

The Dragons of PAKISTAN

Asia's elite Marketing
Communications Recognition
Programme, now in
Pakistan

2024 WINNERS





2024 Best Integrated Marketing Campaign

GOLD DRAGONS

Mediavest (Brainchild Communications Pakistan)
PSL 2024, for Delivery Hero Pakistan



GOLD DRAGONS

Starcom Worldwide Pakistan
Performance Mein Break Na Ho,
for FrieslandCampina Engro Pakistan



SILVER DRAGON

Golden Circle Pakistan
Urban SUV,
for Honda Atlas Cars Pakistan

BLACK DRAGONS

Adcom Pakistan
Golden Circle Pakistan
Publicis Media Pakistan
Red Communication Arts Pakistan
Synite Digital Pakistan

BRONZE DRAGON

IAL Saatchi & Saatchi Pakistan
Tapal Danedar. Tum Mein Aik Aur
Cup Chai, for Tapal Pakistan



2024
DRAGONS
OF PAKISTAN



2024 Best Digital Campaign

GOLD DRAGON

Publicis Media Pakistan
Nestlé Pure Life: Weather
Based AI Campaign,
for Nestlé Pakistan



SILVER DRAGON

Mediavest (Brainchild Communications
Pakistan) Zaiqa Mil Bethne Ka 2.0,
for National Foods Pakistan

BRONZE DRAGON

Starcom Worldwide Pakistan
Savings Pocket,
for easypaisa Pakistan

BLACK DRAGONS

Mediavest (Brainchild Communications
Pakistan) twice
Starcom Worldwide Pakistan
Synite Digital Pakistan



2024
DRAGONS
OF PAKISTAN

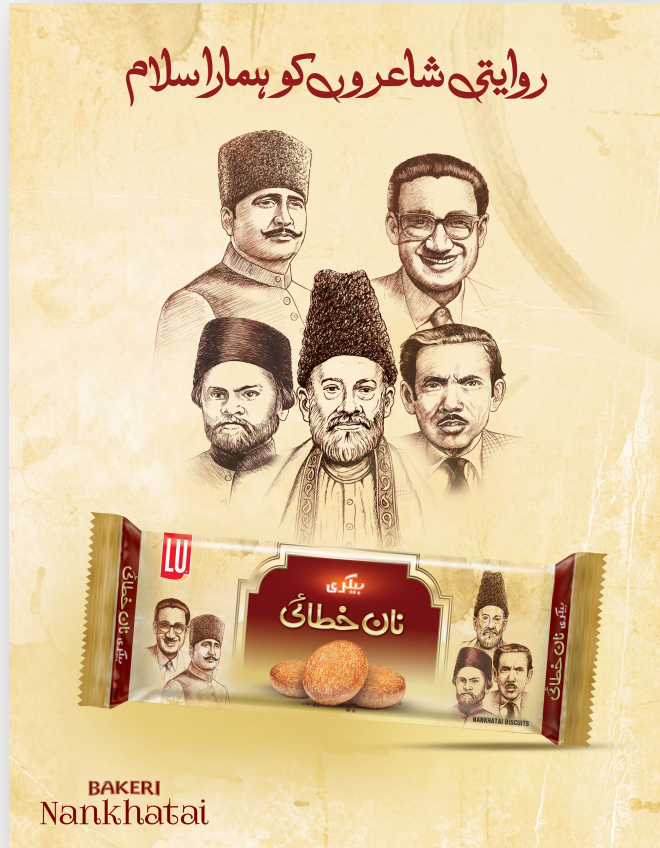


2024 Best Innovative Idea or Concept

GOLD DRAGON

Grey Pakistan

An Ode to the Traditional Poets of Pakistan! for Continental Biscuits Pakistan



SILVER DRAGONS

EssenceMediaCom Pakistan
Velo. Recommendation Engine,
for British American Tobacco Pakistan

SILVER DRAGONS

Starcom Worldwide Pakistan
Cadbury Cricket World Cup and PSL,
for Mondelez Pakistan

BRONZE DRAGON

T&Pm Pakistan
Tapal Danedar. ICC World Cup.
Behind the Scene, for Tapal Pakistan

BLACK DRAGONS

Adcom Leo Burnett Pakistan
Ogilvy Pakistan
Starcom Worldwide Pakistan
Yellow Corporation Pakistan





2024 Best Brand Building or Awareness Campaign

GOLD DRAGON

Synite Digital Pakistan

#TumKamaalKarteHo, for Shell Pakistan



SILVER DRAGON

Nutshell Group Pakistan

Barho aik mukammal Islami
pehchaan ke saath,
for Faysal Bank Pakistan

BRONZE DRAGON

Publicis Media Pakistan

Milkpak Cream. Recipe Campaign,
for Nestlé Pakistan

BLACK DRAGONS

Fishbowl Pakistan

Instinct Pakistan

Mediavest (Brainchild Communications Pakistan)

Publicis Media Pakistan

Starcom Worldwide Pakistan



2024
DRAGONS
OF PAKISTAN



2024 Event or Experiential Marketing Campaign

GOLD DRAGON

BBDO & Grey Density Pakistan
Kurkure Kreation. Events,
for Pepsi Cola International Pakistan



SILVER DRAGON

Bulls Eye DDB Pakistan
The Up Bar by 7Up,
for Pepsico Pakistan

BRONZE DRAGON

Viral Edge Pakistan
Jashan-e-Jamalo,
for Tapal Pakistan

BLACK DRAGONS

BBDO & Grey Density Pakistan
Bulls Eye DDB Pakistan
Yellow Corporation Pakistan
Digitz Digitas Pakistan





2024 Best Brand Loyalty Campaign

GOLD DRAGONS

Digitz Digitas Pakistan
Khatoon-e-Khaas,
for National Foods Pakistan



GOLD DRAGONS

Grey Density Pakistan
Kurkure Kreations. Chaat in a Bag,
for Pepsi Cola International Pakistan



SILVER DRAGON

Synite Digital Pakistan
#DriveOn, for Shell Pakistan

BRONZE DRAGON

Publicis Media Pakistan
Nido 1+ Value Campaign,
for Nestlé Pakistan





2024 Social Media or Word of Mouth Campaign

GOLD DRAGON

Golden Circle Pakistan
Urban SUV, for
Honda Atlas Cars Pakistan



SILVER DRAGON

Bodybeat Group Pakistan
FRamily & Khaas Friends like Family,
for Continental Biscuits Pakistan

BRONZE DRAGON

Grey Density Pakistan
Kurkure Kreations,
for Pepsi Cola International Pakistan

BLACK DRAGONS

BDigital Pakistan
Brainchild Communication Pakistan
Cartel Media and PR Pakistan
Starcom Worldwide Pakistan
Synite Digital Pakistan





2024 Best use of Public Relations

GOLD DRAGON

Adcom Leo Burnett Pakistan
Make Pakistan Epic,
for Samsung Electronics Pakistan



SILVER DRAGONS

Bulls Eye DDB Pakistan
FreeStyle Libre: Story of Hope,
for Abbott Laboratories Pakistan

SILVER DRAGONS

IO Digital Pakistan
Food Ka Pakistan, for Aian Mobiles
Pakistan

BRONZE DRAGON

Volk Active Pakistan
House of Milkpak Food Channels
Collaboration, for Nestlé Pakistan

BLACK DRAGONS

Digitz Digitas Pakistan
Team Reactivate Pakistan
Adcom Pakistan





2024 Best Cause, Charity or Public Sector Marketing Campaign

GOLD DRAGON

Fishbowl Pakistan
JazzCash Women's Day
Campaign, for JazzCash Pakistan



SILVER DRAGON

Synergy Dentsu Pakistan
Eradicating Polio from Pakistan,
for Bill & Melinda Gates Foundation

BRONZE DRAGONS

Bank Alfalah Pakistan
Bank Alfalah Donation of USD 10 Million,
for Flood Affectees

BRONZE DRAGONS

Grey Pakistan
Sensodyne Smile Train
Foundation, for Haleon Pakistan

BLACK DRAGONS

K-Electric Pakistan
Manhattan Communications Pakistan
Publicis Media Pakistan (twice)
Synergy Dentsu Pakistan



2024
DRAGONS
OF PAKISTAN



2024 Best Small Budget Campaign

GOLD DRAGON

Mediavest (Brainchild Communications Pakistan) Father's Day, for Dawlance Pakistan



SILVER DRAGON

Synite Digital Pakistan
Investor Awareness Program,
for Pakistan Stock Exchange

BRONZE DRAGON

Manhattan Communications Pakistan
#SochKaFLObadlo,
for Ismail Industries Pakistan

BLACK DRAGONS

Bulls Eye DDB Pakistan
Mediavest (Brainchild Communications Pakistan)
Publicis Media Pakistan
Synite Digital Pakistan



The 2024 Dragons of Pakistan

2024 Industry Leaders

A dozen Dragons

Mediavest (Brainchild Communications Pakistan)	31
Synite Digital Pakistan	28
Starcom Worldwide Pakistan	26
Publicis Media Pakistan	25
Golden Circle Pakistan	18
Bulls Eye DDB Pakistan	16
Grey Density Pakistan	15
Grey Pakistan	15
Digitz Digitas Pakistan	12
Adcom Leo Burnett Pakistan	11
BBDO & Grey Density Pakistan	11
Fishbowl Pakistan	11

*based on points

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





2024 Red Dragon Winners

DragonMaster: Company

Rifah Qadri
Head of Marketing & Corporate
Communications, easypaisa/Telenor
Micro Finance Bank Pakistan

This Award recognises an individual who has been instrumental in helping shape the Pakistan Marketing Industry, with clear leadership & strong vision. A champion & influencer of new innovation.



DragonMaster: Agency

Ahmed Kapadia
CEO, Synergy Group Pakistan

This Award recognises an individual who's been instrumental in helping shape the Pakistan Marketing Communications Industry. An inspiration to future generations of Agency professionals.



Young DragonMaster

Shiza Imran
Assistant Manager Planning,
Starcom Worldwide Pakistan

This Award recognises an individual who, according to their peers, is already showing great promise as a team player. Already, a valuable member of the Pakistan Marketing Communications Industry



Best Integrated Marketing Campaign

Entrant	Campaign	Client/Brand
AdcomPakistan	Ufone 4G Data Bohat Hai	Pakistan Telecom Mobile
Golden Circle Pakistan	Its Happening	Eighteen by Ora
Publicis Media Pakistan	Nestlé Everyday. Tum Mein Hai Kuch Khaas	Nestlé Pakistan
Red Communication Arts Pakistan	Colors of Kashmir	United Industries Pakistan
Synite Digital Pakistan	Azadi Feels good	KFC Pakistan

Best Digital Campaign

Entrant	Campaign	Client/Brand
Mediavest (Brainchild Communications Pakistan)	Dawlance Manifesto	Dawlance Pakistan
Mediavest (Brainchild Communications Pakistan)	Karachi Khaas, Karachi ka asal zaiqa	National Foods Pakistan
Starcom Worldwide Pakistan	Audio Nikahnama	easypaisa Pakistan
Synite Digital Pakistan	All in one #Getmoredone (SC Mobile App)	Standard Chartered Pakistan

Best Innovative Idea Or Concept

Entrant	Campaign	Client/Brand
Adcom Leo Burnett Pakistan	Make Pakistan Epic	Samsung Electronics Pakistan
Ogilvy Pakistan	UBL Freelancer Account	United Bank Pakistan
Starcom Worldwide Pakistan	Savings Pocket	easypaisa Pakistan
Yellow Corporation Pakistan	Digital BA	Unilever Pakistan

Best Brand Building And/or Awareness Campaign

Entrant	Campaign	Client/Brand
Fishbowl Pakistan	JazzCash Hai Na!	JazzCash Pakistan
Instinct Pakistan	Women's Wednesday	Ginsoy Pakistan
Mediavest (Brainchild Communications Pakistan)	HomeChef campaign	Delivery Hero Pakistan
Publicis Media Pakistan	Nestlé Nido School Age Nutrition	Nestlé Pakistan
Starcom Worldwide Pakistan	Audio Nikahnama	easypaisa Pakistan

Best Event Or Experiential Marketing Campaign

Entrant	Campaign	Client/Brand
BBDO & Grey Density Pakistan	Summer with Lay's	Pepsi Cola International Pakistan
Bulls Eye DDB Pakistan	Redbull Off The Roof	Redbull Pakistan
Yellow Corporation Pakistan	L'Oreal Luxe Fragrance Flagship Display	L'Oreal International Division Pakistan
Digitz Digitas Pakistan	Karachi Eat. Changing the landscape of food festival	National Foods Pakistan

Best Brand Loyalty Campaign

No Black Dragons

Best Social Media Or Word Of Mouth Campaign

Entrant	Campaign	Client/Brand
BDigital Pakistan	Salam Kissan	Sarsabz Fertilizers Pakistan
Brainchild Communication Pakistan	Peek Freans Click. Zeera Jo Click Karay (Cumin that Clicks)	English Biscuit Manufacturers Pakistan
Cartel Media and PR Pakistan	Colors of Kashmir	United Industries Pakistan
Starcom Worldwide Pakistan	Audio Nikahnama	easypaisa Pakistan
Synite Digital Pakistan	Ye Kahaniyaa'n Hain Hamari. My Suzuki My Story 4	Suzuki Pakistan

Best Use Of Public Relations

Entrant	Campaign	Client/Brand
Digitz Digitas Pakistan	Breaking Through the Clutter in Pakistan's Foodscape	National Foods Pakistan
Team Reactivate Pakistan	Pond's Influencer Campaign	Unilever Pakistan
AdcomPakistan	Shoq	Pakistan Telecom Mobile

Best Cause, Charity Marketing Or Public Sector Campaign

Entrant	Campaign	Client/Brand
K-Electric Pakistan	Khel Kood Aur Khayal	
Manhattan Communications Pakistan	#SochKaFLObadlo	Ismail Industries Pakistan
Publicis Media Pakistan	Nestlé Pure Life. World Water Week	Nestlé Pakistan
Publicis Media Pakistan	Nestlé BISP Rural Women Sales Program	Nestlé Pakistan
Synergy Dentsu Pakistan	LKMWT, Ramazan Campaign	Latif Kapadia Memorial Welfare Trust

Best Small Budget Campaign

Entrant	Campaign	Client/Brand
Bulls Eye DDB Pakistan	PSI: Zaroori Hai!	Population Services International Pakistan
Mediavest (Brainchild Communications Pakistan)	Rider Campaign	Delivery Hero Pakistan
Publicis Media Pakistan	Cerelac Nature Selection	Nestlé Pakistan
Synite Digital Pakistan	Fund transfer via Whats App	Faysal Bank Pakistan