

21st Dragons of Asia. The 2021 Winners



Category Dragon Winners

Best Integrated Marketing Campaign

Entrant	Campaign	Client	Award
Ruder Finn Asia & RFI Asia. Hong Kong	Driving value creation in Asia Pacific	EquitiesFirst	Gold
Ensemble Worldwide Malaysia	Jobs That Matter	SEEK Asia	Silver
ADA Asia Malaysia	e-Penjana #KasiTambah	Boost	Silver
Tribes Communication India	NBA In My Backyard	NBA India Basketball	Bronze

BI WORLDWIDE India	Meritor India Rewards Program	Meritor	Black
Tribes Communication India	Nerolac. Shera para Sherupuju	Kansai Nerolac Paints	Black
PHD Hong Kong	HSBC FinFit Index	HSBC	Black
PHD Taiwan	Voice of Volkswagen-ers	Volkswagen Taiwan	Black

Best Marketing Discipline Campaign

Entrant	Campaign	Client	Award
Tribes Communication India	Nerolac. Shera para Sherupuju	Kansai Nerolac Paints	Gold
Astro Media Solutions Malaysia	Coca-Cola Kickstarts Malaysian Fans Football Dreams	Coca-Cola Malaysia	Silver
Mindshareworld Thailand	KFC x ROV	KFC Thailand	Bronze

FWD Vietnam Life Insurance	Celebrate living with music		Black
Third Shift Media & Shift Integrated. Sri Lanka	Thought Leadership 2.0	Seylan Bank Sri Lanka	Black
Tribes Communication India	Michelin. For those who drive the change	Shikha Arora	Black

Best Digital Campaign

Entrant	Campaign	Client	Award
Starcom Pakistan	Easypaisa becomes Eidipaisa to Save Eid	Easypaisa	Gold
MediaCom Thailand	Vitamilk 55 Provinces	Green Spot Company	Silver
Freeman APAC Singapore	Stressed or Blessed Campaign		Bronze

Brainchild Communications Pakistan	Humrahi	EFU Life Assurance	Black
Ensemble Worldwide Malaysia	Jobs That Matter	SEEK Asia	Black
IHH Healthcare Malaysia	Turn Up The Pink Campaign		Black
PHD Taiwan	Audi e-tron has landed	Audi Taiwan	Black

Best Innovative Idea or Concept

Entrant	Campaign	Client	Award
FWD Vietnam Life Insurance Company	FWD Clarity. Know what you are covered		Gold
WVS Asia. Sri Lanka	Munchee Little Imaginators	Ceylon Biscuits (Munchee)	Gold
DDB Worldwide Hong Kong	Samsung Thinks More Different	Samsung Electronics Hong Kong	Silver
Third Shift Media Sri Lanka	Scratch and Text to Protect your Life	Softlogic Life Insurance Sri Lanka	Bronze

Popkorn Digital Sri Lanka	PinTheBiz	Softlogic Life Insurance Sri Lanka	Black
SM Supermalls Philippines	It's an #AweSMLearning experience		Black
Weber Shandwick India	Staying Safe in the Slums	Bill and Melinda Gates Foundation	Black

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client	Award
Ensemble Worldwide Malaysia	Jobs That Matter	SEEK Asia	Gold
Initiative Russia	Dove #ShowUs 2020	Unilever Russia	Silver
Hogarth Worldwide Singapore	Seagram's Imperial Blue Year 3 Campaign	Pernod Ricard Asia	Bronze

FleishmanHillard India	Establishing 'Protein Day' in India	Right To Protein	Black
Ruder Finn Asia & RFI Asia. Hong Kong	Driving value creation in Asia Pacific	EquitiesFirst	Black
Signpost India	Skechers #GoWalkMumbai Walkathon	Skechers	Black
Vinda Group SEA Malaysia	Know Your V	Libresse Malaysia	Black

Best Business To Business Or Trade Marketing Campaign

Entrant	Campaign	Client	Award
BigCity Promotions India	Bud4Trade	Anheuser-Busch InBev	Gold
SM Supermalls Philippines	Helping MSMEs bounce back stronger with Kasama Ng SM		Silver
BI WORLDWIDE India	Dalmia Delight	Dalmia Bharat	Bronze
Edelman Malaysia	JIRAN	TM Net	Black
FCB Malaysia	Project Open	RHB Bank	Black
TATA Communications India	Delivering On The Digital Future ABM Campaign	TATA Communications	Black

Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client	Award
MediaCom Thailand	Vitamilk 55 Provinces	Green Spot Company	Gold
Tribes Communication India	Nerolac. Shera para Sherupuju	Kansai Nerolac Paints	Silver
Dentsu Hong Kong	DBS Live Fresh	DBS Hong Kong	Bronze
Tribes Communication India	Honda Life Saver Boards	Honda Motorcycle and Scooter India	Bronze
Freeman APAC Singapore	Google Developer Days 2019	Google China	Black
GO Communications Malaysia	Celebrating Greatness	Moet Hennessy	Black
Square Circle Events India	Adobe Field Trip 2020	Adobe Systems India	Black
Zlashy Hong Kong	Vans Musicians Wanted 2019 Campaign	Vans APAC	Black

Best Brand Loyalty Campaign

Entrant	Campaign	Client	Award
FCB Malaysia	Heart Baker. Love Triumphs Over Taboos	RHB Bank	Gold
OMD Hong Kong	McDonald's App Revamp + Value Double Up Campaign	McDonald's Hong Kong	Silver
BI WORLDWIDE India	Shubharambh 2021	Tata Motors	Bronze
Kingdom Digital Solutions Malaysia	1 Serum, 100% Loyal Users Programme	Nutox	Black
MRM India	Hero MotoCorp GoodLife	Hero MotoCorp	Black
Orion Digital Malaysia	Jom Rihuh 2019	7-Eleven Malaysia	Black
Tribes Communication India	Shera Para Shera Pujo	Kansai Nerolac Paints	Black

Best Mobile Marketing Campaign

Entrant	Campaign	Client	Award
Moblaze Vietnam	How Philips targeted premium homes in Vietnam	Philips Vietnam	Gold
Triad Sri Lanka	Mr. White	JAT Holdings	Silver
OMD Taiwan	AMG 35 Instant Freedom	Mercedes-Benz Taiwan	Bronze
ADA Asia Malaysia	Pilihlah Boost (e-Tunai Rakyat)	Boost	Black
Third Shift Media Sri Lanka	Scratch and text to protect your life	Softlogic Life Insurance Sri Lanka	Black

Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Client	Award
Orion Digital Malaysia	PrOmilej	Pacific & Orient Insurance	Gold
MediaCom Thailand	Gillette. Second Shave	P&G Thailand	Silver
SM Supermalls Philippines	SM SuperMoms Club		Bronze
Mediacom India	Snickers Indiranagar Ka Gunda	MARS Chocolate (Snickers)	Bronze
DDB Worldwide Hong Kong	A new Big Mac for a New Generation	MHK Restaurants	Black
Seylan Bank Sri Lanka	The Deken, Deken Campaign	Seylan Bank Sri Lanka	Black
The Digital Street India	Voice of Art	ITC Vivel	Black
Weber Shandwick India	Staying Safe in the Slums	Bill & Melinda Gates Foundation	Black

Best Product Launch or Re-launch Campaign

Entrant	Campaign	Client	Award
Kingdom Digital Solutions Malaysia	KOSÉ Champion 'Less is More'	KOSÉ	Gold
George P. Johnson Experience Marketing. China	Tencent Games Annual Launch 2020	Tencent	Silver
Bullseye DDB Pakistan	UBL Good Citizen Account	United Bank	Bronze

Astro Media Solutions Malaysia	Safe Space: Listen to Your Walls	Nippon Paint	Black
GO Communications Malaysia	GoPro Hero 9 Launch	GoPro	Black
Loops Digital Sri Lanka	This Could Be You by Softlogic Invest	Softlogic Invest	Black
Perfect Relations India	Launch of India's first CPSE Bond. BHARAT Bond ETF	Edelweiss Financial Services	Black

Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client	Award
Mediacom India	Snickers Exam Bar Campaign	MARS Chocolate (Snickers)	Gold
Kingdom Digital Solutions Malaysia	1 Serum, 100% Loyal Users Programme	Nutox	Silver
Orion Digital Malaysia	PrOmilej	Pacific & Orient Insurance	Silver
Digitz Pakistan	Online is Safe	L'Oréal Pakistan	Bronze

BigCity Promotions India	Snickers Exam Bars Promotion	Snickers. Mars International India	Black
Intigus Malaysia	Licence To Win	Malaysia Airports Holdings	Black
Invictus Blue Malaysia	Empowering Frontliners & Sprinting Sales	PETRONAS	Black
OMD Hong Kong	McDonald's App Revamp + Value Double Up Campaign	McDonald's Hong Kong	Black

Best Use of Public Relations

Entrant	Campaign	Client	Award
GO Communications Malaysia	Hero9. When A Hero Comes Along	GoPro	Gold
VMLY&R Commerce Malaysia	When #ExtraNotOrdinary trumps Extraordinary	CIMB Bank	Silver
Team Reactivate Pakistan	Sunsilk Sundays with Hania Amir	Unilever Pakistan	Bronze

Bullseye DDB Pakistan	Saaf Doodh Campaign	Pakistan Medical Association	Black
Tribes Communication India	Nerolac. Shera para Sherupuju	Kansai Nerolac Paints	Black
Starcom Pakistan	Easypaisa becomes Eidipaisa to Save Eid	Easypaisa	Black

Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Client	Award
FCB Malaysia	Ocean Harmony	RHB Bank	Gold
Weber Shandwick India	Staying Safe in the Slums	Bill & Melinda Gates Foundation	Silver
Orion Social Media (Sarawak)	COVID-19 Public Service Announcement for Sarawak	Sarawak Disaster Management Committee	Bronze
Mediacom India	Pedigree. #FeedTheStray	MARS Petcare	Bronze

ADA Asia Malaysia	#RayaTetapRaya 30 Hari, 30 Amalan	Boost	Black
Bullseye DDB Pakistan	Women's Day	Symbios.Pk	Black
OMD Hong Kong	Our Journey Towards Social Inclusion	MTR Corporation	Black

Best Small Budget Campaign

Entrant	Campaign	Client	Award
Tribes Communication India	Honda Life Saver Boards	Honda Motorcycle and Scooter India	Gold
VMLY&R Commerce Malaysia	1 Blessing is Not Enough	CIMB Bank	Gold
Perfect Relations India	Netafim. Tip Of The Day	Netafim India	Silver
This Life Cambodia	Not Her Fault		Bronze

FWD Vietnam Life Insurance Company	Early protection for living celebration	FWD Vietnam Life Insurance Company	Black
MediaCom Thailand	Gillette. Second Shave	P&G	Black
Phare Ponleu Selpak Cambodia	Phare Into The Future. World Record Breaking Event		Black
PHD Hong Kong	Mr Muscle Kitchen Cleaning Recipes	SC Johnson	Black

Best Use of Media

Entrant	Campaign	Client	Award
Benchmark Innovation Sri Lanka	Multilac Auspicious Color Almanac	Macksons Paints Sri Lanka	Gold
Third Shift Media Sri Lanka	Ring Ring, Hey it's good news !	Softlogic Life Insurance Sri Lanka	Silver
Invictus Blue Malaysia	The PETRONAS Cinematic Experience	PETRONAS	Bronze
OMD Hong Kong	The Future of Finance Delivered	DBS Hong Kong	Bronze

Initiative Russia	Rexona fantastic teen IGTV series	Unilever Russia	Black
Popkorn Digital Sri Lanka	PinTheBiz	Softlogic Life Insurance Sri Lanka	Black
Triad Sri Lanka	Mr. White	JAT Holdings	Black

Best Entertainment Campaign

Entrant	Campaign	Client	Award
Astro Media Solutions Malaysia	Bunga's Secret Garden	Procter & Gamble Malaysia	Gold
Zlashy Hong Kong	Vans Musicians Wanted 2019 Campaign	Vans APAC	Silver
Eliphant Malaysia	AMD Streamer Challenge	Advanced Micro Devices	Bronze

George P. Johnson Experience Marketing. China	Tencent Games Annual Launch 2020	Tencent	Black
OMD Taiwan	Jumanji. The Next Level	Sony Pictures Taiwan	Black
WebTVAsia Malaysia	One Love Asia		Black

Blue Dragons. Best Campaigns by Country

Best Campaign in Cambodia

This Life Cambodia
Not her Fault Campaign

Best Campaign in China

George P. Johnson Experience Marketing
Tencent Games Annual Launch 2020 Campaign, for Tencent

Best Campaign in Hong Kong

Ruder Finn Asia & RFI Asia
Driving value creation in Asia Pacific Campaign, for EquitiesFirst

Best Campaign in India

Tribes Communication India
Honda Life Saver Boards Campaign, for Honda Motorcycle & Scooter India

Best Campaign in Malaysia

FCB Malaysia
Heart Baker. Love Triumphs over Taboos Campaign, for RHB Bank

Best Campaign in Pakistan

Starcom Pakistan
Easypaisa becomes Eidipaisa to Save Eid Campaign, for Easypaisa

Best Campaign in the Philippines

Hogarth Worldwide Singapore
Seagram's Imperial Blue Year 3 Campaign, for Pernod Ricard Asia

Best Campaign in Russia

Initiative Russia
Dove #ShowUs 2020 Campaign, for Unilever Russia

Best Campaign in Singapore

Freeman APAC Singapore
Stressed or Blessed Campaign

Best Campaign in Sri Lanka

Benchmark Innovation Sri Lanka
Multilac Auspicious Color Almanac Campaign, for Macksons Paints Sri Lanka

Best Campaign in Taiwan

OMD Taiwan
AMG 35 Instant Freedom Campaign, for Mercedes-Benz Taiwan

Best Campaign in Thailand

MediaCom Thailand
Vitamilk 55 Provinces Campaign, for Green Spot Company

Best Campaign in Vietnam

Moblaze Vietnam
How Philips targeted premium homes in Vietnam Campaign, for Philips Vietnam

2021 Red Dragon Winners

Best Campaign in Asia

MediaCom Thailand
Vitamilk 55 Provinces Campaign for Green Spot Company Thailand

Agency of the Year

FCB Malaysia

Network of the Year

Mediacom (India & Thailand)

The 2021 inaugural Platinum DragonMaster

Nguyen Ngoc Thuy
Head of Marketing
FWD Vietnam Life Insurance Company