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# Seven Golds for India at PMAA Dragons of Asia 2012

By **Campaign India Team** on Jul 31, 2012 (2 hours ago)  
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Hungama Digital Media Entertainment's Maruti Suzuki Cricket Stock Xchange campaign was adjudged 'The Best In India'

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Indian agencies bagged seven Gold, six Silver and seven Bronze trophies at the Promotion Marketing Awards of Asia (PMAA), or 'Dragons of Asia' 2012. The Gold Dragon winners were Hungama Digital Media Entertainment, DDB Mudramax, Pulp Strategy Communications, JWT, Solutions Integrated Marketing Services, Phase 1 Events and Entertainment and Jagran Solutions.

Hungama Digital Media Entertainment's Maruti Suzuki Cricket Stock Xchange campaign was adjudged 'The Best in India'. The agency won a Gold and Silver Dragon for the same campaign in the 'Best Innovative Idea or Concept' and 'Best Use of the Internet in a Promotion Marketing Campaign' categories respectively. Hungama added one more Silver to its tally in the 'Best Use of Social Marketing in a Promotion Marketing Campaign' category for 7Up's 'Lemon Pattalam'.

DDB Mudramax India won a Gold trophy for LG Mobile Phones' campaign 'LG Mobile Army' in the 'Best Consumer Activity Generating Short or Long Term Brand Loyalty' category. In the 'Best Innovative Idea or Concept' category, the agency won a Silver for TOPS Security Services' 'TOPS Security Unguarded' campaign. The agency also won two Bronze Dragons - one for LG Mobile Phones' 'LG Mobile Army' in the 'Best Sponsorship or Tie-In Campaign' category, and the other for Uninor' 'Rush of Blood' campaign in the 'Best Cause, Charity or Corporate Responsibility Marketing Campaign' category.

Pulp Strategy Communications won a Gold for Microsoft Corporation India's 'I Love You Guys' campaign in the 'Best Integrated Communications Campaign' category. The same campaign also won a Silver in the 'Best Digital Promotion Marketing Campaign' category. The agency won a Bronze Dragon for 'Learn with Yahoo. New to Net' campaign for Yahoo India in the 'Best Consumer Activity Generating Short or Long Term Brand Loyalty' category.

JWT Mumbai India's 'Small change, big compliments' for Kellogg India in the 'Best Product Launch or Re-Launch' category also won a Gold Dragon. In the

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I think the study hits the nerve center of how social media should be approached and its definitely a top-down approach that any orgn. needs to take otherwise it just remains another 'activity' on...

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children's fables was done by kotak mutual fund some years ago...nothing new here

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Ahem... just a quick question... if your child tells you that he's tired and can't go on, would you pick him up on your shoulder and carry him the rest of the way or would you tell him a story that...

'Best Cause, Charity or Corporate Responsibility Marketing Campaign' category, the agency won a Silver for 'Coffin' campaign for client Birla Sun Life Insurance.

A Gold Dragon was awarded to Solutions Integrated Marketing Services India's 'Hip Apps' for Samsung India Electronics in the 'Best Brand-Building Campaign' category.

Phase 1 Events and Entertainment India earned a Gold Dragon for its entry 'Titan BAM 2011' for Titan Industries in the 'Best B2B Campaign' category.

Jagran Solutions' 'Dabur Odomos Mosquito Free Movement' for Dabur India in the 'Best Cause, Charity or Corporate Responsibility Marketing Campaign' category also won a Gold Dragon.

In the 'Best B2B Campaign' category, Evolve Brands India won a Silver for 'Kirloskar Family Bonanza' campaign for Kirloskar Brothers.

P&G Gillette's 'Gillette Salutes the Solider in You' campaign entered by Encompass India in the 'Best Brand-Building Campaign' category won a Bronze. DraftFCB+Ulka India won a Bronze in the 'Best Event or Experiential Marketing Campaign' category for 'Bausch + Lomb iConnect Model Hunt' for Bausch + Lomb India.

In the 'Best Use of the Internet in a Promotion Marketing Campaign' category, Bates Sercon India won a Bronze for BP Singapore's 'Castrol PowerPlay'. OgilvyOne Worldwide India's entry 'Help Children Grow' for UNICEF India in the 'Best Small Budget Campaign' category also won a Bronze Dragon.

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*Babitabaruah*

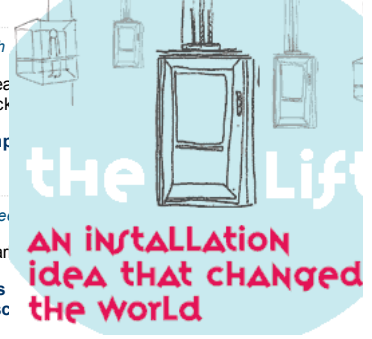
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