



**AME Awards 2010 Shortlist Results**

**A. Best integrated marketing campaign**

Campaign title	Agency name	Advertiser
CRUSH ECO	CE JAPAN / HAKUHODO CREATIVE VOX Inc. / HAKUHODO Inc.	Coca-Cola Japan Company, Limited
Avatar	JWT Bangkok	O.P Natural Products Co.,Ltd
Even Gods can feel insecure	JWT Mumbai	Birla Sun Life Insurance Co. Ltd
Believe in Vietnam	Lowe Asia	Vinamilk Vietnam
OPEN HAPPINESS	McCann Erickson Philippines	The Coca-Cola Export Corporation

**B. Most effective use of advertising**

Campaign title	Agency name	Advertiser
Axe Call Me Campaign	BBH Singapore	Unilever Asia HPC Development
Jiyo Easy (Live Easy)	JWT, Bangalore	ING Vysya Bank
Value oneself by Caring for others	Ogilvy & Mather Thailand	Thai Life Insurance Co.
The Vodafone Zoozoos - the story of an iconic campaign	Ogilvy & Mather, Mumbai	Vodafone Essar
K-SME Credit	Ogilvy&Mather Advertising (Thailand)	KASIKORNBANK

**C. Most effective use of direct marketing**

Campaign title	Agency name	Advertiser
CLEARmen Freestyler	Lowe Asia	Unilever Vietnam
Conversations	Lowe Asia	Nestle Vietnam
Power of 1	Lowe Asia	Unilever Vietnam
Bollywood	OgilvyOne Worldwide Hong Kong	The Venetian Resort Hotel Macao
The Return of Artistry	OgilvyOne Worldwide, Beijing	Motorola China

#### D. Most effective use of interactive marketing

Campaign title	Agency name	Advertiser
Grandma Techie	BBDO Guerrero/Proximity Philippines	Bayan Telecommunications
Conversation	Lowe Asia	Nestle Vietnam
Red Flag Explorer Movement	Ogilvy&Mather, Shanghai & Iconmobile China	The North Face (VF Asia Ltd.)
Interpret the world	OgilvyOne, Mumbai	The Economist Group
Guess who has a larger fan following than Mickey Mouse?	OgilvyOne, Mumbai	Vodafone Essar

#### E. Most innovative use of media

Campaign title	Agency name	Advertiser
The Great Singapore Treasure Hunt	DDB Group Singapore	StarHub Ltd
Kit Kat Mail	JWT	Nestle Japan
Street to School	JWT Mumbai	Maharashtra Janvikas Kendra
Nokia re-creates the famous "Midas Touch"	Maxus Delhi	Nokia India Pvt Ltd
Happy Whistling Machine	McCann Worldgroup (Hong Kong)	Coca-Cola China Limited

#### F. Best marketing campaign for regional brand development

Campaign title	Agency name	Advertiser
Chupa Chups 'Chuck' Launch Campaign	BBH Singapore	Perfetti van Melle, Chupa Chups
Axe Call Me Campaign	BBH Singapore	Unilever Asia HPC Development
With Lifebuoy, your nation will be healthy!	Lowe Asia	Hindustan Unilever Limited
Andy and Lily in Clothworld	Ogilvy & Mather Asia Pacific	Unilever Asia Private Ltd.
Live The Dream	PHD Hong Kong / Fleishman Hillard Hong Kong / DDB Hong Kong	Melco Crown (COD) Hotels Limited

#### G. Best marketing campaign for national brand development

Campaign title	Agency name	Advertiser
CRUSH ECO	CE JAPAN / HAKUHODO CREATIVE VOX Inc. / HAKUHODO Inc.	Coca-Cola Japan Company, Limited
PERSUADING A BILLION	JWT	All India Congress Committee
MTR - "caring for life's journeys" Campaign	Ogilvy & Mather Advertising	MTR Corporation Limited
3 'R's that doubled Ponds' Business In Vietnam In One Year	Ogilvy & Mather Vietnam	Unilever JV Vietnam
Using an innovation slingshot to strike at the Goliath of Iced tea with smaller marketing stones	Ogilvy Sydney	Coca Cola Australia

## H. Best brand loyalty marketing campaign

Campaign title	Agency name	Advertiser
Conveniently McDonald's	DDB Philippines	Golden Arches Development Corporation
More Power	Ogilvy & Mather Singapore	BP Singapore
Yahoo! Search Taiwan: Search for new relationships	Ogilvy & Mather Taipei Taiwan	Yahoo Taiwan
Caring works better than selling	Ogilvy & Mather Taipei Taiwan	GlaxoSmithKline Far East B. V.
Loyalty in 42 days	Ogilvy & Mather Taipei Taiwan	Vitalon Foods Company

## I. Best sustained success

Campaign title	Agency name	Advertiser
Yellow Coverage Fellow	Naga DDB	DiGi Telecommunications Sdn. Bhd.
The Teen Brand That Took Over The Vietnamese Femcare Category	Ogilvy & Mather Viet Nam	Kimberly-Clark Vietnam
A tale of two brands and one brand philosophy	Ogilvy & Mather, Mumbai	Vodafone Essar
Hop, Step and Jump! How Sprite triple-jumped its way ahead of Pepsi in India!	Ogilvy Delhi	The Coca-Cola Company, India
Panadol "It's my choice" - Leveraging Empathy as a marketing tool	Ogilvy Sydney	GlaxoSmithKline

## J. Most effective use of branded content

Campaign title	Agency name	Advertiser
The Brotherhood Playbook	Carat China	adidas
V Rocket Pack	Colenso BBDO	Fruco Beverages New Zealand
Pulsar MTV Stunt Mania	Ogilvy & Mather Advertising, Mumbai	Bajaj Auto Ltd
Waterman, Teens Want to Shout Out Your Brand	Ogilvy & Mather Taipei Taiwan	Vedan Food & Beverage Co., Ltd
The Gem of Life	PHD Hong Kong	Ma Belle Jewellery Co. Ltd.

## K. Most effective use of sponsorship and event marketing

Campaign title	Agency name	Advertiser
Maybank Treats Fair	Intigus Sdn Bhd	Maybank
CLEARmen Freestyler	Lowe Asia	Unilever Vietnam
A Star is Born	Ogilvy & Mather Taipei Taiwan	Kimberley-Clark Taiwan
The Vodafone Zoozoos - how Vodafone dominated the IPL	Ogilvy&Mather, Mumbai	Vodafone Essar
F1 at Changi: 911 versus 747	Tribal DDB Singapore	Changi Airport Group

### L. Most effective use of product design and packaging

Campaign title	Agency name	Advertiser
Pepsi 'Kada Can: Get Your Barkada On The Can	BBDO Guerrero/Proximity Philippines	Pepsico International
CRUSH ECO	CE JAPAN / HAKUHODO CREATIVE VOX Inc. / HAKUHODO Inc.	Coca-Cola Japan Company, Limited
Primo Extremo!!! Launch	Colenso BBDO	Fonterra Brands New Zealand
STAND OUT with Tiger beer	G2 KL	Guinness Anchor Marketing Sdn Bhd
Lee Gold 120	Ogilvy&Mather, Shanghai	Lee (VF Asia Ltd.)

### M. Most effective use of public relations

Campaign title	Agency name	Advertiser
Biggest Free Nights Offer	Hill and Knowlton	InterContinental Hotels Group
Pond's Age Miracle – Blind Blogger Trial	Ogilvy Public Relations Worldwide	Unilever
UPS ASIA BUSINESS MONITOR - HELPING SMES HUNT FOR NEW TRAILS	Ogilvy Public Relations Worldwide, Hong Kong	United Parcel Service Asia Pacific
"New Flexible Side Stretches"	Proximity Indonesia	Procter and Gamble Home Products Indonesia
Guinness 250 Remarkable Years "Join the Worldwide Celebration"	Pulse Communications Jakarta	PT Gitaswara Indonesia

### N. Best small budget marketing campaign

Campaign title	Agency name	Advertiser
Street to School	JWT Mumbai	Maharashtra Janvikas Kendra
Power of 1	Lowe Asia	Unilever Vietnam
"Hometown Fellow" Campaign	McCann Healthcare Worldwide	International Labour Organization (ILO)
IBM Rational Software Conference (RSC) 2009	OgilvyOne Worldwide, Beijing	IBM China
Let Gandhi Talk	Publicis Communications Pvt. Ltd.	InGandhisshoes.org

### O. Best insights / strategic thinking

Campaign title	Agency name	Advertiser
Minute Maid Juice ' Rituals ' Campaign	BBH Shanghai	Coca Cola (China) Beverages Limited
V Rocket Pack	Colenso BBDO	Frucor Beverages New Zealand
Innocent Naughtiness	DRAFT FCB	Kraft Foods Australia
CLEARmen Freestyler	Lowe Asia	Unilever Vietnam
Power of 1	Lowe Asia	Unilever Vietnam
Share a slice of happiness this Ramadan	Lowe Asia	Unilever Asia Private, Ltd.
A Star is Born	Ogilvy & Mather Taipei Taiwan	Kimberley-Clark Taiwan

**P. Best ideas**

Campaign title	Agency name	Advertiser
PURE BLONDE BREWTOPIA	Clemenger BBDO Melbourne	Carlton & United Breweries
Real Town. Real Cheese.	Clemenger BBDO Melbourne	Fonterra Brands Australia
Let's Talk - Retailing a Luxury Brand in the GFC	Clemenger BBDO/Proximity Melbourne	Mercedes-Benz Australia
V Rocket Pack	Colenso BBDO	Frucor Beverages New Zealand
Power of 1	Lowe Asia	Unilever Vietnam

**Q. Most effective use of eco / green marketing**

Campaign title	Agency name	Advertiser
Whale Shark Gamble	BBDO Proximity	Sea Shepherd Conservation Society
CRUSH ECO	CE JAPAN / HAKUHODO CREATIVE VOX Inc. / HAKUHODO Inc.	Coca-Cola Japan Company, Limited
SAVE FUEL YAANI SAVE MONEY	JWT Mumbai	Petroleum Conservation Research Association (Government of India)
Molto One Rinse Movement	Ogilvy & Mather Advertising	PT Unilever Indonesia Tbk
Taking a sip towards sustainability: launching Lipton Tea from Rainforest Alliance Certified™ farms	Pulse Communications Pty Limited	Unilever

**\*\*Note: Credits published as provided by participants.**