

Leo Burnett Malaysia Wins Agency of The Year at 2017 Kancil Awards

Kuala Lumpur, 27/04/17

Leo Burnett Malaysia nabbed the coveted “Agency of The Year” title at the 2017 Kancil Awards, held at the Majestic Hotel in Kuala Lumpur last Friday. Leo Burnett, a part of Publicis One in Malaysia, dominated the award show with a total of 51 accolades including 1 Gold, 15 Silver and 35 Bronze awards, with a lead over its closest competitor by a significant margin.

Campaigns recognized at the awards show were created for the agency’s key clients including Petronas, McDonald’s, Samsung, Tenaga Nasional, Maxis, Dignity for Children Foundation (Project B), Carlsberg, Lazada, Coway, Dutch Lady, WOW, F&N and AIA.

Speaking about Leo Burnett’s stellar showing at 2017 Kancil Awards, Tan Kien Eng, Chief Executive Officer, Publicis One Malaysia said, “ What I have been most proud of is the fact that the winning campaigns were created for some of our largest clients at Leo Burnett. At Leo Burnett and across Publicis One, we are committed to use creativity to deliver future-facing, effective solutions for our clients’ communications needs. On the back of the more stringent judging process at the revamped 2017 Kancil Awards, we are especially honoured by this recognition.”

This year marked the return of the Kancil Awards following its sabbatical last year to “refocus, rethink and refresh” itself. All entries went through a more rigorous judging process than before, with a jury of more than 50 scrutinizing the submissions. A total of 564 entries were entered into the revamped Kancil Awards this year and a total of six Gold, 26 Silver and 79 Bronze medals were awarded.



The redeveloped Kancil Awards presented four notable changes:

- ▶ Encompassing four main categories, which are “Business”, “Channel”, “Craft” and “Specialist Awards”.
- ▶ Agencies could choose to submit their works as a single entry or as a campaign.
- ▶ All submissions can be publicly viewed online to uphold transparency and encourage open-learning.
- ▶ Two client representatives were involved in the judging panel to foster better mutual understanding of good and great work.

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