



DRAGONS OF MALAYSIA



**2019
Winners**



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

Consider iProspect Malaysia

RHB Bank. Bringing Banking To Your Doorstep for RHB Bank Malaysia

BRONZE DRAGON

Orion Social Media Malaysia

7-Eleven Mickey Go Local for 7-Eleven Malaysia

BLACK DRAGONS

FCB Group Malaysia

Dentsu LHS Malaysia

Geometry Malaysia

Havas Immerse Malaysia



2019 Best Marketing Discipline 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

FCB Group Malaysia
e-MYPADANG. Malaysia's First e-Sports grooming Programme for Beiersdorf Malaysia

BRONZE DRAGON

Dentsu LHS Malaysia
Pediasure 'Mencapai Nutrisi Lengkap' for Abbott Malaysia

BLACK DRAGONS

Entropia Malaysia
Geometry Malaysia
Intigus Malaysia
Kingdom Digital Solutions Malaysia



2019 Best Digital Campaign

GOLD DRAGON

Geometry Malaysia

CIMB. 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.

Results: 5 million views, microsite visits +112% vs previous campaigns and 147,136,799 impressions across digital media. A truly innovative idea the nation proudly called its own.



SILVER DRAGON

Havas Immerse Malaysia
Friso Gold. From Grass to Glass
for Dutch Lady Malaysia

BRONZE DRAGON

Kingdom Digital Solutions Malaysia
Nutox Wheel of Radiance CNY Campaign
for Nutox Malaysia

BLACK DRAGONS

ADA Asia Malaysia
Consider iProspect Malaysia
Entropia Malaysia
Geometry Malaysia
Kingdom Digital Solutions Malaysia



2019 Best Innovative Idea or Concept

GOLD DRAGON

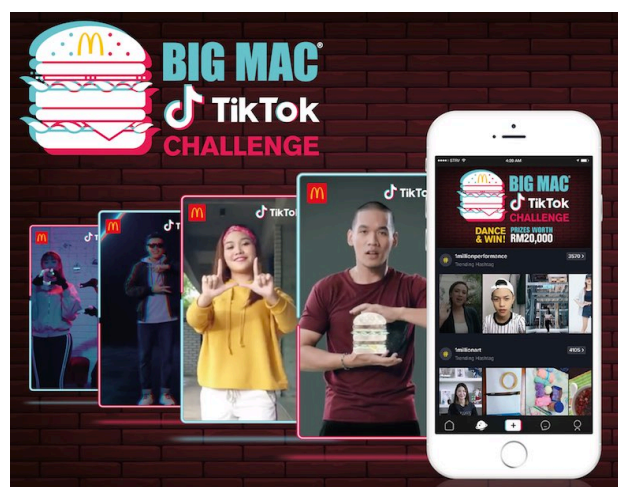
Leo Burnett Group Malaysia

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. A perfect platform for the #BigMacTikTok Challenge, involving a 'finger dance' involving the 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.



SILVER DRAGONS

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

Naga DDB Tribal Malaysia
Move Like Never Before
for Petronas Dagangan Malaysia

BRONZE DRAGON

Astro Entertainment Malaysia
Sharing the Essence of Little Joys in Life
for Procter & Gamble Malaysia

BLACK DRAGONS

Merdeka LHS Malaysia
Orion Social Media Malaysia
Prudential BSN Takaful Malaysia



2019 Best Brand Building & Awareness Campaign

GOLD DRAGON

Naga DDB Tribal Malaysia

Hong Leong Bank Jumpstart Malaysia Day
'Demi Kita' Campaign
for Hong Leong Bank Malaysia

Perceived as a 'Chinese' bank, Hong Leong Bank supported the Malay market via their HLB Jumpstart CRM social enterprises Campaign with Agency Naga DDB Tribal, offering financial expertise and promotion for selected social enterprise projects.

The first campaign, 'Demi Kita' supported Malaysian single mothers to support their families by recycling unwanted denim into beautiful new bags and accessories, for sale.

The Campaign reached 2.5 million unique audiences in just a few weeks with massive WOM exposure, brand impression scores and excellent sales for the Malaysian Mothers.



SILVER DRAGON

Geometry Malaysia
CIMB. Sound of A Nation
For CIMB Bank Malaysia

BRONZE DRAGON

Orion Social Media Malaysia
Central i-City Sparktastic Giveaway
for Central i-City Malaysia

BLACK DRAGONS

FCB Group Malaysia
Consider iProspect Malaysia
Hatch Big Ideas Malaysia
Havas Immerse Malaysia
Wonders Social Media Malaysia



2019 Best Business to Business or Trade Marketing Campaign

GOLD DRAGON

Go Communications Malaysia

Defence Services Asia (DSA) 2018
for Defence Services Asia (DSA)

Global defence is booming multi-trillion dollar industry. The Defence Services Asia Exhibition and Conference (DSA) is organised by Malaysia's Ministries of Defence Malaysia and Home Affairs, is Asia's largest and most highly anticipated defence and security exhibition. generating billions of Ringgit in investment opportunities for the country.

Go Communications strategy for DSA 2018, included innovative media facilitation and a strong on ground multi-level activation strategy which resulted in DSA's biggest ever turn out, with over 50,000 attendees from over 56 countries, and over 500 exhibitors from 35 countries.



SILVER DRAGON

Entropia Malaysia
Pepsi Black Launch
for Etika Malaysia

BRONZE DRAGON

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

BLACK DRAGONS

Geometry Malaysia
FCB Group Malaysia
Dentsu LHS Malaysia



2019 Best Event & Experiential Marketing Campaign

GOLD DRAGON

FCB Group Malaysia

e-MYPADANG. Malaysia's First e-Sports grooming Programme for Beiersdorf Malaysia

NIVEA MEN's MYPADANG (my pitch), widely considered as Malaysia's most effective & successful football sports marketing campaign, tasked Agency FCB Group, to create a wider audience, maximising brand reach and engagement

A tie-in with EA Sport's FIFA the world's most beloved football game, moved the playing fields from physical to digital. NIVEA MEN's eMYPADANG, could now provide a content rich environment to engage players with the NIVEA Brand.

The new eMYPADANG Campaign included location based banners & responsive messaging, action videos, gaming tips and tricks, skin care workshops, interactions with top e-gamers generating unprecedented brand growth and market share.



SILVER DRAGONS

ConnectDots Malaysia
Hennessy Declassified
for Moët Hennessy Diageo Malaysia

Loob Holding Malaysia
Tealive Breakthrough Moments
for Loob Holding Malaysia

BRONZE DRAGON

Hatch Big Ideas Malaysia
Exceptional Playschool. Connect the Thoughts,
by S-26 Gold Progress
for Wyeth Nutrition Malaysia

BLACK DRAGONS

Geometry Malaysia
Havas Immerse Malaysia
Pico International Malaysia
The Moxim House Malaysia



2019 Best Brand Loyalty Campaign

GOLD DRAGON

Orion Social Media Malaysia

7-Eleven Marvel Magnefico
for 7-Eleven Malaysia

Marvel characters took over 7-Eleven stores in the Marvel Magnefico Promotion developed by Orion Social Media to enhance 7-Eleven Malaysia's presence on social media, its fun and vibrant positioning, as well as building store traffic.

For qualifying purchases, Customers earned stickers. After they collected 10 they were rewarded with a specially produced Marvel magnet. Fans also posted photos of themselves with their Marvel Magnefico magnets, on their own Facebook wall or Instagram post to win special Prizes in the 'Mirror Your Marvel' social media competition.

The Promotion achieved a higher than expected increase in interaction on the 7-Eleven Facebook page, with over 6 million impressions and an impressive number of clicks on the Facebook Ads throughout the campaign period.



SILVER DRAGON

Prudential BSN Takaful Malaysia
PruBSN #TeamRayaMerah

BRONZE DRAGON

FCB Group Malaysia
Awakening the Challenger Within
for RHB Bank Malaysia

BLACK DRAGONS

Geometry Malaysia
Orion Social Media Malaysia
Pico International Malaysia



2019 Best Mobile Marketing Campaign

GOLD DRAGON

Havas Immerse Malaysia

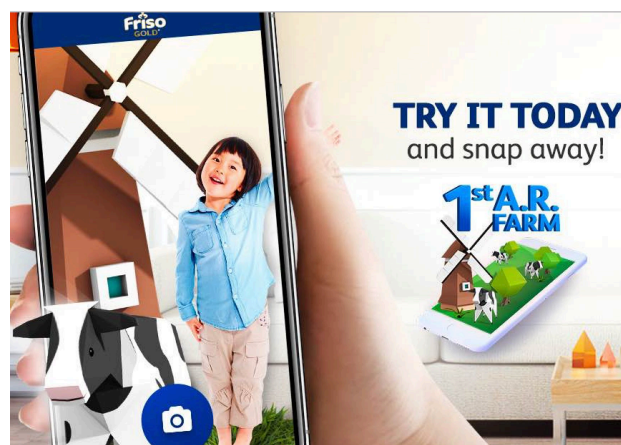
Friso Gold. From Grass to Glass for Dutch Lady Malaysia

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 sprung 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

Leo Burnett Group Malaysia
Big Mac TikTok Challenge
for McDonald's Malaysia

BRONZE DRAGON

Geometry Malaysia
Unilever. Burger Kat Mane? (Burger Where)
for Unilever Holdings Malaysia

BLACK DRAGON

Geometry Malaysia



2019 Best Social Media or Word of mouth Campaign

GOLD DRAGON

Go Communications Malaysia

#My Cups Of Kindness
for Starbucks Malaysia

Starbucks Malaysia briefed GO Communications help launch the new Starbucks Reserve, at the Four Seasons, Kuala Lumpur. Objectives were to create awareness, traffic & sales, and to ensure the Starbucks company values of 'benefiting of humanity' were included.

GO's '#MY Cups of Kindness' campaign did just that. A-list actress, influencer & entrepreneur, Neelofa, became a Barista for a day, serving her favourite beverages with personalised messages of kindness on each cup. Starbucks donated a % from sales of its Summer Frappuccino to a charity of Neelofa's choice.

Sales for the day were the highest for any Starbucks store over the last 15 years. The store is now one of the top performing stores nationwide.



SILVER DRAGON

Entropia Malaysia
Lychee Battle Campaign (TikTok)
for Etika Malaysia

BRONZE DRAGON

ADA Asia Malaysia
The #MostHappening11.11
for Malaysia Airlines

BLACK DRAGONS

Consider iProspect Malaysia
Kingdom Digital Solutions Malaysia
Leo Burnett Group Malaysia
Orion Social Media Malaysia
Prudential BSN Takaful Malaysia



2019 Best Product Launch or Re-Launch Campaign

GOLD DRAGON

Astro Entertainment Malaysia

Flavettes Celebrates Women's Inner Beauty, Outer Glow or Duopharma Marketing Malaysia

Flavettes, a relatively new player in the Vitamin C Effervescent Tablet category with low awareness, vs more established competitors, recently re-launched Flavettes Effervescent Glow, with a strong awareness and sales objective.

Astro Entertainment introduced the brand via sponsored product placements within their high rating drama, "Lafazkan Kalimah Cintamu". Malaysian women were also encouraged to post their natural beauty selfies on social media in the 'Flavettes Glowing Star Search', the Winner appearing in a Flavettes Effervescent Glow TVC.

Flavettes Effervescent increased market share by record levels, become the first player to achieve No.1 in volume and value in the Adult Vitamin Category.



SILVER DRAGON

Intigus Malaysia
Licence to Win
for Malaysia Airports Holdings

BRONZE DRAGONS

Kingdom Digital Solutions Malaysia
Shiseido #BeautyReimagined Campaign
for Shiseido Malaysia

BRONZE DRAGONS

Leo Burnett Group Malaysia
Big Mac TikTok Challenge
for McDonald's Malaysia

BLACK DRAGONS

Consider iProspect Malaysia
Dentsu LHS Malaysia
Entropy Malaysia
Pico International Malaysia



2019 Best Brand Trial or Sales Generation Campaign

GOLD DRAGON

Dentsu LHS Malaysia

Muscle Strength For Everyday
for Abbott Malaysia

Dentsu LHS Malaysia challenged the norm that physical weakness is linked to old age, by reframing the context of muscles as the source for strength, to launch Ensure Gold, the latest breakthrough nutrition product that enhanced muscle development for daily activities.

The campaign "Muscle Math" was developed to communicate that even the simplest activity requires many muscles. The execution included a media campaign, digital communication, simple in store demonstrations, and outdoor events.

Product awareness, market share & penetration and conversion to regular consumer sale were all targets that were greatly exceeded. Actual results are confidential.



SILVER DRAGON

Edelman Malaysia
MyDigitalMaker
for Malaysia Digital Economy Corporation

BRONZE DRAGON

Geometry Malaysia
Carlsberg Smooth Draught. Pop A Draught
Anywhere for Carlsberg Marketing Malaysia

BLACK DRAGONS

ADA Asia Malaysia
Consider iProspect Malaysia
Dentsu LHS Malaysia
Havas Immerse Malaysia



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 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

Go Communications Malaysia
The Barn. 'A Horse Walks Into A Bar'
for The Barn Malaysia



2019 Best Cause, Charity Marketing or Public Sector Campaign

GOLD DRAGON

Edelman Malaysia & DL Studio Malaysia

Sensory Photography for Malaysia Blind Association

For their Coca-Cola Client, Starcom Pakistan created a national movement to raise funds for the Country's iconic social welfare organisation, the Edhi Foundation, during Ramzan (Ramadan).

A limited edition #BottleofChange label, featuring the Founder, Abdul Sattar Edhi, was created. The public simply placed their donations in the bottle and handed them in, at donation centres. Coca-Cola pledged to double all donations collected.

Fuelled by many Pakistani Celebrities, donations increased by almost 60% vs pre-Ramzan projections. Coca-Cola donated 20 million Rupees.



SILVER DRAGON

Orion Social Media Malaysia
Breast Cancer Awareness Campaign
for National Cancer Society Malaysia

BRONZE DRAGON

Naga DDB Tribal Malaysia
Hong Leong Bank Jumpstart Malaysia Day 'Demi Kita' Campaign for Hong Leong Bank Malaysia

BLACK DRAGONS

Go Communications Malaysia
Kingdom Digital Solutions Malaysia



2019 Best Small Budget Campaign

GOLD DRAGON

Geometry Malaysia

Unilever. Burger Kat Mane? (Burger Where) for Unilever Holdings Malaysia

Ramly Burgers vendors, a huge part of Malaysia's famous street food scene, on nearly every street corner for decades, were losing relevance with the entry of global fast food chains.

Lady's Choice Mayonnaise, a key ingredient in a Ramly Burger catapulted their loyal local heroes, (the brand's largest users), into the digital age with the 'Burger Kat Mane ?' (Burger Where) Campaign developed by Geometry Malaysia.

Vendors cart locations and menus were promoted on a central web site and on mobile with real-time tracking. Best vendors were recognised. Customers were rewarded with product incentives and games.

With a very small budget, numbers of registered vendors and customers, far exceeded expectations. By harnessing digital power, the Ramly Burger street vendors, with the support of Lady's Choice Mayonnaise, are thankfully here to stay.



SILVER DRAGON

LOKi Media Malaysia
TGR Racing Festival Season 2
for UMW Toyota Malaysia

BRONZE DRAGON

Pico International Malaysia
Lazada's 6th Birthday Surprise
for Lazada Malaysia



2019 Best use of Media

GOLD DRAGON

Entropia Malaysia

Goodyday Charge Campaign for Etika Malaysia

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SILVER DRAGON

Geometry Malaysia

CIMB. Sound of A Nation for CIMB Bank Malaysia

BRONZE DRAGON

FCB Group Malaysia

e-MYPADANG. Malaysia's First e-Sports grooming Programme for Beiersdorf Malaysia



2019 Best Entertainment Campaign

GOLD DRAGON

Kingdom Digital Solutions Malaysia

ookyo x DanKhoo Epic PUBG Video Campaign for Maxis Malaysia

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SILVER DRAGON

FCB Group Malaysia

e-MYPADANG. Malaysia's First e-Sports grooming Programme for Beiersdorf Malaysia

BRONZE DRAGON

Astro Entertainment Malaysia

Magnifying Agents to Rise Beyond Standards for Cuckoo International Malaysia



2019 Marketing Communications Industry Malaysian Ranking Ladder

Entrant	Points
Geometry Malaysia	76
Entropy	47
FCB Group	42
Go Communications	36
Orion Social Media	35
Naga DDB Tribal	32
Edelman	29
Kingdom Digital Solutions	29
Leo Burnett	28
Havas Immerse	26
Astro Entertainment	25
Dentsu LHS	24
Merdeka LHS	16

Best Integrated Marketing Campaign

Entrant	Campaign	Client
FCB Group Malaysia	e-MYPADANG. Malaysia's First e-Sports grooming Programme	Beiersdorf Malaysia
Dentsu LHS Malaysia	Charge Up with Goodday Charge	Etika Malaysia
Geometry Malaysia	Dumex Dugro. DUICP 3.0	Danone Dumex Malaysia
Havas Immerse Malaysia	Celebrity Fitness. Unleash Your Star Within	Evolution Wellness Malaysia

Best Marketing Discipline Campaign

Entrant	Campaign	Client
Entropia Malaysia	Wonda Football Campaign	Etika Malaysia
Geometry Malaysia	CIMB. Sound of A Nation	CIMB Bank Malaysia
Intigus Malaysia	Licence to Win	Malaysia Airports Holdings
Kingdom Digital Solutions Malaysia	"Anything You Want. Unlimited" Campaign. Gaming Edition	Maxis Malaysia

Best Digital Campaign

Entrant	Campaign	Client
ADA Asia Malaysia	The #MostHappening11.11	Malaysia Airlines
Consider iProspect Malaysia	RHB Bank: Bringing Banking To Your Doorstep	RHB Bank Malaysia
Entropia Malaysia	Lychee Battle Campaign (Tiktok)	Etika Malaysia
Geometry Malaysia	Kara. Made By You	KARA Marketing Malaysia
Kingdom Digital Solutions Malaysia	LANEIGE #SeizeYourYouth campaign	LANEIGE Malaysia

Best Innovative Idea or Concept

Entrant	Campaign	Client
Merdeka LHS Malaysia	The Peace Cola	The Coca-Cola Company Malaysia
Orion Social Media Malaysia	Affin Bank Year-End Credit Card Usage Programme	Affin Bank Malaysia
Prudential BSN Takaful Malaysia	PruBSN Aida's Trilogy	Prudential BSN Takaful Malaysia

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client
FCB Group Malaysia	Awakening the Challenger Within	RHB Bank Malaysia
Consider iProspect Malaysia	Clinique MSA Beauty Buyout	Estee Lauder Companies Malaysia
Hatch Big Ideas Malaysia	Exceptional Playschool. Connect the Thoughts, by S-26 Gold Progress	Wyeth Nutrition Malaysia
Havas Immerse Malaysia	Celebrity Fitness. Unleash Your Star Within	Evolution Wellness Malaysia
Wonders Social Media Malaysia	Let's Get Grundfos Malaysia 2018!	Grundfos Pumps Malaysia

Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Client
Geometry Malaysia	Unilever. Burger Kat Mane? (Burger Where)	Unilever Holdings Malaysia
FCB Group Malaysia	Awakening the Challenger Within	RHB Bank Malaysia
Dentsu LHS Malaysia	Milk Fest 2018	Etika Malaysia

Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client
Geometry Malaysia	Dumex Dugro. DUICP 3.0	Danone Dumex Malaysia
Havas Immerse Malaysia	The Connor's Challenge	Carlsberg Malaysia
Pico International Malaysia	HONORfest 2018	HONOR Malaysia
The Moxim House Malaysia	Innisfree Green Tea Seed Serum Product Launch	Amorepacific Malaysia

Best Brand Loyalty Campaign

Entrant	Campaign	Client
Geometry Malaysia	Unilever. Burger Kat Mane? (Burger Where)	Unilever Holdings Malaysia
Orion Social Media Malaysia	Central i-City Sawasdee Thailand	Central i-City Malaysia
Pico International Malaysia	MINIscape 2018	MINI Malaysia

Best Mobile Marketing Campaign

Entrant	Campaign	Client
Geometry Malaysia	CIMB. Sound of A Nation	CIMB Bank Malaysia

Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Client
Consider iProspect Malaysia	Clinique MSA Beauty Buyout	Estee Lauder Companies Malaysia
Kingdom Digital Solutions Malaysia	ookyo 24-hour Gaming Marathon Challenge	Maxis Malaysia
Leo Burnett Group Malaysia	Big Mac TikTok Challenge	McDonald's Malaysia
Orion Social Media Malaysia	7-Eleven Marvel Magnefico	7-Eleven Malaysia

Best Product Launch or Re-launch Campaign

Entrant	Campaign	Client
Consider iProspect Malaysia	Abbott Nutrition. Digital Launch Ensure Gold	Abbott Malaysia
Dentsu LHS Malaysia	Cleaning it Softly	Wipro Consumer Care (LDW) Malaysia
Entropy Malaysia	Pepsi Black Launch	Etika Malaysia
Pico International Malaysia	The All-New BMW 3 Series Launch 2019	BMW Malaysia

Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client
ADA Asia Malaysia	The #MostHappening11.11	Malaysia Airlines
Consider iProspect Malaysia	Abbott Nutrition. Digital Launch Ensure Gold	Abbott Nutrition Malaysia
Dentsu LHS Malaysia	Milk Fest 2018	Etika Malaysia
Havas Immerse Malaysia	The Connor's Challenge	Carlsberg Malaysia

Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Client
Go Communications Malaysia	#KIDNEYKOMUNITI Organ Donation Contest	National Kidney Foundation (NKF) Malaysia
Kingdom Digital Solutions Malaysia	Novartis' A Meowy Christmas campaign	Novartis Malaysia