

2019 DRAGONS OF ASIA



Marketing Communications
Industry Award Programme

The Winners



2019 BEST CAMPAIGN IN ASIA OMD Hong Kong

Anticipating Hungry Moments for McDonald's Hong Kong

The 2018 Football World Cup provided a unique opportunity for McDonald's Hong Kong's McDelivery service, appealing to fans in their homes, while they were watching matches.

Geometry Japan's concept was to reach hungry fans by 'anticipating their hungry moments', using real time and cumulative data as well as Google's Real Time Trigger Technology, a global first which pushed promotional messages, along with real time scores.

McDonalds were able to anticipate fans hungry moments 'feeding' them with the right McDonald's products, and delivering them when they wanted it.

Actual results are confidential but expectations were far exceeded.

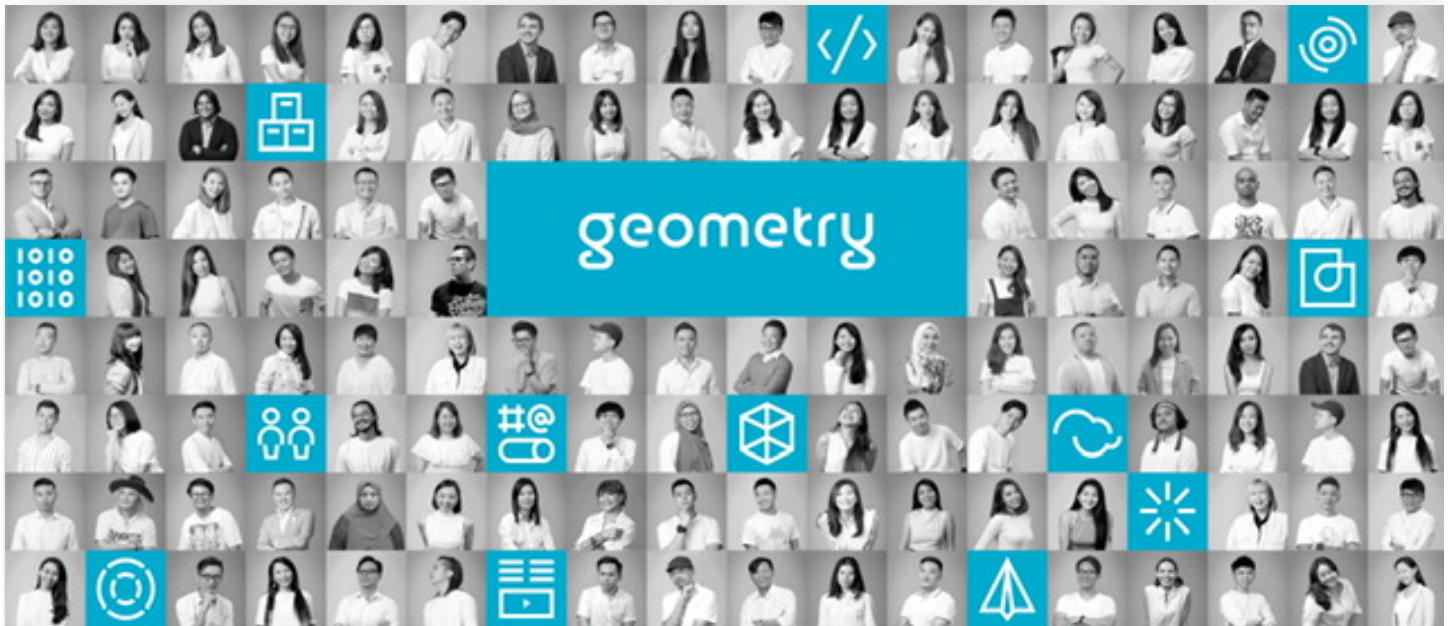




2019

AGENCY OF THE YEAR

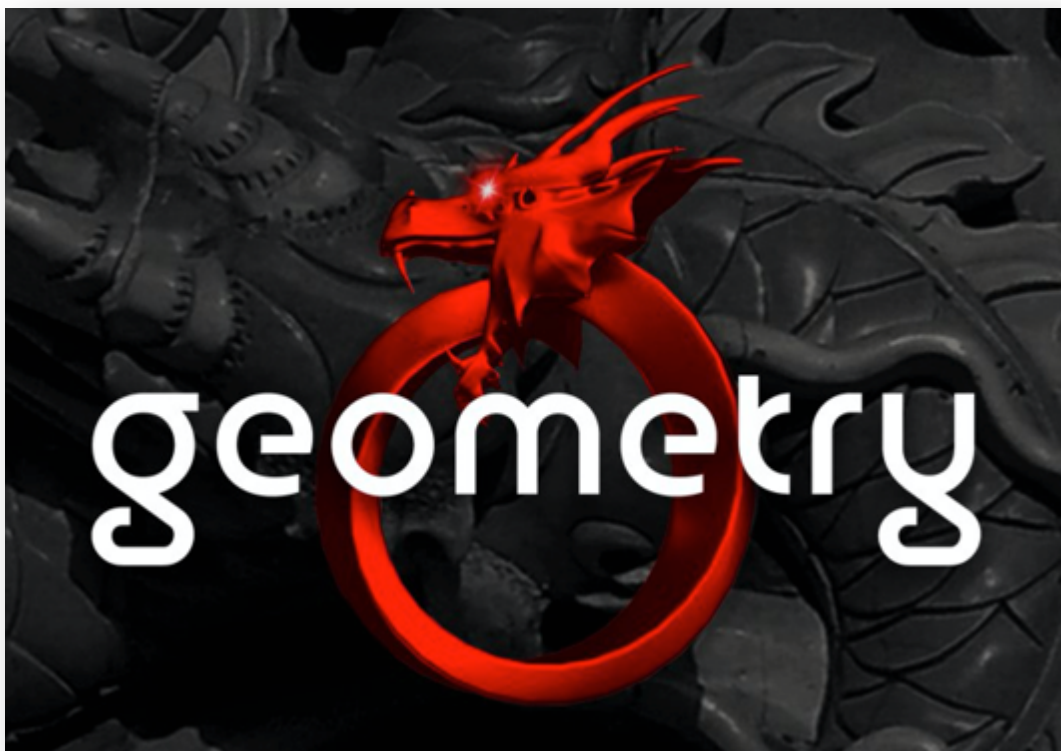
Geometry Malaysia





2019

**NETWORK OF THE YEAR
GEOMETRY**





2019

BEST CAMPAIGNS BY COUNTRY

AUSTRALIA

Geometry Australia

It's Beer Season. Retail Summer Campaign Platform for Lion Beer Australia



CAMBODIA

Havas Riverorchid Cambodia

Barriers to Employability for UNICEF



CHINA

Dawson Integrated Marketing Communications Group China

Nike Air x Lego Retail Workshop for Nike China

FROM
BRICKS & MORTAR
TO
BRICKS & IMAGINATION

HOUSE OF INNOVATION



NIKE X LEGO

NIKE
HOUSE OF INNOVATION
EN001





2019

BEST CAMPAIGNS BY COUNTRY

HONG KONG

OMD Hong Kong

Anticipating Hungry Moments
for McDonald's Hong Kong



INDIA

Geometry Encompass India

The beginning of togetherness
for Hindustan Unilever

And

Ignite Mudra India

Johnny Walker. Mission to Mars
for United Spirits (Diageo India)



INDONESIA

Berakar Komunikasi Indonesia

Sprite. #PILIHYANGJERNIH

for The Coca-Cola Company Indonesia



2019

BEST CAMPAIGNS BY COUNTRY

JAPAN

Geometry Japan

Band On The Can
for Red Bull Japan



MALAYSIA

Geometry Malaysia

Carlsberg. Probably the
Best Football Beer
for Carlsberg Marketing Malaysia



MYANMAR

Bulb Myanmar

Beyond the Portrait
for OPPO Myanmar





2019

BEST CAMPAIGNS BY COUNTRY

PAKISTAN

Brainchild (Mediavest Pakistan)

#HumRahi Campaign
for EFU Life Assurance Pakistan



PHILIPPINES

Shopping Center Management Corporation Philippines

Playdate Project



RUSSIA

Initiative Russia

Axe Starladder 2018
for Unilever Russia





2019

BEST CAMPAIGNS BY COUNTRY

SINGAPORE

PHD Singapore
Office of the Future
for HP Singapore



SOUTH KOREA

Geometry South Korea
YouTube Red. Burn the Stage
for Google Korea



SRI LANKA

Wide Vision Solutions
Sri Lanka
Pay By Plastic
for Lever Ayush. Unilever Sri Lanka





2019

BEST CAMPAIGNS BY COUNTRY

TAIWAN

Geometry Taiwan

Kleenex Toilet Karaoke
for Kleenex Toilet Karaoke



THAILAND

Wavemaker Thailand

Line Mobile Freeze Screen
for Line Mobile Thailand



VIETNAM

Geometry Vietnam

Beauty under the Microscope
for Procter & Gamble Vietnam
(Pantene)



DRAGONS
OF ASIA





2019

BEST INTEGRATED MARKETING CAMPAIGN

GOLD DRAGON

Entropia Malaysia

Pepsi Gen
for Etika Malaysia

Addressing the recent carbonated soft drink decline, Pepsi Malaysia celebrated their global role in music in with Agency Entropia, by releasing 4 limited edition iconic cans spanning 40 years, & available only in specific retail channels.

Nostalgia was the theme via a vintage issue newspaper, extending to online sites, radio announcers from the past relived music memories and specially created music was released.

Millions of consumers, expressions were generated. Sales in all channels, massively surpassed targets.



SILVER DRAGON

Geometry Hong Kong
Popo Kitchen
for Uber Eats Hong Kong

BRONZE DRAGON

Synergy Hill+Knowlton Strategies Korea
Global Influencer Campaign
for LG Electronics Korea

BLACK DRAGONS

DDB Group Hong Kong
Freeman Singapore
The Max. A DDB Tribes JV India



2019

BEST MARKETING DISCIPLINE CAMPAIGN

GOLD DRAGON

Geometry Encompass India

The beginning of togetherness
for Hindustan Unilever

Brooke Bond Red Label, one of India's largest tea brands, questioned India's deep rooted religious discrimination and violence, which caused 111 deaths in 2017.

During the Hindu Festival of Lord Ganesha, the 'Lord of New Beginnings' Geometry Encompass launched a Campaign highlighting the hesitation of a Hindu to buy an Idol of Lord Ganesha from a Muslim craftsman. The public were encouraged to question their own prejudices to come together.

The Campaign achieved 16 Million+ views in just 5 days, \$250,000 in free media and a massive sales increase of Brooke Bond Red Label.

All over a good cup of tea.



SILVER DRAGON

Geometry Malaysia
Carlsberg. Probably the Best Football Beer
for Carlsberg Marketing Malaysia

BRONZE DRAGONS

DDB Group Hong Kong
Shake and Dip
for MHK Restaurants Hong Kong

Shopping Center Management Corporation
Philippines
Playdate Project

BLACK DRAGONS

Digitz Pakistan
Geometry Singapore/Ogilvy Singapore
Ignite Mudra India
MediaCom Thailand





2019

BEST DIGITAL CAMPAIGN

GOLD DRAGON **Geometry Malaysia** Sound of A Nation for CIMB Bank Malaysia

Malaysia comprises a nation of wide ranging ethnicities, cultures and languages, creating a huge challenge for brand messages to cut through. 2018 was a proud year for all Malaysians, who united together to accomplish a peaceful change in government. CIMB Bank decided that Malaysia Day was the perfect occasion to honour this diversity.

Geometry Malaysia created the “Sound of a Nation”, featuring an original musical composition where every musical instrument was sourced from the facial recognition of everyday Malaysians.

Millions of views & impressions were generated across digital media throughout Malaysia. A truly innovative idea the nation proudly called its own.



SILVER DRAGON Wavemaker Thailand Line Mobile Freeze Screen Line Mobile Thailand

BRONZE DRAGON The Brand Brewery India The Fan Quotient for Star India

BLACK DRAGONS Edenred China Foxyoron Media Solutions India Havas Immerse Malaysia OMD Hong Kong



2019

BEST INNOVATIVE IDEA or CONCEPT

GOLD DRAGONS

Leo Burnett Group Malaysia

Big Mac TikTok Challenge
for McDonald's Malaysia

In the war for brand attention, the challenge for McDonald's and Agency Leo Burnett was to connect McDonald's Big Mac with Malaysian millennials, and to be interesting in the shortest amount of time, sometimes just seconds.

The new app TikTok, was gathering considerable traction with its 15-second messaging which let users' imagination run wild was a perfect platform for the #BigMacTikTok Challenge, involving a 'finger dance' involving Big Mac ingredients and a Big Mac chant, trendy dance tracks, and prizes for creative entries.

The #BigMacTikTok Challenge generated millions of interactions and a massive sales increase.





2019

BEST INNOVATIVE IDEA or CONCEPT

GOLD DRAGONS

OMD Hong Kong

Anticipating Hungry Moments for McDonald's Hong Kong

The 2018 Football World Cup provided a unique opportunity for McDonald's Hong Kong's McDelivery service, appealing to fans in their homes, while they were watching matches.

Geometry Japan's concept was to reach hungry fans by 'anticipating their hungry moments', using real time and cumulative data as well as Google's Real Time Trigger Technology, a global first which pushed promotional messages, along with real time scores.



McDonalds were able to anticipate fans hungry moments 'feeding' them with the right McDonald's products, and delivering them when they wanted it.

Actual results are confidential but expectations were far exceeded.

SILVER DRAGON

Ignite Mudra India
Johnny Walker. Mission to Mars
for United Spirits (Diageo India)

BRONZE DRAGON

Moving Walls Malaysia
Shell's Personalised Billboard
for MediaCom Malaysia (for Shell)

BLACK DRAGONS

Foxymoron Media Solutions India
The Max. A DDB Tribes JV India
Shopping Center Management
Corporation Philippines
Weber Shandwick South Korea
Wunderman China



2019

BEST BRAND BUILDING and/or AWARENESS CAMPAIGN

GOLD DRAGON

Ignite Mudra India

Johnny Walker. Mission to Mars
for United Spirits (Diageo India)

Johnnie Walker is known globally for its iconic 'Walking man', a symbol to inspire personal progress. On the 4th Anniversary of India's Mission To Mars, Johnnie Walker released 'The Journey', a movie which touched on the struggles behind the mission.

To celebrate one of India's greatest achievements, Ignite Mudra created two digital installations, one of which featured motion sensing technology and video content, giving people a real time experience of what it might feel like to actually walk on Mars.

More than 5,000 people walked all the way to the red planet, 50,000+ steps closer to their dreams.



SILVER DRAGON

TBWA\Singapore
#adulting
for Manulife Singapore

BRONZE DRAGON

Geometry Sri Lanka
Pond's Age Miracle 'I Am My Wise Choices'
for Unilever Sri Lanka

BLACK DRAGONS

Berakar Komunikasi Indonesia
Bulb Myanmar
Geometry Taiwan
The Brand Brewery India
The Max. A DDB Tribes JV India



2019

BEST BUSINESS to BUSINESS or TRADE MARKETING CAMPAIGN

GOLD DRAGON **Geometry Australia**

It's Beer Season. Retail Summer Campaign Platform for Lion Beer Australia

Lion Beer, marketer of many well-known Australian beer brands needed a campaign for the biggest beer selling period of the year. Summer.

Geometry Australia created a 'portfolio approach' as the easiest and obvious choice for the many drinking occasions over Summer, backyard barbecues, Christmas and holiday weekends.

Working closely with retailers, Lion over-delivered against all key measures, achieving the highest market share of the last 4 years across the featured brands. 4 of the brands in the campaign were in the top 5 beer brands overall.



SILVER DRAGON

BI WORLDWIDE India
ProChamps Program
for Nippon Paints India

BRONZE DRAGONS

Naga DDB Tribal Malaysia
WONDA. Proud Supporter of Football Supporters for Etika Malaysia

Street Talk. Division of Signpost India
Nescafe. Bus Shelters that Talk Coffee for Nestle India

BLACK DRAGONS

BigCity Promotions India
Geometry South Korea
Go Communications Malaysia
Impact Communications India





2019

BEST EVENT or EXPERIENTIAL MARKETING CAMPAIGN

GOLD DRAGON

Geometry Malaysia

Carlsberg. Probably the Best Football Beer for Carlsberg Marketing Malaysia

Carlsberg Malaysia wasn't a Sponsor of the 2018 World Cup, so they became the 'official' sponsor of the 2018 fans, in a bespoke and exciting manner.

After intensive fan research, Geometry Malaysia discovered that Malaysians tended to support Brazil, England, Spain, Portugal, Germany and France.

Carlsberg produced cans and bottles uniquely showcasing the flags of these countries. Premiums rewarded multiple purchases, massive numbers of viewing parties and on-premise games as well as football programming reaching over 700,000 consumers.

Sales exceeded all forecasting. Actual results are confidential.



SILVER DRAGON

Ruder Finn Public Relations Consulting Shanghai
Australian Open Hits 'First Serve' in China for
The Australian Open

BRONZE DRAGON

Ignite Mudra India
Osram. Save the Ocean
for Osram Lighting India

BLACK DRAGONS

FCB Group Malaysia
Geometry Indonesia & VMLY&R Indonesia
Geometry Sri Lanka
Perfect Relations India
The Moxim House Malaysia





2019

BEST BRAND LOYALTY CAMPAIGN

GOLD DRAGON

Impact Communications India

Horlicks Swasthya Abhiyan
for GSK India

Glaxo Smith Kline and Agency Impact Communications, developed Horlicks Health Mission “Swasthya Abhiyan” to create awareness, increase product distribution to prospect Mothers in rural India for the Horlicks brand, a food powder which helps balance a child’s nutrition.

GSK staff, armed with new technology and assisted by 30,000 young volunteers, delivered brand messages to Mothers in 20,000 villages. 1.2 million children continued the Programme in 15,000+ schools.

Horlicks “Swasthya Abhiyan” is the continuance of this very successful rural initiative and a testament to careful planning.



SILVER DRAGON

Geometry Encompass India
The beginning of togetherness
for Hindustan Unilever

BRONZE DRAGON

OMD Hong Kong
The Reward Programme of Love
for ILLUMA Wyeth Nutrition Hong Kong

BLACK DRAGONS

BI WORLDWIDE India
Orion Social Media Malaysia
PHD Taiwan





2019

BEST MOBILE MARKETING CAMPAIGN

GOLD DRAGON

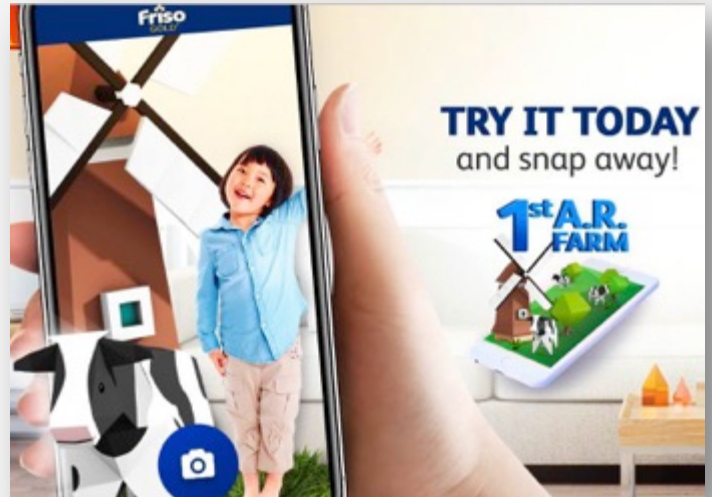
Havas Immerse Malaysia

Friso Gold. From Grass to Glass for Dutch Lady Malaysia

Following on from Malaysia's fake milk formula scandal, premium brand Friso Gold chose to help alleviate mum's worries in 3 areas: Brand trust, perceived quality and trials & conversions.

Havas Immerse strengthened the Friso 'imported from Holland' story, by involving children using AR format to literally see what Friso Gold Milk brought to their tables, Friso Gold's 'From Grass to Glass' first AR farm. As Mothers panned their mobile phones around a room, children saw animations of Dutch cows and windmills, spring to life in their homes.

The Campaign surpassed the 3 set objectives and reinforced brand superiority. Results were revealed to Judges but are confidential.



SILVER DRAGON

PHD Singapore
Office of the future
for HP Singapore

BRONZE DRAGON

Moblaze Vietnam
How precision targeting helped Vinmart+
get more footfalls
for VinMart+ Vietnam

BLACK DRAGONS

Evolve Brands India
Geometry Malaysia
Impact Communications India
Leo Burnett Group Malaysia



2019

BEST SOCIAL MEDIA or WORD OF MOUTH CAMPAIGN

GOLD DRAGON

Dawson Integrated Marketing Communications Group China

Nike Air x Lego Retail Workshop
for Nike China

Nike China's Agency, Dawson Integrated Marketing, decoded Nike Airmax 720's brand essence in a totally unique manner, partnering with another global brand that also celebrated creativity. Lego.

Dawson created a workshop, where Winners of a Promotion built their very own Nike Airmax 720 sneaker in Lego, keeping them afterwards. Influencers were involved too, promoting the concept to their many followers.

The Promotion generated over 311,000 store visits, 6.57 million+ impressions across 34 social media channels and record sales of Nike Airmax 720's. All for zero investment.



SILVER DRAGON

Digitz Pakistan
MHM. No Chutti
for UNICEF

BRONZE DRAGON

Mindshare Thailand
Sunsilk Hair by Your Side to Her Wanna
be Her (Transgender)
for Unilever Thailand

BLACK DRAGONS

Geometry Encompass India
Havas Riverochid Cambodia
Magnon eg+ India
TBWA\Singapore





2019

BEST PRODUCT LAUNCH or RE-LAUNCH CAMPAIGN

GOLD DRAGON

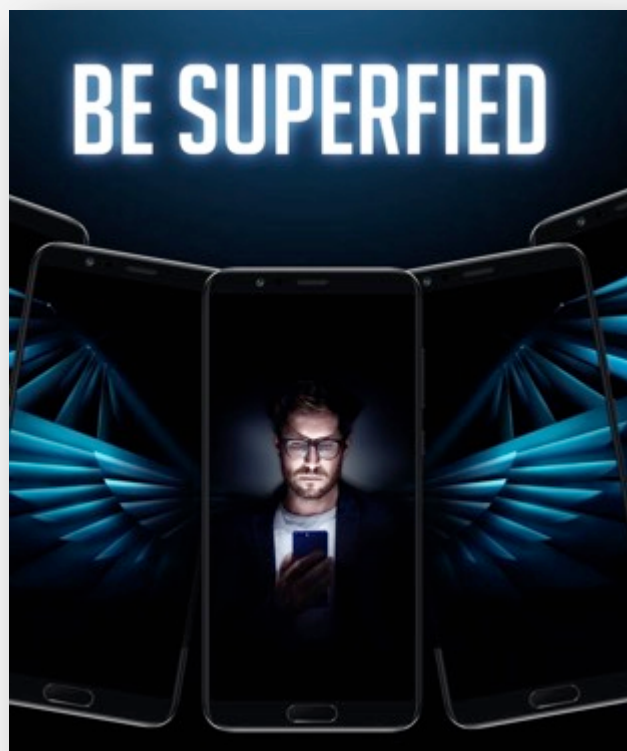
Wunderman China

HONOR Superfied for
Huawei Technologies China (HONOR)

With extraordinary success in the overseas low-end mobile phone market, Honor was now launching the view10, aimed at the market, dominated by Apple and Samsung. Wunderman China's task was to reverse consumer perceptions of Honor as 'low-cost' and leverage the latest smartphone hot topic, 'AI' and to demonstrate Honor view10's super incredible power. So they asked everyone 'are you ready to be Superfied?'

Wunderman revealed the advanced features of the view10 across online channels, using a 'teaser trailer', specially produced talk shows with tech KOLs discussed the AI story and prospective customers played a social media game, 'Test your super-energy level'.

Answers came back strongly with the Honor view10 breaking previous sales records.



SILVER DRAGON

Geometry Singapore & Ogilvy Singapore
Shape Our Tomorrow
for Early Childhood Development Agency
Singapore

BRONZE DRAGON

Astro Entertainment Malaysia
Flavettes Celebrates Women's Inner Beauty,
Outer Glow
for Duopharma Marketing Malaysia

BLACK DRAGONS

Geometry Hong Kong
Geometry South Korea
Intigus Malaysia
Shopping Center Management
Corporation Philippines





2019

BEST BRAND TRIAL or SALES GENERATION CAMPAIGN

GOLD DRAGON

Geometry Japan

Band On The Can
for Red Bull Japan

Red Bull Japan faced challenges of new competitors and staying relevant to existing consumers. They also needed to connect with a broader audience.

Geometry Japan engaged high-energy iconic rock band Glay, with their 600,000 strong fan base, to be the spearhead of the Promotion, maintaining Red Bull's connection to "extreme".

Specially produced cans, featuring images of Band Members, bringing their personalities to life, were launched. The Agency developed and streamed a series of 'never before seen' footage on the Band. Red Bull purchases unlocked this footage and offered chances to win themed merchandise.

Red Bull Japan earned the highest sales in their entire history.



SILVER DRAGON

Geometry Vietnam

Beauty under the Microscope

for Procter & Gamble Vietnam (Pantene)

BRONZE DRAGON

Dentsu LHS Malaysia

Muscle Strength For Everyday

for Abbott Malaysia

BLACK DRAGONS

Geometry Malaysia

Geometry Taiwan

Street Talk. Division of Signpost India

Wavemaker Thailand





2019

BEST USE of PUBLIC RELATIONS

GOLD DRAGON

Merdeka LHS Malaysia

The Peace Cola

for The Coca-Cola Company Malaysia

A day before last year's historic Summit between the US President and the North Korean Leader, Coca-Cola decided to leverage the event and spread a message of peace, hope and understanding, values central to the Coca-Cola brand.

Specially designed limited edition Coca-Cola cans were released, turning one of the world's most iconic logos, into a symbol of peace.

Globally in a week, the campaign generated US\$50 million+ earned media, reached 250 million+ people and achieved a record 98% in positive sentiments for the brand. Finally, by public demand, 500,000 more cans were produced.

The Coca-Cola brand became a symbol of peace.



SILVER DRAGON

Edelman Malaysia

MyDigital Maker

for Malaysia Digital Economy Corporation

BRONZE DRAGON

Starcom Pakistan

Spreading joy. Cadbury Eidi

for Mondelez International Pakistan

BLACK DRAGONS

Freeman Singapore

FWD Vietnam

Geometry China

Perfect Relations India

Ruder Finn Public Relations

Consulting Shanghai

The Max. A DDB Tribes JV India



2019

BEST CAUSE, CHARITY MARKETING or PUBLIC SECTOR CAMPAIGN

GOLD DRAGON

DNA Medical Communications

Hong Kong

The cUUpcakes

for Roche Hong Kong

1 in 16 Hong Kong Women will be diagnosed with breast cancer in their lifetime, but are apathetic to self-examination.

Roche Hong Kong's Agency, DNA Medical Communications tasked to promote self-examination, during "2018 Breast Cancer Month", highlighted the 1 in 16 fact by having 6,000 breast shaped cup cakes baked and distributed around the City. One in 16 cup cakes contained a hard toffee centre, representing the breast 'lump'.

1 in 8 people in Hong Kong were reached in some way by the Promotion. Breast cancer search on Google increased by 240 % and the Hong Kong Academy of Nursing reported a huge increase in breast screening appointments. Sweet success !



SILVER DRAGONS

Bullseye DDB Pakistan

Saaf Doodh. Perception Change Campaign
for the Pakistan Medical Association

Geometry China

The Charmed Helmet
for Kuaishou China

Edelman Malaysia

MyDigital Maker

for Malaysia Digital Economy Corporation

BRONZE DRAGON

Orion Social Media Malaysia

Breast Cancer Awareness Campaign
for National Cancer Society Malaysia

BLACK DRAGONS

Berakar Komunikasi Indonesia

Comzone Cambodia

DDB Group Hong Kong

Dinosaur Vietnam

Madison Turnt India



2019

BEST SMALL BUDGET CAMPAIGN

GOLD DRAGON

Havas Riverorchid Cambodia

Barriers to Employability
for UNICEF

In rural Cambodia, many parents would rather have their children join the family business than spending time at school, which they thought was time wasted.

UNICEF briefed Havas Riverorchid to disrupt this attitude, and to show education as being an enabler of greater income and social respect, for the individual and the family.

With a very low budget, the Agency developed a social media campaign, featuring people from poor backgrounds who fought against the odds to be more educated and prosper in their lives.



In a country of 7 million Facebook users, the Campaign reached 4.1 million with 1.1 million unique views.

Most importantly, vigorous conversations commenced and Cambodians were 2.5 times more likely to encourage their children to spend more time in school for their future.

SILVER DRAGON

Wide Vision Solutions Sri Lanka
Pay By Plastic
for Lever Ayush. Unilever Sri Lanka

BRONZE DRAGON

Geometry Encompass India
Mirror Image
for Hindustan Unilever

BLACK DRAGONS

Geometry Vietnam
Street Talk. Division of Signpost India
Wide Vision Solutions Sri Lanka



2019

BEST USE of MEDIA

GOLD DRAGON

Brainchild (Mediavest Pakistan)

#HumRahi Campaign
for EFU Life Assurance Pakistan

EFU Life, Pakistan's leading privately-owned Life Insurance Company needed to position life insurance as a smart choice for young millennials planning their future, and to generate online policy sign-ups, while maintaining an efficient cost per lead.

Brainchild Pakistan developed Pakistan's first webisodic content developed for an Insurance company and directed online to 3 carefully targeted audiences, humanising the brand and answering any negative perceptions about life insurance.

The Promotion generated 4 million+ views and over 500% in leads, with the CPL being much less than planned.



SILVER DRAGON

Mediacom Communications India
Ariel India. Sons Share the Load
for Proctor & Gamble India

BRONZE DRAGON

News Corp Australia
The Pathway to Dinner Time
for Mars Food Australia

BLACK DRAGONS

Entropia Malaysia
Geometry Malaysia
PHD Hong Kong
Starcom Pakistan





2019

BEST ENTERTAINMENT CAMPAIGN

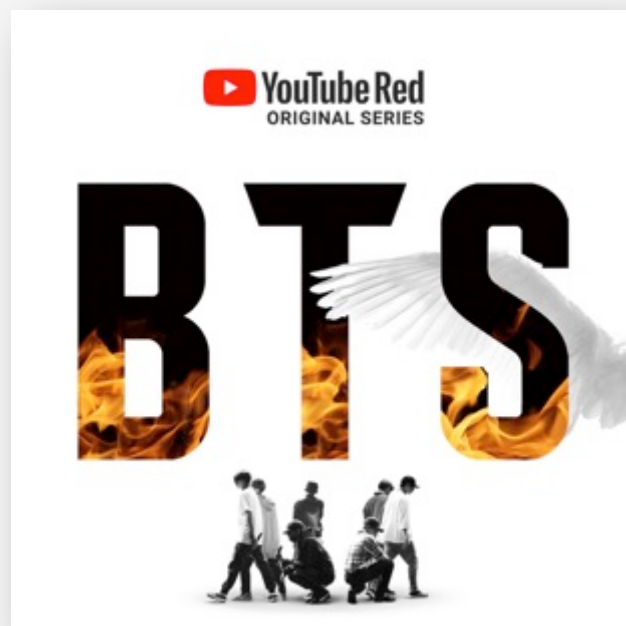
GOLD DRAGON **Geometry South Korea**

YouTube Red. Burn the Stage
for Google Korea

YouTube is the leading mobile entertainment platform, used by 81% of Koreans. The task for Geometry South Korea was to convert these users to paying subscribers of the new YouTube Red streaming platform.

Partnering with the No1 K-pop group in the world, BTS, and using their name, the 'Burn The Stage' theme was launched with a documentary series on BTS, broadcast on YouTube Red & promoted to the Band's 36 million global fan base, 'The Army'.

The campaign was the #1 trending twitter feed globally, reaching 75.6 million. Subscriber targets reached record levels.



SILVER DRAGON

Jack Morton Worldwide Singapore
Netflix at AsiaPop Comicon 2018
for Netflix Singapore

BRONZE DRAGON

Geometry Japan
#SuperShadyCompanies
for Netflix Japan

BLACK DRAGONS

FCB Group Malaysia
FWD Vietnam
Initiative Russia
MediaCom Thailand
OMD Taiwan





2019

Marketing Communications Asian Industry Ranking Ladder

Entrant	Points
Geometry Malaysia	40
Geometry Encompass India	28
Ignite Mudra India	28
OMD Hong Kong	21
Geometry Japan	20
Impact Communications India	17
Geometry South Korea	17
Entropy Malaysia	16
Havas Immerse Malaysia	16
Havas Riverorchid Cambodia	16
Leo Burnett Malaysia	16
Wunderman China	16

Ranking threshold: 16 points

Points awarded: Gold Dragon 15, Silver Dragon 7,
Bronze Dragon 5, Black Dragon 1

2019 Black Dragon Winners

Black Dragon Certificates are awarded to those Entries whose scores settle immediately below the Bronze recognition level. (listed in Entrant alphabetical order)

Best Integrated Marketing Campaign

Entrant	Campaign	Client
DDB Group Hong Kong	Reward Yourself	Hotels.com
Freeman Singapore	Audi AI. ME Concept Car World Premiere	Audi China
The Max. A DDB Tribes JV India	Skilled in Odisha	Government of Odisha India

Best Marketing Discipline Campaign

Entrant	Campaign	Client
Digitz Pakistan	Conquer The Wild	Indus Motor Company. Toyota Pakistan
Geometry Singapore/Ogilvy Singapore	Shape Our Tomorrow	Early Childhood Development Agency. Singapore
Ignite Mudra India	Honda. Light up Dreams	Honda Motorcycle & Scooter India
MediaCom Thailand	Vitamilk. Taste The Perfection	Green Spot Co Thailand

Best Digital Campaign

Entrant	Campaign	Client
Edenred China	Häagen-Dazs Innovated Digitalised SCRM Campaign	Häagen-Dazs China
Foxymoron Media Solutions India	#MissionImpossible	HBO India
Havas Immerse Malaysia	Friso Gold. From Grass to Glass	Dutch Lady Malaysia
OMD Hong Kong	Anticipating Hungry Moments	McDonald's Hong Kong

Best Innovative Idea or Concept

Entrant	Campaign	Client
Foxymoron Media Solutions India	#MeetheBahane	Hershey's India
The Max. A DDB Tribes JV India	Western Union Brighter Diwali	Western Union India
Shopping Center Management Corporation Philippines	e-Lluminart	SM Supermalls Philippines
Weber Shandwick South Korea	Who Sprinkled Salt On My Cake?	Eisai Korea
Wunderman China	MAC Experience Store	Estee Lauder China

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client
Berakar Komunikasi Indonesia	Sprite. #pilihYangjernih	Coca-Cola Company Indonesia
Bulb Myanmar	Beyond the Portrait	OPPO Myanmar
Geometry Taiwan	Kleenex Toilet Karaoke	Kimberly-Clark Corporation Taiwan
The Max. A DDB Tribes JV India	Fuji Film GFX Launch	Fujifilm India
The Brand Brewery India	Kumbh Kay Shravan	Tata Chemicals India

Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Client
BigCity Promotions India	Coke Star Partner Channel Loyalty Program	Coca-Cola India
Geometry South Korea	2018 CVL Consumer Safety Campaign	Mobil Korea Lube Oil
Go Communications Malaysia	Defence Services Asia (DSA) 2018	Defence Services Asia (DSA)
Impact Communications India	Nestle Disha	Nestle India

Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client
FCB Group Malaysia	e-MYPADANG. Malaysia's First e-Sports grooming Programme	Beiersdorf Malaysia
Geometry Indonesia & VMLY&R Indonesia	Kecap ABC Real Husbands Cook	KraftHeinz ABC Indonesia
Geometry Sri Lanka	Enterprise Sri Lanka 'The Rally of Prosperity'	Ministry of Finance Sri Lanka
Perfect Relations India	Sitaare Zameen Par. Creating a Winning IP	Heartfulness Institute India
The Moxim House Malaysia	Innisfree My Foundation Moving Bank	Amorepacific Malaysia

Best Brand Loyalty Campaign

Entrant	Campaign	Client
BI WORLDWIDE India	My Bosch Rewards Program	Bosch India
Orion Social Media Malaysia	7-Eleven Marvel Magnefico	7-Eleven Malaysia
PHD Taiwan	Knorr. Nature's Tastiest Experiment	Unilever Taiwan

Best Mobile Marketing Campaign

Entrant	Campaign	Client
Evolve Brands India	Nipun. An Influencer Loyalty Program	Emami Cement India
Geometry Malaysia	Unilever. Burger Kat Mane? (Burger Where)	Unilever Holdings Malaysia
Impact Communications India	New Age Information Kiosk	Impact Communications India
Leo Burnett Group Malaysia	Big Mac TikTok Challenge	McDonald's Malaysia

Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Client
Geometry Encompass India	The beginning of togetherness	Hindustan Unilever
Havas Riverochid Cambodia	Barriers to Employability	UNICEF
Magnon eg+ India	#SingForFootball	Sony Pictures Networks India
TBWA\Singapore	Why Gamble With Your Holiday?	Singapore Tourism Board

Best Product Launch or Re-launch Campaign

Entrant	Campaign	Client
Geometry Hong Kong	Popo Kitchen	Uber Eats Hong Kong
Geometry South Korea	WeWork Creator Awards Seoul	WeWork Korea
Intigus Malaysia	Licence to Win	Malaysia Airports Holdings
Shopping Center Management Corporation Philippines	Bulacan Art Fest	SM Supermalls Philippines

Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client
Geometry Malaysia	Carlsberg. Probably the Best Football Beer	Carlsberg Marketing Malaysia
Geometry Taiwan	Kleenex Toilet Karaoke	Kimberly-Clark Corporation. Kleenex
Street Talk. Division of Signpost India	Nescafe. Bus Shelters that Talk Coffee	Nestle India
Wavemaker Thailand	MK Happy Lunch	MK Restaurant Group Thailand

Best Use of Public Relations

Entrant	Campaign	Client
Freeman Singapore	Audi AI. ME Concept Car World Premiere	Audi China
FWD Vietnam	#EarlyProtection	FWD Vietnam Life Insurance Company
Geometry China	The Charmed Helmet	Kuaishou China
Perfect Relations India	The Forever Bike. Re-Introduction of Jawa Motorcycles in India	Classic Legends India
Ruder Finn Public Relations Consulting Shanghai	Singapore Tourism Board Socialiser Tribe Launch Event	Singapore Tourism Board Greater China
The Max. A DDB Tribes JV India	Skilled in Odisha	Government of Odisha India

Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Client
Berakar Komunikasi Indonesia	Creation is Prayer	01 Jokowi-Amin Indonesia
Comzone Cambodia	Watermelon Helmet Road Safety Campaign	ISI Steel Cambodia
DDB Group Hong Kong	Reality Check	Hagar International Hong Kong
Dinosaur Vietnam	Be Their Bodhisattva	WildAid & Change Vietnam
Madison Turnt India	Tota Maina Ki Shaadi (Parrot and Mynah's) Wedding)	Population Services International India

Best Small Budget Campaign

Entrant	Campaign	Client
Geometry Vietnam	Beauty under the Microscope	Procter & Gamble Vietnam (Pantene)
Street Talk. Division of Signpost India	Future Retail. World's First Glam Tram	Future Retail India

Best Use of Media

Entrant	Campaign	Client
Entropia Malaysia	Wonda Football Campaign	Etika Malaysia
Geometry Malaysia	CIMB. Sound of A Nation	CIMB Bank Malaysia
PHD Hong Kong	A.I. Calls You Home for the Taste of Knorr	Unilever Hong Kong
Starcom Pakistan	Share A Moment	Mondelez International Pakistan

Best Entertainment Campaign

Entrant	Campaign	Client
FCB Group Malaysia	e-MYPADANG. Malaysia's First e-Sports grooming Programme	Beiersdorf Malaysia
FWD Vietnam	FWD Music Fest 2018	FWD Vietnam Life Insurance Company
Initiative Russia	Axe Starladder 2018	Unilever Russia
MediaCom Thailand	Vitamilk. Taste The Perfection	Green Spot Co Thailand
OMD Taiwan	Hotel Transylvania 3. Summer Vacation	Sony Pictures Taiwan