

2023 DRAGONS OF PAKISTAN



Marketing Communications
Industry Award Programme

The Winners



2023 Best Digital Campaign

GOLD DRAGON

Starcom Pakistan
easypaisa Savings
for easypaisa Pakistan



SILVER DRAGON

Grey Density Pakistan
Kurkure Kreations
for Pepsi Cola International Pakistan

BLACK DRAGONS

Mediavest (Brainchild) Pakistan
Starcom Pakistan
Synite Digital Pakistan

BRONZE DRAGON

BBDO Pakistan, Grey Density
& Starcom Pakistan
Mountain Dew Yaar Hain Tou Paar Hain
for Pepsi Cola International Pakistan



2023
DRAGONS
OF PAKISTAN



2023 Best Brand Building or Awareness Campaign

GOLD DRAGONS

Golden Circle Pakistan
Digital Inverter Plus
for Haier Pakistan



GOLD DRAGONS

Mediavest (Brainchild) Pakistan
Aaj Rung Hai
for National Foods Pakistan



SILVER DRAGON

Spark (Brainchild) Pakistan
Jazz Digital Friend Forever
Jazz Pakistan

BRONZE DRAGON

Synite Digital Pakistan
Ehtiyat Banay Hifazat
for Shell Pakistan

BLACK DRAGONS

Golden Circle Pakistan
Grey Density Pakistan
Grey Pakistan
Synergy Advertising Pakistan





2023 Event or Experiential Marketing Campaign

GOLD DRAGON

**Bullseye DDB &
Brand Spectrum Pakistan**
Pepsi Ride4change
for Pepsi Cola International
Pakistan



SILVER DRAGONS

Digitz Digitas Pakistan
Capturing Winter Food Festival
Culture in Pakistan
for National Foods Pakistan

SILVER DRAGONS

Grey Density Pakistan
Flamin' Hot Soundfest
for Pepsi Cola International Pakistan

BRONZE DRAGON

**Walnut Communications Pakistan
& Reactivate Pakistan**
Consumer Experience. Eat Festival,
Commons Market & Mashion Bazaar
for Pepsi Cola International Pakistan

BLACK DRAGONS

**Spark (Brainchild) Pakistan
Starcom Pakistan Tribes**





2023 Social Media or Word of Mouth Campaign

GOLD DRAGON

**Mediavest (Brainchild)
& Ogilvy Lahore Pakistan**
Pau-Pau Launch
for Delivery Hero Pakistan



SILVER DRAGONS

Golden Circle Pakistan
City Super Star
for Honda Atlas Cars Pakistan

SILVER DRAGONS

Publicis Media Pakistan
Nescafe 'Myth busting'
for Nestlé Pakistan

BRONZE DRAGON

Viral Edge Pakistan
#NewPepsiHitMeLike. Tiktok
for Pepsi Cola International Pakistan

BLACK DRAGONS

Digital Engagement Network Pakistan
Digitz Digitas Pakistan
Golden Circle Pakistan
Mediavest (Brainchild) Pakistan



The 2023 Dragons of Pakistan Marketing Communications Industry Ranking Ladder

TOP 5

Entrant

Mediavest (Brainchild)

Golden Circle Advertising

Grey Density

Starcom

Bullseye DDB & Brand
Spectrum

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



Inaugural 2023 Dragons of Pakistan



Best Digital Campaign

Entrant	Campaign	Brand/Client	Award
Starcom Pakistan	easypaisa Savings	easypaisa Pakistan	Gold
Grey Density Pakistan	Kurkure Kreations	Pepsi Cola International Pakistan	Silver
BBDO Pakistan, Grey Density & Starcom Pakistan	Mountain Dew Yaar Hain Tou Paar Hain	Pepsi Cola International Pakistan	Bronze
Mediavest (Brainchild) Pakistan	Aaj Rung Hai	National Foods Pakistan	Black
Starcom Pakistan	Cadbury Valentines Day Occasions	Mondelez International Pakistan	Black
Synite Digital Pakistan	Feel Good Real Good	KFC Pakistan	Black

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Brand/Client	Award
Golden Circle Pakistan	Digital Inverter Plus	Haier Pakistan	Gold
Mediavest (Brainchild) Pakistan	Aaj Rung Hai	National Foods Pakistan	Gold
Spark (Brainchild) Pakistan	Jazz Digital Friend Forever	Jazz Pakistan	Silver
Synite Digital Pakistan	Ehtiyat Banay Hifazat	Shell Pakistan	Bronze
Golden Circle Pakistan	It's Happening	Eighteen by Ora Pakistan	Black
Grey Density Pakistan	Kurkure Toofani Masala	Safeguard. Procter & Gamble Pakistan	Black
Grey Pakistan	Candi. Khaas Dosti, Khaas Mithaas	Continental Biscuits Pakistan	Black
Synergy Advertising Pakistan	Quaid Kay Habib	Habib Metropolitan Bank Pakistan	Black

Best Business to Business or Trade Marketing Campaign

No qualifying Entries			
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Best Event or Experiential Marketing Campaign

Entrant	Campaign	Brand/Client	Award
Bullseye DDB & Brand Spectrum Pakistan	Pepsi Ride4change	Pepsi Cola International Pakistan	Gold
Digitz Digitas Pakistan	Capturing Winter Food Festival Culture in Pakistan	National Foods Pakistan	Silver
Grey Density Pakistan	Flamin' Hot Soundfest	Pepsi Cola International Pakistan	Silver
Walnut Communications Pakistan & Reactivate Pakistan	Consumer Experience. Eat Festival, Commons Market & Mashion Bazaar	Pepsi Cola International Pakistan	Bronze
Spark (Brainchild) Pakistan	Jazz FanPulse and Recharge Offer	Jazz Pakistan	Black
Starcom Pakistan	easypaisa Savings	easypaisa Pakistan	Black

Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Brand/Client	Award
Mediavest (Brainchild) & Ogilvy Lahore Pakistan	Pau-Pau Launch	Delivery Hero Pakistan	Gold
Golden Circle Pakistan	City Super Star	Honda Atlas Cars Pakistan	Silver
Publicis Media Pakistan	Nescafe 'Myth busting'	Nestlé Pakistan	Silver
Viral Edge Pakistan	#NewPepsiHitMeLike. Tiktok	Pepsi Cola International Pakistan	Bronze
Digital Engagement Network Pakistan	Vinyl Ink Influencer Campaign	Maybelline New York	Black
Digitz Digitas Pakistan	TikTok Made Me Buy It	L'Oreal Pakistan	Black
Golden Circle Pakistan	Totally Loveable	Stylo Shoes Pakistan	Black
Mediavest (Brainchild) Pakistan	Gen Z = Gen Zong Campaign	Zong4G Pakistan	Black