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PMAA Dragons of Asia felicitates Indian agencies

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The 2012 PMAA Dragons of Asia awards were held on July 26 in Kuala Lumpur, Malaysia. A number of Indian agencies won Gold Dragons at the awards.

Pulp Strategy Communications won the Gold Dragon in the Best Integrated Communications Campaign category for its Microsoft Windows Phone campaign, while Hungama Digital Media Entertainment won two Gold Dragons in the Best Innovative Idea or Concept and Best Campaign in India categories for its Maruti Suzuki Cricket Stock Exchange campaign.

Elaborating on their wins, Ambika Sharma, Managing Director & CEO, Pulp Strategy said: "Pulp Strategy Won 6 recognitions including three metals and three Orders of Merit. Microsoft India's Campaign 'I Love You Guys' for Windows Phone won us a Gold in the category Best Integrated Communications Campaign and a silver in the category Best Digital Promotion Marketing Campaign. Learn with Yahoo - New to NET campaign won a Bronze in the category Best Consumer Activity Generating Short or Long Term Brand Loyalty."

Other Gold Dragon winners were Solutions Integrated Marketing Services in the Best Brand Building Campaign category for its Hip Apps campaign, Phase 1 Events & Entertainment in the Best B2B Campaign category for Titan Bam campaign, DDB Mudramax in the Best Activity Generating Short or Long Term Brand Loyalty category for its LG Mobile Army campaign, JWT Mumbai in the Best Product Launch or Re-Launch category for its Kellogg's campaign, and Jagran Solutions in the Best Cause Charity or Corporate Responsibility Campaign category for its Dabur Odomos campaign.

The Gold Dragon for the Best Promotion Marketing Campaign in Asia went to Heineken for its Christmas campaign in Singapore that involved the world's first Christmas tree powered by social media friendship. The campaign also won the Best in Singapore Dragon.

This year, the awards witnessed the introduction of the Dragons of Malaysia, in partnership with Marketing Magazine, as a plan to recognise more local agencies. All winning campaigns were then judged locally and then again in the Dragons of Asia, with 50 Gold, Silver and Bronze winners now taking part in the 2012 MAA Worldwide GLOBES.

"This year, the Dragons received more campaigns which were far more focused on sales tasks and included multiple layers of activation," said Mike Da Silva, Director of the PMAA Dragons of Asia.

Sharma served on the jury panel for PMAA 2012. Commenting on her experience this year and the insights gained, she said: "This year saw the largest number of entries ever received in the Dragons, from across Asia including India. I was fortunate to be privy to some excellent work from across the continent. The quality of work was an eye opener. The entries this year showed a strong element of integration, and social media made a strong presence felt across a lot of the entries. The emphasis was on reaching the consumers at multiple touch points to increase engagement. There was an increased result orientation as well."

Contemplating the entries that impressed her the most, Sharma said: "Unilever fun Fair 2011: Breeze Laundry Powder by Riverorchid Cambodia was the most memorable for me. The objectives for the campaign were so focused and the scale it covered to achieve those objectives was commendable. It was a campaign which was conducted in conditions and scenarios that are close to what we face in India; this made the campaign stand out for me."



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