



DRAGONS OF ASIA

2017 WINNER'S RELEASE: Wednesday, 11 October 2017

DDB Mudra India addressed a “Super Brief”, kicked off a totally new football league, and scored big in the 2017 PMAA Dragons of Asia !

The brief to Agency DDB Mudra India was simple: “We want a campaign to launch a new Football League” in addition to the dominant Indian Super League. After considering the sporting leagues in India where cricket is a firmly entrenched religion, flooded with Sponsors and fanatic fans, the Agency realised that total disruption was needed for this new sport to stand out.

The disruption came in the form of a made-for-TV, T20 version of football, called Futsal, which had its roots as a fast paced form of the global game, played in streets and alleys of India. Premier Futsal was immediately approved, but the next step was mammoth.

The Agency needed to develop the Premier Futsal League, rules, teams, sponsors, media support and of vital importance, team supporters. Overriding everything, was ongoing financial viability for this fledgling organisation.



Premier Futsal was lead by 3 Ambassadors, International Football Legend, Luis Figo (Real Madrid, Barcelona and Portugal), Cricket hero Virat Kohli, and the Oscar Winning musician, A R Rahman who very soon had new fans chanting the Premier Futsal anthem, “Naam Hai Futsal”.

SONY Six and ESPN came on board as Broadcast Partners, key UK Premier League & European League players joined teams, together with raw talent, drafted from the street game, from across India.

The Premier Futsal League was launched and soon became the more watched Football League in India.

Not too often does an Agency get the chance to create, market, communicate and execute a long term, far reaching project of this magnitude. DDB Mudra has given Football a new and exciting life in India.

The Premier Futsal Campaign scored big for the Agency with the following Dragons:

- A Red Dragon for the **2017 Best Campaign in APAC**
- A Blue Dragon for the **2017 Best Campaign in India**
- Gold & Silver Category Dragons

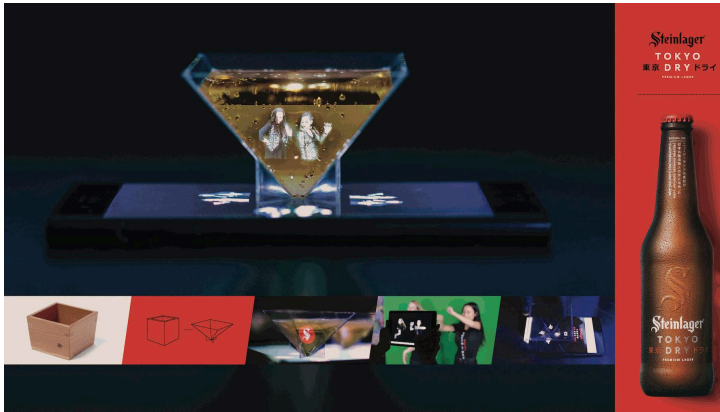
Coupled with another Gold Dragon in the Best Brand Loyalty Campaign Category, DDB Mudra is also awarded a Red Dragon for the **2017 PMAA Dragons of Asia, Agency of the Year.**

"The 2017 'Dragons of Asia' attracted a wider range of Entries across all Marketing disciplines, than ever before. This year too, saw a very high number of close scoring Campaigns, and many more, with focus on measurable results.

This year, our Dragons Judging Panel numbered 225, stretching across 30 Countries. Of the Gold winning Campaigns the two Campaigns below, generated positive responses from the Panel as being examples of how Marketing Communications executions can work across tradition, and technology". **Mike Da Silva. Director PMAA Dragons of Asia, COO MAA Worldwide & Director of the 2017 MAA GLOBES**

These Campaigns are:

Steinlager Tokyo Dry. The first ever holographic 'sampling cup' brought traditional Japanese culture into the digital age, reconnecting Steinlager with millennials.



In New Zealand, sales and relevance of Steinlager were declining in New Zealand, due to strong differentiation by cleaner tasting Japanese beer brands, and more worldly millennials.

The brand commenced the re-connection with a new beer, Steinlager Tokyo Dry, a blend of Tokyo brewing mastery and the purity of New Zealand ingredients.

Geometry Global New Zealand took inspiration from tech savvy Japan, with a unique on-premise

trailing promotion whereby holograms of clubbers dancing, were projected from their mobile phones onto specially designed versions of the traditional Japanese 'masu cup', filled with Tokyo Dry. This theme was carried into off-premise, generating above forecast channel distribution, trial and sales of new Steinlager Tokyo Dry.

Sehat Ki Chuski "Energy Popsicles" energised devoted pilgrims and sales of Tata Salt, in regional India.



To grow awareness and sales in regional India for Tata Salt, The Brand Brewery India ran a Promotion in Puri in Eastern India, during of one of India's massive annual pilgrimages to Lord Jagannatha, where massive loss of water and salts from the body by excess sweating in the scorching 40° heat, takes a toll on the 1.5+ million pilgrims.

Tata distributed a specially formulated popsicle of sugar, salt, water, with lemon syrup, for taste and distributed to devotees during the Festival, with great acceptance. Sales of Tata Salt in the region, rose by 37%.

The 31st MAA Worldwide GLOBES. Launching October 30.

Last year, all Red, Blue, Gold, Silver & Bronze Dragons of Asia Winners and all Gold, Silver & Bronze Dragons of Malaysia Winners were eligible to enter the 50 year Marketing Agencies Association Worldwide MAA GLOBES, representing their Companies and Countries, against Winners of other Award Programmes from Brazil, Canada, USA, UK, Russia, Japan (a separate Programme), Australia and of course APAC, via the Dragons.



Our 2016 Dragons Winners won a collective 11 GLOBES Trophies, including 4 Gold GLOBES and their Campaigns, with Client approval, are now published on warc.com via a Partnership between WARC and the PMAA Dragons of Asia.

This year, our Dragons Trophy Winners from will again be eligible to enter the 31st MAA GLOBES, for a separate Entry Fee of US\$250, paid to MAA Worldwide. The Dragons Secretariat will contact all eligible Winners.

The Dragons and GLOBES entry sites are both cloned, so it's easy as transferring Campaigns over. Winners don't need to do anything else.

WARC

"The Dragons of Asia are now positioned alongside prestigious global effectiveness awards such as the Cannes Lions, IPA Effectiveness Awards & the Effies".....*Warc London, October 2017*

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The Red Dragon, Best Campaign in Asia Award

Awarded to the Agency and their Campaign which best exemplifies the work carried out throughout APAC in 2016.

Agency	Campaign	Client
DDB Mudra Group India	Premier Futsal	Premier Futsal

Blue Dragons for the Best Campaigns, by Country

Dragon	Agency	Campaign	Client
Australia	Wunderman-Bienalto Australia	Interactive Buildings	NSW Planning & Environment
Cambodia	Havas Riverorchid Cambodia	Caltex Techron	Chevron Cambodia
China	Wunderman Shanghai China	Save The Pangolins	WildAid
Hong Kong	Geometry Global Hong Kong	Flora For Fauna	Colombia Ministry of Environment & Wildbond Hong Kong
India	DDB Mudra Group India	Premier Futsal	Premier Futsal
Indonesia	Geometry Global Indonesia	The ABC Chili Challenge	KraftHeinz
Japan	Geometry Global Japan	Jaguar MusicDrome	Jaguar Land Rover Japan
Korea	Geometry Global Korea	The World's Largest #Homeparty	Ab-InBeV
Malaysia	Geometry Global Malaysia	Mamee Monster Biskidz	Mamee-Double Decker Malaysia
New Zealand	Geometry Global New Zealand	Steinlager Tokyo Dry	Lion
Philippines	SM Prime Holdings Philippines	SM Cares Housing Project For Yolanda Survivors	SM Cares
Russia	Initiative Russia	Zolotoy Standard Family	Unilever Russia
Singapore	Digital Arts Network Singapore	Mastercard India: #FulfilAPromise	Mastercard
Sri Lanka	Benchmark Innovation Sri Lanka	Calorie Melting Music by Extra Bass	Sony Singapore Sri Lanka
Taiwan	MEC Taiwan	TMNT: The Turtles Have Your Back in Real-time	Paramount Pictures Corporation
Thailand	MediaCom / mInteraction Thailand	DeadFeed	Thaihealth

Dragons for the Best Campaigns by Category

1. Best Integrated Marketing Campaign

Dragon	Agency	Campaign	Client
Gold	Geometry Global Malaysia	Mamee Monster Biskidz	Mamee-Double Decker Malaysia
Silver	Pulp Strategy Communications India	Ek Kadam Unnati Ki Aur	Intel India
Bronze	MediaCom Communications India	Whisper #LikeAGirl and Proud	Procter & Gamble India

2. Best Marketing Discipline Campaign

Dragon	Agency	Campaign	Client
Gold	FCB Group Malaysia	Nivea Men MYPadang	Beiersdorf Malaysia
Silver	DDB Mudra Group India	Premier Futsal	Premier Futsal
Bronze	Alpha 245 Communications Malaysia	F&N Ceria Xpresi Berinspirasi	F&N Beverages Marketing

3. Best Digital Campaign

Dragon	Agency	Campaign	Client
Gold	Entropia Malaysia	360 Virtual Drone Hunting Zone	Etika
Silver	Geometry Global New Zealand	Steinlager Tokyo Dry	Lion
Bronze	Digital Arts Network Singapore	Mastercard India: #FulfilAPromise	Mastercard
Bronze	PHD Hong Kong	ManulifeMOVE	Manulife International

4. Best Innovative Idea or Concept

Dragon	Agency	Campaign	Client
Gold	The Brand Brewery India	Sehat Ki Chuski	Tata Chemicals
Silver	Geometry Global Hong Kong	Flora For Fauna	Colombia Ministry of Environment & Wildbond Hong Kong
Bronze	PHD India	Surf excel matic liquid - PoRubPo	Surf Excel

5. Best Brand Building and/or Awareness Campaign

Dragon	Agency	Campaign	Client
Gold	MediaCom Communications India	Whisper #LikeAGirl and Proud	Procter & Gamble India
Silver	Geometry Global Hong Kong	Stay True To Your Blend	Pernod Ricard
Bronze	Dentsu Malaysia	Goodday Relaunch 2016	Goodday

6. Best Business to Business or Trade Marketing

Dragon	Agency	Campaign	Client
Gold	Dentsu Malaysia	International Wonda Coffee Day 2016	Wonda
Silver	DDB Mudra Group India	Boost Your Business	Facebook
Bronze	Vibgyor Brand Services India	#AmazonConnect	Amazon.in

7. Best Event or Experiential Marketing Campaign

Dragon	Agency	Campaign	Client
Gold	J. Walter Thompson Bangkok Thailand	Behind the Star Experience	Heineken Thailand
Silver	Havas Riverorchid Cambodia	Caltex Techron	Chevron Cambodia
Bronze	Geometry Global Japan	Jaguar MusicDrome	Jaguar Land Rover Japan
Bronze	Geometry Global Hong Kong	Time To Wash	MIT (HK) Industry. Orange Clean brand

8. Best Brand Loyalty Campaign

Dragon	Agency	Campaign	Client
Gold	DDB Mudra Group India	Half Autobiographies	Inorbit Malls India
Silver	MediaCom Communications India	Whisper #LikeAGirl and Proud	Procter & Gamble India
Bronze	BI WORLDWIDE India	Tata Guru Loyalty Program	Tata Motors

9. Best Mobile Marketing Campaign

Dragon	Agency	Campaign	Client
Gold	Geometry Global New Zealand	Steinlager Tokyo Dry	Lion
Silver	Hungama Digital Services India	'Artist Aloud' App	Hungama Digital Media Entertainment
Bronze	OMD China	The Levi's® Campaign that Levi's® Didn't Create	Levi's®

10. Best Social Media or Word of Mouth Campaign

Dragon	Agency	Campaign	Client
Gold	Leo Burnett / Arc Worldwide Malaysia	#3BitesChallenge	Gerbang Alaf Restaurants
Silver	Wunderman Guangzhou China	Sunkist Cool New Stuff	Watson's
Bronze	TBWA\ Group Singapore	The Maybelline Snapchat Hack	Maybelline

11. Best Product Launch or Re-launch Campaign

Dragon	Agency	Campaign	Client
Gold	Geometry Global Malaysia	Play.Dove Repeat	Unilever Malaysia
Silver	FCB Group Malaysia	Oreo Minis: Gotta Catch 'Em all!	Mondelez Malaysia
Bronze	Geometry Global New Zealand	Steinlager Tokyo Dry	Lion

12. Best Brand Trial or Sales Generation Campaign

Dragon	Agency	Campaign	Client
Gold	PHD India	Surf excel matic liquid - PoRubPo	Surf Excel
Silver	GPJ / JUXT China	Early Night countdown	Evolution Health / Life-Space
Bronze	Ensemble Worldwide Malaysia	Limited Edition Water2go collaboration with Boey	Shell Malaysia

13. Best Use of Public Relations

Dragon	Agency	Campaign	Client
Gold	MediaCom / mInteraction Thailand	DeadFeed	Thaihealth
Silver	MSLGROUP China	Turning Green into Gold: Oakley achieves branding success in China	Luxottica
Bronze	Ruder Finn Asia Hong Kong	Launching the Prudential Relationship Index Campaign	Prudential Corporation Asia

14. Best Cause, Charity Marketing or Public Sector

Dragon	Agency	Campaign	Client
Gold	Wunderman-Bienalto Australia	Interactive Buildings	NSW Planning & Environment
Silver	Performics India	#Educatethegirlchild	Nestlé India
Bronze	SM Prime Holdings Philippines	SM Cares Housing Project For Yolanda Survivors	SM Cares

15. Best Small Budget Campaign

Dragon	Agency	Campaign	Client
Gold	Geometry Global Australia with Ogilvy Sydney	Aqium - Stop the germ swap	Ego Pharmaceuticals
Silver	Wunderman Shanghai China	Save The Pangolins	WildAid
Bronze	DDB Mudra Group India	Half Autobiographies	Inorbit Malls India

16. Best Use of Media

Dragon	Agency	Campaign	Client
Gold	Pulp Strategy Communications India	Ek Kadam Unnati Ki Aur	Intel India
Silver	OMD Hong Kong	Making Parental Journey More Enjoyable with Big Data	Wyeth Nutrition
Bronze	Jagran Solutions India	Adidas UltraBoostX Launch	Adidas India

17. Best Entertainment Campaign

Dragon	Agency	Campaign	Client
Gold	DDB Mudra Group India	Premier Futsal	Premier Futsal
Silver	Wizcraft India	Lux Golden Rose Awards 2016	Mindshare Fulcrum
Bronze	Initiative Russia	Zolotoy Standard Family	Unilever Russia

2017 “Dragons of Asia” Marketing Communications Industry Ranking Ladder

Entrant	Points
DDB Mudra Group India	79
Geometry Global New Zealand	39
Geometry Global Malaysia	37
Geometry Global Hong Kong	36
MediaCom Communications India	27
Geometry Global Japan	25
MediaCom / mInteraction	25
Wunderman-Bienalto Australia	25
Havas Riverorchid Cambodia	24
Wunderman Shanghai China	22
SM Prime Holdings Philippines	21
Digital Arts Network Singapore	20
Initiative Russia	20
Dentsu Malaysia	19
FCB Group Malaysia	18
Pulp Strategy Communications India	18
PHD India	17
Geometry Global Indonesia	16
Geometry Global Korea	16
Benchmark Innovation Sri Lanka	16
MEC Taiwan	16
Leo Burnett / Arc Worldwide Malaysia	14
The Brand Brewery India	13
Entropia Malaysia	12
Geometry Global Australia	11
J. Walter Thompson Bangkok Thailand	10

Minimum score 10 points.

Points Awarded: Red Dragon: 20 points, Blue Dragon: 15, Gold Dragon: 10, Silver Dragon: 7, Bronze Dragon: 5 & Black Dragon: 1.

Agency of the Year

Awarded to the highest scoring Agency in 2017

DDB Mudra Group India

2017 Network of the Year

Geometry Global

The top 5 Networks of 2017

Geometry Global
Omnicom
WPP
DDB
FCB

2017 Black Dragon Winners

Black Dragon Certificates are awarded to those Entries whose scores settle immediately below the Bronze recognition level.

(listed in alphabetical order of Entrant)

1. Best Integrated Marketing Campaign

Entrant	Campaign	Client
Geometry Global Hong Kong	Flora For Fauna	Colombia Ministry of Environment & Wildbond Hong Kong
Geometry Global Indonesia	The ABC Chili Challenge	KraftHeinz
Geometry Global Korea	The World's Largest #Homeparty	Ab-InBeV
Geometry Global New Zealand	Steinlager Tokyo Dry	Lion
Ruder Finn Asia, Guangzhou China	Hennessy & Meal China Campaign	Hennessy

2. Best Marketing Discipline Campaign

Entrant	Campaign	Client
Geometry Global Japan	Invisible Walls	Diesel
Isobar Malaysia	Uncover Malaysia	National Geographic
Leo Burnett / Arc Worldwide Malaysia	A Magnificent Secret Revealed: AIRA Residence	Selangor Properties
PHD India	Kheloge Toh Jeetoge	Hindustan Unilever
Wunderman International Japan	Pain Management Unbranded	Pfizer Japan

3. Best Digital Campaign

Entrant	Campaign	Client
Geometry Global Malaysia	CIMB Enrich Platinum MasterCard Campaign	CIMB Bank Berhad
OMD Hong Kong	Making Parental Journey More Enjoyable with Big Data	Wyeth Nutrition
OMD Malaysia	Stealing QSR's Lunch (and Dinner)	McDonald's Malaysia
Ruder Finn Asia Singapore	Prudential - Let's Disconnect to Connect	Prudential

4. Best Innovative Idea or Concept

Entrant	Campaign	Client
Benchmark Innovation Sri Lanka	Calorie Melting Music by Extra Bass	Sony Singapore Sri Lanka
Geometry Global New Zealand	Steinlager Tokyo Dry	Lion
Havas Riverorchid Cambodia	Caltex Techron	Chevron Cambodia
MediaCom Communications India	Gillette : Bachelors Of Shaving	Gillette India
TBWA\ Group Singapore	The Maybelline Snapchat Hack	Maybelline
Untitled Project Singapore	Heineken Sonic Droids	Heineken Asia Pacific

5. Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client
Geometry Global Japan	The Edible Business Card	SAGA City
Geometry Global Sri Lanka	The Tuition Master. Jeewana Jayawadhana	Unilever Sri Lanka
Isobar Malaysia	Ho Ee Ki	Mudah.my
Leo Burnett / Arc Worldwide Malaysia	Changing the Conversation. Someday to Everyday. Sorrow to Joy	AIA
MediaCom Communications India	Ariel #Dads Share the Load	Procter & Gamble India
The Brand Brewery India	Dalda Divya Darshan	Bunge India

6. Best Business to Business or Trade Marketing

Entrant	Campaign	Client
BI WORLDWIDE APAC China	Las Vegas Vibe Tour for Top Club Owners in Asia	AB InBev
BI WORLDWIDE India	Tata Motors Champion Loyalty Program	Tata Motors
BigCity Promotions India	Reckitt Recharge Trade Promotion	Reckitt Benckiser
DDB Mudra Group India	Half Autobiographies	Inorbit Malls India
FCB Group Malaysia	Don't Drop the Reward	TaxiMonger
Zeeco Media India	Amazon Tatkal	Amazon Seller Services

7. Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client
Dentsu Malaysia	International Wonda Coffee Day 2016	Wonda
Geometry Global Australia with Ogilvy Sydney	Aqium - Stop the germ swap	Ego Pharmaceuticals
Geometry Global Japan	Odyssey of Senses by Hennessy X.O	MHD Moët Hennessy Diageo K.K.
SM Supermalls Philippines	#GottaCatchEmAllAtSM Pokémon Go Nationwide Activation	SM Supermalls
The Brand Brewery India	Sehat Ki Chuski	Tata Chemicals

8. Best Brand Loyalty Campaign

Entrant	Campaign	Client
Edenred China	Call your friends to join the Tangla Rewards parties!	HNA Hotel Hospitality Group
Evolve Brands India	Eicher Connect	VE Commercial Vehicles
Hungama Digital Services India	The Pawsome Pedigree Programme	Mars International India
MediaCom Hong Kong	Annum YOU&B Launch	Fonterra
Orion Social Media Malaysia	BYO Cup Day 2016	7-Eleven Malaysia
Pulp Strategy Communications India	Ek Kadam Unnati Ki Aur	Intel India

9. Best Mobile Marketing Campaign

Entrant	Campaign	Client
Amplify Multimedia Prod Philippines	Pokemon Go Lure Party	SM Mall of Asia
Entropia Malaysia	Mountain Dew's Dew Challenge Drone Hunt	Etika
Leo Burnett / Arc Worldwide Malaysia	#3BitesChallenge	Gerbang Alaf Restaurants
OMD Malaysia	McDonald's Malaysia - Stealing QSR's Lunch (and Dinner)	McDonald's Malaysia
Wunderman Guangzhou China	Sunkist Cool New Stuff	Watson's

10. Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Client
DDB Mudra Group India	Premier Futsal	Premier Futsal
Havas Riverorchid Cambodia	Caltex Techron	Chevron Cambodia
MediaCom Communications India	Pampers #ItTakes2	Procter & Gamble India
OMD China	The Levi's® Campaign that Levi's® Didn't Create	Levi's®
Performics India	Twitter takes a break with KitKat	Nestlé India
Synergy Hill+Knowlton Strategies Korea	UFC Digital PR in Korea	UFC

11. Best Product Launch or Re-launch Campaign

Entrant	Campaign	Client
Geometry Global Malaysia	Mamee Monster Biskidz	Mamee-Double Decker Malaysia
Leo Burnett / Arc Worldwide Malaysia	Once you go 4G, you'll never go back	Maxis
MediaCom Communications India	Ariel #Dads Share the Load	Procter & Gamble India
PHD India	Cornetto - Cupid for the Stupid	Hindustan Unilever
Trad3mark Malaysia	The New MINI Clubman Launch	BMW Malaysia

12. Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client
Betterway China	Cherries from Chile 2016 Campaign	ASOEX
Dentsu Malaysia	International Wonda Coffee Day 2016	Wonda
Geometry Global Hong Kong	Stay True To Your Blend	Pernod Ricard
Hungama Digital Services India	The Pawsome Pedigree Programme	Mars International India
OMD Hong Kong	Making Parental Journey More Enjoyable with Big Data	Wyeth Nutrition

13. Best Use of Public Relations

Entrant	Campaign	Client
Alpha 245 Communications Malaysia	Boiled Water Is Not Enough	Coway Malaysia
Dentsu Malaysia	Goodday Relaunch 2016	Goodday
Geometry Global Japan	The Edible Business Card	SAGA City
OMD Hong Kong	Illuma Inspired by Nature	Wyeth Nutrition
Perfect Relations India	Launch of India's first international exchange. India INX	India INX

14. Best Cause, Charity Marketing or Public Sector

Entrant	Campaign	Client
DDB Mudra Group India	Half Autobiographies	Inorbit Malls India
MediaCom Communications India	Whisper #LikeAGirl and Proud	Procter & Gamble India
SM Prime Holdings Philippines	SM Bears Of Joy Charity Project	SM Cares
The Brand Brewery India	Sehat Ki Chuski	Tata Chemicals
Times Square Hong Kong	Celebrate CNY by Revitalizing Cantonese Opera	Times Square

15. Best Small Budget Campaign

Entrant	Campaign	Client
Alpha 245 Communications Malaysia	Coway Beat The Heat	Coway Malaysia
DDB Mudra Group India	Boost Your Business	Facebook
Geometry Global Japan	The Edible Business Card	SAGA City
TBWA\ Group Singapore	The Maybelline Snapchat Hack	Maybelline
Wunderman International India	#OfficeTales	Microsoft

16. Best Use of Media

Entrant	Campaign	Client
Dentsu Malaysia	Mountain Dew Thematic 2016	Mountain Dew
Entropia Malaysia	Mountain Dew Mixed Reality Drone Hunting Challenge	Etika
Isobar Malaysia	Ho Ee Ki	Mudah.my
OMD Malaysia	Nivea Creme's Setulus Belaian Kasih	Beiersdorf Malaysia

17. Best Entertainment Campaign

Entrant	Campaign	Client
Astro Malaysia	Olabola, the most talked about film in the hearts of Malaysians	Astro Malaysia
DDB Mudra Group India	Dil Hai Hindustani	Star India
Isobar Malaysia	Uncover Malaysia	National Geographic
MEC Taiwan	TMNT: The Turtles Have Your Back in Real-time	Paramount Pictures Corporation
OMD Malaysia	Magnificent Seven - Changing Perception, Winning Admission	Sony Pictures Entertainment Malaysia

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