

# 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.

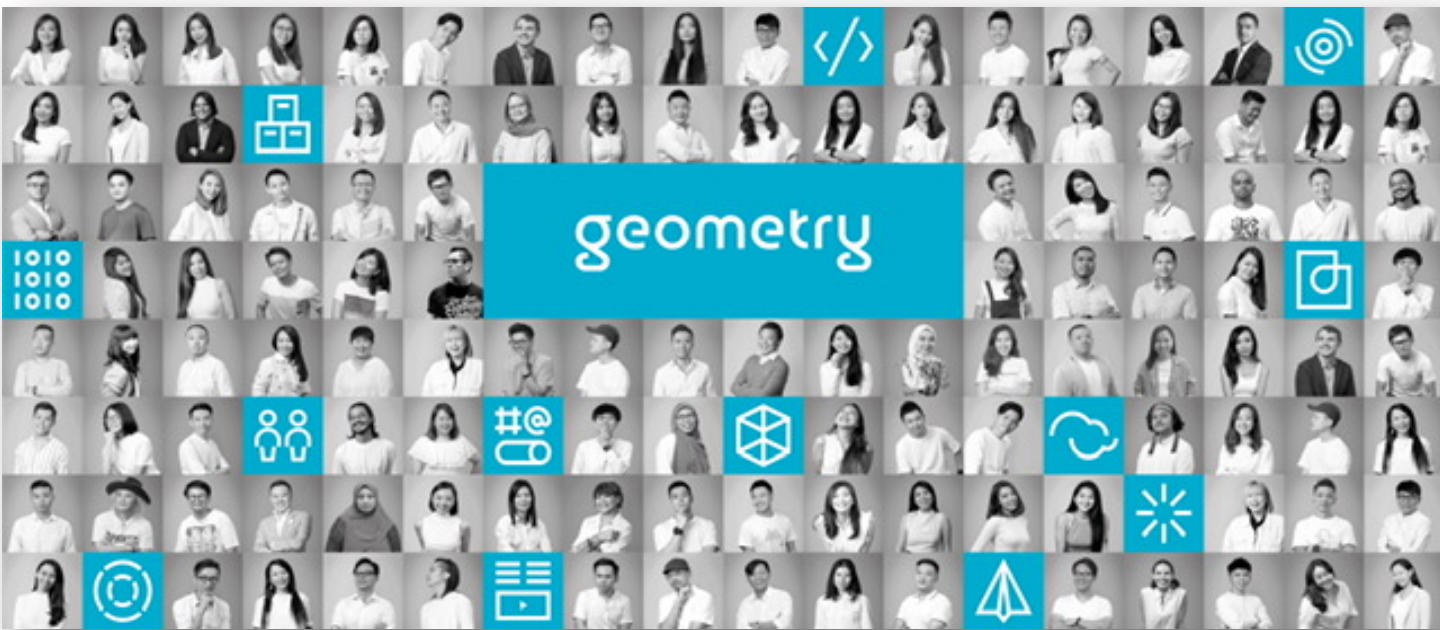




**2019**

**AGENCY OF THE YEAR**

**Geometry Malaysia**

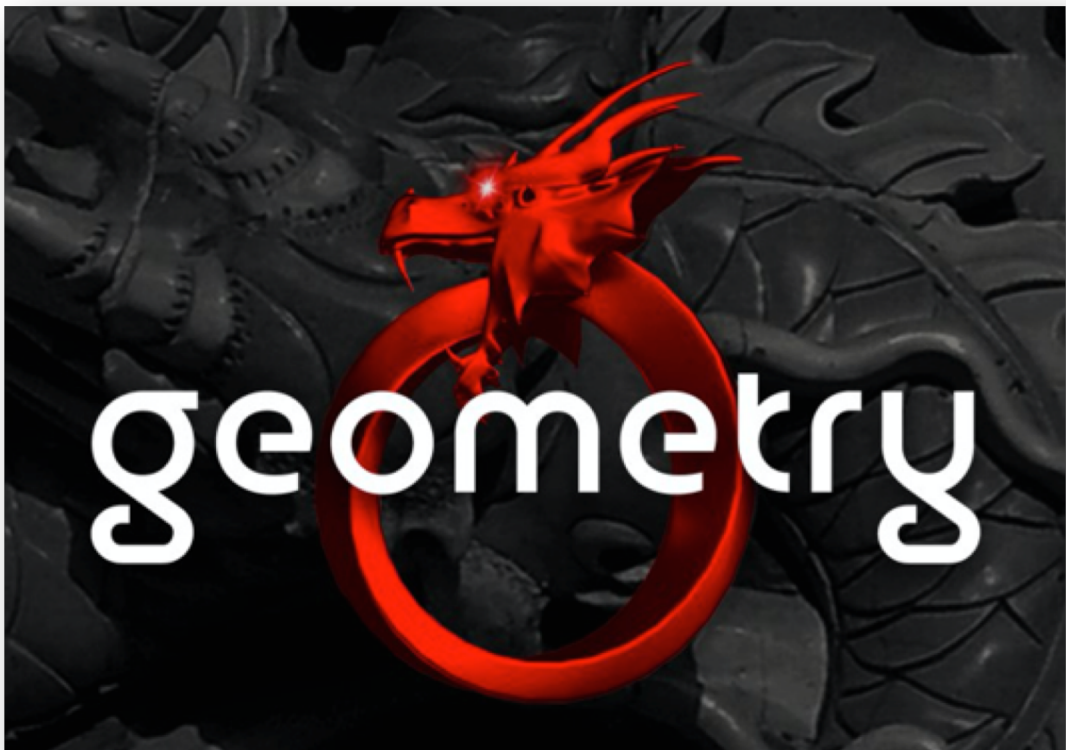






**2019**

**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





# 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





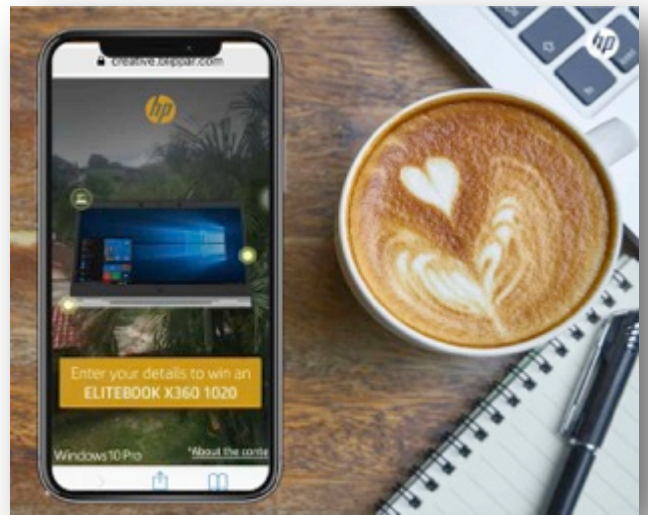
# 2019

## BEST CAMPAIGNS BY COUNTRY

### SINGAPORE

**PHD Singapore**

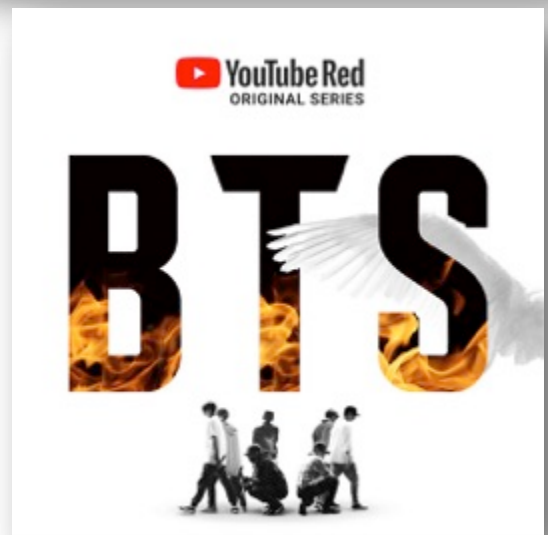
Office of the Future  
for HP Singapore



### 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



**DRAGONS  
OF ASIA**





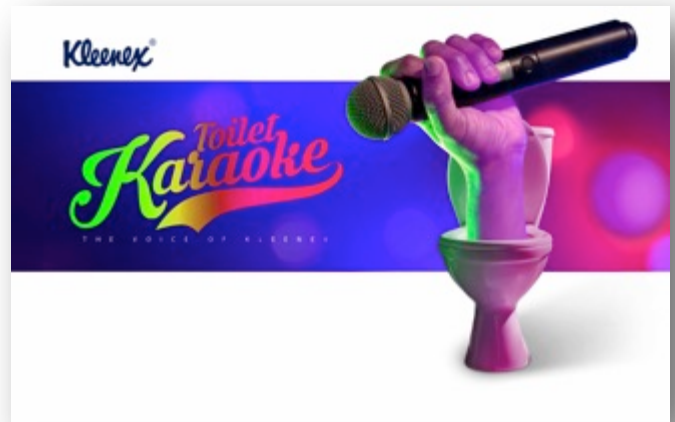
# 2019

## 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 Beauty under the Microscope







# 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

Foxymoron 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

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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

Johnnie 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  
#adulging  
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**

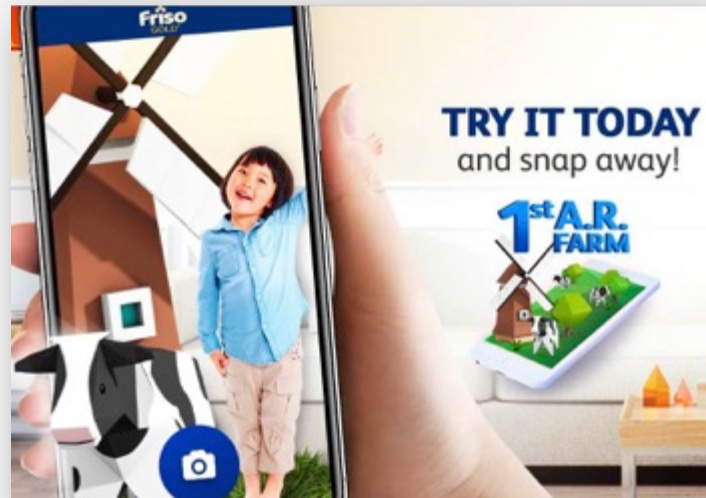
#### **Havas Immerse Malaysia**

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
Entropia 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. #pilihjangernih	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 Shraavan	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	O1 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