



**DRAGONS OF ASIA**

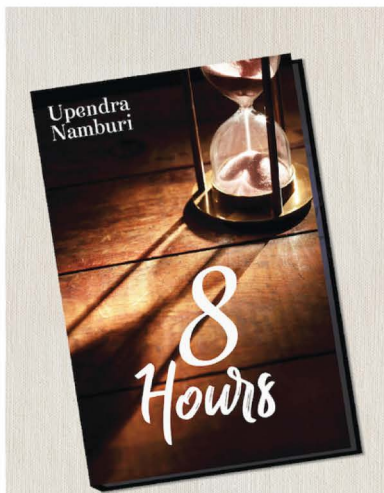
**The 2018  
Dragons of  
Asia.  
The Winners**



# DRAGONS OF ASIA

## 2018 AGENCY OF THE YEAR

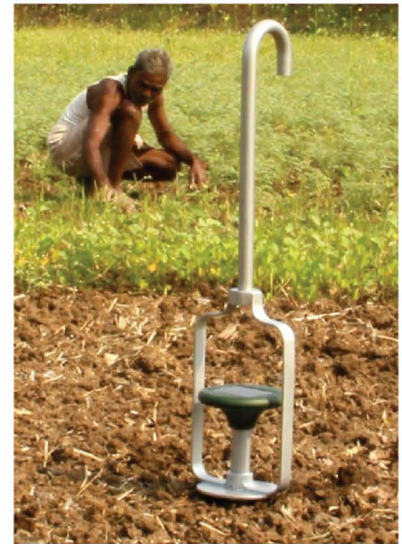
The Social Street India



A Secret Book Launch



Strangers Helping Strangers



The Snake Guard



# DRAGONS OF ASIA

2018 NETWORK OF THE YEAR

A 3D rendered red dragon head with sharp horns and a glowing eye, positioned behind a thick red circular ring. The background is a dark, textured surface with intricate carvings of dragon scales and patterns.

# geometry



# DRAGONS OF ASIA

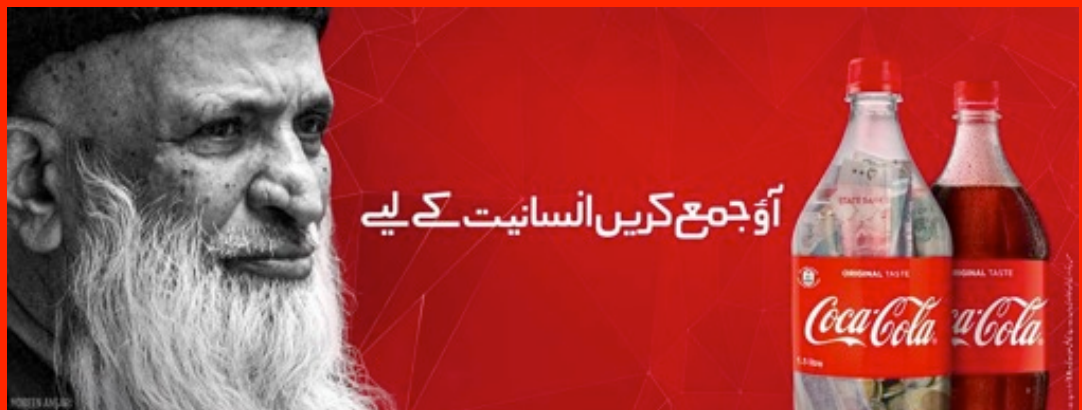
## 2018 BEST CAMPAIGN IN ASIA

Starcom Pakistan  
Coke and Edhi (Ramadan)  
Bottle of Change  
for The Coca-Cola Export Corporation

For their Coca-Cola Client, Starcom Pakistan created a national movement to raise funds for the Country's iconic social welfare organisation, the Edhi Foundation, during Ramzan (Ramadan).

A limited edition #BottleofChange label, featuring the Founder, Abdul Sattar Edhi, was created. The public simply placed their donations in the bottle and handed them in, at donation centres. Coca-Cola pledged to double all donations collected.

Fuelled by many Pakistani Celebrities, donations increased by almost 60% vs pre-Ramzan projections. Coca-Cola donated 20 million Rupees.





# DRAGONS OF ASIA

2018 Best Campaigns by Country

## AUSTRALIA

Geometry Australia  
XXXX Goldie  
for Lion Australia



## CAMBODIA

Havas Champagne  
A Dose of Cath  
for United Nations (UNAIDS,  
UNFPA)



## CHINA

Wunderman Guangzhou  
Watson's thirst for loyalty  
for Watson's China



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# DRAGONS OF ASIA

2018 Best Campaigns by Country

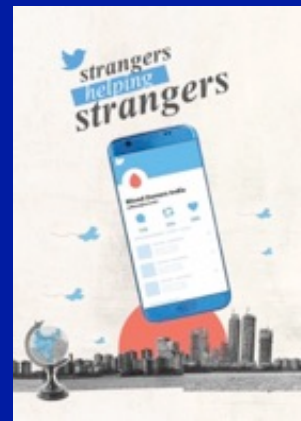
## HONG KONG

Geometry Hong Kong  
Wish Only The Best  
for Pernod Ricard - Martell



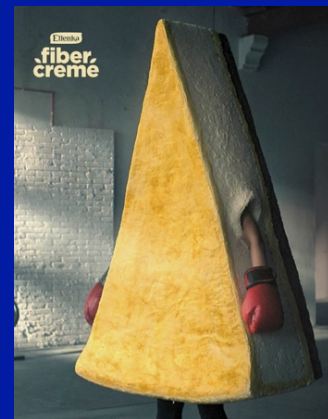
## INDIA

The Social Street India  
Strangers helping Strangers  
for Blood Donors India



## INDONESIA

IRIS Jakarta  
Let's Be Friends Again,  
for Lautan Natural Krimerindo  
Indonesia



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# DRAGONS OF ASIA

2018 Best Campaigns by Country

## JAPAN

Geometry Japan  
glo Launch Campaign  
for British American Tobacco



## MALAYSIA

Dentsu LHS Malaysia  
International Wonda Coffee Day  
for Etika Malaysia



&

## MALAYSIA

Geometry Malaysia  
CNY 2018. 'Probably The Most  
Victorious Year', for Carlsberg  
Marketing Malaysia





# DRAGONS OF ASIA

2018 Best Campaigns by Country

## MYANMAR

TODAY Ogilvy & Mather

Myanmar

Huawei nova2i (I GOT U Music Activation) #OOOO for Huawei Mobile Myanmar



## NEW ZEALAND

Geometry New Zealand

So Good - Garden of Goodness for Sanitarium New Zealand



## PAKISTAN

Starcom Pakistan

Coke and Edhi (Ramadan)

Bottle of Change for The Coca-Cola Export Corporation



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# DRAGONS OF ASIA

2018 Best Campaigns by Country

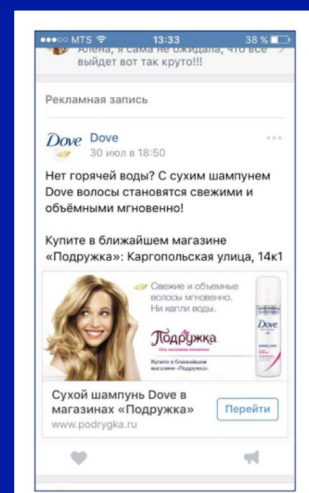
## PHILIPPINES

DDB Group Philippines  
SM Moments  
for SM Supermalls Philippines



## RUSSIA

Initiative Russia  
Dove Dry Shampoo  
for Unilever Russia



## SINGAPORE

Geometry Singapore  
Brick Book  
for Little Village pre-school  
Singapore



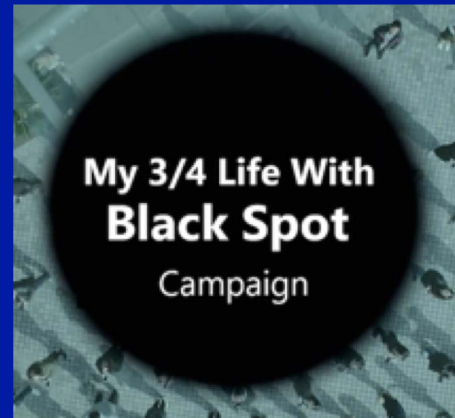


# DRAGONS OF ASIA

2018 Best Campaigns by Country

## TAIWAN

X-Line Co. Dentsu Group Taiwan  
My 3/4 Life With Black Spot  
Campaign  
for Taiwan Star Telecom



## THAILAND

Wavemaker Thailand  
Xi'an Troops  
for NokScoot Airline Thailand



## VIETNAM

Mindshare, InMobi & Moblaze  
Vietnam  
How Ford Ranger Regained the  
Top Spot in Vietnam  
for Ford Vietnam



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# DRAGONS OF ASIA

2018 Best Integrated Marketing Campaign

## GOLD WINNER

Dentsu LHS Malaysia  
International Wonda Coffee Day  
for Etika Malaysia

Wonda Coffee launched International Coffee Day launched 4 years ago has become an annual event in Malaysia but competitors soon responded with blocking activities.

Instead of admitting defeat, Wonda raised the bar with a campaign which out-roadblocked competitors with innovative Promotions and support via TGV Cinemas, GRAB cars, Petronas and 7-11 outlets & special 'brewing billboards'.

The 2016 Event gained a spectacular 122% sales increase, 24 share points and a massive RM 1 million in PR value.



## SILVER WINNER

Geometry Hong Kong  
'Wish Only The Best'  
for Pernod Ricard - Martell

## BRONZE WINNER

Geometry Japan  
'glo Launch Campaign'  
for British American Tobacco

## BLACK DRAGONS

Havas Champagne Cambodia  
Geometry New Zealand  
The Brand Brewery India





# DRAGONS OF ASIA

2018 Best Marketing Discipline Campaign

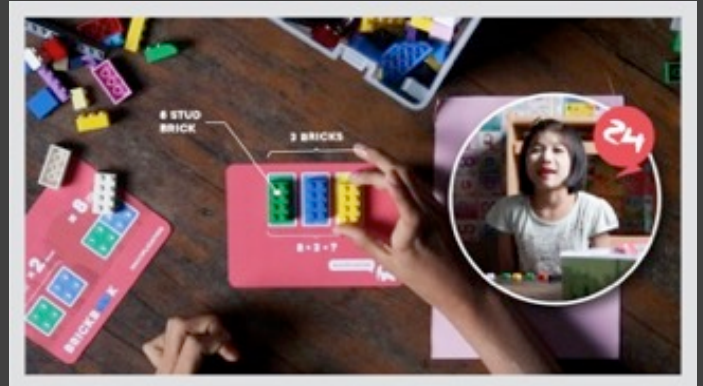
## GOLD WINNER

Geometry Singapore  
Brick Book, for Little Village  
pre-school Singapore

Teachers at Little Village, a pre-school in Singapore, developed teacher aids, called 'Brick Books', to teach arithmetic and creativity skills, using 8,000 toy bricks, donated by Singaporean children and offered to underprivileged children in rural Myanmar, with great success.

The bricks, with their tiny studs, multiple colors and interlocking nature, were an ideal hands-on, teaching tool.

The Programme is planned to roll out online, globally.



## SILVER WINNER

Geometry Hong Kong  
Polo Tour  
for Pernod Ricard - Royal Salute

## BRONZE WINNER

PHD Taiwan  
Skoda CoinciDance Campaign  
for Skoda Taiwan

## BLACK DRAGONS

Berakar Komunikasi Indonesia  
Geometry Australia  
Geometry Encompass India  
The Max India





# DRAGONS OF ASIA

2018 Best Digital Campaign

## GOLD WINNER

The Max India

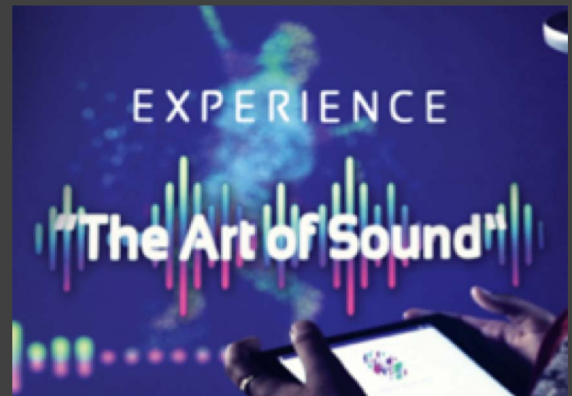
The Art Of Sound, for Karix India

There is a world where lines are not spoken, or heard. Songs are translated by twists of fingers & expressions on a face.

Karix, the world's largest mobile engagement platform created a unique application for the silent world to connect and interact.

With the help of Mind Mapping, an App converted data from their thoughts and with their sounds, created an art form.

More than 50,000 special users have experienced the 'Art of Sound'.



## SILVER WINNER

PHD Hong Kong

Rexona's Data-driven Drama, Resolves a Social Stench for Rexona Men. Unilever Hong Kong

## BRONZE WINNER

OMD Hong Kong

The Green Parents' Data Farm for Wyeth Nutrition Hong Kong

## BLACK DRAGONS

Geometry Encompass India

Geometry Hong Kong

The Social Street India

The Max India





# DRAGONS OF ASIA

2018 Best Innovative Idea or Concept

## THE GOLD WINNERS

Leo Burnett Malaysia  
McCafe InstaBillboard  
for McDonald's Malaysia

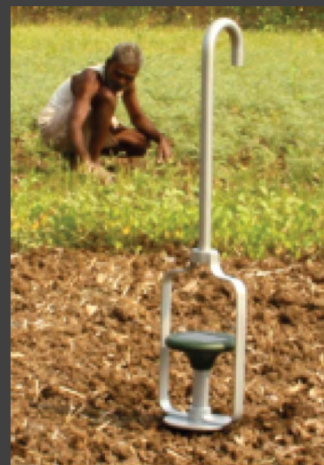
&

The Social Street India  
The Snake Guard  
for Prasad Industries India



Every time a McDonald's customer posted a photo of themselves with a McCafe coffee, on #McCafeMoments, their image appeared on McDonald's digital outdoor billboard. Instant fame, for 10 seconds !!

The 'Snake Guard' is an ultrasonic solar powered 'walking stick' device, sends out a burst of sonic waves, every 40 seconds, keeping snakes away and reducing farmer deaths, in rural India.



The Snake Guard

## SILVER WINNER

Geometry New Zealand  
So Good - Garden of Goodness  
for Sanitarium New Zealand

## BRONZE WINNER

Initiative Russia  
Dove Dry Shampoo  
for Unilever Russia

## BLACK DRAGONS

Geometry China  
Geometry Singapore  
Havas Champagne Cambodia  
The Social Street India  
The Zoo Republic Australia





# DRAGONS OF ASIA

2018 Best Brand Building and/or Awareness Campaign

## GOLD WINNER

Geometry Encompass India  
Fortune Foods. Fortune savours  
the brave, for Adani Wilmar India

Fortune foods believes there is no substitute for home cooked food and crossed the borders of marketing, reaching where no brand had ever been before.

A group of Mothers of Indian troops stationed on the volatile China/Pakistan border, surprised their sons and daughters, as well as other troops, by cooking their favourite meal, with Fortune products, in an Army canteen.

The touching event was uploaded to social media, reaching 14 million views, strengthening the Fortune brand positioning.



## SILVER WINNER

Jagran Solutions India  
Dabur Red Tooth Paste Dental Brigade  
Dabur India

## SILVER WINNER

BBDO Malaysia  
Magic Beep for Visa Malaysia

## BRONZE WINNER

Leo Burnett Malaysia  
Ayam Goreng McD. Delicious Decibels  
for McDonald's Malaysia

## BLACK DRAGONS

BBDO Malaysia  
DDB Group Philippines  
Geometry New Zealand  
Starcom Pakistan (Brainchild Communications)  
TBWA\Singapore  
The Max India



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# DRAGONS OF ASIA

2018 Best B2B or Trade Marketing Campaign

## GOLD WINNER

Entropia Malaysia

How Etika Created 3,000 Celebrities with One 'Me'gazine, for Etika Malaysia

Newly rebranded Etika wanted to recast themselves as a next-generation marketing company, by celebrating the Malaysian marketing community, similarly as to how they wanted their brands to celebrate their customer's needs.

3,000 unknowing Marketers received a copy of Marketing Magazine with their image on the cover & a personalised letter inside, celebrating their contribution to the Marketing industry. A link to a Etika brand was also interwoven into each message

The World's first 'Me'gazine'.



## SILVER WINNER

Impact Communications India  
Philips Vistaar  
for Philips India

## BRONZE WINNER

BI WORLDWIDE India  
Drive2Delight Program  
for SKF India

## BLACK DRAGONS

Amc Asia! Singapore  
Geometry Encompass India  
Geometry Malaysia  
George P. Johnson China





# DRAGONS OF ASIA

## 2018 Best Event or Experiential Marketing Campaign

### GOLD WINNER

Geometry Malaysia

CNY 2018. 'Probably The Most Victorious Year', for Carlsberg Marketing Malaysia

Chinese New Year is big for beer sales and beer stockists become a volatile 'battlefield'.

Carlsberg's Agency Geometry Malaysia, created a promotion whereby shoppers filled their trolleys with groceries for not just for themselves, but also for neighbours and family. They could then win the value of that trolley instantly, by 'swiping a motion sensor bottle cap' game with their hands.

Carlsberg recorded high net profit during 1Q18. The Promotion was "Probably The Most Victorious" for the beer brand.



### SILVER WINNER

Geometry New Zealand

So Good - Garden of Goodness  
for Sanitarium New Zealand

### SILVER WINNER

Trad3mark Malaysia

AIA Vitality - Wellness Festival for AIA Malaysia

### BRONZE WINNER

The Brand Brewery India

Mithapur Express for Tata Chemicals India

### BLACK DRAGONS

Adbrownies Advertising China

Geometry China

Geometry Hong Kong

Wizcraft International Entertainment India

Wunderman Shanghai China





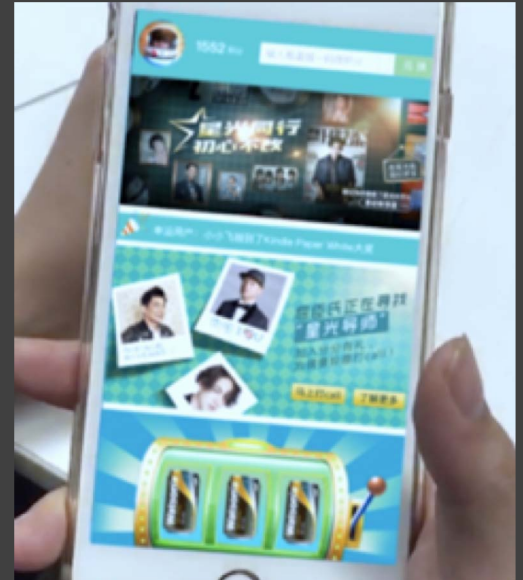
# DRAGONS OF ASIA

2018 Best Brand Loyalty Campaign

## GOLD WINNER

Wunderman Guangzhou  
Watson's Thirst For Loyalty  
Watson's China

for



Would a loyalty programme work for Watson's bottled water, against hundreds of generic competitors ?

Wunderman Guangzhou built a Programme using QR codes printed on Watson's Water products & redeemable for gifts. Customers were also encouraged to take part in future Promotions.

To date, 1.3 billion unique codes have driven 4.7 million members to redeem over 350,000 prizes leaving over 1 million phone numbers for future followup.

## SILVER WINNER

Geometry Australia  
XXXX Goldie for Lion Australia

## BRONZE WINNER

FoxyMoron India  
Aditya Birla Capital  
for Aditya Birla Capital India

## BLACK DRAGONS

BI WORLDWIDE India  
Edenred China  
Initiative Russia  
Orion Social Media Malaysia  
Wunderman Singapore





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2018 Best Mobile Marketing Campaign

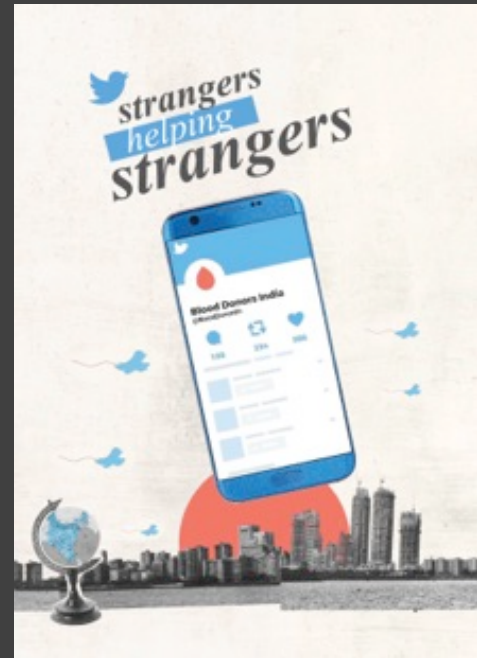
## GOLD WINNER

The Social Street India  
Strangers helping Strangers  
for Blood Donors India

Thousands of Indians die each year because of a lack of blood transfusions. There was a pressing need to bridge the gap between donors and recipients.

The Social Street Agency created BloodDonorsIn, a forum on Twitter, where people in need could reach out to millions of possible donors in a matter of seconds via tweets.

Today, BloodDonorsIn, with 1.9 million followers and an average 6,000 to 8,000 twitter exchanges, a month, is the largest community of blood donors and recipients, where strangers are helping strangers, every single day.



## SILVER WINNER

Wunderman Beijing China  
Snickers Hungry Student Wanted  
for Mars China

## BRONZE WINNER

Edelman Malaysia  
Shell Emotion Tracking Study  
for Shell Malaysia

## BLACK DRAGONS

Berakar Komunikasi Indonesia  
Geometry Hong Kong  
iClick interactive (Beijing) Advertising China  
Mindshare, InMobi & Moblaze Vietnam





# DRAGONS OF ASIA

2018 Best Social Media or Word of Mouth Campaign

## GOLD WINNER

Havas Champagne Cambodia  
A Dose of Cath, for United Nations  
(UNAIDS UNFPA)

The United Nations tasked Havas Champagne to encourage Cambodians to have safe sex during Valentine's Day, a peak time for unwanted pregnancies & sexually transmitted diseases. However, sex is a taboo subject amongst Cambodians & content on broadcast media, tightly controlled.

The Campaign involved unique unbranded radio spots involving sound effects of a 'romantic encounter'. The country's leading vlogger, Cath, held discussions about safe sex, with her 2 million followers.

The topic was discussed at some 72,000 Valentine's dates, exceeding the target by more than 10 fold.



FROM A RADIO SPARK,  
TO A SOCIAL MEDIA FIRE,  
TO A FACE-TO-FACE  
CONVERSATIONAL INFERNO.

## SILVER WINNER

Geometry Malaysia  
DiGi Borderless  
for DiGi Telecommunications Malaysia

## BRONZE WINNER

The Social Street India  
A Secret Book Launch  
for Upendra Namburi India

## BLACK DRAGONS

Comzone Cambodia  
Consider iProspect Malaysia  
Hungama Digital Services India  
Geometry New Zealand  
The Social Street India





# DRAGONS OF ASIA

2018 Best Product Launch or Re-Launch Campaign

## GOLD WINNER

Geometry Hong Kong  
Wish Only The Best  
for Pernod Ricard - Martell

In a sea of millions of red packets and special retail Promotions over every Chinese New Year, Geometry Global Hong Kong combined old and new traditions & re-defined gifting.

They transformed the festive edition Martell Cordon Bleu Cognac carton into a 'digital red packet', allowing customers to record a personal CNY message and attach to the 'red packet' carton. Recipients scanned the QR code to watch the message.

Sales of the festive edition Cordon Bleu in airports worldwide, far, far surpassed all expectations.



## SILVER WINNER

IRIS Jakarta  
Let's Be Friends Again  
for Lautan Natural Krimerindo Indonesia

## BRONZE WINNER

Jack Morton Worldwide Singapore  
Magnum Pints Launch  
for Unilever Singapore

## BLACK DRAGONS

BBDO Malaysia  
Geometry Japan  
OMD Hong Kong  
Wunderman Shanghai





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2018 Best Brand Trial or Sales Generation Campaign

## GOLD WINNER

MediaCom Communications India  
Gillette Bachelors Of Shaving,  
for Gillette India

For Gillette, MediaCom Communications created the World's Largest College Outreach Programme involving 1500+ Colleges in Indian rural districts, offering students workshops in CV/resume writing, interview advice, counselling as well as grooming tips, involving Gillette Guard razors.

More than 4 million students graduated from the Gillette Bachelor of Shaving programme & thousands secured jobs. Gillette Razor sales and trialling catapulted & market share rose, making Gillette Guard No.1 Razor in India.



## SILVER WINNER

Geometry Malaysia  
CNY 2018. 'Probably The Most Victorious Year'  
for Carlsberg Marketing Malaysia

## BRONZE WINNER

Mindshare, InMobi & Moblaze Vietnam  
How Ford Ranger Regained the Top Spot in  
Vietnam for Ford Vietnam

## BRONZE WINNER

Berakar Komunikasi Indonesia  
Sprite Ramadan: A Truth in The Truthful Month  
for The Coca-Cola Company Indonesia

## BLACK DRAGONS

Beijing JUXT Marketing Services China  
Heartbeat Creative Lab Taiwan  
Geometry Japan  
Geometry Singapore  
George P. Johnson China





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2018 Best Use of Public Relations

## GOLD WINNER

Wavemaker Thailand

Xi'an Troops, for NokScoot Airline Thailand

NokScoot rebranded itself from a low cost domestic airline to a Regional budget airline to promote their Far Eastern network, to growing numbers of Thai travellers.

Xi'an in China was chosen as a test destination, as Thais were familiar with Emperor Qin-Shi-Huang, from Thai dramas.

A group of the General's famous Xi'an 'terracotta army' were brought to life, as living statues & positioned at high traffic Siam Square to create immediate awareness and publicity.

Ticket have sales exceeded all expectations.



## SILVER WINNER

Havas Champagne Cambodia

The Road Killer for AIP Foundation Cambodia

## BRONZE WINNER

DDB Group Philippines

SM Moments for SM Supermalls Philippines

## BLACK DRAGONS

essence Burson-Marsteller Malaysia

MediaCom Thailand

Starcom Pakistan (Brainchild Communications)

Truth Communications Malaysia



2018  
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OF ASIA





# DRAGONS OF ASIA

2018 Best Cause, Charity Marketing or Public Sector Campaign

## GOLD WINNER

Starcom Pakistan

Coke and Edhi (Ramadan) Bottle of Change  
for The Coca-Cola Export Corporation

For their Coca-Cola Client, Starcom Pakistan created a national movement to raise funds for the Country's iconic social welfare organisation, the Edhi Foundation, during Ramzan (Ramadan).

A limited edition #BottleofChange label, featuring the Founder, Abdul Sattar Edhi, was created. The public simply placed their donations in the bottle and handed them in at donation centres. Coca-Cola pledged to double all donations collected.

Fuelled by many Pakistani Celebrities, donations increased by almost 60% vs pre-Ramzan projections. Coca-Cola donated 20 million Rupees.



## SILVER WINNER

Bullseye DDB Pakistan

Lipton Chotu (Small Kid) for Unilever Pakistan

## SILVER WINNER

FleishmanHillard India

Free a Girl India for School for Justice India

## BLACK DRAGONS

Geometry Singapore

Grey Worldwide Malaysia

The Social Street India

Wizcraft International Entertainment India

## BRONZE WINNER

X-Line Co. Dentsu Group Taiwan

My 3/4 Life With Black Spot Campaign  
for Taiwan Star Telecom





# DRAGONS OF ASIA

2018 Best Small Budget Campaign

## GOLD WINNER

TODAY Ogilvy & Mather Myanmar  
Huawei nova2i (I GOT U Music Activation)  
#OOOO, for Huawei Mobile Myanmar

The Myanmar mobile phone market is cluttered with brands and deals. The audiences for Huawei Myanmar's, Huawei's new NOVA 2i, are 22-35 year olds who are passionate for underground, indie music & a desire to live on their own terms.

Agency, TODAY Ogilvy & Mather, selected 4 of Myanmar's leading Indie musicians and created a social media campaign featuring specially created music. The Campaign also featured the phone's product benefits.

Sales of the Huawei's NOVA 2i broke sales records.



## SILVER WINNER

MullenLowe Shanghai China  
Qinyuan Summer Sales O2O Campaign  
for Jingjing Zhao China

## BRONZE WINNER

Geometry Encompass India  
Sunfeast Farmlite Priceless Gifts for ITC India

## BLACK DRAGONS

Dentsu LHS Malaysia  
Entropia Malaysia  
Geometry Vietnam  
Idea Foundry Thailand  
Wunderman Hong Kong





# DRAGONS OF ASIA

2018 Best Use of Media

## GOLD WINNER

Dentsu LHS Malaysia  
International Wonda Coffee Day  
for Etika Malaysia

The Wonda Coffee International Coffee Day launched 4 years ago, has become an annual event in Malaysia. However, competitors soon responded with blocking activities.

Instead of admitting defeat, Wonda raised the bar with a campaign which out-roadblocked competitors with innovative Promotions and support via TGV Cinemas, GRAB cars, Petronas and 7-11 outlets & special 'brewing billboards'.

The 2016 Event gained a spectacular 122% sales increase, 24 share points and a massive RM 1 million in PR value.



## SILVER WINNER

Entropia Malaysia  
When Wonda turned the Radio Jockeys into  
Sales Jockeys for Etika Malaysia

## BRONZE WINNER

OMD Hong Kong  
Shogun and Tamago Bring the Love Back!  
for McDonald's Hong Kong

## BLACK DRAGONS

Geometry China  
Geometry Hong Kong  
PHD Media Malaysia  
Starcom Pakistan  
The Max India





# DRAGONS OF ASIA

2018 Best Entertainment Campaign

## GOLD WINNER

George P. Johnson China  
Tencent UP, for Tencent China

Tencent has played a big role in shaping China's internet landscape and influencing its culture and mindset.

Tencent aimed to cultivate and influence a positive creative culture in the internet entertainment industry by staging the UP Presentation in Beijing, which assembled globally renowned KOLs from various creative industries to share their ideas and insights.

The 'Neo-Culture Creativity' Event delivered 2.1 billion media impressions, 123 million live broadcast page views and 6.3 million unique views.



## SILVER WINNER

OMD Malaysia  
McCafe Mocha Kau Bahagia  
for McDonald's Malaysia

## BRONZE WINNER

Wavemaker Thailand  
Make it happen MV  
for L'Oreal Thailand

## BLACK DRAGONS

Naga DDB Tribal Malaysia  
The Max India





# DRAGONS OF ASIA

## 2018 Marketing Communications Industry Ranking Ladder

Entrant	Points
The Social Street India	39
Geometry Hong Kong	33
Dentsu LHS Malaysia	31
Geometry Malaysia	30
Havas Champagne Cambodia	24
Wunderman China	24
Entropia Malaysia	23
Geometry Encompass India	23
Wavemaker Thailand	20
Leo Burnett Malaysia	20
The Max India	20
Geometry Singapore	18
Starcom Pakistan	18
Geometry New Zealand	17
George P Johnson China	17
MediaCom Communications India	15
TODAY Ogilvy & Mather Myanmar	15

**Minimum score 15 points.**

**Points Awarded:** Gold Dragon: 15, Silver Dragon: 7, Bronze Dragon: 5 & Black Dragon: 1.



## 2018 Black Dragon Winners

Black Dragon Certificates are awarded to those Entries whose scores settle immediately below the Bronze recognition level. (listed in Entrant alphabetical order)

### Best Integrated Marketing Campaign

Entrant	Campaign	Client
Havas Champagne Cambodia	The Road Killer	AIP Foundation Cambodia
Geometry New Zealand	So Good. Garden of Goodness	Sanitarium New Zealand
The Brand Brewery India	Mithapur Express	Tata Chemicals India

### Best Marketing Discipline Campaign

Entrant	Campaign	Client
Berakar Komunikasi. Indonesia	Frestea X Line. The First Ramadan Chat Story	The Coca-Cola Company Indonesia
Geometry Australia	XXXX Goldie	Lion Australia
Geometry Encompass India	Fortune Foods. Fortune Savours the brave	Adani Wilmar India
The Max India	The World's First Shade Carousel Conveyor Belt	Nerolac India

### Best Digital Campaign

Entrant	Campaign	Client
Geometry Encompass India	M.O.D.I.FEST	Government of India
Geometry Hong Kong	The Sound Lab	Huawei Hong Kong
The Social Street India	Strangers helping Strangers	Blood Donors India
The Max India	Beautifying India's Streets	Western Union India

**Best Innovative Idea or Concept**

Entrant	Campaign	Client
Geometry China	Power of Venting	Mr.Juicy China
Geometry Singapore	Brick Book	Little Village pre-school. Singapore
The Social Street. India	The Snake Guard	Prasadam Industries India
The Zoo Republic Australia	Canon Print Assist	Canon Australia
Havas Champagne Cambodia	A Dose of Cath (UN)	United Nations (UNAIDS, UNFPA

**Best Brand Building and/or Awareness Campaign**

Entrant	Campaign	Client
BBDO Malaysia	Magic Beep	Visa Malaysia
DDB Group Philippines	SM Moments	SM Supermalls Philippines
Geometry New Zealand	So Good - Garden of Goodness	Sanitarium New Zealand
Starcom Pakistan (Brainchild Communications)	Tang Recipes	Mondelez International Pakistan
TBWA\Singapore	The Magic Pen	Singapore Airlines
The Max India	The Art of Sound	Karix India

**Best Business to Business or Trade Marketing**

Entrant	Campaign	Client
Amc Asia! Singapore	adidas 18Q3 Trade Meeting	adidas China
Geometry Encompass India	Operation Ready Stock Go	Hindustan Unilever
Geometry Malaysia	Chinese New Year 2018. 'Probably The Most Victorious Year'	Carlsberg Marketing Malaysia
George P. Johnson. China	Bacardi Legacy Cocktail Championship	Bacardi Legacy Cocktail Championship China

**Best Event or Experiential Marketing Campaign**

Entrant	Campaign	Client
Adbrownies Advertising China	CLP Multi-purpose Promotion Vehicle	CLP Power Hong Kong
Geometry China	The Stress Scale	Fullshare Top China
Geometry Hong Kong	Allergies Prevention Quest	Nestle Hong Kong
Wizcraft International Entertainment India	Grace Hopper Celebration India 2017	AnitaB.org India
Wunderman Shanghai China	Fendi Peekaboo	Fendi China

**Best Brand Loyalty Campaign**

Entrant	Campaign	Client
BI WORLDWIDE India	Guru Program	Tata Motors India
Edenred China	Haagen-Dazs Mechanism Revamp	Haagen-Dazs China
Initiative Russia	AXE Cybersport	Unilever Russia
Orion Social Media Malaysia	Dreamworks KouKou	7-Eleven Malaysia
Wunderman Singapore	myAudiworld CRM Programme	Audi Singapore

**Best Mobile Marketing Campaign**

Entrant	Campaign	Client
Berakar Komunikasi Indonesia	Sprite A Truth in The Truthful Month	The Coca-Cola Company Indonesia
Geometry Hong Kong	Wish Only The Best	Pernod Ricard - Martell
iClick interactive (Beijing) Advertising China	Data enables Nissan move from ROI to Business Intelligence	Nissan China
Mindshare, InMobi & Moblaze Vietnam	How Ford Ranger Regained the Top Spot in Vietnam	Ford Vietnam

**Best Social Media or Word of Mouth Campaign**

Entrant	Campaign	Client
Comzone Cambodia	Galaxy A8 Digital Campaign 2018	Samsung Cambodia
Consider iProspect Malaysia	Abbott Mommy Scoop	Abbott Nutrition Malaysia
Hungama Digital Services India	Launch of Passion Made Possible	Singapore Tourism Board
Geometry New Zealand	So Good - Garden of Goodness	Sanitarium New Zealand
The Social Street India	Strangers helping Strangers	Blood Donors India

**Best Product Launch or Re-launch Campaign**

Entrant	Campaign	Client
BBDO Malaysia	Goodness feeds Greatness	Fernleaf Malaysia
Geometry Japan	glo Launch Campaign	British American Tobacco
OMD Hong Kong	Shogun and Tamago Bring the Love Back!	McDonald's Hong Kong
Wunderman Shanghai	Fendi Peekaboo	Fendi China

**Best Brand Trial or Sales Generation Campaign**

Entrant	Campaign	Client
Beijing JUXT Marketing Services China	Life-space 1 vs 10000 Campaign	Evolution Health China
Heartbeat Creative Lab Taiwan	Dream Cloud Campaign	HeySong Taiwan
Geometry Japan	Daily Wings Campaign	Red Bull Japan
Geometry Singapore	Journey of Flavours	Treasury Wine Estate Singapore
George P. Johnson China	Bacardi Legacy Cocktail Championship	Bacardi Legacy Cocktail Championship China

**Best Use of Public Relations**

Entrant	Campaign	Client
essence Burson-Marsteller Malaysia	Proud Supporter of Dreams Campaign	Prudential Assurance Malaysia Berhad (PAMB)
MediaCom Thailand	Songkran Nah Nah	ThaiHealth Thailand
Starcom Pakistan (Brainchild Communications)	Say It With Cadbury	Mondelez International Pakistan
Truth Communications Malaysia	#PerfectTogether	Mission Foods Malaysia & Emborg Malaysia

**Best Cause, Charity Marketing or Public Sector Campaign**

Entrant	Campaign	Client
Geometry Singapore	Lifetime Experiences	Touch Community Services Singapore
Grey Worldwide Malaysia	Unforgettable Bag	Tesco Malaysia
The Social Street India	The Snake Guard	Prasadam Industries India
Wizcraft International Entertainment India	26.11 Stories of Strength	Indian Express India

**Best Small Budget Campaign**

Entrant	Campaign	Client
Dentsu LHS Malaysia	Pin-Pin The Pinata	Abbott Laboratories Malaysia
Entropia Malaysia	Reliving Chinese New Year tradition with Pepsi	Etika Malaysia
Geometry Vietnam	Touch your Toes Challenge	LANUI Vietnam
Idea Foundry Thailand	Fun-O Double Biscuit Launch	URC Fun-O Double Thailand
Wunderman Hong Kong	Lego For Innovative Girls	Lego Hong Kong

**Best Use of Media**

Entrant	Campaign	Client
Geometry China	The Stress Scale	Fullshare Top China
Geometry Hong Kong	Polo Tour	Pernod Ricard - Royal Salute
PHD Media Malaysia	Mission Hijack	Volkswagen Malaysia
Starcom Pakistan	Coke and Edhi (Ramadan) Bottle of Change	The Coca-Cola Export Corporation Pakistan
The Max India	The World's First Shade Carousel Conveyor Belt	Nerolac India

**Best Entertainment Campaign**

Entrant	Campaign	Client
Naga DDB Tribal Malaysia	XUAN Web Drama May I Love You	MESAT Broadcast Network System Malaysia
The Max India	The Retired Typist	Allied Blenders and Distillers India

**Congratulations to all our Winners !**



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