DRAGONS OF ASIA 2015
CALL FOR ENTRIES

INTRODUCING THE NEW
“INFINITY DRAGONS”

Gold, Silver & Bronze Dragons for category Winners. Blue Dragons for Country Winners and the Red Dragon for the Best in Asia, both gemstone eyes. Created by Geometry Global Hong Kong and crafted by Nic Cerrone, Australia’s internationally renowned Jeweller.
The PMAA Dragons of Asia has been recognising and showcasing the very Best of the Best in ‘results driven’ Marketing Communications, throughout Asia since 2000.

2015 Entry Categories:

The Young Dragons of Asia
The “Young Dragons of Asia” recognises individual Marketing Professionals, 30 years of age or under, who work in any Service Agency, non-Agency Company or Government Department.

Change in the Entry procedure
Entrants will now need to just provide up to 700 words outlining their current role and responsibility in their Company, and important career achievements to date. Entries need to be supported by one testimonial from a Client and another from a senior Staff Member. Full details are on: www.dragonsofasia.org

Gold, Silver & Bronze Dragons will be awarded to the entries deemed by Judges to fit the criteria of being a Young Dragon of Asia.

“I am really honoured to receive the award and would like to thank PMAA for creating this great platform for young marketers, to not only challenge and push our knowledge and skills, but at the same time, give us the rare opportunity to meet and learn from the masters of this industry”.

Vince Yeoh Wei Shiang,
Hyundai-Sime Darby Motors, Malaysia.
Inaugural Young Dragon of Asia.
WHO CAN ENTER.
Agencies and Companies working with these Marketing Communication disciplines: Advertising, Promotion, Media, Activation, Mobile, Experiential, Integration, Social Media, Word of Mouth, Interactive, Digital, DM, Public Relations, Events & Media. This year we’re accepting entries from the APAC region.

CAMPAIGN DATES.
Entries submitted must have been operational between 30 January 2014 and 28 February 2015. Entries can be entered in more than one Category but the content must be tailored accordingly to the entry criteria of each Category.

LODGEMENT.
Entries must be lodged and paid for on www.dragonsofasia.org by close of business 30 April 2015.

WRITTEN ENTRY SPECIFICATION.
To ensure all Entrants are on the same ‘level playing field’, and to assist Judges, we are restricting the number of pages required for the written section (Campaign Summary) of each entry, to a maximum of 4 A4 pages. There’s no change to the Support Material and YouTube footage entry specification.

WINNERS.
Winners will be announced by eMail, on the PMAA Dragons of Asia web site and at the Award Ceremony planned in late September in Kuala Lumpur. The actual date will be advised.

ENTRY FEE.
AUD$200 per entry. Entry to the Young Dragons is AUD$75.

NEW DRAGON AWARDS.
Winners of each Category will be awarded the new 'Infinity' Gold Silver & Bronze Dragons trophies. (metal 160mm diameter)
The highest scoring Campaign in each Country will be awarded a Blue Dragon with a blue gemstone eye. For a Best In Country Dragon to be awarded, at least 6 different entrants from a Country are required.
The Campaign, which epitomises the best work carried out in Asia for 2014 will be awarded the Red Dragon with a red gemstone eye.
Black Dragon Orders of Excellence Certificates will be awarded to those Entries whose scores are deemed worthy of acknowledgement.

2012 PROMOTION MARKETING AWARDS OF ASIA IS NOW OPEN FOR ENTRY
Entries must be lodged by close of business, 30 April 2015 on: www.dragonsofasia.org

2014 Gold Dragon Winner
Best Brand Building and/or Awareness Campaign
OgilvyOne Worldwide, Vietnam
Dove Hair Love

2014 Gold Dragon Winner
Best Business to Business or Trade Marketing Campaign
Pulp Strategy Communications, India
EMC Transformation Coach

2014 Gold Dragon Winner
Best Event or Experiential Marketing Campaign
iris Nation Singapore
Heineken Sunrise

2014 Gold Dragon Winner
Best Brand Loyalty Campaign
OMD Malaysia
The Loyalty Card Above All Else

2014 Gold Dragon Winner
Principal Partner
Mando Risk Free Promotions

2014 Gold Dragon Winner
OMD Malaysia
The Loyalty Card Above All Else

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2015 PMAA DRAGONS OF ASIA ENTRY CATEGORIES.

1. BEST INTEGRATED MARKETING CAMPAIGN.
Awarded to a campaign which integrates a minimum of at least three of the following marketing disciplines such as: game of chance, game of skill, loyalty, digital, internet, experiential, event, public relations, product sampling, sponsorship, tie-ins, product licencing, mobile, social marketing, word of mouth, etc to effectively market a product or service.

2. BEST MARKETING DISCIPLINE CAMPAIGN (EXPANDS THE PREVIOUS BEST SPONSORSHIP CAMPAIGN CATEGORY).
Awarded to the campaign which best utilises any of the following Marketing Disciplines: Movies, Music, Sport, Kids, Seniors, Games, Lifestyle, Teens, Licencing or Content Marketing (Branded Content/Product Placement), to market a product or service. Industry Bodies & Associations are welcomed to enter.

3. BEST DIGITAL CAMPAIGN.
Awarded to the campaign which features any digital marketing technique including: web centred activities, eMail marketing, app development & marketing, geo-location activities, gaming, etc to market a product or service via any device linked to the internet.

4. BEST INNOVATIVE IDEA OR CONCEPT.
Awarded to the campaign which features a unique marketing idea. An idea which 'challenged the norm', or a fresh execution of an established idea, or something just 'out of the box' brilliant!

5. BEST BRAND BUILDING AND/OR AWARENESS CAMPAIGN.
Awarded to the campaign which best enhances a brand’s awareness, image or equity to its target customer base.

6. BEST BUSINESS TO BUSINESS OR TRADE MARKETING CAMPAIGN. (INCORPORATING THE PREVIOUS SEPARATE BEST TRADE CAMPAIGN CATEGORY)
Awarded to the campaign which best utilises Trade Marketing disciplines to address any of the following Trade Marketing activities: sales force, trade or employee incentive or recognition programmes; Business to Business (B2B) campaigns (marketing a product or service to a brand’s business customers); Shopper Marketing activities; Key Account activities; Channel/Retailer-Specific activities, or any other sales generating or sales performance executions, in any industry sector.

7. BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN.
Awarded to the campaign which best delivers a brand experience to target audiences, viz the execution of any of the following executions and locations a static event, a travelling roadshow, an exhibition (public display), product demonstrations, an in-store/dealer/reseller activity, a shopping centre/mall activity, retail/cultural/religious activities, or product sampling.

8. BEST BRAND LOYALTY CAMPAIGN.
Awarded to the campaign which most effectively generates consumer loyalty, or maximises customer relationships to market a product or service. If the campaign is long term, results need to be included for the 2014 calendar year.

9. BEST MOBILE MARKETING CAMPAIGN.
Awarded to the campaign which best involves mobile phones, tablets and other mobile, web linked devices and app development in the marketing a product or service to target audiences, in any industry sector.

10. BEST SOCIAL MEDIA OR WORD OF MOUTH CAMPAIGN.
Awarded to the campaign which demonstrates the best use of any Social Media delivery platform, such as: Facebook, Twitter, Instagram, Tumblr, Weibo, WeChat, Shazam, Snapchat, WhatsApp & Viral Campaigns etc. as well as the Word of Mouth discipline, as the primary mechanic in the marketing of a product or service, to target audiences.

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11. BEST PRODUCT LAUNCH OR RE-LAUNCH.
Awarded to the best launch or re-launch of a product or service, to target audiences, in any industry sector.

12. BEST BRAND TRIAL OR SALES GENERATION CAMPAIGN.
Awarded to the campaign which effectively gains demonstrable brand trial or consumer acceptance, addressing sales or other marketing objectives, for a product or service.

13. BEST USE OF PUBLIC RELATIONS.
Awarded to the campaign which utilises the Public Relations mechanic most effectively, in the marketing of a product or service. NOTE: It’s not enough to just submit Press Releases. The Judges for this category will look for the background for the Campaign, the reasoning behind your strategy, your execution, as well as the results.

14. BEST CAUSE, CHARITY MARKETING OR PUBLIC SECTOR CAMPAIGN.
Awarded to the campaign which uses marketing communications disciplines to best leverages a cause or charity, an educational theme, a sudden emergency, green/environmental activities or corporate responsibility theme, to raise funds or address other clearly defined marketing objectives. Beneficiaries include Charities, Not for Profit Organisations, Governments, Emergency Services, Educational Institutions, Trusts.

15. BEST SMALL BUDGET CAMPAIGN.
Awarded to the campaign which effectively executes a campaign with a budget US$50,000 or under, in any industry sector. Entrants will need to include the size of their Budget figure in their entry.

16. BEST USE OF MEDIA.
Awarded to the campaign which best leverages media to address the marketing communications objectives of a brand or service, Media can include: TV (Free to Air & Cable), Press, Magazines, Online Portals, Outdoor, Radio, Gaming, Internet & Film. Apart from Agencies and Client Companies, this Category is also open to Media Owners, Film Producers & Music Producers.

17. YOUNG DRAGONS OF ASIA.
Change in the Entry procedure from this year.
Entrants will now need to just provide up to 700 words outlining the their current role and responsibility in their Company, and important career achievements to date. Entries need to be supported by one testimonial from a Client and another from a senior Staff Member. Full details are on: www.dragonsofasia.org

CONTACTS

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