

The Dragons of ASIA

For 25 years, Asia's elite
results-focused Marketing
Communications Recognition
Programme



2025 Winners

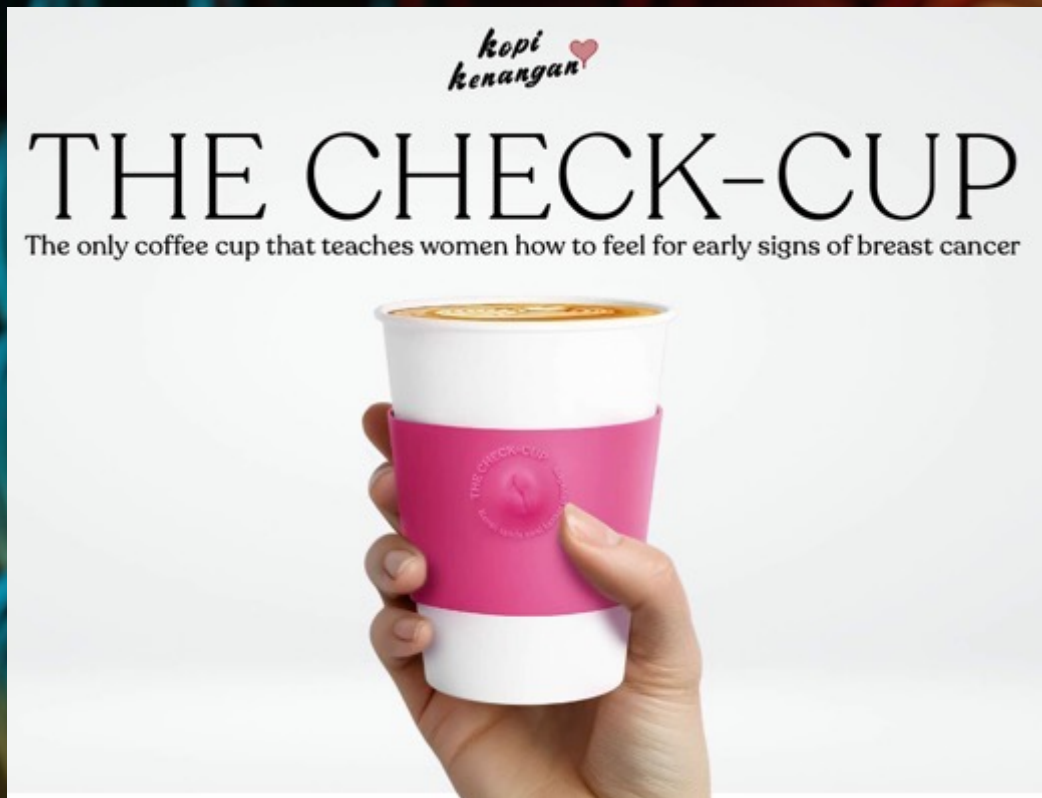


2025

BEST CAMPAIGN IN ASIA

VML Malaysia

Kopi Kenangan. Check-Cup, for Kopi Kenangan



What if a coffee cup could help save lives?

Designed to tackle the lack of tactile awareness among Indonesian women, in a bold fusion of product design, social impact, and brand ingenuity, Kopi Kenangan launched the Check-Cup, a silicone coffee sleeve embossed with a 2cm bump, simulating the feel of an early-stage breast cancer lump

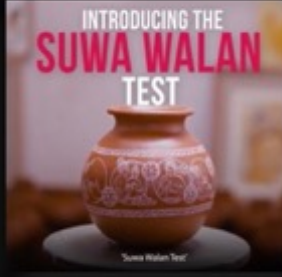


2025
DRAGONS
OF ASIA



2025

BEST CAMPAIGN IN ASIA THE SHORTLIST



Adcom Pakistan Ampersand Advisory Malaysia BBDO Pakistan
Loops Integrated Sri Lanka Publicis Media Pakistan
Swordfish Integrated Marketing Agency India
Synergy Advertising Pakistan
THE SHOUT GROUP/FCB SHOUT Malaysia
Tribes Communication India VML Malaysia



2025
DRAGONS
OF ASIA



2025

AGENCY OF THE YEAR



**AMPERSAND
ADVISORY**

business results *now!*

Ampersand Advisory Malaysia



**2025
DRAGONS
OF ASIA**



2025

NETWORK OF THE YEAR



WE ARE

tribes

Tribes Communication Network. India



2025
DRAGONS
OF ASIA



2025 BEST CAMPAIGNS BY COUNTRY

CAMBODIA

IdeaFactory Advertising
Cambodia. Heineken® Silver:
The Surprisingly Smooth Launch
for Heineken Cambodia



CHINA

George P. Johnson Experience
Marketing China. Google
Marketing Live China 2024
for Google China



HONG KONG

VML Hong Kong
140th Anniversary of The
Hong Kong Jockey Club, for
The Hong Kong Jockey Club



2025
DRAGONS
OF ASIA



2025

BEST CAMPAIGNS BY COUNTRY

INDIA

Swordfish Integrated
Marketing Agency India
Don Julio. Dead of the Dead in
India for Diageo India



Best Campaign in Asia
2025 Finalist

INDONESIA

Burson Indonesia
Puma Deviate Nitro 3. 'Run on
Your Own Rhyme' for Puma
Indonesia



JAPAN

FACT Japan
Meet Saudi for the Ministry
of Culture Saudi Arabia



2025
DRAGONS
OF ASIA



2025 BEST CAMPAIGNS BY COUNTRY

MALAYSIA

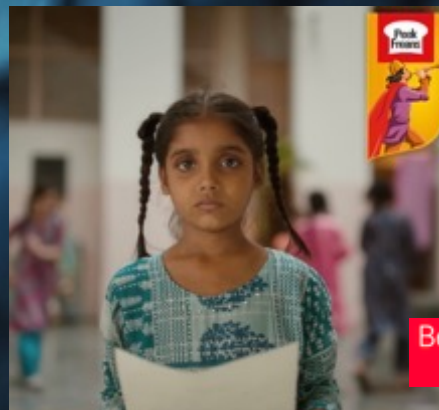
VML Malaysia
Kopi Kenangan. Check-Cup
for Kopi Kenangan



Best Campaign in Asia
2025 Winner

PAKISTAN

BBDO Pakistan
EBM Corporate. Incomplete
Anthem for English Biscuit
Manufacturers Pakistan



Best Campaign in Asia
2025 Finalist

PHILIPPINES

Grupo Agatep Philippines
Mang Inasal's CreamyYESS
Halo-Halo Launch for Mang
Inasal Philippines



2025
DRAGONS
OF ASIA



2025

BEST CAMPAIGNS BY COUNTRY

SINGAPORE

amc asia! Singapore
Be Greater for Singapore
Kindness Movement



SRI LANKA

Loops Integrated Sri Lanka
Suwa Walan Test. A Clay Pot
That Changed Lives for
AIA Sri Lanka



Best Campaign in Asia
2025 Finalist

THAILAND

Plan B Media Thailand
3% Red Ads for Thai Red
Cross Society



VIETNAM

InBold Asia and Denmark
Blood Barrier for Hevea
Vietnam





2025 INTEGRATED MARKETING

GOLD DRAGONS

Ampersand Advisory Malaysia
Integrated Media Amplifies Stories of
Cancer Survivors, Breaks Records
for Ace Canning Corporation Malaysia

GOLD DRAGONS

Swordfish Integrated Marketing
Agency India
Don Julio. Dead of the Dead in India
for Diageo India

Best Campaign in Asia
2025 Finalist



Best Campaign in Asia
2025 Finalist



SILVER DRAGON

Adcom Pakistan
Heart Beats Launch
for English Biscuit Manufacturers Pakistan

BRONZE DRAGON

Mediavest (Brainchild Communications
Pakistan) Bach Bazaar
for Zong CMPak Pakistan

BLACK DRAGONS

amc asia! Singapore
Boutique Agency Network, Media Factory,
AIM Effective Marketing Solutions Sri Lanka
Cheil Malaysia
IAL Saatchi & Saatchi Pakistan
Mindmade Creative Communications Malaysia
Trapper Group Malaysia
VML Hong Kong



2025 MARKETING DISCIPLINE

GOLD DRAGON

Ampersand Advisory Malaysia
Breast Cancer Survivors drive 11,000
Screenings & Record Sales
for Ace Canning Corporation Malaysia

Best Campaign in Asia
2025 Finalist



SILVER DRAGON

Tribes Communication India
Dukaan It Yourself (DIY your shop)
for Kansai Nerolac Paints India

BLACK DRAGONS

Ampersand Advisory Malaysia
ATNR Pakistan
Coral Media + Talented + MOMS Outdoor India
inDrive Cyprus
Tribes Communication India

BRONZE DRAGON

The SHOUT GROUP/FCB SHOUT Malaysia
Own Your Beautiful
for guardian Malaysia



2025 DIGITAL

GOLD DRAGON

Publicis Media Pakistan
Dil Se. Act of Kindness
for PTCL Group Pakistan

Best Campaign in Asia
2025 Finalist



SILVER DRAGONS

Starcom Worldwide Pakistan
easycash
for easypaisa Digital Bank Pakistan

SILVER DRAGONS

VML Malaysia
Unifi. Virtual Intelligence Creator
for TM Technology Services Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
Calpis Soda One In A Million becomes
#1 TV show, thanks to Digital
for Etika Group of Companies Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia (2)
IAL Saatchi & Saatchi Pakistan
Kingdom Digital Malaysia
Mediavest (Brainchild Communications Pakistan)
The SHOUT GROUP/FCB SHOUT Malaysia

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OF ASIA





2025

INNOVATIVE IDEA or CONCEPT

GOLD DRAGONS

Synergy Advertising Pakistan
PSO Iqbal Day. Lab Pe Ati Hai Dua
for Pakistan State Oil (PSO)



GOLD DRAGONS

The SHOUT GROUP/FCB SHOUT Malaysia
Multiply The Goodness With Tropicana
Twister for PepsiCo Malaysia

Best Campaign in Asia
2025 Finalist

Best Campaign in Asia
2025 Finalist



SILVER DRAGON

Ampersand Advisory Malaysia
6 Survivor Stories + Touchpoint messaging
= Record Sales and Screenings
for Ace Canning Corporation Malaysia

BRONZE DRAGON

VML Malaysia
Kopi Kenangan. Check-Cup
for Kopi Kenangan

BLACK DRAGONS

Evolve Brands India
Havas Vietnam
Hayleys Fentons Sri Lanka
Madnest Pakistan
Rockstar Digital Malaysia
VML Malaysia



2025

BRAND BUILDING and/or AWARENESS

GOLD DRAGONS

Dentsu Malaysia
#SPEEDPHORIA 2024 Moto GP
for Petroleum Nasional Malaysia



GOLD DRAGONS

FACT Japan
Meet Saudi for Ministry
of Culture Saudi Arabia



SILVER DRAGON

Mindmade Creative Communications Malaysia
MAX Size, MAX Crunch, MAX Flavor Campaign
for MunchWorld Marketing Malaysia

BRONZE DRAGON

The Brand Brewery India
Shakti Ka Pratik
for Dr. Reddy's Laboratories India

BLACK DRAGONS

Convex Interactive Pakistan
Havas Media India
Havas Vietnam
Innovation Quotient Sri Lanka
The SHOUT GROUP/FCB SHOUT Malaysia
VML Hong Kong





2025 BUSINESS

GOLD DRAGON

Tribes Communication India
Dukaan It Yourself (DIY your shop)
for Kansai Nerolac Paints India

Best Campaign in Asia
2025 Finalist



SILVER DRAGON

Coral Media India
Chai Jahaan, Good Day Wahaan
for Britannia India

BRONZE DRAGONS

Astro Media Solutions Malaysia
From One-Off to Always-On. AMS's B2B
Growth Engine

BRONZE DRAGONS

GrowthOps Asia Singapore
Unibizity
for Unifi Business Malaysia

BLACK DRAGONS

BigCity Promotions India
BI WORLDWIDE India
George P. Johnson Experience Marketing China
Synergy Advertising Pakistan
The Audience Motivation Company Asia Thailand



2025 EVENT OR EXPERIENTIAL

GOLD DRAGON

Ampersand Advisory Malaysia
Keluang Man Movie. Local Superhero
Drives Local Coffee Flavour Growth
for Etika Group of Companies Malaysia



SILVER DRAGONS

The Audience Motivation Company Asia
Shoes for Songkran
for Crocs Thailand

SILVER DRAGONS

Tribes Communication India
Dry Thru
for Honda Motorcycle and Scooter India

BRONZE DRAGON

Swordfish Integrated Marketing Agency India
Echoes of Earth
for Echoes of Earth India

BLACK DRAGONS

Blue Eleven Marketing Solutions Sri Lanka
George P. Johnson Experience Marketing China
Mindmade Creative Communications Malaysia
Phu Nhuan Jewelry Joint Stock Company Vietnam
Tribes Communication India



2025 LOYALTY

GOLD DRAGON

Adcom Pakistan
Sooper Thematic 2025
for English Biscuit Manufacturers Pakistan

Best Campaign in Asia
2025 Finalist



SILVER DRAGON

The SHOUT GROUP/FCB SHOUT Malaysia
Bringing The Deliciousness Back To Domino's
for Domino's Malaysia

BRONZE DRAGON

GrowthOps Asia Singapore
PowerUp
for Shell Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Evolve Brands India
Kingdom Digital Malaysia
foodpanda Pakistan
Mindshare Thailand



2025 MOBILE

GOLD DRAGON

VML Malaysia
Kara's Packs for Malaysians
for Kara Marketing Malaysia



SILVER DRAGON

Avant Media Sri Lanka
Bairaha 3rd Eye App
for Bairaha Farms Sri Lanka

BLACK DRAGONS

Ampersand Advisory Malaysia
Kingdom Digital Malaysia

BRONZE DRAGON

Impact Communications India
Supermilk. Super Heroes Of Tamil Nadu
for ITC. Sunfeast Dark Fantasy India



2025 SOCIAL MEDIA

GOLD DRAGON

Affinity Integrated Sri Lanka
Kotagala Kahata. Thunsarane Kavi
for C.W. Mackie Sri Lanka



SILVER DRAGONS

Krungthai Bank Thailand
Krungthai FinFit. Mass-Personalized
Financial Fitness Campaign for All
for Krungthai Bank Thailand

SILVER DRAGONS

Talon Creative Malaysia
Astro Originals. Projek Exit
for Astro Malaysia

BRONZE DRAGON

Rockstar Digital Malaysia
The First Growing-up Milk That Empowered
C-section Parents to C the Difference
for Danone Specialised Nutrition Malaysia

BLACK DRAGONS

Adcom Pakistan
Ampersand Advisory Malaysia
Burson Indonesia
Mindmade Creative Communications Malaysia
GrowthOps Asia Singapore
Grupo Agatep Philippines

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2025

PRODUCT LAUNCH or RE-LAUNCH

GOLD DRAGON

Fishbowl Pakistan
JazzCash Tap Pay for Business
for Pakistan Mobile Communications



SILVER DRAGON

Synergy Dentsu Pakistan
The Hyundai ELANTRA Hybrid launch Campaign
for Hyundai Nishat Motor Pakistan

BRONZE DRAGONS

Darkhorse Singapore
Porsche Taycan Launch
for Porsche Asia Pacific Singapore

BRONZE DRAGONS

Swordfish Integrated Marketing Agency India
Godawan UK launch
for Diageo India

BLACK DRAGONS

Adcom & Brainchild Communications Pakistan
BullsEye DDB Pakistan
Havas Media India
IdeaFactory Advertising Cambodia
Network 18 Media & Investments India
The Audience Motivation Company Asia Thailand
The SHOUT GROUP/FCB SHOUT Malaysia
Wavemaker Thailand





2025

BRAND TRIAL or SALES GENERATION

GOLD DRAGON

Tribes Communication India
Coolest Hot Ad
for Havells India



SILVER DRAGON

EssenceMediacom for WPP Open X Thailand
Coke Foodmarks
for The Coca-Cola Company Thailand

BRONZE DRAGON

BigCity Promotions India
ITC Dark Fantasy Biggest Fan Biggest Fantasy
for ITC India

BLACK DRAGONS

Ampersand Advisory Malaysia
Burson Indonesia
GrowthOps Asia Singapore
Swordfish Integrated Marketing Agency India
Team Reactivate Pakistan
VML Malaysia



2025

PUBLIC RELATIONS

GOLD DRAGON

BBDO Pakistan
EBM Corporate. Incomplete Anthem
for English Biscuit Manufacturers Pakistan

Best Campaign in Asia
2025 Finalist



SILVER DRAGON

Bisconni, Ismail Industries Pakistan
Appreciating Ordinary Heroes
#PerfectingTheArtofHappiness. Bisconni R

BRONZE DRAGON

GO Communications Malaysia
Slide the Curve
for the Curve Malaysia

BLACK DRAGONS

Adcom Pakistan
Amperand Advisory Malaysia (2)
Krungthai Bank Thailand
Tribes Communication India (2)



2025

CAUSE, ENVIRONMENT & SUSTAINABILITY

GOLD DRAGONS

Loops Integrated Sri Lanka
Suwa Walan Test. A Clay Pot
That Changed Lives for AIA Sri Lanka

GOLD DRAGONS

VML Malaysia
Kopi Kenangan. Check-Cup
for Kopi Kenangan

Best Campaign in Asia
2025 Winner



SILVER DRAGONS

amc asia! Singapore
Be Greater
for Singapore Kindness Movement

SILVER DRAGONS

Bulls Eye DDB Pakistan
Ronaq of Bazaar
for Unilever Pakistan

BRONZE DRAGON

Network 18 Media & Investments India
Sanjeevani. United Against Cancer
for Federal Bank Hormis Memorial Foundation and
Tata Trust India

BLACK DRAGONS

Coral Media + Talented + MOMS Outdoor India
DDB Group Philippines
InBold Asia and Denmark Vietnam
Magic Mango Colombo
Seeni Colombo
The Brand Brewery India





2025

SMALL BUDGET

GOLD DRAGON

Third Shift Media Sri Lanka
Rewriting Avurudu : A Digital
Festival That Beat Big Budgets
for Lipton Teas and Infusions Ceylon



SILVER DRAGONS

Avant Media Sri Lanka
Diamond Shining Mission
for Diamond Best Foods Sri Lanka

SILVER DRAGONS

Havas Media India
Bumble x Puma. Single's Run
for Bumble & Puma India

BRONZE DRAGONS

DEFY Sri Lanka
Cool Teacher
for ICL Brands Sri Lanka

BRONZE DRAGONS

InBold Asia and Denmark Vietnam
Blood Barrier
for Hevea Vietnam

BLACK DRAGONS

DEFY Sri Lanka
foodpanda Pakistan
Impact Communications India
Tribes Communication India



2025 MEDIA

GOLD DRAGON

Havas Media India
Samarth by Hyundai
for Hyundai Motor India



SILVER DRAGON

Plan B Media Thailand
3% Red Ads
for Thai Red Cross Society

BRONZE DRAGON

Starcom Worldwide Pakistan
CDM Wafer Rolls 2025
for Mondelez International Pakistan

BLACK DRAGONS

Ampersand Advisory Malaysia
Loops Integrated Sri Lanka
MullenLowe Sri Lanka
The SHOUT GROUP/FCB SHOUT Malaysia
Tribes Communication India





2025

INFLUENCER/CONTENT CREATION

GOLD DRAGON

Digibrush Productions, Media Factory
& New Media Solutions Sri Lanka
My Zesta Story
for Sunshine Consumer Sri Lanka



SILVER DRAGON

BDigital Pakistan

Salam Kissan

for Fatima Fertilizer/Sarsabz Fertilizer Pakistan

BRONZE DRAGONS

VML Malaysia

Bebaskan Hebatmu Tiap Momen

British American Tobacco (Indonesia)

BRONZE DRAGONS

Burson Indonesia

Puma Deviate Nitro 3. 'Run on Your Own Rhyme' for Puma Indonesia

BLACK DRAGONS

Amperсанд Advisory Malaysia (2)

Gate21 Marketing Armenia

Krunghai Bank Thailand

Mindmade Creative Communications Malaysia

The SHOUT GROUP/FCB SHOUT Malaysia

**DRAGONS
OF ASIA**



The 2025 Dragons of Asia

Industry Leader Ladder

The top 10

Ampersand Advisory Malaysia	1
Tribes Communication India	2
VML Malaysia	3
The SHOUT GROUP/FCB SHOUT Malaysia	4
Swordfish Integrated Marketing Agency India	5
Adcom Pakistan	6
Havas Media India	7
Avant Media Sri Lanka	8
GrowthOps Asia Singapore	9
Starcom Worldwide Pakistan	9
Loops Integrated Sri Lanka	10
Mindmade Creative Communications Malaysia	10
Synergy Advertising Pakistan	10

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



2025 Dragons of Asia. Black Dragon Winners



Integrated Marketing

Entrant	Country	Campaign	Client/Brand owner
amc asia! Singapore	Singapore	Be Greater	Singapore Kindness Movement
Boutique Agency Network, Media Factory, AIM Effective Marketing	Sri Lanka	Wesak in Circles with Watawala. An Integrated Campaign of Light, Access & Trust	Sunshine Consumer Sri Lanka
Cheil Malaysia	Malaysia	Galaxy AI is here	Samsung Malaysia Electronics
IAL Saatchi & Saatchi Pakistan	Pakistan	Tapal Danedar. 'Tum Mein Aik Aur Cup Chai'. PSL Campaign	Tapal Tea Pakistan
Mindmade Creative Communications Malaysia	Malaysia	Taste Munchy's, Taste Happiness Campaign	MunchWorld Marketing Malaysia
Trapper Group Malaysia	Malaysia	Culture Takes Flight with Malaysia Airlines' New Routes	Malaysia Aviation Group
VML Hong Kong	Hong Kong	140th Anniversary of The Hong Kong Jockey Club	The Hong Kong Jockey Club

Marketing Discipline

Entrant	Country	Campaign	Client/Brand owner
Amperand Advisory Malaysia	Malaysia	FOMO & Fizz create Malaysia's #1 TV show + Drives Record Sales	Etika Group of Companies Malaysia
ATNR Pakistan	Pakistan	Rides for Playground	inDrive Pakistan
Coral Media + Talented + MOMS Outdoor	India	Nature Shapes Britannia	Britannia India
inDrive Cyprus	Cyprus	Safe Rides for a Fair Price	inDrive Pakistan
Tribes Communication India	India	Dukaan It Yourself (DIY your shop)	Kansai Nerolac Paints India

Digital

Entrant	Country	Campaign	Client/Brand owner
Amperand Advisory Malaysia	Malaysia	Beyond Impressions. Survivor stories Drives Record Sales & Screenings	Ace Canning Corporation Malaysia
Amperand Advisory Malaysia	Malaysia	Ultimate Elevator Pitch targets SMEs on mobile, grows business 20%	Alliance Bank Malaysia
IAL Saatchi & Saatchi Pakistan	Pakistan	Oreo Monopoly. A Playful Twist	Continental Biscuits Pakistan
Kingdom Digital Malaysia	Malaysia	Which Speedster Are You?	CelcomDigi Malaysia
Mediavest (Brainchild Communications Pakistan)	Pakistan	Dawlance 11.11 Campaign	Dawlance Pakistan
The SHOUT GROUP/FCB SHOUT Malaysia	Malaysia	Multiply The Goodness With Tropicana Twister	PepsiCo Malaysia

Innovative Idea or Concept

Entrant	Country	Campaign	Client/Brand owner
Evolve Brands India	India	J K Jobbers League	J K Paper India
Havas Vietnam	Vietnam	K+Winning Play. Dynamic Ad Strategy for Euro 2024	Sun Life Vietnam
Hayleys Fentons Sri Lanka	Sri Lanka	Hayleys Solar 'Energy Peramuna' Election	Hayleys Solar Sri Lanka
Madnest Pakistan	Pakistan	The Invisible Heirs	Mobilink Bank Pakistan
Rockstar Digital Malaysia	Malaysia	The First Growing-up Milk That Empowered C-section Parents to C the Difference	Danone Specialised Nutrition Malaysia
VML Malaysia	Malaysia	Unifi. Virtual Intelligence Creator	TM Technology Services Malaysia

Brand Building and/or Awareness

Entrant	Country	Campaign	Client/Brand owner
Convex Interactive Pakistan	Pakistan	Own Your Natural Glow	ZIL Pakistan

Havas Media India	India	Swiggy Instamart. Ganesh Chaturthi Modak Dispenser	Swiggy India
Havas Vietnam	Vietnam	Optimism Plan	Sun Life Vietnam
Innovation Quotient Sri Lanka	Sri Lanka	PickMe Food. Delivering Happiness	PickMe Sri Lanka
The SHOUT GROUP/FCB SHOUT Malaysia	Malaysia	Belonging. Turning old clothes into new hope	RHB Bank Malaysia
VML Hong Kong	Hong Kong	140th Anniversary of The Hong Kong Jockey Club	The Hong Kong Jockey Club

Business

Entrant	Country	Campaign	Client/Brand owner
BigCity Promotions India	India	Carlsberg Bandhan 2.0	Carlsberg India
BI WORLDWIDE India	India	TATA BlueScope ShelterChamps	TATA BlueScope Steel India
George P. Johnson Experience Marketing China	China	Google Marketing Live China 2024	Google China
Synergy Advertising Pakistan	Pakistan	Raast Campaign	State Bank of Pakistan
The Audience Motivation Company Asia Thailand	Thailand	Bootcamp Day by Line for Business	Line Company Thailand

Event or Experiential

Entrant	Country	Campaign	Client/Brand owner
Blue Eleven Marketing Solutions Sri Lanka	Sri Lanka	Unilever Sri Lanka	Pears Singithi Sihina
George P. Johnson Experience Marketing China	China	TCL China	TCL AWE 2024
Mindmade Creative Communications Malaysia	Malaysia	MunchWorld Marketing Malaysia	Goodness O'Clock Campaign
Phu Nhuan Jewelry Joint Stock Company Vietnam	Vietnam		PNJ Jewelry Journey Across Vietnam
Tribes Communication India	India	Kansai Nerolac Paints India	Dukaan It Yourself (DIY your shop)

Loyalty

Entrant	Country	Campaign	Client/Brand owner
Amperсанд Advisory Malaysia	Malaysia	That's a Nando's Thing. We Be We, So You Can Be You	Nando's Chickenland Malaysia
Evolve Brands India	India	Rishta Loyalty Program	V-Guard Industries India
Kingdom Digital Malaysia	Malaysia	Hidup Berjiran Challenge	Paramount Property Malaysia
foodpanda Pakistan	Pakistan	Pandapro 2024	
Mindshare Thailand	Thailand	Lotus's 30th Anniversary	CP Aextra Thailand

Mobile

Entrant	Country	Campaign	Client/Brand owner
Amperсанд Advisory Malaysia	Malaysia	Heartfelt Mobile Storytelling Drives Record Sales & Screenings	Ace Canning Corporation Malaysia
Kingdom Digital Malaysia	Malaysia	Which Speedster Are You?	CelcomDigi Malaysia

Social Media

Entrant	Country	Campaign	Client/Brand owner
Adcom Pakistan	Pakistan	Zabardast Urea. Zabardast Saath Chamkay Din Raat	Engro Fertilizer Pakistan
Amperсанд Advisory Malaysia	Malaysia	Enfagrow slays socials with AI Song by Toddlers for their Mums	Mead Johnson Nutrition
Burson Indonesia	Indonesia	Puma Deviate Nitro 3. 'Run on Your Own Rhyme'	Puma Indonesia
Mindmade Creative Communications Malaysia	Malaysia	MAX Size, MAX Crunch, MAX Flavor Campaign	MunchWorld Marketing Malaysia

GrowthOps Asia Singapore	Singapore	Unifi Device Fiesta	Unifi Malaysia
Grupo Agatep Philippines	Philippines	Mang Inasal's CreamyYESS Halo-Halo Launch	Mang Inasal Philippines

Product Launch or Re-launch

Entrant	Country	Campaign	Client/Brand owner
Adcom & Brainchild Communications Pakistan	Pakistan	Peek Freans RIO Obo Magic	English Biscuit Manufacturers Pakistan
BullsEye DDB Pakistan	Pakistan	Rakhain Apni Sehat Ka Khaya. No Cheeni, Siraf Sucral!	Father & Son's Pakistan
Havas Media India	India	Swiggy XL x Singham. Guinness World Record	Swiggy India
IdeaFactory Advertising Cambodia	Cambodia	Heineken® Silver. The Surprisingly Smooth Launch	Heineken Cambodia
Network 18 Media & Investments India	India	Bharat Ka Safar	Apollo Tyres India
The Audience Motivation Company Asia Thailand	Thailand	MEP Liberate Your Spice	Samyang Thailand
The SHOUT GROUP/FCB SHOUT Malaysia	Malaysia	Bringing The Deliciousness Back To Domino's	Domino's Malaysia
Wavemaker Thailand	Thailand	Krungthai-AXA. Koomver	Krungthai-AXA Life Insurance Public Company Thailand

Brand Trial or Sales Generation

Entrant	Country	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Malaysia	FOMO & Fizz create Malaysia's #1 TV show + Drives Record Sales	Etika Group of Companies Malaysia
Burson Indonesia	Indonesia	Puma Deviate Nitro 3. 'Run on Your Own Rhyme'	Puma Indonesia
GrowthOps Asia Singapore	Singapore	Unifi Device Fiesta	Unifi Malaysia
Swordfish Integrated Marketing Agency India	India	Don Julio. Dead of the Dead in India	Diageo India
Team Reactivate Pakistan	Pakistan	Sunsilk Oil Blends	Unilever Pakistan
VML Malaysia	Malaysia	KitKat® Dark Borneo	Nestlé Malaysia

Public Relations

Entrant	Country	Campaign	Client/Brand owner
Adcom Pakistan	Pakistan	Viva. Election Campaign	Unilever Sri Lanka
Ampersand Advisory Malaysia	Malaysia	Breaking the Silence on Period Poverty, One Tap at a Time	Atlas Vending Malaysia
Ampersand Advisory Malaysia	Malaysia	6 survivors urge women to screen for cancer, Driving Record Sales	Ace Canning Corporation Malaysia
Krungthai Bank Thailand	Thailand	Krungthai FinFit. Mass-Personalized Financial Fitness Campaign for All	Krungthai Bank Thailand
Tribes Communication India	India	Coolest Hot Ad	Havells India
Tribes Communication India	India	Dukaan It Yourself (DIY your shop)	Kansai Nerolac Paints India

Cause, Environment or Sustainability

Entrant	Country	Campaign	Client/Brand owner
Coral Media + Talented + MOMS Outdoor India	India	Nature Shapes Britannia	Britannia India
DDB Group Philippines	Philippines	PCW's 'Family Business' Short Films against online sexual abuse and Exploitation of Children	Philippine Commission on Women
InBold Asia and Denmark Vietnam	Vietnam	Blood Barrier	Hevea Vietnam
Magic Mango Colombo	Sri Lanka	She saw stars	Janashakthi Group Sri Lanka
Seenii Colombo	Sri Lanka	Rebecaa Lee 'Baby Talk'	ICL Brands Sri Lanka
The Brand Brewery India	India	Shakti Ka Pratik	Dr. Reddy's Laboratories India

Small Budget

Entrant	Country	Campaign	Client/Brand owner
DEFY Sri Lanka	Sri Lanka	Tell Him	ICL Brands Sri Lanka
foodpanda Pakistan	Pakistan	Mother's Day 2024	
Impact Communications India	India	Aashirvaad Salt. Iodine Ka Chheenta	ITC Aashirvaad Salt India
Tribes Communication India	India	Dukaan It Yourself (DIY your shop)	Kansai Nerolac Paints India

Media

Entrant	Country	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Malaysia	FOMO & Fizz create Malaysia's #1 TV show + Drive Record Sales	Etika Group of Companies Malaysia
Loops Integrated Sri Lanka	Sri Lanka	Change the Story	Softlogic Life Insurance Sri Lanka
MullenLowe Sri Lanka	Sri Lanka	When Maliban Gives Children the Nation's Front Page	Maliban Biscuit Manufactories Sri Lanka
The SHOUT GROUP/FCB SHOUT Malaysia	Malaysia	Add Spritzer Sparkling, Raya Gets More & 'Happening'	Spritzer Malaysia
Tribes Communication India	India	Cooldest Hot Ad	Havells India

Influencer/Content Creation

Entrant	Country	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Malaysia	Ultimate Elevator Pitch uses unique SME Content to Grow Business 20%	Alliance Bank Malaysia
Ampersand Advisory Malaysia	Malaysia	Honoring A+ Mums. AI-Powered Campaign Drives Sales, Records	Mead Johnson Nutrition Malaysia
Gate21 Marketing Armenia	Armenia	New Season, New Toothbrush	Derjava in partnership with Colgate Palmolive Armenia
Krungthai Bank Thailand	Thailand	Krungthai FinFit. Mass-Personalized Financial Fitness Campaign for All	
Mindmade Creative Communications Malaysia	Malaysia	Malaysia's First Science-Backed Diaper Campaign	Offspring Malaysia
The SHOUT GROUP/FCB SHOUT Malaysia	Malaysia	Add Spritzer Sparkling, Raya Gets More 'Happening'	Spritzer Malaysia

