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India wins big at PMAA 2012

Hungama Digital, Pulp Strategy, DDB MudraMax, Draft FCB Ulka, Bates Sercon, JWT, Jagran Solutions emerge as category winners

Ananya Saha | Delhi | July 30, 2012



The Promotion Marketing Awards of Asia

(PMAA) – 'The Dragons of Asia' 2012 took place recently in Kuala Lumpur, Malaysia. The Dragons for the Best in Asia and the Best by Country, are awarded for the most spectacular and innovative campaigns, which best represent the Entrant's Country, and then across Asia. 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.

The Dragon for the Best Campaign in Asia went to Isris Worldwide Singapore, for its Heineken Social Christmas Tree campaign. The 13th edition of PMAA saw India winning many laurels. Last year India bagged 55 awards. Seven gold Dragons were won by Indian agencies. Three went to Mudra Max, two to Jagran Solutions and one each to Hungama Digital Media Entertainment and Bates 141. This year was a better story.

Hungama Digital Media Entertainment picked up four awards at The Dragons of Asia 2012, including the most prestigious of all, PMAA Dragons of Asia – The Best Campaign from India for its Maruti Suzuki Cricket Stock Exchange campaign. The campaign bagged one Gold in The Best Innovative concept category, and one Silver in The Best Use of the Internet in a Promotion Marketing Campaign category. Hungama Digital bagged one Silver for Best Use of Social Marketing in a Promotion Marketing Campaign for 7Up Lemon Pattalum campaign.

Pulp Strategy Communications bagged Gold in Best Integrated Communications, and Silver for Best Digital Promotion Marketing category for 'I love you Guys' campaign for Microsoft; Bronze for Best Consumer Activity Generating Short or Long Term Brand Loyalty for 'Learn with Yahoo. New to Net Campaign' designed for Yahoo India. **Ambika Sharma, India Director PMAA and CEO, Pulp Strategy Communications** said, "We are thrilled with the PMAA metals. With recognitions on Asia level, we have one of the largest wins in India. These awards position us as a leading youth marketing agency in India, which strengthens our resolve to better ourselves here on."

Jagran Solutions won a Gold medal at PMAA in the Best Cause, Charity or Corporate responsibility marketing campaign category for the Dabur Odomos Mosquito Free Movement. It also won four Orders of Merit at PMAA including Best Sponsorship or Tie-in Campaign for Red Bull- Speed Street; – Best Trade Campaign, Covering Retail, Key account or channel specific activities Campaign for Ceat – Chhabi Ghumao; Best Activity Generating Short or Long Term Brand Loyalty Campaign for Nokia Lumia Preview; and Best Activity Generating Brand Volume Campaign for IPOL – Aao Chalae India.

Pawan Bansal, COO, Jagran Solutions said, "Our team is extremely delighted to receive the prestigious Dragons. PMAA focuses

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2. Nike launches 'Find your greatness' campaign		
3. India wins big at PMAA 2012		
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5. NDTV Good Times launches 8th season of 'I'm too sexy - Get the look!'		

RISING STAR

Rising Star: Bodhisatwa Dasgupta, ACD, Grey Worldwide



How many of us become what we want to be as 7-8-year-olds? How many boast of having Neil French, Indra Sinha and Swapan Seth in our Facebook friends list? How many become ACD before 30? Meet Bodhisatwa Dasgupta, a creative star of the future. He has done all this, and more

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extensively on the effectiveness of campaigns and these awards assure us that our work outshines many of the international campaigns. This recognition is not only an endorsement of our work but is also a source of motivation for our clients and the Jagran team."

The category of Best Cause, Charity or Corporate Responsibility Marketing Campaign saw all three winners from India, with Jagran Solutions bagging a Gold, JWT Mumbai bagging a Silver for Birla Sun Life Insurance's India Coffin campaign; and DDB Mudramax bagging a Bronze for Uninor's 'India Rush of Blood' campaign. JWT also bagged Gold for 'Small change, big compliments' campaign it designed for Kellogg India in the Best Product Launch or Re-Launch category.

DDB Mudramax won Bronze in Best Sponsorship or Tie-In Campaign category, and Gold in Best Consumer Activity Generating Short or Long Term Brand Loyalty category for LG Mobile Army campaign. The agency also bagged Silver for Best Innovative Idea or Concept for TOPS Security Unguarded campaign.

Bates secured a Bronze in Best Use of the Internet in a Promotion Marketing Campaign category for Castrol PowerPlay campaign designed for the client BP Singapore. DraftFCB Ulka India managed a Bronze for Model Hunt, Bausch+Lomb India in Best Event or Experiential Marketing Campaign category. In the Best B2B Campaign category, Phase 1 Events & Entertainment India bagged Gold for Titan BAM 2011 Titan Industries, while Evolve Brands India secured Silver for its campaign 'Kirkoskar Family Bonanza'. Encompass India's 'Gillette Salutes the Solider in You' won Bronze as Best Brand-Building Campaign.


Speaking on the occasion, **Mike Da Silva, Director of the PMAA Dragons of Asia** said, "This year the Dragons received more campaigns, which were far more focused on sales tasks and included multiple layers of activation." All winning campaigns were then judged locally and then again in the Dragons of Asia. The 50 Gold, Silver and Bronze winners will now take part in the 2012 MAA Worldwide Globes.

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