

MARKETING

ISSUE #349 OCTOBER 2022

WEEKENDER™



**SPECIAL EDITION:
DRAGONS OF ASIA
& MALAYSIA
SETS STAGE ON FIRE!**



Contents

03 The Dragons. Soaring throughout Asia again!

04 The Events Night. Celebrating the Dragons of Asia & Malaysia

16 10th Dragons of Malaysia.
2022 WINNERS

28 22nd Dragons of Asia.
The 2022 Winners

The Dragons. Soaring through Asia again!

The 22nd Dragons of Asia and the 10th Dragons of Malaysia are wrapped for 2022.

Malaysia continued their dominance in Asia's results-focused Marketing Communications Recognition Programme, gathering 15 Category Dragons: Gold, Silver and Bronze, 7 of which are Gold. In addition, of the 2022 Asian Top 10, Malaysia again claimed 6 positions, this year with two new entrants.

For the second year in a row, FCB SHOUT will again be awarded the Blue Dragon for the Best Campaign in Malaysia.

VMLY&R dominated the Red Dragons. VMLY&R India for the Best Campaign in Asia, Agency of the Year and with VMLY&R Malaysia and Vietnam, is the

Network of the Year. In taking the Blue Dragon for the Best Campaign in India VMLY&R India creates a record for the highest awarded Agency in India, in Dragons history, for a specific year.

"Our sincere credit to our Sri Lankan 4A's Partner and those Agencies and Brand owners who took part this year, despite the ongoing crippling domestic economy, capturing 6 Category Dragons, including 2 Gold. Their best result ever. Finally, after a successful 2 year trial, the Dragons will soar over Pakistan next year, with the inaugural 'Dragons of Pakistan' Programme," says Mike Da Silva, Director of Dragons of Asia.

Details on:

www.dragonsofasia.org



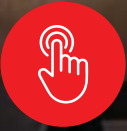




2022 DRAGONS OF ASIA

2022 DRAGONS OF MALAYSIA

DRAGONS OF ASIA & MALAYSIA PHOTO GALLERY



DRAGONS OF ASIA & MALAYSIA PHOTO GALLERY





2022
DRAGONS
OF ASIA

2022
DRAGONS
OF MALAYSIA

DRAGONS OF ASIA & MALAYSIA PHOTO GALLERY





2022 DRAGONS OF ASIA

2022 DRAGONS OF MALAYSIA

DRAGONS OF ASIA & MALAYSIA PHOTO GALLERY



DRAGONS OF ASIA & MALAYSIA PHOTO GALLERY





DRAGONS OF ASIA & MALAYSIA PHOTO GALLERY



DRAGONS OF ASIA & MALAYSIA PHOTO GALLERY



DRAGONS OF ASIA & MALAYSIA PHOTO GALLERY







DRAGONS OF MALAYSIA

10TH DRAGONS OF MALAYSIA. 2022 WINNERS



BEST INTEGRATED MARKETING CAMPAIGN

Entrant	Campaign	Brand/Client	Award
VMLY&R Malaysia	Shell. Extra KM, Feel The Difference	Shell Malaysia	Gold
FCB SHOUT Malaysia	Golden Wisdom	RHB Bank Malaysia	Silver
Zeno Malaysia	Beyond Sugar	AstraZeneca	Bronze
Cheil Malaysia	Galaxy Stage. Galaxy S22 Series. (SME Sustenance Campaign)	Samsung Malaysia Electronics	Black
GO Communications Malaysia	Take A Stand With SmectaGO	Smecta	Black
Truth Communications Malaysia	Winner Winner Mission Dinner	Mission Foods Malaysia	Black

BEST MARKETING DISCIPLINE CAMPAIGN

Entrant	Campaign	Brand/Client	Award
Mindshare Group Malaysia	Magnum x Money Heist. The Sweetest Goodbye	Unilever Malaysia. Magnum	Gold
Noir by Entropia Malaysia	Bringing a Goodday out of a Gloomy Situation	Etika Malaysia	Silver
FCB SHOUT Malaysia	Golden Wisdom	RHB Bank Malaysia	Bronze
Mindshare Group Malaysia	Sabella. From Zero to Hero	Sabella Malaysia	Black
VMLY&R Malaysia	Intel Gamer Days #KITAGAMER KITAMALAYSIAN	Intel Malaysia	Black

BEST DIGITAL CAMPAIGN

Entrant	Campaign	Brand/Client	Award
Mindshare Group Malaysia	Pepsi AR. Malaysia's 1st AR Concert	Pepsi Malaysia	Gold
Cheil Malaysia	Galaxy Stage. Galaxy S22 Series (SME Sustenance Campaign)	Samsung Malaysia Electronics	Silver
Cheil Malaysia	AgenZy. Galaxy Z Series (SME Sustenance Campaign)	Samsung Malaysia Electronics	Bronze

BEST INNOVATIVE IDEA OR CONCEPT

Entrant	Campaign	Brand/Client	Award
Cheil Malaysia	AgenZy. Galaxy Z Series (SME Sustenance Campaign)	Samsung Malaysia Electronics	Gold
DreamsKingdoms Malaysia	Sure Can! Experience a billboard come to life with DuitNow	DuitNow	Silver
Mindshare Group Malaysia	Lifebuoy. Covid Infection Alert System	Unilever Malaysia	Bronze
Astro Media Solutions Malaysia	McDonald's Malaysia BBQ Burger Launch	Gerbang Alaf Restaurants Malaysia	Black



DRAGONS OF MALAYSIA

Edelman Malaysia	#GetMoving Challenge	Sime Darby Oils Malaysia	Black
GO Communications Malaysia	Nobu Seasons of Change	Nobu Kuala Lumpur	Black
BEST BRAND BUILDING AND/OR AWARENESS CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
Orion Digital Malaysia	Spectrum of The Seas	Royal Caribbean Cruises	Gold
Naga DDB Tribal Malaysia	Wonda Merdeka 2021	Etika Malaysia	Silver
Digital People Malaysia	Peraduan Bok Bok Raya Masak, Kongsi & Menang	Ayam Brand Malaysia	Bronze
Etiqa Insurance & Takaful Malaysia	Etiqa CNY. How do you get from C - to A+?	Etiqa Insurance & Takaful Malaysia	Bronze
Astro Media Solutions Malaysia	How Febreze Broke Sales Records	Procter & Gamble Malaysia	Black
Atlas Vending Malaysia	Atlas launches the First Braille-enabled Vending Machine	Atlas Vending Malaysia	Black
FCB SHOUT Malaysia	Ally Against Diversity	RHB Bank Malaysia	Black
VMLY&R Malaysia	Satu Kaki, Lebih Meriah	Subway Systems	Black
BEST BUSINESS TO BUSINESS OR TRADE MARKETING CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
Atlas Vending Malaysia	Atlas Dispenses Delight this Raya & Ramadan	Atlas Vending Malaysia	Gold
Edelman Malaysia	#GetMoving Challenge	Sime Darby Oils Malaysia	Silver
FCB SHOUT Malaysia	MYFUTUREJOBS	PERKESO	Bronze
BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
GO Communications Malaysia	A Star Is Born	Dom Perignon (Moet Hennessy)	Gold
Noir by Entropia Malaysia	REEL-ing an Opportunity to Fame with Calpis	Etika Malaysia	Silver
Atlas Vending Malaysia	Atlas Revolutionises Product Sampling in Malaysia via Automation	Atlas Vending Malaysia	Bronze
GO Communications Malaysia	Genting Skyworlds	Genting Malaysia	Bronze
BEST BRAND LOYALTY CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	Ally against Adversity	RHB Bank Malaysia	Gold
Digital People Malaysia	Peraduan Bok Bok Raya Masak, Kongsi & Menang	Ayam Brand Malaysia	Silver
BEST MOBILE MARKETING CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
Edelman Malaysia	#GetMoving Challenge	Sime Darby Oils Malaysia	Gold
BEST SOCIAL MEDIA OR WORD OF MOUTH CAMPAIGN			
Entrant	Campaign	Brand/Client	Award



DRAGONS OF MALAYSIA



Astro Media Solutions Malaysia	Hada Labo's Virtual Beauty Festival Upgrades Women's Skincare Game	Rohto - Mentholatum Malaysia	Gold
VMLY&R Malaysia	Kereta Opinion Leader	Carsome	Silver
Truth Communications Malaysia	#LikeBreadButBetter	Mission Foods Malaysia	Bronze
Digital People Malaysia	Peraduan Bok Bok Raya Masak, Kongsi & Menang	Ayam Brand Malaysia	Black
GO Communications Malaysia	Nobu Seasons of Change	Nobu Kuala Lumpur	Black
Noir by Entropia Malaysia	REEL-ing an Opportunity to Fame with Calpis	Etika Malaysia	Black
BEST PRODUCT LAUNCH OR RE-LAUNCH CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	Can't get Cheesier than this	Domino's Malaysia	Gold
Truth Communications Malaysia	Winner Winner Mission Dinner	Mission Foods Malaysia	Silver
VMLY&R Malaysia	Shell. Extra KM, Feel The Difference	Shell Malaysia	Bronze
Astro Media Solutions Malaysia	Upgrading Women's Skincare Game With Hada Labo	Rohto-Mentholatum Malaysia	Black
Orion Digital Malaysia	Spectrum of The Seas	Royal Caribbean Cruises	Black
BEST BRAND TRIAL OR SALES GENERATION CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
VMLY&R Malaysia	Shell. Extra KM, Feel The Difference	Shell Malaysia	Gold
Digital People Malaysia	Peraduan Bok Bok Raya Masak, Kongsi & Menang	Ayam Brand Malaysia	Silver
Mindshare Group Malaysia	SDP. The science behind the Homebuyer Hunt	Sime Darby Property Malaysia	Bronze
FCB SHOUT Malaysia	Rasa Sayang Rasa Kuat	Quaker Oats	Black
Orion Digital Malaysia	Spectrum of The Seas	Royal Caribbean Cruises	Black
BEST USE OF PUBLIC RELATIONS			
Entrant	Campaign	Brand/Client	Award
GO Communications Malaysia	Take A Stand With SmectaGO	Smecta	Gold
Zeno Malaysia	Rebuild Travel	Amadeus Malaysia	Silver
Truth Communications Malaysia	foodpanda Malaysia as Q-Commerce Leader	Foodpanda Malaysia	Bronze
GO Communications Malaysia	Genting Skyworlds	Genting Malaysia	Black
BEST CAUSE, CHARITY MARKETING OR PUBLIC SECTOR CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	A Spark for Change	RHB Bank Malaysia	Gold
Noir by Entropia Malaysia	Goodday Produces Kid Friendly PPEs for Malaysian Heroes	Etika Malaysia	Gold



DRAGONS OF MALAYSIA

Mindshare Group Malaysia	Walls Bersama Grab Rider	Unilever Malaysia	Silver
Atlas Vending Malaysia	Atlas launches the First Braille-enabled Vending Machine	Atlas Vending Malaysia	Bronze
GO Communications Malaysia	World Kidney Day #kidneykomuniti	National Kidney Foundation Malaysia	Black
Noir by Entropia Malaysia	Hijrah. Migrating Hope into the Hearts of Malaysians	Etika Malaysia	Black

BEST SMALL BUDGET CAMPAIGN

Entrant	Campaign	Brand/Client	Award
Truth Communications Malaysia	Meal Prep Kit	Foodpanda Malaysia	Gold
GO Communications Malaysia	Lego X adidas Brick Kicks	Lego Malaysia	Silver
VMLY&R Malaysia	Intel Gamer Days #KITAGAMER KITAMALAYSIAN	Intel Malaysia	Bronze
Atlas Vending Malaysia	Atlas launches the First Braille-enabled Vending Machine	Atlas Vending Malaysia	Black
Mindshare Group Malaysia	Sunquick Blackcurrant Boosting Immunity at PPV	Sunquick Malaysia	Black
Zeno Malaysia	#CNYComeback	HSBC Malaysia	Black

BEST USE OF MEDIA

Entrant	Campaign	Brand/Client	Award
Astro Media Solutions Malaysia	Maxis Business Fast Tracks SMEs into Digitalisation	Maxis	Gold

BEST ENTERTAINMENT CAMPAIGN

Entrant	Campaign	Brand/Client	Award
VMLY&R Malaysia	#SookaGilerBola (#LoveFootballCrazily)	Sooka	Gold
Mindshare Group Malaysia	Sabella. Siapa tu Sabella ? (Who is Sabella ?)	Sabella Malaysia	Silver
Astro Media Solutions Malaysia	Digi Turns Gegar Vaganza Fans Into Online Fanatics	Digi Telecommunications Malaysia	Bronze
Cheil Malaysia	AgenZy. Galaxy Z Series (SME Sustenance Campaign)	Samsung Malaysia Electronics	Bronze



DRAGONS OF MALAYSIA

BEST INTEGRATED MARKETING CAMPAIGN



VMLY&R Malaysia
Shell. Extra KM,
Feel The Difference
Shell Malaysia
GOLD



FCB SHOUT Malaysia
Golden Wisdom
RHB Bank Malaysia
SILVER



Zeno Malaysia
Beyond Sugar
AstraZeneca
BRONZE

Cheil Malaysia
Galaxy Stage. Galaxy S22
Series. (SME Sustenance
Campaign)
Samsung Malaysia
Electronics
BLACK

GO Communications
Malaysia
Take A Stand With SmectaGO
Smecta
BLACK

Truth Communications
Malaysia
Winner Winner Mission
Dinner
Mission Foods Malaysia
BLACK

BEST MARKETING DISCIPLINE CAMPAIGN



Mindshare Group Malaysia
Magnum x Money Heist.
The Sweetest Goodbye
Unilever Malaysia.
Magnum
GOLD



Noir by Entropia Malaysia
Bringing a Goodday out of a
Gloomy Situation
Etika Malaysia
SILVER



FCB SHOUT Malaysia
Golden Wisdom
RHB Bank Malaysia
BRONZE

Mindshare Group Malaysia
Sabella. From Zero to Hero
Sabella Malaysia
BLACK

VMLY&R Malaysia
Intel Gamer Days
#KITAGAMER
KITAMALAYSIAN
Intel Malaysia
BLACK



2022
DRAGONS
OF MALAYSIA

DRAGONS OF MALAYSIA

BEST DIGITAL CAMPAIGN



Mindshare Group Malaysia
Pepsi AR. Malaysia's 1st AR
Concert
Pepsi Malaysia
GOLD



Cheil Malaysia
Galaxy Stage. Galaxy S22
Series (SME Sustenance
Campaign)
Samsung Malaysia
Electronics
SILVER



Cheil Malaysia
AgenZy. Galaxy Z Series
(SME Sustenance Campaign)
Samsung Malaysia
Electronics
BRONZE

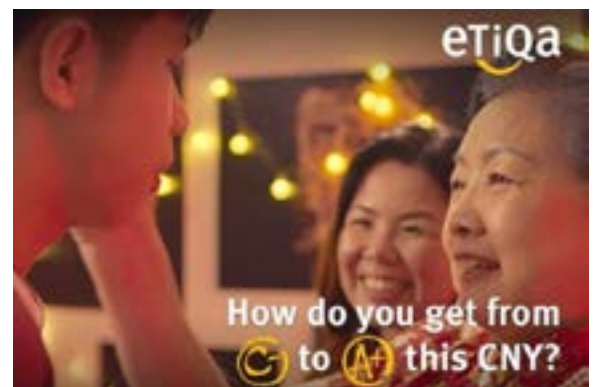
BEST BRAND BUILDING AND/OR AWARENESS CAMPAIGN



Orion Digital Malaysia
Spectrum of The Seas
Royal Caribbean Cruises
GOLD



Naga DDB Tribal Malaysia
Wonda Merdeka 2021
Etika Malaysia
SILVER



**Etiqa Insurance & Takaful
Malaysia**
Etiqa CNY. How do you get
from C - to A+?
**Etiqa Insurance & Takaful
Malaysia**
BRONZE

**Astro Media Solutions
Malaysia**
How Febreze Broke Sales
Records
Procter & Gamble Malaysia
BLACK

FCB SHOUT Malaysia
Ally Against Diversity
RHB Bank Malaysia
BLACK

Atlas Vending Malaysia
Atlas launches the First
Braille-enabled Vending
Machine
Atlas Vending Malaysia
BLACK

VMLY&R Malaysia
Satu Kaki, Lebih Meriah
Subway Systems
BLACK



Digital People Malaysia
Peraduan Bok Bok Raya
Masak, Kongsi & Menang
Ayam Brand Malaysia
BRONZE

DRAGONS OF MALAYSIA

BEST INNOVATIVE IDEA OR CONCEPT



Cheil Malaysia
 AgenZy. Galaxy Z Series
 (SME Sustenance Campaign)
Samsung Malaysia
 Electronics
GOLD



DreamsKingdoms Malaysia
 Sure Can! Experience a
 billboard come to life with
 DuitNow
DuitNow
SILVER



Mindshare Group Malaysia
 Lifebuoy. Covid Infection
 Alert System
Unilever Malaysia
BRONZE

Astro Media Solutions
Malaysia
 McDonald's Malaysia BBQ
 Burger Launch
Gerbang Alaf Restaurants
Malaysia
BLACK

Edelman Malaysia
 #GetMoving Challenge
Sime Darby Oils Malaysia
BLACK

GO Communications
Malaysia
 Nobu Seasons of Change
Nobu Kuala Lumpur
BLACK

BEST MOBILE MARKETING CAMPAIGN



Edelman Malaysia
 #GetMoving Challenge
Sime Darby Oils Malaysia
GOLD



2022
DRAGONS
OF MALAYSIA

DRAGONS OF MALAYSIA

BEST BUSINESS TO BUSINESS OR TRADE MARKETING CAMPAIGN



Atlas Vending Malaysia
Atlas Dispenses Delight this
Raya & Ramadan
Atlas Vending Malaysia
GOLD



Edelman Malaysia
#GetMoving Challenge
Sime Darby Oils Malaysia
SILVER



FCB SHOUT Malaysia
MYFUTUREJOBS
PERKESO
BRONZE

BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN



GO Communications Malaysia
A Star Is Born
Dom Perignon (Moet Hennessy)
GOLD



Noir by Entropia Malaysia
REEL-ing an Opportunity to
Fame with Calpis
Etika Malaysia
SILVER



Atlas Vending Malaysia
Atlas Revolutionises Product
Sampling in Malaysia via
Automation
Atlas Vending Malaysia
BRONZE

BEST BRAND LOYALTY CAMPAIGN



FCB SHOUT Malaysia
Ally against Adversity
RHB Bank Malaysia
GOLD



Digital People Malaysia
Peraduan Bok Bok Raya
Masak, Kongsi & Menang
Ayam Brand Malaysia
SILVER



GO Communications Malaysia
Genting Skyworlds
Genting Malaysia
BRONZE



DRAGONS OF MALAYSIA

BEST SOCIAL MEDIA OR WORD OF MOUTH CAMPAIGN



**Astro Media Solutions
Malaysia**

Hada Labo's Virtual Beauty
Festival Upgrades Women's
Skincare Game

**Rohto - Mentholatum
Malaysia**

GOLD

Digital People Malaysia
Peraduan Bok Bok Raya
Masak, Kongsi & Menang
Ayam Brand Malaysia

BLACK



VMLY&R Malaysia

Kereta Opinion Leader
Carsome

SILVER

**GO Communications
Malaysia**

Nobu Seasons of Change
Nobu Kuala Lumpur

BLACK



**Truth Communications
Malaysia**

#LikeBreadButBetter

Mission Foods Malaysia

BRONZE

Noir by Entropia Malaysia

REEL-ing an Opportunity to
Fame with Calpis

Etika Malaysia

BLACK

BEST PRODUCT LAUNCH OR RE-LAUNCH CAMPAIGN



FCB SHOUT Malaysia

Can't get Cheesier than this
Domino's Malaysia

GOLD

**Astro Media Solutions
Malaysia**

Upgrading Women's Skincare
Game With Hada Labo

Rohto-Mentholatum Malaysia

BLACK



**Truth Communications
Malaysia**

Winner Winner Mission
Dinner

Mission Foods Malaysia

SILVER

Orion Digital Malaysia

Spectrum of The Seas

Royal Caribbean Cruises

BLACK



VMLY&R Malaysia

Shell. Extra KM, Feel The
Difference

Shell Malaysia

BRONZE

DRAGONS OF MALAYSIA

BEST BRAND TRIAL OR SALES GENERATION CAMPAIGN



VMLY&R Malaysia
Shell. Extra KM, Feel The Difference
Shell Malaysia
GOLD



Digital People Malaysia
Peraduan Bok Bok Raya Masak, Kongsi & Menang Ayam Brand Malaysia
SILVER



Mindshare Group Malaysia
SDP. The science behind the Homebuyer Hunt
Sime Darby Property Malaysia
BRONZE

FCB SHOUT Malaysia
Rasa Sayang Rasa Kuat
Quaker Oats
BLACK

Orion Digital Malaysia
Spectrum of The Seas
Royal Caribbean Cruises
BLACK

BEST USE OF PUBLIC RELATIONS



GO Communications Malaysia
Take A Stand With SmectaGO
Smecta
GOLD



Zeno Malaysia
Rebuild Travel
Amadeus Malaysia
SILVER

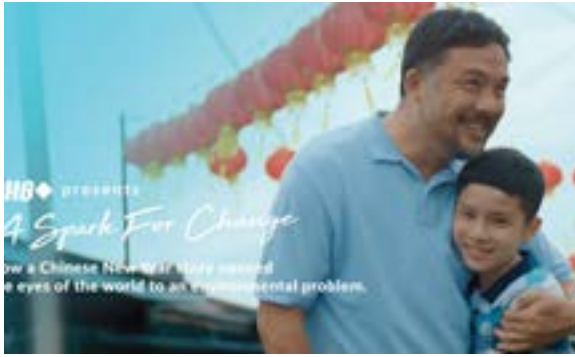


Truth Communications Malaysia
foodpanda Malaysia as Q-Commerce Leader
Foodpanda Malaysia
BRONZE

GO Communications Malaysia
Genting Skyworlds
Genting Malaysia
BLACK

DRAGONS OF MALAYSIA

BEST CAUSE, CHARITY MARKETING OR PUBLIC SECTOR CAMPAIGN



FCB SHOUT Malaysia
A Spark for Change
RHB Bank Malaysia
GOLD



Mindshare Group Malaysia
Walls Bersama Grab Rider
Unilever Malaysia
SILVER



Atlas Vending Malaysia
Atlas launches the First Braille-enabled Vending Machine
Atlas Vending Malaysia
BRONZE



Noir by Entropia Malaysia
Goodday Produces Kid Friendly PPEs for Malaysian Heroes
Etika Malaysia
GOLD

GO Communications Malaysia
World Kidney Day
#kidneykomuniti
National Kidney Foundation Malaysia
BLACK

Noir by Entropia Malaysia
Hijrah. Migrating Hope into the Hearts of Malaysians
Etika Malaysia
BLACK

BEST USE OF MEDIA



Astro Media Solutions Malaysia
Maxis Business Fast Tracks SMEs into Digitalisation
Maxis
GOLD

DRAGONS OF MALAYSIA

BEST ENTERTAINMENT CAMPAIGN



VMLY&R Malaysia
#SookaGilerBola
(#LoveFootballCrazily)
Sooka
GOLD



Mindshare Group Malaysia
Sabella. Siapa tu Sabella ?
(Who is Sabella ?)
Sabella Malaysia
SILVER



Astro Media Solutions Malaysia
Digi Turns Gegar Vaganza Fans Into Online Fanatics
Digi Telecommunications Malaysia
BRONZE

BEST SMALL BUDGET CAMPAIGN



Truth Communications Malaysia
Meal Prep Kit
Foodpanda Malaysia
GOLD



GO Communications Malaysia
Lego X adidas Brick Kicks
Lego Malaysia
SILVER



Cheil Malaysia
AgenZy. Galaxy Z Series
(SME Sustenance Campaign)
Samsung Malaysia Electronics
BRONZE

Atlas Vending Malaysia
Atlas launches the First Braille-enabled Vending Machine
Atlas Vending Malaysia
BLACK

Zeno Malaysia
#CNYComeback
HSBC Malaysia
BLACK



Mindshare Group Malaysia
Sunquick Blackcurrant Boosting Immunity at PPV
Sunquick Malaysia
BLACK

VMLY&R Malaysia
Intel Gamer Days
#KITAGAMERKITAMALAYSIAN
Intel Malaysia
BRONZE



DRAGONS OF ASIA

22ND DRAGONS OF ASIA. THE 2022 WINNERS



BEST INTEGRATED MARKETING CAMPAIGN

Entrant	Campaign	Brand/Client	Award
Mediacom India	Ariel Share the Load	Procter & Gamble India	Gold
Ruder Finn China	Johnnie Walker Brand Rejuvenation Campaign	Johnnie Walker China	Gold
Publicis Media Pakistan	Nestlé Fruita Vitals. Sparkling its way into Pakistan!	Nestlé Pakistan	Silver
Zeno Malaysia	Beyond Sugar	AstraZeneca	Bronze
BigCity Promotions India	Cadbury Cricket Promotion	Mondelez India	Black
DBS Bank Hong Kong	DBS Towards Zero Food Waste Campaign 2021	DBS Bank Hong Kong	Black
Golden Circle Pakistan	Digital Inverter Plus	Haier Pakistan	Black
SM Supermalls Philippines	SM Supermalls Vaccination Program	SM Supermalls Philippines	Black

BEST MARKETING DISCIPLINE CAMPAIGN

Entrant	Campaign	Brand/Client	Award
VMLY&R Commerce India	Hackwashing	Unilever India. Lifebuoy	Gold
Jack Morton Worldwide Singapore	The Magnum Pleasure Auction	Unilever Singapore	Silver
Interactive Avenues India	#YourForevers Valentine's Day Campaign with Hershey India	Hershey India	Bronze
Noir by Entropia Malaysia	Bringing a Goodday out of a Gloomy Situation	Etika Malaysia	Black
Publicis Media Pakistan	Nestlé Milo Virtual Clinic. Enabling Future Champions!	Nestlé Pakistan	Black
PHD Taiwan	T6.1 California Ocean. Turning a Camper Van into a Mansion!	Volkswagen Commercial Vehicles Taiwan	Black
VMLY&R Commerce India	Handful of Happiness	Surf Excel	Black

BEST DIGITAL CAMPAIGN

Entrant	Campaign	Brand/Client	Award
Mindshare Group Malaysia	Pepsi AR. Malaysia's 1st AR Concert	Pepsi Malaysia	Gold
Cheil Malaysia	Agency. Galaxy Z Series. (SME Sustenance Campaign)	Samsung Malaysia Electronics	Silver
Triad Sri Lanka	Staying Safe by Staying Touchless	WePay Sri Lanka	Bronze
BigCity Promotions India	Tic Tac Gentle Messages	Ferrero India	Black
Interactive Avenues India	#YourForevers Valentine's Day Campaign with Hershey India	Hershey India	Black
Tribes Communications India	OnePlus Bengaluru Store Launch	OnePlus Technology India	Black
VMLY&R Commerce India	Handful of Happiness	Surf Excel	Black



DRAGONS OF ASIA

BEST INNOVATIVE IDEA OR CONCEPT			
Entrant	Campaign	Brand/Client	Award
Lowé Lintas India & White Rivers Media India	#HERSHE 2022	Hershey India	Gold
Noir by Entropia Malaysia	How Goodday Milk turned frowns into smiles!	Etika Malaysia	Silver
DreamsKingdoms Malaysia	Sure Can! Experience a billboard come to life with DuitNow	DuitNow	Bronze
Cheil Malaysia	AgenZy. Galaxy Z Series. (SME Sustenance Campaign)	Samsung Malaysia Electronics	Black
George P. Johnson Experience Marketing China	Tencent DNF Carnival 2021	Tencent China	Black
Isobar Sri Lanka	#GrandTheftKottu	Convenience Foods Sri Lanka	Black
Jack Morton Worldwide Singapore	The Magnum Pleasure Auction	Unilever Singapore	Black
BEST BRAND BUILDING AND/OR AWARENESS CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
MullenLowe Sri Lanka	An entire Nation Boarded the 'Live Life. Love Life' Train	Softlogic Life Insurance Sri Lanka	Gold
VMLY&R Malaysia	Satu Kaki, Lebih Meriah	Subway Systems	Gold
Inmobi, Havas Riverorchid & Moblaze Vietnam	Demonstrating Product Differentiation through Mobile	Unilever Cambodia	Silver
Mediacom India	P&G Shiksha	Procter & Gamble India	Silver
Orion Digital Malaysia	Spectrum of The Seas	Royal Caribbean Cruises	Bronze
Brainchild Communications Pakistan	40 Years Manifesto Campaign	Dawlance	Black
Interactive Avenues India	Hershey's Happy at Home	Hershey India	Black
Mediacom India	Ariel Share the Load	Procter & Gamble India	Black
Publicis Media Pakistan	House of Nestlé MilkPak. Celebrating Ramadan with MilkPak	Nestlé Pakistan	Black
VMLY&R Commerce India	Smart Fill	Unilever India	Black
BEST BUSINESS TO BUSINESS OR TRADE MARKETING CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
Edelman Malaysia	#GetMoving Challenge	Sime Darby Oils Malaysia	Gold
BigCity Promotions India	Bud4Trade	AB InBev India	Silver
Evolve Brands India	Asli Hero Technician Loyalty Program	Hero Motocorp India	Silver
Atlas Vending Malaysia	Atlas Dispenses Delight this Raya & Ramadan	Atlas Vending Malaysia	Bronze
BI WORLDWIDE India	Shell Share Program	Shell Lubricants India	Black
Impact Communications India	Perfetti Samriddhi	Perfetti Van Melle India	Black
Shanghai Thunder Public Relations Consulting China	New Ways of Drinking: Everyone is a Cognac Artist	Moët Hennessy Diageo China	Black



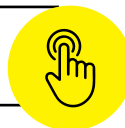
DRAGONS OF ASIA

BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
GO Communications Malaysia	A Star Is Born	Dom Perignon (Moet Hennessy)	Gold
Shanghai Thunder Public Relations Consulting China	New Ways of Drinking: Everyone is a Cognac Artist	Moet Hennessy Diageo China	Silver
Tribes Communications India	Nesterra Celebrates Diwali #Featuring You #Celebrating You	Nesterra India	Bronze
Bullseye DDB Pakistan	Pakistan Pavilion @ Expo 2020 Dubai	Expo 2020 Dubai	Black
Heartbeat Creative Lab Taiwan	Christmas lighting decorations in Taichung Taiwan	Taichung City Government	Black
The Orangeblowfish China	Designing Moxy Xi'an's Brand Experience	Moxy Hotel Xi'an China	Black
VMLY&R Commerce India	Handful of Happiness	Surf Excel	Black
BEST BRAND LOYALTY CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	Ally Against Adversity	RHB Bank Malaysia	Gold
Impact Communications India	Horlicks Swasthya Abhiyan	Hindustan Unilever India	Silver
Digital People Malaysia	Peraduan Bok Bok Raya Masak, Kongsi & Menang	Ayam Brand Malaysia	Bronze
Evolve Brands India	Ashok Leyland Mechanic Club	Ashok Leyland	Black
George P. Johnson Experience Marketing China	Tencent DNF Carnival 2021	Tencent China	Black
Tribes Communications India	OnePlus Charging Stations	OnePlus Technology India	Black
VMLY&R Commerce India	Smart Fill	Unilever India	Black
BEST MOBILE MARKETING CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
Triad Sri Lanka	Staying Safe by Staying Touchless	WePay Sri Lanka	Gold
Brainchild Communications Pakistan	Cadbury Dairy Milk. World Cup In-Mobi Campaign	Mondelez International Pakistan	Silver
The Brand Brewery India	Toujeo Insulin Lab	Sanofi India	Bronze
Berakar Komunikasi Indonesia	See Clearly	The Coca Cola Company Indonesia	Black
BigCity Promotions India	Budweiser Messi Mural	AB InBev India	Black
Inmobi, Havas Riverorchid & Moblaze Vietnam	Demonstrating product differentiation through Mobile	Unilever Cambodia	Black
Jack Morton Worldwide Singapore	The Magnum Pleasure Auction	Unilever Singapore	Black
BEST SOCIAL MEDIA OR WORD OF MOUTH CAMPAIGN			
Entrant	Campaign	Brand/Client	Award
Wavemaker Thailand	Garnier Unstoppable Beauty	L'Oreal Thailand	Gold
DDB Group Hong Kong	McDonald's App. Love Waits for No One	McDonald's Hong Kong	Silver
Grey Korea	Sustainable Virtual Influencer	Volvo Korea	Silver
Click (VMLY&R Vietnam)	We Liberty	Piaggio Vietnam	Bronze



DRAGONS OF ASIA

Astro Media Solutions Malaysia	Hada Labo's Virtual Beauty Festival Upgrades Women's Skincare Game	Rohto-Mentholatum Malaysia	Black
Brainchild Communications Pakistan	KIA Stonic. SUV for the City. Hype Campaign	Lucky Motor Corporation Pakistan	Black
Mindshare Thailand	Mirinda Creator Camp	Suntory PepsiCo Beverage Thailand	Black
The Global Spectator Hong Kong	A Social and Political Platform for Gen-Z	The Global Spectator	Black



BEST PRODUCT LAUNCH OR RE-LAUNCH CAMPAIGN

Entrant	Campaign	Brand/Client	Award
Omnicom Media Group Hong Kong	Tao Ti Spirit of Perseverance	Tao Ti	Gold
FCB SHOUT Malaysia	Can't get Cheesier than this	Domino's Malaysia	Silver
VMLY&R Malaysia	#SookaGilerBola (#LoveFootballCrazily)	Sooka	Bronze
Click (VMLY&R Vietnam)	We Liberty	Piaggio Vietnam	Black
FWD Vietnam Life Insurance Company	FWD Lady First. #LoveYourself #ProtectYourself	FWD Vietnam Life Insurance Company	Black
Tribes Communications India	Choose what really matters	Volkswagen Group India	Black
VMLY&R Commerce India	Smart Fill	Unilever India	Black

BEST BRAND TRIAL OR SALES GENERATION CAMPAIGN

Entrant	Campaign	Brand/Client	Award
VMLY&R Commerce India	Smart Fill	Unilever India	Gold
Mindshare Group Malaysia	Pepsi AR. Malaysia's 1st AR Concert	Pepsi Malaysia	Silver
Loops Digital Sri Lanka	Born to an Investment	Softlogic Invest Sri Lanka	Bronze
Boutique Agency Network Sri Lanka	Do Not Skip	GSK Sri Lanka	Black
Interactive Avenues India	Hershey's Happy at Home	Hershey India	Black
Omnicom Media Group Hong Kong	IKEA Affordable Makes Wonderful 2021 Campaign	IKEA Hong Kong	Black
VMLY&R Commerce India	Hackwashing	Unilever India. Lifebuoy	Black
VMLY&R Malaysia	Shell. Extra KM, Feel The Difference	Shell Malaysia	Black

BEST USE OF PUBLIC RELATIONS

Entrant	Campaign	Brand/Client	Award
Digitz Digitas Pakistan	Fit Me As I Am	L'Oreal Pakistan	Gold
Tribes Communications India	Choose what really matters	Volkswagen India	Silver
Grab Indonesia	Percaya	Grab Indonesia	Bronze
GO Communications Malaysia	Genting Skyworlds	Genting Malaysia	Black
Heartbeat Creative Lab Taiwan	Taiwanese Stone Chocolate	Feng Ri Hao Living Development Taiwan	Black
MediaCom Thailand	Olay Diversity	Proctor & Gamble Thailand	Black
Team Reactivate Pakistan	Salon @ Home	TRESemme Pakistan	Black



DRAGONS OF ASIA



BEST CAUSE, CHARITY MARKETING OR PUBLIC SECTOR CAMPAIGN

Entrant	Campaign	Brand/Client	Award
FCB SHOUT Malaysia	A Spark for Change	RHB Bank Malaysia	Gold
Grey Pakistan	#ChangeTheCourse	Unilever Pakistan	Gold
Bullseye DDB Pakistan	UBL Urooj Account. Har Qadam Agay	UBL Urooj Account	Silver
Boutique Agency Network & Third Shift Media Sri Lanka	Responsible Me	Seylan Bank Sri Lanka	Silver
This Life Cambodia	Virtual Reality. Ending Gender Based Violence	This Life Cambodia	Bronze
MullenLoweMishra Vietnam	One Tree at Home. A Forest for Humanity	Unilever Vietnam	Black
Publicis Media Pakistan	Nestlé BISP Initiative. Empowering women the Nestlé way	Nestlé Pakistan	Black
SM Supermalls Philippines	100 Days of Caring	SM Supermalls Philippines	Black
The Global Spectator Hong Kong	A Social and Political Platform for Gen-Z	The Global Spectator	Black

BEST SMALL BUDGET CAMPAIGN

Entrant	Campaign	Brand/Client	Award
GO Communications Malaysia	Lego X adidas Brick Kicks	Lego Malaysia	Gold
VMLY&R Malaysia	Intel Gamer Days #KITAGAMERKITAMALAYSIAN	Intel Malaysia	Silver
Golden Circle Pakistan	City Super Star	Honda Atlas Cars Pakistan	Bronze
Golden Circle Pakistan	Own Your Color	Stylo Shoes Pakistan	Black
Mindshare Thailand	XS Brand's Functional Essences for XL Impact	Suntory Beverage & Food Thailand	Black
Shift Integrated & Third Shift Media Sri Lanka	Banking without visiting the Bank	Seylan Bank Sri Lanka	Black
VMLY&R Commerce India	Hackwashing	Unilever India. Lifebuoy	Black

BEST USE OF MEDIA

Entrant	Campaign	Brand/Client	Award
Tribes Communications India	OnePlus Charging Stations	OnePlus Technology India	Gold
Berakar Komunikasi Indonesia	Hear Clearly	The Coca Cola Company Indonesia	Silver
Third Shift Media Sri Lanka	Softlogic Life. Guru Gedara	Softlogic Life Insurance Sri Lanka	Silver
MullenLoweMishra Vietnam	One Tet. Countless Reunions	Nestlé Vietnam	Bronze
Astro Media Solutions Malaysia	Maxis Business Fast Tracks SMEs into Digitalisation	Maxis	Black
Mediacom Communications India	Why go to the store when the store can come to you?	Big Bazaar India	Black
Mindshare Thailand	Mazda BT-50. Fighting Together	Mazda Sales Thailand	Black
Wavemaker Thailand	Crash Back Down to Earth	Netflix Thailand	Black



DRAGONS OF ASIA

BEST ENTERTAINMENT CAMPAIGN

Entrant	Campaign	Brand/Client	Award
Astro Media Solutions Malaysia	Digi Turns Gegar Vaganza Fans Into Online Fanatics	Digi Telecommunications Malaysia	Gold
George P. Johnson Experience Marketing China	Tencent DNF Carnival 2021	Tencent China	Silver
Cheil Malaysia	AgenZy. Galaxy Z Series. (SME Sustenance Campaign)	Samsung Malaysia Electronics	Bronze
George P. Johnson Experience Marketing China	Ipakita Mo!	TikTok China	Black
Mindshare Group Malaysia	Sabella. Siapa tu Sabella? (Who is Sabella?)	Sabella Malaysia	Black
VMLY&R Malaysia	#SookaGilerBola (#LoveFootballCrazily)	Sooka	Black

2022 DRAGONS OF ASIA

Best Campaigns by Country

Cambodia	Virtual Reality. Ending Gender Based Violence	This Life Cambodia
China	Johnnie Walker Brand Rejuvenation Campaign	Ruder Finn China for Johnnie Walker China
Hong Kong	Tao Ti Spirit of Perseverance	Omnicom Media Group Hong Kong
India	Hackwashing	VMLY&R Commerce India for Unilever India. Lifebuoy
Indonesia	Hear Clearly	Berakar Komunikasi Indonesia, for The Coca Cola Company Indonesia
Korea	Sustainable Virtual Influencer	Grey Korea for Volvo Korea
Malaysia	Ally Against Adversity	FCB SHOUT Malaysia for RHB Bank Malaysia
Pakistan	Fit Me As I Am	Digitz Digitas Pakistan for L'Oreal Pakistan
Philippines	100 Days of Caring	SM Supermalls Philippines



2022
DRAGONS
OF ASIA

DRAGONS OF ASIA



2022 DRAGONS OF ASIA

Best Campaigns by Country		
Singapore	The Magnum Pleasure Auction	Jack Morton Worldwide Singapore for Unilever Singapore
Sri Lanka	Softlogic Life. Guru Gedara	Third Shift Media Sri Lanka for Softlogic Life Insurance Sri Lanka
Taiwan	T6.1 California Ocean. Turning a Camper Van into a Mansion!	PHD Taiwan, for Volkswagen Commercial Vehicles Taiwan
Thailand	Garnier Unstoppable Beauty	Wavemaker Thailand for L'Oreal Thailand
Vietnam	One Tet. Countless Reunions	MullenLoweMishra Vietnam for Nestlé Vietnam

2022 RED DRAGON WINNERS

- 2022 Best Campaign in Asia. Smart Fill for Unilever India VMLY&R Commerce India
- 2022 Agency of the Year. VMLY&R Commerce India
- 2022 Network of the Year. VMLY&R India, Malaysia & Vietnam



**2022
DRAGONS
OF ASIA**



**36th
MAA Worldwide
GLOBES**



BEST INTEGRATED MARKETING CAMPAIGN



Mediacom India
Ariel Share the Load
Procter & Gamble India
GOLD



Ruder Finn China
Johnnie Walker Brand
Rejuvenation Campaign
Johnnie Walker China
GOLD



Publicis Media Pakistan
Nestlé Fruita Vitals.
Sparkling its way into
Pakistan!
Nestlé Pakistan
SILVER



Zeno Malaysia
Beyond Sugar
AstraZeneca
BRONZE

BigCity Promotions India
Cadbury Cricket Promotion
Mondelez India
BLACK

DBS Bank Hong Kong
DBS Towards Zero Food Waste Campaign
2021
DBS Bank Hong Kong
BLACK

Golden Circle Pakistan
Digital Inverter Plus
Haier Pakistan
BLACK

SM Supermalls Philippines
SM Supermalls Vaccination Program
SM Supermalls Philippines
BLACK



BEST DIGITAL CAMPAIGN



Mindshare Group Malaysia
Pepsi AR. Malaysia's 1st AR
Concert
Pepsi Malaysia
GOLD

BigCity Promotions India
Tic Tac Gentle Messages
Ferrero India
BLACK

Interactive Avenues India
#YourForevers Valentine's
Day Campaign with Hershey
India
Hershey India
BLACK



VMLY&R Commerce India
Hackwashing
Unilever India. Lifebuoy
GOLD



Cheil Malaysia
AgenZy. Galaxy Z Series.
(SME Sustenance Campaign)
Samsung Malaysia
Electronics
SILVER

Tribes Communications India
OnePlus Bengaluru Store
Launch
OnePlus Technology India
BLACK



Triad Sri Lanka
Staying Safe by Staying
Touchless
WePay Sri Lanka
BRONZE

VMLY&R Commerce India
Handful of Happiness
Surf Excel
BLACK

BEST MARKETING DISCIPLINE CAMPAIGN



Jack Morton Worldwide
Singapore
The Magnum Pleasure
Auction
Unilever Singapore
SILVER

Noir by Entropia Malaysia
Bringing a Goodday out of a
Gloomy Situation
Etika Malaysia
BLACK

Publicis Media Pakistan
Nestlé Milo Virtual Clinic.
Enabling Future Champions!
Nestlé Pakistan
BLACK



Interactive Avenues India
#YourForevers Valentine's
Day Campaign with Hershey
India
Hershey India
BRONZE

PHD Taiwan
T6.1 California Ocean.
Turning a Camper Van into a
Mansion!
Volkswagen Commercial
Vehicles Taiwan
BLACK

VMLY&R Commerce India
Handful of Happiness
Surf Excel
BLACK



BEST INNOVATIVE IDEA OR CONCEPT



Lowé Lintas India
& White Rivers Media India
#HERSHE 2022
Hershey India
GOLD



Noir by Entropia Malaysia
How Goodday Milk turned
frowns into smiles!
Etika Malaysia
SILVER



DreamsKingdoms Malaysia
Sure Can! Experience a
billboard come to life with
DuitNow
DuitNow
BRONZE

Cheil Malaysia
AgenZy. Galaxy Z Series.
(SME Sustenance Campaign)
Samsung Malaysia
Electronics
BLACK
George P. Johnson
Experience Marketing China
Tencent DNF Carnival 2021
Tencent China
BLACK
Isobar Sri Lanka

#GrandTheftKottu
Convenience Foods Sri Lanka
BLACK
Jack Morton Worldwide
Singapore
The Magnum Pleasure
Auction
Unilever Singapore
BLACK



BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN

GO Communications
Malaysia
A Star Is Born
Dom Perignon (Moët
Hennessy)
GOLD



Bullseye DDB Pakistan
Pakistan Pavilion @ Expo 2020
Dubai
Expo 2020 Dubai
BLACK

Shanghai Thunder Public
Relations Consulting China
New Ways of Drinking: Everyone
is a Cognac Artist
Moët Hennessy Diageo China
SILVER



Tribes Communications India
Nesterra Celebrates Diwali
#Featuring You #Celebrating You
Nesterra India
BRONZE

Heartbeat Creative Lab
Taiwan
Christmas lighting decorations in
Taichung Taiwan
Taichung City Government
BLACK

The Orangeblowfish China
Designing Moxy Xi'an's Brand
Experience
Moxy Hotel Xi'an China
BLACK

VMLY&R Commerce India
Handful of Happiness
Surf Excel
BLACK



BEST BRAND BUILDING AND/OR AWARENESS CAMPAIGN



MullenLowe Sri Lanka
An entire Nation Boarded
the 'Live Life. Love Life'
Train
Softlogic Life Insurance Sri
Lanka
GOLD



Mediacom India
P&G Shiksha
Procter & Gamble India
SILVER



Orion Digital Malaysia
Spectrum of The Seas
Royal Caribbean Cruises
BRONZE



VMLY&R Malaysia
Satu Kaki, Lebih Meriah
Subway Systems
GOLD



Inmobi, Havas Riverorchid & Moblaze Vietnam
Demonstrating Product
Differentiation through
Mobile
Unilever Cambodia
SILVER

**Brainchild Communications
Pakistan**
40 Years Manifesto
Campaign
Dawlance
BLACK

Mediacom India
Ariel Share the Load
Procter & Gamble India
BLACK

VMLY&R Commerce India
Smart Fill
Unilever India
BLACK

Interactive Avenues India
Hershey's Happy at Home
Hershey India
BLACK

Publicis Media Pakistan
House of Nestlé MilkPak.
Celebrating Ramadan with
MilkPak
Nestlé Pakistan
BLACK



BEST BUSINESS TO BUSINESS OR TRADE MARKETING CAMPAIGN



Edelman Malaysia
#GetMoving Challenge
Sime Darby Oils Malaysia
GOLD



BigCity Promotions India
Bud4Trade
AB InBev India
SILVER



Atlas Vending Malaysia
Atlas Dispenses Delight this
Raya & Ramadan
Atlas Vending Malaysia
BRONZE



Evolve Brands India
Asli Hero Technician Loyalty
Program
Hero Motocorp India
SILVER

BI WORLDWIDE India
Shell Share Program
Shell Lubricants India
BLACK

Impact Communications
India
Perfetti Samriddhi
Perfetti Van Melle India
BLACK

Shanghai Thunder Public
Relations Consulting China
New Ways of Drinking:
Everyone is a Cognac Artist
Moet Hennessy Diageo China
BLACK



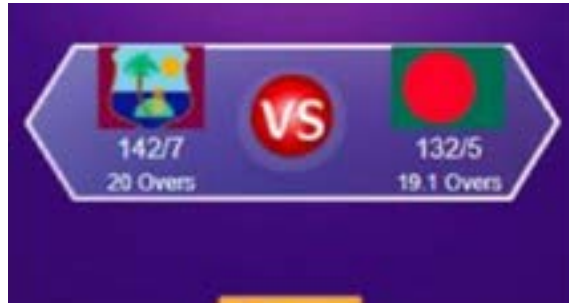
BEST MOBILE MARKETING CAMPAIGN



Triad Sri Lanka
Staying Safe by Staying
Touchless
WePay Sri Lanka
GOLD

Berakar Komunikasi
Indonesia
See Clearly
The Coca Cola Company
Indonesia
BLACK

BigCity Promotions India
Budweiser Messi Mural
AB InBev India
BLACK



Brainchild Communications
Pakistan
Cadbury Dairy Milk. World Cup
In-Mobi Campaign
Mondelez International
Pakistan
SILVER

Inmobi, Havas Riverorchid &
Moblaze Vietnam
Demonstrating product
differentiation through Mobile
Unilever Cambodia
BLACK



The Brand Brewery India
Toujeo Insulin Lab
Sanofi India
BRONZE

Jack Morton Worldwide
Singapore
The Magnum Pleasure Auction
Unilever Singapore
BLACK



BEST BRAND LOYALTY CAMPAIGN



FCB SHOUT Malaysia
Ally Against Adversity
RHB Bank Malaysia
GOLD

Evolve Brands India
Ashok Leyland Mechanic Club
Ashok Leyland
BLACK



Impact Communications
India
Horlicks Swasthya Abhiyan
Hindustan Unilever India
SILVER

George P. Johnson
Experience Marketing China
Tencent DNF Carnival 2021
Tencent China
BLACK

Digital People Malaysia
Peraduan Bok Bok Raya Masak,
Kongsi & Menang
Ayam Brand Malaysia
BRONZE

Tribes Communications
India
OnePlus Charging Stations
OnePlus Technology India
BLACK

VMLY&R Commerce India
Smart Fill
Unilever India
BLACK



BEST SOCIAL MEDIA OR WORD OF MOUTH CAMPAIGN



Wavemaker Thailand
Garnier Unstoppable Beauty
L'Oreal Thailand
GOLD



DDB Group Hong Kong
McDonald's App. Love Waits
for No One
McDonald's Hong Kong
SILVER



Click (VMLY&R Vietnam)
We Liberty
Piaggio Vietnam
BRONZE



Grey Korea
Sustainable Virtual
Influencer
Volvo Korea
SILVER

Astro Media Solutions
Malaysia
Hada Labo's Virtual Beauty
Festival Upgrades Women's
Skincare Game
Rohto-Mentholatum Malaysia
BLACK

Brainchild Communications
Pakistan
KIA Stonic. SUV for the City.
Hype Campaign
Lucky Motor Corporation
Pakistan
BLACK

The Global Spectator Hong Kong
A Social and Political
Platform for Gen-Z
The Global Spectator
BLACK

Mindshare Thailand
Mirinda Creator Camp
Suntory PepsiCo Beverage
Thailand
BLACK



BEST PRODUCT LAUNCH OR RE-LAUNCH CAMPAIGN



Omnicom Media Group Hong Kong
Tao Ti Spirit of Perseverance
Tao Ti
GOLD



FCB SHOUT Malaysia
Can't get Cheesier than this
Domino's Malaysia
SILVER



VMLY&R Malaysia
#SookaGilerBola
(#LoveFootballCrazily)
Sooka
BRONZE



VMLY&R Commerce India
Smart Fill
Unilever India
GOLD

Click (VMLY&R Vietnam)
We Liberty
Piaggio Vietnam
BLACK

FWD Vietnam Life Insurance Company
FWD Lady First.
#LoveYourself
#ProtectYourself
FWD Vietnam Life Insurance Company
BLACK

Tribes Communications India
Choose what really matters
Volkswagen Group India
BLACK

VMLY&R Commerce India
Smart Fill
Unilever India
BLACK

BEST BRAND TRIAL OR SALES GENERATION CAMPAIGN

Boutique Agency Network
Sri Lanka
Do Not Skip
GSK Sri Lanka
BLACK



Mindshare Group Malaysia
Pepsi AR. Malaysia's 1st AR Concert
Pepsi Malaysia
SILVER

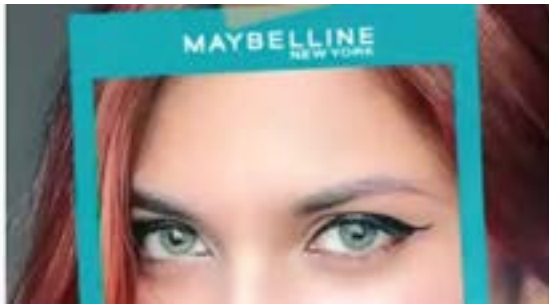


Loops Digital Sri Lanka
Born to an Investment
Softlogic Invest Sri Lanka
BRONZE

Omnicom Media Group Hong Kong
IKEA Affordable Makes Wonderful 2021 Campaign
IKEA Hong Kong
BLACK

VMLY&R Commerce India
Hackwashing
Unilever India. Lifebuoy
BLACK

VMLY&R Malaysia
Shell. Extra KM, Feel The Difference
Shell Malaysia
BLACK

**DRAGONS OF ASIA****BEST USE OF PUBLIC RELATIONS**

Digitz Digitas Pakistan
Fit Me As I Am
L'Oreal Pakistan
GOLD



Tribes Communications India
Choose what really matters
Volkswagen India
SILVER



Grab Indonesia
Percaya
Grab Indonesia
BRONZE

GO Communications Malaysia
Genting Skyworlds
Genting Malaysia
BLACK

MediaCom Thailand
Olay Diversity
Proctor & Gamble Thailand
BLACK

Heartbeat Creative Lab Taiwan
Taiwanese Stone Chocolate
Feng Ri Hao Living Development Taiwan
BLACK

Team Reactivate Pakistan
Salon @ Home
TRESemmé Pakistan
BLACK

BEST SMALL BUDGET CAMPAIGN

GO Communications
Malaysia
Lego X adidas Brick Kicks
Lego Malaysia
GOLD



VMLY&R Malaysia
Intel Gamer Days
#KITAGAMERKITA
MALAYSIAN
Intel Malaysia
SILVER



Golden Circle Pakistan
City Super Star
Honda Atlas Cars Pakistan
BRONZE

Golden Circle Pakistan
Own Your Color
Stylo Shoes Pakistan
BLACK

Shift Integrated & Third Shift Media Sri
Lanka
Banking without visiting the Bank
Seylan Bank Sri Lanka
BLACK

Mindshare Thailand
XS Brand's Functional Essences for XL
Impact
Suntory Beverage & Food Thailand
BLACK

VMLY&R Commerce India
Hackwashing
Unilever India. Lifebuoy
BLACK



BEST USE OF MEDIA

STATIONS >>>



Tribes Communications India
OnePlus Charging Stations
OnePlus Technology India
GOLD



Berakar Komunikasi
Indonesia
Hear Clearly
The Coca Cola Company
Indonesia
SILVER



MullenLoweMishra Vietnam
One Tet. Countless Reunions
Nestlé Vietnam
BRONZE



Third Shift Media Sri Lanka
Softlogic Life. Guru Gedara
Softlogic Life Insurance Sri
Lanka
SILVER

Astro Media Solutions Malaysia
Maxis Business Fast Tracks SMEs into
Digitalisation
Maxis
BLACK

Mediacom Communications India
Why go to the store when the store can come
to you?
Big Bazaar India
BLACK

Mindshare Thailand
Mazda BT-50. Fighting Together
Mazda Sales Thailand
BLACK

Wavemaker Thailand
Crash Back Down to Earth
Netflix Thailand
BLACK



BEST CAUSE, CHARITY MARKETING OR PUBLIC SECTOR CAMPAIGN



FCB SHOUT Malaysia
A Spark for Change
RHB Bank Malaysia
GOLD



Bullseye DDB Pakistan
UBL Urooj Account. Har
Qadam Agay
UBL Urooj Account
SILVER



This Life Cambodia
Virtual Reality. Ending
Gender Based Violence
This Life Cambodia
BRONZE



Grey Pakistan
#ChangeTheCourse
Unilever Pakistan
GOLD



**Boutique Agency Network &
Third Shift Media Sri Lanka.**
Responsible Me
Seylan Bank Sri Lanka
GOLD

MullenLoweMishra Vietnam
One Tree at Home. A Forest for Humanity
Unilever Vietnam
BLACK

SM Supermalls Philippines
100 Days of Caring
SM Supermalls Philippines
BLACK

Publicis Media Pakistan
Nestlé BISP Initiative. Empowering women
the Nestlé way
Nestlé Pakistan
BLACK

The Global Spectator Hong Kong
A Social and Political Platform for Gen-Z
The Global Spectator
BLACK



DRAGONS OF ASIA

BEST ENTERTAINMENT CAMPAIGN



Astro Media Solutions Malaysia
Digi Turns Gegar Vaganza Fans Into Online Fanatics
Digi Telecommunications Malaysia
GOLD



George P. Johnson Experience Marketing China
Tencent DNF Carnival 2021
Tencent China
SILVER



Cheil Malaysia
AgenZy. Galaxy Z Series. (SME Sustenance Campaign)
Samsung Malaysia Electronics
BRONZE

George P. Johnson Experience Marketing China
Ipakita Mo!
TikTok China
BLACK

VMLY&R Malaysia
#SookaGilerBola (#LoveFootballCrazily)
Sooka
BLACK

Mindshare Group Malaysia
Sabella. Siapa tu Sabella? (Who is Sabella?)
Sabella Malaysia
BLACK

BEST COUNTRY



VMLY&R Commerce India



Berakar Komunikasi Indonesia



Grey Korea



Omnicom Media Group Hong Kong



This Life Cambodia



Ruder Finn China



BEST COUNTRY



FCB SHOUT Malaysia



Jack Morton Worldwide Singapore



MullenLoweMishra Vietnam



Wavemaker Thailand



PHD Taiwan



Third Shift Media Sri Lanka



Digitz Digitas Pakistan



SM Supermalls

RED DRAGONS

2022 BEST CAMPAIGN IN ASIA



Smart Fill for Unilever India, VMLY&R Commerce India

2022 AGENCY OF THE YEAR

VMLY&R Commerce India

2022 NETWORK OF THE YEAR



VMLY&R India, Malaysia & Vietnam



**DIGITAL MARKETER.
CONTENT CREATOR.
SOCIAL MEDIA MANAGER.**

**You have the gigs.
We have the platform.**

giggle