



YOUNG ACHIEVERS PROGRAM

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MDA

d YOUNG ACHIEVERS PROGRAM

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About MDA

Founded in 2009, MDA is a representative body that represents 65 companies that comprise digital publishers, platforms, advertising agencies, creative agencies, and digital service providers. Our mission is to be the leading voice in shaping the growth of Malaysia's digital economy and empowering all digital businesses and professions to thrive.

About MDA d Awards

The d Awards is organized by the Malaysian Digital Association to recognize and honor the talents, agencies, brands, publishers and digital service providers that embrace and pioneer the use of digital technologies. MDA is looking for innovation and creativity in designing, building, managing, marketing or promoting digital campaigns/product/service that creates an impact in the lives of consumers and businesses. Entry categories allow for all forms of technical and creative digital works from any communication discipline to be entered.

d YOUNG ACHIEVERS PROGRAM

As a special case in 2024, we wish to invite university student groups to showcase their ideas using technology. We are looking for original ideas developed by students using web, app or any other technology/AI platforms with a clear objective in term of how it can help the target audience.

1. **Objective of this program:**

In line with MDA's mission of shaping growth of Malaysia's digital economy & digital professionals, We want to nurture talents who would shape of industry in future. Current university students are full of ideas and aspiration and we want to enable them to express themselves.

2. **How does it benefit participants:**

Participants would get a chance to present their ideas in front of strong 400+ audience from marketing, advertising, media, tech and publishing background. They get to network with professionals from tech organizations and showcase their ideas. Top 3 teams would be awarded in front of a 600+ audience during d' Awards.

3. **Program description:**

We are looking for talented, tech savvy university student teams to showcase their original thinking by developing a product or service idea that is based on the use of digital technology (AI, GPT, App, Web, Web3.0 Application, Coding - SQL, etc). The product or service idea should demonstrate a clear benefit to assumed target audience in one or more areas listed below

- Entertain the audience.
- Educate the audience.
- Solve any day to day issue that audience is facing

How to enter your case?

STEP 1: ENTRANT REGISTRATION

PRELIMINARY ROUND: How to enter your case?

- Entrants are required to submit their entries in pdf format through email to the secretariat of MDA.
- All emails to be sent to: amy.tan@macomm.com.my
- Maximum of 3 teams from same university can participate.
- Fill in the below required fields and submit your registration:

Entrant details

- University Name
 - Team name (As there would be multiple entries from same University)
 - PIC name
 - PIC email
- Each team can submit supporting documents with visual and description of product/service in ppt format

STEP 2: ENTRY SUBMISSION

ENTRY INFORMATION

All entrants must complete the mandatory entry write-up and submit in pdf file. Your write-up should not exceed 300 words across all 3 sections*

- **Background and objective (Suggested word count – 100 words)**
 - Describe what is the background of this product or service.
 - Describe the real issues or challenge that this idea can solve.
 - Describe the objective of this initiative in terms of who are you planning to reach (audience) and what will you measure as a success metric.
- **Idea and technology (Suggested word count – 100 words)**
 - Describe your big idea and tactics and how they are different or unique vis-a-vis any other similar.
 - Detail out the technology that you used to create this product or service
- **Impact and scalability (Suggested word count – 150 words)**
 - Describe how this would impact the life of your target audience.
 - Describe how you would convince audience to use this.
 - Describe how you would scale the use of this new product/ Service.

[Continue over]



**FINAL ROUND: FINALIST SUBMISSION GUIDELINES
(only applicable to shortlisted entries)**

- Email notification will be sent to entrants of all shortlisted entries by **15th April 2024**.
- A working team of a maximum of 3 persons per shortlisted entry will be invited to deliver a 10 minutes presentation inclusive Q&A to a group of judges on **17th May 2024 at MDA Secretariat Office**.
- Each presentation must be made using a presentation deck which is limited to a maximum of 4 slides. The presentation must be a summary of your Entry text. Keep it concise, specific, relevant and use clear & bold images.
- Teams are free to use video format during presentation showcasing demo of product/service.
- All presentation decks must reach the MDA secretariat office by **25th April 2024 before 3.00pm**.
- No physical presentation materials are allowed.

Rules & Eligibility of Entry

1. This is an invitation only category from select universities in Malaysia imparting technical education.
2. Each entry must be accompanied by an endorsement letter from university department on letterhead.
3. All Entries must be written in English.
4. All entry questions must be answered. Please take note of any word count limits.
5. Incorrect or incomplete entries risk disqualifications.

Entry Deadline & Fee

	Deadline	Fee
Submission Deadline	27th Mar 2024	No Fee

**Cut-off time for all deadline is MALAYSIAN Time 3:00pm*

Judging Criteria & Process

- Entries will be judged by a jury panel consisting of well-known and credible digital practitioners. Each judge will individually access the entry and evaluate it based on the criteria described below:

Strategy: 20%

Rate the team on clarity of purpose or problem statement, objective and the strategy to achieve objective.

Innovation: 25%

Rate the team on ideas and innovation detailed in the submission.

Use of Technology: 25%

Rate the team on how best a technology has been used to create the product or service.

Scalability: 30%

Rate the team on feasibility and scalability of the product or service if launched in market.

Preliminary Round: Determining Shortlists

- Judges will evaluate and shortlist their best 6 entries.

Final Round: Determining the Winners

- Shortlisted entries will be invited to perform a 10-minute presentation including Q&A session on the salient points of their entered campaign. It will be attended and judged by a group of 6-7 judges.
- Judges will evaluate and score each entry individually from across categories. The scoring will be based on the specific judging criteria listed above with varying % accorded to the specific fields that adds up to 100%. Jury decision is final.

Winners' awards

3 top teams will be awarded with Gold, Silver and Bronze. Gold winner will receive trophy while silver and bronze winners will receive certificates.

Top 3 teams and accompanying faculty members would attend d Conference and d awards on **21st June 2024** at Nexus Bangsar South.

Winning teams will undergo a training on evolution of media and role of AI in advertising at a multinational technology company in KL.