

2022 Dragons of Malaysia

Marketing Communications
Industry Award Programme

THE WINNERS





2022 Best Integrated Marketing Campaign

GOLD DRAGON

VMLY&R Malaysia
Shell. Extra KM,
Feel The Difference
for Shell Malaysia



SILVER DRAGON
FCB SHOUT Malaysia
Golden Wisdom
for RHB Bank Malaysia

BLACK DRAGONS
Cheil Malaysia
GO Communications Malaysia
Truth Communications Malaysia

BRONZE DRAGON

Zeno Malaysia
Beyond Sugar
for AstraZeneca



2022 Best Marketing Discipline Campaign

GOLD DRAGON

Mindshare Group Malaysia
Magnum x Money Heist.
The Sweetest Goodbye
for Unilever Malaysia. Magnum



SILVER DRAGON

Noir by Entropia Malaysia
Bringing a Goodday
out of a Gloomy Situation
for Etika Malaysia

BLACK DRAGONS

Mindshare Group Malaysia
VMLY&R Malaysia

BRONZE DRAGON

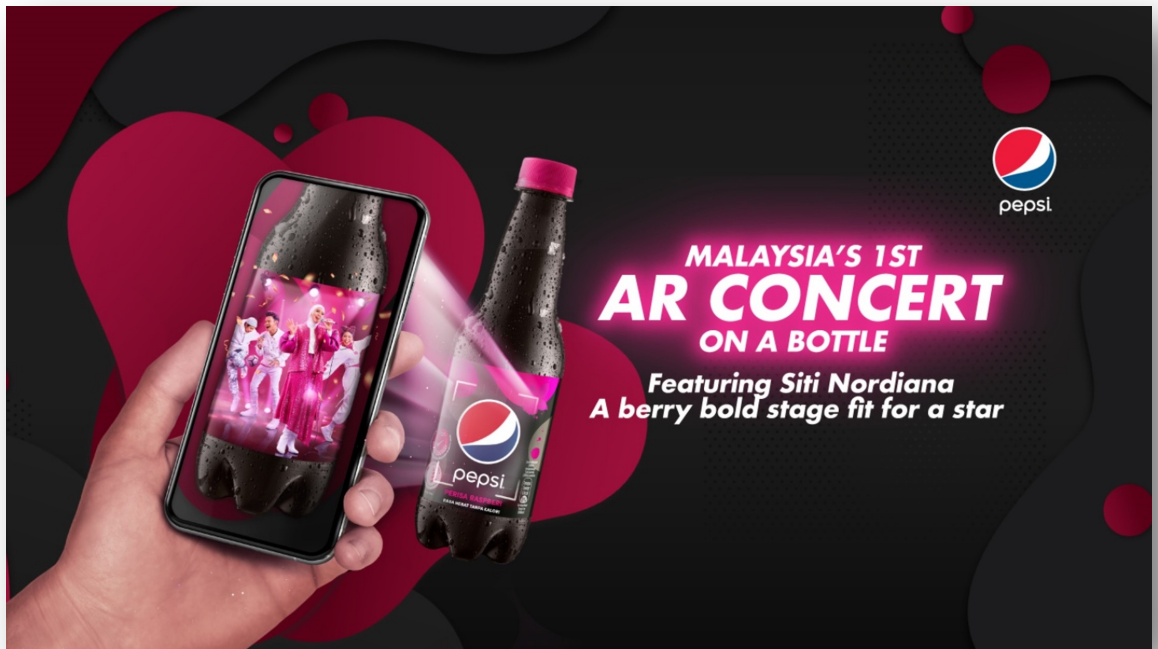
FCB SHOUT Malaysia
Golden Wisdom
for RHB Bank Malaysia



2022 Best Digital Campaign

GOLD DRAGON

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



SILVER DRAGON

Cheil Malaysia
Galaxy Stage. Galaxy S22 Series
(SME Sustenance Campaign)
for Samsung Malaysia Electronics

BRONZE DRAGON

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



2022 Best Innovative Idea or Concept

GOLD DRAGON

Cheil Malaysia

AgenZy. Galaxy Z Series

(SME Sustenance Campaign)

for Samsung Malaysia Electronics



SILVER DRAGONS

DreamsKingdoms Malaysia

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

BLACK DRAGONS

Astro Media Solutions Malaysia

Edelman Malaysia

GO Communications Malaysia

BRONZE DRAGON

Mindshare Group Malaysia

Lifebuoy. Covid Infection Alert System
for Unilever Malaysia



2022 Best Brand Building and/or Awareness Campaign

GOLD DRAGON

Orion Digital Malaysia
Spectrum of The Seas
for Royal Caribbean Cruises



SILVER DRAGON

Naga DDB Tribal Malaysia
Wonda Merdeka 2021
for Etika Malaysia

BRONZE DRAGONS

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

BRONZE DRAGONS

Etiqa Insurance & Takaful Malaysia
Etiqa CNY. How do you get from C - to A+?
for Etiqa Insurance & Takaful Malaysia

BLACK DRAGONS

Astro Media Solutions Malaysia
Atlas Vending Malaysia
FCB SHOUT Malaysia
VMLY&R Malaysia



2022 Best Business to Business or Trade Marketing Campaign

GOLD DRAGON

Atlas Vending Malaysia
Atlas Dispenses Delight this
Raya & Ramadan
for Atlas Vending Malaysia



SILVER DRAGON

Edelman Malaysia
#GetMoving Challenge
for Sime Darby Oils Malaysia

BRONZE DRAGON

FCB SHOUT Malaysia
MYFUTUREJOBS
for PERKESO



2022 Best Event or Experiential Marketing Campaign

GOLD DRAGON

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



SILVER DRAGON

Noir by Entropia Malaysia
REEL-ing an Opportunity to Fame with Calpis
for Etika Malaysia

BRONZE DRAGONS

Atlas Vending Malaysia
Atlas Revolutionises Product Sampling
in Malaysia via Automation
for Atlas Vending Malaysia

BRONZE DRAGONS

GO Communications Malaysia
Genting Skyworlds
for Genting Malaysia



2022 Best Brand Loyalty Campaign

GOLD DRAGON

FCB SHOUT Malaysia
Ally against Adversity
for RHB Bank Malaysia



SILVER DRAGON

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



2022 Best Mobile Marketing Campaign

GOLD DRAGON
Edelman Malaysia
#GetMoving Challenge
for Sime Darby Oils Malaysia





2022 Best Social Media or Word of Mouth Campaign

GOLD DRAGON

Astro Media Solutions Malaysia
Hada Labo's Virtual Beauty Festival
Upgrades Women's Skincare Game
for Rohto - Mentholatum Malaysia



SILVER DRAGON

VMLY&R Malaysia
Kereta Opinion Leader
for Carsome

BLACK DRAGONS

Digital People Malaysia
GO Communications Malaysia
Noir by Entropia Malaysia

BRONZE DRAGON

Truth Communications Malaysia
#LikeBreadButBetter
for Mission Foods Malaysia



2022 Best Product Launch or Re-Launch Campaign

GOLD DRAGON

FCB SHOUT Malaysia

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



SILVER DRAGON

Truth Communications Malaysia

Winner Winner Mission Dinner
for Domino's Malaysia

BLACK DRAGONS

Astro Media Solutions Malaysia

Orion Digital Malaysia

BRONZE DRAGONS

VMLY&R Malaysia

Shell. Extra KM, Feel The Difference
for Shell Malaysia



2022 Best Brand Trial or Sales Generation Campaign

GOLD DRAGON

VMLY&R Malaysia

Shell. Extra KM, Feel The Difference
for Shell Malaysia



SILVER DRAGON

Digital People Malaysia

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

BLACK DRAGONS

FCB SHOUT Malaysia
Orion Digital Malaysia

BRONZE DRAGON

Mindshare Group Malaysia

SDP. The science behind
the Homebuyer Hunt
for Sime Darby Property Malaysia



2022 Best use of Public Relations

GOLD DRAGON

GO Communications Malaysia
Take A Stand With SmectaGO
for Smecta



SILVER DRAGON

Zeno Malaysia
Rebuild Travel
for Amadeus Malaysia

BLACK DRAGON

GO Communications Malaysia

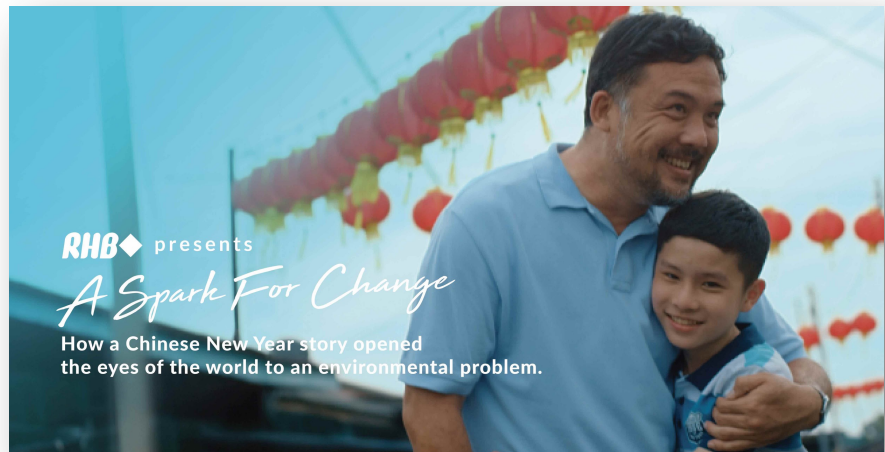
BRONZE DRAGON

Truth Communications Malaysia
Foodpanda Malaysia as
Q-Commerce Leader
for Foodpanda Malaysia



2022 Best Cause, Charity Marketing or Public Sector Campaign

GOLD DRAGONS
FCB SHOUT Malaysia
 A Spark for Change
 for RHB Bank Malaysia



GOLD DRAGONS
Noir by Entropia Malaysia
 Goodday Produces Kid
 Friendly PPEs for
 Malaysian Heroes
 for Etika Malaysia



SILVER DRAGON
Mindshare Group Malaysia
 Walls Bersama Grab Rider
 for Unilever Malaysia

BLACK DRAGON
 GO Communications Malaysia
 Noir by Entropia Malaysia

BRONZE DRAGON
Atlas Vending Malaysia
 Atlas launches the first
 braille-enabled vending machine
 for Atlas Vending Malaysia



2022 Best Small Budget Campaign

GOLD DRAGON

Truth Communications Malaysia
Meal Prep Kit
for Foodpanda Malaysia



SILVER DRAGON

GO Communications Malaysia
Lego X adidas Brick Kicks
for Lego Malaysia

BLACK DRAGONS

Atlas Vending Malaysia
Mindshare Group Malaysia
Zeno Malaysia

BRONZE DRAGON

VMLY&R Malaysia
Intel Gamer Days
#KITAGAMERKITAMALAYSIAN
for Intel Malaysia



2022 Best use of Media

GOLD DRAGON

Astro Media Solutions Malaysia
Maxis Business Fast Tracks SMEs
into Digitalisation
for Maxis





2022 Best Entertainment Campaign

GOLD DRAGON

VMLY&R Malaysia

#SookaGilerBola

(#LoveFootballCrazily)

for Sooka



SILVER DRAGON

Mindshare Group Malaysia

Sabella. Siapa tu Sabella? (Who is Sabella?)
for Sabella Malaysia

BRONZE DRAGONS

Astro Media Solutions Malaysia

Digi Turns Gagar Vaganza Fans Into Online Fanatics
for Digi Telecommunications Malaysia

BRONZE DRAGONS

Cheil Malaysia

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



The 2022 Dragons of Malaysia
Marketing Communications
Industry Ranking Ladder

TOP 10

Entrant	Points
FCB SHOUT Malaysia	49
VMLY&R Malaysia	49
Mindshare Group Malaysia	46
Go Communications Malaysia	37
Astro Media Solutions Malaysia	28
Cheil Malaysia	28
Truth Communications Malaysia	28
Noir by Entropia Malaysia	26
Atlas Vending Malaysia	22
Digital People Malaysia	20

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

2022 Dragons of Malaysia Black Dragon Winners

Best Integrated Marketing Campaign In alphabetical order

Entrant	Campaign	Brand/Client
Cheil Malaysia	Galaxy Stage. Galaxy S22 Series. (SME Sustenance Campaign)	Samsung Malaysia Electronics
GO Communications Malaysia	Take A Stand With SmectaGO	Smecta
Truth Communications Malaysia	Winner Winner Mission Dinner	Mission Foods Malaysia

Best Marketing Discipline Campaign

Entrant	Campaign	Brand/Client
Mindshare Group Malaysia	Sabella. From Zero to Hero	Sabella Malaysia
VMLY&R Malaysia	Intel Gamer Days #KITAGAMERKITAMALAYSIAN	Intel Malaysia

Best Innovative Idea or Concept

Entrant	Campaign	Brand/Client
Astro Media Solutions Malaysia	McDonald's Malaysia BBQ Burger Launch	Gerbang Alaf Restaurants Malaysia
Edelman Malaysia	#GetMoving Challenge	Sime Darby Oils Malaysia
GO Communications Malaysia	Nobu Seasons of Change	Nobu Kuala Lumpur

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Brand/Client
Astro Media Solutions Malaysia	How Febreze Broke Sales Records	Procter & Gamble Malaysia
Atlas Vending Malaysia	Atlas launches the First Braille-enabled Vending Machine	Atlas Vending Malaysia
FCB SHOUT Malaysia	Ally Against Diversity	RHB Bank Malaysia
VMLY&R Malaysia	Satu Kaki, Lebih Meriah	Subway Systems

Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Brand/Client
Digital People Malaysia	Peraduan Bok Bok Raya Masak, Kongsi & Menang	Ayam Brand Malaysia
GO Communications Malaysia	Nobu Seasons of Change	Nobu Kuala Lumpur
Noir by Entropia Malaysia	REEL-ing an Opportunity to Fame with Calpis	Etika Malaysia

Best Product Launch or Re-launch Campaign

Entrant	Campaign	Brand/Client
Astro Media Solutions Malaysia	Upgrading Women's Skincare Game With Hada Labo	Rohto-Mentholatum Malaysia
Orion Digital Malaysia	Spectrum of The Seas	Royal Caribbean Cruises

Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Brand/Client
FCB SHOUT Malaysia	Rasa Sayang Rasa Kuat	Quaker Oats
Orion Digital Malaysia	Spectrum of The Seas	Royal Caribbean Cruises

Best use of Public Relations

Entrant	Campaign	Brand/Client
GO Communications Malaysia	Genting Skyworlds	Genting Malaysia

Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Brand/Client
GO Communications Malaysia	World Kidney Day #kidneykomuniti	National Kidney Foundation Malaysia
Noir by Entropia Malaysia	Hijrah. Migrating Hope into the Hearts of Malaysians	Etika Malaysia

Best Small Budget Campaign

Entrant	Campaign	Brand/Client
Atlas Vending Malaysia	Atlas launches the First Braille-enabled Vending Machine	Atlas Vending Malaysia
Mindshare Group Malaysia	Sunquick Blackcurrant Boosting Immunity at PPV	Sunquick Malaysia
Zeno Malaysia	#CNYComeback	HSBC Malaysia