

# The Dragons of ASIA

Asia's elite Marketing  
Communications Recognition  
Programme

## 2024 WINNERS





# 2024 BEST CAMPAIGN IN ASIA

**Audio Nikahnama**  
Starcom Pakistan, for easypaisa Pakistan



This campaign ignited a national conversation between vast numbers of illiterate Pakistani women to understand the importance of their marriage contract ... Their Nikahnama.

**DRAGONS  
OF ASIA**





# 2024 AGENCY OF THE YEAR



**Ampersand Advisory Malaysia**



**DRAGONS  
OF ASIA**





2024

NETWORK OF THE YEAR

Brainchild



Brainchild Communications  
Pakistan





# 2024 BEST CAMPAIGNS BY COUNTRY

## CHINA

Google Marketing Live China 2023  
George P. Johnson Experience  
Marketing China for Google China



## HONG KONG

The JC Youth Football Academy  
Summit 2023  
PHD Hong Kong for  
The Hong Kong Jockey Club



## INDIA

Happy Bags  
OMD India for  
McDonald's India





# 2024 BEST CAMPAIGNS BY COUNTRY

## INDONESIA

Grab Modal Percoyo x Ndarboy  
PT Grab Teknologi Indonesia



## MALAYSIA

#JomSapot BeliLokal  
The SHOUT Group Malaysia  
for RHB Bank Malaysia



## PAKISTAN

Audio Nikahnama  
Starcom Pakistan  
for easypaisa Pakistan



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OF ASIA





# 2024 BEST CAMPAIGNS BY COUNTRY

## PHILIPPINES

The Philippines Department of Health's 'Byaheng Kalusugan' Health Caravan

DDB Philippines for the Department of Health, Philippines



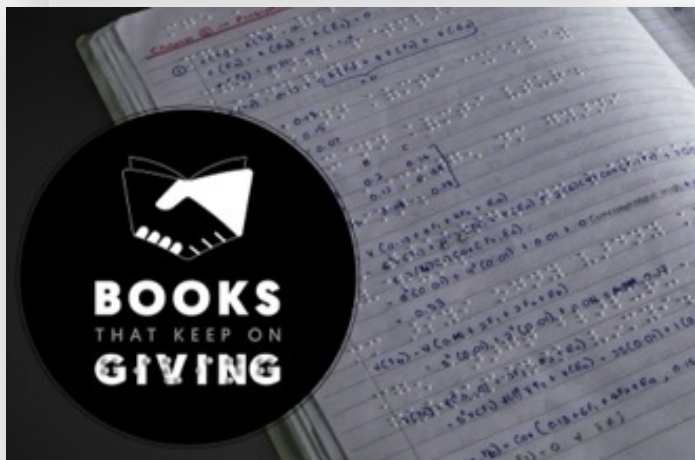
## SINGAPORE

adidas Trade Meeting F@24  
amc asia! Singapore  
for adidas Singapore



## SRI LANKA

Books that Keep on Giving  
Ogilvy Sri Lanka  
for PrintXcel Group Sri Lanka





# 2024 BEST CAMPAIGNS BY COUNTRY

## TAIWAN

Whenever, Music Matters  
KKBOX Taiwan



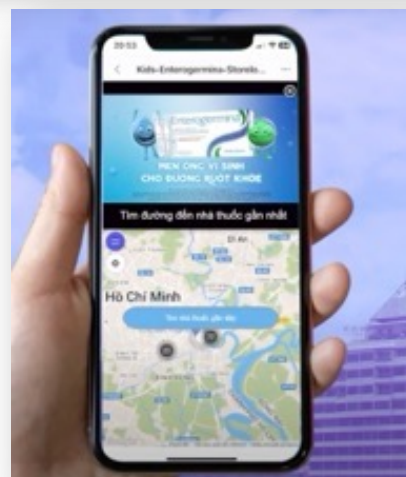
## THAILAND

Garnier AI Synthetic Voice  
Addressable Campaign  
Wavemaker Thailand  
for Garnier Thailand



## VIETNAM

Harnessing Mobile Signals  
Sanofi's Summer Campaign  
Success Story in Vietnam  
Omnicom Media Group,  
InMobi & Moblaze Vietnam  
for Sanofi Vietnam







# 2024

## BEST INTEGRATED MARKETING CAMPAIGN

### GOLD DRAGON

**The SHOUT Group Malaysia**  
#JomSapot BeliLokal  
for RHB Bank Malaysia



### SILVER DRAGONS

**Ampersand Advisory Malaysia**  
Calpis Chewy Grape x DJ AINA: AI Brand  
Ambassador drives AIMAZING Results  
for Etika Malaysia

### BRONZE DRAGON

**Kenny Rogers Roasters Philippines**  
The Great Garlic Roast

### SILVER DRAGONS

**Golden Circle Pakistan**  
Urban SUV  
for Honda Atlas Cars Pakistan

### BLACK DRAGONS

**Ampersand Advisory Malaysia**  
Havas Play India  
Mediavest (Brainchild Communications Pakistan)  
M One Integrations & Wavemaker Global Sri Lanka  
SHIFT Integrated Sri Lanka

**DRAGONS  
OF ASIA**



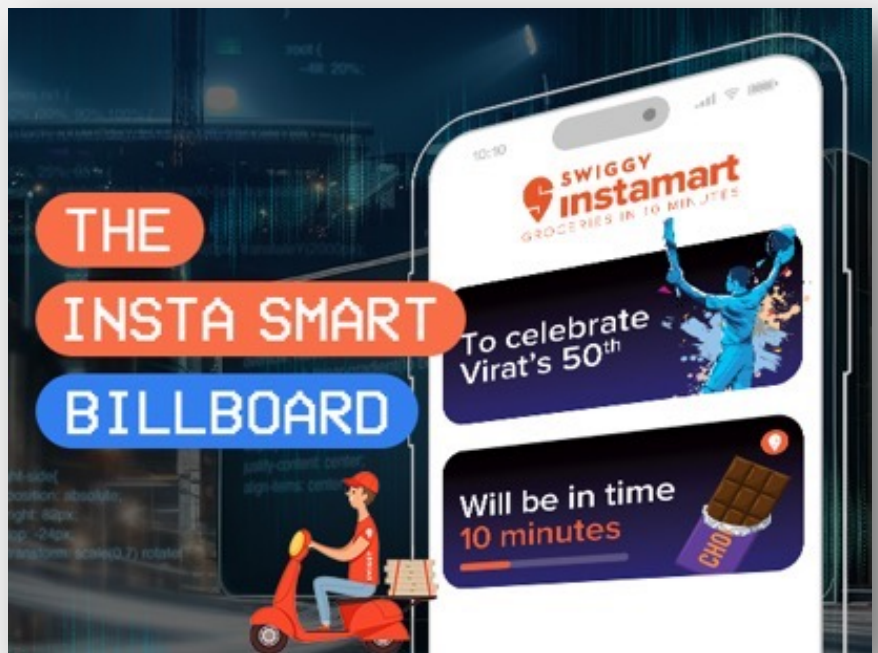


# 2024

## BEST MARKETING DISCIPLINE CAMPAIGN

### GOLD DRAGON

**Tribes Communication India**  
The Insta Smart Billboard  
for Swiggy Instamart India



### SILVER DRAGON

**SHIFT Integrated Sri Lanka**  
Let's KFC  
for Cargills Restaurants Sri Lanka

### BRONZE DRAGON

**Orion Digital Malaysia**  
Malaysia's Leading Knowledge Health Hub  
for IHH Healthcare Malaysia

### BLACK DRAGONS

Ampersand Advisory Malaysia  
Astro Media Solutions Malaysia  
BBDO & Grey Density Pakistan  
Seed Integrated Malaysia  
Synite Digital Pakistan

**DRAGONS  
OF ASIA**





# 2024

## BEST DIGITAL CAMPAIGN

**GOLD DRAGON**  
Starcom Pakistan  
Audio Nikahnama  
for easypaisa Pakistan



**SILVER DRAGON**  
Wavemaker Thailand  
Garnier AI Synthetic Voice  
Addressable Campaign  
for Garnier Thailand

**BLACK DRAGONS**  
Adcom Pakistan  
Ampersand Advisory Malaysia  
Publicis Media Pakistan  
TV18 Broadcast India

**BRONZE DRAGON**  
Star Media Group Malaysia  
RHB #JomSapotBeliLoKal GenAI Led  
Integrated Marketing Campaign  
for RHB Bank Malaysia



# 2024

## BEST INNOVATIVE IDEA or CONCEPT

### GOLD DRAGON

Publicis Media Pakistan

Myth Busting. Nescafé  
for Nestlé Pakistan



### SILVER DRAGON

MullenLowe Sri Lanka

Legends Back to Life

for Softlogic Life Insurance Sri Lanka

### BLACK DRAGONS

Ampersand Advisory Malaysia

Light Up 7 Malaysia

Mediavest (Brainchild Communications Pakistan)

Starcom Pakistan

Tribes Communication India

### BRONZE DRAGON

Ampersand Advisory Malaysia

Wonda OR1 FM Creates a Benchmark

for Etika Malaysia



# 2024

## BEST BRAND BUILDING and/or AWARENESS CAMPAIGN

### GOLD DRAGONS

**Havas Play India**

Lalbugcha Prasad delivered with Swiggy Instamart  
for Swiggy Instamart India



### GOLD DRAGONS

**Synite Digital Pakistan**

#TumKamaalKarteHo  
for Shell Pakistan



### SILVER DRAGONS

**Kingdom Digital Malaysia**

Dettol Parents Day and National  
Day Campaign  
for Reckitt Benckiser Malaysia

### BRONZE DRAGON

**M&C Saatchi Malaysia**

HLB CNY 2024: Wealth of a  
Lasting Legacy  
for Hong Leong Bank Malaysia

### BLACK DRAGONS

Ampersand Advisory Malaysia  
Digital Content Sri Lanka  
GrowthOps Asia  
Kites Global Sri Lanka



# 2024

## BEST BUSINESS to BUSINESS or TRADE MARKETING CAMPAIGN

### **GOLD DRAGON**

George P. Johnson Experience  
Marketing China  
Google Marketing Live China 2023  
for Google China



### **SILVER DRAGON**

amc asia! Singapore  
adidas Trade Meeting F@24  
for adidas Singapore

### **BLACK DRAGONS**

Ampersand Advisory Malaysia  
Evolve Brands India  
Light Up 7 Malaysia  
The SHOUT Group Malaysia

### **BRONZE DRAGON**

BI Worldwide India  
TATA Tiscon Grandmasters Loyalty Program  
for TATA Steel India



# 2024

## BEST EVENT or EXPERIENTIAL MARKETING CAMPAIGN

### GOLD DRAGON

**Viral Edge Pakistan**

Jashan-e-Jamalo  
for Tapal Pakistan



### SILVER DRAGON

**Mindshare Sri Lanka**

A Super Sensorial Experience  
for Unilever Sri Lanka

### BRONZE DRAGONS

**DDB Group Philippines**

The Philippines Department of Health's  
'Byaheng Kalusugan' Health Caravan  
for Philippines Department of Health

### BRONZE DRAGONS

**Phu Nhuan Jewelry Joint Stock  
Company Vietnam**

PNJ Jewelry Journey Across Vietnam

### BLACK DRAGONS

amc asia! Singapore  
Ampersand Advisory Malaysia  
Dentsu Malaysia  
PHD Hong Kong



# 2024

## BEST BRAND LOYALTY CAMPAIGN

### GOLD DRAGON

OMD India

Happy Bags

for McDonald's India



### SILVER DRAGON

Digitz Digitas Pakistan

Khaton-e-Khaas

for National Foods Pakistan

### BRONZE DRAGON

Digital People Malaysia

Pop Yeh Yeh Bok Bok Raya 2024

for Ayam Brand Malaysia

### BLACK DRAGONS

FWD Vietnam Life Insurance

Hotshots Partnership Consulting &

Marcom Malaysia

MCIX Group Myanmar

Tribes Communication India





# 2024

## BEST MOBILE MARKETING CAMPAIGN

### GOLD DRAGON

**Ampersand Advisory Malaysia**  
Allianz scores 10/10 with 4 in 1 mobile for Allianz Malaysia



### SILVER DRAGON

**Omnicom Media Group, InMobi & Moblaze Vietnam**

Harnessing Mobile Signals Sanofi's Summer Campaign Success Story in Vietnam for Sanofi Vietnam

### BLACK DRAGONS

**Ampersand Advisory Malaysia**  
**BigCity Promotions India**  
**Gamelight Germany**  
**Orion Digital Malaysia**

### BRONZE DRAGON

**Adcom Leo Burnett Pakistan**  
From Never to your First Ever for Samsung Electronics Pakistan



# 2024

## BEST SOCIAL MEDIA or WORD of MOUTH CAMPAIGN

### **GOLD DRAGON**

**Third Shift Media & Shift Solutions**

**Sri Lanka**

When the Viewers become Screen Writers  
for Lipton Teas and Infusions Ceylon



### **SILVER DRAGON**

**Publicis Media Pakistan**

Cerelac Retention Campaign  
for Nestlé Pakistan

### **BRONZE DRAGON**

**Cartel Media & PR Pakistan**

Colors of Kashmir  
for United Industries Pakistan

### **BLACK DRAGONS**

**Golden Circle Pakistan**

**GrowthOps Asia Malaysia**

**Misteeq Media Malaysia**

**Starcom Worldwide Pakistan**



# 2024

## BEST PRODUCT LAUNCH or RE-LAUNCH CAMPAIGN

### GOLD DRAGON

**GO Communications Malaysia**

Arthur's Storehouse. Marrying Music & Magic for a Moment  
for Guinness Malaysia



### SILVER DRAGON

**Tribes Communication India**

The Insta Smart Billboard  
for Swiggy Instamart India

### BRONZE DRAGON

**BigCity Promotions India**

Hungry for Gold  
for Britannia Industries India

### BLACK DRAGONS

Coffee Masters Philippines

Publicis Media Pakistan

Team Reactivate Pakistan

The SHOUT Group Malaysia



# 2024

## BEST BRAND TRIAL or SALES GENERATION CAMPAIGN

### GOLD DRAGON

**Impact Communications India**  
Perfetti Samriddhi  
for Perfetti van Melle India



### SILVER DRAGON

**JUNO Malaysia**  
Your Extraordinary Journey  
for IHH Healthcare Malaysia

### BRONZE DRAGON

**Wavemaker Thailand**  
Colgate eCommerce  
for Colgate-Palmolive Thailand

### BLACK DRAGONS

Ampersand Advisory Malaysia  
Phu Nhuan Jewelry Joint Stock  
Company Vietnam  
SHIFT Integrated Sri Lanka  
Takaful Malaysia



# 2024

## BEST USE of PUBLIC RELATIONS

### GOLD DRAGONS

Ampersand Advisory Malaysia  
Wonda Coffee x FAM Fuels  
Football Fans and Harimau Malaya,  
for Etika Malaysia



### GOLD DRAGONS

The SHOUT Group Malaysia  
Forgiveness  
for RHB Bank Malaysia



### SILVER DRAGON

GO Communications Malaysia  
Power For Good, Y Wait!  
for Tesla Malaysia

### BRONZE DRAGON

MCIX Group Myanmar  
Better Ways, Better Lives  
for Myanma Apex Bank

### BLACK DRAGONS

Ampersand Advisory Malaysia  
Ampersand Advisory Malaysia  
PT Grab Teknologi Indonesia  
TV18 Broadcast India



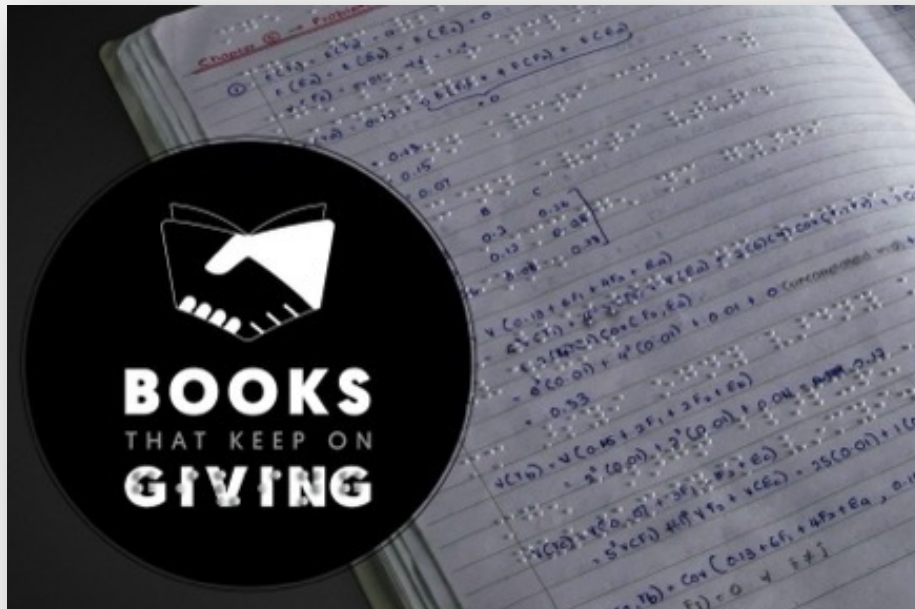
# 2024

## BEST CAUSE, CHARITY MARKETING or PUBLIC SECTOR CAMPAIGN

### **GOLD DRAGON**

**Ogilvy Sri Lanka**

Books that Keep on Giving  
for PrintXcel Group Sri Lanka



### **SILVER DRAGON**

**Magic Mango Sri Lanka**

Nightmare Lullaby  
for Asset Radio Broadcasting Sri Lanka

### **BRONZE DRAGON**

**PHD Hong Kong**

The JC Youth Football Academy Summit 2023  
for The Hong Kong Jockey Club

### **BLACK DRAGONS**

Arc WorldWide India

Ampersand Advisory Malaysia

Fishbowl Pakistan

Havas Ortega Philippines

Ruder Finn China



# 2024

## BEST SMALL BUDGET CAMPAIGN

### GOLD DRAGON

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



### SILVER DRAGON

Octagon Australia  
Rexona. Not Done Yet. Sam Kerr Reactive TVC  
for Unilever Australia

### BRONZE DRAGONS

Magic Mango Sri Lanka  
First Signs, for Arienti Sri Lanka

### BRONZE DRAGONS

Havas Group Vietnam  
Ting ! Ting ! The Sound of  
Prosperity  
for HDBank Vietnam

### BLACK DRAGONS

Havas Play India  
Publicis Media Pakistan  
Tribes Communication India  
Zeno Malaysia



# 2024 BEST USE of MEDIA

## GOLD DRAGON

Bulls Eye DDB Pakistan  
Newspaper from the Future  
for Jang Media Group Pakistan



## SILVER DRAGON

Tribes Communication India  
The Smokin' Hot Billboard  
for Domino's India

## BRONZE DRAGON

Team Reactivate Pakistan  
Dove Intense Repair Campaign  
for Unilever Pakistan

## BLACK DRAGONS

Ampersand Advisory Malaysia  
EssenceMediaCom Pakistan  
Havas Group Vietnam  
White Rivers Media India





# 2024

## BEST ENTERTAINMENT CAMPAIGN

### **GOLD DRAGON**

**Mindshare Sri Lanka**

Closeup Valentine's Day  
for Unilever Sri Lanka



### **SILVER DRAGON**

**KKBOX Taiwan**

Whenever, Music Matters

### **BRONZE DRAGON**

**Astro Media Solutions Malaysia**

Tourism Australia Partners 'Projek Bapak  
Bapak' to boost Tourism  
for Tourism Australia

### **BLACK DRAGONS**

**Ampersand Advisory Malaysia**

Event U Rox India

Havas Play India

Synergy Dentsu Pakistan

# The 2024 Dragons of Asia Marketing Communications Industry Ranking Ladder

Ampersand Advisory Malaysia	1
Tribes Communication India	2
The SHOUT Group Malaysia	3
Publicis Media Pakistan	4
Mindshare Sri Lanka	5
GO Communications Malaysia	6
Havas Play India	7
Magic Mango Sri Lanka	8
Mediavest (Brainchild	9
Starcom Worldwide Pakistan	10
Synite Digital Pakistan	10
Wavemaker Thailand	10

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



## 2024 Black Dragon Winners



Best Integrated Marketing Campaign		
Ampersand Advisory Malaysia	The Exchange TX Malaysia	GET FAMOUS, FAST! The Exchange TRX uses integrated marketing to become #1
Havas Play India		Ganga Kinare Music Festival. Edition 1, Varanasi
Mediavest (Brainchild Communications Pakistan)	Delivery Hero Pakistan	PSL 2024
M One Integrations & Wavemaker Global Sri Lanka	Sunshine Holdings Sri Lanka	Sripa Sathkaraya
SHIFT Integrated Sri Lanka	Softlogic Life Sri Lanka	Dengeez

Best Marketing Discipline Campaign		
Ampersand Advisory Malaysia	Mead Johnson Malaysia	Enfagrow's redefines Mother's Day Celebrations through innovative AI
Astro Media Solutions Malaysia	Unilever Malaysia	Sunsilk Inspires Gen Zs to STOP, KEEP, GROW Their Hair With Music
BBDO & Grey Density Pakistan	Pepsi Cola International Pakistan	Summer with Lay's
Seed Integrated Malaysia	UMW Toyota Motor Malaysia	Toyota Drives Premium Experiences on the Green
Synite Digital Pakistan	Standard Chartered Pakistan	All in one #Getmoredone

Best Digital Campaign		
Adcom Pakistan	Pakistan Telecom Mobile	Ufone x Peshawar Zalmi
Ampersand Advisory Malaysia	Mead Johnson Malaysia	Enfagrow's redefines Mother's Day Celebrations through innovative AI
Publicis Media Pakistan	Nestlé Pakistan	Nestlé Pure Life: Weather Based AI Campaign
TV18 Broadcast India	Reckitt India	Mission Swachhta Aur Paani

Best Innovative Idea or Concept		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Kopi Tarik Gets a Guinness World Record!
Light Up 7 Malaysia	Bank Negara Malaysia	Saya Superhero Kewangan' by Bank Negara Malaysia
Mediavest (Brainchild Communications)	Delivery Hero Pakistan	PSL 2024
Starcom Pakistan	Mondelez Pakistan	Cadbury Cricket Worldcup and PSL
Tribes Communication India	Swiggy Instamart India	Love Emergencies

Best Brand Building and/or Awareness		
Ampersand Advisory Malaysia	Allianz Malaysia	Allianz Scores a Perfect 10 with a 4-in-1 Film + Rockstar Concert
Digital Content Sri Lanka	Samson Rubber Industries Sri Lanka	Let's not forget, the ones who forget
GrowthOps Asia	Telekom Malaysia	Macam-macam Gaya, Sama-Sama Keluarga
Kites Global Sri Lanka	HNB Assurance Sri Lanka	HNB Assurance. Independence Day Campaign

Best Business to Business or Trade		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Kopi Tarik Gets a Guinness World Record!
Evolve Brands India	Hero Motocorp India	Asli Hero
Light Up 7 Malaysia	Keretapi Tanah Melayu Malaysia (KTMB)	Connecting Horizons, Empowering Journeys by KTMB
The SHOUT Group Malaysia	RHB Bank Malaysia	#JomSapot BeliLokal

Best Event or Experiential Marketing Campaign		
amc asia! Singapore	Netflix APAC	Only on Netflix
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Extra Presso x Lipton Milk Tea #CHAMingTogether
Dentsu Malaysia	Telekom Malaysia	Own the night
PHD Hong Kong	The Hong Kong Jockey Club	The JC Youth Football Academy Summit 2023

## 2024 Black Dragon Winners



### Best Brand Loyalty Campaign

FWD Vietnam Life Insurance	FWD Vietnam Life Insurance	Celebrate 10xFWD with Music
Hotshots Partnership Consulting & Marcom	Volkswagen Group Imported (China)	Touareg 20th Anniversary Campaign
MCIX Group Myanmar	Lluvia Myanmar	15 Years with Premier
Tribes Communication India	Amazon India	Frozen In Prime

### Best Mobile Marketing Campaign

Ampersand Advisory Malaysia	Etika Malaysia	World's First Regional Virtual to Reality PUBG Tournament
BigCity Promotions India	Britannia Industries India	Hungry for Gold
Gamelight Germany	Joycity South Korea	Revolutionising AI-Driven Mobile Marketing in Asia
Orion Digital Malaysia	Royal Caribbean Cruises	WhatsApp Digitalisation Initiative

### Best Social Media or Word of Mouth

Golden Circle Pakistan	Honda Atlas Cars Pakistan	Urban SUV
GrowthOps Asia Malaysia	RHB Banking Group Malaysia	Cabaran Hidangan RHB MySiswa
Misteeq Media Malaysia	IHH Healthcare Malaysia	Ready For You
Starcom Worldwide Pakistan	easypaisa Pakistan	Audio Nikahnama

### Best Product Launch or Re-launch

Coffee Masters Philippines	Seattle's Best Coffee Philippines	Premium Festive Javakula Collection
Publicis Media Pakistan	Nestlé Pakistan	Nestlé Everyday. Tum Mein Hai Kuch Khaas (3in1)
Team Reactivate Pakistan	Unilever Pakistan	Pond's new product launch
The SHOUT Group Malaysia	RHB Bank Malaysia	Less Time Banking, More Time Bonding

### Best Brand Trial or Sales Generation Campaign

Ampersand Advisory Malaysia	Allianz Malaysia	Allianz4All Revolutionizes Insurance Access for Progressives
Phu Nhuan Jewelry Joint Stock Company Vietnam		God of Wealth 2023
SHIFT Integrated Sri Lanka	Cargills Restaurants Sri Lanka	Let's KFC
Takaful Malaysia		Kaotim MediKad

### Best use of Public Relations

Ampersand Advisory Malaysia	Etika Malaysia	ATLAS Vending Ministry of Economy RM1 Thirst Quenchers Campaign
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Coffee x FAM Fuels Football Fans and Harimau Malaya
PT Grab Teknologi Indonesia		Grab Modal Percoyo x Ndarboy
TV18 Broadcast India	Reckitt India	Mission Swachhta Aur Paani

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

Arc WorldWide India	Legrand. IndoAsian India	IndoAsian. Eco Utsav. Diwali
Ampersand Advisory Malaysia	Vinda Malaysia	TENA Champions Active Ageing Through Innovative Band Hunt
Fishbowl Pakistan	JazzCash Pakistan	JazzCash Women's Day Campaign
Havas Ortega Philippines	SM Supermalls Philippines	Rainwater Filtration Project
Ruder Finn China	vivo Mobile Communication China	Empower & Educate: vivo 'capture the future' Bangladesh CSR Project

## 2024 Black Dragon Winners



Best Small Budget Campaign		
Havas Play India	Swiggy Instamart India	Lalbugcha Prasad delivered with Swiggy Instamart
Publicis Media Pakistan	Nestlé Pakistan	Nido 1+ Value Campaign
Tribes Communication India	Swiggy Instamart India	Love Emergencies
Zeno Malaysia	Mars Foods Malaysia	M&M's Chop Chop!

Best Use Of Media		
Ampersand Advisory Malaysia	Etika Malaysia	Calpis Chewy Grape x DJ AINA: AI Brand Ambassador drives AIMAZING Results
EssenceMediaCom Pakistan	The Coca-Cola Company Pakistan	Coke & Meals. Recipe for Magic
Havas Group Vietnam	Michelin Vietnam	Motion to Thrive. Media Mastery
White Rivers Media India	Pulse Candy, DS Group India	#PulseOfCompliments

Best Entertainment Campaign		
Event U Rox India	Udupa Foundation India	Udupa Music Festival
Synergy Dentsu Pakistan	Bill & Melinda Gates Foundation	Eradicating Polio from Pakistan
Havas Play India		Ganga Kinare Music Festival. Edition 1, Varanasi
Ampersand Advisory Malaysia	Etika Malaysia	Mirinda X The Experts. Mirinda magic and fizz-tastic innovation

# 2024 DRAGONS OF ASIA

Marketing Communications  
Industry Award Programme

