

MARKETING

ISSUE #422 OCTOBER 2024

WEEKENDER™

THE DRAGONS JUST GETS BETTER AND BETTER!



2024
DRAGONS
OF MALAYSIA



2024
DRAGONS
OF ASIA



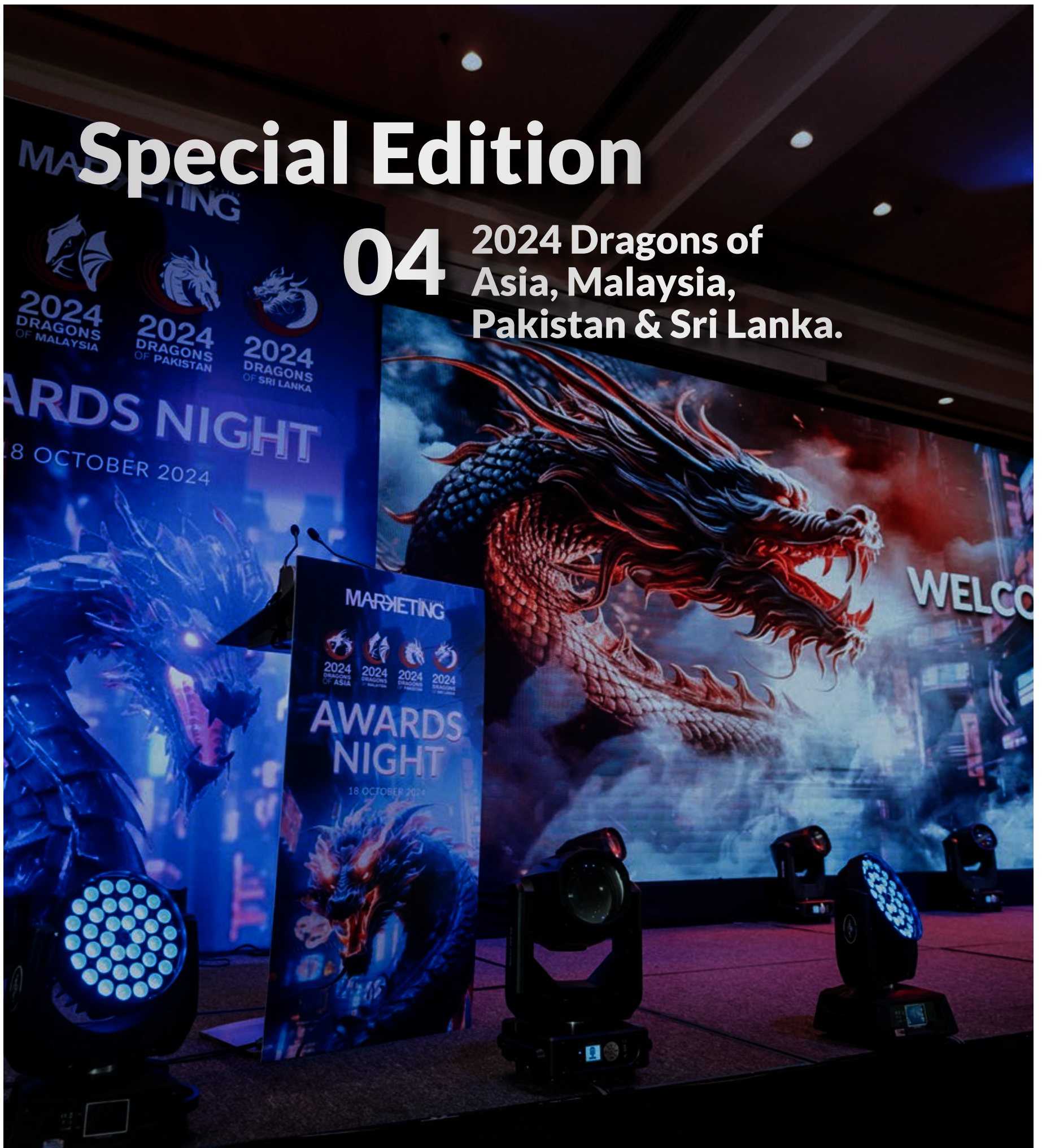
2024
DRAGONS
OF PAKISTAN



2024
DRAGONS
OF SRI LANKA

Special Edition

04 2024 Dragons of Asia, Malaysia, Pakistan & Sri Lanka.



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What Say



“The whole is greater than the sum of its parts.”

Aristotle



“The future is already here - it's just not evenly distributed.”

William Gibson



“With the introduction of AI, corruption can be reduced.”

Minister in the Prime Minister's Department (Law and Institutional Reform) Azalina Othman



“Malaysia is one of 13 nations officially added to Brics as a partner country, a bloc that collectively accounts for one-fifth of global trade.”

@BRICSInfo

2024 DRAGONS OF ASIA, MALAYSIA, PAKISTAN & SRI LANKA.

*By Mike Da Silva, Director:
The Dragons Of Asia.*



Winners in the 24th Dragons of Asia and the 12th Dragons of Malaysia were announced at a spectacular ceremony in Kuala Lumpur, at the Eastin Hotel, traditional home of the Dragons.

“Our 24th Dragons of Asia Programme, encompassing Malaysia, Pakistan last year and Sri Lanka this year, generated the largest number of entries ever received, culminated at the annual Awards Event in Kuala Lumpur.

This year’s international Judging Panels, representing 22 Countries, reported that the 2024 Programmes generated a quality of entries never seen before, testimony to the fact that receiving a Dragon is indeed a pinnacle in our results-focussed Marketing Communications Industry.

“The Dragons have now begun to extend across Asia with the highly successful 2nd Dragons of Pakistan and first Industry supported Award



Ampersand Advisory Malaysia

Ceremony in Karachi staged by the AdStreet Industry Organisation as well as the inaugural Dragons of Sri Lanka, in Partnership with the 4A's Sri Lanka," according to Mike Da Silva, Director: The Dragons of Asia.

All Dragons Programmes also generated large numbers of new Agencies, represented in all Winner lists.

2024 Dragons of Malaysia Gold Dragon Winners included: Ampersand Advisory (3), The SHOUT Group (3), Kingdom Digital (2), Astro Media Solutions, Dentsu Malaysia, Digital People, GO Communications, GrowthOps Asia, JUNO Malaysia, Light Up 7 Malaysia, Orion Digital Malaysia, Star Media Group Malaysia & Trad3mark

Integration Malaysia, 1 Gold Dragon each. This year there were 6 Gold Dragon newcomers.

2024 Dragons of Asia Gold Dragons Winners included: Ampersand Advisory Malaysia (2), The SHOUT Group Malaysia (2), Bulls Eye DDB Pakistan, George P. Johnson Experience Marketing China, GO Communications Malaysia, Havas Play India, Impact Communications India, Mediavest (Brainchild Communications Pakistan), Mindshare Sri Lanka, Ogilvy Sri Lanka, OMD India, Publicis Media Pakistan, Starcom Worldwide Pakistan, Synite Digital Pakistan, Third Shift Media & Shift Solutions Sri Lanka, Tribes Communication



Brainchild Communications Pakistan

India & Viral Edge Pakistan, 1 Gold Dragon each.

2024 Blue Dragons for the Best Campaigns by Country were awarded to: George P. Johnson Experience Marketing China, PHD Hong Kong, OMD India, PT Grab Teknologi Indonesia, The SHOUT Group Malaysia, Starcom Worldwide Pakistan, DDB Group Philippines, amc asia! Singapore, Ogilvy Sri Lanka, KKBOX Taiwan, Wavemaker Thailand & Omnicom Media Group, InMobi & Moblaze Vietnam.

The 2024 Dragons of Asia Award Ceremony, attended by Agencies and Brand Owners from across Asia, culminated in

Pakistani Agencies taking out Red Dragons for the Network of the Year to Brainchild Communications, and the Best Campaign in Asia to Starcom Worldwide for their ground changing 'Audio Nikahnama' Campaign, whilst in Malaysia, the 3rd Red Dragon for Agency of the Year was awarded to Ampersand Advisory Malaysia.

The 2024 Winner Releases are downloadable from: dragonsofasia.org

Congratulations to all our 2024 Winners ! and here's to our 2025, 25th Silver Anniversary Dragons of Asia, with Award ceremonies in Kuala Lumpur and Karachi and for the first time, in Colombo.























2024 Best Integrated Marketing Campaign

GOLD DRAGON

The SHOUT Group Malaysia
#JomSapot BeliLokal for RHB Bank
Malaysia



SILVER DRAGON

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

BRONZE DRAGON

M&C Saatchi Malaysia
HLB Connect 2023: Stay In Charge
for Hong Leong Bank Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
GO Communications Malaysia
Misteeq Media Malaysia





2024 Best Marketing Discipline Campaign

GOLD DRAGONS

Ampersand Advisory Malaysia
 The Original Taste of Malaysia rolls out a Wonda-ful Campaign for Etika Malaysia



GOLD DRAGONS

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



SILVER DRAGON

Seed Integrated Malaysia
 Toyota Drives Premium Experiences on the Green for UMW Toyota Motor Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
 Zeno Malaysia

BRONZE DRAGON

Astro Media Solutions Malaysia
 Sunsilk Inspires Gen Zs to STOP, KEEP, GROW Their Hair With Music for Unilever Malaysia

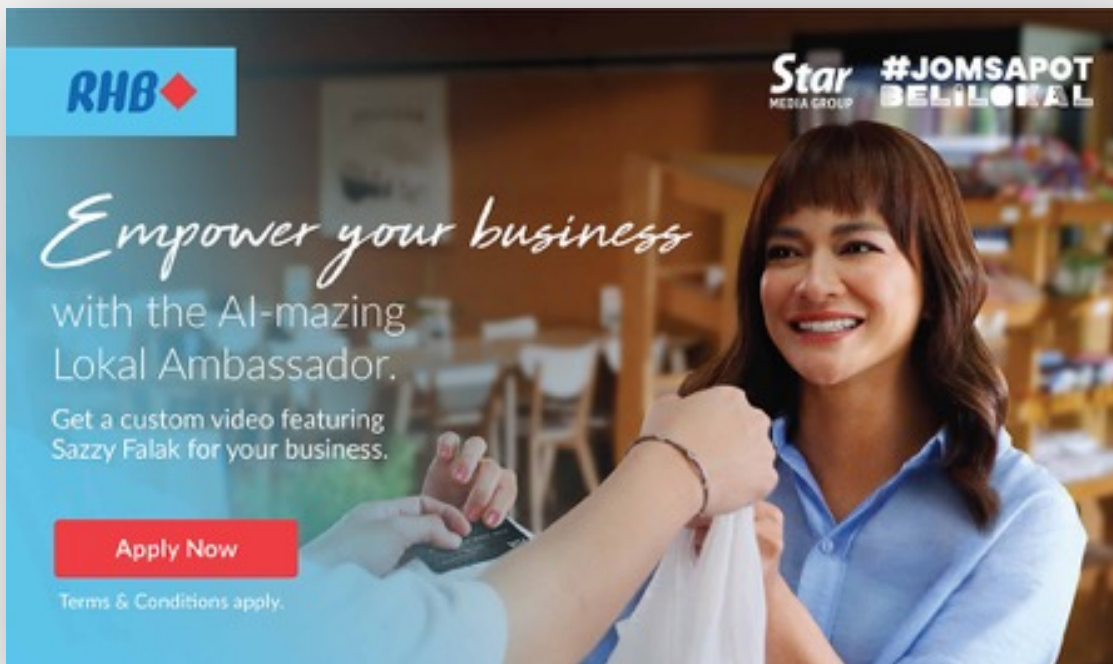




2024 Best Digital Campaign

GOLD DRAGON

Star Media Group Malaysia
RHB #JomSapotBeliLoKal GenAI Led
Integrated Marketing Campaign
for RHB Banking Group Malaysia



BRONZE DRAGON

The SHOUT Group Malaysia
Allianz: Be A-Z Ready for Tomorrow
for Allianz Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
GO Communications Malaysia
Light Up 7 Malaysia
Zeno Malaysia





2024 Best Innovative Idea or Concept

GOLD DRAGON

Ampersand Advisory Malaysia

Wonda OR1 FM Creates a Benchmark
for Etika Malaysia



SILVER DRAGONS

Astro Media Solutions Malaysia

CelcomDigi Merger Dominates
Airwaves with Record-Breaking
Simulcast for CelcomDigi Malaysia

SILVER DRAGONS

Havas Malaysia

Armor All: Dirty Displays
for Energizer Malaysia

BRONZE DRAGON

JUNO Malaysia

Your Extraordinary Journey
for IHH Healthcare Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia

Light Up 7 Malaysia

The SHOUT Group Malaysia

Truth Communications Malaysia



2024 Best Brand Building and/or Awareness Campaign

GOLD DRAGON

Kingdom Digital Malaysia
Dettol Parents Day
and National Day Campaign
for Reckitt Benckiser Malaysia



SILVER DRAGONS

Astro Media Solutions Malaysia
U Mobile Connects with Malays Through
Bombastika Raya Concert
for Reckitt Benckiser Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
Allianz Scores a Perfect 10 with a
4-in-1 Film + Rockstar Concert for
Ayam Brand Malaysia

SILVER DRAGONS

M&C Saatchi Malaysia
HLB CNY 2024: Wealth of a Lasting
Legacy for Hong Leong Bank Malaysia

BLACK DRAGONS

GrowthOps Asia
JUNO Malaysia
Orion Digital Malaysia





2024 Best Business to Business or Trade Marketing Campaign

GOLD DRAGON

The SHOUT Group Malaysia
#JomSapot BeliLokal
for RHB Bank Malaysia



SILVER DRAGON

Light Up 7 Malaysia
Connecting Horizons, Empowering
Journeys by KTMB for Keretapi Tanah
Melayu Berhad (KTMB)

BLACK DRAGONS

Ampersand Advisory Malaysia
Ampersand Advisory Malaysia
Light Up 7 Malaysia

BRONZE DRAGON

Misteeq Media Malaysia
Ready For You
for IHH Healthcare Malaysia





2024 Best Event or Experiential Marketing Campaign

GOLD DRAGON

Trad3mark Integration Malaysia

BYD SEAL Launch: Innovation Meets Acceleration for Sime Darby Beyond Auto Malaysia



SILVER DRAGONS

Pet World Nutritions Malaysia
Delizios Catelier: Malaysia's First Cat Fine Dining Experience

SILVER DRAGONS

The SHOUT Group Malaysia
Big & Small, Mr DIY Has It All for Mr DIY Malaysia

BRONZE DRAGON

Dentsu Malaysia
Own the Night for Telekom Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
INK Marketing Malaysia
International Advertising Association Malaysia
Kingdom Digital Malaysia
Truth Communications Malaysia



2024 Best Brand Loyalty Campaign

GOLD DRAGON

Digital People Malaysia
 Pop Yeh Yeh Bok Bok Raya 2024
 for Ayam Brand Malaysia



SILVER DRAGON

Orion Digital Malaysia
 Anthem, Spectrum & Symphony of the
 Seas for Royal Caribbean Cruises

BRONZE DRAGONS

**Hotshots Partnership Consulting
 & Marcom Malaysia**
 Touareg 20th Anniversary Campaign
 for Volkswagen Group Imported (China)

BRONZE DRAGONS

Ampersand Advisory Malaysia
 Shiseido Shines Bright: 5 Stage Funnel
 Drives 80% Increase In ROI for Shiseido
 Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
 Digital People Malaysia





2024 Best Mobile Marketing Campaign

GOLD DRAGON

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



SILVER DRAGON

Ampersand Advisory Malaysia
World's First Regional Virtual to Reality PUBG Tournament for Etika Malaysia

BRONZE DRAGON

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



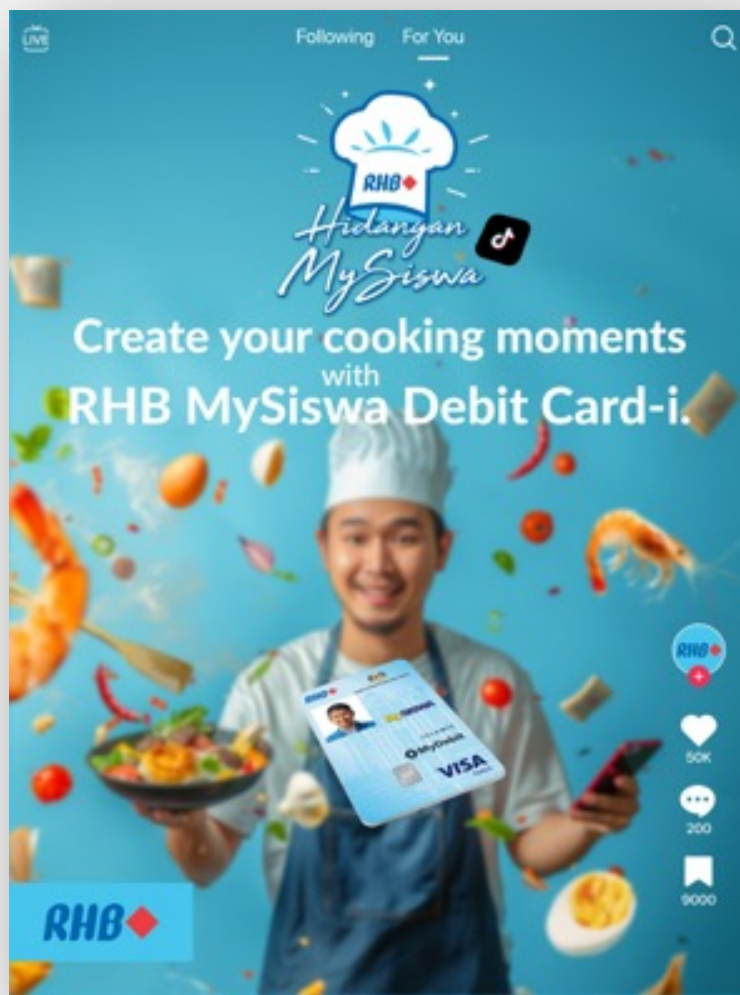


2024 Best Social Media or Word of Mouth Campaign

GOLD DRAGON

GrowthOps Asia

Cabaran Hidangan RHB MySiswa for RHB Banking Group



SILVER DRAGON

Naga DDB Tribal Malaysia

Resorts World Genting: A Destination Verified By Kids, For Kids! for Resorts World Genting Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Misteeq Media Malaysia
Redhill Communications Malaysia
Truth Communications Malaysia

BRONZE DRAGON

Zeno Malaysia

Snickers #HalfHalf for Mars Foods Malaysia





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

Takaful Malaysia

Kaotim MediKad

BRONZE DRAGON

Havas Malaysia

Armor All: Dirty Displays for Energizer Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia

Orion Digital Malaysia

The SHOUT Group Malaysia

Truth Communications Malaysia



2024 Best Brand Trial or Sales Generation Campaign

GOLD DRAGON

JUNO Malaysia

Your Extraordinary Journey
for IHH Healthcare Malaysia



SILVER DRAGON

Seed Integrated Malaysia

Race against time to Re-ignite Toyota
Hiace Legacy for UMW Toyota Motor
Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Takaful Malaysia
Zeno Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia

Allianz4All Revolutionizes Insurance
Access for Progressives for Allianz
Malaysia





2024 Best use of Public Relations

GOLD DRAGON

The SHOUT Group Malaysia

Forgiveness for RHB Bank Malaysia



SILVER DRAGON

Ampersand Advisory Malaysia

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

BRONZE DRAGON

GO Communications Malaysia

Power For Good, Y Wait! for Tesla Malaysia

BLACK DRAGON

Ampersand Advisory Malaysia

GO Communications Malaysia

Kingdom Digital Malaysia



2024 Best Cause, Charity Marketing or Public Sector Campaign

GOLD DRAGON

Light Up 7 Malaysia
Bangkit Bersama Melawan
Scammer for
Bank Negara Malaysia



SILVER DRAGON

Misteeq Media Malaysia
Ready For You
for IHH Healthcare Malaysia

BLACK DRAGON

Ampersand Advisory Malaysia
Ampersand Advisory Malaysia
Ampersand Advisory Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia
Goodday Charge Legitimizes
eSports to drive +20% Sales Growth
for Etika Malaysia





**DRAGONS
OF MALAYSIA** 

2024 Best Small Budget Campaign

GOLD DRAGON

Dentsu Malaysia

Axiata Raya Remixed
for Axiata Group Malaysia



SILVER DRAGON

Truth Communications Malaysia
Media Familiarization Trip
for Langkawi Development Authority

BRONZE DRAGON

Zeno Malaysia
M&M's Chop Chop!
for Mars Foods Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Ampersand Advisory Malaysia
Zeno Malaysia



2024 Best use of Media

GOLD DRAGON

Kingdom Digital Malaysia
Dettol Global
Handwashing Day 2023
for Reckitt Benckiser Malaysia



SILVER DRAGON

The SHOUT Group Malaysia
Big & Small, Mr DIY Has It All
for Mr DIY Malaysia

BLACK DRAGONS

Ampersand Advisory Malaysia
Pet World Nutritions Malaysia
Zeno Malaysia

BRONZE DRAGON

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





2024 Best Entertainment Campaign

GOLD DRAGON

Astro Media Solutions Malaysia

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



SILVER DRAGON

Ampersand Advisory Malaysia

Mirinda X The Experts. Mirinda magic and fizz-tastic innovation for Etika Malaysia

BRONZE DRAGON

Ampersand Advisory Malaysia

Wonda OR1 FM Creates a Benchmark for Etika Malaysia





The 2024 Dragons of Malaysia
**Marketing Communications
 Industry Ranking Ladder**

Ampersand Advisory Malaysia	1
The SHOUT Group Malaysia	2
Astro Media Solutions Malaysia	3
Kingdom Digital Malaysia	4
Light Up 7 Malaysia	5
Orion Digital Malaysia	6
GO Communications Malaysia	7
JUNO Malaysia	8
Dentsu Malaysia	9
Misteeq Media Malaysia	10
Seed Integrated Malaysia	10

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



Best Integrated Marketing Campaign		
Ampersand Advisory Malaysia	Nando's Malaysia	Pineapple PERi - PERi Brings More ONG & More Sales
GO Communications Malaysia	Tesla Malaysia	Power For Good, Y Wait!
Misteeq Media Malaysia	IHH Healthcare Malaysia	Ready For You

Best Marketing Discipline Campaign		
Ampersand Advisory Malaysia	Mead Johnson Malaysia	Enfagrow redefines Mother's Day Celebrations through innovative AI
Zeno Malaysia	Mars Foods Malaysia	M&M's Chop Chop!

Best Digital Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	World's First Regional Virtual to Reality PUBG Tournament
GO Communications Malaysia	Guinness Malaysia	Arthur's Storehouse. Marrying Music & Magic for a Mom
Light Up 7 Malaysia	Bank Negara Malaysia	Bangkit Bersama Melawan Scammers
Zeno Malaysia	Mars Foods Malaysia	M&M's Chop Chop!

Best Innovative Idea or Concept		
Astro Media Solutions Malaysia	CelcomDigi Malaysia	CelcomDigi Merger Dominates Airwaves with Record - Breaking Simulcast
Light Up 7 Malaysia	Bank Negara Malaysia	Saya Superhero Kewangan
The SHOUT Group Malaysia	Allianz Malaysia	Allianz: Be A-Z Ready for Tomorrow
Truth Communications Malaysia	Mission Foods Malaysia	Anything Also Can

Best Brand Building and/or Awareness Campaign		
GrowthOps Asia	Telekom Malaysia	Macam-macam Gaya, Sama-Sama Keluarga
JUNO Malaysia	IHH Healthcare Malaysia	Your Extraordinary Journey
Orion Digital Malaysia	Royal Caribbean Cruises	Anthem, Spectrum & Symphony of the Seas

Best Business to Business or Trade Marketing Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Coffee x FAM Fuels Football Fans and Harimau Malaya
Ampersand Advisory Malaysia	Etika Malaysia	ATLAS Vending Ministry Of Economy RM1 Thirst
Light Up 7 Malaysia	Cyberview Malaysia	InnoEx 2023 by Cyberview

Best Event or Experiential Marketing Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Extra Presso x Lipton Milk Tea #CHAMingTogether
INK Marketing Malaysia	Nestlé Malaysia	Purina One Corner Dress-Up
International Advertising Association Malaysia	45th International Advertising Association World Congress 2024	Brand Recode for Better World, Better Life
Kingdom Digital Malaysia	Reckitt Benckiser Malaysia	Dettol Global Handwashing Day 2023
Truth Communications Malaysia	Mission Foods Malaysia	Look Good Feel Good

Best Brand Loyalty Campaign		
Ampersand Advisory Malaysia	Allianz Malaysia	Allianz's Integrated Masterpiece
Digital People Malaysia	Ayam Brand Malaysia	1-2-3 Perggghh... Sedap! Jom Kejar Truck Ayam Brand!

Best Social Media or Word of Mouth Campaign		
Ampersand Advisory Malaysia	The Exchange TX Malaysia	GET FAMOUS, FAST! The Exchange TRX Soars to #1 in
Misteeq Media Malaysia	IHH Healthcare Malaysia	Ready For You
Redhill Communications Malaysia	Edotco Group Malaysia	Edotco Social Media Campaign
Truth Communications Malaysia	Mission Foods Malaysia	Anything Also Can



Best Product Launch or Re-launch Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Coffee x FAM Fuels Football Fans and Harimau Malaya
Orion Digital Malaysia	Royal Caribbean Cruises	Anthem, Spectrum & Symphony of the Seas
The SHOUT Group Malaysia	RHB Bank Malaysia	Less Time Banking, More Time Bonding
Truth Communications Malaysia	Mission Foods Malaysia	Look Good Feel Good

Best Brand Trial or Sales Generation Campaign		
Ampersand Advisory Malaysia	Allianz Malaysia	Allianz4All Revolutionizes Insurance Access for
Takaful Malaysia		Kaotim MediKad
Zeno Malaysia	Mars Foods Malaysia	M&M's Chop Chop!

Best Use of Public Relations		
Ampersand Advisory Malaysia	Vinda Malaysia	TENA Champions Active Ageing Through Innovative Band Hun
GO Communications Malaysia	Guinness Malaysia	Arthur's Storehouse. Marrying Music & Magic for a Mom
Kingdom Digital Malaysia	Reckitt Benckiser Malaysia	Dettol Global Handwashing Day 2023

Best Cause, Charity Marketing or Public Sector Campaign		
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Coffee x FAM Fuels Football Fans and Harimau Malaya
Ampersand Advisory Malaysia	Etika Malaysia	The Original Taste of Malaysia rolls out a Wonda-ful campaign
Ampersand Advisory Malaysia	Etika Malaysia	ATLAS Vending Ministry Of Economy RM1 Thirst Quenchers Campaign

Best Small Budget Campaign		
Ampersand Advisory Malaysia	Oyen Pet Insurance Malaysia	Oyen unveils Malaysia's first feline Insurance Agent !
Ampersand Advisory Malaysia	Etika Malaysia	Wonda Extra Presso x Lipton Milk Tea #CHAMingTogether
Zeno Malaysia	Mars Foods Malaysia	Snickers #HalfHalf

Best use of Media		
Ampersand Advisory Malaysia	Oyen Pet Insurance Malaysia	Oyen unveils Malaysia's first feline Insurance Agent !
Pet World Nutritions Malaysia		Delizios Catelier: Malaysia's First Cat Fine Dining Experience
Zeno Malaysia	Mars Foods Malaysia	Snickers #IniMiniPuasHati





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.



2024

AGENCY OF THE YEAR



**Ampersand Advisory
Malaysia**





2024

NETWORK OF THE YEAR

Brainchild



**Brainchild Communications
Pakistan**






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

Britannia Milk Bikis
Nicknames Contest
BigCity Promotions India
for Britannia Industries 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





2024 BEST CAMPAIGNS BY COUNTRY

PHILIPPINES

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



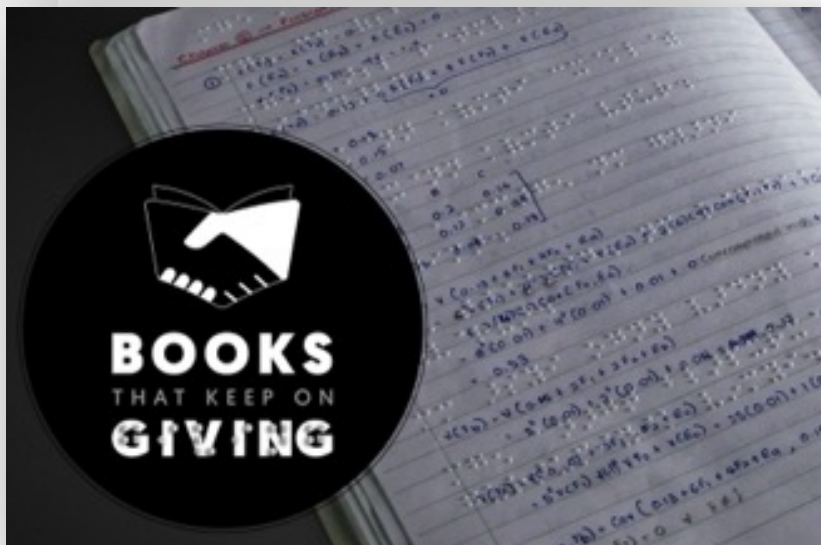
SINGAPORE

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



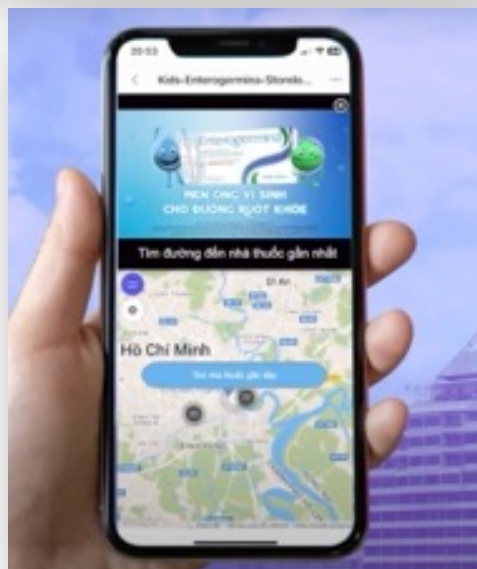
THAILAND

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

SILVER DRAGONS

Golden Circle Pakistan

Urban SUV

for Honda Atlas Cars Pakistan

BRONZE DRAGON

Kenny Rogers Roasters Philippines

The Great Garlic Roast

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





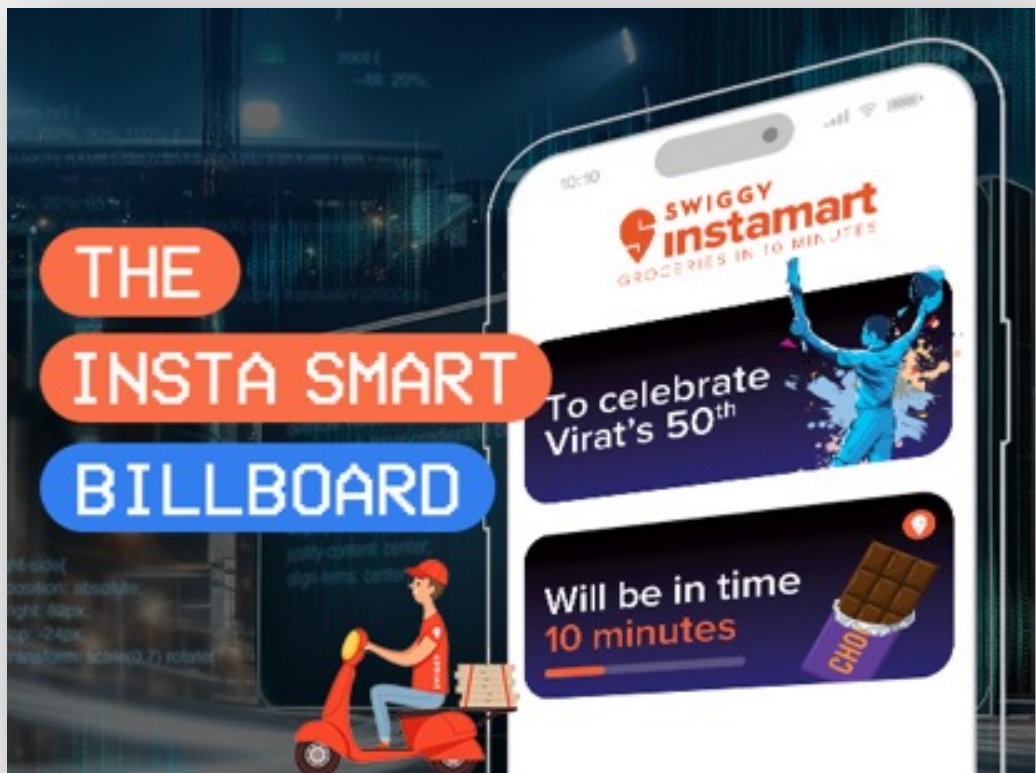
2024

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



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

Lalbaugcha 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

**Phu Nhuan Jewelry Joint Stock
Company Vietnam**
PNJ Jewelry Journey Across Vietnam

BRONZE DRAGONS

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

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

DRAGONS OF ASIA





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



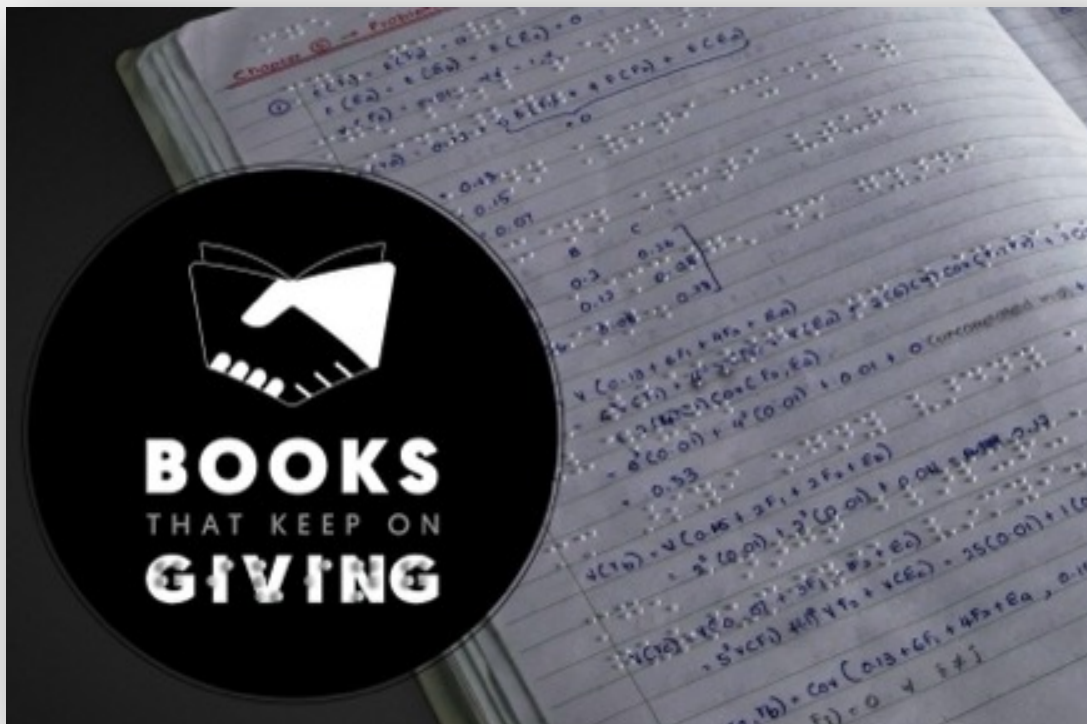
2024

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

BLACK DRAGONS

Arc WorldWide India
Ampersand Advisory Malaysia
Fishbowl Pakistan
Havas Ortega Philippines
Ruder Finn China

BRONZE DRAGON

PHD Hong Kong

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





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

DRAGONS
OF ASIA





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

BLACK DRAGONS

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

BRONZE DRAGON

Team Reactivate Pakistan
Dove Intense Repair Campaign
for Unilever Pakistan





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



2024 Black Dragon Winners



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

MARKETING
LEADERSHIP
Series



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001460015



MARKETING
CODES
FOR MASTER
ASIAN
BRANDING

WORKSHOP BY
KUNAL KANTI SINHA

6-7th November, 2024
8.30am - 5.30pm
Eastin Hotel

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