

# 2022 Dragons of Asia

Marketing Communications  
Industry Award Programme

## THE WINNERS





**2022**

**BEST CAMPAIGN IN ASIA**  
**'Smart Fill' for Unilever India**

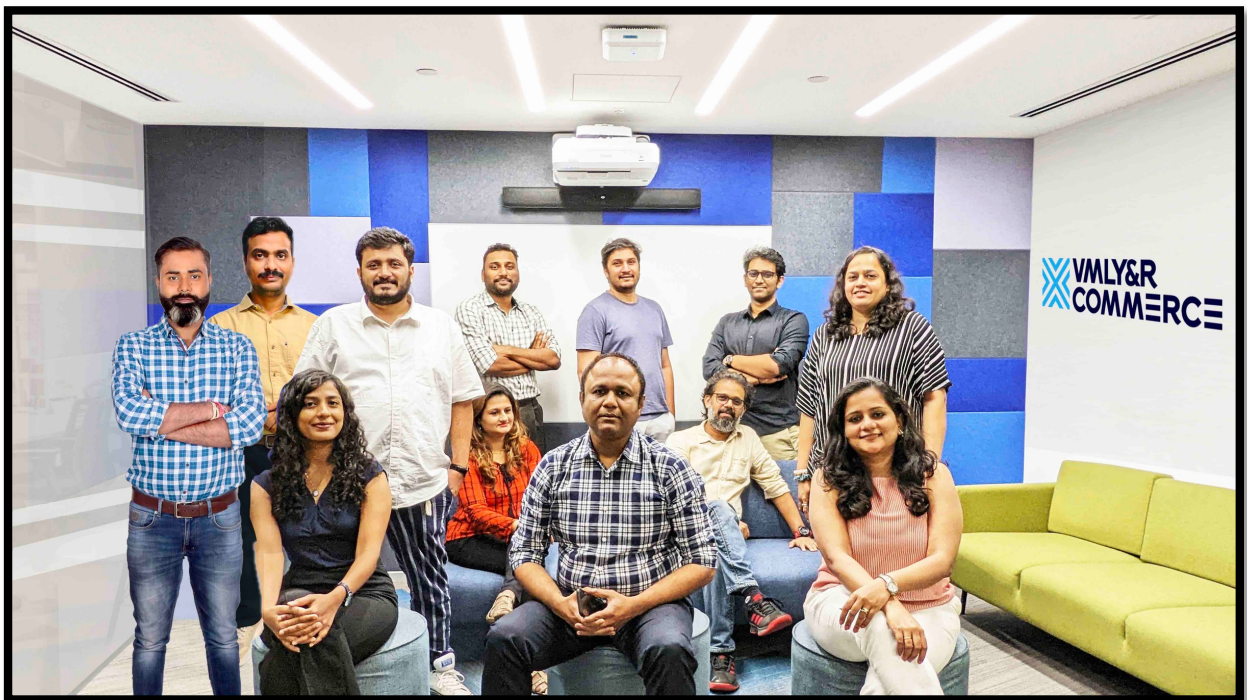
Agency: **VMLY&R Commerce India**







# 2022 AGENCY OF THE YEAR



**VMLY&R Commerce India**



**2022**

**NETWORK OF THE YEAR**



**VMLY&R**

Represented by **India, Malaysia & Vietnam**







# 2022

## BEST CAMPAIGNS BY COUNTRY

### CAMBODIA

Virtual Reality.

Ending Gender Based Violence

This Life Cambodia



### CHINA

Johnnie Walker Brand  
Rejuvenation Campaign

Ruder Finn China for  
Johnnie Walker China



### HONG KONG

Tao Ti Spirit of Perseverance Nike  
Omnicom Media Group Hong Kong  
for Tao Ti





# 2022

## BEST CAMPAIGNS BY COUNTRY

**INDIA**

**Hackwashing**

VMLY&R Commerce India  
for Unilever India. Lifebuoy



**INDONESIA**

**Hear Clearly**

Berakar Komunikasi Indonesia  
for The Coca Cola Company  
Indonesia



**KOREA**

**Sustainable Virtual Influencer**

Grey Korea for  
Volvo Korea



**DRAGONS  
OF ASIA**

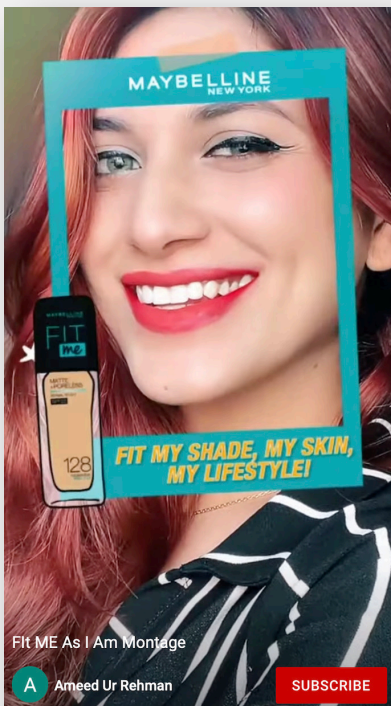




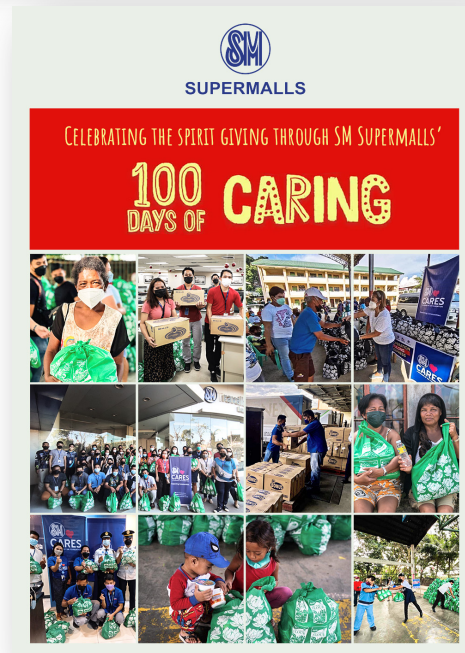


# 2022 BEST CAMPAIGNS BY COUNTRY

**MALAYSIA**  
**Ally Against Adversity**  
FCB SHOUT Malaysia  
for RHB Bank Malaysia



**PAKISTAN**  
**Fit Me As I Am**  
Digitz Digitas Pakistan  
for L'Oreal Pakistan



**PHILIPPINES**  
**100 Days of Caring**  
for SM Supermalls Philippines



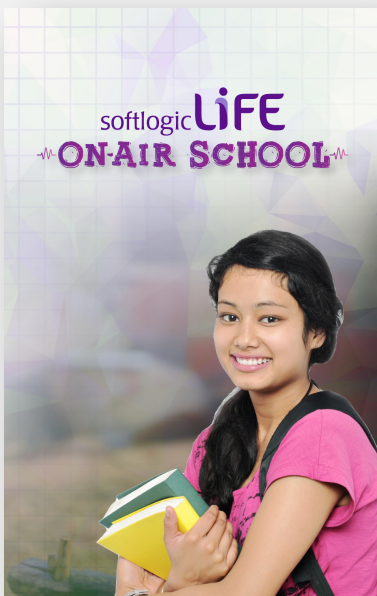
# 2022

## BEST CAMPAIGNS BY COUNTRY

### SINGAPORE

#### The Magnum Pleasure Auction

Jack Morton Worldwide Singapore  
for Unilever Singapore



### SRI LANKA

#### Softlogic Life. Guru Gedara

Third Shift Media Sri Lanka  
for Softlogic Life Insurance  
Sri Lanka



### TAIWAN

#### T6.1 California Ocean Turning a Camper Van into a Mansion!

PHD Taiwan

for Volkswagen Commercial  
Vehicles Taiwan





# 2022

## BEST CAMPAIGNS BY COUNTRY

**THAILAND**  
**Garnier Unstoppable Beauty**  
Wavemaker Thailand  
for L'Oreal Thailand



**VIETNAM**  
**One Tet. Countless Reunions**  
MullenLoweMishra Vietnam  
for Nestlé Vietnam



# 2022 BEST INTEGRATED MARKETING CAMPAIGN

## GOLD DRAGONS

Mediacom India

Ariel Share the Load  
for Procter & Gamble India



## GOLD DRAGONS

Ruder Finn China

Johnnie Walker Brand  
Rejuvenation Campaign  
for Johnnie Walker China



## SILVER DRAGON

Publicis Media Pakistan

Nestlé Fruita Vitals.  
Sparkling its way into Pakistan!  
for Nestlé Pakistan

## BLACK DRAGONS

BigCity Promotions India  
DBS Bank Hong Kong  
Golden Circle Pakistan  
SM Supermalls Philippines

## BRONZE DRAGON

Zeno Malaysia

Beyond Sugar  
for AstraZeneca

DRAGONS  
OF ASIA







# 2022

## BEST MARKETING DISCIPLINE CAMPAIGN

### GOLD DRAGON

VMLY&R Commerce India  
Hackwashing  
for Unilever India. Lifebuoy



### SILVER DRAGON

Jack Morton Worldwide Singapore  
The Magnum Pleasure Auction  
for Unilever Singapore

### BRONZE DRAGON

Interactive Avenues India  
#YourForever's Valentine's Day  
Campaign with Hershey India  
for Hershey India

### BLACK DRAGONS

Noir by Entropia Malaysia  
Publicis Media Pakistan  
PHD Taiwan  
VMLY&R Commerce India

DRAGONS  
OF ASIA



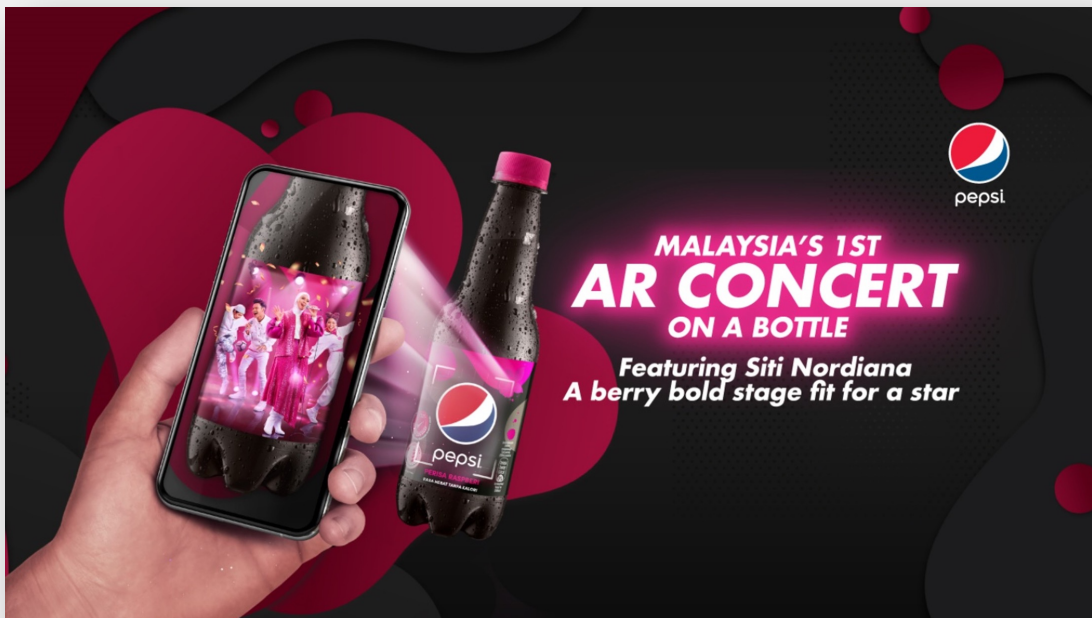


# 2022 BEST DIGITAL CAMPAIGN

## GOLD DRAGON

**Mindshare Group Malaysia**

Pepsi AR. Malaysia's 1st AR Concert  
for Pepsi Malaysia



## SILVER DRAGON

**Cheil Malaysia**

AgenZy. Galaxy Z Series.  
(SME Sustenance Campaign)  
Samsung Malaysia Electronics

## BLACK DRAGONS

BigCity Promotions India  
Interactive Avenues India  
Tribes Communications India  
VMLY&R Commerce India

## BRONZE DRAGON

**Triad Sri Lanka**

Staying Safe by Staying Touchless  
for WePay Sri Lanka





# 2022

## BEST INNOVATIVE IDEA or CONCEPT

### GOLD DRAGON

Lowe Lintas India  
& White Rivers Media India  
#HERSHE 2022  
for Hershey India



### SILVER DRAGON

Noir by Entropia Malaysia  
How Goodday Milk turned  
frowns into smiles!  
for Etika Malaysia

### BLACK DRAGONS

Cheil Malaysia  
George P. Johnson Experience Marketing China  
Isobar Sri Lanka  
Jack Morton Worldwide Singapore

### BRONZE DRAGON

DreamsKingdoms Malaysia  
Sure Can! Experience a billboard  
come to life with DuitNow  
for DuitNow



# 2022

## BEST BRAND BUILDING and/or AWARENESS CAMPAIGN

### GOLD DRAGONS

**MullenLowe Sri Lanka**

An entire Nation Boarded the  
'Live Life. Love Life' Train  
for Softlogic Life Insurance Sri Lanka



### GOLD DRAGONS

**VMLY&R Malaysia**

Satu Kaki, Lebih Meriah  
for Subway Systems



### SILVER DRAGONS

**Inmobi, Havas Riverorchid  
& Moblaze Vietnam**

Demonstrating Product  
Differentiation through Mobile  
for Unilever Cambodia

### SILVER DRAGONS

**Mediacom India**

P&G Shiksha  
for Procter & Gamble India

### BRONZE DRAGON

**Orion Digital Malaysia**

Spectrum of The Seas  
for Royal Caribbean Cruises

### BLACK DRAGONS

**Brainchild Communications Pakistan**

**Interactive Avenues India**

**Mediacom India**

**Publicis Media Pakistan**

**VMLY&R Commerce India**





# 2022

## BEST BUSINESS to BUSINESS or TRADE MARKETING CAMPAIGN

### **GOLD DRAGON**

**Edelman Malaysia**

#GetMoving Challenge  
for Sime Darby Oils  
Malaysia



### **SILVER DRAGONS**

**BigCity Promotions India**

Bud4Trade  
for AB InBev India

### **SILVER DRAGONS**

**Evolve Brands India**

Asli Hero Technician Loyalty Program  
for Hero Motocorp India

### **BRONZE DRAGON**

**Atlas Vending Malaysia**

Atlas Dispenses Delight  
this Raya & Ramadan  
for Atlas Vending Malaysia

### **BLACK DRAGONS**

**BI WORLDWIDE India**

Impact Communications India  
Shanghai Thunder Public Relations  
Consulting China



# 2022

## BEST EVENT or EXPERIENTIAL MARKETING CAMPAIGN

### **GOLD DRAGON**

**GO Communications Malaysia**  
A Star Is Born  
for Dom Perignon  
(Moët Hennessy)



### **SILVER DRAGON**

**Shanghai Thunder Public Relations  
Consulting China**  
New Ways of Drinking:  
Everyone is a Cognac Artist  
for Moët Hennessy Diageo China

### **BRONZE DRAGON**

**Tribes Communications India**  
Nesterra Celebrates Diwali  
#Featuring You #Celebrating You  
for Nesterra India

### **BLACK DRAGONS**

Bullseye DDB Pakistan  
Heartbeat Creative Lab Taiwan  
The Orangeblowfish China  
VMLY&R Commerce India





# 2022

## BEST BRAND LOYALTY CAMPAIGN

### GOLD DRAGON

**FCB SHOUT Malaysia**

Ally Against Adversity  
for RHB Bank Malaysia



### SILVER DRAGON

**Impact Communications India**

Horlicks Swasthya Abhiyan  
for Hindustan Unilever India

### BRONZE DRAGON

**Digital People Malaysia**

Peraduan Bok Bok Raya Masak,  
Kongsi & Menang  
for Ayam Brand Malaysia

### BLACK DRAGONS

Evolve Brands India

George P. Johnson Experience

Marketing China

Tribes Communications India

VMLY&R Commerce India



# 2022

## BEST MOBILE MARKETING CAMPAIGN

### GOLD DRAGON

**Triad Sri Lanka**

Staying Safe by Staying Touchless  
for WePay Sri Lanka



### SILVER DRAGON

**Brainchild Communications Pakistan**

Cadbury Dairy Milk. World Cup  
In-Mobi Campaign  
for Mondelez International Pakistan

### BRONZE DRAGON

**The Brand Brewery India**

Toujeo Insulin Lab  
for Sanofi India

### BLACK DRAGONS

Berakar Komunikasi Indonesia

BigCity Promotions India

Inmobi, Havas Riverorchid &

Moblaze Vietnam

Jack Morton Worldwide Singapore





# 2022

## BEST SOCIAL MEDIA or WORD of MOUTH CAMPAIGN

### GOLD DRAGON

Wavemaker Thailand

Garnier Unstoppable Beauty  
for L'Oreal Thailand



### SILVER DRAGONS

DDB Group Hong Kong

McDonald's App.  
Love Waits for No One  
for McDonald's Hong Kong

### SILVER DRAGONS

Grey Korea

Sustainable Virtual Influencer  
for Volvo Korea

### BRONZE DRAGON

Click (VMLY&R Vietnam)

We Liberty  
for Piaggio Vietnam

### BLACK DRAGONS

Astro Media Solutions Malaysia  
Brainchild Communications Pakistan  
Mindshare Thailand  
The Global Spectator Hong Kong



# 2022

## BEST PRODUCT LAUNCH or RE-LAUNCH CAMPAIGN

### GOLD DRAGON

Omnicom Media Group

Hong Kong

Tao Ti Spirit of Perseverance

for Tao Ti



### SILVER DRAGON

FCB SHOUT Malaysia

Can't get Cheesier than this  
for Domino's Malaysia

### BRONZE DRAGON

VMLY&R Malaysia

#SookaGilerBola (#LoveFootballCrazily)  
for Sooka

### BLACK DRAGONS

Click (VMLY&R Vietnam)

FWD Vietnam Life Insurance Company

Tribes Communications India

VMLY&R Commerce India





# 2022

## BEST BRAND TRIAL or SALES GENERATION CAMPAIGN

### GOLD DRAGON

VMLY&R Commerce India  
Smart Fill  
for Unilever India



### SILVER DRAGON

Mindshare Group Malaysia  
Pepsi AR. Malaysia's 1st AR Concert  
for Pepsi Malaysia

### BRONZE DRAGON

Loops Digital Sri Lanka  
Born to an Investment  
for Softlogic Invest Sri Lanka

### BLACK DRAGONS

Boutique Agency Network Sri Lanka  
Interactive Avenues India  
Omnicom Media Group Hong Kong  
VMLY&R Commerce India  
VMLY&R Malaysia



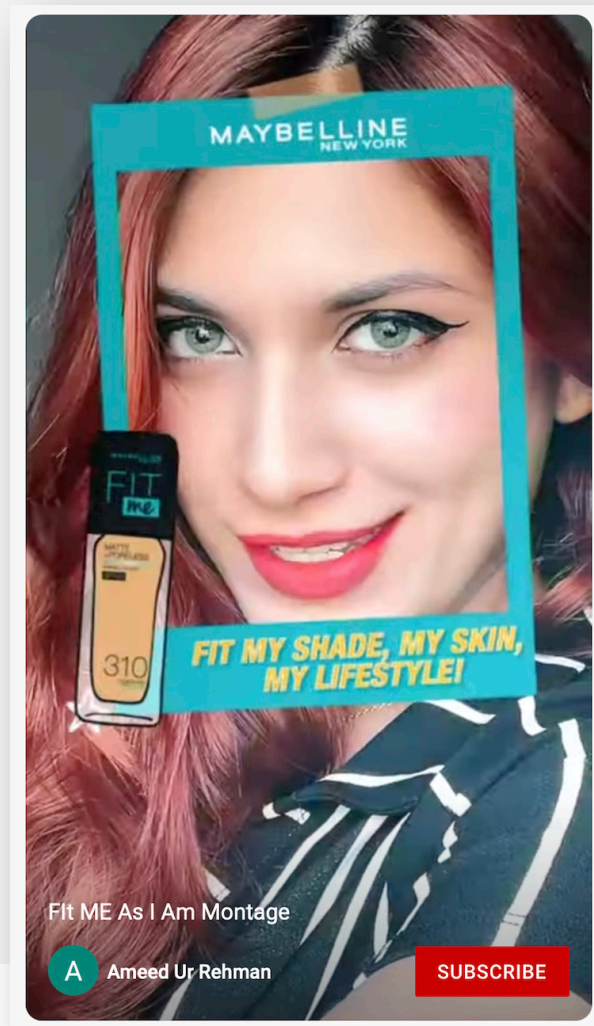
# 2022

## BEST USE of PUBLIC RELATIONS

### **GOLD DRAGON**

**Digitz Digitas Pakistan**

Fit Me As I Am  
for L'Oreal Pakistan



### **SILVER DRAGON**

**Tribes Communications India**

Choose what really matters  
for Volkswagen India

### **BRONZE DRAGON**

**Grab Indonesia**

Percaya  
for Grab Indonesia

### **BLACK DRAGONS**

Go Communications Malaysia  
Heartbeat Creative Lab Taiwan  
MediaCom Thailand  
Team Reactivate Pakistan





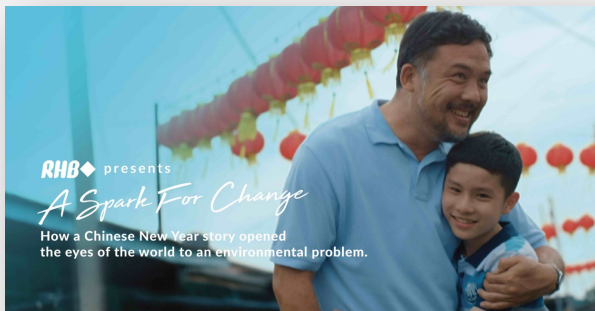
# 2022

## BEST CAUSE, CHARITY MARKETING or PUBLIC SECTOR CAMPAIGN

### GOLD DRAGONS

**FCB SHOUT Malaysia**

A Spark for Change  
for RHB Bank Malaysia



### GOLD DRAGONS

**Grey Pakistan**

#ChangeTheCourse  
for Unilever Pakistan



### SILVER DRAGONS

**Bullseye DDB Pakistan**

UBL Urooj Account. Har Qadam Agay  
for UBL Urooj Account

### SILVER DRAGONS

**Boutique Agency Network  
& Third Shift Media Sri Lanka**

Responsible Me  
for Seylan Bank Sri Lanka

### BRONZE DRAGON

**This Life Cambodia**

Virtual Reality.  
Ending Gender Based Violence  
for This Life Cambodia

### BLACK DRAGONS

MullenLoweMishra Vietnam

Publicis Media Pakistan

SM Supermalls Philippines

The Global Spectator Hong Kong



# 2022

## BEST SMALL BUDGET CAMPAIGN

### **GOLD DRAGON**

**GO Communications Malaysia**

Lego X adidas Brick Kicks  
for Lego Malaysia



### **SILVER DRAGON**

**VMLY&R Malaysia**

Intel Gamer Days  
#KITAGAMERKITAMALAYSIAN  
for Intel Malaysia

### **BRONZE DRAGON**

**Golden Circle Pakistan**

City Super Star  
for Honda Atlas Cars Pakistan

### **BLACK DRAGONS**

Golden Circle Pakistan  
Mindshare Thailand  
Shift Integrated &  
Third Shift Media Sri Lanka  
VMLY&R Commerce India



# 2022

## BEST USE of MEDIA

### GOLD DRAGON

**Tribes Communications India**  
OnePlus Charging Stations  
for OnePlus Technology India



### SILVER DRAGONS

**Berakar Komunikasi Indonesia**  
Hear Clearly  
for The Coca Cola Company Indonesia

### SILVER DRAGONS

**Third Shift Media Sri Lanka**  
Softlogic Life. Guru Gedara  
for Softlogic Life Insurance Sri Lanka

### BRONZE DRAGON

**MullenLoweMishra Vietnam**  
One Tet. Countless Reunions  
for Nestlé Vietnam

### BLACK DRAGONS

Astro Media Solutions Malaysia  
Mediacom Communications India  
Mindshare Thailand  
Wavemaker Thailand





# 2022

## BEST ENTERTAINMENT CAMPAIGN

### GOLD DRAGON

**Astro Media Solutions Malaysia**

Digi Turns Gegar Vaganza Fans

Into Online Fanatics

for Digi Telecommunications Malaysia



### SILVER DRAGON

**George P. Johnson Experience Marketing  
China**

Tencent DNF Carnival 2021  
for Tencent China

### BLACK DRAGONS

**George P. Johnson Experience  
Marketing China**

Mindshare Group Malaysia  
VMLY&R Malaysia

### BRONZE DRAGON

**Cheil Malaysia**

AgenZy. Galaxy Z Series.  
(SME Sustenance Campaign)  
for Samsung Malaysia Electronics

# The 2022 Dragons of Asia Marketing Communications Industry Ranking Ladder TOP 10

Entrant	Points
VMLY&R Commerce India	28
FCB SHOUT Malaysia	27
Tribes Communication India	25
VMLY&R Malaysia	24
GO Communications Malaysia	21
Mediacom India	18
Mindshare Group Malaysia	18
Triad Sri Lanka	15
Cheil Malaysia	12
Astro Media Solutions Malaysia	11

Points generated: Gold 10, Silver 7, Bronze 5, Black 1



## 2022 Dragons of Asia Black Dragon Winners

### Best Integrated Marketing Campaign In alphabetical order

Entrant	Campaign	Brand/Client
BigCity Promotions India	Cadbury Cricket Promotion	Mondelez India
DBS Bank Hong Kong	DBS Towards Zero Food Waste Campaign 2021	DBS Bank Hong Kong
Golden Circle Pakistan	Digital Inverter Plus	Haier Pakistan
SM Supermalls Philippines	SM Supermalls Vaccination Program	SM Supermalls Philippines

### Best Marketing Discipline Campaign

Entrant	Campaign	Brand/Client
Noir by Entropia Malaysia	Bringing a Goodday out of a Gloomy Situation	Etika Malaysia
Publicis Media Pakistan	Nestlé Milo Virtual Clinic. Enabling Future Champions!	Nestlé Pakistan
PHD Taiwan	T6.1 California Ocean. Turning a Camper Van into a Mansion!	Volkswagen Commercial Vehicles Taiwan
VMLY&R Commerce India	Handful of Happiness	Surf Excel

### Best Digital Campaign

Entrant	Campaign	Brand/Client
BigCity Promotions India	Tic Tac Gentle Messages	Ferrero India
Interactive Avenues India	#YourForevers Valentine's Day Campaign with Hershey India	Hershey India
Tribes Communications India	OnePlus Bengaluru Store Launch	OnePlus Technology India
VMLY&R Commerce India	Handful of Happiness	Surf Excel

### Best Innovative Idea or Concept

Entrant	Campaign	Brand/Client
Cheil Malaysia	AgenZy. Galaxy Z Series. (SME Sustenance Campaign)	Samsung Malaysia Electronics
George P. Johnson Experience Marketing China	Tencent DNF Carnival 2021	Tencent China
Isobar Sri Lanka	#GrandTheftKottu	Convenience Foods Sri Lanka
Jack Morton Worldwide Singapore	The Magnum Pleasure Auction	Unilever Singapore

### Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Brand/Client
Brainchild Communications Pakistan	40 Years Manifesto Campaign	Dawlance
Interactive Avenues India	Hershey's Happy at Home	Hershey India
Mediacom India	Ariel Share the Load	Procter & Gamble India
Publicis Media Pakistan	House of Nestlé MilkPak. Celebrating Ramadan with MilkPak	Nestlé Pakistan
VMLY&R Commerce India	Smart Fill	Unilever India

### Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Brand/Client
BI WORLDWIDE India	Shell Share Program	Shell Lubricants India
Impact Communications India	Perfetti Samriddhi	Perfetti Van Melle India
Shanghai Thunder Public Relations Consulting China	New Ways of Drinking: Everyone is a Cognac Artist	Moet Hennessy Diageo China

### Best Event or Experiential Marketing Campaign

Entrant	Campaign	Brand/Client
Bullseye DDB Pakistan	Pakistan Pavilion @ Expo 2020 Dubai	Expo 2020 Dubai
Heartbeat Creative Lab Taiwan	Christmas lighting decorations in Taichung Taiwan	Taichung City Government
The Orangeblowfish China	Designing Moxy Xi'an's Brand Experience	Moxy Hotel Xi'an China
VMLY&R Commerce India	Handful of Happiness	Surf Excel

### Best Brand Loyalty Campaign

Entrant	Campaign	Brand/Client
Evolve Brands India	Ashok Leyland Mechanic Club	Ashok Leyland
George P. Johnson Experience Marketing	Tencent DNF Carnival 2021	Tencent China
Tribes Communications India	OnePlus Charging Stations	OnePlus Technology India
VMLY&R Commerce India	Smart Fill	Unilever India



**Best Mobile Marketing Campaign**

Entrant	Campaign	Brand/Client
Berakar Komunikasi Indonesia	See Clearly	The Coca Cola Company Indonesia
BigCity Promotions India	Budweiser Messi Mural	AB InBev India
Inmobi, Havas Riverorchid & Moblaze Vietnam	Demonstrating product differentiation through Mobile	Unilever Cambodia
Jack Morton Worldwide Singapore	The Magnum Pleasure Auction	Unilever Singapore

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

Entrant	Campaign	Brand/Client
Astro Media Solutions Malaysia	Hada Labo's Virtual Beauty Festival Upgrades Women's Skincare Game	Rohto-Mentholatum Malaysia
Brainchild Communications Pakistan	KIA Stonic. SUV for the City. Hype Campaign	Lucky Motor Corporation Pakistan
Mindshare Thailand	Mirinda Creator Camp	Suntory Beverage Thailand
The Global Spectator Hong Kong	A Social and Political Platform for Gen-Z	The Global Spectator

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

Entrant	Campaign	Brand/Client
Click (VMLY&R Vietnam)	We Liberty	Piaggio Vietnam
FWD Vietnam Life Insurance Company	FWD Lady First. #LoveYourself #ProtectYourself	FWD Vietnam Life Insurance Company
Tribes Communications India	Choose what really matters	Volkswagen Group India
VMLY&R Commerce India	Smart Fill	Unilever India

**Best Brand Trial or Sales Generation Campaign**

Entrant	Campaign	Brand/Client
Boutique Agency Network Sri Lanka	Do Not Skip	GSK Sri Lanka
Interactive Avenues India	Hershey's Happy at Home	Hershey India
Omnicom Media Group Hong Kong	IKEA Affordable Makes Wonderful 2021 Campaign	IKEA Hong Kong
VMLY&R Commerce India	Hackwashing	Unilever India. Lifebuoy
VMLY&R Malaysia	Shell. Extra KM, Feel The Difference	Shell Malaysia

**Best Use of Public Relations**

Entrant	Campaign	Brand/Client
GO Communications Malaysia	Genting Skyworlds	Genting Malaysia
Heartbeat Creative Lab Taiwan	Taiwanese Stone Chocolate	Feng Ri Hao Living Development Taiwan
MediaCom Thailand	Olay Diversity	Proctor & Gamble Thailand
Team Reactivate Pakistan	Salon @ Home	TRESemmé Pakistan

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

Entrant	Campaign	Brand/Client
MullenLoweMishra Vietnam	One Tree at Home. A Forest for Humanity	Unilever Vietnam
Publicis Media Pakistan	Nestlé BISP Initiative. Empowering women the Nestlé way	Nestlé Pakistan
SM Supermalls Philippines	100 Days of Caring	SM Supermalls Philippines
The Global Spectator Hong Kong	A Social and Political Platform for Gen-Z	The Global Spectator

**Best Small Budget Campaign**

Entrant	Campaign	Brand/Client
Golden Circle Pakistan	Own Your Color	Stylo Shoes Pakistan
Mindshare Thailand	XS Brand's Functional Essences for XL Impact	Suntory Beverage & Food Thailand
Shift Integrated & Third Shift Media Sri Lanka	Banking without visiting the Bank	Seylan Bank Sri Lanka
VMLY&R Commerce India	Hackwashing	Unilever India. Lifebuoy

**Best Use of Media**

Entrant	Campaign	Brand/Client
Astro Media Solutions Malaysia	Maxis Business Fast Tracks SMEs into Digitalisation	Maxis
Mediacom Communications India	Why go to the store when the store can come to you?	Big Bazaar India
Mindshare Thailand	Mazda BT-50. Fighting Together	Mazda Sales Thailand
Wavemaker Thailand	Crash Back Down to Earth	Netflix Thailand

**Best Entertainment Campaign**

Entrant	Campaign	Brand/Client
George P. Johnson Experience Marketing China	Ipakita Mo!	TikTok China
Mindshare Group Malaysia	Sabella. Siapa tu Sabella? (Who is Sabella?)	Sabella Malaysia
VMLY&R Malaysia	#SookaGilerBola (#LoveFootballCrazily)	Sooka