

The Dragons of Malaysia

Malaysia's elite results
focused, Marketing
Communications Industry
Recognition Programme.



2025 Winners



2025

INTEGRATED MARKETING

GOLD DRAGONS

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

GOLD DRAGONS

Mindmade Creative Communications
Malaysia
Taste Munchy's, Taste Happiness
Campaign for MunchWorld Marketing
Malaysia



SILVER DRAGON

M+C Saatchi Malaysia
MR.DIY PANDAi Jaga Anda
for MR.DIY Malaysia

BRONZE DRAGON

Cheil Malaysia
Galaxy AI is here
for Samsung Malaysia Electronics

BLACK DRAGONS

Ampersand Advisory Malaysia (3)
Mindmade Creative
Communications Malaysia
The SHOUT GROUP/FCB SHOUT
Malaysia
Trapper Group Malaysia
VML Malaysia





2025

MARKETING DISCIPLINE

GOLD DRAGON

VML Malaysia
Unifi Business. Ambassadors of Failure
for TM Technology Services Malaysia



SILVER DRAGON

Astro Media Solutions Malaysia
From purifiers to pop culture.
CUCKOO's 630-minute ad
for CUCKOO International Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
FOMO & Fizz create Malaysia's #1 TV
show + Drives Record Sales
for Etika Group of Companies Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia (2)
Dentsu Malaysia
The SHOUT GROUP/FCB SHOUT
Malaysia
VML Malaysia





2025 DIGITAL

GOLD DRAGON

Kingdom Digital Malaysia
Which Speedster Are You?
for CelcomDigi Malaysia



SILVER DRAGON

The SHOUT GROUP/FCB SHOUT
Malaysia

Multiply The Goodness With Tropicana
Twister for PepsiCo Malaysia

BLACK DRAGONS

Amperсанд Advisory Malaysia (3)

BRONZE DRAGON

VML Malaysia

Unifi. Virtual Intelligence Creator
for TM Technology Services Malaysia





2025

INNOVATIVE IDEA or CONCEPT

GOLD DRAGONS

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

GOLD DRAGONS

Dentsu Malaysia
The Dreamer
for CelcomDigi Malaysia



SILVER DRAGONS

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

SILVER DRAGONS

VML Malaysia
The Check-Cup
for Kopi Kenangan

BRONZE DRAGON

Cheil Malaysia
Everything OK, Everytime OK
for Korea Ginseng Corporation

BLACK DRAGONS

Ampersand Advisory Malaysia (2)
Astro Media Solutions Malaysia
GO Communications Malaysia
Mindmade Creative
Communications Malaysia





2025

BRAND BUILDING and/or AWARENESS

GOLD DRAGONS

Dentsu Malaysia
Hidden Heroes
for Axiata Malaysia



GOLD DRAGONS

GO Communications Malaysia
Slide the Curve
for the Curve Malaysia



SILVER DRAGON

Ampersand Advisory Malaysia
Awareness in Action. 6 Survivors Lead
Fight Against Breast Cancer for Ace
Canning Corporation Malaysia

BLACK DRAGONS

Astro Media Solutions Malaysia
Cheil Malaysia
The SHOUT GROUP/FCB
SHOUT Malaysia
Trapper Group Malaysia

BRONZE DRAGON

Mindmade Creative Communications
Malaysia
Pattern with Carnation Campaign
for Fraser & Neave Malaysia





2025 BUSINESS

GOLD DRAGON

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



SILVER DRAGON

Ampersand Advisory Malaysia
The Ultimate Elevator Pitch.
60 Seconds to Greatness
for Alliance Bank Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
FOMO & Fizz create Malaysia's
#1 TV show + Drives Record Sales
for Etika Group of Companies Malaysia





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 DRAGON

Mindmade Creative Communications Malaysia
 Goodness O'Clock Campaign
 for MunchWorld Marketing Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia (3)
M+C Saatchi Malaysia
The SHOUT GROUP/FCB SHOUT Malaysia
VML Malaysia

BRONZE DRAGON

Kingdom Digital Malaysia
 Worlds within Reach
 for EVA Airways Malaysia





2025 LOYALTY

GOLD DRAGON

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



SILVER DRAGON

Kingdom Digital Malaysia
Hidup Berjiran Challenge
for Paramount Property Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
That's a Nando's Thing. We Be We,
So You Can Be You
for Nando's Chickenland Malaysia





2025 MOBILE

GOLD DRAGON

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



SILVER DRAGON

Kingdom Digital Malaysia
Which Speedster Are You?
for CelcomDigi Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia (3)

BRONZE DRAGON

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



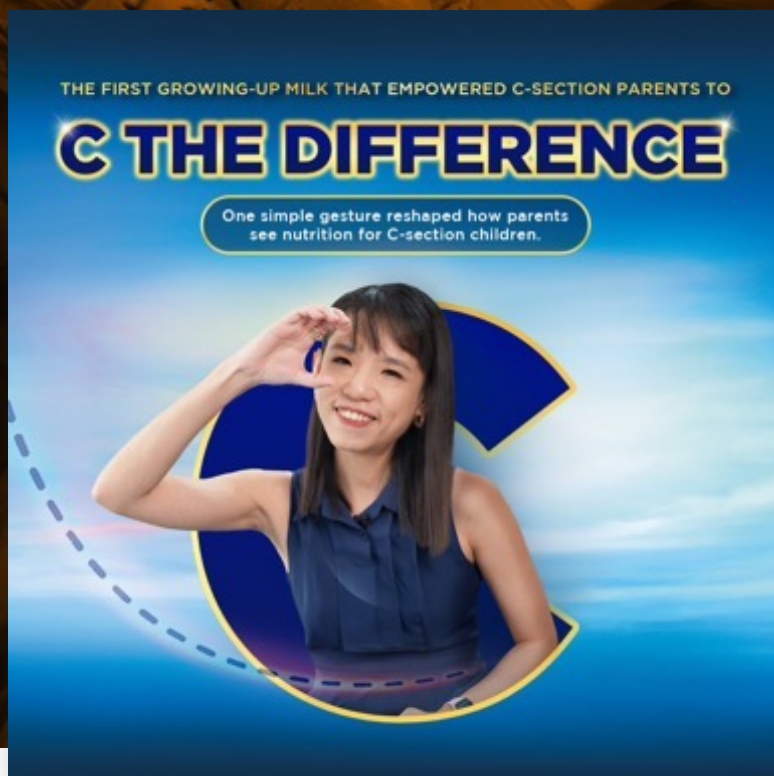


2025

SOCIAL MEDIA

GOLD DRAGON

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



SILVER DRAGON

Talon Creative Malaysia
Astro Originals. Projek Exit for Astro Malaysia

BRONZE DRAGONS

Edelman Malaysia
Bawa Baik Yang 'Itu' for Farm Fresh Malaysia

BRONZE DRAGONS

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

BLACK DRAGONS

Ampersand Advisory Malaysia (2)
Mindmade Creative Communications
The SHOUT GROUP/FCB SHOUT Malaysia





2025

PRODUCT LAUNCH or RE-LAUNCH

GOLD DRAGON

Cheil Malaysia
Everything OK, Everytime OK
for Korea Ginseng Corporation



SILVER DRAGON

VML Malaysia
KitKat® Dark Borneo
for Nestlé Malaysia

BRONZE DRAGONS

Mutant Communications Malaysia
Beyond the Burger. Building Trust,
Beyond Buzz
for SPC Shake Shack Malaysia

BRONZE DRAGONS

Trapper Group Malaysia
Making Journeys Better. The Orange
Hot Relaunch of Journify Holidays
for Malaysia Aviation Group

BLACK DRAGONS

Ampersand Advisory Malaysia
Mindmade Creative Communications
Rockstar Digital Malaysia
The SHOUT GROUP/FCB SHOUT
Trapper Group Malaysia





2025

BRAND TRIAL or SALES GENERATION

GOLD DRAGON

Ampersand Advisory Malaysia
FOMO & Fizz create Malaysia's
#1 TV show + Drives Record Sales
for Etika Group of Companies Malaysia



SILVER DRAGONS

Trapper Group Malaysia
Always-On, Always Ahead. A campaign
by UMW Toyota, Malaysia
for Toyota Malaysia

SILVER DRAGONS

VML Malaysia
KitKat® Dark Borneo
for Nestlé Malaysia

BRONZE DRAGON

The SHOUT GROUP/FCB
SHOUT Malaysia
Spritzer SILIQA™. Experience
Nature's Oldest Skincare Secret
for Spritzer Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Astro Media Solutions Malaysia
Edelman Malaysia
Kingdom Digital Malaysia
VML Malaysia





2025

PUBLIC RELATIONS

GOLD DRAGON

Ampersand Advisory Malaysia
6 Survivors urge Women to Screen
for Cancer, Driving Record Sales
for Ace Canning Corporation Malaysia



SILVER DRAGON

GO Communications Malaysia
Slide the Curve
for the Curve Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia (4)

BRONZE DRAGON

Syarikat Takaful Malaysia Keluarga
Kaotim Car & Kaotim Motor
for Takaful Malaysia





2025

CAUSE, ENVIRONMENT & SUSTAINABILITY

GOLD DRAGON

VML Malaysia
The Check-Cup
for Kopi Kenangan



SILVER DRAGON

The SHOUT GROUP/FCB SHOUT
Malaysia

Belonging. Turning old clothes into
new hope for RHB Bank Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
HomeSoy Drives Women's Health with
11,000 Breast Cancer Screenings
for Ace Canning Corporation Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Dentsu Malaysia
Rockstar Digital Malaysia
Trapper Group Malaysia
VML Malaysia





2025

SMALL BUDGET

GOLD DRAGON

Trapper Group Malaysia
MyTokioApp. Transforming Convenience
Through Digital Innovation
for Tokio Marine Malaysia



SILVER DRAGON

Edelman Malaysia
Bawa Baik Yang 'Itu'
for Farm Fresh Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia (2)
GO Communications Malaysia

BRONZE DRAGON

The SHOUT GROUP/FCB SHOUT
Malaysia

The Dragon's Summit. The Largest Ever
Congregation of 'Dragons' in Malaysia
for Resorts World Genting Malaysia





2025 MEDIA

GOLD DRAGON

The SHOUT Group Malaysia
Add Spritzer Sparkling, Raya Gets More
Happening for Spritzer Malaysia



SILVER DRAGON

Trapper Group Malaysia
Firefly Elevates Experiences & Takes
the Airwaves Higher with HOT FM
for Malaysia Aviation Group

BLACK DRAGONS

Ampersand Advisory Malaysia (3)
Syarikat Takaful Malaysia
Keluarga
Trapper Group Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
FOMO & Fizz create Malaysia's
#1 TV show + Drives Record Sales
for Etika Group of Companies Malaysia





2025

INFLUENCER/CONTENT CREATION

GOLD DRAGON

VML Malaysia

Bebaskan Hebatmu Tiap Momen
for British American Tobacco (Indonesia)



SILVER DRAGON

Ampersand Advisory Malaysia

Ultimate Elevator Pitch uses unique
SME Content to grow Business 20%
for Alliance Bank Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia (2)
Dentsu Malaysia
The SHOUT GROUP/FCB SHOUT
Malaysia

BRONZE DRAGON

**Mindmade Creative Communications
Malaysia**

Malaysia's First Science-Backed Diaper
Campaign for Offspring Malaysia



The 2025 Dragons of Malaysia Industry Leader Ladder The top 10

Ampersand Advisory Malaysia	1
VML Malaysia	2
The SHOUT GROUP/FCB SHOUT Malaysia	3
Mindmade Creative Communications Malaysia	4
Trapper Group Malaysia	5
Kingdom Digital Malaysia	6
Dentsu Malaysia	7
Cheil Malaysia	8
Astro Media Solutions Malaysia	9
GO Communications Malaysia	10
Rockstar Digital Malaysia	10

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



2025 Dragons of Malaysia. Black Dragon Winners



Integrated Marketing

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Ultimate Elevator Pitch. Integrated marketing Drives 20% Loans Growth	Alliance Bank Malaysia
Ampersand Advisory Malaysia	Keluang Man Movie. Local superhero drives local coffee flavour growth	Etika Group of Companies Malaysia
Ampersand Advisory Malaysia	That's A Nando's Thing. We Be We, So You Can Be You	Nando's Chickenland Malaysia
Mindmade Creative Communications Malaysia	Pattern With Carnation Campaign	Fraser & Neave Malaysia
The SHOUT GROUP/FCB SHOUT Malaysia	Multiply The Goodness With Tropicana Twister	PepsiCo Malaysia
Trapper Group Malaysia	There's No Stopping the Game. Netflix's Squid Game Returns	Netflix Malaysia
VML Malaysia	Gerakan Berani Beda (Never ordinary Moment)	British American Tobacco (Indonesia)

Marketing Discipline

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Breast Cancer Survivors drive 11,000 Screenings & Record Sales	Ace Canning Corporation Malaysia
Ampersand Advisory Malaysia	Legitimizing Esports, Driving Sales with Malaysia's 1st Esports	Etika Group of Companies Malaysia
Dentsu Malaysia	ONG-ly You, Luck-sa Mari, Ong Mari	Mamee Double-Decker Malaysia
The SHOUT GROUP/FCB SHOUT Malaysia	Own Your Beautiful	guardian Malaysia
VML Malaysia	One Touch Changes All	British American Tobacco Bangladesh

Digital

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Beyond Impressions. Survivor stories Drive Record Sales & Screenings	Ace Canning Corporation Malaysia
Ampersand Advisory Malaysia	Ultimate Elevator Pitch targets SMEs on mobile, grows business 20%	Alliance Bank Malaysia
Ampersand Advisory Malaysia	Legitimizing Esports, Driving Sales with Malaysia's 1st Esports	Etika Group of Companies Malaysia

Innovative Idea or Concept

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Ultimate Elevator Pitch. 60 Seconds that Reinvent the Category!	Alliance Bank Malaysia
Ampersand Advisory Malaysia	Boomers2Gamers. Malaysia's First Ever Senior Esports Team	Etika Group of Companies Malaysia
Astro Media Solutions Malaysia	Sunsilk Hijacks Gen Z's Attention with Rambut Tetap Boom	Unilever Malaysia
GO Communications Malaysia	Slide the Curve	the Curve Malaysia
Mindmade Creative Communications Malaysia	Malaysia's First Science-Backed Diaper Campaign	Offspring Malaysia

Brand Building and/or Awareness

Entrant	Campaign	Client/Brand owner
Astro Media Solutions Malaysia	CUCKOO x Astro. Creating Healthy Homes Through Entertainment	CUCKOO International Malaysia
Cheil Malaysia	Galaxy AI is here	Samsung Malaysia Electronics

The SHOUT GROUP/FCB SHOUT Malaysia	Belonging. Turning old clothes into new hope	RHB Bank Malaysia
Trapper Group Malaysia	Fueling Hype, Igniting Passion. The Toyota GR GT Cup Breakthrough	Toyota Malaysia

Event or Experiential

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	The Ultimate Elevator Pitch. Live competition grows loans 20%	Alliance Bank Malaysia
Ampersand Advisory Malaysia	On ground, on point. Survivor Stories Drive Sales and Screenings	Ace Canning Corporation Malaysia
Ampersand Advisory Malaysia	Funseekers Collection. A Cross-Border Travel Collab that Took Off	Samsonite Malaysia
M+C Saatchi Malaysia	MR.DIY PANDAI Jaga Anda	MR.DIY Malaysia
The SHOUT GROUP/FCB SHOUT Malaysia	The Dragon's Summit. The Largest Ever Congregation of 'Dragons' in Malaysia	Resorts World Genting Malaysia
VML Malaysia	BreakStation	British American Tobacco Bangladesh

Mobile

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Heartfelt Mobile Storytelling drives Record Sales & Screenings	Ace Canning Corporation Malaysia
Ampersand Advisory Malaysia	Yuummmmm Seng! Pepsi CNY Campaign Sparks Scans, Shares & Celebration !	Etika Group of Companies Malaysia
Ampersand Advisory Malaysia	AI Song by Toddlers for Mothers on Mobile drives Records and Sales	Mead Johnson Nutrition Malaysia

Social Media

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	That's A Nando's Thing: We Be We, So You Can Be You.	Nando's Chickenland Malaysia
Ampersand Advisory Malaysia	Wonda scores a winning goal with FAM and Harimau Malaysia	Etika Group of Companies Malaysia
Mindmade Creative Communications Malaysia	Taste Munchy's, Taste Happiness Campaign	MunchWorld Marketing Malaysia
The SHOUT GROUP/FCB SHOUT Malaysia	Multiply The Goodness With Tropicana Twister	PepsiCo Malaysia

Product Launch or Re-launch

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	FOMO & Fizz create Malaysia's #1 TV show + Drives Record Sales	Etika Group of Companies Malaysia
Mindmade Creative Communications Malaysia	MAX Size, MAX Crunch, MAX Flavor Campaign	MunchWorld Marketing Malaysia
Rockstar Digital Malaysia	The First Growing-up Milk That Empowered C-section Parents to C the Difference	Danone Specialised Nutrition Malaysia
The SHOUT GROUP/FCB SHOUT Malaysia	Own Your Beautiful	guardian Malaysia
Trapper Group Malaysia	MyTokioApp. Transforming Convenience Through Digital Innovation	Tokio Marine Malaysia

Brand Trial or Sales Generation

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Legitimizing Esports, Driving Sales with Malaysia's 1st Esports	Etika Group of Companies Malaysia
Astro Media Solutions Malaysia	From purifiers to pop culture. CUCKOO's 630-minute ad	CUCKOO International Malaysia
Edelman Malaysia	Bawa Baik Yang 'Itu'	Farm Fresh Malaysia
Kingdom Digital Malaysia	Oldtown Jom Minum & Kumpul	Oldtown White Coffee Malaysia
VML Malaysia	Gerakan Berani Beda (Never ordinary Moment)	British American Tobacco (Indonesia)

Public Relations

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Enfagrow Uses AI to Redefine Communication on Mothers' Day	Mead Johnson Nutrition
Ampersand Advisory Malaysia	Breaking the Silence on Period Poverty, One Tap at a Time	Atlas Vending Malaysia
Ampersand Advisory Malaysia	Boomers2Gamers. Malaysia's First Ever Senior Esports Team	Etika Group of Companies Malaysia
Ampersand Advisory Malaysia	Funseekers Collection. A Cross-Border Travel Collab that Took Off	Samsonite Malaysia

Cause, Environment or Sustainability

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Wonda scores a winning goal with FAM and Harimau Malaysia	Etika Group of Companies Malaysia
Dentsu Malaysia	PETRONAS. 50th Year Anniversary (Festive Dreams)	Petroleum Nasional Malaysia
Rockstar Digital Malaysia	The Cool Executive Officer (CEO) Challenge	Standard Chartered Bank Malaysia
Trapper Group Malaysia	Dream Big, Draw Bigger. How Toyota's Art Contest Became a National Movement	Toyota Malaysia
VML Malaysia	Bebaskan Hebatmu Tiap Momen	British American Tobacco (Indonesia)

Small Budget

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Fake vs Real M Nasir	Etika Group of Companies Malaysia
Ampersand Advisory Malaysia	Small Budget, Big Impact. AI Song by Toddlers Drives Sales + Records	Mead Johnson Nutrition Malaysia
GO Communications Malaysia	Slide the Curve	the Curve Malaysia

Media

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	The Ultimate Elevator Pitch harnesses media to grow loans 20%	Alliance Bank Malaysia
Ampersand Advisory Malaysia	Dapur Goodday: Where Festive Flavor Meets Reality Drama!	Etika Group of Companies Malaysia
Ampersand Advisory Malaysia	Yuummmmm Seng! Pepsi CNY Campaign Sparks Scans, Shares & Celebration!	Etika Group of Companies Malaysia
Syarikat Takaful Malaysia Keluarga	Kaotim Car & Kaotim Motor	Takaful Malaysia
Trapper Group Malaysia	Malaysia Airlines' Project Café. A Parisian Radio Takeover	Malaysia Aviation Group

Influencer/Content Creation

Entrant	Campaign	Client/Brand owner
Ampersand Advisory Malaysia	Honoring A+ Mums. AI-Powered Campaign Drives Sales Records	Mead Johnson Nutrition Malaysia
Ampersand Advisory Malaysia	Wonda scores a winning goal with FAM and Harimau Malaysia	Etika Group of Companies Malaysia
Dentsu Malaysia	Laksa Mari, Ong Mari	Mamee Double-Decker Malaysia
The SHOUT GROUP/FCB SHOUT Malaysia	Add Spritzer Sparkling, Raya Gets More Happening	Spritzer Malaysia