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PETALING JAYA: The Association of Accredited Advertising Agents of Malaysia (4As) has announced the resumption of the Kancil Awards, Malaysia's longest running and most prestigious advertising awards competition, after a two year hiatus due to the Covid-19 pandemic.

The awards are returning with PETRONAS as the title sponsor, which would now be called the 2022 PETRONAS Kancil Awards, as well as a new "PETRONAS Ideas For A Better Malaysia" Special Award.

"We are delighted to have PETRONAS on board as the title sponsor for the Kancil Awards. In particular it has been a pleasure to work with them on the 'Ideas For A Better Malaysia' Award.

"Conceptualised with and driven by PETRONAS, this is a special award designed to honour the best idea that goes beyond brand building; an idea that has demonstrated its power to drive Malaysia forward.

"Ideas provide inspiration for future generations and contribute towards celebrating our differences, while at the same time offering powerful means to educate, enter-

tain and spread positivity, bringing people and communities closer," said Andrew Lee, 4As president and organising chairman of the awards in a statement.

Meanwhile, PETRONAS group strategic communications senior general manager Datin Anita Azrina Abdul Aziz said: "We believe the Kancil Awards is the ideal platform for partnership to infuse and promote change, creativity and hope during these trying times.

"To drive the passion to progress together, fuelling hope, joy and aspiration."

The theme for this year's awards is "The Hero's Journey" – used as the fundamental guide for storytelling, it aims to help people see themselves as the protagonist in their own story that's filled with twists and turns, ups and downs, and each step serving as lessons and stepping stones to becoming better version of themselves.

Alvin Teoh, Kancil's creative council chairman said: "It's been three years since we last came together as an industry to celebrate us and our work. We have just emerged from a long pandemic experience and it has been rough on so many levels.

Yet here we are, still in the fight.

"That's what it's all about this year - that ever-growing person that dreams and creates and makes things happen against great odds."

The 2022 PETRONAS Kancil Awards welcomes entries from advertising agencies in the following categories: Film & Branded Content, Audio, Print & Publishing, Outdoor, Design, Digital Experience, Direct, Brand Experience & Activation, Film & Studio Craft, Visual Aesthetics, Digital Craft, and Copywriting with entries possible in a total of 148 sub-categories.

Entries in most of these categories are also eligible for consideration in a further 12 Special Award categories which reward impact, public service work, cultural insights and innovation, also including the highly coveted Golden Kancil award and the new PETRONAS "Ideas for A Better Malaysia" Special Award.

The 2022 PETRONAS Kancil Awards is part of a bigger festival that pulls people from the creative industry to share their inspiring stories and lessons. The festival will take place on Dec 2 at Sentul Depot.