

The Dragons of ASIA

Asia's elite Marketing
Communications Recognition
Programme

2024 WINNERS





2024 BEST CAMPAIGN IN ASIA

Audio Nikahnama
Starcom Pakistan, for easypaisa Pakistan



This campaign ignited a national conversation between vast numbers of illiterate Pakistani women to understand the importance of their marriage contract ... Their Nikahnama.

**DRAGONS
OF ASIA**





2024 AGENCY OF THE YEAR



Ampersand Advisory Malaysia



**DRAGONS
OF ASIA**





2024 BEST CAMPAIGNS BY COUNTRY

CHINA

Google Marketing Live China 2023
George P. Johnson Experience
Marketing China for Google China



HONG KONG

The JC Youth Football Academy
Summit 2023
PHD Hong Kong for
The Hong Kong Jockey Club



INDIA

Happy Bags
OMD India for
McDonald's India





2024 BEST CAMPAIGNS BY COUNTRY

INDONESIA

Grab Modal Percoyo x Ndarboy
PT Grab Teknologi Indonesia



MALAYSIA

#JomSapot BeliLokal
The SHOUT Group Malaysia
for RHB Bank Malaysia



PAKISTAN

Audio Nikahnama
Starcom Pakistan
for easypaisa Pakistan



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OF ASIA





2024 BEST CAMPAIGNS BY COUNTRY

PHILIPPINES

The Philippines Department of Health's 'Byaheng Kalusugan' Health Caravan

DDB Philippines for the Department of Health, Philippines



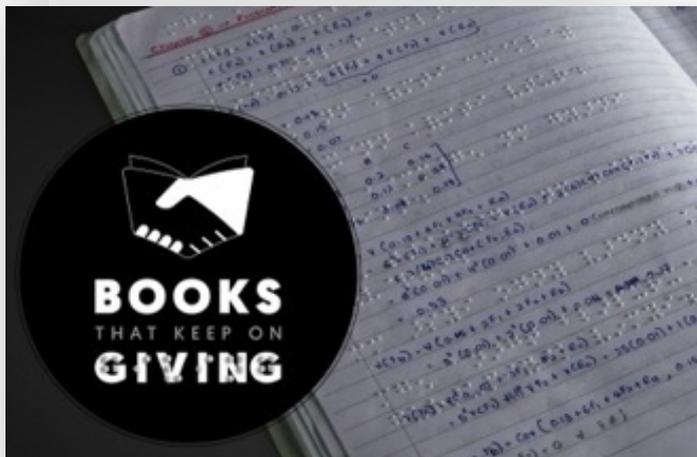
SINGAPORE

adidas Trade Meeting F@24
amc asia! Singapore
for adidas Singapore



SRI LANKA

Books that Keep on Giving
Ogilvy Sri Lanka
for PrintXcel Group Sri Lanka





2024 BEST CAMPAIGNS BY COUNTRY

TAIWAN

Whenever, Music Matters
KKBOX Taiwan



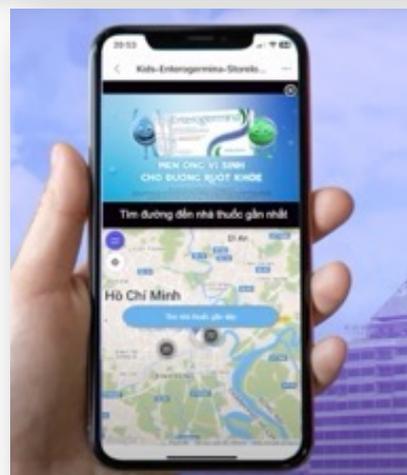
THAILAND

Garnier AI Synthetic Voice
Addressable Campaign
Wavemaker Thailand
for Garnier Thailand



VIETNAM

Harnessing Mobile Signals
Sanofi's Summer Campaign
Success Story in Vietnam
Omnicom Media Group,
InMobi & Moblaze Vietnam
for Sanofi Vietnam





2024

BEST INTEGRATED MARKETING CAMPAIGN

GOLD DRAGON

The SHOUT Group Malaysia
#JomSapot BeliLokal
for RHB Bank Malaysia



SILVER DRAGONS

Ampersand Advisory Malaysia
Calpis Chewy Grape x DJ AINA: AI Brand
Ambassador drives AIMAZING Results
for Etika Malaysia

BRONZE DRAGON

Kenny Rogers Roasters Philippines
The Great Garlic Roast

SILVER DRAGONS

Golden Circle Pakistan
Urban SUV
for Honda Atlas Cars Pakistan

BLACK DRAGONS

Ampersand Advisory Malaysia
Havas Play India
Mediavest (Brainchild Communications Pakistan)
M One Integrations & Wavemaker Global Sri Lanka
SHIFT Integrated Sri Lanka

**DRAGONS
OF ASIA**



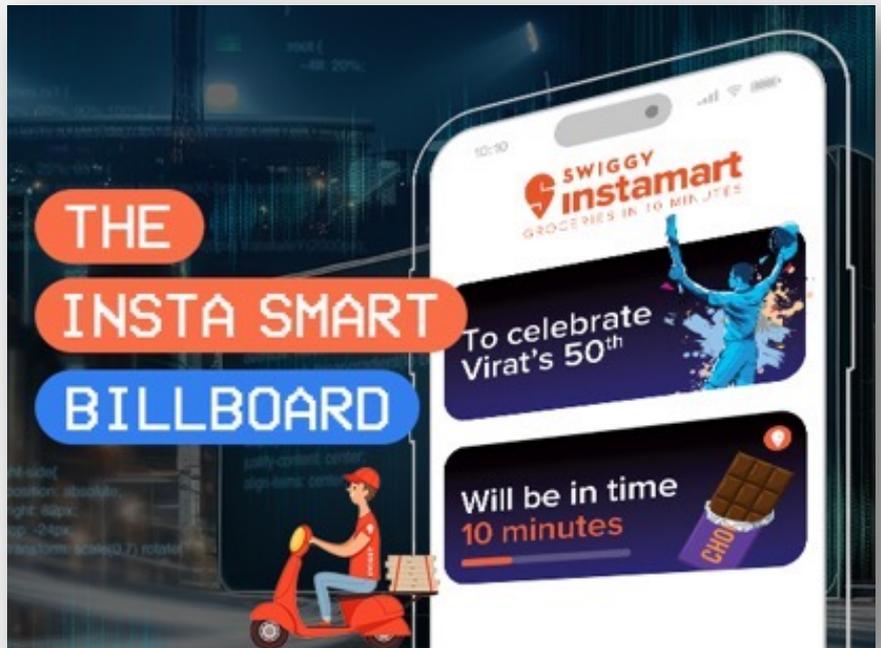


2024

BEST MARKETING DISCIPLINE CAMPAIGN

GOLD DRAGON

Tribes Communication India
The Insta Smart Billboard
for Swiggy Instamart India



SILVER DRAGON

SHIFT Integrated Sri Lanka
Let's KFC
for Cargills Restaurants Sri Lanka

BRONZE DRAGON

Orion Digital Malaysia
Malaysia's Leading Knowledge Health Hub
for IHH Healthcare Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Astro Media Solutions Malaysia
BBDO & Grey Density Pakistan
Seed Integrated Malaysia
Synite Digital Pakistan

**DRAGONS
OF ASIA**





2024

BEST DIGITAL CAMPAIGN

GOLD DRAGON
Starcom Pakistan
Audio Nikahnama
for easypaisa Pakistan



SILVER DRAGON
Wavemaker Thailand
Garnier AI Synthetic Voice
Addressable Campaign
for Garnier Thailand

BLACK DRAGONS
Adcom Pakistan
Ampersand Advisory Malaysia
Publicis Media Pakistan
TV18 Broadcast India

BRONZE DRAGON
Star Media Group Malaysia
RHB #JomSapotBeliLoKal GenAI Led
Integrated Marketing Campaign
for RHB Bank Malaysia



2024

BEST INNOVATIVE IDEA or CONCEPT

GOLD DRAGON

Publicis Media Pakistan

Myth Busting. Nescafé
for Nestlé Pakistan



SILVER DRAGON

MullenLowe Sri Lanka

Legends Back to Life
for Softlogic Life Insurance Sri Lanka

BRONZE DRAGON

Ampersand Advisory Malaysia

Wonda OR1 FM Creates a Benchmark
for Etika Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia

Light Up 7 Malaysia

Mediavest (Brainchild Communications Pakistan)

Starcom Pakistan

Tribes Communication India



2024

BEST BRAND BUILDING and/or AWARENESS CAMPAIGN

GOLD DRAGONS

Havas Play India

Lalbugcha Prasad delivered with Swiggy Instamart
for Swiggy Instamart India



GOLD DRAGONS

Synite Digital Pakistan

#TumKamaalKarteHo
for Shell Pakistan



SILVER DRAGONS

Kingdom Digital Malaysia

Dettol Parents Day and National
Day Campaign
for Reckitt Benckiser Malaysia

BRONZE DRAGON

M&C Saatchi Malaysia

HLB CNY 2024: Wealth of a
Lasting Legacy
for Hong Leong Bank Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Digital Content Sri Lanka
GrowthOps Asia
Kites Global Sri Lanka



2024

BEST BUSINESS to BUSINESS or TRADE MARKETING CAMPAIGN

GOLD DRAGON

George P. Johnson Experience
Marketing China
Google Marketing Live China 2023
for Google China



SILVER DRAGON

amc asia! Singapore
adidas Trade Meeting F@24
for adidas Singapore

BLACK DRAGONS

Ampersand Advisory Malaysia
Evolve Brands India
Light Up 7 Malaysia
The SHOUT Group Malaysia

BRONZE DRAGON

BI Worldwide India
TATA Tiscon Grandmasters Loyalty Program
for TATA Steel India



2024

BEST EVENT or EXPERIENTIAL MARKETING CAMPAIGN

GOLD DRAGON

Viral Edge Pakistan

Jashan-e-Jamalo
for Tapal Pakistan



SILVER DRAGON

Mindshare Sri Lanka

A Super Sensorial Experience
for Unilever Sri Lanka

BRONZE DRAGONS

DDB Group Philippines

The Philippines Department of Health's
'Byaheng Kalusugan' Health Caravan
for Philippines Department of Health

BRONZE DRAGONS

**Phu Nhuan Jewelry Joint Stock
Company Vietnam**

PNJ Jewelry Journey Across Vietnam

BLACK DRAGONS

amc asia! Singapore
Ampersand Advisory Malaysia
Dentsu Malaysia
PHD Hong Kong



2024

BEST BRAND LOYALTY CAMPAIGN

GOLD DRAGON

OMD India

Happy Bags

for McDonald's India



SILVER DRAGON

Digitz Digitas Pakistan

Khaton-e-Khaas

for National Foods Pakistan

BRONZE DRAGON

Digital People Malaysia

Pop Yeh Yeh Bok Bok Raya 2024

for Ayam Brand Malaysia

BLACK DRAGONS

FWD Vietnam Life Insurance

Hotshots Partnership Consulting &

Marcom Malaysia

MCIX Group Myanmar

Tribes Communication India



2024

BEST MOBILE MARKETING CAMPAIGN

GOLD DRAGON

Ampersand Advisory Malaysia
Allianz scores 10/10 with 4 in 1 mobile for Allianz Malaysia



SILVER DRAGON

Omnicom Media Group, InMobi & Moblaze Vietnam

Harnessing Mobile Signals Sanofi's Summer Campaign Success Story in Vietnam for Sanofi Vietnam

BLACK DRAGONS

Ampersand Advisory Malaysia
BigCity Promotions India
Gamelight Germany
Orion Digital Malaysia

BRONZE DRAGON

Adcom Leo Burnett Pakistan
From Never to your First Ever for Samsung Electronics Pakistan



2024

BEST SOCIAL MEDIA or WORD of MOUTH CAMPAIGN

GOLD DRAGON

Third Shift Media & Shift Solutions

Sri Lanka

When the Viewers become Screen Writers
for Lipton Teas and Infusions Ceylon



SILVER DRAGON

Publicis Media Pakistan

Cerelac Retention Campaign
for Nestlé Pakistan

BRONZE DRAGON

Cartel Media & PR Pakistan

Colors of Kashmir
for United Industries Pakistan

BLACK DRAGONS

Golden Circle Pakistan

GrowthOps Asia Malaysia

Misteeq Media Malaysia

Starcom Worldwide Pakistan



2024

BEST PRODUCT LAUNCH or RE-LAUNCH CAMPAIGN

GOLD DRAGON

GO Communications Malaysia

Arthur's Storehouse. Marrying Music & Magic for a Moment
for Guinness Malaysia



SILVER DRAGON

Tribes Communication India

The Insta Smart Billboard
for Swiggy Instamart India

BRONZE DRAGON

BigCity Promotions India

Hungry for Gold
for Britannia Industries India

BLACK DRAGONS

Coffee Masters Philippines

Publicis Media Pakistan

Team Reactivate Pakistan

The SHOUT Group Malaysia



2024

BEST BRAND TRIAL or SALES GENERATION CAMPAIGN

GOLD DRAGON

Impact Communications India
Perfetti Samriddhi
for Perfetti van Melle India



SILVER DRAGON

JUNO Malaysia
Your Extraordinary Journey
for IHH Healthcare Malaysia

BRONZE DRAGON

Wavemaker Thailand
Colgate eCommerce
for Colgate-Palmolive Thailand

BLACK DRAGONS

Ampersand Advisory Malaysia
Phu Nhuan Jewelry Joint Stock
Company Vietnam
SHIFT Integrated Sri Lanka
Takaful Malaysia



2024

BEST USE of PUBLIC RELATIONS

GOLD DRAGONS

Ampersand Advisory Malaysia
Wonda Coffee x FAM Fuels
Football Fans and Harimau Malaya,
for Etika Malaysia



GOLD DRAGONS

The SHOUT Group Malaysia
Forgiveness
for RHB Bank Malaysia



SILVER DRAGON

GO Communications Malaysia
Power For Good, Y Wait!
for Tesla Malaysia

BRONZE DRAGON

MCIX Group Myanmar
Better Ways, Better Lives
for Myanma Apex Bank

BLACK DRAGONS

Ampersand Advisory Malaysia
Ampersand Advisory Malaysia
PT Grab Teknologi Indonesia
TV18 Broadcast India



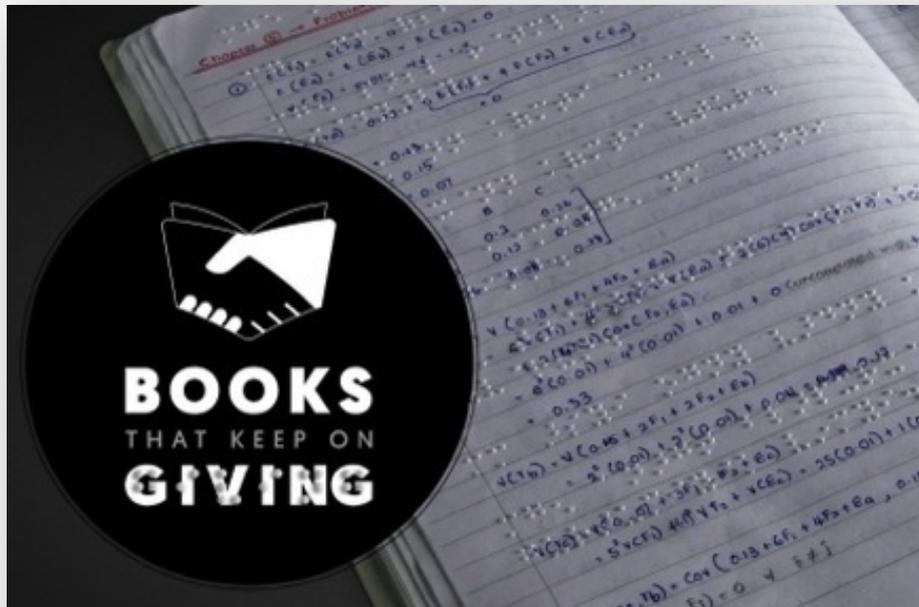
2024

BEST CAUSE, CHARITY MARKETING or PUBLIC SECTOR CAMPAIGN

GOLD DRAGON

Ogilvy Sri Lanka

Books that Keep on Giving
for PrintXcel Group Sri Lanka



SILVER DRAGON

Magic Mango Sri Lanka

Nightmare Lullaby

for Asset Radio Broadcasting Sri Lanka

BRONZE DRAGON

PHD Hong Kong

The JC Youth Football Academy Summit 2023

for The Hong Kong Jockey Club

BLACK DRAGONS

Arc WorldWide India

Ampersand Advisory Malaysia

Fishbowl Pakistan

Havas Ortega Philippines

Ruder Finn China



2024

BEST SMALL BUDGET CAMPAIGN

GOLD DRAGON

Mediavest (Brainchild Communications Pakistan)
Father's Day, for Dawlance Pakistan



SILVER DRAGON

Octagon Australia
Rexona. Not Done Yet. Sam Kerr Reactive TVC
for Unilever Australia

BRONZE DRAGONS

Magic Mango Sri Lanka
First Signs, for Arienti Sri Lanka

BRONZE DRAGONS

Havas Group Vietnam
Ting ! Ting ! The Sound of
Prosperity
for HDBank Vietnam

BLACK DRAGONS

Havas Play India
Publicis Media Pakistan
Tribes Communication India
Zeno Malaysia



2024 BEST USE of MEDIA

GOLD DRAGON

Bulls Eye DDB Pakistan
Newspaper from the Future
for Jang Media Group Pakistan



SILVER DRAGON

Tribes Communication India
The Smokin' Hot Billboard
for Domino's India

BRONZE DRAGON

Team Reactivate Pakistan
Dove Intense Repair Campaign
for Unilever Pakistan

BLACK DRAGONS

Ampersand Advisory Malaysia
EssenceMediaCom Pakistan
Havas Group Vietnam
White Rivers Media India



2024

BEST ENTERTAINMENT CAMPAIGN

GOLD DRAGON

Mindshare Sri Lanka

Closeup Valentine's Day
for Unilever Sri Lanka



SILVER DRAGON

Astro Malaysia

KKBOX Taiwan

Whenever, Music Matters

BRONZE DRAGON

Astro Media Solutions Malaysia

Tourism Australia Partners 'Projek Bapak
Bapak' to boost Tourism
for Tourism Australia

BLACK DRAGONS

Ampersand Advisory Malaysia

Event U Rox India

Havas Play India

Synergy Dentsu Pakistan

The 2024 Dragons of Asia Marketing Communications Industry Ranking Ladder

Ampersand Advisory Malaysia	1
Tribes Communication India	2
The SHOUT Group Malaysia	3
Publicis Media Pakistan	4
Mindshare Sri Lanka	5
GO Communications Malaysia	6
Havas Play India	7
Magic Mango Sri Lanka	8
Mediavest (Brainchild	9
Starcom Worldwide Pakistan	10
Synite Digital Pakistan	10
Wavemaker Thailand	10

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



Best Integrated Marketing Campaign		
Ampersand Advisory Malaysia	The Exchange TX Malaysia	GET FAMOUS, FAST! The Exchange TRX uses integrated marketing to become #1
Havas Play India		Ganga Kinare Music Festival. Edition 1, Varanasi
Mediavest (Brainchild Communications Pakistan)	Delivery Hero Pakistan	PSL 2024
M One Integrations & Wavemaker Global Sri Lanka	Sunshine Holdings Sri Lanka	Sripa Sathkaraya
SHIFT Integrated Sri Lanka	Softlogic Life Sri Lanka	Dengeez

Best Marketing Discipline Campaign		
Seed Integrated Malaysia	UMW Toyota Motor Malaysia	Toyota Drives Premium Experiences on the Green
Synite Digital Pakistan	Standard Chartered Pakistan	All in one #Getmoredone

Best Digital Campaign		
Adcom Pakistan	Pakistan Telecom Mobile	Ufone x Peshawar Zalmi
Ampersand Advisory Malaysia	Mead Johnson Malaysia	Enfagrow's redefines Mother's Day Celebrations
Publicis Media Pakistan	Nestlé Pakistan	Nestlé Pure Life: Weather Based AI Campaign
TV18 Broadcast India	Reckitt India	Mission Swachhta Aur Paani

Best Innovative Idea or Concept		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Kopi Tarik Gets a Guinness World Record!
Light Up 7 Malaysia	Bank Negara Malaysia	Saya Superhero Kewangan' by Bank Negara Malaysia
Mediavest (Brainchild Communications)	Delivery Hero Pakistan	PSL 2024
Starcom Pakistan	Mondelez Pakistan	Cadbury Cricket Worldcup and PSL
Tribes Communication India	Swiggy Instamart India	Love Emergencies

Best Brand Building and/or Awareness Campaign		
Ampersand Advisory Malaysia	Allianz Malaysia	Allianz Scores a Perfect 10 with a 4-in-1 Film +
Digital Content Sri Lanka	Samson Rubber Industries Sri Lanka	Let's not forget, the ones who forget
GrowthOps Asia	Telekom Malaysia	Macam-macam Gaya, Sama-Sama Keluarga
Kites Global Sri Lanka	HNB Assurance Sri Lanka	HNB Assurance. Independence Day Campaign

Best Business to Business or Trade		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Kopi Tarik Gets a Guinness World Record!
Evolve Brands India	Hero Motocorp India	Asli Hero
Light Up 7 Malaysia	Keretapi Tanah Melayu Malaysia (KTMB)	Connecting Horizons, Empowering Journeys by KTMB
The SHOUT Group Malaysia	RHB Bank Malaysia	#JomSapot BeliLokal

Best Event or Experiential Marketing		
amc asia! Singapore	Netflix APAC	Only on Netflix
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Extra Presso x Lipton Milk Tea #CHAMingTogether
Dentsu Malaysia	Telekom Malaysia	Own the night
PHD Hong Kong	The Hong Kong Jockey Club	The JC Youth Football Academy Summit 2023

Best Brand Loyalty Campaign		
FWD Vietnam Life Insurance	FWD Vietnam Life Insurance	Celebrate 10xFWD with Music
Hotshots Partnership Consulting & Marcom Malaysia	Volkswagen Group Imported (China)	Touareg 20th Anniversary Campaign
MCIX Group Myanmar	Lluvia Myanmar	15 Years with Premier
Tribes Communication India	Amazon India	Frozen In Prime

Best Mobile Marketing Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Tournament
BigCity Promotions India	Britannia Industries India	Hungry for Gold
Gamelight Germany	Joycity South Korea	Revolutionising AI-Driven Mobile Marketing in Asia
Orion Digital Malaysia	Royal Caribbean Cruises	WhatsApp Digitalisation Initiative

Best Social Media or Word of Mouth Campaign		
Golden Circle Pakistan	Honda Atlas Cars Pakistan	Urban SUV
GrowthOps Asia Malaysia	RHB Banking Group Malaysia	Cabaran Hidangan RHB MySiswa
Misteeq Media Malaysia	IHH Healthcare Malaysia	Ready For You
Starcom Worldwide Pakistan	easypaisa Pakistan	Audio Nikahnama

Best Product Launch or Re-launch		
Coffee Masters Philippines	Seattle's Best Coffee Philippines	Premium Festive Javakula Collection
Publicis Media Pakistan	Nestlé Pakistan	Nestlé Everyday. Tum Mein Hai Kuch Khaas (3in1)
Team Reactivate Pakistan	Unilever Pakistan	Pond's new product launch
The SHOUT Group Malaysia	RHB Bank Malaysia	Less Time Banking, More Time Bonding

Best Brand Trial or Sales Generation Campaign		
Ampersand Advisory Malaysia	Allianz Malaysia	Allianz4All Revolutionizes Insurance Access for
Phu Nhuan Jewelry Joint Stock Company Vietnam		God of Wealth 2023
SHIFT Integrated Sri Lanka	Cargills Restaurants Sri Lanka	Let's KFC
Takaful Malaysia		Kaotim MediKad

Best use of Public Relations		
Ampersand Advisory Malaysia	Etika Malaysia	ATLAS Vending Ministry of Economy RM1 Thirst
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Coffee x FAM Fuels Football Fans and Harimau Malaya
PT Grab Teknologi Indonesia		Grab Modal Percoyo x Ndarboy
TV18 Broadcast India	Reckitt India	Mission Swachhta Aur Paani

Best Cause, Charity Marketing or Public Sector Campaign		
Arc WorldWide India	Legrand. IndoAsian India	IndoAsian. Eco Utsav. Diwali
Ampersand Advisory Malaysia	Vinda Malaysia	TENA Champions Active Ageing Through Innovative Band Hunt
Fishbowl Pakistan	JazzCash Pakistan	JazzCash Women's Day Campaign
Havas Ortega Philippines	SM Supermalls Philippines	Rainwater Filtration Project
Ruder Finn China	vivo Mobile Communication China	Empower & Educate: vivo 'capture the future' Bangladesh CSR Project

Best Small Budget Campaign		
Havas Play India	Swiggy Instamart India	Lalbugcha Prasad delivered with Swiggy Instamart
Publicis Media Pakistan	Nestlé Pakistan	Nido 1+ Value Campaign
Tribes Communication India	Swiggy Instamart India	Love Emergencies
Zeno Malaysia	Mars Foods Malaysia	M&M's Chop Chop!

Best Use Of Media		
Ampersand Advisory Malaysia	Etika Malaysia	Calpis Chewy Grape x DJ AINA: AI Brand Ambassador drives AIMAZING Results
EssenceMediaCom Pakistan	The Coca-Cola Company Pakistan	Coke & Meals. Recipe for Magic
Havas Group Vietnam	Michelin Vietnam	Motion to Thrive. Media Mystery
White Rivers Media India	DS Group India	#PulseOfCompliments

Best Entertainment Campaign		
Event U Rox India	Udupa Foundation India	Udupa Music Festival
Synergy Dentsu Pakistan	Bill & Melinda Gates Foundation	Eradicating Polio from Pakistan
Havas Play India		Ganga Kinare Music Festival. Edition 1, Varanasi
Ampersand Advisory Malaysia	Etika Malaysia	Mirinda X The Experts. Mirinda magic and fizz-tastic innovation