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FROM LESSONS TO SPOTLIGHT

MC110 Students at the Kancil Awards

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November 2024 will always be one for the books. Three of our MC110 diploma students from UiTM Rembau swapped lecture halls for one of the biggest creative stages in the country, the Kancil Awards. For those who are not familiar, the Kancil Awards is Malaysia's most celebrated creative competition, where bright ideas meet real world briefs, and young talents get the chance to prove they have got what it takes in the fast-moving advertising industry.

What makes this story even cooler? Our diploma students go up against some of the best from top public and private universities where most of them are degree-level advertising and communication majors. But that did not scare them. They jumped right in, signed up, and gave it their all, bringing heaps of creativity, courage, and passion to the table. The journey kicked off when they submitted their portfolios (read: compilation of assignments from Advertising subject) to the team at Fishermen Integrated, one of the first agencies involved in the screening process. The tension was real, but so was the excitement.

Then came the good news! They were shortlisted and paired with the legendary Naga DDB for an intense, real-world creative mentorship. That was when things kicked into high gear. Their mission? Develop a campaign pitch for Goodday Charge Milk, a vibrant brand with a brief that was as challenging as it was exciting: target Gen Z, gamers and non-gamers alike, build awareness, drive trial, and keep them engaged for the long haul.

The best part? They were given just one week to do everything. One week to understand the brief, brainstorm ideas, craft their campaign

materials, and rehearse their pitch. It was a whirlwind of late nights, coffee runs, and "back to square one" moments, all under the guidance of Naga DDB's experienced creatives. Yes, even the Creative Director and CEO (plot twist alert!). Watching them roll with it, crack jokes in between, and still bring their wow factor made me beam with pride.

And yes, I was there too. Virtually, checking in, reviewing their work, and helping them put everything together so they never felt abandoned. After all, I was the one who sent them there in the first place.. LOL! Watching them push through the pressure, cheer each other on, and keep their spirits high made me so proud. It was not just about the pitch anymore, truthfully. It was about seeing them grow, stand tall, and realise they could hold their own in a room full of industry pros.

Finally, Pitch Day arrived. Standing in front of industry veterans, our students presented their ideas with confidence and passion. And while they did not walk away with an award this time, the experience was nothing short of priceless. They left with sharper skills, bigger dreams, and a taste of what real agency life is like. Fast, demanding, and incredibly rewarding.

Beyond the pitch, they mingled with creative minds from agencies across Malaysia, soaked up insights from industry talks, and saw firsthand the energy that fuels this vibrant world. No trophies? No problem. They came home with something better: experience, exposure, and the courage to take on the next challenge, no matter how big the stage. And as their lecturer, seeing their bravery, hard work, and growth, I could not be prouder. This Momma's heart is full!