

The 2024 Dragons of Asia. Call for Entry.

2024 DRAGONS OF ASIA



Asia's elite Marketing Communications
Award Programme

recognising the 'Dragons of Business'
throughout Asia, since 2000

Now open for entry on: dragonsofasia.org

Entries close 15 May, 2024



2024

CALL FOR ENTRIES

For 24 years across Asia, since 2012 in Malaysia and last year in Pakistan, the Dragons of Asia Award Programme has recognised the work being carried out throughout the diverse Asian realm. Each year we challenge the 'Dragons of Business' to submit their work and soar !

“The Dragons of Asia are positioned alongside prestigious global effectiveness awards, such as the Cannes Lions, the IPA Effectiveness Awards & the Effies”

WARC London



2024 Entry Categories.

Integration. Marketing Disciplines. Digital. Innovation. Brand Building and/or Awareness. Business to Business/Trade Marketing. Event or Experiential. Loyalty. Mobile. Social Media. Product Launch or Re launch. Trial & Sales Generation. Public Relations. Cause or Charity. Small Budget. Media & Entertainment.



Now open for entry on dragonsofasia.org Entries close 15 May, 2024

2023 DRAGONS OF ASIA. Red Dragon Winners.



2023 AGENCY OF THE YEAR

Essencemediacom, India

essencemediacom



Don't let it fade.



2023 BEST CAMPAIGN IN ASIA

Ariel. 'See the Signs, Share the Load'

Essencemediacom

for Procter & Gamble India

2023 NETWORK OF THE YEAR

Brainchild



Brainchild Communications Pakistan,
affiliated with the Publicis Groupe

Now open for entry on dragonsofasia.org Entries close 15 May, 2024



2024

CALL FOR ENTRIES

WHO CAN ENTER.

Agencies or Companies working with these Marketing Communication disciplines: Advertising, Promotion, Media, Activation, Mobile, Experiential, Integration, Social Media, Word of Mouth, Interactive, Digital, DM, Public Relations, Shopper Marketing, Entertainment, Events, Experiential, Field Services & Media.

ENTRY VALIDITY PERIOD.

Entries submitted must have been operational between 1 January 2023 and 15 May 2024.

ENTRY FEE.

A\$200 entry fee covers entry to the Dragons of Asia, the Dragons of Malaysia & the Dragons of Pakistan.

LODGEMENT DETAILS.

Entries must be fully lodged and paid for by 15 May 2024.

This is a strict deadline.

Entries may be entered in more than one Category, but entry details must be adapted to meet the entry criteria for each Category.

Payment may be made via PayPal (AMEX, Visa or Mastercard) on the entry site or by requesting an Invoice from the Secretariat, for immediate payment by Bank Transfer, Visa or Mastercard.

To ensure all Entrants are on the same 'level playing field', and to assist Judges, the number of pages required for the written section (Campaign Summary) of each entry, must not exceed 4 A4 pages. See Entry site for full details.

The Dragons of Asia, incorporating the Dragons of Malaysia and the Dragons of Pakistan, are not responsible for any possible breach by an entrant or entry of any advertising, marketing code of practice or legislation in any country. Entrants will be responsible for any claim which may arise. All Entries will become the property of the Dragons of Asia who reserve the right to publish entries, to announce winners or generate publicity, excluding any elements which have been directed by entrants to be confidential.

HOW ENTRIES WILL BE JUDGED.

All entries are judged 4 times, by 4 different Judges in the International Judging Panel. All Pakistani entries will be judged by a Judging Panel external to Pakistan. All entries will then be added to the Dragons of Asia entries and collectively judged mid June.

THE DRAGONS OF MALAYSIA.

The highest scoring entries from Malaysia in the 17 entry Categories, will each win a Gold, Silver or Bronze Dragons of Malaysia, Trophy.

Black Dragons of Malaysia Certificates will be awarded to those Entries whose final scores settle just below the Bronze recognition level, but are deemed worthy of acknowledgement. These will be distributed online, free of charge, to recipients.

THE DRAGONS OF PAKISTAN.

The highest scoring entries in the 10 Dragons of Pakistan entry Categories: (Best Integrated Marketing Campaign, Best Digital Campaign, Best Innovative Idea or Concept, Best Brand Building & or Awareness, Best Event or Experiential Campaign, Best Brand Loyalty Campaign, Best Social Media Campaign, Best use of Public Relations, Best Cause, Charity Marketing or Public Sector Campaign and Best Small Budget Campaign), will each win a Gold or Silver or Bronze Dragons of Pakistan Trophy.

Black Dragons of Pakistan Certificates will be awarded to Entries in the 10 Dragons of Pakistan entry Categories, whose scores settle just below the Bronze recognition level, but are deemed worthy of acknowledgement. Black Dragons will be distributed online, free of charge, to recipients.

THE 2024 DRAGONS OF ASIA.

The highest scoring entries in each of the 17 Dragons of Asia Categories, will win Gold or Silver or Bronze Dragons of Asia Trophies. The highest scoring entry in each Country will win the Best in Country Blue Dragon. There must be a minimum of 6 Campaigns entered from a Country for this Award to be awarded. A Blue Dragon may also be awarded at the discretion of Dragons of Asia Management.

Black Dragon Certificates will be awarded to Entries whose scores settle just below the Bronze recognition level but are deemed worthy of acknowledgement. Black Dragons will be distributed online, free of charge, to recipients.

2024 RED DRAGONS.

The Campaign which reflects the best work carried out in Asia within the entry period, judged by our panel will be awarded the 2023 Best Campaign in Asia Red Dragon. Red Dragons will also be awarded to the 2023 Agency of the Year and the 2023 Network of the Year, based on total Category points scored.

INDUSTRY RANKINGS. ASIA, MALAYSIA & PAKISTAN.

Category Winning Campaigns will earn Industry Ranking Points:

Gold: 10, Silver 7, Bronze 5, Black 1.

FINALIST RELEASES (TROPHY WINNERS).

2024 Dragons of Pakistan Finalists will be revealed on the Dragons site and by eMail to all entrants mid May. (to be confirmed).

2024 Dragons of Asia & Dragons of Malaysia Finalists will be revealed on: dragonsofasia.org and by eMail to all entrants, mid September.

2024 WINNER ANNOUNCEMENTS.

Dragons of Pakistan Winners will be revealed in Karachi in an Event in July/August (to be confirmed).

Dragons of Asia and Dragons of Malaysia Winners will be revealed in Kuala Lumpur mid-October.



2024

CALL FOR ENTRIES

2024 DRAGONS ENTRY CATEGORIES.

1. BEST INTEGRATED MARKETING CAMPAIGN.

Awarded to a campaign which combines at least 3 of the following marketing disciplines to effectively market a product or service: Games of Chance or Skill, Loyalty, Digital, Experiential, Event, Public Relations, Product sampling, Sponsorship, Mobile, Social Media, Influencer Marketing, etc.

2. BEST MARKETING DISCIPLINE CAMPAIGN

Awarded to a campaign which best utilises any of the following Marketing Disciplines (themes) to market a product or service: Movies, Music, Sport, Gaming, Wellbeing, Lifestyle, Finance & Banking, Hospitality, Automotive, Agriculture, Tourism, Real Estate, Food & Beverages.

3. BEST DIGITAL CAMPAIGN.

Awarded to a campaign which features any digital marketing technique to market a product or service. Techniques include: eMail, App development, Geo-location, QR, AR, AI, Mobile, etc.

4. BEST INNOVATIVE IDEA OR CONCEPT.

Awarded to a campaign which features a unique marketing idea. An idea which 'challenged the norm', 'took a huge risk' or was something just 'out of the box', or just 'Wow!' Executions can include any marketing sector.

5. BEST BRAND BUILDING AND/OR AWARENESS CAMPAIGN.

Awarded to a campaign which best enhances a brand's awareness, image or equity, to its customer base.

6. BEST BUSINESS TO BUSINESS OR TRADE MARKETING CAMPAIGN.

Awarded to a campaign which best utilises Trade Marketing disciplines in any of the following Industry sectors: Sales force, Trade or Employee Incentive Programmes, Business to Business (Campaigns directed to a brand's business customers), Shopper Marketing, Key Account, Retail or Channel/Retailer-Specific.

7. BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN.

Awarded to the campaign which best delivers a brand experience via: Static Displays, Travelling Roadshows, Exhibitions, Pop up stores, Product demonstrations & Sampling, In-store/dealer/reseller activities, Shopping centre/mall activities and Cultural or Religious activities.

8. BEST BRAND LOYALTY CAMPAIGN.

Awarded to a campaign which most effectively generates short or long term consumer loyalty, to market a product or service. If a Campaign is long term, results need to be included for a previous or current calendar year.

9. BEST MOBILE MARKETING CAMPAIGN.

Awarded to a campaign which effectively involves mobile phones, tablets and other mobile, web linked devices in the marketing a product or service to target audiences.

10. BEST SOCIAL MEDIA CAMPAIGN.

Awarded to a campaign which demonstrates the best use of any Social Media delivery platform in the marketing of a product or service. Platforms can include: Facebook, TikTok, X, Instagram, Tumblr, Google, YouTube, Weibo, WeChat, Snapchat, WhatsApp, Influencer Marketing Word of Mouth, or local versions of the above platforms.

11. BEST PRODUCT LAUNCH OR RE-LAUNCH CAMPAIGN.

Awarded to a campaign which effectively launches a new product, or re-launches an existing product or service.

12. BEST BRAND TRIAL OR SALES GENERATION CAMPAIGN.

Awarded to a campaign which effectively generates measurable brand trial and sales, for a product or service.

13. BEST USE OF PUBLIC RELATIONS.

Awarded to a campaign which effectively promotes a product or service, using traditional, non-traditional and/or online media.

14. BEST CAUSE, CHARITY MARKETING OR PUBLIC SECTOR CAMPAIGN.

Awarded to a campaign which involves Cause themes: Charities, Public Emergencies, Environment, Education, Fund raising, 'not for profit' or Public (Government) Sector campaigns.

15. BEST SMALL BUDGET CAMPAIGN.

Awarded to a campaign which effectively executes a campaign with a budget US\$50,000 or under, in any industry sector. Entrants will need to include the size of their Budget in their entry.

16. BEST USE OF MEDIA.

Awarded to a Campaign which best leverages media to address the marketing communications objectives of a brand or service. Executions can include: TV (Free to Air or Cable), Streaming Platforms, Press, Magazines, Online, OOH, Radio and Cinema.

17. BEST ENTERTAINMENT CAMPAIGN.

Awarded to a campaign which effectively addresses Marketing Objectives within the Entertainment Sector, involving Free to Air & Cable Television, TVOD & SVOD Streaming Groups, Producers, Film Production Studios, Film Distributors, Music, Product Placement & Leveraging in Film & TV, Content Marketing & online Games.

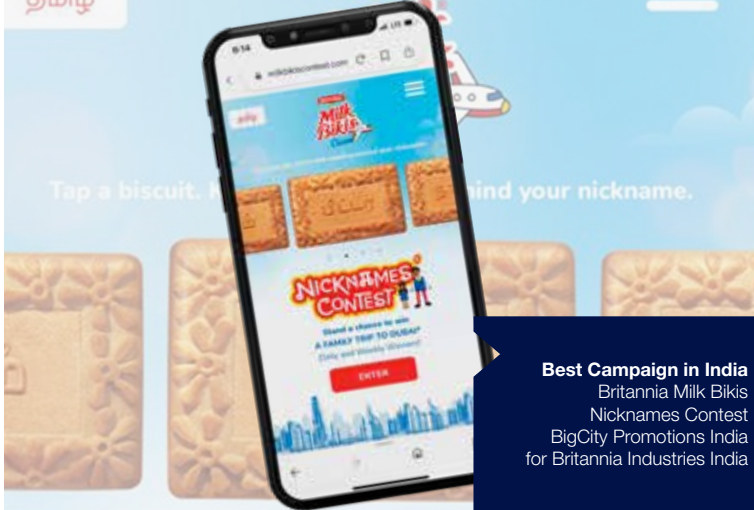
2023 DRAGONS OF ASIA. Best Campaigns by Country.



Best Campaign in China
Hello Billy
AKQA Shanghai, China
for General Motors China



Best Campaign in Hong Kong
Unbroken
DDB Group Hong Kong
for Hagar International Hong Kong



Best Campaign in India
Britannia Milk Bikis
Nicknames Contest
BigCity Promotions India
for Britannia Industries India



Best Campaign in Indonesia
Sharing Kindness
Mindshare Indonesia
for Unilever Indonesia

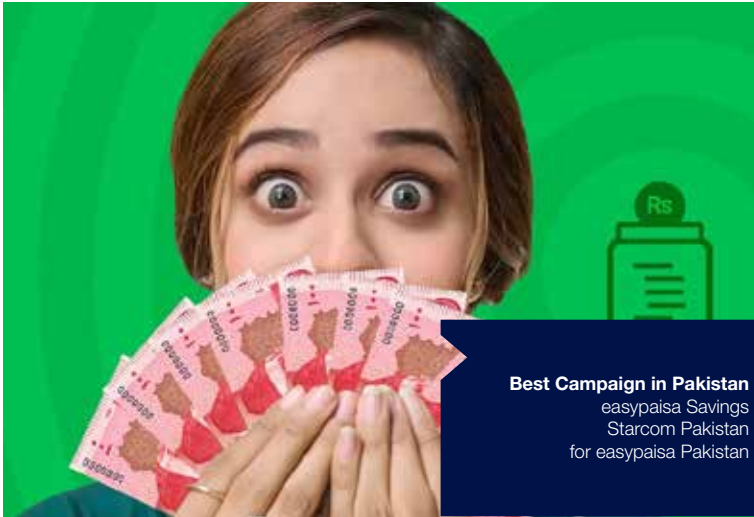


Best Campaign in Korea
Norwegian Salmon Is Always Right
Synergy Hill+Knowlton Strategies Korea
for the Norwegian Seafood Council



Best Campaign in Malaysia
Rezeki Dikongsi Bersama (Sharing Blessings Together)
VMLY&R Malaysia & Wunderman Thompson Malaysia
for KitKat Malaysia

2023 DRAGONS OF ASIA. Best Campaigns by Country.



Best Campaign in Pakistan
 easypaisa Savings
 Staroom Pakistan
 for easypaisa Pakistan



Best Campaign in the Philippines
 A magical Christmas 'getaway',
 not far from home
 SM Supermalls Philippines



Best Campaign in Singapore
 Cigna StressWaves
 McCann Worldgroup Singapore
 for Cigna Healthcare Singapore



Best Campaign in Sri Lanka
 What does it truly mean to
 celebrate National Day?
 Shift Integrated, Shift Solutions
 & Third Shift Media Sri Lanka
 for Seylan Bank Sri Lanka



Best Campaign in Taiwan
 Hotel California PHD Taiwan
 for Volkswagen Commercial
 Vehicles Taiwan



Best Campaign in Thailand
 The Eyeballs Heist
 Wavemaker Thailand
 for Netflix Thailand



Best Campaign in Vietnam
 It's time to Press Play.
 Stories worth Celebrating
 FWD Vietnam Life Insurance



2024

CALL FOR ENTRIES

CONTACT

DRAGONS OF ASIA SECRETARIAT:

Mike Da Silva

Director. Dragons of Asia. Sydney
COO. Marketing Agencies Association Worldwide. London
Director. MAA Worldwide GLOBES. London

CEO. MDSA Marketing Communications. Sydney
Partner. The Global Entertainment Marketing Alliance. London & Sydney

- Inaugural Life Achievement Award. Australian Promotion Marketing Industry. Sydney
- Inductee in the International Marketing Hall of Fame. Rio de Janeiro
- Life Member: Marketing Agencies Association, Worldwide. New York
- International Promotion Marketing Professional of the Year. New York
- Acknowledged 'History Maker' of the UK Promotion Marketing Industry
- Brand Leadership for an Individual. Asia
- Global Super Achiever. India

Now open for entries on:
www.dragonsofasia.org
Entries close 15 May, 2024

Dragons of Asia, Dragons of Malaysia and the Dragons of Pakistan
Owned by: Mike Da Silva & Associates (Aust) Pty Ltd.
Australian Business Number: ABN 50 003 894 022
Level 16, 1 Denison Street,
North Sydney. New South Wales 2060. AUSTRALIA
Phone: +61 411 216 652
eMail: mdasilva@mdsa.com.au



Now open for entry on dragonsofasia.org Entries close 15 May, 2024