

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](https://dragonsofasia.org)

Entry closing date extended to 28 June, 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](https://dragonsofasia.org) Entries close 28 June, 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

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# 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 28 June, 2024.

### ENTRY FEE.

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

### LODGEMENT DETAILS.

Entries must be fully lodged and paid for by 28 June, 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, the Dragons of Pakistan & the Dragons of Sri Lanka, 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 then added to the total entrant base and judged to award the 2024 Dragons of Asia, Malaysia & Sri Lanka awards.

### 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 SRI LANKA.

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

Black Dragons of Sri Lanka 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 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 2024 Best Campaign in Asia Red Dragon. Red Dragons will also be awarded to the 2024 Agency of the Year and the 2024 Network of the Year, based on total Category points scored.

### INDUSTRY RANKINGS. ASIA, MALAYSIA & SRI LANKA.

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 July.

2024 Dragons of Asia, Dragons of Malaysia & Dragons of Sri Lanka 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 on August 30.

2024 Dragons of Asia, Dragons of Malaysia & Dragons of Sri Lanka will be revealed in Kuala Lumpur mid October (date to be confirmed).



# 2024

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## 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.

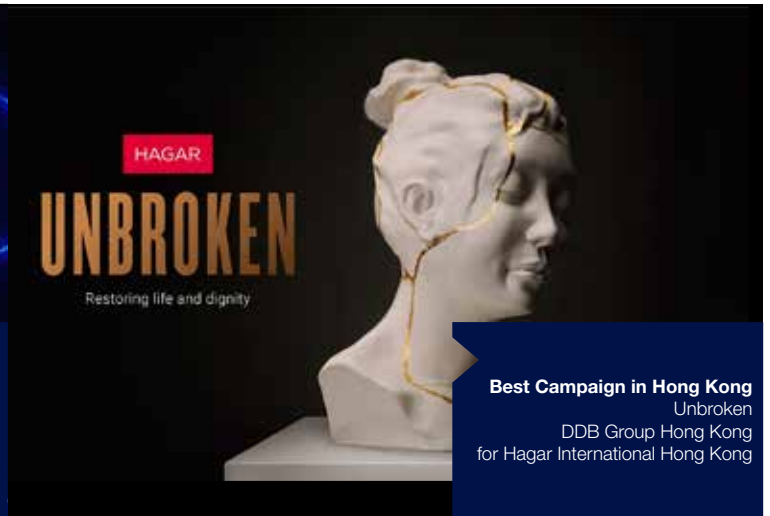
### 17. BEST ENTERTAINMENT CAMPAIGN.

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.

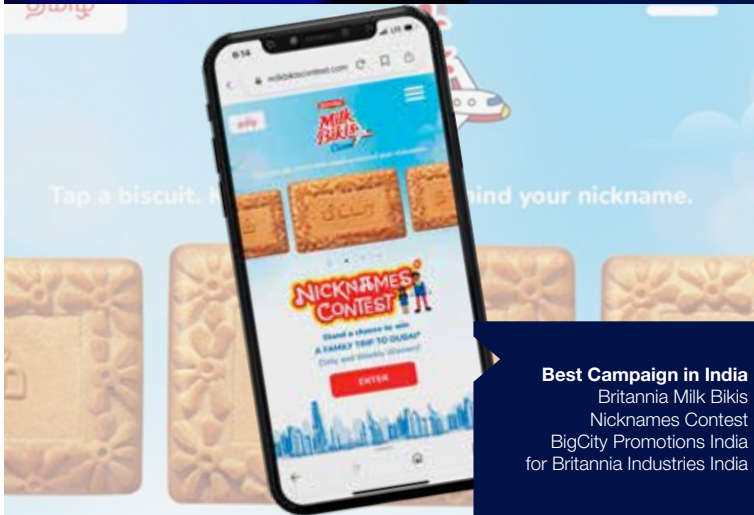
# 2023 DRAGONS OF ASIA. Best Campaigns by Country.



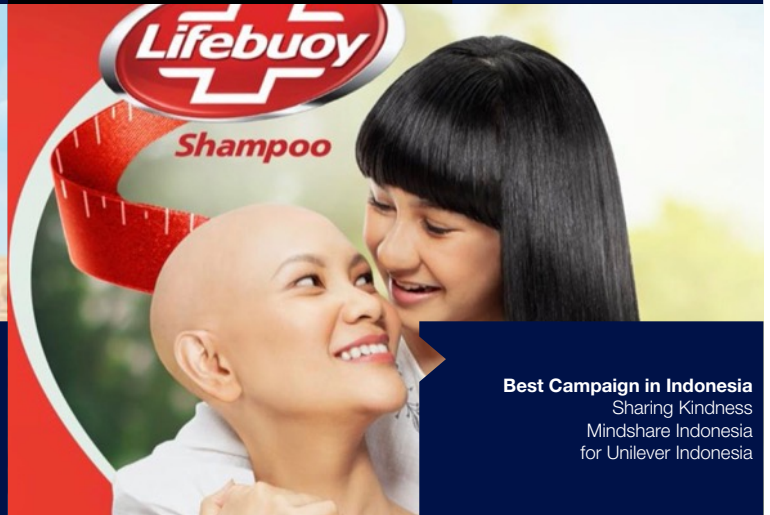
**Best Campaign in China**  
Hello Billy  
AKQA Shanghai, China  
for General Motors China



**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

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## 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

Dragons of Asia, Dragons of Malaysia and the Dragons of Pakistan

Owned by: Mike Da Silva & Associates (Aust) Pty Ltd.

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Now open for entries on:  
[www.dragonsofasia.org](http://www.dragonsofasia.org)  
 Entries close 28 June, 2024



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