

2023 Dragons of Malaysia

Marketing Communications
Industry Award Programme

THE WINNERS





2023 Best Integrated Marketing Campaign

GOLD DRAGONS

Ampersand Advisory Malaysia

Feed your Fire with a tasty media meal for Nando's Malaysia



GOLD DRAGONS

VMLY&R Malaysia & Wunderman Thompson Malaysia

Rezeki Dikongsi Bersama
(Sharing Blessings Together)
for KitKat Malaysia



SILVER DRAGON

Naga DDB Tribal Malaysia

PRUFirst

for Prudential Assurance Malaysia

BLACK DRAGONS

ADA Asia Malaysia

Astro Malaysia

OMD Malaysia

BRONZE DRAGON

Dolphin Malaysia

Gain More with Provital
for Mead Johnson Nutrition
Malaysia





2023 Best Marketing Discipline Campaign

GOLD DRAGON

FCB SHOUT Malaysia

Bank Your Way. Ride Your Style
for RHB Bank Malaysia



SILVER DRAGON

Grey Malaysia

HLB Connect It

for Hong Leong Bank Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia

GO Communications Malaysia

BRONZE DRAGON

Naga DDB Tribal Malaysia

PRUMy Child Plus

for RHB Bank Malaysia



2023 Best Digital Campaign

GOLD DRAGONS

Astro Malaysia

CLEAR Men Gamifies

World Cup Breaks for Fans
for Unilever Malaysia



GOLD DRAGONS

GO Communications Malaysia

Merdekaverse. Tech to the Future
for Ministry XR Malaysia



SILVER DRAGON

IHH Healthcare Malaysia

Detect To Protect

for IHH Healthcare Malaysia

BLACK DRAGONS

Cheil Malaysia

Digital People Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia

Goodday KidSTART, Malaysia's
Biggest Kidpreneur Challenge
for Etika Malaysia



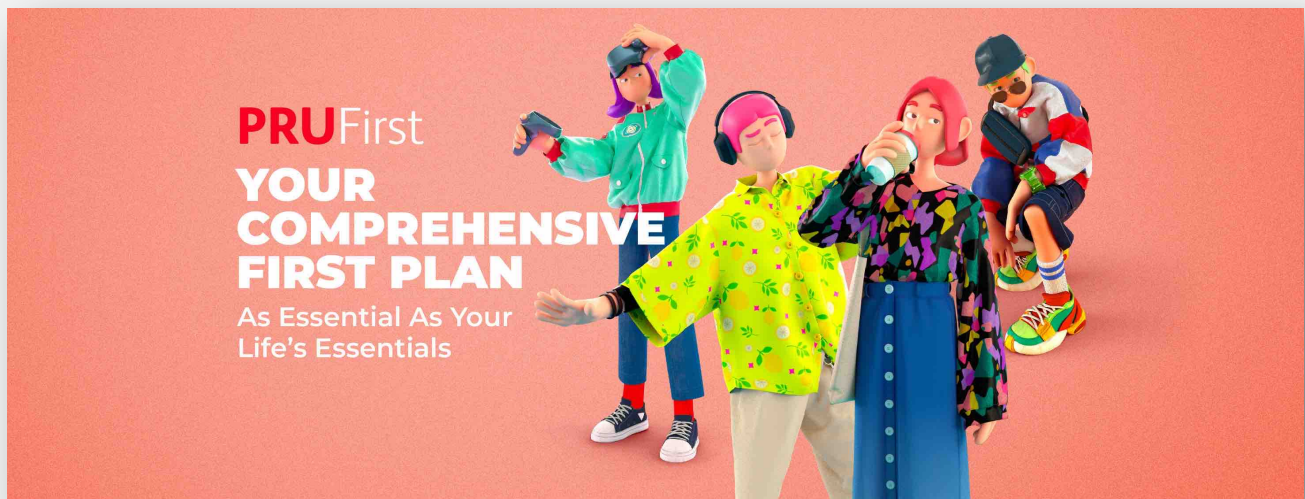
2023 Best Innovative Idea or Concept

GOLD DRAGON

Naga DDB Tribal Malaysia

PRUFirst

for Prudential Assurance Malaysia



SILVER DRAGON

Edelman Malaysia

Malaysia Pavilion @ Dubai Expo
for Malaysia GreenTech Corporation

BRONZE DRAGONS

Atlas Vending Malaysia

ATLAS 1st NFT Vending Machine

BRONZE DRAGONS

Digital People Malaysia

Ayam Brand's Pulled Chicken
'Get Pulled In!'
for Ayam Brand Singapore

BLACK DRAGONS

Ampersand Advisory Malaysia
Cheil Malaysia

GO Communications Malaysia
VMLY&R Malaysia



2023 Best Brand Building and/or Awareness Campaign

GOLD DRAGON

Kingdom Digital Malaysia
Complete the #MissingHalf
for Enfagrow A+ MindPro Malaysia



SILVER DRAGON
M&C Saatchi Malaysia
Lebaran Penuh Kesyukuran
for Hong Leong Bank Malaysia

BLACK DRAGONS
FCB SHOUT Malaysia
VMLY&R Malaysia

BRONZE DRAGON

Digital People Malaysia
Bok Bok Raya '1-2-3 Pergggh... Sedap!'
for Ayam Brand Malaysia



2023 Best Business to Business or Trade Marketing Campaign

GOLD DRAGON

Ampersand Advisory Malaysia

Wonda sets a Guinness World Record
and scores record sales
for Etika Malaysia



SILVER DRAGON

Go Communications Malaysia

World Congress of Innovation &
Technology
for PIKOM Malaysia

BLACK DRAGONS

Atlas Vending Malaysia

MUST Experience Malaysia

BRONZE DRAGON

Zeno Public Relations Malaysia

Traveler Tribes 2023
for Amadeus Malaysia



2023 Best Event or Experiential Marketing Campaign

GOLD DRAGON

VMLY&R Malaysia

Subway Mini World

for Pegacorn

Malaysia



SILVER DRAGON

OMD Malaysia

Jalan-Jalan McD: A Feel Good Journey
for McDonald's Malaysia

BRONZE DRAGON

Astro Malaysia

Projek: High Council

BLACK DRAGONS

Edelman Malaysia

Go Communications Malaysia

M&C Saatchi Malaysia



2023 Best Brand Loyalty Campaign

GOLD DRAGON

Ampersand Advisory Malaysia

Feed your Fire with a tasty media meal for Nando's Malaysia



SILVER DRAGON

FCB SHOUT Malaysia

People, Purpose & Progress
for RHB Bank Malaysia

BLACK DRAGON

Digital People Malaysia

BRONZE DRAGON

Orion Digital Malaysia

Spectrum of the Seas
for Royal Caribbean Cruises Malaysia



2023 Best Mobile Marketing Campaign

GOLD DRAGON

FCB SHOUT Malaysia

Save The Drama With Pepsi

Etika Malaysia



SILVER DRAGON

Ampersand Advisory Malaysia

Coway Runs into the Future with NFT's
for Coway Malaysia

BLACK DRAGON

FCB SHOUT Malaysia

BRONZE DRAGON

Edelman Malaysia

#GetMovingChallenge 2.0
for Sime Darby Oils Malaysia



2023 Best Social Media or Word of Mouth Campaign

GOLD DRAGON

Yoodo Malaysia

Yoodo & Loka Made. Build a Malaysian for Yoodo Malaysia



SILVER DRAGON

M&C Saatchi Malaysia

Finance But Make It Gen-Z for Kenanga Investment Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia

IHH Healthcare Malaysia

Zeno Public Relations Malaysia

BRONZE DRAGON

Naga DDB Tribal Malaysia

PRUMy Child Plus

for Prudential Assurance Malaysia



2023 Best Product Launch or Re-Launch Campaign

GOLD DRAGON

VMLY&R Malaysia

VUSE. 'Bebaskan Hebatmu'
for British American Tobacco
(Indonesia)



SILVER DRAGON

Naga DDB Tribal Malaysia

PRUMy Child Plus

for Prudential Assurance Malaysia

BLACK DRAGONS

ADA Asia Malaysia

Orion Digital Malaysia

Seed Integrated Malaysia

BRONZE DRAGON

GO Communications Malaysia

Hennessy x NBA. Spirit of the Game

for Moët Hennessy Diageo Malaysia



2023 Best Brand Trial or Sales Generation Campaign

GOLD DRAGON

Kingdom Digital Malaysia
 Complete the #MissingHalf
 for Enfagrow A+ MindPro Malaysia

Saya berikan Si Manja Nutrisi IQ dan EQ.
 Lengkapi yang separuh dengan Enfagrow A+ MindPro

Fazura
Fazura
 Ibu Enfagrow A+
 Pelakon, Penyanyi, Usahawan

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SILVER DRAGON

Ampersand Advisory Malaysia
 Shiseido's sustainable sunscreen
 drives better reef health
 for Shiseido Malaysia

BLACK DRAGONS

ADA Asia Malaysia
 Trapper Media Services Malaysia

BRONZE DRAGON

FCB SHOUT Malaysia
 Bank Your Way. Ride Your Style
 for RHB Bank Malaysia



2023 Best use of Public Relations

GOLD DRAGON

Edelman Malaysia

Malaysia Pavilion @ Dubai Expo
for Malaysia GreenTech Corporation



SILVER DRAGON

Ampersand Advisory Malaysia

TENA launches active ageing with
heroes and a band!
for Vinda Malaysia

BLACK DRAGON

GO Communications Malaysia
Zeno Public Relations Malaysia

BRONZE DRAGON

GO Communications Malaysia

Hennessy x NBA. Spirit of the Game
for Moët Hennessy Diageo Malaysia



2023 Best Cause, Charity Marketing or Public Sector Campaign

GOLD DRAGONS

M&C Saatchi Malaysia

HLB Jumpstart. Micro Business
for Hong Leong Bank Malaysia



SILVER DRAGON

FCB SHOUT Malaysia

All New Raya With Mr. DIY
for Mr DIY Malaysia

BLACK DRAGON

Atlas Vending Malaysia

Star Media Group Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia

TENA launches active ageing
with heroes and a band !
for Vinda Malaysia



2023 Best Small Budget Campaign

GOLD DRAGON

Ampersand Advisory Malaysia
Samsonite's sustainability linked trade-in programme for Samsonite Malaysia



SILVER DRAGON

GO Communications Malaysia
Sony PlayStation. God of War Ragnarök for Sony Interactive Entertainment Malaysia

BLACK DRAGONS

Digital People Malaysia
Dotace Interactive Malaysia
M&C Saatchi Malaysia

BRONZE DRAGON

Zeno Public Relations Malaysia
Snickers Malaysia x BTS Campaign for Mars Foods Malaysia



2023 Best use of Media

GOLD DRAGON

M&C Saatchi Malaysia

Celcom's 'Syukur 1 Syawal'
Celebrating Raya with Gratitude
for Celcom Mobile Malaysia



SILVER DRAGON

Kingdom Digital Malaysia

Start Your Morning Right with PROVITAL
for Provital Malaysia

BLACK DRAGONS

M&C Saatchi Malaysia

Naga DDB Tribal Malaysia
Takaful Malaysia

BRONZE DRAGONS

OMD Malaysia

Taste the Change
for McDonald's Malaysia



2023 Best Entertainment Campaign

GOLD DRAGONS

Astro Malaysia

Herbal Essences Uncovers
Gen Z's Truths in
Cinematic Universe
for Procter & Gamble Malaysia



GOLD DRAGONS

FCB SHOUT Malaysia

Welcome To My World
for Resorts World Genting Malaysia

WELCOME TO MY



SILVER DRAGON

Dentsu Creative Malaysia

Pizza Hut Cheese Codes
for Pizza Hut Malaysia

BRONZE DRAGONS

Cheil Malaysia

The 23 Unofficial Photographers with
Samsung Galaxy S23 Ultra
for Samsung Malaysia Electronics



The 2023 Dragons of Malaysia
**Marketing Communications
Industry Ranking Ladder**

TOP 10

Ampersand Advisory Malaysia

FCB SHOUT Malaysia

Go Communications Malaysia

M&C Saatchi Malaysia

Naga DDB Tribal Malaysia

VMLY&R Malaysia

Kingdom Digital Malaysia

Astro Malaysia

Edelman Malaysia

Digital People Malaysia

Points generated: Gold 10, Silver 7, Bronze 5 & Black 1

Best Integrated Marketing Campaign

Entrant	Campaign	Brand/Client	Award
Ampersand Advisory Malaysia	Feed Your Fire with a tasty media meal	Nando's Malaysia	Gold
VMLY&R Malaysia & Wunderman Thompson Malaysia	Rezeki Dikongsi Bersama (Sharing Blessings Together)	KitKat Malaysia	Gold
Naga DDB Tribal Malaysia	PRUFIRST	Prudential Assurance Malaysia	Silver
Dolphin Malaysia	Gain More with Provital	Mead Johnson Nutrition Malaysia	Bronze

ADA Asia Malaysia	KKHU celebrates Independence Day. By Indonesia. For Indonesia	Kopi Kenangan Hanya Untukmu (KKHU) Malaysia	Black
Astro Malaysia	PTPTN's Kak Ngah Patin, the Big Sis of Edu-Solutions	PTPTN (National Higher Education Fund) Malaysia	Black
OMD Malaysia	Taste the Change	McDonald's Malaysia	Black

Best Marketing Discipline Campaign

Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	Bank Your Way. Ride Your Style	RHB Bank Malaysia	Gold
Grey Malaysia	HLB Connect It	Hong Leong Bank Malaysia	Silver
Naga DDB Tribal Malaysia	PRUMy Child Plus	Prudential Assurance Malaysia	Bronze

Ampersand Advisory Malaysia	Driving 46% growth for a motor insurance product	Takaful Malaysia	Black
GO Communications Malaysia	Sony PlayStation. God of War Ragnarök	Sony Interactive Entertainment Malaysia	Black

Best Digital Campaign

Entrant	Campaign	Brand/Client	Award
Astro Malaysia	CLEAR Men Gamifies World Cup Breaks for Fans	Unilever Malaysia	Gold
GO Communications Malaysia	Merdekaverse. Tech to the Future	Ministry XR Malaysia	Gold
IHH Healthcare Malaysia	Detect To Protect	IHH Healthcare Malaysia	Silver
Ampersand Advisory Malaysia	Goodday KidSTART, Malaysia's Biggest Kidpreneur Challenge	Etika Malaysia	Bronze

Cheil Malaysia	The 23 Unofficial Photographers with Samsung Galaxy S23 Ultra	Samsung Malaysia Electronics	Black
Digital People Malaysia	Bok Bok Raya '1-2-3 Pergggh... Sedap!'	Ayam Brand Malaysia	Black

Best Innovative Idea or Concept

Entrant	Campaign	Brand/Client	Award
Naga DDB Tribal Malaysia	PRUFIRST	Prudential Assurance Malaysia	Gold
Edelman Malaysia	Malaysia Pavilion @ Dubai Expo	Malaysia GreenTech Corporation	Silver
Atlas Vending Malaysia	ATLAS 1st NFT Vending Machine	Atlas Vending Malaysia	Bronze
Digital People Malaysia	Ayam Brand's Pulled Chicken 'Get Pulled In!'	Ayam Brand Singapore	Bronze

Ampersand Advisory Malaysia	Wonda sets a Guinness World Record and scores record sales	Etika Malaysia	Black
Cheil Malaysia	The 23 Unofficial Photographers with Samsung Galaxy S23 Ultra	Samsung Malaysia Electronics	Black
GO Communications Malaysia	Merdekaverse. Tech to the Future	Ministry XR Malaysia	Black
VMLY&R Malaysia	Maybank #MacamYesMaybeNot	Maybank Malaysia	Black

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Brand/Client	Award
Kingdom Digital Malaysia	Complete the #MissingHalf	Enfagrow A+ MindPro Malaysia	Gold
M&C Saatchi Malaysia	Lebaran Penuh Kesyukuran	Hong Leong Bank Malaysia	Silver
Digital People Malaysia	Bok Bok Raya '1-2-3 Pergggh... Sedap!'	Ayam Brand Malaysia	Bronze

FCB SHOUT Malaysia	People, Purpose & Progress	RHB Bank Malaysia	Black
VMLY&R Malaysia	VUSE. 'Bebaskan Hebatmu'	British American Tobacco (Indonesia)	Black

Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Brand/Client	Award
Ampersand Advisory Malaysia	Wonda sets a Guinness World Record and scores record sales	Etika Malaysia	Gold
Go Communications Malaysia	World Congress of Innovation & Technology	PIKOM Malaysia	Silver
Zeno Public Relations Malaysia	Traveler Tribes 2033	Amadeus Malaysia	Bronze
Atlas Vending Malaysia	Atlas 1st NFT Vending Machine	Atlas Vending Malaysia	Black
MUST Experience Malaysia	Shine Your Wheels Drive-thru Pit Stop	Pacific Refreshments (Coca-Cola)	Black

Best Event or Experiential Marketing Campaign

Entrant	Campaign	Brand/Client	Award
VMLY&R Malaysia	Subway Mini World	Pegacorn Malaysia	Gold
OMD Malaysia	Jalan-Jalan McD: A Feel Good Journey	McDonald's Malaysia	Silver
Astro Malaysia	Projek: High Council	Astro Malaysia	Bronze
Edelman Malaysia	Malaysia Pavilion @ Dubai Expo	Malaysia GreenTech Corporation	Black
Go Communications Malaysia	Defence Services Asia Exhibition & Conference 2022	DSA Exhibition & Conference Malaysia	Black
M&C Saatchi Malaysia	'Gila Gila Bola' A Game-Winning World Cup Campaign by Celcom	Celcom Mobile Malaysia	Black

Best Brand Loyalty Campaign

Entrant	Campaign	Brand/Client	Award
Ampersand Advisory Malaysia	Feed Your Fire with a tasty media meal	Nando's Malaysia	Gold
FCB SHOUT Malaysia	People, Purpose & Progress	RHB Bank Malaysia	Silver
Orion Digital Malaysia	Spectrum of the Seas	Royal Caribbean Cruises Malaysia	Bronze
Digital People Malaysia	Pulled Chicken Product Grand Launch	Ayam Brand Singapore	Black

Best Mobile Marketing Campaign

Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	Save The Drama With Pepsi	Etika Malaysia	Gold
Ampersand Advisory Malaysia	Coway Runs into the Future with NFT's	Coway Malaysia	Silver
Edelman Malaysia	#GetMovingChallenge 2.0	Sime Darby Oils Malaysia	Bronze
FCB SHOUT Malaysia	Jalinkan Hubungan Bermakna Bersama Pepsi	PepsiCo Malaysia	Black

Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Brand/Client	Award
Yoodo Malaysia	Yoodo & Loka Made. Build a Malaysian	Yoodo Malaysia	Gold
M&C Saatchi Malaysia	Finance But Make It Gen-Z	Kenanga Investment Malaysia	Silver
Naga DDB Tribal Malaysia	PRUMy Child Plus	Prudential Assurance Malaysia	Bronze
Ampersand Advisory Malaysia	Coway Runs into the Future with NFT's	Coway Malaysia	Black
IHH Healthcare Malaysia	#ListenToYourHeart Campaign	IHH Healthcare Malaysia	Black
Zeno Public Relations Malaysia	HSBC Festive Origami Campaign	HSBC Malaysia	Black

Best Product Launch or Re-launch Campaign

Entrant	Campaign	Brand/Client	Award
VMLY&R Malaysia	VUSE. 'Bebaskan Hebatmu'	British American Tobacco (Indonesia)	Gold
Naga DDB Tribal Malaysia	PRUMy Child Plus	Prudential Assurance Malaysia	Silver
GO Communications Malaysia	Hennessy x NBA. Spirit of the Game	Moët Hennessy Diageo Malaysia	Bronze
ADA Asia Malaysia	'Too hot to handle'. Maggi Pedas Giler Lejen Rasanya Remix	Nestle Malaysia. Maggi	Black
Orion Digital Malaysia	Virtual Open Day	UOW Malaysia KDU University College	Black
Seed Integrated Malaysia	Defy Segment Norms	UMW Toyota Motor Malaysia	Black

Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Brand/Client	Award
Kingdom Digital Malaysia	Complete the #MissingHalf	Enfagrow A+ MindPro Malaysia	Gold
Ampersand Advisory Malaysia	Shiseido's sustainable sunscreen drives better reef health	Shiseido Malaysia	Silver
FCB SHOUT Malaysia	Bank Your Way. Ride Your Style	RHB Bank Malaysia	Bronze
ADA Asia Malaysia	Too hot to handle' Maggi Pedas Giler Lejen Rasany Remix	Nestle Malaysia. Maggi	Black
Trapper Media Services Malaysia	Rise with Rize	Al Rajhi Bank Malaysia	Black

Best Use of Public Relations

Entrant	Campaign	Brand/Client	Award
Edelman Malaysia	Malaysia Pavilion @ Dubai Expo	Malaysia GreenTech Corporation	Gold
Ampersand Advisory Malaysia	TENA launches active ageing with heroes and a band!	Vinda Malaysia	Silver
GO Communications Malaysia	Hennessy x NBA. Spirit of the Game	Moët Hennessy Diageo Malaysia	Bronze
Go Communications Malaysia	Smiles Per Hour	Sim Leisure Group Malaysia	Black
Zeno Public Relations Malaysia	Kenangan Coffee In-Market Launch	Kopi Kenangan Malaysia	Black

Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Brand/Client	Award
M&C Saatchi Malaysia	HLB Jumpstart. Micro Business	Hong Leong Bank Malaysia	Gold
FCB SHOUT Malaysia	All New Raya With Mr. DIY	Mr DIY Malaysia	Silver
Ampersand Advisory Malaysia	TENA launches active ageing with heroes and a band!	Vinda Malaysia	Bronze
Atlas Vending Malaysia	Atlas 1st NFT Vending Machine	Atlas Vending Malaysia	Black
Star Media Group Malaysia	Star Golden Hearts Award	Star Media Group Malaysia	Black

Best Small Budget Campaign

Entrant	Campaign	Brand/Client	Award
Ampersand Advisory Malaysia	Samsonite's sustainability linked trade-in programme	Samsonite Malaysia	Gold
GO Communications Malaysia	Sony PlayStation. God of War Ragnarök	Sony Interactive Entertainment Malaysia	Silver
Zeno Public Relations Malaysia	Snickers Malaysia x BTS Campaign	Mars Foods Malaysia	Bronze
Digital People Malaysia	Ayam Brand's Pulled Chicken. 'Get Pulled In!'	Ayam Brand Singapore	Black
Dotace Interactive Malaysia	Winning Malaysians with Daebak Korean Classic Ramyeon Launch	Daebak Foods Malaysia	Black
M&C Saatchi Malaysia	#Kentok: Finance But Make It Gen-Z	Kenanga Investment Malaysia	Black

Best Use of Media

Entrant	Campaign	Brand/Client	Award
M&C Saatchi Malaysia	Celcom's 'Syukur 1 Syawal' Celebrating Raya with Gratitude	Celcom Mobile Malaysia	Gold
Kingdom Digital Malaysia	Start Your Morning Right with PROVITAL	Provital Malaysia	Silver
OMD Malaysia	Taste the Change	McDonald's Malaysia	Bronze
M&C Saatchi Malaysia	Igniting Hope and Prosperity	Celcom Mobile Malaysia	Black
Naga DDB Tribal Malaysia	PRUFirst	Prudential Assurance Malaysia	Black
Takaful Malaysia	'Di hatiku Takaful Malaysia' Brand Campaign	Takaful Malaysia	Black

Best Entertainment Campaign

Entrant	Campaign	Brand/Client	Award
Astro Malaysia	Herbal Essences Uncovers Gen Z's Truths in Cinematic Universe	Procter & Gamble Malaysia	Gold
FCB SHOUT Malaysia	Welcome To My World	Resorts World Genting Malaysia	Gold
Dentsu Creative Malaysia	Pizza Hut Cheese Codes	Pizza Hut Malaysia	Silver
Cheil Malaysia	The 23 Unofficial Photographers with Samsung Galaxy S23 Ultra	Samsung Malaysia Electronics	Bronze

