

2023 DRAGONS OF ASIA



Marketing Communications
Industry Award Programme

The Winners



2023

BEST CAMPAIGN IN ASIA

Don't let it fade.

95%¹ couples say that doing chores together will improve the relationship.

¹As per a 3rd party survey

ARIEL See the signs #ShareTheLoad



Scan to watch their story.

Ariel. 'See the Signs,
Share the Load'
Essencemediacom
for Proctor & Gamble
India

**DRAGONS
OF ASIA**





2023
AGENCY OF THE YEAR

essencemediacom****
INDIA



DRAGONS
OF ASIA

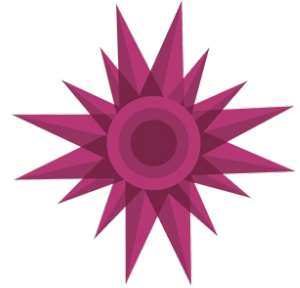




2023

NETWORK OF THE YEAR

Brainchild



affiliated with the



**PUBLICIS
GROUPE**

**DRAGONS
OF ASIA**



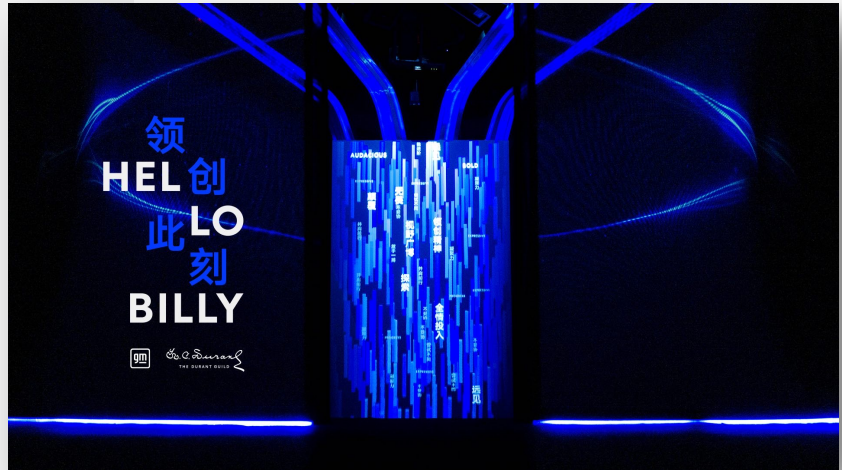


2023

BEST CAMPAIGNS BY COUNTRY

CHINA

Hello Billy Campaign
AKQA Shanghai, China
for General Motors China



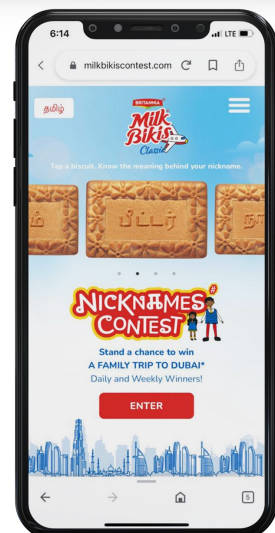
HONG KONG

Unbroken Campaign
DDB Group Hong Kong
for Hagar International
Hong Kong



INDIA

**Britannia Milk Bikis
Nicknames Contest**
BigCity Promotions India
for Britannia Industries India





2023

BEST CAMPAIGNS BY COUNTRY

INDONESIA

Sharing Kindness
Mindshare Indonesia
for Unilever Indonesia



KOREA

Norwegian Salmon Is Always Right
Synergy Hill+Knowlton Strategies
for the Norwegian Seafood Council



MALAYSIA

Rezeki Dikongsi Bersama
(Sharing Blessings Together)
VMLY&R Malaysia &
Wunderman Thompson
Malaysia for KitKat Malaysia



DRAGONS
OF ASIA





2023

BEST CAMPAIGNS BY COUNTRY

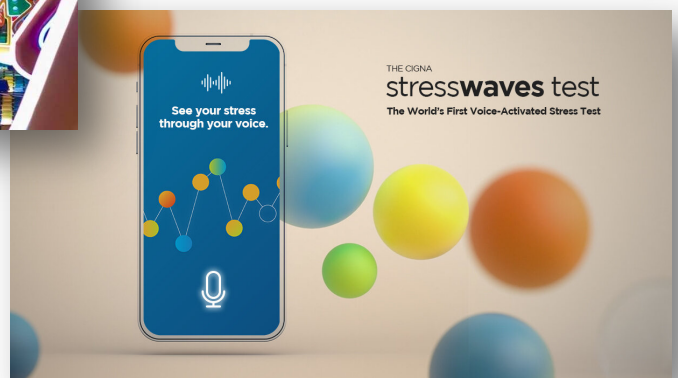
PAKISTAN

Starcom Pakistan
easypaisa Savings
for easypaisa Pakistan



PHILIPPINES

A magical Christmas
'getaway', not far from home
SM Supermalls Philippines



SINGAPORE

Cigna StressWaves
McCann Worldgroup Singapore
for Cigna Healthcare Singapore





2023

BEST CAMPAIGNS BY COUNTRY

SRI LANKA

What does it truly mean to celebrate National Day?
Shift Integrated, Shift Solutions & Third Shift Media Sri Lanka for Seylan Bank Sri Lanka



TAIWAN

Hotel California
PHD Taiwan
for Volkswagen Commercial Vehicles Taiwan



THAILAND

The Eyeballs Heist
Wavemaker Thailand
for Netflix Thailand



VIETNAM

It's time to Press Play.
Stories worth Celebrating
FWD Vietnam Life Insurance



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

Havas Media. Content India

Hyundai x MTV. What's Your Venue
for Hyundai India Motor

BRONZE DRAGON

Publicis Media Pakistan

Nestlé Fruita Vitals 'Feel Alive'
for Nestlé Pakistan

BLACK DRAGONS

BigCity Promotions India

Essencemediacom India

FWD Vietnam Life Insurance

Naga DDB Tribal Malaysia

Synergy Hill+Knowlton Strategies Korea

**DRAGONS
OF ASIA**





2023

BEST MARKETING DISCIPLINE CAMPAIGN

GOLD DRAGON

FCB SHOUT Malaysia

Bank Your Way. Ride Your Style
for RHB Bank Malaysia



SILVER DRAGON

Publicis Media Pakistan

Nestlé. Milo. PET Bottle
for Nestlé Pakistan

BRONZE DRAGON

Loops Integrated Sri Lanka

Who is Albert Uncle?
for Seylan Bank Sri Lanka

BLACK DRAGONS

Essencemediacom India

Grey Advertising Hong Kong

InGame Esports Sri Lanka

Naga DDB Tribal Malaysia

**DRAGONS
OF ASIA**





2023 BEST DIGITAL CAMPAIGN

GOLD DRAGON
Starcom Pakistan
easypaisa Savings
for easypaisa Pakistan



SILVER DRAGON

Astro Malaysia
CLEAR Men Seizes Half Time:
Gamifying World Cup Breaks for Fans
for Unilever Malaysia

BRONZE DRAGON

White Rivers Media India & Sony LIV
Shark Tank India Season 2
for Sony LIV India

BLACK DRAGONS

Ampersand Advisory Malaysia
Go Communications Malaysia
PHD Media India
PHD Taiwan



2023

BEST INNOVATIVE IDEA or CONCEPT

GOLD DRAGON

McCann Worldgroup Singapore
Cigna StressWave
for Cigna Healthcare Singapore



SILVER DRAGON

Digitz Digitas Pakistan
Hyaluronic Acid Serum
for L'Oreal Pakistan

BRONZE DRAGONS

Naga DDB Tribal Malaysia
PRUFirst
for Prudential Assurance Malaysia

BRONZE DRAGONS

Digital People Malaysia
Ayam Brand's Pulled Chicken
'Get Pulled In!'
for Ayam Brand Singapore

BLACK DRAGONS

Edelman Malaysia
George P. Johnson Experience Marketing China
Triad Sri Lanka
Tribes Communications India
VMLY&R Malaysia



2023

BEST BRAND BUILDING and/or AWARENESS CAMPAIGN

GOLD DRAGONS

Essencemediacom India
'See the Signs, Share the Load'
for Procter & Gamble India



GOLD DRAGONS

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



SILVER DRAGON

Wavemaker Thailand
The Eyeballs Heist
for Netflix Thailand

BRONZE DRAGON

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

BLACK DRAGONS

DDB Philippines
Golden Circle Pakistan
Jack Morton Worldwide Singapore
Mediavest (Brainchild) Pakistan



2023

BEST BUSINESS to BUSINESS or TRADE MARKETING CAMPAIGN

GOLD DRAGON

BI Worldwide India
Shell Share Advantage
Loyalty Program
for Shell India



SILVER DRAGON

amc Asia Singapore
Time. 2Gbps Mall Activation
for Time dotCom Singapore

BRONZE DRAGON

Essencemediacom India
Dell Women's Entrepreneur Network
for Dell Technologies India

BLACK DRAGONS

Ampersand Advisory Malaysia
Go Communications Malaysia
Zeno Public Relations Malaysia



2023

BEST EVENT or EXPERIENTIAL MARKETING CAMPAIGN

GOLD DRAGON

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



SILVER DRAGONS

AKQA Shanghai. China
Hello Billy
for General Motors China

SILVER DRAGONS

SM Supermalls Philippines
A magical Christmas 'getaway',
not far from home

BRONZE DRAGON

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

BLACK DRAGONS

Arc Worldwide India
Astro Malaysia
Havas Media. Content India
OMD Malaysia
VMLY&R Malaysia



2023

BEST BRAND LOYALTY CAMPAIGN

GOLD DRAGON

Tribes Communications India

Why is this a Swiggy ad
for Bundl Technologies India



SILVER DRAGONS

Impact Communications India

Perfetti Samridhi
for Perfetti van Melle India

SILVER DRAGONS

McCann Worldgroup Singapore

Cigna StressWaves
for Cigna Healthcare Singapore

BRONZE DRAGON

Evolve Brands India

Cera Superstar
for Cera Sanitaryware India

BLACK DRAGONS

Ampersand Advisory Malaysia

FCB SHOUT Malaysia
Omnicom Media Group Hong Kong
Orion Digital Malaysia



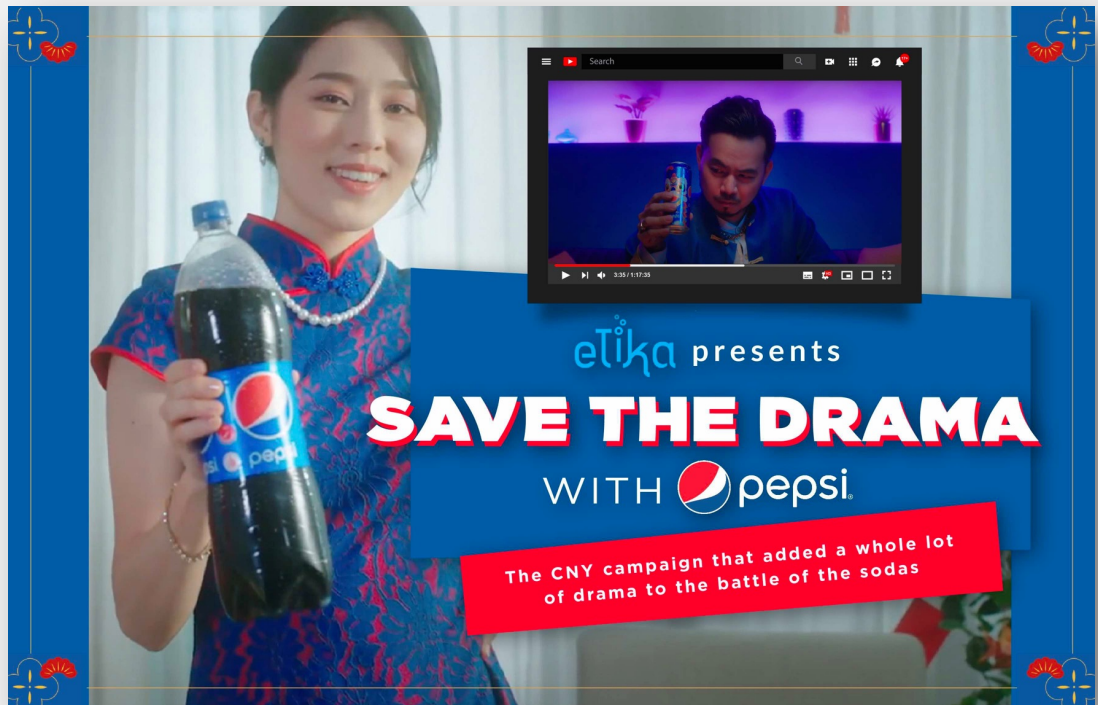
2023

BEST MOBILE MARKETING CAMPAIGN

GOLD DRAGON

FCB SHOUT Malaysia

Save The Drama With Pepsi
for Etika Malaysia



SILVER DRAGON

PHD Media India

Black & White x Bobble FIFA
for Diageo India

BRONZE DRAGON

White Rivers Media India

Pulse Ka Pandal
for Pass Pass Pulse, DS Group India

BLACK DRAGONS

BigCity Promotions India

Edelman Malaysia

Jack Morton Worldwide Singapore

Mindshare Hong Kong



2023

BEST SOCIAL MEDIA or WORD of MOUTH CAMPAIGN

GOLD DRAGON

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



SILVER DRAGON

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

BRONZE DRAGON

DDB Group Hong Kong
Raise Your Arches
for MHK Restaurants Hong Kong

BLACK DRAGONS

Essencemediacom India
Golden Circle Pakistan
White Rivers Media India & Sony LIV
Yoodo Malaysia



2023

BEST PRODUCT LAUNCH or RE-LAUNCH CAMPAIGN

GOLD DRAGON

VMLY&R Malaysia

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



SILVER DRAGON

PHD Taiwan

Hotel California
for Volkswagen Commercial Vehicles
Taiwan

BRONZE DRAGON

Dentsu Communications Sri Lanka

Embrace Life
for HNB Assurance Sri Lanka

BLACK DRAGONS

Alt Story Pakistan
Go Communications Malaysia
Naga DDB Tribal Malaysia
Publicis Media Pakistan
Sarva Integrated Sri Lanka

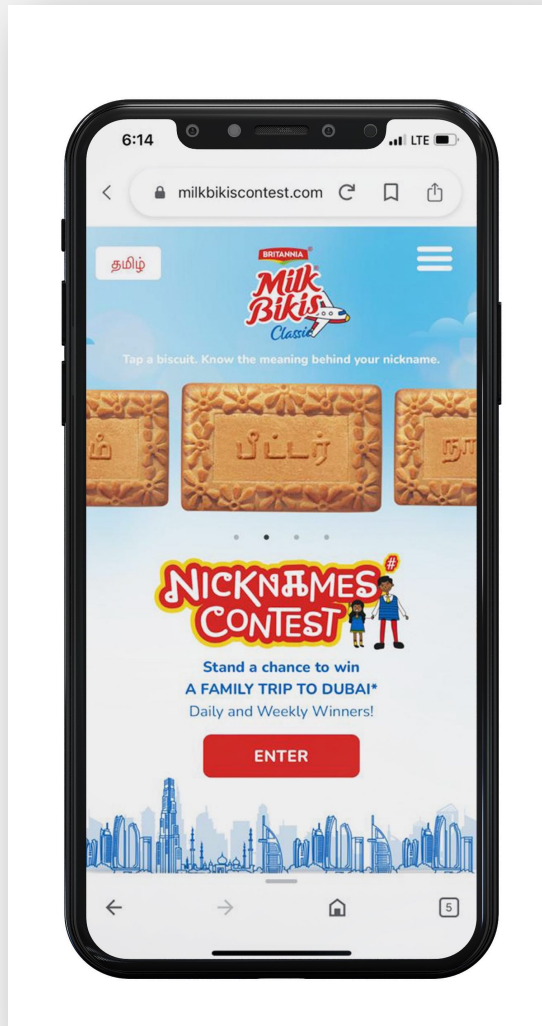


2023

BEST BRAND TRIAL or SALES GENERATION CAMPAIGN

GOLD DRAGON

BigCity Promotions India
Britannia Milk Bikis Nicknames
Contest
for Britannia Industries India



SILVER DRAGON

Schbang India
Bourbon Football Friends
for Britannia Industries India

BRONZE DRAGON

Essencemediacom India
Every party begins with a Schweppes
for Coca-Cola India

BLACK DRAGONS

Ampersand Advisory Malaysia
Kingdom Digital Malaysia
Kites Global Sri Lanka
The Audience Motivation Company
Asia Thailand



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

BRONZE DRAGON

Go Communications Malaysia

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

BLACK DRAGONS

Tribes Communications India
Wavemaker Thailand
Zeno Public Relations Malaysia



2023

BEST CAUSE, CHARITY MARKETING or PUBLIC SECTOR CAMPAIGN

GOLD DRAGONS

DDB Group Hong Kong

Unbroken

for Hagar International Hong Kong



SILVER DRAGONS

Mindshare Indonesia

Sharing Kindness

for Unilever Indonesia

BRONZE DRAGON

Triad Sri Lanka

UnVeil. Bridal wear unbridled by Cancer

for Indira Cancer Trust Sri Lanka

BLACK DRAGONS

Ampersand Advisory Malaysia

Atlas Vending Malaysia

NGage Strategic Alliance Sri Lanka

Ogilvy Singapore

OMD Philippines



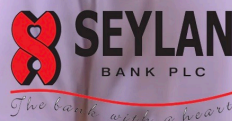
2023

BEST SMALL BUDGET CAMPAIGN

GOLD DRAGON

**Shift Integrated, Shift Solutions &
Third Shift Media Sri Lanka**

What does it truly mean to celebrate
National Day?
for Seylan Bank Sri Lanka



SILVER DRAGON

Tribes Communications India

Honda's floating showroom
for Honda 2 Wheelers India

BLACK DRAGONS

Ampersand Advisory Malaysia

Inextis Events India
Synite Digital Pakistan

BRONZE DRAGON

InGame Esports Sri Lanka

DIALOG-SLESA All-Island
Free Fire Championship
for Sri Lanka Esports Association



2023

BEST USE of MEDIA

GOLD DRAGON

Grey Density Pakistan
Kurkure Toofani Masala
for Pepsi Cola International Pakistan



SILVER DRAGONS

Essencemediacom India
Dekho Wicket Se Cricket
for Coca-Cola India

BRONZE DRAGON

Synite Digital Pakistan
Ehtiayat Banay Hifazat
for Shell Pakistan

BLACK DRAGONS

M&C Saatchi Malaysia
Mediavest (Brainchild) &
Ogilvy Lahore Pakistan
PHD Hong Kong
Wavemaker Thailand



2023

BEST ENTERTAINMENT CAMPAIGN

GOLD DRAGON

White Rivers Media India & Sony LIV
Shark Tank India Season 2
for Sony LIV India



SILVER DRAGON

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

BLACK DRAGONS

Cheil Malaysia
DDB Group Hong Kong
Dentsu Creative Malaysia

BRONZE DRAGON

FCB SHOUT Malaysia
Welcome to my World
for Resorts World Genting Malaysia



The 2023 Dragons of Asia
**Marketing Communications
Industry Ranking Ladder**
TOP 10

Essencemediacom India

FCB SHOUT Malaysia

Ampersand Advisory Malaysia

VMLY&R Malaysia

White Rivers Media India

Tribes Communications India

McCann Worldgroup Singapore

DDB Group Hong Kong

Astro Malaysia

Grey Density Pakistan

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
Havas Media. Content India	Hyundai x MTV. What's Your Venue	Hyundai India Motor	Silver
Publicis Media Pakistan	Nestlé Fruita Vitals 'Feel Alive'	Nestlé Pakistan	Bronze
BigCity Promotions India	Dark Fantasy: Find Your Fantasy Cookie	ITC India	Black
Essencemediacom India	Dell Women's Entrepreneur Network	Dell Technologies India	Black
FWD Vietnam Life Insurance	It's time to Press Play. Stories worth Celebrating	FWD Vietnam Life Insurance	Black
Naga DDB Tribal Malaysia	PRUFIRST	Prudential Assurance Malaysia	Black
Synergy Hill+Knowlton Strategies Korea	Norwegian Salmon Is Always Right	Norwegian Seafood Council Korea	Black

Best Marketing Discipline Campaign

Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	Bank Your Way. Ride Your Style	RHB Bank Malaysia	Gold
Publicis Media Pakistan	Nestlé. Milo. PET Bottle	Nestlé Pakistan	Silver
Loops Integrated Sri Lanka	Who is Albert Uncle?	Seylan Bank Sri Lanka	Bronze
Essencemediacom India	Lazada Run	Lazada India	Black
Grey Advertising Hong Kong	The Scent of Protection	Safeguard. Procter & Gamble Hong Kong	Black
InGame Esports Sri Lanka	ViewSonic Gaming. South Asia Metaverse Launch	ViewSonic Gaming Sri Lanka	Black
Naga DDB Tribal Malaysia	PRUMy Child Plus	Prudential Assurance Malaysia	Black

Best Digital Campaign

Entrant	Campaign	Brand/Client	Award
Starcom Pakistan	easypaisa Savings	easypaisa Pakistan	Gold
Astro Malaysia	CLEAR Men Seizes Half Time: Gamifying World Cup Breaks for Fans	Unilever Malaysia	Silver
White Rivers Media India & Sony LIV	Shark Tank India Season 2	Sony LIV India	Bronze
Ampersand Advisory Malaysia	Drypers A Million Fit	Vinda Malaysia	Black
Go Communications Malaysia	Merdekaverse. Tech to the Future	Ministry XR Malaysia	Black
PHD Media India	Black & White x Bobble FIFA	Diageo India	Black
PHD Taiwan	The new T-Roc #TimeToRock	Volkswagen Taiwan	Black

Best Innovative Idea or Concept

Entrant	Campaign	Brand/Client	Award
McCann Worldgroup Singapore	Cigna StressWaves	Cigna Healthcare Singapore	Gold
Digitz Digitas Pakistan	Hyaluronic Acid Serum	L'Oreal Pakistan	Silver
Digital People Malaysia	Ayam Brand's Pulled Chicken 'Get Pulled	Ayam Brand Singapore	Bronze
Naga DDB Tribal Malaysia	PRUFIRST	Prudential Assurance Malaysia	Bronze
Edelman Malaysia	Malaysia Pavilion @ Dubai Expo	Malaysia GreenTech Corporation	Black
George P. Johnson Experience Marketing China	2023 Genesis GV60 Pre-sale Stunt	Genesis Motor China	Black
Triad Sri Lanka	UnVeil. Bridalwear unbridled by Cancer	Indira Cancer Trust India	Black
Tribes Communications India	Greenply Breathable Bus Shelter	Greenply Industries India	Black
VMLY&R Malaysia	Mengukir Malaysia (Crafting Malaysia)	TM Technology Services Malaysia	Black

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Brand/Client	Award
Essencemediacom India	Ariel. 'See the Signs, ShareThe Load'	Procter & Gamble India	Gold
Kingdom Digital Malaysia	Complete the #MissingHalf	Enfagrow A+ MindPro Malaysia	Gold
Wavemaker Thailand	The Eyeballs Heist	Netflix Thailand	Silver
M&C Saatchi Malaysia	Lebaran Penuh Kesyukuruan	Hong Leong Bank Malaysia	Bronze
DDB Philippines	Mang Inasal Creators Circle	Mang Inasal Philippines	Black
Golden Circle Pakistan	Digital Inverter Plus	Haier Pakistan	Black
Jack Morton Worldwide Singapore	The Magnum Classic Remix Arcade	Unilever Singapore	Black
Mediavest (Brainchild) Pakistan	Aaj Rung Hai	National Foods Pakistan	Black

Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Brand/Client	Award
BI Worldwide India	Shell Share Advantage Loyalty Program	Shell India	Gold
amc Asia Singapore	Time. 2Gbps Mall Activation	Time dotCom Singapore	Silver
Essencemediacom India	Dell Women's Entrepreneur Network	Dell Technologies India	Bronze

Ampersand Advisory Malaysia	Wonda sets a Guinness World Record and scores record sales	Etika Malaysia	Black
Go Communications Malaysia	World Congress of Innovation & Technology	PIKOM Malaysia	Black
Zeno Public Relations Malaysia	Traveler Tribes 2033	Amadeus Malaysia	Black
Best Event or Experiential Marketing Campaign			
Entrant	Campaign	Brand/Client	Award
Bullseye DDB & Brand Spectrum Pakistan	Pepsi Ride4change	Pepsi Cola International Pakistan	Gold
AKQA Shanghai, China	Hello Billy	General Motors China	Silver
SM Supermalls Philippines	A magical Christmas 'getaway', not far from home	SM Supermalls Philippines	Silver
Grey Density Pakistan	Flamin' Hot Soundfest	Pepsi Cola International Pakistan	Bronze
Arc Worldwide India	Audible. Live the Story	Audible India	Black
Astro Malaysia	Projek: High Council	Astro Malaysia	Black
Havas Media, Content India	Swiggy Bhog Elo Ghorey	Swiggy India	Black
OMD Malaysia	Jalan-Jalan McD: A Feel Good Journey	McDonald's Malaysia	Black
VMLY&R Malaysia	Subway Mini World	Pegacom Malaysia	Black
Best Brand Loyalty Campaign			
Entrant	Campaign	Brand/Client	Award
Tribes Communications India	Why is this a Swiggy ad	Bundl Technologies India	Gold
Impact Communications India	Perfetti Samriddhi	Perfetti van Melle India	Silver
McCann Worldgroup Singapore	Cigna StressWaves	Cigna Healthcare Singapore	Silver
Evolve Brands India	Cera Superstar	Cera Sanitaryware India	Bronze
Ampersand Advisory Malaysia	Feed Your Fire with a tasty media meal	Nando's Malaysia	Black
FCB SHOUT Malaysia	People, Purpose & Progress	RHB Bank Malaysia	Black
Omnicom Media Group Hong Kong	WeLab Bank Overspending Overwatch	WeLab Bank Hong Kong	Black
Orion Digital Malaysia	Spectrum of the Seas	Royal Caribbean Cruises Malaysia	Black
Best Mobile Marketing Campaign			
Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	Save The Drama With Pepsi	Etika Malaysia	Gold
PHD Media India	Black & White x Bobble FIFA	Diageo India	Silver
White Rivers Media India	Pulse Ka Pandal	Pass Pass Pulse, DS Group	Bronze
BigCity Promotions India	Bourbon Football Friends Contest	Britannia Industries India	Black
Edelman Malaysia	#GetMovingChallenge 2.0	Sime Darby Oils Malaysia	Black
Jack Morton Worldwide Singapore	The Magnum Classic Remix Arcade	Unilever Singapore	Black
Mindshare Hong Kong	VR Property Tour	Midland Realty Hong Kong	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
Viral Edge Pakistan	#NewPepsiHitMeLike.Tiktok	Pepsi Cola International Pakistan	Silver
DDB Group Hong Kong	Raise Your Arches	MHK Restaurants Hong Kong	Bronze
Essencemediacom India	Headache Heroes: Embracing Life's Moments with Saridon	Bayer Consumer Health India	Black
Golden Circle Pakistan	City Super Star	Honda Atlas Cars Pakistan	Black
White Rivers Media India & Sony LIV	Shark Tank India Season 2	Sony LIV India	Black
Yoodo Malaysia	Yoodo & Loka Made. Build a Malaysian	Yoodo 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
PHD Taiwan	Hotel California	Volkswagen Commercial Vehicles Taiwan	Silver
Dentsu Communications Sri Lanka	Embrace Life	HNB Assurance Sri Lanka	Bronze
Alt Story Pakistan	7UP Strawberry Lemonade	Pepsi Cola International Pakistan	Black
Go Communications Malaysia	Hennessy x NBA. Spirit of the Game	Moët Hennessy Diageo Malaysia	Black
Naga DDB Tribal Malaysia	PRUMY Child Plus	Prudential Assurance Malaysia	Black
Publicis Media Pakistan	Mission for a stronger Pakistan. Nestlé BUNYAD IRON+	Nestlé Pakistan	Black
Sarva Integrated Sri Lanka	Ran Aththama	Pan Asia Bank Sri Lanka	Black
Best Brand Trial or Sales Generation Campaign			
Entrant	Campaign	Brand/Client	Award
BigCity Promotions India	Britannia Milk Bikis Nicknames Contest	Britannia Industries India	Gold
Schbang India	Bourbon Football Friends	Britannia Industries India	Silver
Essencemediacom India	Every party begins with a Schweppes	Coca-Cola India	Bronze

Ampersand Advisory Malaysia	Shiseido's sustainable sunscreen drives better reef health	Shiseido Malaysia	Black
Kingdom Digital Malaysia	Complete the #MissingHalf	Enfagrow A+ MindPro Malaysia	Black
Kites Global Sri Lanka	AMW New Holland Tractors. Ape Wisthar	Associated Motorways Sri Lanka	Black
The Audience Motivation Company Asia Thailand	Dewar's Club HELLO STRANGER	Bacardi Thailand	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

Tribes Communications India	Why is this a Swiggy ad	Bundl Technologies India	Black
Wavemaker Thailand	Smile Out Loud	Mondelez International Thailand	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
DDB Group Hong Kong	Unbroken	Hagar International Hong Kong	Gold
Mindshare Indonesia	Sharing Kindness	Unilever Indonesia	Silver
Triad Sri Lanka	UnVeil. Bridal wear unbridled by Cancer	Indira Cancer Trust Sri Lanka	Bronze

Ampersand Advisory Malaysia	TENA launches active ageing with heroes and a band!	Vinda Malaysia	Black
Atlas Vending Malaysia	Atlas 1st NFT Vending Machine	Atlas Vending Malaysia	Black
NGage Strategic Alliance Sri Lanka	Poorna & Friends	World Food Programme Sri Lanka	Black
Ogilvy Singapore	HSBC Play For Good	HSBC Singapore	Black
OMD Philippines	Raising Resilient Kids with Erceflora Kiddie!	Sanofi Consumer Healthcare Philippines	Black

Best Small Budget Campaign

Entrant	Campaign	Brand/Client	Award
Shift Integrated, Shift Solutions & Third Shift Media Sri Lanka	What does it truly mean to celebrate National Day?	Seylan Bank Sri Lanka	Gold
Tribes Communications India	Honda's floating showroom	Honda 2 Wheelers India	Silver
InGame Esports Sri Lanka	DIALOG-SLESA All-Island Free Fire Championship	Sri Lanka Esports Association	Bronze

Ampersand Advisory Malaysia	Wonda Extra Presso x Lipton Tea #CHAMingTogether	Etika Malaysia	Black
Inextis Events India	Nykaa Fashion x LBB First in Fashion Festival	Nykaa Fashion India	Black
Synite Digital Pakistan	SC Women In Tech	Standard Chartered Pakistan	Black

Best Use of Media

Entrant	Campaign	Brand/Client	Award
Grey Density Pakistan	Kurkure Toofani Masala	Pepsi Cola International Pakistan	Gold
Essencemediacom India	Dekho Wicket Se Cricket	Coca-Cola India	Silver
Synite Digital Pakistan	Ehtiyat Banay Hifazat	Shell Pakistan	Bronze

M&C Saatchi Malaysia	Celcom's 'Syukur 1 Syawal' Celebrating Raya with Gratitude	Celcom Mobile Malaysia	Black
Mediavest (Brainchild) & Ogilvy Lahore Pakistan	Pau-Pau Launch	Delivery Hero Pakistan	Black
PHD Hong Kong	Pivot Campaign	HSBC Hong Kong	Black
Wavemaker Thailand	The Eyeballs Heist	Netflix Thailand	Black

Best Entertainment Campaign

Entrant	Campaign	Brand/Client	Award
White Rivers Media India & Sony LIV	Shark Tank India Season 2	Sony LIV India	Gold
Astro Malaysia	Herbal Essences Uncovers Gen Z's Truths in Cinematic Universe	Procter & Gamble Malaysia	Silver
FCB SHOUT Malaysia	Welcome to my World	Resorts World Genting Malaysia	Bronze

Cheil Malaysia	The 23 Unofficial Photographers with Samsung Galaxy S23 Ultra	Samsung Malaysia Electronics	Black
DDB Group Hong Kong	McDonald's Big Mac Battle	MHK Restaurants Hong Kong	Black
Dentsu Creative Malaysia	Pizza Hut Cheese Codes	Pizza Hut Malaysia	Black

Best Campaign in China

Hello Billy Campaign

AKQA Shanghai, China
for General Motors China

Best Campaign in Hong Kong

Unbroken

DDB Group Hong Kong for Hagar
International Hong Kong

Best Campaign in India

**Britannia Milk Bikis
Nicknames Contest**

BigCity Promotions India for
Britannia Industries India

Best Campaign in Indonesia

Sharing Kindness

Mindshare Indonesia
for Unilever Indonesia

Best Campaign in Korea

Norwegian Salmon Is Always Right

Synergy Hill+Knowlton Strategies for
Norwegian Seafood Council Korea

Best Campaign in Malaysia

**Rezeki Dikongsi Bersama
(Sharing Blessings Together)**

VMLY&R Malaysia
& Wunderman Thompson Malaysia
for KitKat Malaysia

Best Campaign in Pakistan

easypaisa Savings

Starcom Pakistan
for easypaisa Pakistan

Best Campaign in the Philippines

**A magical Christmas 'getaway',
not far from home**

SM Supermalls Philippines

Best Campaign in Singapore

Cigna StressWaves

McCann Worldgroup Singapore
for Cigna Healthcare Singapore

Best Campaign in Sri Lanka

**What does it truly mean to celebrate
National Day?**

Shift Integrated, Shift Solutions &
Third Shift Media Sri Lanka
for Seylan Bank Sri Lanka

Best Campaign in Taiwan

Hotel California

PHD Taiwan for Volkswagen
Commercial Vehicles Taiwan

Best Campaign in Thailand

The Eyeballs Heist

Wavemaker Thailand
for Netflix Thailand

Best Campaign in Vietnam

**It's time to Press Play.
Stories worth Celebrating**

FWD Vietnam Life Insurance

2023 Best Campaign in Asia

Ariel. 'See the Signs, ShareThe Load'

Essencemediacom India
for Procter & Gamble India

2023 Agency of the Year

Essencemediacom India

2023 Network of the Year

Brainchild Communications
Pakistan, affiliated with the
Publicis Groupe