



**2010**  
PROMOTION  
MARKETING  
AWARDS OF ASIA

## 2010 Promotion Marketing Awards of Asia - The PMAA Dragons of Asia

### Orders of Merit

#### I. Best Integrated Communications Campaign

Agency	Client	Campaign
Grey Hong Kong	Proctor & Gamble, Pringles	Get To The Crunch
JWT Mumbai, India	Kellogg India Pvt Ltd	The Magic of Transformation
OgilvyAction Japan K.K.	British American Tobacco Japan	KENT Nanotek: Making Micro Macro

#### 2. Best Sponsorship or Tie-In Campaign

Agency	Client	Campaign
OgilvyAction Japan K.K.	British American Tobacco Japan	KOOL Snow Xperience
Encompass Events, India	PepsiCo India	Pepsi First Ball Ka Captain

#### 4. Best Innovative Idea or Concept

Agency	Client	Campaign
United Advertising, Taiwan	Chinatrust Commercial Bank	multiple bonus campaign
TBWA Singapore	adidas	The 12 <sup>th</sup> Man
Encompass Events, India	Hewlett Packard India	HP Compaq Cup



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### 5. Best Digital Communications Campaign

Agency	Client	Campaign
irisnation Singapore	Johnnie Walker – DIAGEO	Join The Pact
OgilvyAction, India	Hindustan Unilever Ltd, India	Lipton Jigsaw Challenge
Hungama Digital Media Entertainment, India	Bacardi Martini India Ltd	Launch of MixBacardi.com

### 6. Best Brand-Building Campaign

Agency	Client	Campaign
Mudramax, India	Aircel	Aircel-History In The Making
McCann Erickson, Malaysia	Coca-Cola Far East Limited	Open Happiness
DDB Philippines	Golden Arches Development Corporation	McDonald's Brand Campaign – First Love
Jagran Solutions, India	RCI India Ltd	Dettol Hand Wash Program

### 7. Best Business to Business Campaign

Agency	Client	Campaign
Solutions Digitas, India	Hewlett-Packard India Sales Pvt Ltd	HP 'Original Beats'



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### 8. Best Trade Marketing, Retail Specific or Channel Specific Campaign

Agency	Client	Campaign
Mudramax, India	Wrigley India Private Limited	Mumbai Smiles for a World Record
Accentiv', India	Tommy Hilfiger - Arvind Murjani Brands Pvt Ltd	Tommy Hilfiger – “The Club” Retail Loyalty Program
Jagran Solutions, India	Microsoft Corp India Pvt Ltd	IE 8-Explore Your Way

### 9. Best Event or Experiential Marketing Campaign

Agency	Client	Campaign
iris Singapore	Asia Pacific Breweries (Singapore) Pte Ltd	The Heineken Green Room – Deep, Down and Deadly
Lowe/Spunk! Philippines	Alaska Milk Corporation	Alaska Halo-Halo and Samalamig Festival
Mudramax, India	Shell Foundation	Gossips through the Window

### 10. Best Activity Generating Short or Long Term Brand Loyalty

Agency	Client	Campaign
Mudramax, India	Aircel	Aircel-History In The Making
M/s Evolve Brands, India	Symantec Software Solutions	The Norton Champs



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### 11. Best Use of the Internet, Viral or Social Marketing in a Promotion Marketing Campaign

Agency	Client	Campaign
Mudramax, India	Western Union Services India Pvt Ltd	Western Union Love Transfer
OgilvyAction, India	Hindustan Unilever Ltd, India	Lipton Jigsaw Challenge
G2 KL, Malaysia	Guinness Anchor Marketing Sdn Bhd	STAND OUT with Tiger Beer

### 13. Best Brand Awareness & Trial Campaign

Agency	Client	Campaign
Ogilvy & Mather Advertising Taiwan	Taiwan Tsing Beer Co Ltd	"Beer of Home" - Taiwan Tsingtao Beer
Mudramax, India	Shell Foundation	Gossips through the Window
the audience motivation company asia, Singapore	Glaceau Vitamin Water (Coca-Cola Group China)	Launch of Glaceau VitaminWater in Shanghai, China
WPP Marketing Communications / JWT Vietnam	Lifebuoy	Anti-H1N1 Campaign

### 14. Best Activity Generating Brand Volume

Agency	Client	Campaign
JWT, India	Godrej Corporate	Godrej Play Win Live Big
McCann Worldgroup Malaysia	KFC Holdings (Malaysia) Berhad	Good Things Come Together with KFC
Jagran Solutions, India	PepsiCo India	Mountain Dew- Victory Beyond Fear



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### 15. Best Cause or Charity Marketing Campaign

Agency	Client	Campaign
iris Singapore	Sony Ericsson	Sony Ericsson Spread the Smiles
GREY Seoul, South Korea	P&G Korea	Green Mileage
OZE Indonesia	Philips Indonesia	Philips Berbagi Terang

### 16. Best Small Budget Campaign

Agency	Client	Campaign
JWT, India	Maharashtra Janvikas Kendra	Street to School
Candid Marketing, India	HUL	Lifebuoy Hand Sanitizer - Traffic Signal Sampling