

2017 DRAGONS OF ASIA

Marketing Communications Award Programme

Now open to accept Entries!

Entries close 15 May, 2017 on: www.dragonsofasia.org



17 DRAGONS 2017

CALL FOR ENTRIES

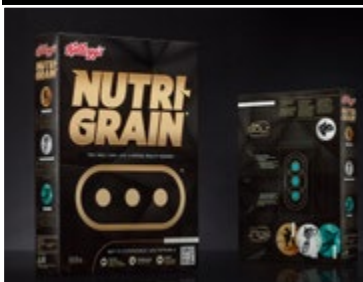
For **18 years**, the PMAA **Dragons of Asia** Awards Programme has been recognising the best in 'results – driven' Marketing Communications.

The 2017 Call for Entry period now starts and we challenge the 'Dragons of Business' throughout APAC, to take part.



2017 Entry Categories.

Integration. Marketing Disciplines. Digital. Innovation. Brand Building and/or Awareness. Business to Business/Trade Marketing. Event or Experiential. Loyalty. Mobile. Social Media. Product Launch or Re launch. Trial & Sales Generation. Public Relations. Cause or Charity. Small Budget. Media. Entertainment.



Nutri-Grain BOLT
Geometry Global New Zealand
2016 Best Campaign in New Zealand
Gold Dragon Winner



Help a Child Reach 5
PHD India
2016 Best Campaign in India
Gold Dragon Winner



Ariel: Removing the stains of
Social Inequality
MediaCom India
2016 Gold Dragon Winner



Little Fleet
Geometry Global New Zealand
2016 Gold Dragon Winner

Entries close 30 April 2017 on: www.dragonsofasia.com



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DRAGONS 2017



WWF Hong Kong and **Geometry Global Hong Kong** fought a difficult battle, changed 4,000 year old Chinese word and had 'The Last Word' on the Ivory Trade.

This culture-changing Campaign won for **Geometry Global Hong Kong:**

THE RED DRAGON

for the Best Campaign in Asia

THE BLUE DRAGON

for the Best Campaign by a Hong Kong Agency

THE RED DRAGON

for the Agency of the Year

THE GOLD DRAGON

for the Best Integrated Marketing Campaign



2016 Dragons of Asia Marketing Communications Industry Ranking Ladder

Red Dragon: 20 points. Navy Dragon: 15 points. Gold Dragon: 10 points. Silver Dragon: 7 points. Bronze Dragon: 5 points. Black Dragon: 1 point.

| Entrant | Points |
|---|--------|
| Geometry Global Hong Kong | 73 |
| PHD India | 49 |
| Geometry Global New Zealand | 47 |
| DDB China Group | 37 |
| Leo Burnett/Arc Worldwide, Malaysia | 35 |
| Geometry Global Singapore | 34 |
| Havas Riverorchid Cambodia | 33 |
| J. Walter Thompson Vietnam | 30 |
| Geometry Global Malaysia | 29 |
| Ogilvy Public Relations/Ogilvy & Mather Advertising, Taiwan | 26 |
| Starcom, Pakistan | 22 |
| Geometry Global Japan | 22 |
| mInteraction Thailand | 22 |
| OMD China | 18 |
| TBWA Singapore | 18 |
| Geometry Global Sri Lanka | 17 |
| Geometry Global Australia | 16 |
| Geometry Global Indonesia | 16 |
| Geometry Global Philippines | 16 |
| MediaCom Communications, India | 13 |
| OMD Malaysia | 13 |
| Wunderman Shanghai, China | 12 |
| Mindshare Thailand | 10 |
| Vibgyor Brand Services India | 10 |
| Triton Communications India | 10 |

Finally, to cap off a great year, the **Geometry Global Network** was awarded the **Red Dragon for the 2016 Network of the Year**



2017 Dragons of Asia. Agency of the Year & Agency Network of the Year.

The most awarded Agency & Agency Network this year, will both be awarded Red Dragons

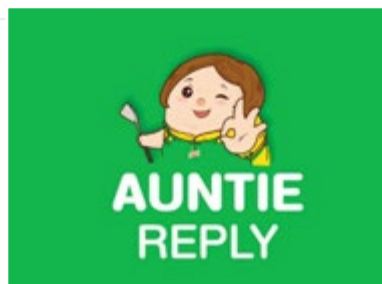
Who will make the Dragons Leader Board in 2017?



Amazon Tatkal Program
Vibgyor Brand Services India
2016 Gold Dragon Winner



RICE
Havas Riverorchid Cambodia
2016 Best Campaign in Cambodia
Gold Dragon Winner



Knorr Auntie reply (LINE BOT)
Mindshare/Showroom III Thailand
2016 Gold Dragon Winner



Who Art You
DDB China Group
2016 Best Campaign in China
Gold Dragon Winner

Entries close 15 May 2017 on: www.dragonsofasia.org



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WHO CAN ENTER.

Agencies and Companies working with these Marketing Communication disciplines: Advertising, Promotion, Media, Activation, Mobile, Experiential, Integration, Social Media, Word of Mouth, Interactive, Digital, DM, Public Relations, Shopper Marketing, Entertainment, Events, Experiential, Field Services, Media, in all Countries throughout Asia Pacific.

CAMPAIGN DATES.

Entries submitted must have been operational between 30 January 2016 and 15 March 2017. Entries can be entered in more than one Category but the content must to be tailored to meet the entry criteria for each Category.

LODGEMENT.

Entries can be lodged and paid for on www.dragonsofasia.org or by Bank Transfer or Visa Card by requesting an Invoice from the Secretariat. All payments must be made by close of business on 15 May 2017.

To ensure all Entrants are on the same 'level playing field', and to assist Judges, the number of pages required for the written section (Campaign Summary) of each entry, must not exceed **4 A4 pages**.

Full details are on: www.dragonsofasia.org

WINNERS.

Winners of both programmes will be announced by eMail, on the PMAA Dragons of Asia web site and at the Award Ceremony planned in late September in Kuala Lumpur. Actual date to be advised.

ENTRY FEE.

AUD\$200 per entry.

THE AWARDS.

Winners of each Category will be awarded Gold Silver & Bronze Dragons. (metal)

The highest scoring Campaign by an entrant in each Country will be awarded the 'Best in Country' Navy Dragon trophy, with an Australian Sapphire eye.

The Campaign, which best epitomises the work carried throughout the Asia Pacific region for 2015, will be recognised with the 'Best in Asia' Red Dragon with an Australian Ruby eye.

Black Dragon Certificates will be awarded to those Entries whose scores are just below the Bronze recognition level, but are deemed worthy of acknowledgement.

Asian and Malaysian Winners will be announced on www.dragonsofasia.com and at an Event planned for Kuala Lumpur in late September.



The Dragons of Asia have a Partnership with Warc, an online service offering advertising best practice, evidence and insights from the world's leading brands. Gold, Silver and Bronze Winners of the Asian and Malaysian Programmes will be invited to have their campaigns presented on Warc's global platform. Warc's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.



This year again, all Red, Blue, Gold, Silver and Bronze Dragon Winners will be eligible to compete in the 31st Marketing Agencies Association Worldwide's MAA GLOBES, representing their Clients, their brands and their Agencies, against Winners of Partner Marketing Communications Programmes from all over the globe, to become the very Best of the Best in our Marketing Communications Industry.



Plaster The Silence
TBWA\Group Singapore
2016 Gold Dragon Winner



Zerolution. Turning Zero into Hero
Leo Burnett/Arc Worldwide Malaysia
2016 Gold Dragon Winner



Give The Gift of Play
Geometry Global Singapore
2016 Best Campaign in Singapore
Gold Dragon Winner



#MyFutureIsMineToSave
Ogilvy Public Relations/Ogilvy & Mather
Advertising Taiwan
2016 Best Campaign in Taiwan
Gold Dragon Winner

Entries close 15 May 2017 on: www.dragonsofasia.org



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2017 PMAA DRAGONS OF ASIA ENTRY CATEGORIES.

1. BEST INTEGRATED MARKETING CAMPAIGN.

Awarded to a campaign which integrates a minimum of at least three of the following marketing disciplines such as: game of chance, game of skill, loyalty, digital, internet, experiential, event, public relations, product sampling, sponsorship, tie-ins, product licencing, mobile, social marketing, word of mouth, etc to effectively market a product or service.

2. BEST MARKETING DISCIPLINE CAMPAIGN

Awarded to the campaign which best utilises any of the following Marketing Disciplines: Movies, Music, Sport, Kids, Seniors, Games, Lifestyle, Teens, Licencing or Content Marketing (Branded Content/Product Placement) & crowdsourcing, to market a product or service. Industry Bodies & Associations are welcomed to enter.

3. BEST DIGITAL CAMPAIGN.

Awarded to the campaign which features any digital marketing technique including: web centred activities, eMail marketing, app development & marketing, geo-location activities QR Codes, AR, gaming, etc to market a product or service via any device linked to the internet.

4. BEST INNOVATIVE IDEA OR CONCEPT.

Awarded to the campaign which features a unique marketing idea. An idea which 'challenged the norm', 'took the risk' or something just 'out of the box'. Executions can encompass the whole marketing sphere: advertising, activation, social media, technology, digital, gaming & film production.

5. BEST BRAND BUILDING AND/OR AWARENESS CAMPAIGN.

Awarded to the campaign which best enhances a brand's awareness, image or equity, to its target customer base.

6. BEST BUSINESS TO BUSINESS OR TRADE MARKETING CAMPAIGN.

Awarded to the campaign which best utilises Trade Marketing disciplines to address any of the following Trade Marketing activities: sales force, trade or employee incentive or recognition programmes; Business to Business (B2B) campaigns (marketing a product or service to a brand's business customers); Shopper Marketing activities; Key Account activities; Channel/Retailer-Specific activities, or any other sales generating or sales performance executions, in any industry sector.

7. BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN.

Awarded to the campaign which best delivers a brand experience to target audiences, via the execution of any of the following executions: static events, travelling roadshows, exhibitions, public displays, pop up stores, product demonstrations, in-store/dealer/reseller activities, shopping centre/mall activities, retail/cultural/religious activities or product sampling.

8. BEST BRAND LOYALTY CAMPAIGN.

Awarded to the campaign which most effectively generates consumer loyalty, or maximises customer relationships to market a product or service. If the Campaign is long term, results need to be included for the 2016 calendar year.

9. BEST MOBILE MARKETING CAMPAIGN.

Awarded to the campaign which best involves mobile phones, tablets and other mobile, web linked devices, as the delivery platform/s & app development in the marketing a product or service to target audiences in any industry sector.

10. BEST SOCIAL MEDIA OR WORD OF MOUTH CAMPAIGN.

Awarded to the campaign which demonstrates the best use of any Social Media delivery platform, such as: Facebook, Twitter, Instagram, Tumblr, Weibo, WeChat, Shazam, Snapchat, WhatsApp & Viral Campaigns etc, as well as the Word of Mouth discipline, as the primary mechanic in the marketing of a product or service, to target audiences.



Share 5 litres of healthy water and help make India healthy



TIGER RADLER: Twistmas
Geometry Global Malaysia
2016 Gold Dragon Winner



Visa Rental Bike
OMD China
2016 Gold Dragon Winner



Watsons Zumba Entertains
Consumers While Changing Perceptions
OMD Malaysia
2016 Gold Dragon Winner



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11. BEST PRODUCT LAUNCH OR RE-LAUNCH CAMPAIGN.

Awarded to the best launch or re-launch of a product or service, to target audiences, in any industry sector.

12. BEST BRAND TRIAL OR SALES GENERATION CAMPAIGN.

Awarded to the campaign which effectively gains demonstrable brand trial, consumer acceptance, addressing in sales or other marketing objectives, for a product or service.

13. BEST USE OF PUBLIC RELATIONS.

Awarded to the campaign which utilises the Public Relations mechanic most effectively, in the marketing of a product or service. The Judges will look for the background for the Campaign, the reasoning behind strategies, executions, as well as results.

14. BEST CAUSE, CHARITY MARKETING OR PUBLIC SECTOR CAMPAIGN.

Awarded to the campaign which uses marketing communications disciplines to best leverages a cause or charity, an educational theme, a sudden emergency, green or environmental activities, corporate responsibility themes or crowdsourcing, to raise funds or address other clearly defined marketing objectives. Beneficiaries can include: Charities, Not for Profit Organisations, Governments, Emergency Services, Educational Institutions, Trusts, etc.

15. BEST SMALL BUDGET CAMPAIGN.

Awarded to the campaign which effectively executes a campaign with a budget US\$50,000 or under, in any industry sector. Entrants will need to include the size of their Budget in their entry.

16. BEST USE OF MEDIA.

Awarded to the Campaign which best leverages media to address the marketing communications objectives of a brand or service, Media can include: TV (Free to Air & Cable), Press, Magazines, Online Portals, Outdoor, Radio, Gaming, Internet & Film. Apart from Agencies and Client Companies, this Category is also open to Media Owners, Film Producers & Music Producers.

17. BEST ENTERTAINMENT CAMPAIGN.

Awarded to the campaign which effectively addresses Marketing Objectives within the Entertainment Sector, covering the following Industry sectors: Free to Air & Cable Television, VOD & Streaming Groups, Production Companies, Radio, Film Production Studios, Film Distributors, Music, Product Placement & Leveraging, Licenced & Content Marketing, Computer & Mobile Games.

CONTACTS

PMAA 'DRAGONS OF ASIA' SECRETARIAT:

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COO. Marketing Agencies Association Worldwide. London. (Celebrating 50 years in 2016)

Director. MAA Worldwide GLOBES. London. (Celebrating 30 years in 2016)

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