



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

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Shanghai based OgilvyAction, claims China's second Dragon in two years running, for the Best in Asia, in the 11th Promotion Marketing Awards of Asia Programme, for its Digitally executed Red Flag Campaign for Client, The North Face.

The North Face capitalised on the burgeoning affluent middle class, post 80's Chinese who have become increasingly connected with an outdoors lifestyle, creating a new marketing segment for brands and services.

The North Face brand, new to the Chinese Market, introduced its global positioning as the "pioneer outdoor brand" by challenging potential customers to become explorers themselves and using their mobile phones, metaphorically 'mark their expeditions' just like real explorers, with their own 'digital' Red Flags.

During the 18 day Campaign, developed by OgilvyAction Shanghai, over 650,000 'virtual explorers' planted their Red Flags all over China and The North Face sales grew by over 100% (vs 08).

This was another solid year for the Dragons of Asia and the closeness of the scoring attested to the quality and creativity of the Entries. This year was the first time the Pakistan Marketing Industry entered the PMAA Programme with Bulls Eye Communications winning their first Gold Dragon. This was also the first time a Gold Dragon was awarded to an Agency from Vietnam, Bates 141.

"The quality of campaigns this year far surpassed those of the previous years, in particular the focus on result orientation was prevalent in campaigns across all countries. I also saw that there are more brands in a number of industries which participated reflecting on the fact that promotional marketing is gaining a stronger foothold across segments"..... Ambika Sharma, Chief Operating Officer, Jagran Solutions, India.

This year the Best Cause or Charity Marketing Campaign Category attracted Entries so strong in innovativeness and breakthrough that for the first time, the scoring resulted in two Gold Dragons and two Silver Dragons.



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“The entries really showed how Promo campaigns have become more and more engaging for the consumer. The uniqueness of the campaigns and high level of consumer participation has become the success key for the promo campaigns nowadays”..... Elwin Mok, Managing Creative Director, Celsius Creative Communications, Indonesia.

50 Gold, Silver & Bronze Dragon Campaigns are now being adjudicated by the MAA GLOBES International Judging Panel, against the Best of the Best in Promotion Marketing, from Award Programmes run in Argentina, Austria, Australia, Brazil, Canada, Ireland, Israel, Japan, Russia, UK and the USA. Winners will be announced globally and at the MAA GLOBES Award Ceremony at the Four Seasons Hotel Washington DC, USA, during the Fall Conference of MAA Worldwide, on 19 October 2010.

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The Dragons of Asia for 2010

The Dragon for the Best in Asia

Agency	Client	Campaign
OgilvyAction Shanghai, China	The North Face	Red Flag

The Dragons for the Best Campaigns, by Country

Dragon	Agency	Client	Campaign
Best in China	OgilvyAction Shanghai, China	The North Face	Red Flag
Best in Hong Kong	Grey Hong Kong	Procter and Gamble, Hong Kong	Pringles. Get to the Crunch
Best in India	JWT, India	Godrej Corporate	Godrej Play Win, Live Big
Best in Indonesia	Celsius, Indonesia	Mizone Indonesia	Mizone. Get into the moment
Best in Japan	OgilvyAction Japan K.K.	BP Castrol K.K.	Castrol World Cup Campaign
Best in Malaysia	Grey Two, Malaysia	Shell Malaysia Trading SDN BHD	Shell Fuelsave. The Search for the 1 litre Challenge
Best in Singapore	The Audience Motivation Company Asia, Singapore	Nokia Siemens Network Asia Pacific	Nokia Siemens Network CEO Summit
Best in South Korea	Grey Seoul, South Korea	P&G Korea	Green Mileage
Best in Taiwan	Ogilvy & Mather Advertising, Taiwan	Yahoo! Taiwan	Yahoo ! Search for new Relationships
Best in Vietnam	Bates 141 Vietnam	Vietnam Brewery Limited	2010 Heineken Countdown Party



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1. Best Integrated Communications Campaign

Dragon	Agency	Client	Campaign
Gold	OgilvyAction Shanghai, China	The North Face	Red Flag
Silver	DDB China Group	Johnson & Johnson	Clean & Clear One Day Challenge
Bronze	Grey Kuala Lumpur, Malaysia	Malayan Banking Berhad (Maybank)	American Express Gold Credit Card Launch

2. Best Sponsorship or Tie-In Campaign

Dragon	Agency	Client	Campaign
Gold	OgilvyAction Japan K.K.	BP Castrol K.K.	Castrol World Cup Campaign
Silver	MudraMax, India	Reliance BIG pictures limited	This Film God Speaks on India's Biggest Religion
Bronze	Jagran Solutions, India	Dabur India Ltd	Dabur Glucose Ace of Pace

3. Best Use of Direct Marketing & CRM in a Promotion Campaign

Dragon	Agency	Client	Campaign
Gold	Jagran Solutions, India	Microsoft Corp. India Pvt. Ltd.	IE 8-Explore Your Way
Silver	Solutions Digitas, India	Hewlett-Packard India Sales Pvt. Ltd.	HP 'Original Beats'
Bronze	Arc Worldwide, Leo Burnett, India	HPCL Happy Wheels Offer	HPCL Happy Wheels Offer



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4. Best Innovative Idea or Concept

Dragon	Agency	Client	Campaign
Gold	Grey Two, Malaysia	Shell Malaysia Trading Sdn Bhd	Shell Fuelsave. The Search for the 1 litre Challenge
Silver	Ogilvy & Mather Advertising, Taiwan	Vedan Food & Beverage Co., Ltd	Waterman, Teens want to shout out your brand
Bronze	MudraMax, India	National Association for the Blind	May I help you

5. Best Digital Communications Campaign

Dragon	Agency	Client	Campaign
Gold	Hungama Digital Media Entertainment, India	Samsung India Electronics Pvt Ltd	Samsung Marine Digital Launch
Silver	141 Sercon, Vietnam	BP Petco	Yeuxtayga. Love Scooter
Bronze	Ogilvy & Mather Advertising, Taiwan	Franz	See the Love

6. Best Brand-Building Campaign

Dragon	Agency	Client	Campaign
Gold	JWT, India	Godrej Corporate	Godrej Play Win, Live Big
Silver	McCann Group Malaysia	Maybelline New York	Maybelline New York. Simply Fabulous
Bronze	G2 KL, Malaysia	Guinness Anchor Marketing Sdn Bhd	Stand Out with Tiger Beer



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7. Best Business to Business Campaign

Dragon	Agency	Client	Campaign
Gold	The Audience Motivation Company Asia, Singapore	Nokia Siemens Network Asia Pacific	Nokia Siemens Network CEO Summit
Silver	BLUE Interactive Marketing, Singapore	Motorola Electronics Pte Ltd	Motorola Long Term Evolution RM Programme
Bronze	M/s Evolve Brands, India	M/s Greenply Industries Ltd	The Architect Leadership Council

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

Dragon	Agency	Client	Campaign
Gold	JWT Bangalore, India	Levi Strauss & Co	Live now Pay Later
Silver	Grey Seoul, South Korea	P&G Korea	Green Mileage
Bronze	MudraMax, India	Wrigley India Private Limited	Mumbai Smiles for a World Record

9. Best Event or Experiential Marketing Campaign

Dragon	Agency	Client	Campaign
Gold	Bates I4I Vietnam	Vietnam Brewery Limited	2010 Heineken Countdown Party
Silver	OgilvyAction Japan K.K.	British American Tobacco Japan	KOOL Snow Xperience
Bronze	Celsius, Indonesia	Mizone Indonesia	Mizone. Get into the moment



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10. Best Activity Generating Short or Long Term Brand Loyalty

Dragon	Agency	Client	Campaign
Gold	Ogilvy & Mather Advertising, Taiwan	Yahoo! Taiwan	Yahoo ! Search for new Relationships
Silver	Accentiv', India	Indian Oil Corporation Ltd.	Indian Oil Xtra Power Program
Bronze	United Advertising, Taiwan	Yamaha Motor Taiwan Co, Ltd	CUXI FI Launch

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

Dragon	Agency	Client	Campaign
Gold	McCann Worldgroup Malaysia	Cadbury Confectionery (Malaysia) Sdn Bhd	Cadbury Bytes Sweet Fighter
Silver	Hungama Digital Media Entertainment, India	Tata Sky Ltd	Aamir's Birthday Wall
Bronze	TBWA Singapore	adidas	The 12th Man

12. Best Dealer or Sales Force Activity

Dragon	Agency	Client	Campaign
Gold	Bulls Eye Communications, Pakistan	Telenor Pakistan	Telenor Drivers of Change
Silver	M/s Evolve Brands, India	Symantec Software Solutions Pvt Ltd	The Norton Champs Programme
Bronze	The Audience Motivation Company Asia, Singapore	Nokia South East Asia Pacific	Playing to Win. Nokia Sales Summit



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13. Best Brand Awareness & Trial Campaign

Dragon	Agency	Client	Campaign
Gold	Grey Hong Kong	Procter and Gamble, Hong Kong	Pringles. Get to the Crunch
Silver	JWT Mumbai, India	Kellogg India Pvt Ltd	Kellogg's. Weight Management
Bronze	OgilvyAction Shanghai, China	The North Face	Red Flag

14. Best Activity Generating Brand Volume

Dragon	Agency	Client	Campaign
Gold	MudraMax, India	PepsiCo India Holdings Pvt Ltd	7-UP: The Lemon Army
Silver	Ogilvy & Mather Advertising, Taiwan	Kimberly-Clark Taiwan	A Star is Born
Bronze	G2 KL, Malaysia	Guinness Anchor Marketing Sdn Bhd	Stand Out with Tiger Beer

15. Best Cause or Charity Marketing Campaign

Dragon	Agency	Client	Campaign
Gold	Jagran Solutions, India	Directorate of Health, Madhya Pradesh Government	DeenDayal Mobile Health Units
Gold	JWT, India	Maharashtra Janvikas Kendra	Street to School
Silver	Jagran Solutions, India	Dabur India Ltd	Dabur Immune India
Silver	Encompass Events, India	UNICEF	Red Ribbon Express
Bronze	Bulls Eye Communications, Pakistan	Unilever Pakistan	Healthy Hoga Pakistan



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16. Best Small Budget Campaign

Dragon	Agency	Client	Campaign
Gold	MudraMax, India	Aircel	Aircel - History in the making
Silver	iris Singapore	adidas Singapore Pte Ltd	adiZero Gram Challenge
Bronze	WPP Marketing Communications, Vietnam	Lifebuoy	Anti HINI Campaign