

## 9th Dragons of Malaysia. 2021 Winners



### Best Integrated Marketing Campaign

Entrant	Campaign	Client	Award
Ensemble Worldwide Malaysia	Jobs That Matter	SEEK Asia	Gold
ADA Asia Malaysia	e-Penjaja #KasiTambah	Boost	Silver
IHH Healthcare Malaysia	Turn Up The Pink Campaign		Bronze

Astro Media Solutions Malaysia	Coca-Cola Kickstarts Malaysian Fans Football Dreams	Coca-Cola Malaysia	Black
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### Best Marketing Discipline Campaign

Entrant	Campaign	Client	Award
ADA Asia Malaysia	Establishing Yoodo As The Go-To Telco for Gamers	Yoodo	Gold
Astro Media Solutions Malaysia	Coca-Cola Kickstarts Malaysian Fans Football Dreams	Coca-Cola Malaysia	Silver

### Best Digital Campaign

Entrant	Campaign	Client	Award
IHH Healthcare Malaysia	Turn Up The Pink Campaign		Gold
Ensemble Worldwide Malaysia	Jobs That Matter	SEEK Asia	Silver
Astro Media Solutions Malaysia	Gamifying Hada Labo's 10th Anniversary	Hada Labo	Bronze
ADA Asia Malaysia	Ookla & Covid Crisis Persona Targeting	Yoodo	Black
Edelman Malaysia	JIRAN	TM Net	Black

### Best Innovative Idea Or Concept

Entrant	Campaign	Client	Award
Astro Media Solutions Malaysia	Gamifying Hada Labo's 10th Anniversary	Hada Labo	Gold
Edelman Malaysia	JIRAN	TM Net	Silver
GO Communications Malaysia	Coway Run	Coway	Bronze
IHH Healthcare Malaysia	Turn Up The Pink Campaign		Black
Orion Digital Malaysia	PrOmilej	Pacific & Orient Insurance	Black

### Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client	Award
GO Communications Malaysia	Modanisa Launch	Modanisa	Gold
Etiqa Insurance & Takaful Malaysia	Etiqa Raya. Dunia Baru		Silver
Vinda Group SEA Malaysia	Know Your V	Libresse Malaysia	Bronze
Ensemble Worldwide Malaysia	Jobs That Matter	SEEK Asia	Black
Kingdom Digital Solutions Malaysia	KOSÉ Champion 'Less is More'	KOSÉ	Black

### Best Business To Business Or Trade Marketing Campaign

Entrant	Campaign	Client	Award
Edelman Malaysia	JIRAN	TM Net	Gold
Kingdom Digital Solutions Malaysia	Enterprise level Ad-Tech for the Smallest of Small Businesses	Grab	Silver
FCB Malaysia	Project Open	RHB Bank	Bronze

### Best Event of Experiential Marketing Campaign

Entrant	Campaign	Client	Award
GO Communications Malaysia	Celebrating Greatness	Moet Hennessy	Gold
GO Communications Malaysia	My Home is My Runway	Modanisa	Silver

### Best Brand Loyalty Campaign

Entrant	Campaign	Client	Award
FCB Malaysia	Heart Baker. Love Triumphs Over Taboos	RHB Bank	Gold
Kingdom Digital Solutions Malaysia	1 Serum, 100% Loyal Users Programme	Nutox	Silver
Orion Digital Malaysia	Jom Rihuh 2019	7-Eleven Malaysia	Bronze
Orion Digital Malaysia	Pokemon Poke Plates 1.0 & 2.0	7-Eleven Malaysia	Black

**Best Mobile Marketing Campaign**

Entrant	Campaign	Client	Award
ADA Asia Malaysia	Pilihlah Boost (e-Tunai Rakyat)	Boost	Gold

**Best Social Media or Word of Mouth Campaign**

Entrant	Campaign	Client	Award
Orion Digital Malaysia	PrOmilej	Pacific & Orient Insurance	Gold
Kingdom Digital Solutions Malaysia	#AdaHaierAdaRaya	Haier	Silver
ADA Asia Malaysia	#BoostGotYou	Boost	Bronze

**Best Product Launch Or Re-launch Campaign**

Entrant	Campaign	Client	Award
Kingdom Digital Solutions Malaysia	KOSÉ Champion 'Less is More'	KOSÉ	Gold
Ensemble Worldwide Malaysia	Jobs That Matter	SEEK Asia	Silver
Rethink Malaysia	Affin Duo	Affin Bank	Bronze

GO Communications Malaysia	GoPro Hero 9 Launch	GoPro	Black
VMLY&R Commerce Malaysia	Not An Ordinary Card	CIMB Bank	Black

**Best Brand Trial Or Sales Generation Campaign**

Entrant	Campaign	Client	Award
Orion Digital Malaysia	PrOmilej	Pacific & Orient Insurance	Gold
Intigus Malaysia	Licence To Win	Malaysia Airports Holdings	Silver
Invictus Blue Malaysia	Empowering Frontliners & Sprinting Sales	PETRONAS	Bronze

Kingdom Digital Solutions Malaysia	1 Serum, 100% Loyal Users Programme	Nutox	Black
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**Best use of Public Relations**

Entrant	Campaign	Client	Award
VMLY&R Commerce Malaysia	When #ExtraNotOrdinary trumps	CIMB Bank	Gold
GO Communications Malaysia	Hero9. When A Hero Comes Along	GoPro	Silver
GO Communications Malaysia	Celebrating Greatness	Moet Hennessy	Bronze

**Best Cause, Charity Marketing Or Public Sector Campaign**

Entrant	Campaign	Client	Award
FCB Malaysia	Ocean Harmony	RHB Bank	Gold
WebTVAsia Malaysia	One Love Asia		Silver
Sinar Karangraf	Rasuah Busters		Silver
Orion Social Media (Sarawak)	Anti Rabies Public Service Announcement for Sarawak	Sarawak Disaster Management Committee	Bronze

**Best Small Budget Campaign**

Entrant	Campaign	Client	Award
VMLY&R Commerce Malaysia	1 Blessing is Not Enough	CIMB Bank	Gold
Orion Digital Malaysia	Voluson S8 Touch	GE Healthcare	Silver
D*mnfamous Malaysia	Hock Moon Hiong. 'More Meat, More Ong' CNY 2021	Hock Moon Hiong	Bronze

**Best use of Media**

Entrant	Campaign	Client	Award
Invictus Blue Malaysia	The PETRONAS Cinematic Experience	PETRONAS	Gold
VMLY&R Commerce Malaysia	#DEBITJERTM. The Beep-Beep Sound of Success	CIMB Bank	Silver

**Best Entertainment Campaign**

Entrant	Campaign	Client	Award
Astro Media Solutions	Bunga's Secret Garden	Procter & Gamble Malaysia	Gold
WebTVAsia Malaysia	One Love Asia		Silver