

A PUTRA
BRAND
AWARDS
SERIES

THE PUTRA BRAND
**COLLO
QUIUM**
Marketing Strategies Summit 2026
VOL. **03**

BRANDS THAT *ENDURE*

Building Lasting Value
In A Fast-Changing World.
19 August 2026

Organised By:



Sponsor:



HRDC CLAIMABLE: 10001717329

SUMMIT

OVERVIEW

In the fast-paced world of marketing in 2026, consumers are bombarded with an endless stream of communication from countless brands. Technologies and tastes are constantly evolving. Only the strong survive. For your brand to endure in this storm, you must be equipped with the right know-how and strategies. Here, you will learn from the best in the market how to build sustained brand strength and grow your brand over time.

- Learn from a gathering of Putra Brand Awards winners.
- Tried and tested strategies, proven to work by market leaders.
- Absorb knowledge pooled by the sharpest minds in the market.

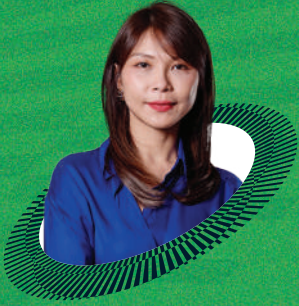


WHY YOU NEED *To JOIN*

- You are a brand steward and guardian at an agency.
- You want your brand to stay relevant in turbulent times.
- You are keen to keep honing your skills in marketing.
- You want to explore new solutions to achieve the marketing goals of your organisation.
- You want to meet genuine branding masters, such as the Putra Brand Awards winners.
- As a new C-suite executive, you want to be equipped with the knowledge to report to stakeholders on brand and strategy.

WHAT'S IN IT **FOR YOU**

Emerge from this colloquium better-equipped to take on the challenges of a rapidly changing market. Learn how to cultivate loyalty, turn customers into advocates, maintain relevance, stay consistent while innovating, and make emotional connections with your consumers that will keep them invested in your brand.



SESSION 1

THE FOUNDATIONS OF ENDURING BRANDS

AMY GAN MARKETING VICE PRESIDENT | **ETIKA**

Amy Gan is an award-winning marketing leader and Vice President of Marketing at Etika, where she leads brand strategy, digitalisation and purpose-led commercial innovation across Malaysia and Singapore. With more than 13 years at Etika, she has shaped campaigns for Wonda Coffee, Calpis, Goodday, Pepsi, Mirinda, 7UP and many others, contributing to more than 250 marketing awards since 2022 and five Guinness World Records.

Known for building challenger brands through bold ideas, cultural relevance and social impact, Amy's work spans Goodday KidSTART, Calpis Soda One in a Million, Abah Saya, Uncle Mike, Pepsi FM and ATLAS Vending's Hygiene Aid programme. At PBC 2026, she will share how purposeful initiatives can strengthen enduring brand foundations.



SESSION 2

CONSISTENCY CREATES STRENGTH: BUILDING DISTINCTIVE BRAND ASSETS

CHAN MAY LING HEAD OF BRAND AND MARKETING SERVICES | **CELCOMDIGI**

May Ling is an experienced marketer with over ten years at the executive level and a track record of success in developing branding and marketing strategies, digital transformation, change management, and innovative firsts across multiple markets. Her background spans FMCG, telecommunications, and Quick Service Retail.

Her expertise is in pioneering new digital innovations in a developing market while directing cross-functional teams to develop award-winning brand and marketing communications campaigns, number-one digital products, and the first digital telco payment.

May Ling has accumulated numerous accolades throughout her career, having been recognised as CMO of the Year 2023 & 2022 (Best Telco Marketer), 2021 (Best Marketer in Retail & Promotions Marketing)



SESSION 3

FANDOM: FACILITATING ENTHUSIASM AS FUEL FOR GROWTH

TAI KAM LEONG CHIEF COMMERCIAL OFFICER | **ASTRO**

Tai leads product, distribution, marketing and brand as part of his commercial responsibilities across Pay-TV, OTT, Broadband and Enterprise business in Astro. He strives to ensure the group maximises the value of Astro's offerings by integrating go-to-market and communication efforts to deliver the best entertainment and connectivity experience to all Malaysians.

Prior to joining Astro, Tai was Maxis' Head of Brand & Marketing and accomplished breakthroughs in solution partnerships, innovation & ventures and digital marketing during his stint there. Before that, he held P&L and operational responsibilities to develop the home broadband and fibre business for Maxis.



SESSION 4

FROM CUSTOMERS TO ADVOCATES: BUILDING LOYALTY THAT LASTS

ETHAN CHEN CHIEF EXECUTIVE OFFICER | **HONOR MALAYSIA**

Ethan Chen is an accomplished global business leader with over a decade of experience driving market growth and retail excellence in the global technology sector. He currently serves as the CEO of the HONOR Malaysia Business Department, leading the brand's strategic growth and market presence. Prior to this, he was the General Manager of HONOR's Uzbekistan Multi-Country Business Department, overseeing operations across Uzbekistan, Tajikistan, Kyrgyzstan, and Turkmenistan.

His extensive leadership background in the consumer electronics industry includes key regional retail and channel management roles at Honor Device Co., Ltd. (Hebei, China), Huawei Device Co., Ltd. (East Africa), and Samsung (China) Investment Co., Ltd. Long holds a bachelor's degree from Lanzhou University and is an expert in cross-cultural team management, strategic planning, and global go-to-market (GTM) execution.



SESSION 5

MEASURING BRAND STRENGTH FOR THE LONG TERM

EVELYN TAN DIRECTOR AND COUNTRY SERVICE LINE GROUP LEADER | **IPSOS MALAYSIA**

Fueled by a passion for travel and a deep curiosity about human behaviour, Evelyn has journeyed through 30 countries, gaining a global perspective that shapes her approach to understanding people and brands.

With over 20 years of experience in branding and advertising research, she has collaborated with leading marketers and clients to build stronger brands through insight-driven strategies. Her work spans diverse sectors, from FMCG, finance, tech to retail, showcasing both depth and agility in uncovering what truly connects people to brands.

Her career has taken her from the UK to Hong Kong before returning to Malaysia, cultivating a unique blend of international experience and cultural sensitivity. At Ipsos, she leads both the Brand & Communication practice and the Customer Experience team. This dual lens ensure brand promises are delivered consistently across every consumer touchpoint – because she knows that long term brand strength lives at the intersection of what you say and what people feel.

PANEL DISCUSSION 1

GUARDIANS OF THE BRAND: LEADERSHIP IN LONG-TERM BRAND BUILDING

MODERATOR

KENNY WONG SEASONED MARKETER & INDEPENDENT NON-EXECUTIVE DIRECTOR | **SUM TECHNOLOGY BERHAD**

Kenny has more than 36 years of extensive experience primarily in sales & marketing, branding, product management, customer experience, loyalty and communications. An effective, dedicated and driven C-Suite leader, he is industry-agnostic; having spent time in FMCG, telecommunications, entertainment, people development, aviation, and property development in both local and multinational firms in Malaysia and abroad. A passionate people developer with a proven track record of building creative, technically and technologically-savvy teams, his strengths include effective communication, coaching, and mentoring — building practical and robust business strategies to deliver optimal results throughout a long and fruitful career. Recently appointed as an Independent Non-Executive Director of Sum Technology Berhad, a company recently listed on the ACE Board on Bursa Malaysia, Kenny is now expanding his skillsets into corporate directorship focusing on governance, stakeholder management and sustainability among others.

Angeline Tung Tze Ling HEAD OF CUSTOMER, BRAND & COMMUNICATIONS | **PRUDENTIAL ASSURANCE**

Brand and Marketing leader with 25 years of experience building brands, driving digital and customer-centric transformation, and delivering business growth. A two-time recipient of the Malaysian CMO Awards (2024 & 2025).

Recognised for building inclusive, high-performing teams that deliver both commercial and cultural impact.

As Head of Customer, Brand & Communications at Prudential Assurance Malaysia Berhad (PAMB), I lead strategies to strengthen brand trust, elevate customer experience, grow lifetime value across segments, and navigate complex business challenges with resilience and agility.

SEE MEI SIN MARKETING HEAD MALAYSIA AND SINGAPORE | **MONDELEZ**

Mei Sin is a FMCG veteran with over 20 years of experience in marketing where she held various roles spanning from local market to regional geographies clusters, managing a portfolio of local and global brands. Passionate about growth mindset and executional excellence, she has achieved impressive results and won industry accolades for the brands and teams she has worked with over the years. She is currently the Head of Marketing for Malaysia and Singapore at Mondelez Malaysia.

ABDUL SANI ABDUL MURAD FORMER GROUP CHIEF MARKETING OFFICER | **RHB BANK**

With close to 30 years of transformative marketing experience spanning Unilever, HSBC, and currently as the Group Chief Marketing Officer at RHB Banking Group, Sani has left an indelible mark on the industry. From his humble beginnings at Unilever Malaysia to Thailand, he led branding teams, steering businesses to market leadership and earning numerous Business & Marketing awards.

At HSBC Bank Malaysia, he orchestrated structural changes which include launching the Islamic Bank franchise, expanding the affluent clientele, and spearheading digital channel commercialisation. Now, as the Group Chief Marketing Officer at RHB, he breathes new life into the brand, resonating with younger, affluent segments, driving digital platform commercialisation, and championing financial sustainability, supporting SME growth and community financial literacy.

Sani's acclaimed journey is defined by innovation, purpose, and impact. He's recognised as one of Asia Pacific's Top 50 Most Influential and Purposeful Marketers by Campaign Asia, and have been honored as 'CMO of the Year' for consecutive years in Malaysia. Heralded as a 'Marketing Trailblazer for Financial Services by Marketing Magazine Asia,' he continues to shape the future of marketing with passion and purpose.

PANEL DISCUSSION 2

BRANDS THAT ENDURE: LESSONS FROM MALAYSIA'S STRONGEST BRANDS

MODERATOR

KENNY WONG SEASONED MARKETER & INDEPENDENT NON-EXECUTIVE DIRECTOR | **SUM TECHNOLOGY BERHAD**

Kenny has more than 36 years of extensive experience primarily in sales & marketing, branding, product management, customer experience, loyalty and communications. An effective, dedicated and driven C-Suite leader, he is industry-agnostic; having spent time in FMCG, telecommunications, entertainment, people development, aviation, and property development in both local and multinational firms in Malaysia and abroad. A passionate people developer with a proven track record of building creative, technically and technologically-savvy teams, his strengths include effective communication, coaching, and mentoring — building practical and robust business strategies to deliver optimal results throughout a long and fruitful career. Recently appointed as an Independent Non-Executive Director of Sum Technology Berhad, a company recently listed on the ACE Board on Bursa Malaysia, Kenny is now expanding his skillsets into corporate directorship focusing on governance, stakeholder management and sustainability among others.

SEAN O'DONNELL MARKETING DIRECTOR | **HEINEKEN MALAYSIA**

An accomplished Global Marketing Director with over 20 years marketing experience across multiple categories covering FMCG Beverages, Telco & Financial Services. Sean has a love of brands and companies that bring together creativity, sociability and business growth through brand building and innovation — a perfect recipe for his latest role with HEINEKEN as Marketing Director — Heineken Malaysia. Prior to moving to Kuala Lumpur, Sean spent 5 years as Global Brand Director for Tiger Beer based in Singapore. One of NZ's most awarded marketers. Winner of multiple Cannes Lions, D&AD pencils, Effie, and Marketing awards including the 2019 NZ Marketer of the Year at the NZ Effie Awards. And in 2023 Sean was recognised as one of APAC's Top 50 Marketers by Campaign Magazine.

LEONG WAI YIN MARKETING DIRECTOR | **F&N MALAYSIA**

Leong Wai Yin is Marketing Director at F&N Beverages Marketing Malaysia, leading the growth and transformation of some of Malaysia's most trusted brands, including 100PLUS and F&N. With over two decades of FMCG experience, including an impactful 8 years' tenure at Nestlé Malaysia and a longstanding journey with F&N, Wai Yin oversees a portfolio valued at approximately RM2.5 billion. Passionate about building purposeful brands, Wai Yin combines consumer understanding, commercial discipline, and innovation to drive sustainable growth and future relevance. Recognised as a recipient of the CMO Awards 2026 (Best in Beverage), Wai Yin champions leadership through transformation, continuous learning, and creating meaningful value for consumers, customers, and businesses in a rapidly evolving marketplace.

IRIS LEE SENIOR ASSOCIATE DIRECTOR, BRAND MANAGEMENT, MARKETING AND COMMUNICATIONS | **TNG DIGITAL**

Iris Lee joined TNG Digital as Senior Associate Director, Brand Management, Marketing & Communications in 2024. With over a decade of experience in the tech startup space, including eight years dedicated to fintech, she has developed a sharp understanding of how to position and grow brands in fast-paced digital environments. Her strength lies in crafting impactful brand narratives and leading integrated marketing strategies that drive business growth. Prior to TNG Digital, Iris played a key role in shaping the brand identities of several high-growth tech ventures.

She holds a Bachelor of Arts in Mass Communications & Multimedia from Curtin University, Australia, which has anchored her communications-led approach to brand leadership.

At TNG Digital, Iris leads the brand and marketing agenda to strengthen the company's identity, connect with users, and amplify its impact in the digital financial ecosystem.

COMPANIES THAT HAVE PARTICIPATED IN PREVIOUS EDITIONS

AirAsia Move, Alliance Cosmetics, Ayam Brand, Astro Media Solutions, Best FM Johor, BH Petrol, Caring Pharmacy, Carlsberg, CelcomDigi, Costa Coffee, Colgate Palmolive, Coway Malaysia, Cuckoo, Dentsu, DNA Creative Communications, Dutch Lady Milk Industries, EasyBook, F&N, Gamuda Land, Gardenia Bakeries, Goodyear, Green Dolphin, GrowthOps, Haleon, Havas Malaysia, Heineken, HURIX, Idealogic, IPG Mediabrands, IPSOS, Kao Malaysia, Kino Biotech (M), Marrybrown, Monster Interactive, Multimedia University, Naga DDB, Nippon Paint, Oxygen Advertising, Petronas Dagangan, Prudential, Reckitt, Sarawak Media Group, Sharp Electronics, Shopee, Sime Darby Property, Sin Chew Media, Siti Khadijah Apparel, Skyworld, Spectrum Outdoor, Spin Communications, SP Setia, Sunway Theme Parks, Takaful Malaysia, Talon, Telekom Malaysia, Tune Talk, TNG Digital, U Mobile, UEM Sunrise, Unitar, University of Reading Malaysia, Watsons, and WPP Marketing Communications.

AGENDA

8:00AM - 8:30AM

REGISTRATION & NETWORKING

Delegates arrive, register, and connect with fellow marketers over coffee and light refreshments.

8:30AM - 8:45AM

WELCOME ADDRESS

By Dato' Johnny Mun, Organising Chairman

FOCUS:

- Introducing the theme “Brands That Endure”.
- Why enduring brands matter in a market driven by short-term results.
- Setting the context for a day focused on **long-term brand building and stewardship**.

8:45AM - 9:30AM

SESSION 1: “THE FOUNDATIONS OF ENDURING BRANDS”

Narrative Role: Establish the core principles of long-term brand success.

FOCUS:

- The strategic foundations behind brands that last decades.
- The importance of clear purpose, positioning, and distinctiveness.
- How strong brand fundamentals create resilience during market shifts.

9:30AM - 10:30AM

PANEL DISCUSSION: “GUARDIANS OF THE BRAND: LEADERSHIP IN LONG-TERM BRAND BUILDING”

Narrative Role: Explore the responsibility of marketing leaders in protecting brand value.

KEY TOPICS:

- The CMO as a steward of brand equity.
- Balancing short-term sales pressures with long-term brand investment.
- Maintaining brand clarity across large organisations.
- Lessons from leaders who have protected and strengthened their brands.

10:30AM - 11:00AM

NETWORKING BREAK

AGENDA

11:00AM - 11:45AM **SESSION 2: "CONSISTENCY CREATES STRENGTH: BUILDING DISTINCTIVE BRAND ASSETS"**
Narrative Role: Show how enduring brands build recognition and memory over time.
FOCUS:

- The role of consistency in brand recall and trust.
- Developing distinctive assets such as brand codes, design, and tone of voice.
- Ensuring coherence across multiple platforms and channels.

11:45AM - 12:30PM **SESSION 3: "FANDOM: FACILITATING ENTHUSIASM AS FUEL FOR GROWTH"**
Narrative Role: Transforming audiences from passive viewers into active brand communities.
FOCUS:

- Evolving efficacy of views, streams and reach as landscape changes fast.
- Content IPs as untapped potential for engagement and influence.
- Transmedia approach for most organic and authentic value accretion.

12:30PM - 1:45PM **NETWORKING LUNCH**

1:45PM - 2:30PM **SESSION 4: "FROM CUSTOMERS TO ADVOCATES: BUILDING LOYALTY THAT LASTS"**
Narrative Role: Move from brand identity to long-term relationships.
FOCUS:

- Turning customer engagement into enduring brand loyalty.
- Creating emotional connections that go beyond transactions.
- The role of community, storytelling, and shared values in brand advocacy.

2:30PM - 3:15PM **SESSION 5: "MEASURING BRAND STRENGTH FOR THE LONG TERM"**
Narrative Role: Show how marketers track and protect brand equity over time.
FOCUS:

- Measuring brand trust, loyalty, and equity.
- Looking beyond short-term marketing metrics.
- Connecting brand strength to sustained business growth.

AGENDA

3:15PM - 3:45PM

NETWORKING BREAK

3:45PM - 4:45PM

PANEL DISCUSSION: "BRANDS THAT ENDURE: LESSONS FROM MALAYSIA'S STRONGEST BRANDS"

Narrative Role: Bring the theme to life with real examples.

KEY TOPICS:

- How established brands maintain relevance over decades.
- Managing change without losing brand identity.
- Balancing innovation with consistency.
- Advice from leaders building brands that stand the test of time.

4:45PM - 5:00PM

CLOSING REMARKS & THANK YOU

by Tan Kien Eng, President of 4As Malaysia

FOCUS:

- Key takeaways on building brands that endure.
- Reinforcing the importance of long-term brand stewardship.
- Appreciation to speakers, partners, and delegates.

5:00PM - 5:30PM

NETWORKING & WRAP-UP

Final opportunity for delegates to connect, exchange insights, and strengthen industry relationships.

REGISTRATION FORM

HRDC CLAIMABLE: 10001717329

FEES: 4AS MEMBERS RM 1,300 + 8% SST
 MSA, MDA, MAA MEMBERS RM 1,600 + 8% SST
 NON-MEMBERS RM 1,900 + 8% SST

DATE : WEDNESDAY, 19 AUGUST 2026
 TIME : 8.30AM - 5.30PM
 VENUE : M WORLD HOTEL, PERSIARAN BANDAR UTAMA,
 BANDAR UTAMA, 47800 PETALING JAYA, SELANGOR.

FULL NAME AS PER NRIC : (MR/MS/OTHER) _____

NRIC NUMBER : _____ DESIGNATION : _____

EMAIL : _____ MOBILE NUMBER : _____

FULL NAME AS PER NRIC : (MR/MS/OTHER) _____

NRIC NUMBER : _____ DESIGNATION : _____

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EMAIL : _____ MOBILE NUMBER : _____

FULL NAME AS PER NRIC : (MR/MS/OTHER) _____

NRIC NUMBER : _____ DESIGNATION : _____

EMAIL : _____ MOBILE NUMBER : _____

HRD REGISTERED EMPLOYER: ☐ YES ☐ NO

HRDC CLAIMABLE: 10001717329

TERMS & CONDITIONS

1. The registration deadline is 31 July 2026, on a first-come, first-served basis.
2. Please submit the completed registration form for us to issue a quotation for your HRDC grant application.
3. A copy of the HRDC Approved Grant to be obtained by **5 August 2026** to the 4As Secretariat.
4. In the event, HRDC does not approve the full delegate fee, the Company is responsible for settling any balance amount due to the 4As accordingly by 11 August 2026.
5. If you are not claiming or are unable/unsuccessful to claim HRD, full payment or a PO must be made/issued by 11 August 2026.
6. Registration is confirmed upon full delegate fee approval by HRDC or payment by the Company.
7. Cancellations are not allowed. However, substitutions are allowed with 24 hours' prior notice to the 4As Secretariat. The Company must make the necessary updates on applications to HRDC. The Company will be charged the full fee for a "No Show".
8. Participants are required to attend 75% of the total training hours as per HRDC requirements. In the event of non-compliance, the Company will be invoiced for the full amount of the registration fee incurred.
9. 4As reserves the right to use photos and live videos from the summit for promotional, marketing, and public relations purposes.
10. 4As reserves the right to change the details and speakers of the summit at its sole discretion due to unforeseen circumstances.



We have read and agree to the Terms & Conditions outlined in this form.

AUTHORISED SIGNATORY :

COMPANY STAMP WITH BILLING ADDRESS :

NAME : _____

EMAIL : _____

TELEPHONE : _____

PAYMENT BY BANK TRANSFER

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BANK NAME : UNITED OVERSEAS BANK MALAYSIA BHD
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LEFT BEHIND **REGISTER
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