

MARKETING

ISSUE #478 OCTOBER 2026

WEEKENDERTM



THE DRAGONS
SOARED FURTHER
THIS YEAR

MARKETING ^{popculture} WEEKENDER

Contents

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AT ONE ASIA “RESIST THE ROBOT” STUDENT MASTERCLASS & PORTFOLIO REVIEW IN KL RECENTLY...

“Creativity has always evolved. AI is simply the latest chapter.”

Gigi Lee - Founder and Principal Designer, Klinik Gigi, Malaysia.

“Creativity grows from how we live, what we notice and what we care about.”

Rizza Garcia - Founder, Design Chief and Executive Creative Director, Lennon Group, Philippines.

“Trust and disagreement between creative partners can take an idea somewhere unexpected.”

Nick Noh - Creative Director, Rethink, Canada.

“Culture isn’t just a pattern to spot. It’s a human context to understand.”

Simon Au - Executive Creative Director, The Kitchen North America, Canada.

“Don’t compete with machines on speed. Ask better questions and make thoughtful choices.”

Pathida “Jern” Akkarajindanon - Chief Creative Officer, BBDO Bangkok Thailand.





SELAMAT DATANG

One of the rewarding experiences about the Dragons every year is that we get to host some amazing winners from across Asia.

Now into our 14th year as the home of the Dragons of Malaysia and Asia, we welcomed these guests into our house....

AMBER COMMUNICATIONS UAE • GEORGE P. JOHNSON (GPJ CHINA) •
 MOMENTUM ME MARKETING - DUBAI • CHEIL PHILIPPINES/SAMSUNG
 • MEDIAVEST PAKISTAN / BRAINCHILD • EVOLVE BRANDS / JINDAL
 STAINLESS (INDIA) • DAWLANCE PAKISTAN • SHOOTEX STUDIO
 (PAKISTAN) • NATIONAL FOOD (PAKISTAN)/IAL SAATCHI • BANK ALFALAH
 (PAKISTAN) • PACKAGES LIMITED - PAKISTAN • HUTCHISON (SRI LANKA)
 • TBWA (SRI LANKA) • MALIBAN (SRI LANKA) • AMERICAN PREMIUM
 WATER SYSTEM (SRI LANKA) • OGILVY DIGITAL PVT LTD / NESTLE
 PVT LTD (SRI LANKA) • HAYLEYS FENTON LIMITED (SRI LANKA) • NEW
 MEDIA SOLUTIONS (Pvt) Ltd - SRI LANKA • ABANS (SRI LANKA) • PARCO
 GUNVOR LTD (PAKISTAN)/ADCOM/LEO BURNETT/PGL/CENTALION
 • SYNERGY DENTSU - PAKISTAN • BANKISLAMI (PAKISTAN) • PTML
 (UFONE) PAKISTAN • PTCL PAKISTAN • SYNERGY PAKISTAN • WPP
 MEDIA THAILAND/OSOTSPA • LUP JAKARTA

And Malaysia's high-octane agency, Ampersand Advisory, clinched the Agency of the Year award at the Dragons of Asia!

A handwritten signature in black ink, which appears to read 'Hermana', is written over a series of horizontal lines.

MALAYSIAN MEDIA CONFERENCE 2026

MACAM- MACAM



The 22nd Malaysian Media
Conference is about all kinds of
everything right now.

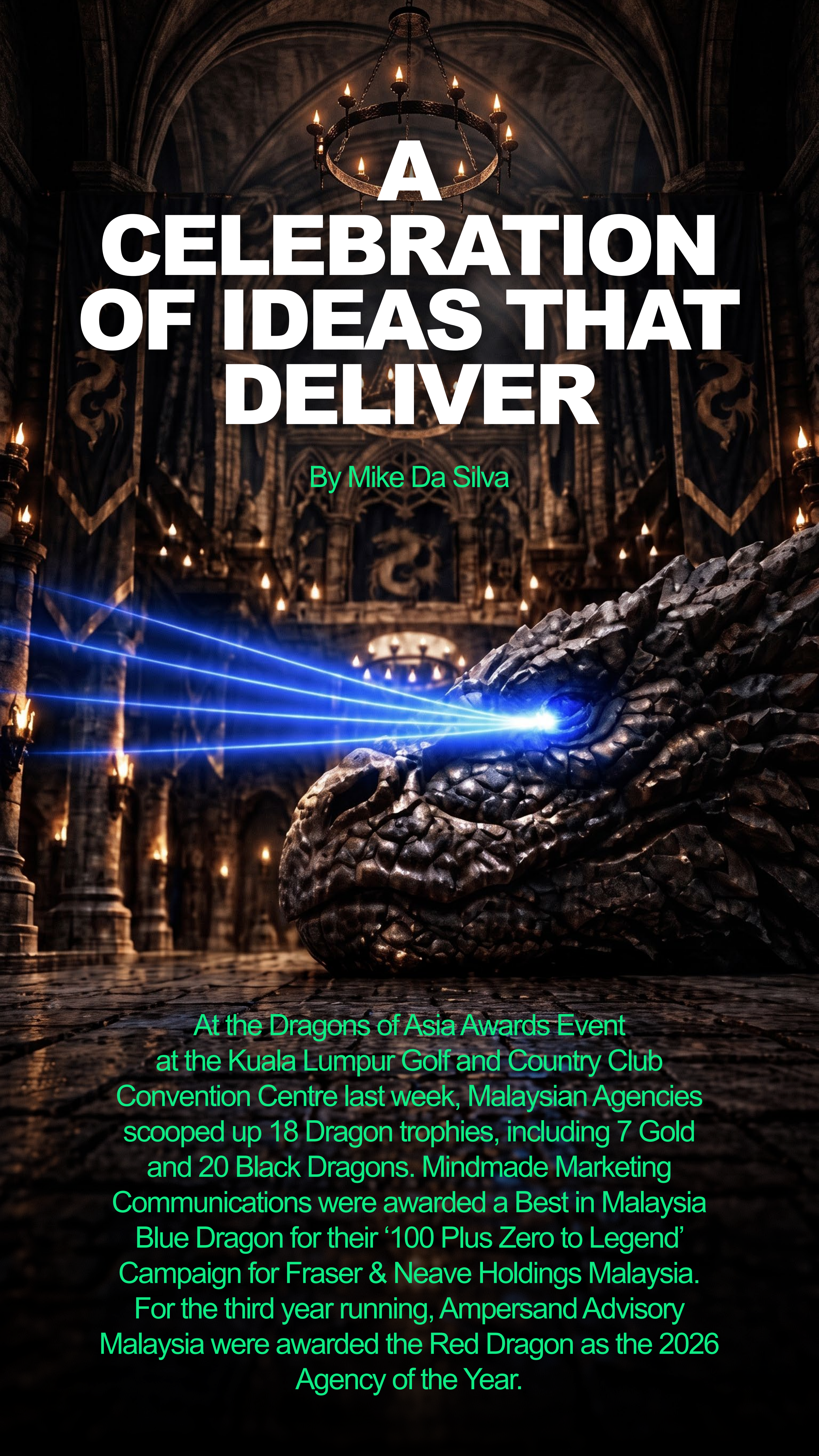
Old and new collide, budgets
swing, expectations spike,
and everyone sells a different
route to results.

This conference is where we
make sense of it all.

November 19, 2026
KLGCC Convention Centre

YES! REGISTER ME NOW



A dramatic scene inside a gothic cathedral. In the foreground, a large, dark, textured dragon sculpture is coiled on the floor. Several bright blue beams of light emanate from its eye, fanning out across the scene. The background features high arched ceilings, stone pillars, and numerous lit candles, creating a warm, atmospheric glow.

A CELEBRATION OF IDEAS THAT DELIVER

By Mike Da Silva

At the Dragons of Asia Awards Event at the Kuala Lumpur Golf and Country Club Convention Centre last week, Malaysian Agencies scooped up 18 Dragon trophies, including 7 Gold and 20 Black Dragons. Mindmade Marketing Communications were awarded a Best in Malaysia Blue Dragon for their '100 Plus Zero to Legend' Campaign for Fraser & Neave Holdings Malaysia. For the third year running, Ampersand Advisory Malaysia were awarded the Red Dragon as the 2026 Agency of the Year.



That connection between imagination and impact took centre stage at the recently held Dragons of Malaysia and Dragons of Asia Awards in Kuala Lumpur. Celebrating their 14th and 26th editions respectively, the programmes recognised work that brought creative ambition together with measurable effectiveness.

This year's winners offered a compelling picture of an industry adapting to new pressures and possibilities. Across markets, disciplines and platforms, they demonstrated that outstanding execution matters most when it serves a clear purpose.

The Dragons soared further this year because the work gave them reason to.

RAISING THE REGIONAL STANDARD

Across the Dragons of Asia, Malaysia, Pakistan, Sri Lanka and MENA programmes, entries once again exceeded expectations. More encouraging still was the quality of the thinking behind them.

The submissions reflected an industry responding to changing consumer behaviour, technological advances and increasingly demanding business objectives. These forces are reshaping how brands communicate, how agencies develop ideas and how marketers evaluate success. For the Dragons, that evolution reinforces a longstanding principle: creativity and effectiveness belong together.



An arresting idea can earn attention. A carefully executed campaign can sustain engagement. But the strongest marketing connects both to an outcome that matters.

This year's winning teams demonstrated that connection, showing how insight, imagination and disciplined delivery can help brands make meaningful progress.

JUDGED THROUGH AN INTERNATIONAL LENS

The work was assessed by an international judging panel comprising client and agency representatives spanning 35 countries.

That breadth of perspective matters in a competition drawing entries from diverse markets. What resonates in one country may depend on cultural nuances, consumer habits or commercial circumstances unfamiliar to audiences elsewhere.

Evaluating such work requires attention to its context as well as its ambition.

The panel's assessment highlighted the exceptional standard of this year's entries. It also reinforced the value of bringing different professional perspectives to the judging process.

Clients and agencies approach marketing challenges from different



[PHOTO GALLERY](#)

positions, but share an interest in recognising ideas that work.

The Dragons provide a meeting point for those perspectives, with effectiveness central to the conversation.

LOCAL UNDERSTANDING, WIDER RELEVANCE

Across the winning campaigns, diversity was a defining strength. Different audiences demanded different approaches, and the work reflected that variety in both thinking and execution.

Yet a common thread emerged: a clear understanding of people.

Successful campaigns began with an insight into their audiences and developed ideas capable of turning that understanding into action. The connection between audience, idea and outcome gave the work its relevance.

For marketers, the lesson extends beyond the awards themselves. Strong creative thinking depends on knowing whom a campaign is intended to reach and what it is intended to achieve.

The winners showed the possibilities that emerge when those questions guide the work from the outset, rather than becoming explanations added after execution.

AI ENTERS THE AWARDS CONVERSATION

Among this year's most significant developments was

the introduction of an Artificial Intelligence category. The response demonstrated how rapidly AI is becoming part of practical marketing.

The entries pointed beyond experimentation towards applications in engagement, content, experiences and results. They reflected an industry exploring what the technology makes possible, while learning how to apply it to genuine marketing challenges.

That distinction is important. Access to a powerful tool does not automatically produce a powerful campaign.

The creative task remains to identify a worthwhile problem, understand the audience and develop an approach that serves the objective. AI adds possibilities to that process. The value lies in what marketers choose to do with them.

THE IDEA STILL MATTERS

For all the attention surrounding technology, the foundations of effective marketing remain recognisable.

The quality of the idea matters. So does the insight behind it. Execution must carry that thinking through, with decisions tied to the campaign's objectives.

The Dragons have championed these principles for more than two decades. This year's work showed their continuing relevance in an environment where tools, channels and expectations are changing quickly.

The most useful question is therefore how a new capability improves the work. Does it strengthen the experience, sharpen relevance or help deliver the intended outcome?

Keeping those questions in view gives innovation a purpose.

A HIGHER FLIGHT AHEAD

The 2026 winners deserve recognition for bringing imagination and accountability into the same conversation.

Their achievements reflect the combined efforts of teams prepared to explore new possibilities while remaining focused on delivery. Together, they show a regional industry building confidence through work that can compete internationally.

... The Dragons have championed these principles for more than two decades. This year's work showed their continuing relevance in an environment...

For everyone watching, the invitation is to carry that ambition forward: understand people better, think more boldly and make every execution count.

The next benchmark begins with the next idea.



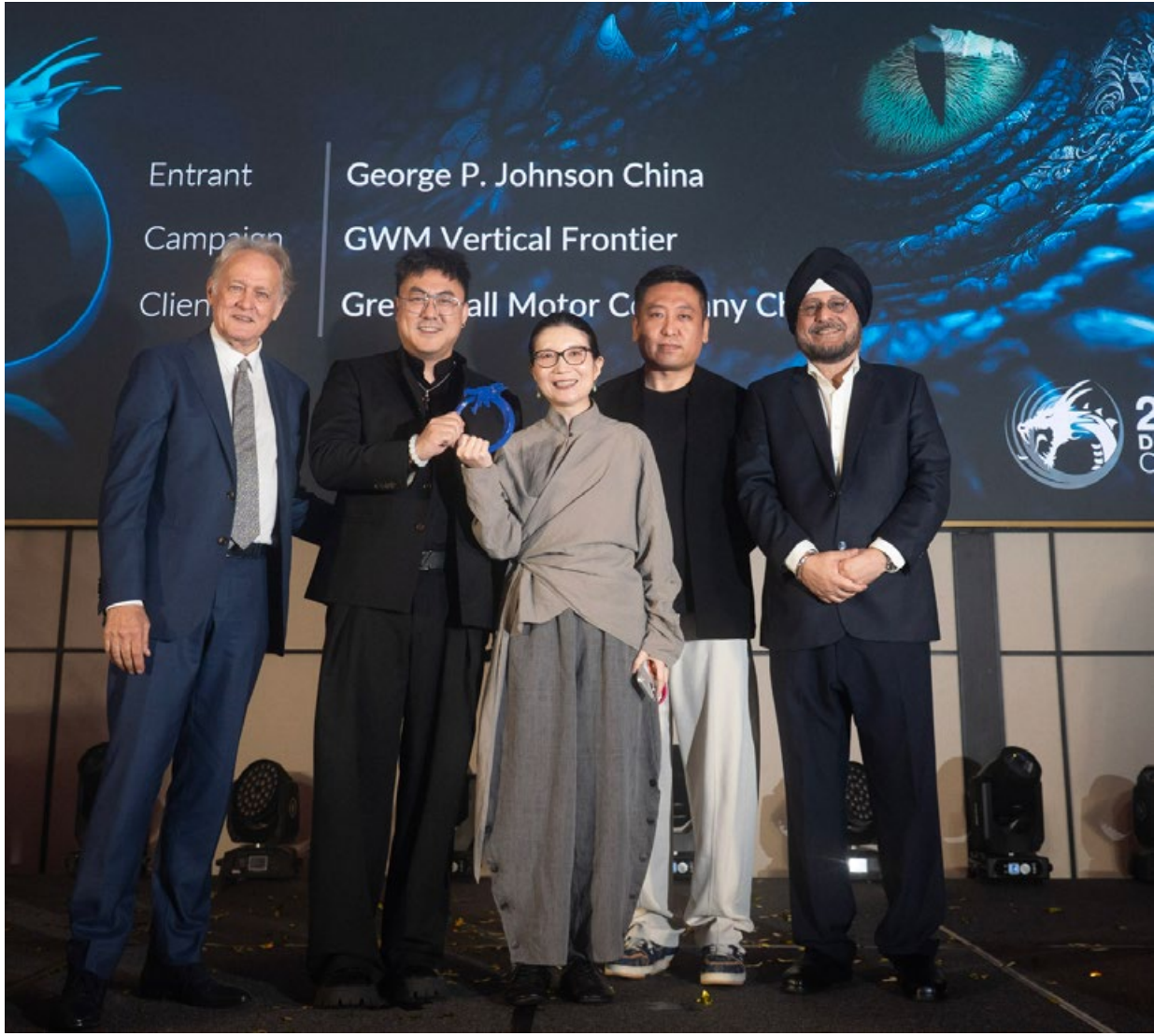


PHOTO GALLERY















COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
Swordfish Integrated Marketing India	Diageo India	Godawan 173 Launch	Integrated Marketing	Gold
Ban (Boutique Agency Network) Sri Lanka	Ceylon Biscuits	CrownDad	Integrated Marketing	Silver
Adcom Pakistan	EBM Pakistan	Sooper Ramzan 2025	Integrated Marketing	Silver
Packages Pakistan	Packages Pakistan	Zzooop Integrated Marketing	Integrated Marketing	Bronze
Network18 Media & Investments India	Federal Bank Hormis Memorial Foundation India	The Pink Tag Project by Sanjeevani. United Against Cancer	Integrated Marketing	Black
Creative Headquarter Thailand	Thai AirAsia	Thailand Final Call	Integrated Marketing	Black
Ampersand Advisory Malaysia	Allianz Malaysia	Badminton Athletes Drive Awareness and Accelerated Action For Allianz	Integrated Marketing	Black
Cheil Malaysia	Samsung Malaysia Electronics	Samsung Galaxy Z7 Series	Integrated Marketing	Black
inDrive Nepal	inDrive Nepal	The Quiet Rebellion	Integrated Marketing	Black
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	The Story That United a Nation. Driving 23% Sales Growth	Marketing Discipline	Gold
MullenLowe Group Sri Lanka & New Media Solutions Sri Lanka	Softlogic Life Insurance Sri Lanka	A Score for Life	Marketing Discipline	Silver
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	100 Plus Zero To Legend	Marketing Discipline	Silver
Tribes Communication India	Kansai Nerolac Paints India	The Coolest Seva	Marketing Discipline	Bronze
PTCL Group Pakistan	PTCL Group Pakistan	Mother's Day. More Support for Mothers	Marketing Discipline	Black
Sambal Lab Malaysia	Tiger Beer (Heineken Malaysia)	The Trafford Den	Marketing Discipline	Black
PTCL Group Pakistan	PTCL Group Pakistan	Ufone. Babar Azam's Lost Phone. Data Bohhaaat Hai	Marketing Discipline	Black
Viral Edge Pakistan	Continental Biscuits Pakistan	TUC Pe Kya Jaata Hai ?	Marketing Discipline	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	100 Plus Zero To Legend	Digital	Gold
Dentsu Malaysia	Heineken Malaysia	Agh to Ahh. Transforming Frustrations into Footfalls	Digital	Gold
Ampersand Advisory Malaysia	Ryt Bank Malaysia	From Last to First. Building Malaysia's Most Trusted Digital Bank	Digital	Silver
PTCL Group Pakistan	PTCL Group Pakistan	Dil Se Ba-ikhtiar	Digital	Bronze
WPP Media Pakistan	The Coca-Cola Company Pakistan	Share A Coke	Digital	Black
George P. Johnson China	Alibaba China	Alibaba Cloud Intelligenza at Milano Cortina 2026	Digital	Black
Mindmade Creative Communications Malaysia	MunchWorld Marketing Malaysia	Taste Munchy's, Taste Happiness	Digital	Black
The Mojo Republic Malaysia	Mission Foods Malaysia	#AnythingAlsoCan Tambah Pedas	Digital	Black
Lup Jakarta	BFGoodrich Indonesia	The Looooongest Homecoming Mix	Digital	Black
George P. Johnson China	Great Wall Motor Company China	GWM Vertical Frontier	Innovative Idea or Concept	Gold
Tribes Communication India	HDFC Mutual Fund India	DivyaDeep	Innovative Idea or Concept	Gold
Triad Sri Lanka	TV Derana Sri Lanka	Ritual of Planting Coconut Trees	Innovative Idea or Concept	Silver
The Romans UAE	Porsche Middle East and Africa	Porsche x The Black Mambas	Innovative Idea or Concept	Bronze
Ban (Boutique Agency Network) & Media Factory Sri Lanka	Sunshine Consumer Lanka	The Circle That Brought Families Together	Innovative Idea or Concept	Black
Swordfish Integrated Marketing India	Swordfish Integrated Marketing India	The Sixth Sense Festival	Innovative Idea or Concept	Black
Hakuhodo Malaysia	Hotlink Malaysia	How Hotlink Owned Sundays	Innovative Idea or Concept	Black
Shift Integrated Sri Lanka	JXG Sri Lanka	We're Sure You're not aware of us	Innovative Idea or Concept	Black
Tessarakt Experiential India	Himalaya Wellness Company India	Himalaya 1der Woman Project	Innovative Idea or Concept	Black
WPP Media Thailand	Osotspa Public Company Thailand	M-150. The currency of Joy. How Bottle Caps Recharged Thailand's Standard Backbone	Brand Activation and/or Awareness	Gold



COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
Cheil Philippines	Samsung Electronics Philippines	Galaxy Campus	Brand Activation and/or Awareness	Silver
Sambal Lab Malaysia	Tiger Beer (Heineken Malaysia)	The Trafford Den	Brand Activation and/or Awareness	Bronze
WPP Media Thailand	Kasikornbank Thailand	KBank Progressive Enabler	Brand Activation and/or Awareness	Black
Adcom Pakistan	EBM Pakistan	Peek Freans Young Pipers Club	Brand Activation and/or Awareness	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	Inilah MY Seasons	Brand Activation and/or Awareness	Black
Ampersand Advisory Malaysia	Ace Canning Corporation Malaysia	Stop That Dot Together. Turning Awareness into Action at +155% Growth	Brand Activation and/or Awareness	Black
Tessarakt Experiential India	Himalaya Wellness Company India	Himalaya World of Neem	Brand Activation and/or Awareness	Black
Ogilvy Digital Sri Lanka	Nestlé Lanka	Powering Avurudu with Nestomalt	Business & Trade Marketing	Gold
Bulls Eye Communications. Oman	Doha Bank Qatar	Doha Bank. Card for Champions	Business & Trade Marketing	Silver
Big City India	Mahindra & Mahindra India	Mahindra Empower Plus Loyalty Program	Business & Trade Marketing	Bronze
Phu Nhuan Jewelry Joint Stock Company Vietnam	Phu Nhuan Jewelry Joint Stock Company Vietnam	God of Wealth 2026	Business & Trade Marketing	Bronze
Those That Do Australia	McGrath Locks Australia	McGrath Locks Redefining Access For Australians	Business & Trade Marketing	Black
George P. Johnson China	Google China	Google Think Games 2025	Business & Trade Marketing	Black
BI WORLDWIDE India	Relaxo Footwears India	Relaxo Parivaar	Business & Trade Marketing	Black
Fishbowl Pakistan	JazzCash Pakistan	JazzCash Baaji	Business & Trade Marketing	Black
Pico Art International Singapore	Changi Airport Group Singapore	CAG T5. ‘In The Making’ Exhibition	Event or Experiential	Gold
Havas Play (part of Havas media Network)	Swiggy India	Swiggy Scenes. Uncoop Yourself	Event or Experiential	Silver
TBWA\Sri Lanka	Maliban Biscuit Manufactories Sri Lanka	HumaniTill. A Lived Experience of Giving	Event or Experiential	Bronze
Dentsu Malaysia	Mr Potato Malaysia	Seventeen	Event or Experiential	Bronze
Imagination China	Ford Motor (China)	The Adventure Park at Ford Auto Shanghai 2025	Event or Experiential	Black
Live Lab Marketing UAE	Expo Riyadh Company	From Osaka to Riyadh. Two Cities Under One Sky	Event or Experiential	Black
amc asia! China	adidas, Greater China	adidas SS26 Trade Meeting Brand Show	Event or Experiential	Black
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	Mountain Dew. A New King Rises, GG!	Event or Experiential	Black
IAL Saatchi & Saatchi Pakistan	National Foods Pakistan	National Foods Ketchup Champs	Event or Experiential	Black
Synergy Group Pakistan	KFC Pakistan	Champions Deal (Wicket Gone, Zinger On)	Loyalty & Acquisition	Gold
Ampersand Advisory Malaysia	Ryt Bank Malaysia	Zero to 1,100,000 Active Accounts. The Fastest Growing Digital Bank!	Loyalty & Acquisition	Silver
Kingdom Digital Malaysia	Applecrumby (Duchess Mercantiles Malaysia)	Story of a Mother’s Love (Kisah Kasih Ibu Applecrumby)	Loyalty & Acquisition	Bronze
Evolve Brands India	Jindal Stainless India	JSL Saathi Pragati	Loyalty & Acquisition	Bronze
WPP Media Thailand	Kasikorn Asset Management Thailand	KAset x JPMAM. Global Strength, Local Expertise	Loyalty & Acquisition	Black
DEFY Sri Lanka	Ceylon Cold Stores	House House	Loyalty & Acquisition	Black
Azbow Sri Lanka	Sujeewa Prasanna Arachchi	Sri Lanka’s 1st eBook App	Loyalty & Acquisition	Black
Mindmade Creative Communications Malaysia	MunchWorld Marketing Malaysia	Cloud 9 Lift You Up	Loyalty & Acquisition	Black
Loops Integrated Sri Lanka	Softlogic Life Insurance Sri Lanka	You Are A Bad Example	Social Media	Gold
Shift Integrated Sri Lanka	JXG Sri Lanka	We’re Sure You’re not aware of us	Social Media	Silver
The Shout Group Malaysia	PepsiCo Malaysia	Multiply the Goodness. Bigger and Better	Social Media	Bronze



COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
Convex Interactive Pakistan	Pakistan State Oil	Blaze Xtreme. Feel the Xtreme	Social Media	Black
DC Group Sri Lanka	HNB Finance Sri Lanka	Unity Beyond Barriers. Sinhala & Tamil New Year	Social Media	Black
M One Integrations Sri Lanka	Reckitt Benckiser Lanka	A Quality That Can Never Be Compromised, a Healthy Generation of Parents	Social Media	Black
Enormous Brands India	Signature Packaged Drinking Water (Diageo India)	Mangrove Regeneration Pledge	Social Media	Black
WPP Media Thailand	Srichand United Dispensary Thailand	Srichand Camellia PDRN	Product Launch or Re-launch	Gold
IAL Saatchi & Saatchi Pakistan	National Foods Pakistan	NFL Recipe Mixes. Aaj Kya Pakega	Product Launch or Re-launch	Silver
Synergy Group Pakistan	Pakistan State Oil (PSO)	Blaze Xtreme	Product Launch or Re-launch	Bronze
Ismail Industries Pakistan	Bisconni Pakistan	Bisconni Active. Guilt Free Deliciousness	Product Launch or Re-launch	Black
DEFY Sri Lanka	Softlogic Holdings Sri Lanka	Get a better life	Product Launch or Re-launch	Black
Publicis Media Pakistan	Samsung Pakistan	Premiumisation	Product Launch or Re-launch	Black
Cheil Malaysia	Samsung Malaysia Electronics	Samsung My Way My Tab	Product Launch or Re-launch	Black
The Shout Group Malaysia	PepsiCo Malaysia	Multiply the Goodness. Bigger and Better	Brand Trial or Sales Generation	Gold
Mediavest (Brainchild Communications Pakistan)	Dawlance Pakistan	11.11	Brand Trial or Sales Generation	Gold
Adcom Pakistan	KFC Pakistan	KFC Pakistan. Ramadan 2025	Brand Trial or Sales Generation	Silver
Digibrush Productions Sri Lanka	Cargills Restaurants Sri Lanka	KFC Chicken Stuffed Ko-kiss	Brand Trial or Sales Generation	Bronze
Mindmade Creative Communications Malaysia	MunchWorld Marketing Malaysia	Cloud 9 Lift You Up	Brand Trial or Sales Generation	Black
Ismail Industries Pakistan	Candyland Pakistan	CandyLand Magic. Har Bite Hai Magical	Brand Trial or Sales Generation	Black
Ampersand Advisory Malaysia	PROTON Edar Malaysia	A First-of-its-Kind Media Alliance that drove 70,000 registrations in 2 months	Brand Trial or Sales Generation	Black
Adcom Pakistan	KFC Pakistan	KFC Pakistan. Ramadan 2025	Brand Trial or Sales Generation	Black
Go Communications Malaysia	The Lego Group Malaysia	Lego Botanicals. Awaken Your Joy	Public Relations	Gold
Ampersand Advisory Malaysia	Resorts World Genting Malaysia	50,000 new members. RM3.2M PR value. Within 3 months	Public Relations	Gold
Network18 Media & Investments India	Federal Bank Hormis Memorial Foundation and Network18 India	The Pink Tag Project by Sanjeevani. United Against Cancer	Public Relations	Silver
Ruder Finn Communications China	Sunseeker Robotics China	Driving Adoption Through Experience Led Launch	Public Relations	Bronze
Tribes Communication India	HDFC Mutual Fund India	Mutually Funded	Public Relations	Black
WPP Media Thailand	Nike Thailand	Nike. Amazing Thailand Marathon 2025	Public Relations	Black
Hayleys Fentons Sri Lanka	Hayleys Fentons Sri Lanka	Building the Hayleys Fentons Corporate Master Brand Through Public Relations	Public Relations	Black
The Romans UAE	Maison Terraë UAE	Clay Jugs	Public Relations	Black
Adcom Pakistan	Engro Fertilizers Pakistan	Engro Kahaniyan, Shandaar Kisan & Engro Gupshup	Public Relations	Black
New Media Solutions Sri Lanka	Unilever Sri Lanka	Closeup Break the Barriers	Public Relations	Black
Shift Solutions Sri Lanka	American Premium Water Systems Sri Lanka	Fill Her Glass	Cause, Environment or Sustainability	Gold
Tessarakt Experiential India	Himalaya Wellness Company India	Himalaya World of Neem	Cause, Environment or Sustainability	Silver
Hayleys Fentons Sri Lanka	Hayleys Fentons Sri Lanka	Roots of Resilience. Mangrove Ecosystem Restoration	Cause, Environment or Sustainability	Bronze
George P. Johnson China	JD Health China	JD Health Wuhan Campaign 2025	Cause, Environment or Sustainability	Black
Winter Agency Thailand	AIS Thailand	Countdown to the Taste of Tomorrow	Cause, Environment or Sustainability	Black
Pakistan State Oil (PSO)	Pakistan State Oil (PSO)	PSO Safety Starts Young	Cause, Environment or Sustainability	Black
Swordfish Integrated Marketing	Diageo India	Godawan 173 Launch	Cause, Environment or Sustainability	Black



COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
Starcom Worldwide Pakistan	easypaisa Digital Bank Pakistan	Donations	Cause, Environment or Sustainability	Black
Adcom Pakistan	Parco Gunvor Pakistan	Split the Time Tax	Small Budget	Gold
Tribes Communication India	HDFC Mutual Fund India	DivyaDeep	Small Budget	Silver
Abans Sri Lanka	Abans Sri Lanka	Own The Night	Small Budget	Bronze
Shift Solutions Sri Lanka	American Premium Water Systems Sri Lanka	Fill Her Glass	Small Budget	Black
Golden Circle Pakistan	Honda Atlas cars Pakistan	The Urban SUV	Small Budget	Black
Ogilvy Digital Sri Lanka	Eltoro Roofing Products Sri Lanka	When the Trees Lament	Small Budget	Black
K-Electric Pakistan	K-Electric Pakistan	Spot Karo, Stop Karo	Small Budget	Black
Havas Media India	Swiggy India	Bhog Elo Charpeye Der	Small Budget	Black
PTCL Group Pakistan	PTCL Group Pakistan	Super 5	Media	Gold
Ampersand Advisory Malaysia	PROTON Edar Malaysia	ICON for an ICON. How we drove 70,000 registrations in 2 months	Media	Silver
Trapper Media Services Malaysia	Netflix Malaysia	Wednesday Season 2. When The City Spoke in Wednesday's Voice	Media	Bronze
Adcom Pakistan	EBM Pakistan	Sooper Teamatic	Media	Black
Sierramax Sri Lanka	Jaykay Marketing Services Sri Lanka	Keells Nexus App Launch	Media	Black
Sambal Lab Malaysia	Tiger Beer (Heineken Malaysia)	The Trafford Den	Media	Black
RG Blue Pakistan	Faysal Bank Pakistan	Current Hojao, Faysal Islami Current Account Khulwao	Media	Black
Dentsu Malaysia	Heineken Malaysia	Celebrations Are Best When Your Phones Are in the 'Airplane Mode'	Media	Black
Moblaze Vietnam	K+ Vietnam	How K+ Turned Media into an Audience Building Engine	Media	Black
ATNR Pakistan	foodpanda Pakistan	Faisalabad jo Chahega, foodpanda sambhal le ga	Content Creation	Gold
Kingdom Digital Malaysia	Jacobs Douwe Egberts (JDE) Malaysia	SUPERkan Hari Anda Bersama Ryan Bakery	Content Creation	Silver
Swordfish Integrated Marketing India	Diageo India	Don Julio. Day of the Dead	Content Creation	Bronze
Dentsu Malaysia	F&N Carnation Malaysia	C for Carnation. Reclaiming Cultural Heritage.	Content Creation	Bronze
Cheil Philippines	Samsung Electronics Philippines Corporation	Galaxy Campus	Content Creation	Black
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	The Story That United a Nation. Driving 23% Sales Growth	Content Creation	Black
WPP Media Pakistan	The Coca-Cola Company Pakistan	Sprite Spicy	Content Creation	Black
Digitz Group Pakistan	Haleon Pakistan	Life Mei Sab Chahiye (I want everything in life)	Content Creation	Black
Digital Breakers Sri Lanka	Abans Sri Lanka	How a Standing Fan Became National News	Content Creation	Black
Kites Global Sri Lanka	D. Samson & Sons Sri Lanka	DSI Teachers' Day 2025 Content Creation Campaign	Content Creation	Black
Mindmade Creative Communications Malaysia	MunchWorld Marketing Malaysia	Cloud 9 Lift You Up	Creative Excellence	Gold
Avant Media Sri Lanka	Diamond Best Food Sri Lanka	Little Diamonds	Creative Excellence	Silver
Mediavest (Brainchild Communications Pakistan)	Zong CMPak Pakistan	5G Launch. Alsa Hai Future	Creative Excellence	Silver
Fishbowl Pakistan	BankIslami Pakistan	Sab Mil Kar Azadi Ka Parcham Lehraein	Creative Excellence	Bronze
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	Inilah MY Seasons	Creative Excellence	Black
Ismail Industries Pakistan	Bisconni Pakistan	Novita. Seriously Crunchy Seriously Loud	Creative Excellence	Black
Digitz Group Pakistan	L'Oreal Pakistan	Lorealistar Distrupting Creator Landscape with Authentic Content	Creative Excellence	Black
Tribes Communication India	HDFC Mutual Fund India	Mutually Funded	Creative Excellence	Black



COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
Ideahell & Mindshare Sri Lanka	Unilever Sri Lanka	A Journey by Sky	Creative Excellence	Black
Cebuana Lhuillier Philippines	Cebuana Lhuillier Philippines	Money Guro. Making Everyday Filipinos Financially Smarter	Creative Excellence	Black
TBWA\Sri lanka	Hutchison Telecommunications Lanka	Hutch Roaming. The Roaming Hack	Artificial Intelligence	Gold
Ogilvy Pakistan	Mondelez International Pakistan	Cadbury Dairy Milk Pakistan. Valentines	Artificial Intelligence	Gold
Bank Alfalah Pakistan	Bank Alfalah Pakistan	Bank Alfalah Generative AI and Automations	Artificial Intelligence	Silver
Amber Communications UAE	Alshaya International UAE	The Big Shack Shout Challenge	Artificial Intelligence	Bronze
Hakuhodo Malaysia	Hotlink Malaysia	How Hotlink Owned Sundays	Artificial Intelligence	Black
Arkon Pakistan	Shell Pakistan	Shell Rimula. Engine Ko De Extra Dum	Artificial Intelligence	Black
Digital Breakers Sri Lanka	Maliban Dairy & Agri Products Sri Lanka	The AI Superhero That Solved a Regulatory Challenge	Artificial Intelligence	Black
Mediavest (Brainchild Communications Pakistan)	Syngenta Pakistan	Simodis AI Campaign	Artificial Intelligence	Black
Indus Motor Company Pakistan	Indus Motor Company Pakistan	Aik Pal ki Laparwahi	Artificial Intelligence	Black
The Insight Hive Sri Lanka	Flora Food Group Sri Lanka	Astra Amma. The First Chef You Ever Knew	Artificial Intelligence	Black
Triad Sri Lanka	Sampath Bank Sri Lanka	Open from Where Ever You Are	Artificial Intelligence	Black





GOLD



Company **Swordfish Integrated Marketing India** Client **Diageo India**
Campaign Title **Godawan 173 Launch** Category **Integrated Marketing**



GOLD



Company **Ampersand Advisory Malaysia** Client **Etika Group Of Companies Malaysia** Campaign Title **The Story That United A Nation.**
Driving 23% Sales Growth Category **Marketing Discipline**



GOLD



Company **Mindmade Creative Communications Malaysia** Client **Fraser & Neave Holdings Malaysia** Campaign Title **100 Plus Zero To Legend**
Category **Digital**



Company **Dentsu Malaysia** Client **Heineken Malaysia** Campaign Title **Agh To Ahh. Transforming Frustrations Into Footfalls** Category **Digital**



Company **George P. Johnson China** Client **Great Wall Motor Company China** Campaign Title **GWM Vertical Frontier** Category **Innovative Idea Or Concept**



Company **Tribes Communication India** Client **HDFC Mutual Fund India** Campaign Title **DivyaDeep** Category **Innovative Idea Or Concept**



Company **WPP Media Thailand** Client **Osotspa** Public Campaign Title **M-150. The Currency Of Joy. How Bottle Caps Recharged Thailand's Standard Backbone** Category **Brand Activation And/Or Awareness**



Company **Ogilvy Digital Sri Lanka** Client **Nestlé Lanka** Campaign Title **Powering Avurudu With Nestomalt** Category **Business & Trade Marketing**



Company **Pico Art International Singapore** Client **Changi Airport Group Singapore** Campaign Title **Cag T5. 'In The Making' Exhibition** Category **Event Or Experiential**



Company **Synergy Group Pakistan**
Client **KFC Pakistan** Campaign Title **Champions Deal (Wicket Gone, Zinger On)** Category **Loyalty & Acquisition**



Company **Loops Integrated Sri Lanka** Client **Softlogic Life Insurance Sri Lanka** Campaign Title **You Are A Bad Example** Category **Social Media**



Company **WPP Media Thailand** Client **Srichand United Dispensary Thailand** Campaign Title **Srichand Camellia PDRN** Category **Product Launch Or Re-Launch**



Company **The Shout Group Malaysia** Client **Pepsico Malaysia** Campaign Title **Multiply The Goodness. Bigger And Better** Category **Brand Trial Or Sales Generation**



Company **Mediavest (Brainchild Communications Pakistan)** Client **Dawlance Pakistan** Campaign Title **11.11** Category **Brand Trial Or Sales Generation**



Company **Go Communications Malaysia** Client **The Lego Group Malaysia** Campaign Title **Lego Botanicals. Awaken Your Joy** Category **Public Relations**

GOLD



Company **Ampersand Advisory Malaysia** Client **Resorts World Genting Malaysia** Campaign Title **50,000 New Members. Rm3.2m Pr Value. Within 3 Months** Category **Public Relations**

GOLD



Company **Shift Solutions Sri Lanka** Client **American Premium Water Systems Sri Lanka** Campaign Title **Fill Her Glass** Category **Cause, Environment Or Sustainability**

GOLD



Company **Adcom Pakistan** Client **Parco Gunvor Pakistan** Campaign Title **Split The Time Tax** Category **Small Budget**



Company **PTCL Group Pakistan** Client **PTCL Group Pakistan** Campaign Title **Super 5** Category **Media**



Company **ATNR Pakistan** Client **Foodpanda Pakistan** Campaign Title **Faisalabad Jo Chahega, Foodpanda Sambhal Le Ga** Category **Content Creation**



Company **Mindmade Creative Communications Malaysia** Client **Munchworld Marketing Malaysia** Campaign Title **Cloud 9 Lift You Up** Category **Creative Excellence**



GOLD



Company **TBWA\Sri Lanka** Client **Hutchison Telecommunications Lanka**
Campaign Title **Hutch Roaming. The Roaming Hack** Category **Artificial Intelligence**

GOLD



Company **Ogilvy Pakistan** Client **Mondelez International Pakistan**
Campaign Title **Cadbury Dairy Milk Pakistan. Valentines** Category **Artificial Intelligence**

GOLD



Company **Cheil Malaysia** Client **Samsung Malaysia Electronics** Campaign
Title **Samsung Galaxy Z7 Series** Category **Integrated Marketing**



COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
Cheil Malaysia	Samsung Malaysia Electronics	Samsung Galaxy Z7 Series	Integrated Marketing	Gold
Kingdom Digital Malaysia	Applecrumby (Duchess Mercantiles Malaysia)	Story of a Mother’s Love (Kisah Kasih Ibu Applecrumby)	Integrated Marketing	Gold
VML Malaysia	British American Tobacco Bangladesh	Lucky Strike. Welcome to The Circle	Integrated Marketing	Silver
Kara Marketing Malaysia	Kara Marketing Malaysia	The Kara Legacy, Perfecting Raya	Integrated Marketing	Bronze
Ampersand Advisory Malaysia	Allianz Malaysia	Badminton Athletes Drive Awareness And Accelerated Action For Allianz	Integrated Marketing	Black
Edelman Malaysia	Tune Talk Malaysia	Tune Talk In-app Entertainment	Integrated Marketing	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	100 Plus Zero To Legend	Integrated Marketing	Black
Trapper Media Services Malaysia	Netflix Malaysia	One Piece Season 2. Malaysia Joins the Adventure on the Grand Line	Integrated Marketing	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	100 Plus Zero To Legend	Marketing Discipline	Gold
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	The Story That United a Nation. Driving 23% Sales Growth	Marketing Discipline	Silver
Zeno Malaysia	CIMB Malaysia	#HmmmDulu	Marketing Discipline	Bronze
Star Media Group Malaysia	Tenaga Nasional Malaysia	Powering The Future	Marketing Discipline	Bronze
Ampersand Advisory Malaysia	Alliance Bank Malaysia	The Ultimate Elevator Pitch. Malaysia’s First Feature-Length SME Business Pitch Film	Marketing Discipline	Black
Ampersand Advisory Malaysia	Resorts World Genting Malaysia	How Resorts World Genting Reignited Destination Desire Through Tian Ma	Marketing Discipline	Black
The Shout Group Malaysia	PepsiCo Malaysia	Multiply the Goodness. Bigger and Better	Marketing Discipline	Black
Sambal Lab Malaysia	Tiger Beer (Heineken Malaysia)	The Trafford Den	Marketing Discipline	Black
Ampersand Advisory Malaysia	Ryt Bank Malaysia	From Last to First. Building Malaysia’s Most Trusted Digital Bank	Digital	Gold
The Mojo Republic Malaysia	Mission Foods Malaysia	Sahur Ala Arabia	Digital	Silver
Edelman Malaysia	Tune Talk Malaysia	Tune Talk In-app Entertainment	Digital	Bronze
Ampersand Advisory Malaysia	Alliance Bank Malaysia	Malaysia’s First Feature-Length SME Business Pitch Film. From Cinema to Every Screen	Digital	Black
Ampersand Advisory Malaysia	PROTON Edar Malaysia	ICON for an ICON. How we drove 70,000 registrations in 2 months	Digital	Black
Hakuhodo Malaysia	Hotlink Malaysia	How Hotlink Owned Sundays	Digital	Black
The Shout Group Malaysia	PepsiCo Malaysia	Multiply the Goodness. Bigger and Better	Digital	Black
Dentsu Malaysia	100PLUS Malaysia	Raya Lebih Fresh	Innovative Idea or Concept	Gold
Edelman Malaysia	Tune Talk Malaysia	Tune Talk In-app Entertainment	Innovative Idea or Concept	Silver
Hakuhodo Malaysia	Hotlink Malaysia	How Hotlink Owned Sundays	Innovative Idea or Concept	Bronze
Kara Marketing Malaysia	Kara Marketing Malaysia	The Kara Legacy, Perfecting Raya	Innovative Idea or Concept	Bronze
Ampersand Advisory Malaysia	Resorts World Genting Malaysia	Resorts World Genting Collectibles That Sold Out In 9 Days & Malaysia Wanted To Own	Innovative Idea or Concept	Black
Cheil Malaysia	Samsung Malaysia Electronics	The Samsung AI TalkSpot	Innovative Idea or Concept	Black



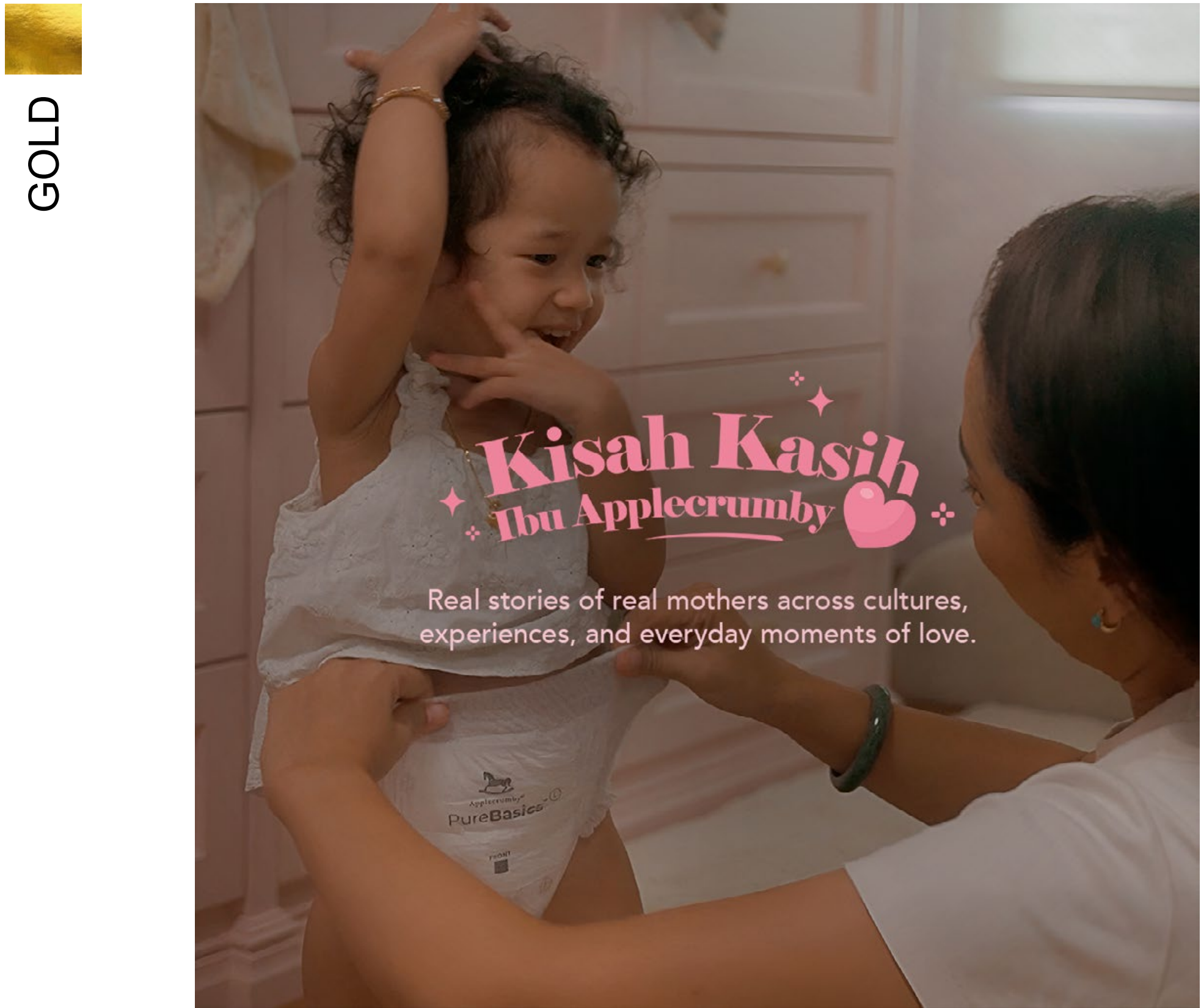
COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
Go Communications Malaysia	The Lego Group Malaysia	Lego Botanicals. Awaken Your Joy	Innovative Idea or Concept	Black
The Chariot Agency Malaysia	MISC Group Malaysia	Chart Her Course 2026 (CHC2026)	Innovative Idea or Concept	Black
The Shout Group Malaysia	PepsiCo Malaysia	Multiply the Goodness. Bigger and Better	Brand Activation and/or Awareness	Gold
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	Inilah MY Seasons	Brand Activation and/or Awareness	Silver
Ampersand Advisory Malaysia	Ace Canning Malaysia	Stop That Dot Together. Turning Awareness into Action at +155% Growth	Brand Activation and/or Awareness	Bronze
VML Malaysia	British American Tobacco Bangladesh	Lucky Strike. Welcome to The Circle	Brand Activation and/or Awareness	Bronze
Edelman Malaysia	Tune Talk Malaysia	Tune Talk In-app Entertainment	Brand Activation and/or Awareness	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	100 Plus Zero To Legend	Brand Activation and/or Awareness	Black
Sambal Lab Malaysia	Tiger Beer (Heineken Malaysia)	The Trafford Den	Brand Activation and/or Awareness	Black
VML Malaysia	British American Tobacco (Indonesia)	Dunhill ID. The World of Fine Tastes	Brand Activation and/or Awareness	Black
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	FOMO and Fizz launched Malaysia’s number one TV show, driving record sales	Business & Trade Marketing	Gold
JUNO Malaysia	Spritzer Malaysia	Spritzer SILIQA. Discover the Secret to Your Best You	Business & Trade Marketing	Silver
Ampersand Advisory Malaysia	Ryt Bank Malaysia	From Last to First. Building Malaysia’s Most Trusted Digital Bank	Business & Trade Marketing	Bronze
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	Atlas Ecopod. World’s Slimmest Reverse Vending Machine with Compaction System	Business & Trade Marketing	Black
Ampersand Advisory Malaysia	YTL AI Labs Malaysia	ILMU. Launching Malaysia’s AI Future When the World Was Watching	Business & Trade Marketing	Black
Dentsu Malaysia	Mr Potato Malaysia	Seventeen	Event or Experiential	Gold
Trapper Media Services Malaysia	Netflix Malaysia	Wednesday Season 2. When Malaysia Enrolled into Nevermore Academy	Event or Experiential	Gold
Sambal Lab Malaysia	Tiger Beer (Heineken Malaysia)	The Trafford Den	Event or Experiential	Silver
The Chariot Agency Malaysia	MISC Group Malaysia	Chart Her Course 2026 (CHC2026)	Event or Experiential	Bronze
Go Communications Malaysia	Fresh Events Malaysia	The Sky Race at Merdeka 118	Event or Experiential	Black
Hakuhodo Malaysia	Hotlink Malaysia	How Hotlink Owned Sundays	Event or Experiential	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	100 Plus Zero To Legend	Event or Experiential	Black
Trapper Media Services Malaysia	Netflix Malaysia	Squid Game Season 3. The Final Game. A Last Goodbye	Event or Experiential	Black
Ampersand Advisory Malaysia	Ryt Bank Malaysia	Zero to 1,100,000 Active Accounts. The Fastest Growing Digital Bank!	Loyalty & Acquisition	Gold
Kingdom Digital Malaysia	Applecrumby (Duchess Mercantiles Malaysia)	Story of a Mother’s Love (Kisah Kasih Ibu Applecrumby)	Loyalty & Acquisition	Silver
JUNO Malaysia	Big Caring Group Malaysia	The Stronger Side	Loyalty & Acquisition	Bronze
Edelman Malaysia	Tune Talk Malaysia	Tune Talk In-app Entertainment	Loyalty & Acquisition	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	Inilah MY Seasons	Loyalty & Acquisition	Black



COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
Mindmade Creative Communications Malaysia	MunchWorld Marketing Malaysia	Cloud 9 Lift You Up	Loyalty & Acquisition	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	100 Plus Zero To Legend	Social Media	Gold
Dentsu Malaysia	Mr Potato Malaysia	Membawang Lagi Layan	Social Media	Silver
JUNO Malaysia	TikTok Shop Malaysia	TikTok Shop The Hometown Market. Huat Ah! Sale	Social Media	Bronze
Ampersand Advisory Malaysia	PROTON Edar Malaysia	ICON for an ICON. How we drove 70,000 registrations in 2 months	Social Media	Black
Kingdom Digital Malaysia	Jacobs Douwe Egberts (JDE) Malaysia	SUPERkan Hari Anda Bersama Ryan Bakery	Social Media	Black
Naga DDB Tribal	Resorts World Genting Malaysia	Juara Genting	Social Media	Black
The Shout Group Malaysia	PepsiCo Malaysia	Multiply the Goodness. Bigger and Better	Social Media	Black
Cheil Malaysia	Samsung Malaysia Electronics	Samsung My Way My Tab	Product Launch or Re-launch	Gold
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	Inilah MY Seasons	Product Launch or Re-launch	Silver
Go Communications Malaysia	The Lego Group Malaysia	Lego Botanicals. Awaken Your Joy	Product Launch or Re-launch	Silver
Trapper Media Services Malaysia	Proton New Energy Technology Malaysia (PRONET)	e.MAS PHEV. Malaysia's First Dual-Powered EV	Product Launch or Re-launch	Bronze
Ampersand Advisory Malaysia	Ryt Bank Malaysia	From Zero to 1,900,000 Installs in just 7 months. The Ryt way	Product Launch or Re-launch	Black
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	Atlas Ecopod. World's Slimmest Reverse Vending Machine with Compaction System	Product Launch or Re-launch	Black
Kingdom Digital Malaysia	Applecrumby (Duchess Mercantiles Malaysia)	Story of a Mother's Love (Kisah Kasih Ibu Applecrumby)	Product Launch or Re-launch	Black
Kingdom Digital Malaysia	Applecrumby (Duchess Mercantiles Malaysia)	Story of a Mother's Love (Kisah Kasih Ibu Applecrumby)	Brand Trial or Sales Generation	Gold
The Shout Group Malaysia	PepsiCo Malaysia	Multiply the Goodness. Bigger and Better	Brand Trial or Sales Generation	Silver
Mindmade Creative Communications Malaysia	MunchWorld Marketing Malaysia	Cloud 9 Lift You Up	Brand Trial or Sales Generation	Bronze
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	From Harvest to Youth-Led Movement. Driving +14% Growth in East Malaysia	Brand Trial or Sales Generation	Black
Ampersand Advisory Malaysia	PROTON Edar Malaysia	A First-of-its-Kind Media Alliance that drove 70,000 registrations in 2 months	Brand Trial or Sales Generation	Black
Edelman Malaysia	Tune Talk Malaysia	Tune Talk In-app Entertainment	Brand Trial or Sales Generation	Black
JUNO Malaysia	Spritzer Malaysia	Spritzer SILIQA. Discover the Secret to Your Best You	Brand Trial or Sales Generation	Black
Go Communications Malaysia	The Lego Group Malaysia	Lego Botanicals. Awaken your joy	Public Relations	Gold
Ampersand Advisory Malaysia	Resorts World Genting Malaysia	50,000 new members. RM3.2M PR value. Within 3 months	Public Relations	Silver
Sambal Lab Malaysia	Tiger Beer (Heineken Malaysia)	The Trafford Den	Public Relations	Bronze
Ampersand Advisory Malaysia	YTL Corporation Malaysia	YTL Beyond 70. Reintroducing a Nation Builder to a New Generation	Public Relations	Black
Ampersand Advisory Malaysia	YTL AI Labs Malaysia	ILMU. Launching Malaysia's AI Future When the World Was Watching	Public Relations	Black
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	FOMO and Fizz launched Malaysia's number one TV show, driving record sales	Public Relations	Black



COMPANY	CLIENT	CAMPAIGN TITLE	CATEGORY	AWARD
The Shout Group Malaysia	PepsiCo Malaysia	Multiply the Goodness. Bigger and Better	Cause, Environment or Sustainability	Gold
Star Media Group Malaysia	Tenaga Nasional Malaysia	Powering The Future	Cause, Environment or Sustainability	Silver
Ampersand Advisory Malaysia	Bank Negara Malaysia	Don't Get Scammed. Turning Vigilance into a Daily Habit	Cause, Environment or Sustainability	Bronze
Zeno Malaysia	CIMB Malaysia	#HmmmDulu	Small Budget	Gold
Sambal Lab Malaysia	Tiger Beer (Heineken Malaysia)	The Trafford Den	Small Budget	Gold
Trapper Media Services Malaysia	Uhrenholt Malaysia	Reimagining Abundance this Chinese New Year with Emborg	Small Budget	Silver
The Mojo Republic Malaysia	Mission Foods Malaysia	Sahur Ala Arabia	Small Budget	Bronze
Ampersand Advisory Malaysia	PROTON Edar Malaysia	ICON for an ICON. How we drove 70,000 registrations in 2 months	Media	Gold
Dentsu Malaysia	Heineken Malaysia	Tiger Cracks the Messaging Black Box	Media	Silver
Trapper Media Services Malaysia	Netflix Malaysia	Stranger Things Season 5. When Malaysia Fell Into the Upside Down	Media	Bronze
Ampersand Advisory Malaysia	Resorts World Genting Malaysia	How Resorts World Genting Drive 5 Million Visits & Won Malaysia's Most Crowded Season	Media	Black
Ampersand Advisory Malaysia	Ryt Bank Malaysia	Last to First. #1 downloaded app in Malaysia with PINPOINT OMNIPRESENCE!	Media	Black
Kingdom Digital Malaysia	Jacobs Douwe Egberts (JDE) Malaysia	SUPERkan Hari Anda Bersama Ryan Bakery	Media	Black
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	100 Plus Zero To Legend	Media	Black
Naga DDB Malaysia	Resorts World Genting Malaysia	Juara Genting	Content Creation	Gold
Kingdom Digital Malaysia	Jacobs Douwe Egberts (JDE) Malaysia	SUPERkan Hari Anda Bersama Ryan Bakery	Content Creation	Silver
Zeno Malaysia	CIMB Malaysia	#HmmmDulu	Content Creation	Bronze
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	The Story That United a Nation. Driving 23% Sales Growth	Content Creation	Black
Ampersand Advisory Malaysia	Allianz Malaysia	Turning Scrolls into Action. A Digital Journey from Inspiration to Protection	Content Creation	Black
Dentsu Malaysia	F&N Carnation Malaysia	C for Carnation. Reclaiming Cultural Heritage	Content Creation	Black
The Mojo Republic Malaysia	Mission Foods Malaysia	Anything Also Can tambah pedas	Content Creation	Black
Dentsu Malaysia	Mr Potato Malaysia	Horse-h Liao Drama	Creative Excellence	Gold
Mindmade Creative Communications Malaysia	Fraser & Neave Holdings Malaysia	Inilah MY Seasons	Creative Excellence	Gold
M+C Saatchi Karsa Malaysia	Khazanah Nasional Malaysia	Melakar Semula	Creative Excellence	Silver
Kingdom Digital Malaysia	Jacobs Douwe Egberts (JDE) Malaysia	SUPERkan Hari Anda Bersama Ryan Bakery	Creative Excellence	Bronze
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	Wonda Coffee. Fake vs Real M. Nasir	Creative Excellence	Black
Ampersand Advisory Malaysia	Etika Group of Companies Malaysia	How Goodday was first to turn stories to stalls, driving +23% sales	Creative Excellence	Black
Dentsu Malaysia	Marrybrown Malaysia	While Others Sold Burgers, We Built Universes	Creative Excellence	Black
Hakuhodo Malaysia	Hotlink Malaysia	How Hotlink Owned Sundays	Artificial Intelligence	Gold
Ampersand Advisory Malaysia	Ryt Bank Malaysia	Hands, Emojis, AI. How Ryt Bank became the #1 installed app in Malaysia!	Artificial Intelligence	Silver
Trapper Media Services Malaysia	Uhrenholt Malaysia	Leveraging AI to Reimagine Abundance with Emborg this Chinese New Year	Artificial Intelligence	Bronze



Company Kingdom Digital Malaysia **Client** Applecrumby (Duchess Mercantiles Malaysia) **Campaign Title** Story of a Mother’s Love (Kisah Kasih Ibu Applecrumby) **Category** Integrated Marketing



Company Mindmade Creative Communications Malaysia **Client** Fraser & Neave Holdings Malaysia **Campaign Title** 100 Plus Zero To Legend **Category** Marketing Discipline



Company Ampersand Advisory Malaysia **Client** Ryt Bank Malaysia **Campaign Title** From Last to First. Building Malaysia’s Most Trusted Digital Bank **Category** Digital



Company Dentsu Malaysia Client 100PLUS Malaysia Campaign Title Raya Lebih Fresh Category Innovative Idea or Concept



Company Dentsu Malaysia Client Mr Potato Malaysia Campaign Title Seventeen Category Category Event or Experiential



Company Trapper Media Services Malaysia Client Netflix Malaysia Campaign Title Wednesday Season 2. When Malaysia Enrolled into Nevermore Academy Category Event or Experiential



Company Ampersand Advisory Malaysia **Client** Ryt Bank Malaysia
Campaign Title Zero to 1,100,000 Active Accounts. The Fastest Growing Digital Bank! **Category** Loyalty & Acquisition



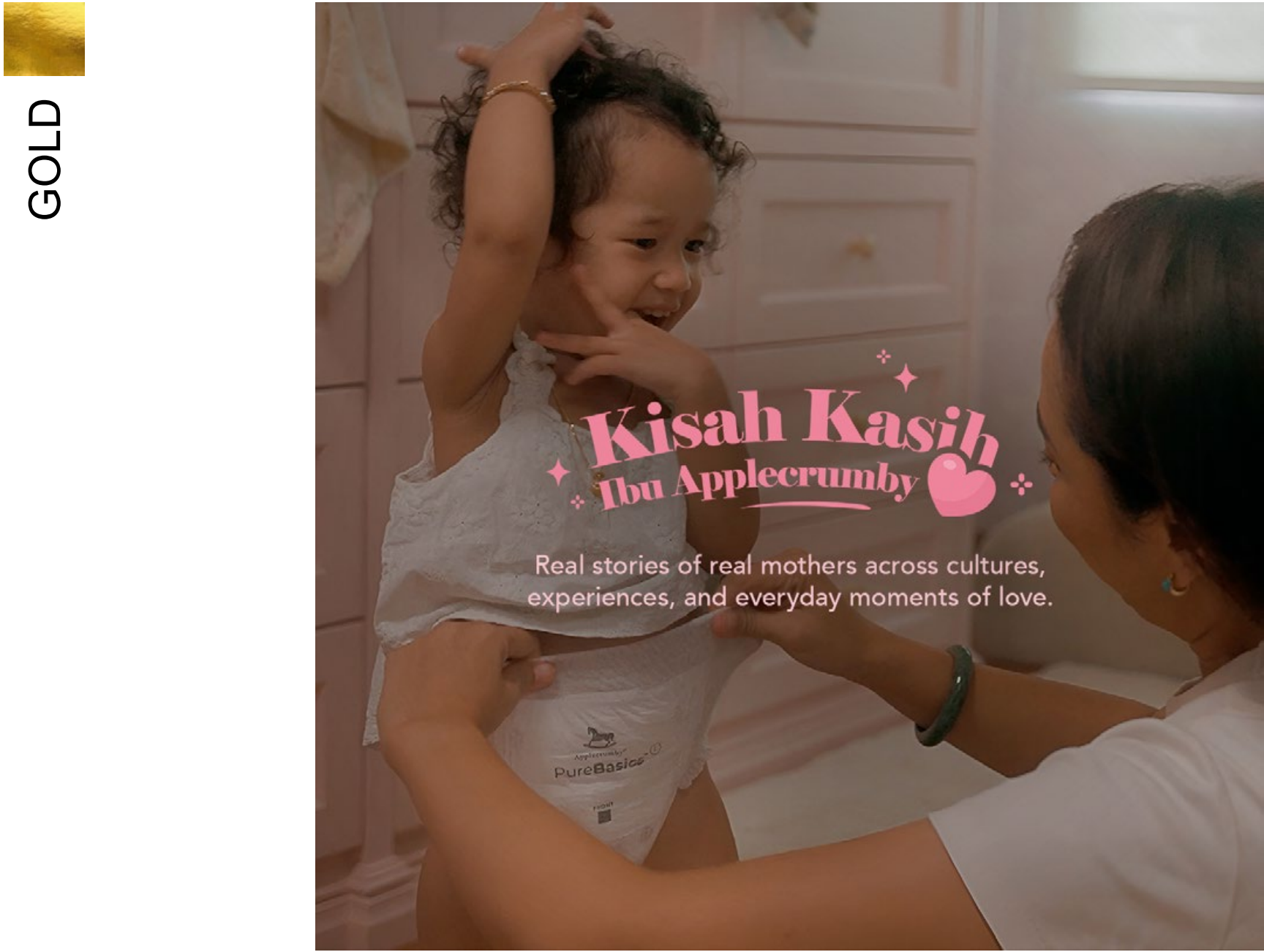
Company Mindmade Creative Communications Malaysia **Client** Fraser & Neave Holdings Malaysia **Campaign Title** 100 Plus Zero To Legend **Category** Social Media



Company Cheil Malaysia **Client** Samsung Malaysia Electronics **Campaign Title** Samsung My Way My Tab **Category** Product Launch or Re-launch



Company The Shout Group Malaysia **Client** PepsiCo Malaysia
Campaign Title Multiply the Goodness. Bigger and Better **Category** Brand Activation and/or Awareness



Company Kingdom Digital Malaysia **Client** Applecrumby (Duchess Mercantiles Malaysia) **Campaign Title** Story of a Mother's Love (Kisah Kasih Ibu Applecrumby) **Category** Brand Trial or Sales Generation



Company Go Communications Malaysia **Client** The Lego Group Malaysia
Campaign Title Lego Botanicals. Awaken your joy **Category** Public Relations



Company Zeno Malaysia **Client** CIMB Malaysia **Campaign Title** #HmmmDulu **Category** Small Budget



Company Ampersand Advisory Malaysia **Client** Etika Group of Companies Malaysia **Campaign Title** FOMO and Fizz launched Malaysia's number one TV show, driving record sales **Category** Business & Trade Marketing



Company Naga DDB Malaysia **Client** Resorts World Genting Malaysia **Campaign Title** Juara Genting **Category** Content Creation





GOLD



Company Sambal Lab Malaysia **Client** Tiger Beer (Heineken Malaysia)
Campaign Title The Trafford Den **Category** Small Budget



GOLD



Company Ampersand Advisory Malaysia **Client** PROTON Edar Malaysia
Campaign Title ICON for an ICON. How we drove 70,000 registrations in 2 months **Category** Media



GOLD



Company The Shout Group Malaysia **Client** PepsiCo Malaysia **Campaign Title** Multiply the Goodness. Bigger and Better **Category** Cause, Environment or Sustainability



GOLD



Company Dentsu Malaysia **Client** Mr Potato Malaysia **Campaign Title** Horse-h Liao Drama **Category** Creative Excellence

GOLD



Company Mindmade Creative Communications Malaysia **Client** Fraser & Neave Holdings Malaysia **Campaign Title** Inilah MY Seasons **Category** Creative Excellence

GOLD

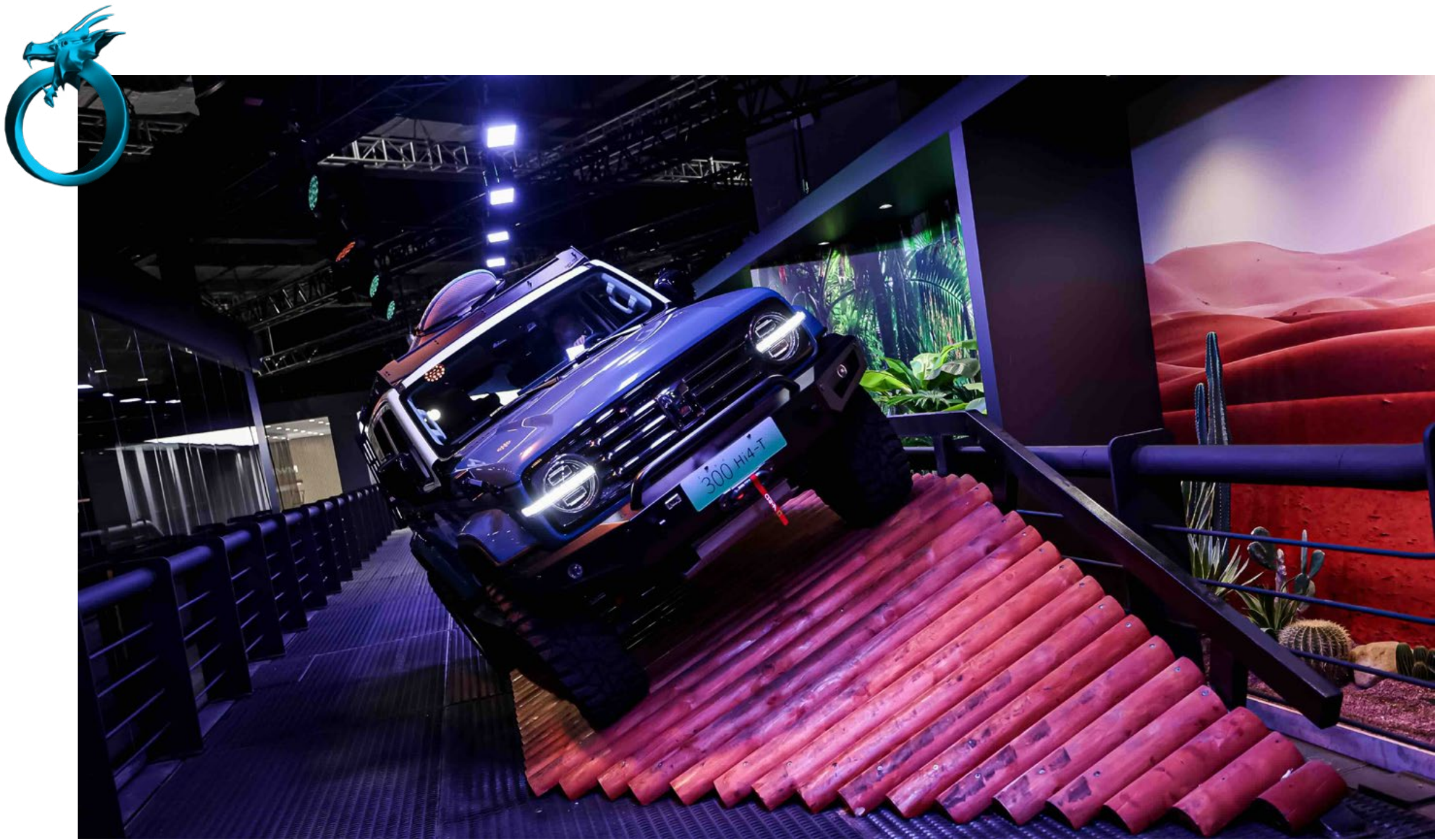


Company Hakuhodo Malaysia **Client** Hotlink Malaysia **Campaign Title** How Hotlink Owned Sundays **Category** Artificial Intelligence

DRAGONS OF ASIA BEST BY
COUNTRY BLUE DRAGON WINNERS.



AWARD	ENTRANT	CAMPAIGN	CLIENT
Best Campaign in China	George P. Johnson China	GWM Vertical Frontier	Great Wall Motor Company China
Best Campaign in India	Swordfish Integrated Marketing India	Godawan 173 Launch	Diageo India
Best Campaign in Indonesia	Lup Jakarta	The Looooongest Homecoming Mix	BFGoodrich Indonesia
Best Campaign in Malaysia	Mindmade Creative Communications Malaysia	100 Plus Zero To Legend	Fraser & Neave Holdings Malaysia
Best Campaign in Pakistan	Adcom Pakistan	Split the Time Tax	Parco Gunvor Pakistan
Best Campaign in the Philippines	Cheil Philippines	Galaxy Campus	Samsung Electronics Philippines
Best Campaign in Singapore	Pico Art International Singapore	CAG T5. 'In The Making' Exhibition	Changi Airport Group Singapore
Best Campaign in Sri Lanka	TBWA\Sri lanka	Hutch Roaming. The Roaming Hack	Hutchison Telecommunications Lanka
Best Campaign in Thailand	WPP Media Thailand	Srichand Camellia PDRN	Srichand United Dispensary Thailand
Best Campaign in Vietnam	Phu Nhuan Jewelry Joint Stock Company Vietnam	God of Wealth 2026	Phu Nhuan Jewelry Joint Stock Company Vietnam
Best Campaign in the United Arab Emirates	The Romans UAE	Porsche X the Black Mamba	Porsche Middle East and Africa

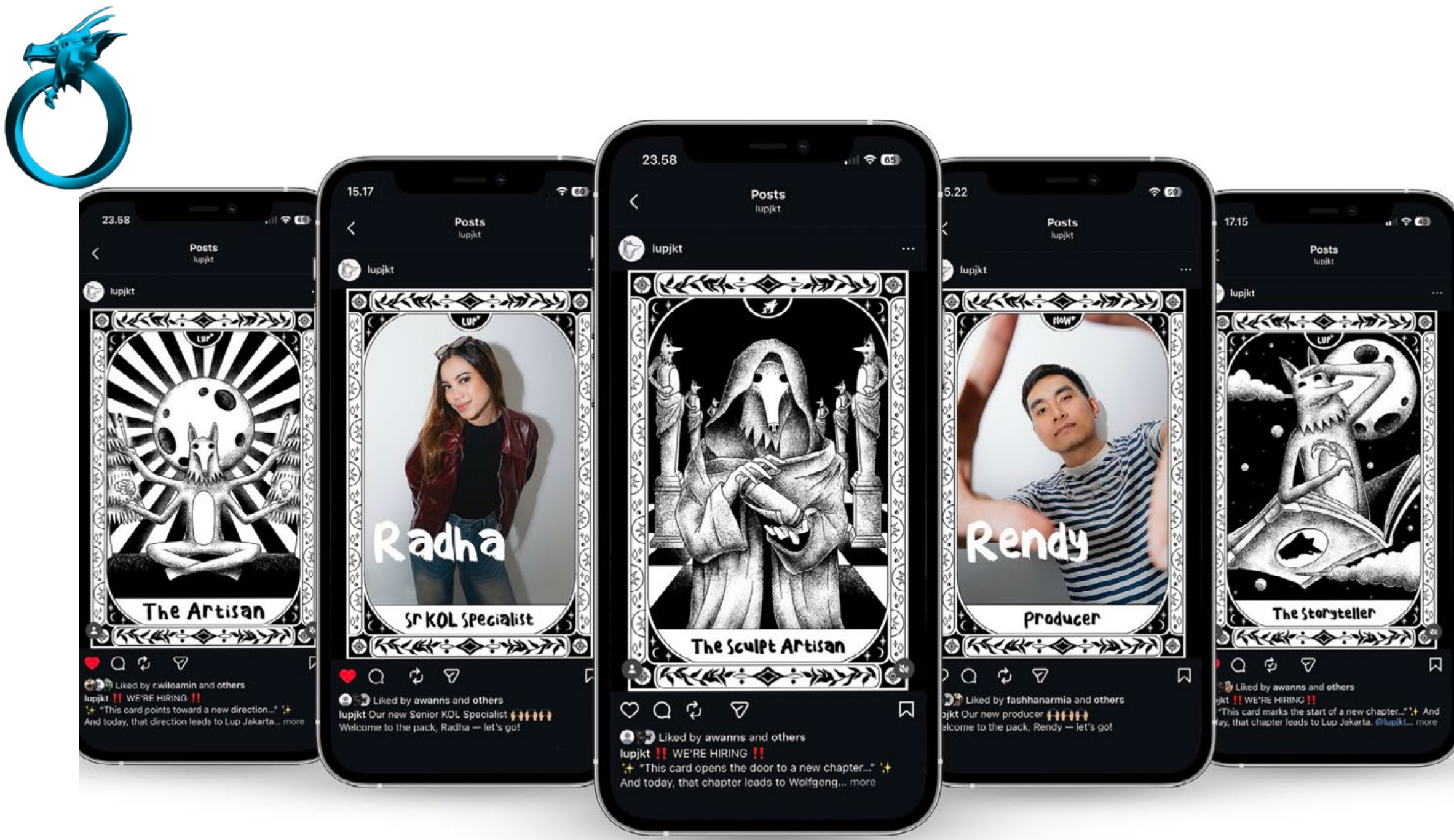


Award Best Campaign in China **Entrant** George P. Johnson China
Campaign GWM Vertical Frontier **Client** Great Wall Motor Company China

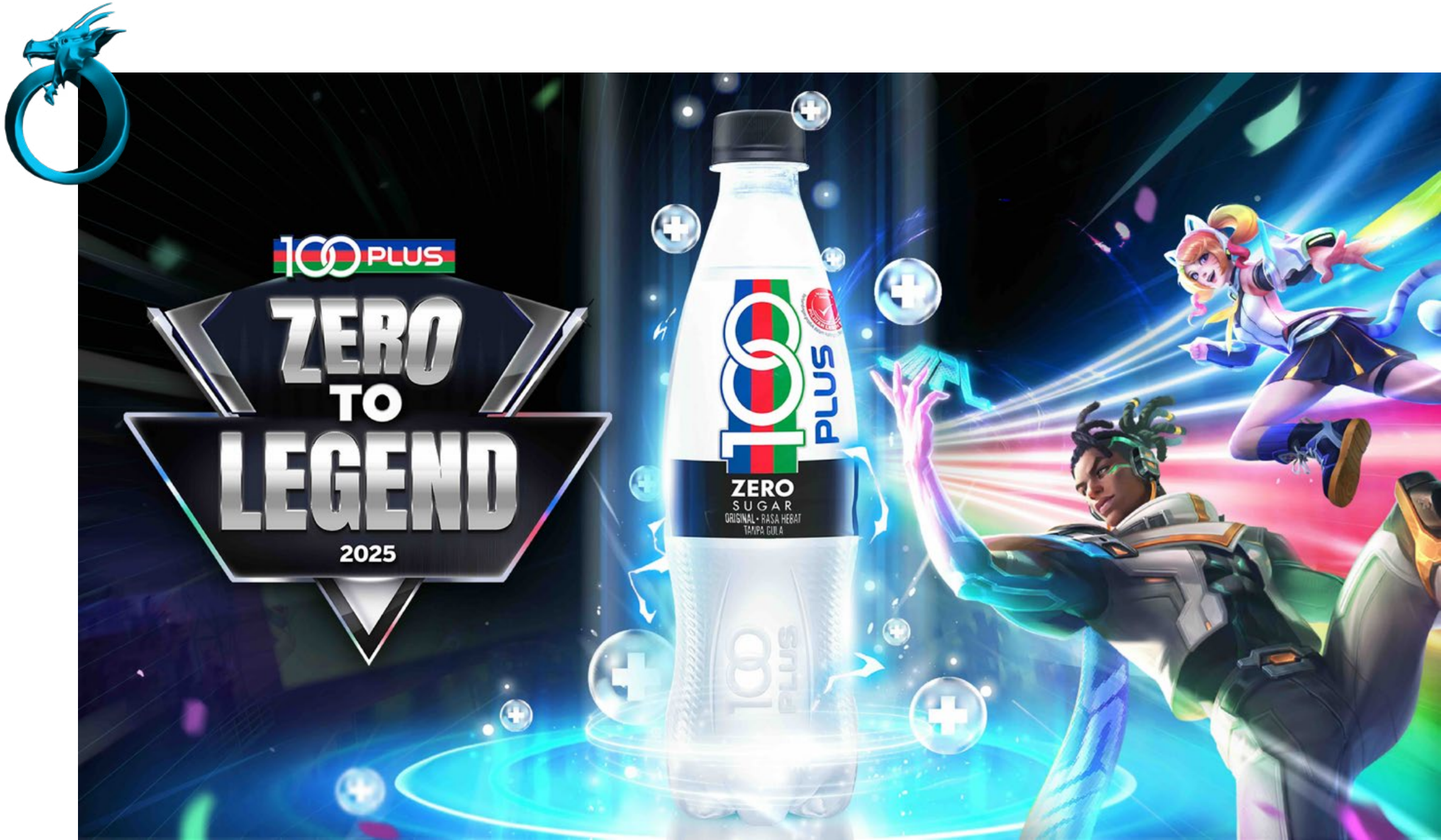


Award Best Campaign in India **Entrant** Swordfish Integrated Marketing India
Campaign Godawan 173 Launch **Client** Diageo India

DRAGONS OF ASIA.
BLUE DRAGON WINNERS



Award Best Campaign in Indonesia Entrant Lup Jakarta Campaign The Looooongest Homecoming Mix Client BFGoodrich Indonesia



Award Best Campaign in Malaysia Entrant Mindmade Creative Communications Malaysia Campaign 100 Plus Zero To Legend Client Fraser & Neave Holdings Malaysia



Award Best Campaign in Pakistan Entrant Adcom Pakistan Campaign Split the Time Tax Client Parco Gunvor Pakistan



Award Best Campaign in the Philippines **Entrant** Cheil Philippines
Campaign Galaxy Campus **Client** Samsung Electronics Philippines



Award Best Campaign in Singapore **Entrant** Pico Art International Singapore
Campaign CAG T5. 'In The Making' Exhibition **Client** Changi Airport Group Singapore



Award Best Campaign in Sri Lanka **Entrant** BWA\Sri lanka **Campaign** Hutch Roaming. The Roaming Hack **Client** Hutchison Telecommunications Lanka



Award Best Campaign in Thailand **Entrant** WPP Media Thailand
Campaign Srichand Camellia PDRN **Client** Srichand United Dispensary Thailand



Award Best Campaign in Vietnam **Entrant** Phu Nhuan Jewelry Joint Stock Company Vietnam **Campaign** God of Wealth 2026 **Client** Phu Nhuan Jewelry Joint Stock Company Vietnam



Award Best Campaign in the United Arab Emirates **Entrant** The Romans UAE
Campaign Porsche X the Black Mamba **Client** Porsche Middle East and Africa

DRAGONS OF ASIA.
RED DRAGON WINNERS



2026
DRAGONS
OF ASIA.
AGENCY
OF THE
YEAR.



AMPERSAND ADVISORY MALAYSIA



2026
DRAGONS
OF ASIA.
NETWORK
OF THE
YEAR



ADCOM LEO BURNETT PAKISTAN



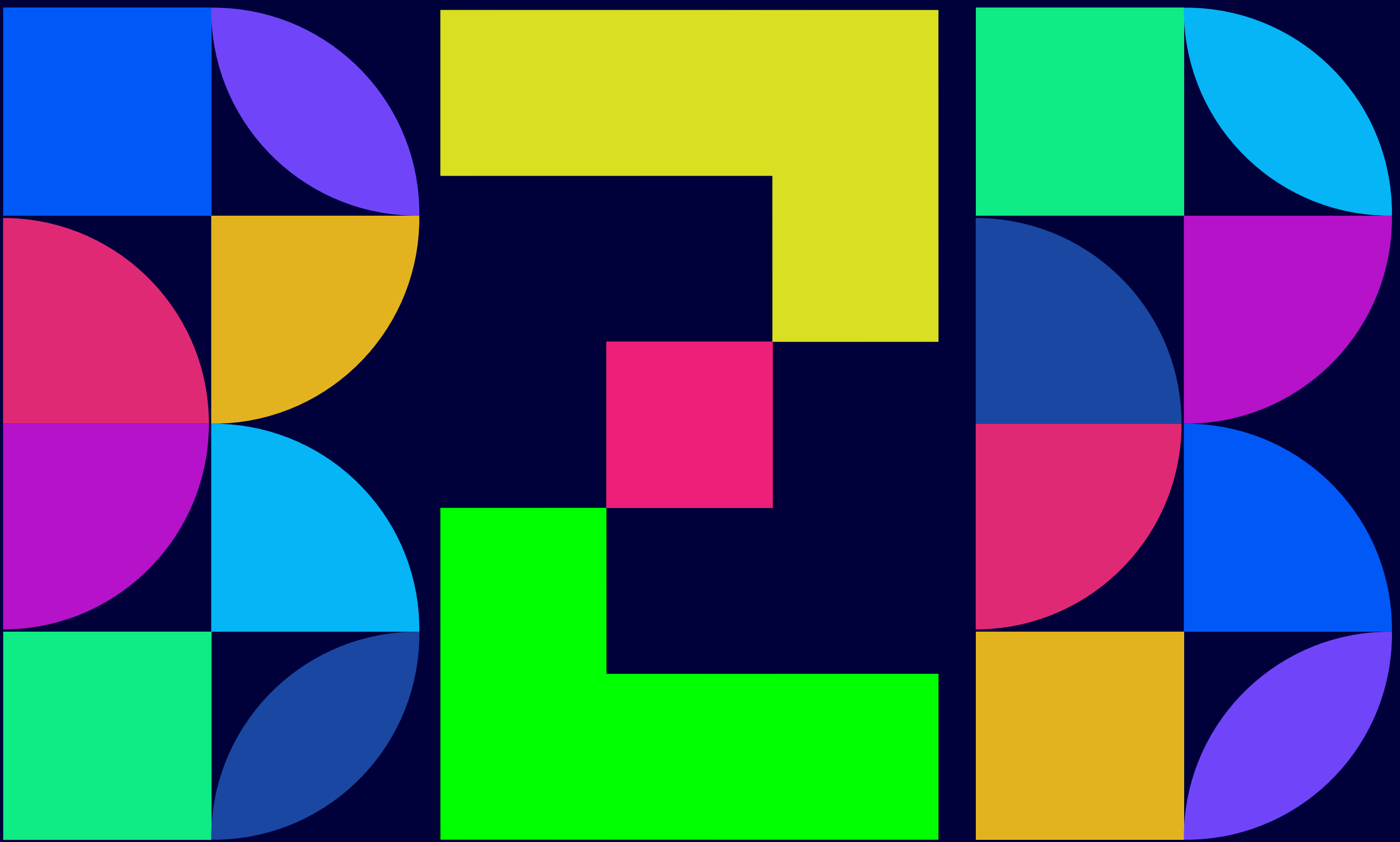
2026
DRAGONS
OF ASIA.
BEST
CAMPAIGN
IN ASIA



OGILVY PAKISTAN/ MONDELEZ INTERNATIONAL
PAKISTAN “CADBURY DAIRY MILK PAKISTAN.
VALENTINES”



THE ASEAN B2B



CONFERENCE 2027

12TH & 13TH JANUARY 2027
KLGCC CONVENTION CENTRE

ELEVATE



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001728079