



Hats off to 141 Malaysia



The first-ever Malaysian Direct Marketing Awards was held in Kuala Lumpur this October. Organised by the Direct Marketing Association of Malaysia (DMAM), the awards recognise Direct Marketing excellence across Malaysia.

As expected, 141 Malaysia exceeded expectations.

Shrewd use of direct mail and press adverts (Simplify, Clarify, Demystify and Win) got 141 Malaysia recognised for the best use of integration. They proudly walked away with the Merit Award for their PowerVantage campaign for their client HSBC Bank Malaysia Berhad.

This is an excerpt from the 141 Worldwide Network Newsletter, a write up on the DMAM 1999 Awards. I was on the far right.

DMAM

Direct Marketing Association of Malaysia

USE OF INTEGRATION

CATEGORY

HSBC BANK MALAYSIA BERHAD

CLIENT

141 (MALAYSIA) SDN BHD

AGENCY

QUEENIE THAM

ACCOUNT MANAGEMENT

LOH KOK KEONG

CREATIVE DIRECTOR

LEE PEK KIM

COPYWRITER

ALICIA CHONG

ART DIRECTOR

KUAH SIN FATT

PRODUCTION MANAGER

Sia Chon My
Sia Chon Ming
PRESIDENT



Esther Soon
Esther Soon
VICE PRESIDENT