

## Best Digital Communications Campaign

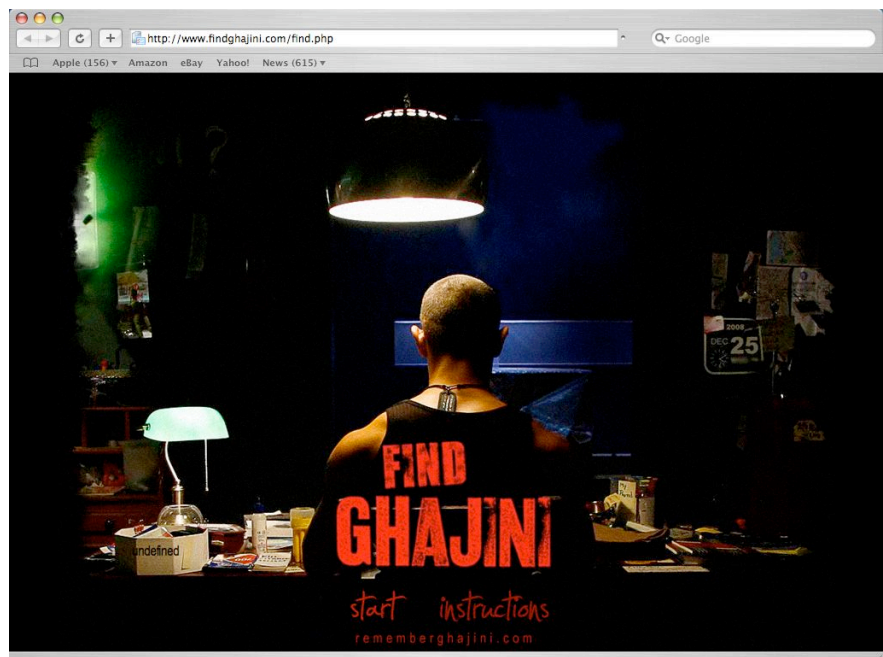
2009  
Promotion  
Marketing  
Awards  
of Asia



## Gold

<b>Campaign:</b>	<b>Ghajini- findghajini.com</b>
<b>Agency:</b>	<b>Hungama Digital Media Entertainment, India</b>
<b>Client:</b>	<b>Geetha Arts</b>

Indian Cinema's best kept secret, an unconventional film with a most unconventional actor Aamir Khan playing the lead. All this is the classic mix for an exciting offering.



Hungama decided to take viewers on a chase just like the main protagonist. Result? A fascinating viral that took the viewer through 4 websites to find clues that led him hear Aamir Khan's voice telling him over the phone, "I know who you are, I'm coming to get you on December 25<sup>th</sup>" (the release date of the film).

The viral www.findghajini.com had users trawl through the Web Site and piece together scattered clues to 'solve a murder'. Each clue revealed a particular piece of the puzzle and those who found all four clues received the phone call. Exclusive videos of the actor were shot for the application that offered users the opportunity to follow in the protagonist's footsteps - albeit in the virtual domain.

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## Silver

**Campaign:** McDonald's Cheer for China

**Agency:** DDB Group China

**Client:** McDonald's China



In a year which could be 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.

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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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## Bronze

*Campaign:*

**Garments Without Guilt**

*Agency:*

**Grey Global - Colombo, Sri Lanka**

*Client:*

**Sri Lanka Apparel**



In the 'post quota' era, relatively smaller players in the garment manufacturing industry, like Sri Lanka were under a serious threat of getting re-positioned as a 'not so attractive' destination for apparel outsourcing, considering the size and scale of their operations. This was a serious threat to a country where apparel contributes almost 50% of total exports.

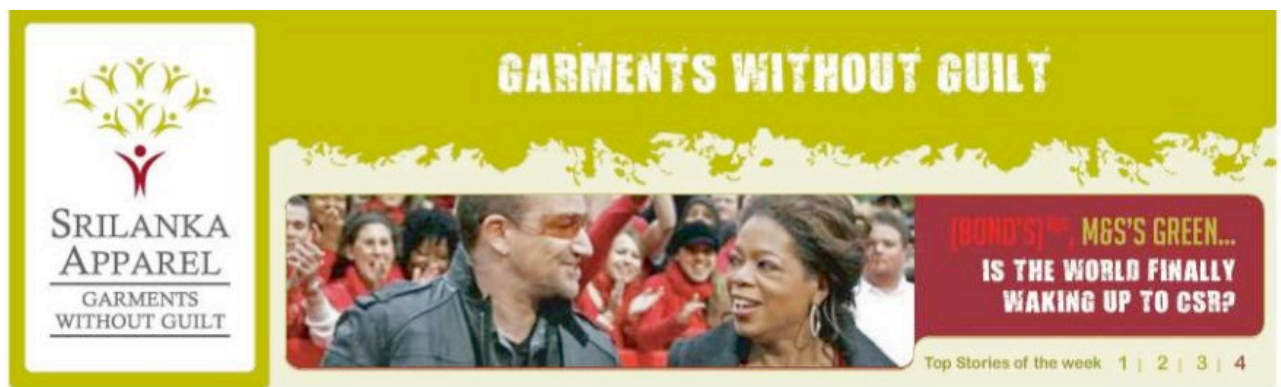
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The daunting challenge was to promote Sri Lanka as a 'preferred destination for apparel manufacturing and outsourcing' and to:

- Position Sri Lanka as a preferred destination for apparel sourcing in Asia for high-end
- Specialist products for both American and European buyers.
- Build brand awareness for the 'Made in Sri Lanka' label.
- Achieve international recognition for 'Garments without Guilt' through affiliation, participation, awards and speaking opportunities at various international forums.
- Build Sri Lanka Apparel's website as a bridge to connect the world with the industry and its initiatives.

The "Garments without Guilt" global marketing campaign for Sri Lanka's apparel industry has been extremely bold and path-breaking in its bid to create the world's first apparel industry brand in spite of an extremely modest global marketing budget of under \$50,000.



A strategic PR and digital marketing communication approach, based on consumer insights ensured a sustainable communication bridge between Sri Lanka and the four Prime fashion capitals of the world: NY, London, Paris, Milan. Hence establishing Sri Lanka, as 'Preferred Ethical Apparel Manufacturing and Sourcing Destination of the world' and along the way pioneering a Guilt free world movement.

The Campaign exceeded its objectives of reaching and influencing global apparel sourcing decision-makers in an extremely noisy and cluttered market, using digital marketing techniques. Total exports up from \$ 3.2 billion FY 07 to \$ 3.6 billion FY 08.