

2025 CALL FOR ENTRY

2025 DRAGONS OF ASIA & MALAYSIA

Asia's elite Marketing Communications Award Programme,
recognising the 'Dragons of Business' throughout Asia since 2000
& Malaysia Since 2012



CLOSING DATE EXTENSION! Entries now close on 15th June 2025
Enter on: dragonsofasia.org

2025 Dragons of Asia Call for Entry



For 25 years, the results-focused Dragons of Asia Marketing Communications Awards have been recognising the work being carried out by Agencies and Brand Owners, across all countries in Asia.

Our Country Programmes: Dragons of Malaysia (2012), Dragons of Pakistan (2023) and Dragons of Sri Lanka (2024) have been recognising Winners within those Countries, and then across Asia via the Dragons of Asia, all for one (A\$200) entry fee.

In our 25th year, we challenge the Dragons of Business to take part.



Entry Categories

Dragons of Asia, Dragons of Malaysia & the Dragons of Pakistan

Integrated Marketing, Marketing Discipline (**Revised**), Digital, Innovative Idea or Concept, Brand Building and/or Awareness, Business, (**Revised**), Event or Experiential, Loyalty, Mobile, Social Media, (including TikTok & SnapChat), Product Launch or Re-Launch, Brand Trial or Sales Generation, Public Relations, Cause, Environment or Sustainability (**Revised**), Small Budget, Media, & Influencer and/or Content Creation (**New**).

"The Dragons of Asia are positioned alongside prestigious global effectiveness awards, such as the Cannes Lions, the IPA Effectiveness Awards & the Effies"

WARC London

"Receiving a Dragon is indeed a pinnacle in our results-focused marketing communications industry"

Marketing Magazine Malaysia.

"I'm truly impressed with the Jury protocols, systematic practices, transparency, professional ethos and the benchmarks of the Dragons. It's surely a great achievement for the Pakistani Advertising fraternity, as the Dragons are considered Asia's most premium Award Show".

Golden Circle Advertising, Pakistan



2024 DRAGONS OF ASIA. Red Dragon Winners.



2024 AGENCY OF THE YEAR

Ampersand Advisory Malaysia



AMPERSAND
ADVISORY

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.



ab mustaqbil kay
faislay samajhna
hongay easy



2024 NETWORK OF THE YEAR

Brainchild



Brainchild Communications Pakistan



WHO CAN ENTER.

Agencies or Companies working with these Marketing Communication disciplines: Advertising, Promotion, Sponsorship, Activation, Mobile, Experiential, Integration, Social, Influencing & content creation, Digital, Public Relations, Entertainment, Events & Media.

ENTRY VALIDITY PERIOD.

Entries in all Programmes will need to have been in operation between 1 January 2024 and 15 June 2025.

ENTRY FEE.

The A\$200 fee per entry, covers entry to:

- The Dragons of Asia.
- The Dragons of Malaysia & the Dragons of Asia.
- The Dragons of Pakistan & the Dragons of Asia.
- The Dragons of Sri Lanka & the Dragons of Asia.

Entries must be fully lodged and paid for by 15 June, 2025.

LODGEMENT DETAILS.

Full details as to how entries can be prepared and Conditions of Entry to all Programmes, are on the Dragons entry site: dragonsofasia.org linked from ENTER in the menu bar.

HOW ENTRIES WILL BE JUDGED.

Each entry is judged 4 times by 4 different Judges in our International Judging Panels. Scores are based on 4 criteria: Campaign Strategy: (20% of the total score), Campaign Concept: (30% of the total score), Campaign Execution: (30% of the total score) and Campaign Results: (20% of the total score).

Dragons of Malaysia, Dragons of Pakistan & Dragons of Sri Lanka entries are judged by Judging panels outside those Countries.

HOW 2025 WINNERS WILL BE DETERMINED.

(I) DRAGONS OF ASIA.

The highest scoring entries across all 17 entry categories, will be awarded Gold, Silver or Bronze Dragon of Asia trophies.

Best by Country, Dragons of Asia, Blue Dragons.

The highest scored entry by Country, will be awarded a Blue Dragon trophy. A Blue Dragon may also be awarded at the discretion of the Dragons of Asia Management, upon guidance from Judges. There needs to be a minimum of 6 entries per Country, for these Dragons to be awarded.

Best Campaign in Asia, Dragons of Asia Red Dragon.

The Campaign, which in the opinion of our Grand Jury reflects the best work carried in Asia during the entry period, will be awarded the 2025 Dragons of Asia, Red Dragon.

Agency of the Year, Dragons of Asia Red Dragon.

A Dragons of Asia, Red Dragon will be awarded to the Agency with the highest number of Category points.

The Network of the Year Red Dragon has been retired.

(II) DRAGONS OF MALAYSIA, DRAGONS OF PAKISTAN & DRAGONS OF SRI LANKA.

The highest scoring entries from Malaysian entries (17 Entry Categories), Pakistani entries (17 Entry Categories), and Sri Lankan entries (10 Entry Categories: Integrated Marketing, Digital, Innovative Idea or Concept, Brand Building and/or Awareness, Event or Experiential, Brand Loyalty, Social Media, Cause, Environment or Sustainability, Small Budget, & finally, Influencer and Content Creation), will be awarded Gold, Silver or Bronze Dragon trophies in those Programmes.

(III) BLACK DRAGONS.

For all Programmes, Black Dragon Certificates will be awarded to entries whose scores settle just below the Bronze Dragon threshold. Black Dragons will be distributed at no cost, to Winners, as hi-res PDFs.

MARKETING INDUSTRY RANKINGS.

The top 10 ranked Agencies in Asia, Malaysia, Pakistan and Sri Lanka, based on Category points awarded in each Programme, will be recognised with artwork to promote their ranking. Category points are: Gold: 10, Silver 7, Bronze 5 & Black 1.



2025 FINALIST RELEASES.

All dates are to be confirmed.

2025 Finalist Releases of entrants short listed for trophy wins, will be revealed on the Dragons site, in this order:

- 2025 Dragons of Pakistan: Mid-July (TBA).
- 2025 Dragons of Sri Lanka: Mid-July (TBA).
- 2025 Dragons of Malaysia & Dragons of Asia: Mid-September.

Entrants not included in a Finalist Release could still be awarded a Black Dragon Certificate, if their Campaign scores are just below the Bronze Dragon score threshold. Black Dragon Winners will be announced on the day of the Winners Announcement.

2025 WINNER ANNOUNCEMENTS.

All dates are to be confirmed.

- 2025 Dragons of Pakistan Winners will be announced in Karachi at the Awards Event, on August 15.
- 2025 Dragons of Sri Lanka Winners will be announced in Colombo at the Awards Event, on August 22.
- 2025 Dragons of Asia and Dragons of Malaysia Winners will be announced at the Awards Event in Kuala Lumpur in October.

2025 WINNER RELEASES.

Winner Releases for all Programmes will be downloadable from: dragonsofasia.org after each Awards Event.

NEW. This year we will include up to 6 Teams members and 3 Clients who worked on each Gold Winning Entry, Best by Country Blue Dragons and the Best Campaign in Asia in all Winner Releases. The Secretariat will request this material from Winners before artwork commences.

2025 ENTRY CATEGORIES: ASIA, MALAYSIA & PAKISTAN.

* Denotes the 10 Categories for **Sri Lankan** entrants



1. INTEGRATED MARKETING. (REVISED)*

Dragons awarded to campaigns which combined at least 3 of the following marketing disciplines to effectively market a product or service, returning a measurable ROI. Disciplines include: Games of Chance or Skill, Database marketing, Customer acquisition/retention, Loyalty, Digital, Experiential, Event, Public Relations, Sponsorship, Cause, Mobile, Social Media, Influencer Marketing, Gaming, Entertainment, etc.

2. MARKETING DISCIPLINE. (REVISED)

Dragons awarded to campaigns which best utilised any of the following Marketing Disciplines (themes) to market a product or service. Themes include: Movies (including product placement & leveraging), Music, Sport, Gaming, Wellbeing, Lifestyle, Finance, Banking, Hospitality, Environment & Sustainability, Automotive, Tourism, Entertainment, etc.

3. DIGITAL.*

Dragons awarded to campaigns which featured any digital marketing technique to market a product or service. Techniques can include: Mobile, online executions, QR, AI, VR, blockchain, gamification, etc.

4. INNOVATIVE IDEA OR CONCEPT.*

Dragons awarded to campaigns which involved a unique marketing idea which 'challenged the norm', 'took a huge risk', 'was something out of the box' or just 'Wow ! How did they do that !' in any marketing sector. Guerilla executions are welcome.

5. BRAND BUILDING AND/OR AWARENESS.*

Dragons awarded to campaigns which best enhanced a brand's awareness, image or equity to its customer base, returning a measurable ROI.

6. BUSINESS. (REVISED)

Dragons awarded to campaigns which best marketed a product or service, in any of the following Industry sectors: Banking, Retail, Finance, Transport, Agriculture, Insurance, Real Estate, Trade or Employee Incentives, B2B & B2C, Shopper Marketing, Key Account, or Channel-Specific activities.

7. EVENT OR EXPERIENTIAL.*

Dragons awarded to campaigns which best delivered a brand experience via: Travelling Roadshows, Exhibitions, Pop up stores, Product demonstrations & Sampling, In-store/dealer/reseller activities, Shopping centre/mall activities and Cultural or Religious activities.

8. LOYALTY.

Dragons awarded to campaigns which effectively generated short or long term customer loyalty, in marketing a product or service. If a Campaign commenced before the current entry period, earlier results need to be included in the entry.

9. MOBILE.

Dragons awarded to campaigns which effectively involve mobile phones, tablets and other mobile, web linked devices in the marketing a product or service to target audiences.

10. SOCIAL MEDIA, INCLUDING TIKTOK & SNAPCHAT.*

Dragons awarded to campaigns which demonstrated the best use of any Social Media delivery platform in the marketing of a product or service. Executional mediums can include: TikTok, Snapchat, X, Instagram and any other niche platform.

11. PRODUCT LAUNCH OR RE-LAUNCH.

Dragons awarded to campaigns which effectively launched a new product, or re-launches an existing product or service, returning a measurable ROI.

12. BRAND TRIAL OR SALES GENERATION.

Dragons awarded to campaigns which effectively generated measurable brand trial and sales, for a product or service, returning a measurable ROI.

13. PUBLIC RELATIONS.*

Dragons awarded to campaigns which effectively involved any PR executional tactic to promote a product or service, using traditional, or non-traditional media.

14. CAUSE, ENVIRONMENT OR SUSTAINABILITY.*

Dragons awarded to campaigns, the themes of which involved positive & impactful innovation in: environment & sustainability, cause relation, charity/not-for-profit, fund raising, crowd sourcing & Government Programmes.

15. SMALL BUDGET.*

Dragons awarded to Campaigns which effectively executed a campaign with a budget of US\$50,000 maximum, in any industry sector. Entrants must include the size of their Budget in their entry.

16. MEDIA.

Dragons awarded to campaigns which best leveraged media to address the marketing communications objectives of a brand or service. Executions can include: TV (Free to Air or Cable), Publications, Radio, Cinema, Streaming Platforms, Digital, YouTube, TikTok, Facebook, Google, Instagram, Snapchat, OOH.

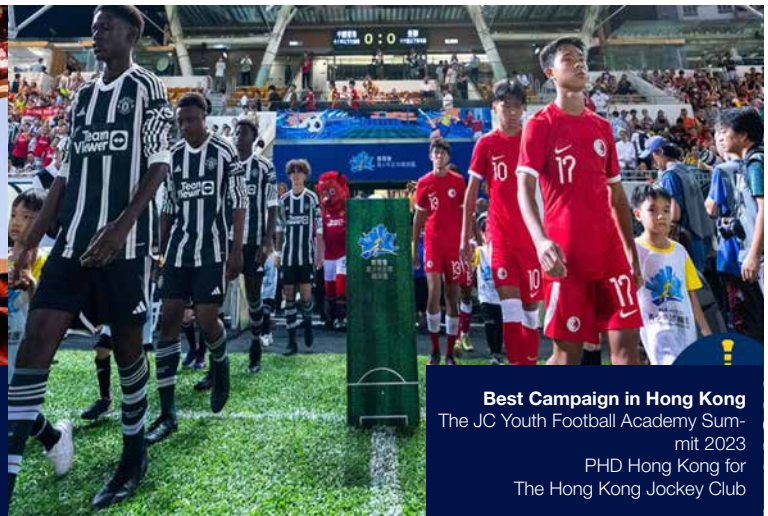
17. INFLUENCER/CONTENT CREATION. (NEW)*

Dragons awarded to campaigns which used Influencer Marketing & Social Engagement tactics to promote & generate sales of a product or service by Influencers, KOL's, Celebrities & Content Creators to their audiences, via any online platform. Themes can include: Beauty, Beverages, Cuisine, Fashion, Finance, Fitness, Lifestyle, Music, Travel & Wellbeing. Mediums can include: AI, Avatars, Instagram, Snapchat, TikTok, YouTube & X.

2024 DRAGONS OF ASIA. Best Campaigns by Country.



Best Campaign in China
Google Marketing Live China 2023
George P. Johnson Experience Marketing China for Google China



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



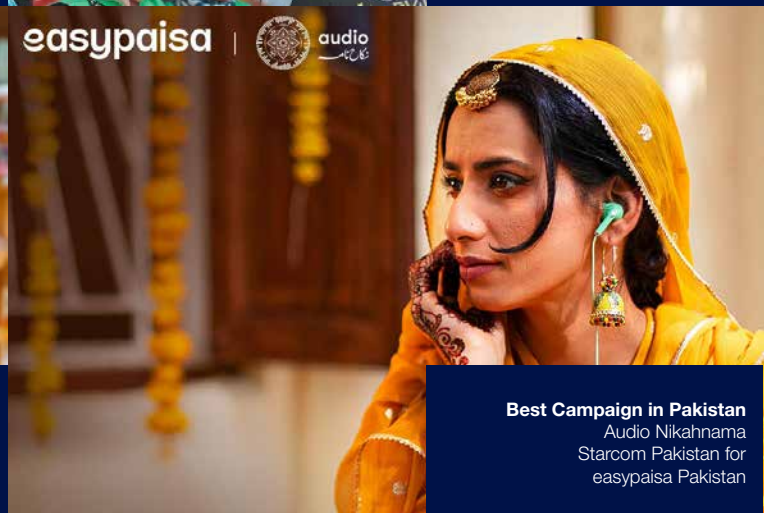
Best Campaign in India
Happy Bags
OMD India for McDonald's India



Best Campaign in Indonesia
Grab Modal Percoyo x Ndarboy/PT Grab Teknologi Indonesia

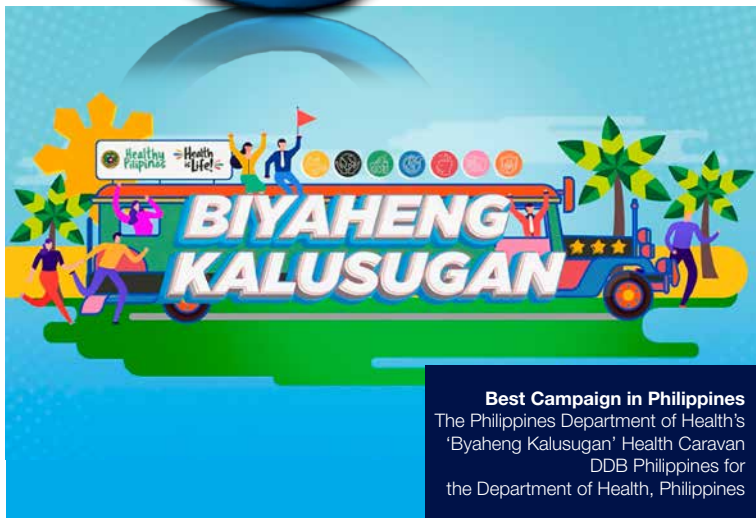


Best Campaign in Malaysia
#JomSapot BeliLokal
The SHOUT Group Malaysia for RHB Bank Malaysia

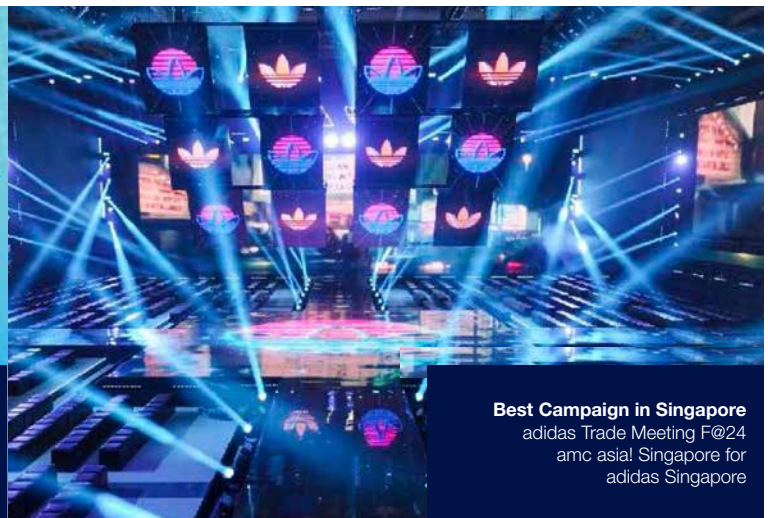


Best Campaign in Pakistan
Audio Nikahnama
Starcom Pakistan for easypaisa Pakistan

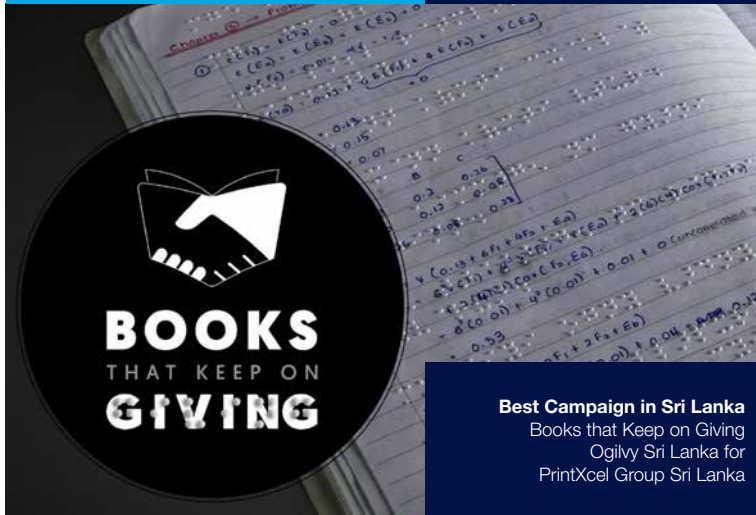
2024 DRAGONS OF ASIA. Best Campaigns by Country.



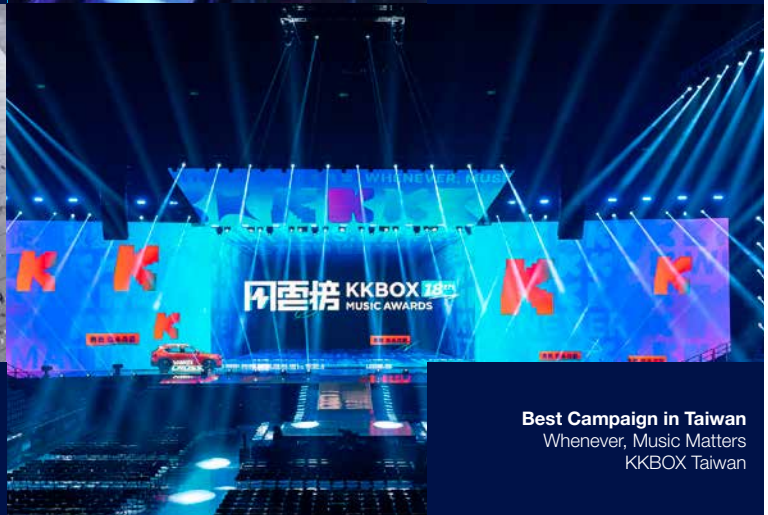
Best Campaign in Philippines
The Philippines Department of Health's 'Byaheng Kalusugan' Health Caravan
DDB Philippines for the Department of Health, Philippines



Best Campaign in Singapore
adidas Trade Meeting F@24
amc asia! Singapore for adidas Singapore



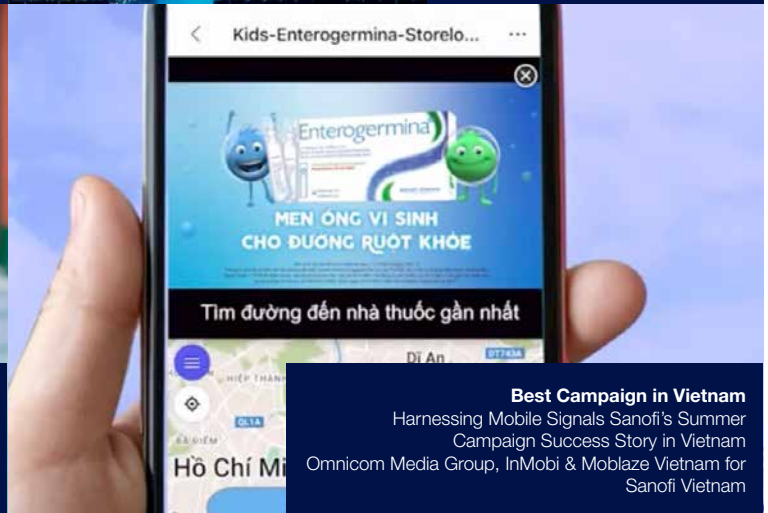
Best Campaign in Sri Lanka
Books that Keep on Giving
Ogilvy Sri Lanka for PrintXcel Group Sri Lanka



Best Campaign in Taiwan
Whenever, Music Matters
KKBOX Taiwan



Best Campaign in Thailand
Garnier AI Synthetic Voice Addressable Campaign
Wavemaker Thailand for Garnier Thailand



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

CONTACT

DRAGONS OF ASIA SECRETARIAT:

Mike Da Silva

Director. The Dragons of Asia. Sydney.

COO. Marketing Agencies Association Worldwide. London.

CEO. MDSA Marketing Communications. Sydney

Partner. SpecOps Entertainment Group. Sydney

- Inaugural Life Achievement Award. Australian Promotion Marketing Industry. Sydney.
- Inductee. International Marketing Hall of Fame. Rio de Janeiro.
- Ex-President. Marketing Agencies Association, Worldwide. London & New York.
- Life Member: Marketing Agencies Association, Worldwide. London & New York.
- Promotion Marketing Professional of the Year. New York.
- Brand Leadership for an Individual. Asia.
- Global Super Achiever. India.
- Acknowledged 'History Maker' of the UK Promotion Marketing Industry.

Now open for entry on:
www.dragonsofasia.org
Entries close 15 June, 2025

Dragons of Asia, Dragons of Malaysia, Dragons of Pakistan & the Dragons of Sri Lanka is owned by: Mike Da Silva & Associates (Aust) Pty Ltd.

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