MERIT - BEST PRINT AND POSTER (SINGLE)

PROJECT
Transfigure Graduation Posters

NAME
Rachel Tan Suyan
Loh Jia Wei
Jeffrey Fong
Quah Phaik Hoon

Lim Wei Qi
Teoh Yinzy
Evelyn Hiew
Tay Suen Fen

DESCRIPTION
These posters are used to promote the students' graduation exhibition. The theme of "Transfiguration" refers to every graduate's collective grit and effort which are done in detail and intent, leading up to beautiful outcomes.



BRONZE - BEST DESIGN (GRAPHIC NOVEL)

PROJECT
Book of Chinese Superstitions

NAME
Nicholas Siew

DESCRIPTION
This book explores various superstitions embedded within the Chinese culture in an entertaining way, as well as explaining the conventional wisdom behind them.



BRONZE - INTEGRATED CAMPAIGNS

PROJECT
Safe House Project

NAME
Lee Jia Yi
Yong Wen Jie
Jessica Olivia Hartanto
Lee Wan Xuan

DESCRIPTION
The Safe House Project is a social initiative by Gamuda to turn the lives of homeless people around by providing them with work, training and shelter.




Everyone deserve a second chance,
let's help them get out of the street



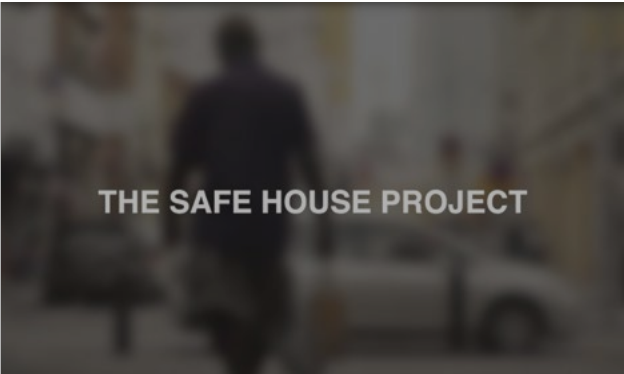
SAFE HOUSE PROJECT

There are a lot of homeless people around us that don't have job, money and home to go back to. We believe they need nutritions which is not only food, but a second chance and home, nutritions for their soul and life. A safe house project initiative by Gamuda is to help the homeless community by turning them into security guard that will help our neighbourhood safe.


To know and learn more please visit www.safehouseproject.com




These people find it hard to get a job and a home,




THE SAFE HOUSE PROJECT



We will recruit them through community soup kitchens.



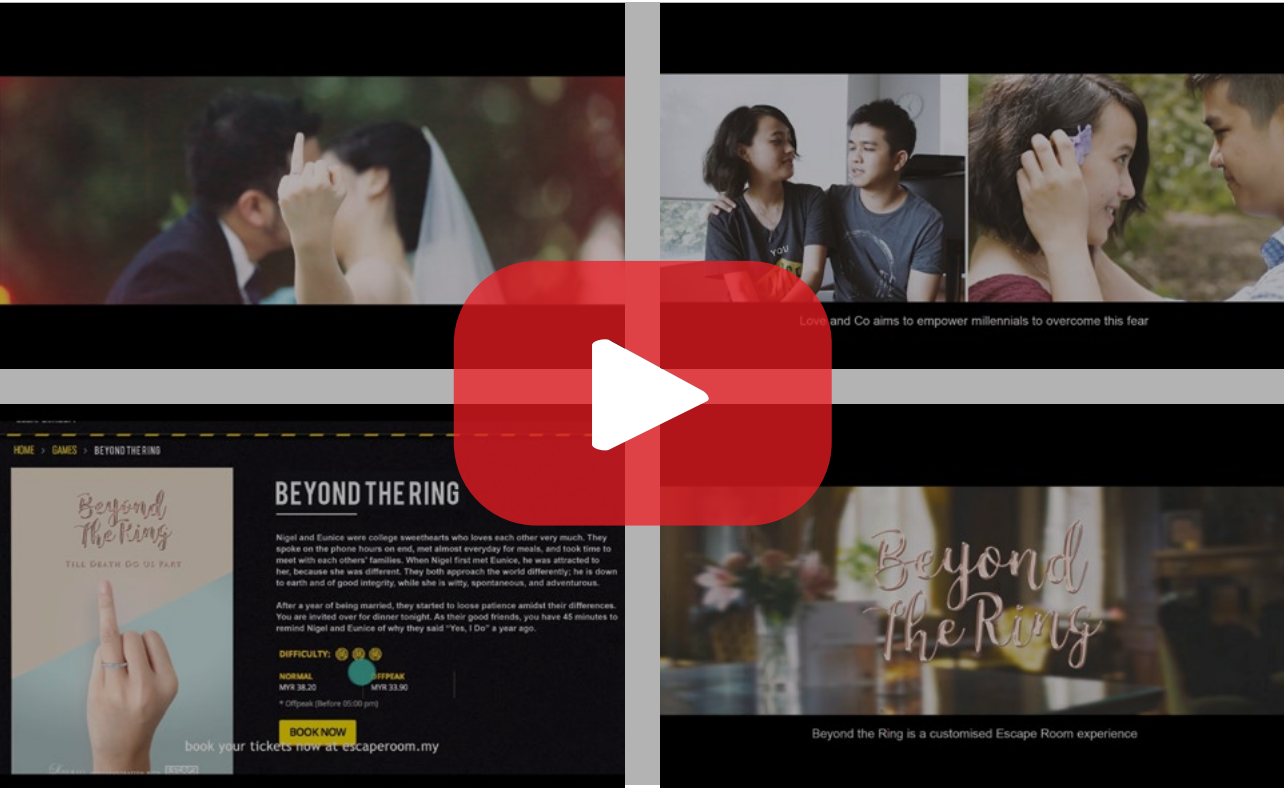
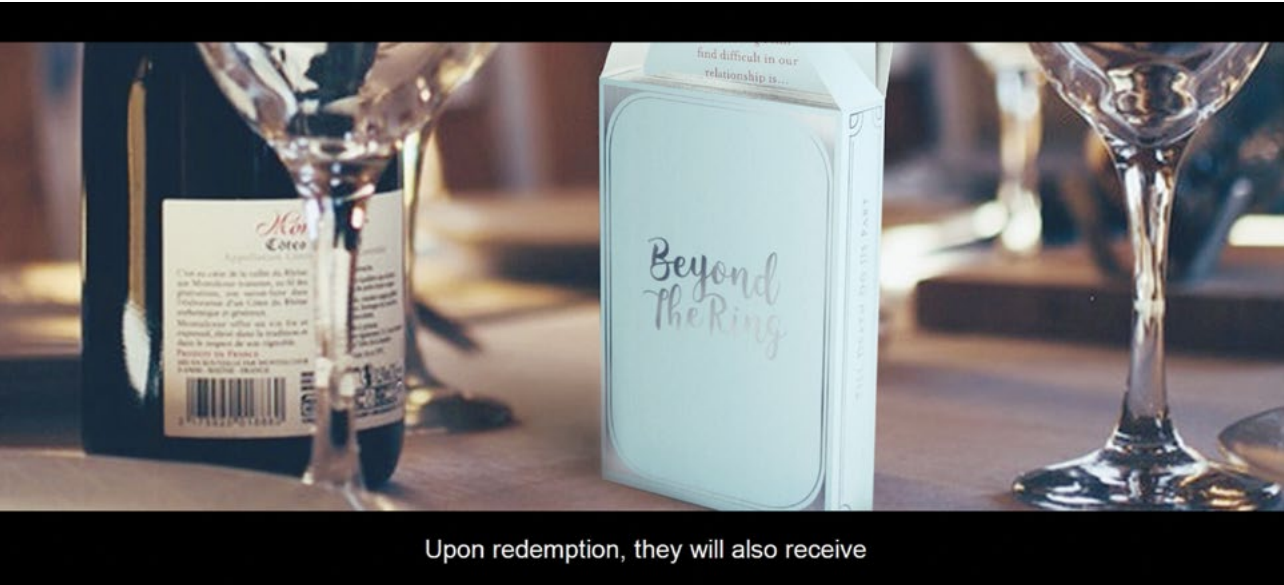
they will receive an official certificate, equipment and assignment to a guard post.



in turning the lives of every homeless person around.

BRONZE - BEST PROMO AND ACTIVATION

| | |
|-----------------------------------|---|
| PROJECT Beyond The Ring | DESCRIPTION Using the escape room as an on-ground experience, couples are asked to run through a series of fun and light-hearted challenges that will get them to think of relevant things that would help them build a strong relationship foundation. |
| NAME Janice Khaw Ai Mee | |



MERIT - BEST COPY (ALL MEDIA) - CHINESE

| PROJECT | | | DESCRIPTION |
|--------------------|--------------------|-----------------|---|
| Invisible Haunting | | | Invisible Haunting is a film commercial that aims to tell its viewers one of the effects of smoking. After taking a puff, it will leave a lasting negative impression in your life that would be hard to shake off. |
| NAME | | | |
| Koh Hui Ying | Ong Sing Wei | Chin Jun Rong | |
| Au Soung Xin | Soh Zhen Hong | Siah Tong Chern | |
| Liew Yu Xuan | Natalie Chen Ru Yi | Su Yaw Cheng | |



MERIT - BEST PRINT AND POSTER (CAMPAIGN)

PROJECT

Idealicious

NAME

Wong Wui Tsiing Lim Kar Yee
Choong Chee Sam Chia En Qi
Lee Pui Yien Pit Lai Yin

DESCRIPTION

Idealicious posters are created by a cohort of graphic design students to promote their graduation exhibition. The theme illustrates how each student has their own unique flavours behind their work.

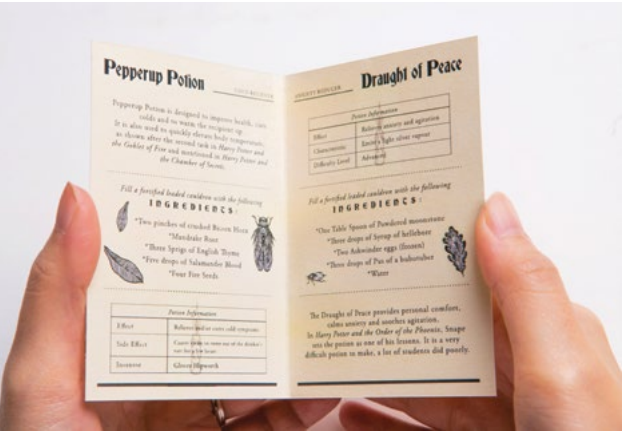


MERIT - BEST DESIGN (PACKAGING)

PROJECT
Hogsmeade Scented Candle

NAME
Choong Chee Sam

DESCRIPTION
Hogsmeade is a premium candle brand inspired by the “Wizarding World of Harry Potter”. The design direction reflects apothecaries of the Old English world, signifying its mystical healing and soothing properties.



MERIT - BEST DESIGN (PACKAGING)

PROJECT
Vintage Takeaway Breakfast Set

NAME
Ng Pei Yee

DESCRIPTION
Ho Kow Vintage Takeaway Breakfast Set is a breakfast box set with a design that is inspired by traditional tiffin carriers.



MERIT - BEST DESIGN (PACKAGING)

PROJECT
Double Good Roly-Popping School Bus

NAME
Shermeen Lim Yun Min

DESCRIPTION
This series of packaging is inspired by the roly-poly toy. By rocking the packaging, you will be able to hear the popcorn rumbling inside, simulating the crunchy sounds as though the characters are chewing them.



MERIT - BEST DESIGN (CORPORATE PUBLICATIONS)

PROJECT
Picasso and I

NAME
Vanissa Foo

DESCRIPTION
'Picasso and I' is a series of books to commemorate Picasso - one of the legendary artists of the past. This book is styled with a contemporary approach, alternating between pictures of his original work and contemporary illustrated parodies to attract modern youths. The bundle contains Picasso's journal and his artworks, Picasso-inspired illustrations, a poster and a gift box.





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