

Best Sponsorship or Tie-In Campaign



Gold

Campaign: McDonald's Cheer for China

Agency: DDB China Group

Client: McDonald's China

Also won Best in China Dragon & MAA GLOBE for the Best of the Best in the World



Summarised as "Olympic Mania", McDonald's, as an official Olympic sponsor - stood out from the crowded marketing campaigns by giving people in China what they wanted: a vehicle allowing them to cheer for their national teams and really connect and feel part of the Olympics.

The Campaign, developed by DDB China Group, didn't just fulfill this objective; it exceeded all expectations by turning into a nationwide phenomenon in which over 27 million people participated.

The five best cheerers were picked through internet voting and became the official "McDonald's Cheering Team".

They got the chance to attend the Opening and Closing ceremonies as well as many of the sporting events.

Importantly, the brand was not just a sponsor for the "Cheer for China" vehicle; it was inextricably woven into the vernacular via every cheer "I'M LOVIN' IT, WHEN CHINA WINS".

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Silver

Campaign: Gatorade Pacers 2008

Agency: Jagran Solutions, India

Client: PepsiCo India Ltd



What started with a dream to provide a platform for young emerging pace (fast) bowlers to launch their career, has now become a reality. It was the passion for Cricket that inspired the Gatorade brand to work in developing young players of the game in India, rather than just sponsoring Cricket Teams.

Between in 2007 & 2009, the Promotion witnessed the success of bowlers P.K. Dharma who was selected for U-17 Tamil Nadu Ranji Team, Ravi Kant Sharma who was selected for the Rajasthan Ranji Team, and finally, Samad Fallah who represented West in the Duleep Trophy.

Last year, Gatorade announced the launch of its own Pace Bowling Academy dedicated to train the next generation of fast bowlers. Gatorade Pacers is now a well established property for the selection of pace bowlers in Indian Cricket.

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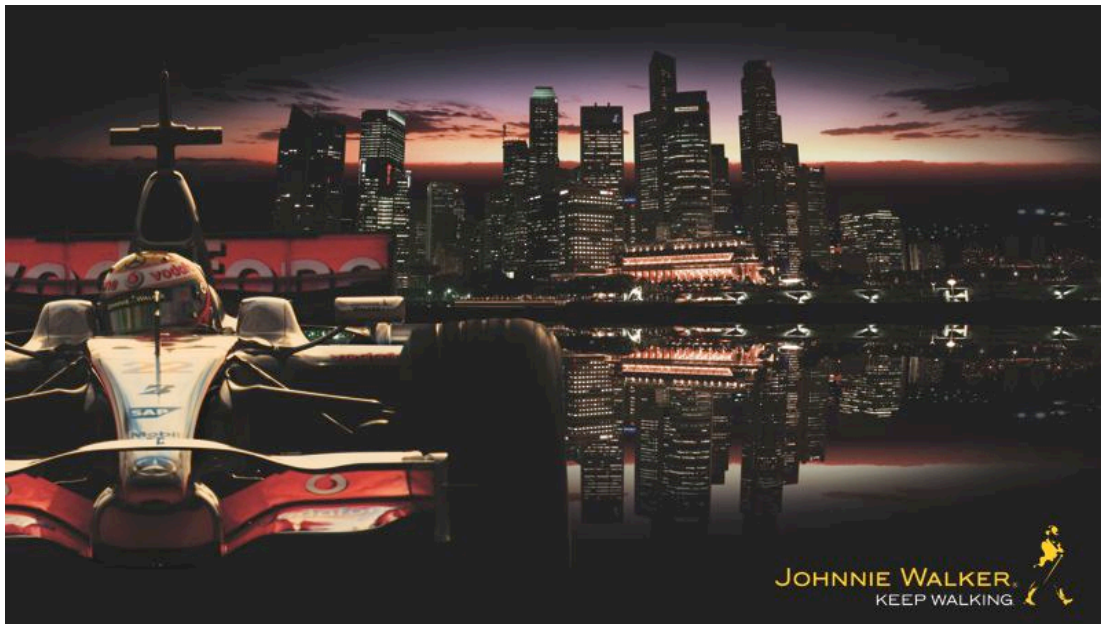


Bronze

Campaign: Johnnie Walker - F1

Agency: iris Singapore

Client: Johnnie Walker - Diageo



The objectives of the Promotion were to increase awareness around Johnnie Walker's sponsorship of the F1 Team Vodafone McLaren Mercedes.

The idea to give Johnnie Walker drinkers unique access to the aspirational and exclusive world of F1 was communicated to the target audience using a fully integrated campaign. The ATL, BTL and Digital executions focused on delivering a responsible drinking message, fronted by Lewis Hamilton. Experiential and Promotions were used as an opportunity for consumers to actively engage with Johnnie Walker.

A combination of the launch event in March, an exclusive meet & greet session with Lewis Hamilton, the Johnnie Walker trackside bar during the Singapore Grand Prix and exposure throughout the season on ESPN, resulted in a reach to an estimated 56 million Asian consumers.