



2024 DRAGONS OF MALAYSIA

Malaysia's Elite Marketing Communication
Recognition Programme

12th Dragons of Malaysia
Marketing Communications Awards

Now open to accept Entries on: dragonsofasia.org
Entries close 15 May, 2024

CALL FOR ENTRIES

Since 2000, the Dragons of Asia, result-focused Marketing Communications Award Programme, encompassing the Dragons of Malaysia (since 2012) and the new Dragons of Pakistan, has been recognising and showcasing the very best Campaigns, representative of the marcom industry across all Countries in Asia. In this special year, the Year of the Dragon, we invite the Dragons of Business to again take part.

"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



Best Integrated Marketing Campaign
 Ampersand Advisory Malaysia
 Feed your Fire with a tasty media meal for Nando's Malaysia



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



2024
DRAGONS
OF MALAYSIA

2023 DRAGONS OF ASIA: MALAYSIAN GOLD WINNERS



Best Marketing Discipline Campaign
FCB SHOUT Malaysia
Bank Your Way. Ride Your Style for
RHB Bank Malaysia



Best Digital Campaign
Astro Malaysia
CLEAR Men Gamifies World Cup
Breaks for Fans for Unilever Malaysia



Best Digital Campaign
GO Communications Malaysia
Merdekaverse. Tech to the Future for
Ministry XR Malaysia



Best Innovative Idea or Concept
Naga DDB Tribal Malaysia
PRU First for Prudential Assurance
Malaysia



Best Brand Building and/or Awareness Campaign
Kingdom Digital Malaysia
Complete the #MissingHalf for
Enfagrow A+ MindPro Malaysia



Best Business to Business or Trade Marketing Campaign
Ampersand Advisory Malaysia
Wonda sets a Guinness World Record
and scores record sales for Etika Malaysia



Best Event or Experiential Marketing Campaign
VMLY&R Malaysia
Subway Mini World for Pegacorn Malaysia



Best Brand Loyalty Campaign
Ampersand Advisory Malaysia
Feed your Fire with a tasty media meal
for Nando's Malaysia



Best Mobile Marketing Campaign
FCB SHOUT Malaysia
Save The Drama With Pepsi
Etika Malaysia

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, in all Countries throughout Asia.

ENTRY DEADLINE

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

ENTRY FEES

AUD\$200 per entry. For Malaysian and Pakistani entrants, this entry fee covers entry to the Dragons of Asia.

LODGEMENT

Entries must be fully lodged and paid for, by close of business on 15 May 2024. Entries may be entered in more than one Category, but entry details must be developed 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 or 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. There's no change to the specs of the Support Material and any footage. See Entry site for full details.

The Dragons of Asia, incorporating the Dragons of Malaysia and the Dragons of Pakistan, is 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.

THE 2024 DRAGONS OF MALAYSIA.

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

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

THE 2024 DRAGONS OF PAKISTAN.

The highest scoring entries from Pakistan in the following 10 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 above entry Categories, whose scores settle just below the Bronze score 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 entry 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 Dragons of Asia Certificates will be awarded to Entries whose scores settle just below the Bronze score level but are deemed worthy of acknowledgement. Black

Dragons are distributed online, free of charge, to recipients.

THE 2024 RED DRAGONS

The campaign which reflects the best work carried out in Asia within the entry period, judged by our Grand Jury, 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 2023 Network of the Year, based on the total Category points scored.

INDUSTRY SECTOR RANKINGS.

Asia, Malaysia and Pakistan

Category Winning Campaigns earn Industry Ranking Points: Gold: 10, Silver 7, Bronze 5 and Black 1.

2024 WINNER ANNOUNCEMENTS

Dragons of Pakistan Winners will be revealed at an event in Karachi, mid year. Date to be confirmed.

Dragons of Asia & Malaysia Winners will be revealed at an event in Kuala Lumpur in October. Date to be confirmed.

2024 DRAGONS OF ASIA 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. Industry Bodies & Associations are welcomed to enter.

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 Coding, AR, AI, Gaming, 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 USE OF SOCIAL MEDIA.

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, Twitter, X, Instagram, Tumblr, Weibo, WeChat, Snapchat, WhatsApp, Influencer Marketing, Google, YouTube, or 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, YouTube, Press, Magazines, Online, Outdoor, OOH, Radio and Gaming 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.



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2023 DRAGONS OF ASIA: MALAYSIAN GOLD WINNERS



Best Social Media or Word of Mouth Campaign

Yoodo Malaysia
Yoodo & Loka Made. Build a Malaysian for Yoodo Malaysia



Best Product Launch or Re-Launch Campaign

VMLY&R Malaysia
VUSE. 'Bebaskan Hebatmu' for British American Tobacco (Indonesia)



Best Brand Trial or Sales Generation Campaign

Kingdom Digital Malaysia
Complete the #MissingHalf for Enfagrow A+ MindPro Malaysia



Best use of Public Relations

Edelman Malaysia
Malaysia Pavilion @ Dubai Expo for Malaysia GreenTech Corporation



Best Cause, Charity Marketing or Public Sector Campaign

M&C Saatchi Malaysia
HLB Jumpstart. Micro Business for Hong Leong Bank Malaysia



Best Small Budget Campaign

Amperсанд Advisory Malaysia
Samsonite's sustainability linked trade-in programme for Samsonite Malaysia



Best use of Media

M&C Saatchi Malaysia
Celcom's 'Syukur 1 Syawal' Celebrating Raya with Gratitude for Celcom Mobile Malaysia



Best Entertainment Campaign

Astro Malaysia
Herbal Essences Uncovers Gen Z's Truths in Cinematic Universe for Procter & Gamble Malaysia



Best Entertainment Campaign

FCB SHOUT Malaysia
Welcome To My World for Resorts World Genting Malaysia

DRAGONS OF ASIA SECRETARIAT:

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**Dragons of Asia, Dragons of Malaysia and the
 Dragons of Pakistan Owned by: Mike Da Silva &
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**2023
 NETWORK OF THE YEAR**



affiliated with the



**2023
 AGENCY OF THE YEAR**

**essencemediacom
 INDIA**



**2023
 BEST CAMPAIGN IN ASIA**



Ariel. 'See the Signs,
 Share the Load'
 Essencemediacom
 for Procter & Gamble
 India

