



2011 Promotion Marketing Awards of Asia “The Dragons of Asia”

Media Release: Embargoed to 8 August 2011

Mudramax India claims The Best in Asia Dragon in the 11th Promotion Marketing Awards of Asia, for its “Silent Anthem” Campaign for Client, Big Cinemas, touching the hearts of countless Indians.

Violence was on the increase against migrants to Mumbai, many of whom spoke one of many, many other Indian languages or dialects.

Big Cinemas Agency, Mudramax, challenged increasing language-inspired violence against migrants, with a language themed Promotion, featuring a piece of music common to all Indians, the National Anthem.



Nearly all Indians know the words of the Anthem celebrates the diversities of the country, but reciting or singing the words had become a formality with the public.

That the song was falling on deaf ears became the idea: a Silent Anthem – without lyrics, yet inspiring all emotions.

The Agency invited young students of a School for the Deaf to gesture the Indian National Anthem in sign language and broadcasted this Presentation to Cinema audiences.

Audiences were shaken out of their insensitivities. Soon millions of views and conversations appeared on YouTube, Twitter and Facebook. Indian Celebrities even forwarded copies to their fans.

2011 was another record year for the Dragons of Asia. Indian Agencies again dominated, winning 7 Gold Dragons, followed by another 6 Dragons split equally by Singapore and Malaysia Agencies.

This year, the Dragons of Asia were dominated by Campaigns which used multiple executional, techniques. According to Mike Da Silva, Director of the PMAA Dragons and the MAA GLOBES, “three stand out campaigns were: Malaysia’s McCann Erickson’s “Receipt Story” Campaign where Retailer Book Xcess customers submitted and read short stories, printed on the backs of cash register receipts and the Mudramax “Talking Newspaper” Campaign to launch the VW Vento, which used light sensitive micro chips embedded in 4 major City Press, allowing the Vento actually ‘to talk for itself’. Finally, Hungama Digital in India, used the augmented reality technique to engage customers with Allu Arjun, continuing Pepsi’s 7UP’s involvement with the Indian Movie star”.



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“Receipt Story”



“7UP – You Click, I Dance”



“Talking Newspapers”

This year too, we saw a reverse trend where stronger ROI, whether via sales, subscriptions or data capture being instructed by Clients.



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The 51 Gold, Silver & Bronze Dragon Campaigns representing 11 Countries in Asia 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 Australia, Brazil, Canada, Ireland, Israel, Japan, New Zealand, Russia, UK and the USA. Winners will be announced globally and at the MAA GLOBES Award Ceremony during the Fall Conference of MAA Worldwide at the Copacabana Palace, Rio de Janeiro, Brazil, on 20 October 2011.

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The 2011 Dragons of Asia

The Dragons for the Best in Asia and the Best by Country, are awarded for the most spectacular & innovative campaigns, which best represent the Entrant’s Country. Then across Asia.

The Dragon for the Best Campaign in Asia

Agency	Client	Campaign
Mudramax Pvt Ltd (India)	Big Cinemas	Silent Anthem

The Dragons for the Best Campaigns in their Country

Dragon	Agency	Client	Campaign
Best in China	RAPP China	Diageo	Johnnie Walker Black Label Brand Ambassador Program
Best in Hong Kong	Grey Asia Pacific (Hong Kong)	P&G	China Pantene Iris 1.5 Campaign
Best in India	Mudramax Pvt Ltd (India)	Big Cinemas	Silent Anthem
Best in Indonesia	Grey Jakarta (Indonesia)	GlaxoSmithKline	Go Back Home With Insto
Best in Japan	OgilvyAction Japan K.K.	British American Tobacco Japan	KOOL LEP Account tie-in
Best in Malaysia	McCann Erickson (Malaysia) Sdn Bhd	Book Xcess Sdn Bhd	Receipt Story
Best in Philippines	PUBLICIS Manila, Inc (Philippines)	Nestlé Manila, Inc (Philippines)	Help Give Shoes Campaign
Best in Singapore	iris Nation Singapore	Heineken (Asia Pacific Breweries Singapore)	T.G.I.M. (Thank Goodness It's Monday)
Best in Taiwan	Ogilvy & Mather Advertising Taiwan	Yahoo! Taiwan	Yahoo! Search Taiwan: Searching Profundity in Taiwan
Best in Vietnam	Bates 141 Vietnam	Heineken	Creating a national phenomenon in Vietnam - It can only be Heineken



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The Dragons for the Best Campaigns by Category

1. Best Integrated Communications Campaign

Dragon	Agency	Client	Campaign
Gold	iris Nation Singapore	Heineken (Asia Pacific Breweries Singapore)	T.G.I.M. (Thank Goodness It's Monday)
Silver	Bates I4I Vietnam	Heineken	Creating a national phenomenon in Vietnam - It can only be Heineken
Bronze	Grey Asia Pacific (Hong Kong)	P&G	China Pantene Iris I.5 campaign

2. Best Sponsorship or Tie-In Campaign

Dragon	Agency	Client	Campaign
Gold	Ogilvy & Mather Advertising Taiwan	Yahoo! Taiwan	Yahoo! Search Taiwan: Searching Profundity in Taiwan
Silver	Intigus Sdn Bhd (Malaysia)	Sony (Malaysia) Sdn Bhd / Malayan Banking Berhad	Maybankard Sony Card FIFA Campaign
Bronze	GroupM ESP Indonesia	Telkom Speedy	Speedy Tour d'Indonesia 2010

3. Best Digital Promotion Marketing Campaign

Dragon	Agency	Client	Campaign
Gold	Hungama Digital Media Entertainment Pvt Ltd (India)	Pepsi Foods Pvt Ltd	7 Up - You Click, I Dance
Silver	Solutions Digitas (India)	Samsung Electronics India Pvt Ltd	Start Tabbing
Bronze	Y&R Vietnam	Associated British Foods & Friesland Campina Vietnam	Ovaltine Super 5



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4. Best Innovative Idea or Concept

Dragon	Agency	Client	Campaign
Gold	Mudramax Pvt Ltd (India)	Big Cinemas	Silent Anthem
Silver	Mudramax Pvt Ltd (India)	Volkswagen	Talking Newspaper
Bronze	TBWATequila Malaysia	OSK Investment Bank Malaysia	The OSK Investment Challenge

5. Best Brand-Building Campaign

Dragon	Agency	Client	Campaign
Gold	Grey Group Asia-Pacific (Singapore)	P&G	Pantene 14 Day Transformation
Silver	Ogilvy & Mather Vietnam	Tan Hiep Phat Beverage Group	Creating and Dominating the RTD Market in Vietnam by Unlocking and Owning the Local Values of Tea
Bronze	Ogilvy Public Relations Worldwide, Taiwan	Taipei World Trade Center/Tawian External Trade Development Council (Taitra)	Taiwan Pavilion at Expo 2010

6. Best B2B Campaign

Dragon	Agency	Client	Campaign
Gold	iris Nation Singapore	Asia Pacific Breweries Singapore	Bar Heroes Pint Programme
Silver	McCann Erickson (Malaysia) Sdn Bhd	The New Straits Times (M) Bhd	Different Perspectives
Bronze	Evolve Brands Pvt Ltd (India)	Symantec Software Solutions Pvt Ltd	Norton Champs



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7. Best Retail, Key Account or Channel Specific Campaign

Dragon	Agency	Client	Campaign
Gold	G2 Kuala Lumpur (Malaysia)	GlaxoSmithKline Pharmaceutical	Jigsaw Puzzle
Silver	Jagran Solutions (India)	Yahoo India Pvt Ltd	Learn with Yahoo
Bronze	OgilvyAction Japan K.K.	British American Tobacco Japan	KOOL LEP Account tie-in

8. Best Event or Experiential Marketing Campaign

Dragon	Agency	Client	Campaign
Gold	Bates 141 Vietnam	Heineken	Creating a national phenomenon in Vietnam - It can only be Heineken
Silver	OgilvyAction (India)	Hindustan Unilever Ltd	Project Swasthya Chetna
Silver	Grey Jakarta (Indonesia)	GlaxoSmithKline	Go Back Home With Insto
Bronze	Vibgyor Brand Services Pvt Ltd (India)	Maybelline NY (L'oreal India Pvt Ltd)	Maybelline - Gals in the city

9. Best Activity Generating Short or Long Term Brand Loyalty

Dragon	Agency	Client	Campaign
Gold	McCann Erickson (Malaysia) Sdn Bhd	Book Xcess Sdn Bhd	Receipt Story
Silver	RAPP China	Diageo	Johnnie Walker Black Label Brand Ambassador Program
Bronze	Hungama Digital Media Entertainment Pvt Ltd (India)	Pepsi Foods Pvt Ltd	7 Up - You Click, I Dance



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10. Best Use of the Internet in a Promotion Marketing Campaign

Dragon	Agency	Client	Campaign
Gold	Bates 141 India	Virgin Mobile India	Virgin Mobile Indian Panga League
Silver	G2 Direct Interactive KL (Malaysia)	Alliance Bank - You:nique Prepaid Card	Mohd. Khairuddin, Your Mum is Nagging You
Bronze	McCann Erickson (Malaysia) Sdn Bhd	Nestlé Products Sdn Bhd	Love Notes

11. Best Use of Social Marketing in a Promotion Marketing Campaign

Dragon	Agency	Client	Campaign
Gold	Jagran Solutions (India)	Casio India Company	Casio Music Workshop
Silver	Aircel (India)	Aircel (India)	Aircel Save Our Tigers
Bronze	Hungama Digital Media Entertainment Pvt Ltd (India)	Shree Ashtavinayak Cinevision Ltd	Golmaal Charades

12. Best Product Launch or Re-Launch

Dragon	Agency	Client	Campaign
Gold	Mudramax Pvt Ltd (India)	Volkswagen	Talking Newspaper
Silver	iris Nation Singapore	Asia Pacific Breweries Singapore	Heineken - Please Do Touch
Bronze	Solutions Digitas (India)	Nestlé India	KIT KAT Break Banta Hai



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13. Best Brand Awareness & Trial Campaign

Dragon	Agency	Client	Campaign
Gold	TBWATequila Malaysia	OSK Investment Bank Malaysia	The OSK Investment Challenge
Silver	Mudramax Pvt Ltd (India)	7UP	Lemon Pattalam Season 2
Bronze	Bulls Eye Communications (Pvt) Ltd (Pakistan)	Unilever Pakistan	Lipton Clear Green Rescue

14. Best Activity Generating Brand Volume

Dragon	Agency	Client	Campaign
Gold	Jagran Solutions (India)	Yahoo India Pvt Ltd	Learn with Yahoo
Silver	JWT Vietnam	Unilever Vietnam	Guy's Recognition for Perfect 10 Hair
Bronze	Ogilvy & Mather Advertising Taiwan	PX Mart	Awaking a sleeping card to drive sustainable business

15. Best Cause, Charity or Corporate Responsibility Marketing Campaign

Dragon	Agency	Client	Campaign
Gold	PUBLICIS Manila, Inc (Philippines)	Nestlé Manila, Inc (Philippines)	Help Give Shoes Campaign
Gold	Mudramax Pvt Ltd (India)	Big Cinemas	Silent Anthem
Silver	G2 Kuala Lumpur (Malaysia)	GlaxoSmithKline Pharmaceutical	Be A Pink Angel
Bronze	Celsius Creative Communications (Indonesia)	Ministry of Trade of the Republic of Indonesia	100% Aku Cinta Indonesia – Adalah Kita



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16. Best Small Budget Campaign

Dragon	Agency	Client	Campaign
Gold	RAPP China	adidas Sports (China) Co., Ltd	Stop Sleeping!
Silver	Accentiv' (India)	Edenred India Pvt Ltd	Ticket Cricket Premier League
Silver	Bates I4I India	Virgin Mobile India	Virgin Mobile Indian Panga League
Bronze	Ogilvy Shanghai (China)	Unilever China	Knorr Delicious Surprise for Mother's Day



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Orders of Merit

I. Best Integrated Communications Campaign

Agency	Client	Campaign
Vibgyor Brand Services Pvt Ltd (India)	Bausch & Lomb Eyecare (India) Pvt Ltd	Bausch and Lomb - Model of the Week
Mudramax Pvt Ltd (India)	Reliance Big Pictures	3 Idiots
Bulls Eye Communications (Pvt) Ltd (Pakistan)	Unilever Pakistan Limited	Ponds "Fountain of Youth"
Jagran Solutions (India)	Dabur India Ltd	Dabur Odomos Oil - Mosquito Free Movement

2. Best Sponsorship or Tie-In Campaign

Agency	Client	Campaign
Encompass (India)	Castrol India Pvt Ltd	Castrol FIFA Activation
McCann Erickson (Malaysia) Sdn Bhd	Cereal Partners Worldwide Asia Regional Headquarters	Nestlé Fitnessse
Mudramax Pvt Ltd (India)	Big Cinemas	Silent Anthem
iris Nation Singapore	Diageo	Johnnie Walker – Step Inside the Circuit

3. Best Digital Promotion Marketing Campaign

Agency	Client	Campaign
Hungama Digital Media Entertainment Pvt Ltd (India)	Landmarc Leisure Corporation Limited	Isi Life Mein
iris China	Sony Ericsson China	W20 Walkman Phone Launch
TBWATEquila Malaysia	OSK Investment Bank Malaysia	The OSK Investment Challenge
Bates 141 India	Virgin Mobile India	Virgin Mobile Indian Panga League



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4. Best Innovative Idea or Concept

Agency	Client	Campaign
McCann Erickson (Malaysia) Sdn Bhd	BFM Media Sdn Bhd	Broke FM Monopoly
SOI Live Marketing & Events (India)	Jaypee Cement Ltd	“Punjab Me Kranti”
amc asia! (Singapore)	Nokia Siemens Networks Asia Pacific	Nokia Siemens Networks Sales Meeting 2010
OgilvyAction	Ambuja Cement Ltd	Ambuja Cement- Balwaan Bachhe

5. Best Brand-Building Campaign

Agency	Client	Campaign
Krayon Entertainment Pvt Ltd (India)	GlaxoSmithKline Consumer Healthcare	Horlicks Wizkids
Encompass (India)	PepsiCo India	Pepsi WOW Your Hangout
Mudramax Pvt Ltd (India)	Disney	Art Attack
Aircel (India)	Aircel (India)	Aircel Pocket Internet

6. Best B2B Campaign

Agency	Client	Campaign
Ogilvy & Mather Advertising Taiwan	Yahoo! Taiwan	GO Beyond the Tradition!
Jagran Solutions (India)	Yahoo India Pvt Ltd	Learn with Yahoo
Mudramax Pvt Ltd (India)	Economic Times	Power of Ideas
Evolve Brands Pvt Ltd (India)	Symantec Software Solutions	Norton Champs



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7. Best Retail, Key Account or Channel Specific Campaign

Agency	Client	Campaign
Gfk Nop Field Marketing (Singapore)	Research In Motion	Why Buy Authorized?
OgilvyAction (India)	Dabur India Limited	Dabur Real Activ- Fit and Fat Brother

8. Best Event or Experiential Marketing Campaign

Agency	Client	Campaign
PUBLICIS Manila, Inc (Philippines)	Nestlé Philippines, Inc	Help Give Shoes Campaign
Encompass (India)	Mercedes-Benz India Ltd	Mercedes-Benz Star Drive I Experience
Celsius Creative Communications (Indonesia)	Danone Indonesia	Mizone Posko Pencerahan Harimu
Candid Marketing Pvt Ltd (India)	Google India Pvt Ltd	Google Internet Bus Project

9. Best Activity Generating Short or Long Term Brand Loyalty

Agency	Client	Campaign
MRM Worldwide, New Delhi (India)	Hero Honda Motors Limited	Hero Honda GoodLife Program
Jagran Solutions (India)	Valvoline Cummins Ltd	Valvoline - Real Hero
Bates 4 Philippines	HSBC Philippines	HSBC Red Mastercard's "If the shoe fits" Promotions
Grey Group Asia-Pacific (Singapore)	P&G	Pantene Indonesia: Road to Market Leadership



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10. Best Use of the Internet in a Promotion Marketing Campaign

Agency	Client	Campaign
Solutions Digitas (India)	Samsung India Electronics Limited	Start Tabbing
TBWATequila Malaysia	OSK Investment Bank Malaysia	The OSK Investment Challenge
Accentiv' (India)	Edenred India Pvt Ltd	Ticket Cricket Premier League
Y&R Vietnam	Associated British Foods & Friesland Campina Vietnam	Ovaltine Super 5

11. Best Use of Social Marketing in a Promotion Marketing Campaign

Agency	Client	Campaign
Mudramax Pvt Ltd (India)	Big Cinemas	Silent Anthem
Jagran Solutions (India)	Dabur India Ltd	Dabur Odomos Oil - Mosquito Free Movement
Ogilvy Public Relations Worldwide, Taiwan	Taipei Fubon Commercial Bank	Fubon Food Master Community

12. Best Product Launch or Re-Launch

Agency	Client	Campaign
Ogilvy & Mather Advertising Taiwan	Taiwan High Speed Rail	How can communication drive consumer to take actions rather than just thinking about it?
BigCity Promotions (India)	Procter & Gamble Home Products Ltd	Wella Kolestint Hair Color Application
Solutions Digitas (India)	Hewlett-Packard India Sales Pvt Ltd	HP Printing Haat
G2 Direct Interactive KL (Malaysia)	Alliance Bank - You:nique Prepaid Card	Mohd. Khairuddin, Your Mum is Nagging You



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13. Best Brand Awareness & Trial Campaign

Agency	Client	Campaign
Ogilvy Shanghai (China)	Unilever China	Knorr Delicious Surprise for Mother’s Day
Jagran Solutions (India)	Dabur India Ltd	Dabur Odomos Oil - Mosquito Free Movement
Solutions Digitas (India)	Hewlett-Packard	HP Printing Haat
JWT Mumbai (India)	Kellogg India Pvt Ltd	Heart to Heart

14. Best Activity Generating Brand Volume

Agency	Client	Campaign
Y&R Vietnam	Associated British Foods & Friesland Campina Vietnam	Ovaltine Super 5
Campaigns and Grey (Philippines)	Sara Lee Philippines	The Emancipation of Real Men
G2 Kuala Lumpur (Malaysia)	GlaxoSmithKline Pharmaceutical	Jigsaw Puzzle
Jagran Solutions (India)	CavinKare Pvt Ltd	Maa Juices - Pum Palam Pum

15. Best Cause, Charity or Corporate Responsibility Marketing Campaign

Agency	Client	Campaign
RAPP China	adidas Sport (China) Co., Ltd	Empowering Through Sports
Jagran Solutions (India)	State Health Society, Bihar	Bihar Government – Arogya Rath
JWT Mumbai (India)	Birla Sun Life Insurance	Not Jobs But Passion



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16. Best Small Budget Campaign

Agency	Client	Campaign
T&A Ogilvy (Vietnam)	Family Health International	Building self-esteem and positive sexual health activity amongst Vietnam's fearful and isolated gay community
G2 Kuala Lumpur (Malaysia)	GlaxoSmithKline Pharmaceutical	Be A Pink Angel
G2 Direct Interactive KL (Malaysia)	Alliance Bank - You:nique Prepaid Card	Mohd. Khairuddin, Your Mum is Nagging You
Y&R Vietnam	Associated British Foods & Friesland Campina Vietnam	Vietnam Ovaltine Super 5