

The 2024 Dragons of Asia. Call for Entry.

2024 DRAGONS OF ASIA



Asia's elite Marketing Communications Recognition Programme
Recognising the very best Campaigns throughout Asia, since 2000

Launching this year!



2024 DRAGONS OF SRI LANKA

Now open for entry on: dragonsofasia.org

Entries close 15 May, 2024



2024

CALL FOR ENTRIES

Since 2000, across Asia, Malaysia, Pakistan and now Sri Lanka, 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 Dragons of Sri Lanka Entry Categories.

Best Digital, Best Brand Building & or Awareness, Best Event or Experiential, Best Social Media or Best Small Budget.



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

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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 per entry covers entry into the 2024 Dragons of Asia and the Dragons of Sri Lanka the Dragons of Malaysia & the Dragons of Pakistan.

LODGEMENT DETAILS.

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

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, Mastercard or PInPay.

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 and 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.

THE DRAGONS OF SRI LANKA.

The highest scoring entries in the 5 Dragons of Sri Lanka entry Categories: (Best Digital, Best Brand Building & or Awareness, Best Event or Experiential and Best Social Media or Best Small Budget), will each win a Gold or Silver or Bronze Dragons of Sri Lanka Trophy.

Black Dragons of Sri Lanka Certificates will be awarded to Entries in the 5 Dragons of Sri Lanka 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 & 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 Asia, Dragons of Malaysia and the Dragons of Sri Lanka Finalists will be revealed on: dragonsofasia.org and by eMail to all entrants, mid September.

2024 WINNER ANNOUNCEMENTS.

Dragons of Asia, Dragons of Malaysia and Dragons of Sri Lanka Winners will be revealed at the Awards Event in Kuala Lumpur mid-October, on: dragonsofasia.org and by eMail to all Winners.

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



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.

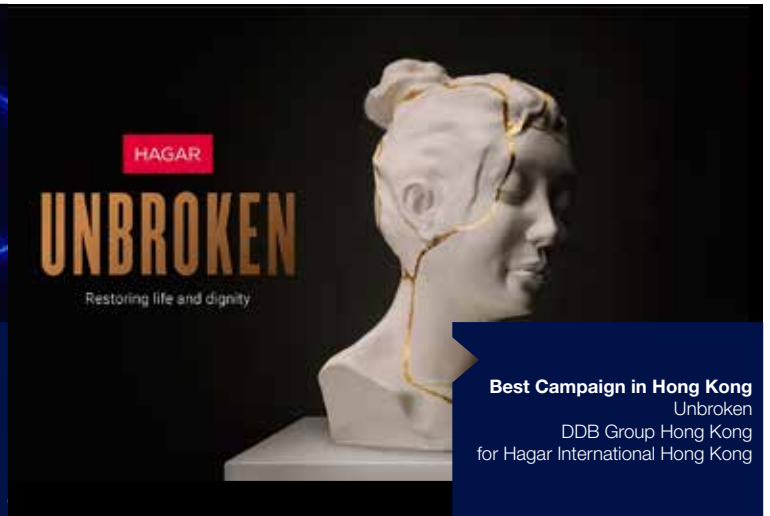
17. BEST ENTERTAINMENT CAMPAIGN.

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.

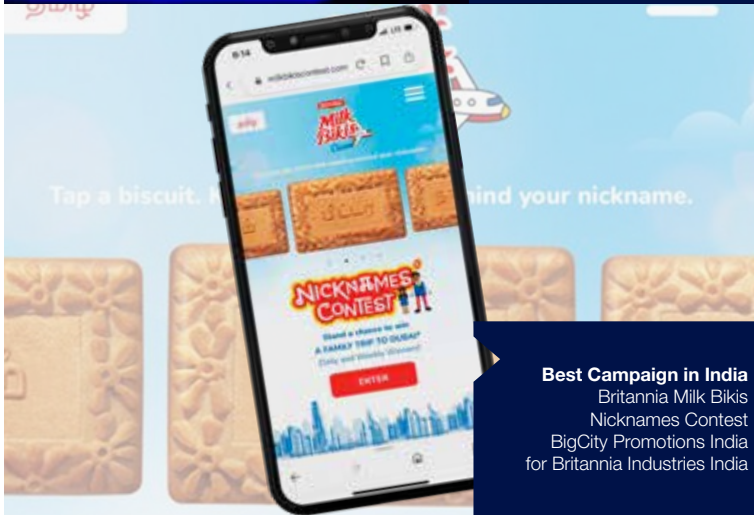
2023 DRAGONS OF ASIA. Best Campaigns by Country.



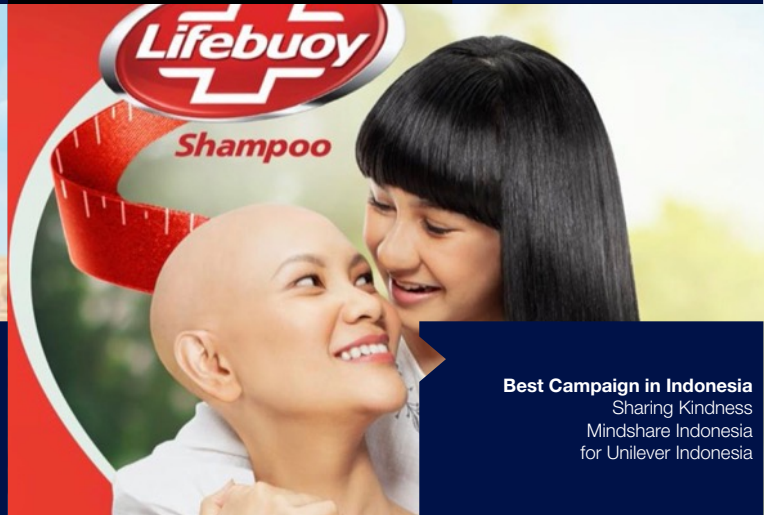
Best Campaign in China
Hello Billy
AKQA Shanghai, China
for General Motors China



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

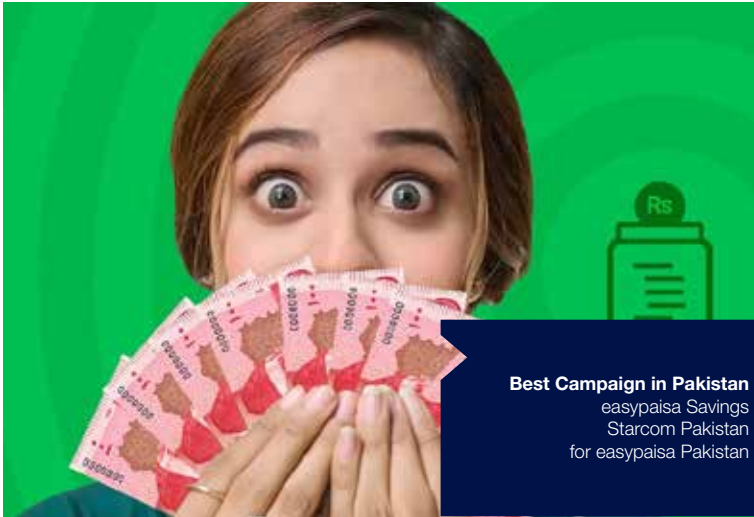


Best Campaign in Korea
Norwegian Salmon Is Always Right
Synergy Hill+Knowlton Strategies Korea
for the Norwegian Seafood Council



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



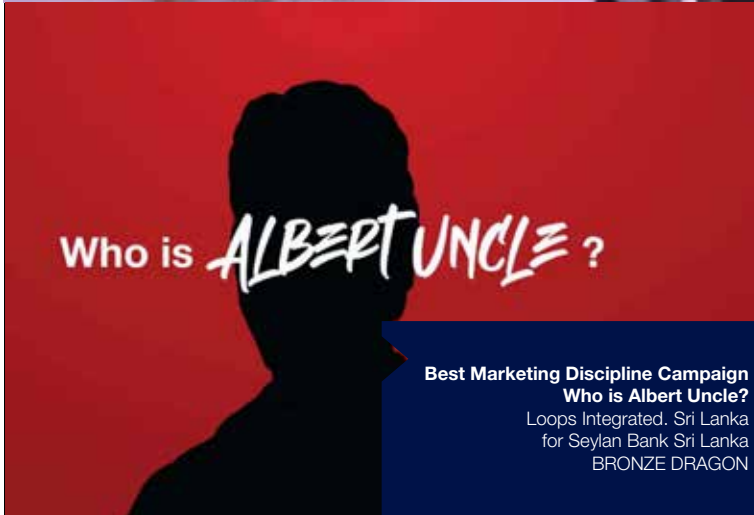
Best Campaign in Vietnam
It's time to Press Play.
Stories worth Celebrating
FWD Vietnam Life Insurance

2023 DRAGONS OF ASIA. Winning Sri Lankan Campaigns.



SEYLAN
BANK PLC
The bank with a heart

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



Who is **ALBERT UNCLE?**

Best Marketing Discipline Campaign
Who is Albert Uncle?
Loops Integrated. Sri Lanka for Seylan Bank Sri Lanka
BRONZE DRAGON



Embrace
Life

Best Product Launch or Re-launch Campaign
Embrace Life
Dentsu Communications Sri Lanka for HNB Assurance Sri Lanka
BRONZE DRAGON



Inveil
INDIA'S FINEST BRIDAL WEAR

INDIRA CANCER TRUST
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Best Cause, Charity Marketing or Public Sector Campaign
UnVeil. Bridal wear unbridled by Cancer
Triad Sri Lanka for Indira Cancer Trust
BRONZE DRAGON



ALL-ISLAND
FREE
FI

Best Small Budget Campaign
DIALOG-SLESA All-Island Free Fire Championship
InGame Esports Sri Lanka for Sri Lanka Esports Association
BRONZE DRAGON



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
- Ex President & 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, Malaysia, Pakistan & Sri Lanka,
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www.dragonsofasia.org
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