

The Dragons of Malaysia

Malaysia's elite Marketing
Communications Recognition
Programme

2024 WINNERS





2024 Best Integrated Marketing Campaign

GOLD DRAGON

The SHOUT Group Malaysia
#JomSapot BeliLokal for RHB Bank
Malaysia



SILVER DRAGON

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

BLACK DRAGONS

Ampersand Advisory Malaysia
GO Communications Malaysia
Misteeq Media Malaysia

BRONZE DRAGON

M&C Saatchi Malaysia
HLB Connect 2023: Stay In Charge
for Hong Leong Bank Malaysia





2024 Best Marketing Discipline Campaign

GOLD DRAGONS

Ampersand Advisory Malaysia

The Original Taste of Malaysia rolls out a Wonda-ful Campaign for Etika Malaysia



GOLD DRAGONS

Orion Digital Malaysia

Malaysia's Leading Knowledge Health Hub for IHH Healthcare Malaysia



SILVER DRAGON

Seed Integrated Malaysia

Toyota Drives Premium Experiences on the Green for UMW Toyota Motor Malaysia

BRONZE DRAGON

Astro Media Solutions Malaysia

Sunsilk Inspires Gen Zs to STOP, KEEP, GROW Their Hair With Music for Unilever Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia

Zeno Malaysia

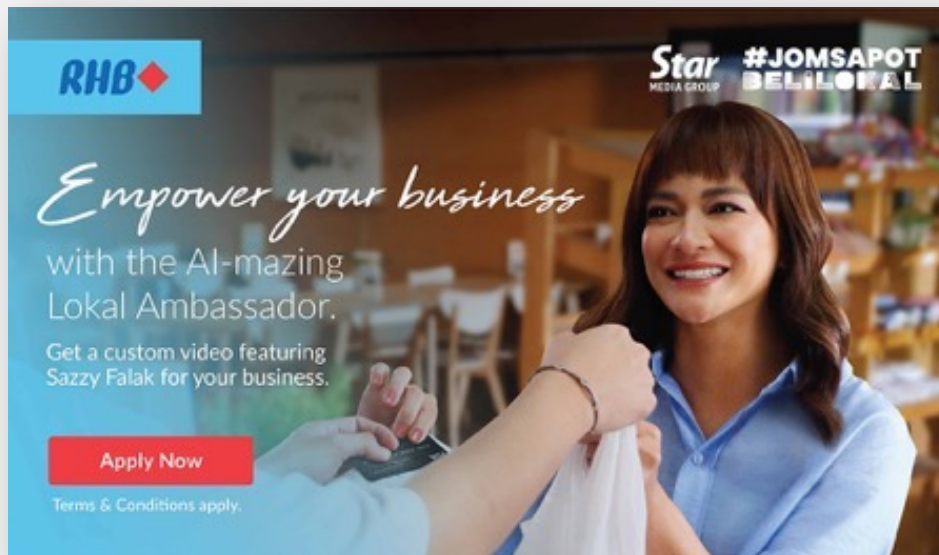




2024 Best Digital Campaign

GOLD DRAGON

Star Media Group Malaysia
RHB #JomSapotBeliLoKal GenAI Led
Integrated Marketing Campaign
for RHB Banking Group Malaysia



BRONZE DRAGON

The SHOUT Group Malaysia
Allianz: Be A-Z Ready for Tomorrow
for Allianz Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
GO Communications Malaysia
Light Up 7 Malaysia
Zeno Malaysia





2024 Best Innovative Idea or Concept

GOLD DRAGON

Ampersand Advisory Malaysia

Wonda OR1 FM Creates a Benchmark
for Etika Malaysia



SILVER DRAGONS

Astro Media Solutions Malaysia
CelcomDigi Merger Dominates
Airwaves with Record-Breaking
Simulcast for CelcomDigi Malaysia

SILVER DRAGONS

Havas Malaysia
Armor All: Dirty Displays
for Energizer Malaysia

BRONZE DRAGON

JUNO Malaysia
Your Extraordinary Journey
for IHH Healthcare Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Light Up 7 Malaysia
The SHOUT Group Malaysia
Truth Communications Malaysia



2024 Best Brand Building and/or Awareness Campaign

GOLD DRAGON

Kingdom Digital Malaysia
Dettol Parents Day
and National Day Campaign
for Reckitt Benckiser Malaysia



SILVER DRAGONS

Astro Media Solutions Malaysia
U Mobile Connects with Malays Through
Bombastika Raya Concert
for U Mobile Malaysia

SILVER DRAGONS

M&C Saatchi Malaysia
HLB CNY 2024: Wealth of a Lasting
Legacy for Hong Leong Bank Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
Allianz Scores a Perfect 10 with a
4-in-1 Film + Rockstar Concert for
Allianz Malaysia

BLACK DRAGONS

GrowthOps Asia
JUNO Malaysia
Orion Digital Malaysia





2024 Best Business to Business or Trade Marketing Campaign

GOLD DRAGON

The SHOUT Group Malaysia
#JomSapot BeliLokal
for RHB Bank Malaysia



SILVER DRAGON

Light Up 7 Malaysia
Connecting Horizons, Empowering
Journeys by KTMB for Keretapi Tanah
Melayu Berhad (KTMB)

BLACK DRAGONS

Ampersand Advisory Malaysia
Ampersand Advisory Malaysia
Light Up 7 Malaysia

BRONZE DRAGON

Misteeq Media Malaysia
Ready For You
for IHH Healthcare Malaysia





2024 Best Event or Experiential Marketing Campaign

GOLD DRAGON

Trad3mark Integration Malaysia

BYD SEAL Launch: Innovation Meets Acceleration
for Sime Darby Beyond AutoMalaysia



SILVER DRAGONS

Pet World Nutritions Malaysia

Delizios Catelier: Malaysia's First
Cat Fine Dining Experience

SILVER DRAGONS

The SHOUT Group Malaysia

Big & Small, Mr DIY Has It All
for Mr DIY Malaysia

BRONZE DRAGON

Dentsu Malaysia

Own the Night for
Telekom Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia

INK Marketing Malaysia

International Advertising

Association Malaysia

Kingdom Digital Malaysia

Truth Communications Malaysia



2024 Best Brand Loyalty Campaign

GOLD DRAGON

Digital People Malaysia

Pop Yeh Yeh Bok Bok Raya 2024
for Ayam Brand Malaysia



SILVER DRAGON

Orion Digital Malaysia

Anthem, Spectrum & Symphony of the
Seas for Royal Caribbean Cruises

BRONZE DRAGONS

Ampersand Advisory Malaysia

Shiseido Shines Bright: 5 Stage Funnel
Drives 80% Increase In ROI for
Shiseido Malaysia

BRONZE DRAGONS

**Hotshots Partnership Consulting
& Marcom Malaysia**

Touareg 20th Anniversary Campaign
for Volkswagen Group Imported (China)

BLACK DRAGONS

Ampersand Advisory Malaysia
Digital People Malaysia





2024 Best Mobile Marketing Campaign

GOLD DRAGON

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



SILVER DRAGON

Ampersand Advisory Malaysia
World's First Regional Virtual to
Reality PUBG Tournament
for Etika Malaysia

BRONZE DRAGON

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



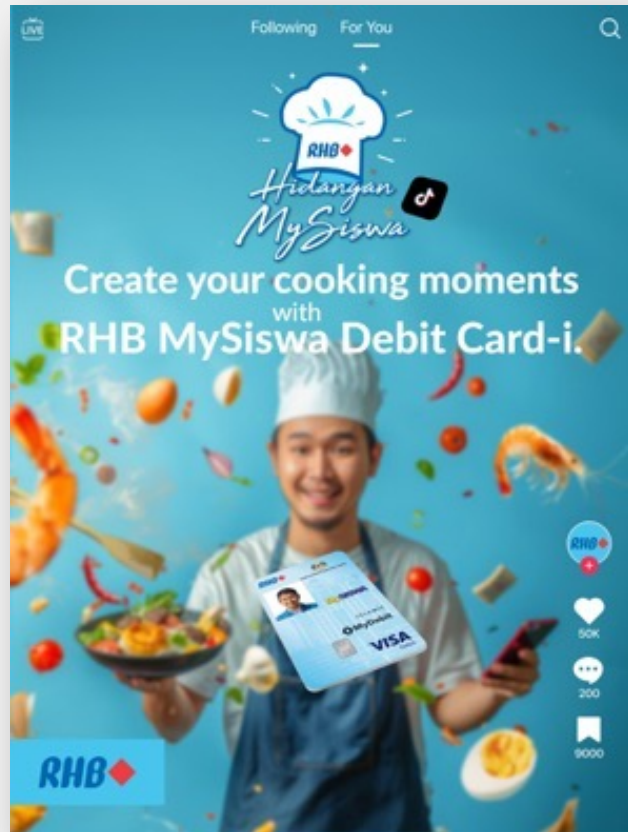


2024 Best Social Media or Word of Mouth Campaign

GOLD DRAGON

GrowthOps Asia

Cabaran Hidangan RHB MySiswa
for RHB Banking Group



SILVER DRAGON

Naga DDB Tribal Malaysia

Resorts World Genting: A Destination
Verified By Kids, For Kids!
for Resorts World Genting Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Misteeq Media Malaysia
Redhill Communications Malaysia
Truth Communications Malaysia

BRONZE DRAGON

Zeno Malaysia

Snickers #HalfHalf
for Mars Foods Malaysia





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

Takaful Malaysia

Kaotim MediKad

BRONZE DRAGON

Havas Malaysia

Armor All: Dirty Displays
for Energizer Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia

Orion Digital Malaysia

The SHOUT Group Malaysia

Truth Communications Malaysia





2024 Best Brand Trial or Sales Generation Campaign

GOLD DRAGON

JUNO Malaysia

Your Extraordinary Journey
for IHH Healthcare Malaysia



SILVER DRAGON

Seed Integrated Malaysia

Race against time to Re-ignite Toyota
Hiace Legacy for UMW Toyota Motor
Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Takaful Malaysia
Zeno Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia

Allianz4All Revolutionizes Insurance
Access for Progressives for Allianz
Malaysia





2024 Best use of Public Relations

GOLD DRAGON

The SHOUT Group Malaysia
Forgiveness for RHB Bank Malaysia



SILVER DRAGON

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

BLACK DRAGON

Ampersand Advisory Malaysia
GO Communications Malaysia
Kingdom Digital Malaysia

BRONZE DRAGON

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





2024 Best Cause, Charity Marketing or Public Sector Campaign

GOLD DRAGON

Light Up 7 Malaysia
Bangkit Bersama Melawan
Scammer for
Bank Negara Malaysia



SILVER DRAGON

Misteeq Media Malaysia
Ready For You
for IHH Healthcare Malaysia

BLACK DRAGON

Ampersand Advisory Malaysia
Ampersand Advisory Malaysia
Ampersand Advisory Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
Goodday Charge Legitimizes
eSports to drive +20% Sales Growth
for Etika Malaysia





2024 Best Small Budget Campaign

GOLD DRAGON

Dentsu Malaysia

Axiata Raya Remixed

for Axiata Group Malaysia



SILVER DRAGON

Truth Communications Malaysia

Media Familiarization Trip

for Langkawi Development Authority

BLACK DRAGONS

Ampersand Advisory Malaysia

Ampersand Advisory Malaysia

Zeno Malaysia

BRONZE DRAGON

Zeno Malaysia

M&M's Chop Chop!

for Mars Foods Malaysia





2024 Best use of Media

GOLD DRAGON

Kingdom Digital Malaysia
Dettol Global
Handwashing Day 2023
for Reckitt Benckiser Malaysia



SILVER DRAGON

The SHOUT Group Malaysia
Big & Small, Mr DIY Has It All
for Mr DIY Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Pet World Nutritions Malaysia
Zeno Malaysia

BRONZE DRAGON

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





2024 Best Entertainment Campaign

GOLD DRAGON

Astro Media Solutions Malaysia

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



SILVER DRAGON

Ampersand Advisory Malaysia

Mirinda X The Experts. Mirinda magic
and fizz-tastic innovation
for Etika Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia

Wonda OR1 FM Creates a Benchmark
for Etika Malaysia





The 2024 Dragons of Malaysia Marketing Communications Industry Ranking Ladder

Ampersand Advisory Malaysia	1
The SHOUT Group Malaysia	2
Astro Media Solutions Malaysia	3
Kingdom Digital Malaysia	4
Light Up 7 Malaysia	5
Orion Digital Malaysia	6
GO Communications Malaysia	7
JUNO Malaysia	8
Dentsu Malaysia	9
Misteeq Media Malaysia	10
Seed Integrated Malaysia	10

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



Best Integrated Marketing Campaign		
Ampersand Advisory Malaysia	Nando's Malaysia	Pineapple PERi - PERi Brings More ONG & More Sales
GO Communications Malaysia	Tesla Malaysia	Power For Good, Y Wait!
Misteeq Media Malaysia	IHH Healthcare Malaysia	Ready For You

Best Marketing Discipline Campaign		
Ampersand Advisory Malaysia	Mead Johnson Malaysia	Enfagrow redefines Mother's Day Celebrations through innovative AI
Zeno Malaysia	Mars Foods Malaysia	M&M's Chop Chop!

Best Digital Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	World's First Regional Virtual to Reality PUBG Tournament
GO Communications Malaysia	Guinness Malaysia	Arthur's Storehouse. Marrying Music & Magic for a Mom
Light Up 7 Malaysia	Bank Negara Malaysia	Bangkit Bersama Melawan Scammers
Zeno Malaysia	Mars Foods Malaysia	M&M's Chop Chop!

Best Innovative Idea or Concept		
Light Up 7 Malaysia	Bank Negara Malaysia	Saya Superhero Kewangan
The SHOUT Group Malaysia	Allianz Malaysia	Allianz: Be A-Z Ready for Tomorrow
Truth Communications Malaysia	Mission Foods Malaysia	Anything Also Can

Best Brand Building and/or Awareness Campaign		
GrowthOps Asia	Telekom Malaysia	Macam-macam Gaya, Sama-Sama Keluarga
JUNO Malaysia	IHH Healthcare Malaysia	Your Extraordinary Journey
Orion Digital Malaysia	Royal Caribbean Cruises	Anthem, Spectrum & Symphony of the Seas

Best Business to Business or Trade Marketing Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Coffee x FAM Fuels Football Fans and Harimau Malaya
Ampersand Advisory Malaysia	Etika Malaysia	ATLAS Vending Ministry Of Economy RM1 Thirst
Light Up 7 Malaysia	Cyberview Malaysia	InnoEx 2023 by Cyberview

Best Event or Experiential Marketing Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Extra Presso x Lipton Milk Tea #CHAMingTogether
INK Marketing Malaysia	Nestlé Malaysia	Purina One Corner Dress-Up
International Advertising Association Malaysia	45th International Advertising Association World Congress 2024	Brand Recode for Better World, Better Life
Kingdom Digital Malaysia	Reckitt Benckiser Malaysia	Dettol Global Handwashing Day 2023
Truth Communications Malaysia	Mission Foods Malaysia	Look Good Feel Good

Best Brand Loyalty Campaign		
Ampersand Advisory Malaysia	Allianz Malaysia	Allianz's Integrated Masterpiece
Digital People Malaysia	Ayam Brand Malaysia	1-2-3 Perggghh... Sedap! Jom Kejar Truck Ayam Brand!

Best Social Media or Word of Mouth Campaign		
Ampersand Advisory Malaysia	The Exchange TX Malaysia	GET FAMOUS, FAST! The Exchange TRX Soars to #1
Misteeq Media Malaysia	IHH Healthcare Malaysia	Ready For You
Redhill Communications Malaysia	Edotco Group Malaysia	Edotco Social Media Campaign
Truth Communications Malaysia	Mission Foods Malaysia	Anything Also Can

Best Product Launch or Re-launch Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Coffee x FAM Fuels Football Fans and Harimau Malaya
Orion Digital Malaysia	Royal Caribbean Cruises	Anthem, Spectrum & Symphony of the Seas
The SHOUT Group Malaysia	RHB Bank Malaysia	Less Time Banking, More Time Bonding
Truth Communications Malaysia	Mission Foods Malaysia	Look Good Feel Good

Best Brand Trial or Sales Generation Campaign		
Ampersand Advisory Malaysia	Allianz Malaysia	Allianz4All Revolutionizes Insurance Access for
Takaful Malaysia		Kaotim MediKad
Zeno Malaysia	Mars Foods Malaysia	M&M's Chop Chop!

Best Use of Public Relations		
Ampersand Advisory Malaysia	Vinda Malaysia	TENA Champions Active Ageing Through Innovative Band Hun
GO Communications Malaysia	Guinness Malaysia	Arthur's Storehouse. Marrying Music & Magic for a Mom
Kingdom Digital Malaysia	Reckitt Benckiser Malaysia	Dettol Global Handwashing Day 2023

Best Cause, Charity Marketing or Public Sector Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Coffee x FAM Fuels Football Fans and Harimau Malaya
Ampersand Advisory Malaysia	Etika Malaysia	The Original Taste of Malaysia rolls out a Wonda-ful campaign
Ampersand Advisory Malaysia	Etika Malaysia	ATLAS Vending Ministry Of Economy RM1 Thirst Quenchers Campaign

Best Small Budget Campaign		
Ampersand Advisory Malaysia	Oyen Pet Insurance Malaysia	Oyen unveils Malaysia's first feline Insurance Agent !
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Extra Presso x Lipton Milk Tea #CHAMingTogether
Zeno Malaysia	Mars Foods Malaysia	Snickers #HalfHalf

Best use of Media		
Ampersand Advisory Malaysia	Oyen Pet Insurance Malaysia	Oyen unveils Malaysia's first feline Insurance Agent !
Pet World Nutritions Malaysia		Delizios Catelier: Malaysia's First Cat Fine Dining Experience
Zeno Malaysia	Mars Foods Malaysia	Snickers #IniMiniPuasHati

