



## Digital Media Awards 2008 Winners' List

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### Platinum

Campaign Title Read At Work  
Agency Colenso BBDO NZ  
Client New Zealand Book Council

### A. Search

#### Bronze

Campaign Title Microsoft Take Control  
Agency Universal McCann  
Client Microsoft

#### Silver

Campaign Title AAPT campaign  
Agency dgmAustralia  
Client AAPT

#### Silver

Campaign Title Humanizing Insurance through Search  
Agency iProspect Malaysia  
Client Etiqa Insurance and Takaful Malaysia

### C. Mobile

#### Commendation

Campaign Title NIKE Bukatsu Campaign 2007  
Agency beacon communications k.k. Japan  
Client NIKE Japan

#### Commendation

Campaign Title UN Voices  
Agency The Hyperfactory & Saatchi & Saatchi Sydney  
Client United Nations

#### Bronze

Campaign Title Distracted Driver  
Agency Clemenger BBDO NZ  
Client Land Transport New Zealand

#### Bronze

Campaign Title Nike Zoom  
Agency MindShare and W+K Shanghai  
Client Nike China



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### Gold

Campaign Title Guinness Passport to Greatness  
Agency OgilvyOne Worldwide Hong Kong  
Client Diageo Greater China

### D. Online Advertising

#### Bronze

Campaign Title Fly Faster  
Agency OgilvyOne Worldwide Hong Kong  
Client American Express Int'l.

#### Silver

Campaign Title R-Series. Not for everyone.  
Agency DDB New Zealand  
Client European Motor Distributors New Zealand

### Gold

Campaign Title Digital Coupon  
Agency DDB Shanghai  
Client McDonald's China

### E. Website

#### Bronze

Campaign Title Guess That Idiom - Oxford  
Agency OgilvyOne Worldwide Hong Kong  
Client Oxford University Press China

#### Silver

Campaign Title Soh Hem Sem  
Agency Arachnid Malaysia  
Client Sara Lee Malaysia

### Gold

Campaign Title Nike Football 5 2008  
Agency e-Crusade Marketing  
Client Nike Hong Kong



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### F. Best Loyalty Campaign

#### Silver

Campaign Title Ka Duo Wei  
Agency Profero China  
Client President (Shanghai) Trading

#### Silver

Campaign Title MTR Club "Love Our Site" Blog  
Agency Tribal DDB Hong Kong  
Client MTR Corporation Hong Kong

### G. Best Viral Marketing

#### Bronze

Campaign Title Origin of Cool  
Agency Eight Partnership Hong Kong  
Client Nokia Hong Kong

#### Silver

Campaign Title Vodafone Unrestricted  
Agency Onepartners, The Brand Experience Agency/Studio Nuvu Australia  
Client Vodafone Australia

#### Silver

Campaign Title Coca-Cola Virtual Torch Relay for 2008 Beijing Olympic  
Agency Isobar – wwwins Consulting Shanghai  
Client Coca-Cola China

### H. Integrated

#### Silver

Campaign Title Pampers Diaper On Demand  
Agency Starcom Mediavest Group China  
Client Procter & Gamble China

#### Silver

Campaign Title 7up Travel Social Network  
Agency AGENDA Shanghai  
Client Pepsico China

#### Gold

Campaign Title Coca-Cola Vending Machine RED viral campaign  
Agency tag tokyo/McCann Erickson Japan  
Client Coca-Cola Japan



## Digital Media Awards 2008 Winners' List

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### S1. Technology & Telecoms

#### Bronze

Campaign Title NokiaWiFiZone  
Agency MediaCom Singapore  
Client Nokia Singapore

#### Silver

Campaign Title Intel "Operation Inside"  
Agency MRM Worldwide Hong Kong  
Client Intel Corporation Asia Pacific

#### Gold

Campaign Title Intel Silicon Commander  
Agency MRM Worldwide Hong Kong  
Client Intel Corporation Asia Pacific

### S2. Leisure/Travel

#### Commendation

Campaign Title Visa Destinations on MSN  
Agency OMD Singapore  
Client Visa International Asia Pacific

#### Commendation

Campaign Title Hilton Hotels Asia Minibreaks Campaign  
Agency Qais Consulting  
Client Hilton Hotels

#### Bronze

Campaign Title Disney Princess Ball  
Agency AGENDA Shanghai  
Client Disney China

#### Silver

Campaign Title GrabaPlane  
Agency Aim Proximity NZ and Colenso BBDO NZ  
Client Air New Zealand



## Digital Media Awards 2008 Winners' List

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### S4. Financial Services

#### Commendation

Campaign Title People in Action  
Agency TEQUILA\ Hong Kong  
Client Standard Chartered Bank

#### Bronze

Campaign Title HSBC Gadget  
Agency HeathWallace Hong Kong  
Client HSBC Hong Kong

#### Silver

Campaign Title The New HSBC Premier Mobile Handset  
Agency Mindshare India  
Client HSBC India

### S5. FMCG

#### Silver

Campaign Title Pepsi Creative Challenge 3  
Agency AGENDA Shanghai  
Client Pepsico China

#### Silver

Campaign Title 7up Travel Social Network  
Agency AGENDA Shanghai  
Client Pepsico China

### S6. Not-for-Profit

#### Bronze

Campaign Title "Sharp"  
Agency TEQUILA\ Hong Kong  
Client TBWA\ Hong Kong

#### Silver

Campaign Title If you play, you pay  
Agency Bates141 Singapore  
Client National Council Against Drug Abuse Singapore

#### Gold

Campaign Title Read At Work  
Agency Colenso BBDO NZ  
Client New Zealand Book Council



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### S7. Automotive

#### Silver

Campaign Title Honk for China  
Agency DDB Shanghai  
Client Volkswagen China

#### Silver

Campaign Title Ford's "Driving Me Crazy"  
Agency MindShare China  
Client Chang An Ford Sales Company

#### Silver

Campaign Title Volkswagen Challenge  
Agency Tribal DDB Hong Kong  
Client Volkswagen Hong Kong

### S8. B2B (other)

#### Gold

Campaign Title Lenovo SL Street  
Agency Ogilvy Beijing  
Client Lenovo ThinkPad Beijing

#### Gold

Campaign Title FunTech Quiz  
Agency 141 Sercon  
Client Sun Microsystems India

### S9. B2C (other)

#### Bronze

Campaign Title "Mix & Match" Online Campaign  
Agency Agency.com China  
Client Bacardi China

#### Bronze

Campaign Title Hubstation  
Agency Tribal DDB Singapore  
Client StarHub Singapore

#### Silver

Campaign Title Live Chat  
Agency MindShare Thailand  
Client Rangsit University Thailand



## Digital Media Awards 2008 Winners' List

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### Digital Brand of the Year

**Winner**

Client Company      Nike

### Digital Media Innovation Award

**Winner**

Campaign Title   Guinness Passport to Greatness  
Agency            OgilvyOne Worldwide Hong Kong  
Client                Diageo Greater China

### K. Interactive Agency of the Year

**Winner**

Agency            OgilvyOne Worldwide