

**Digital Media Awards 2010  
Final Results**

**SPECIAL AWARDS**

Category	Agency Name / Brand	Credit Campaign Title	Advertiser	Country
<b>Digital Brand of the Year</b>				
<b>Winner</b>	Yellow			New Zealand
<b>Platinum Award</b>				
<b>Platinum</b>	Colenso BBDO / AIM Proximity	Yellow Chocolate	Yellow Pages Ltd	New Zealand
<b>Digital Media Awards 2010 Agency of the Year</b>				
<b>Winner</b>	OgilvyOne/Neo@Ogilvy Beijing			China

**SECTOR AWARDS**

Category	Agency Name	Credit Campaign Title	Advertiser	Country
<b>S1. Technology &amp; Telecoms</b>				
	Bates 141	Indian Panga League	Virgin Mobile India	India
<b>BRONZE</b>	Cherrypicks	Sony Ericsson FIFA World Cup Competition: Asia's 1st Augmented Reality Game	Sony Ericsson	Hong Kong SAR
<b>GOLD</b>	Leo Burnett Sydney	World of EOS	Canon Australia	Australia
<b>SILVER</b>	McCann Worldgroup (Thailand) Ltd	one email one tree	LG Electronics Thailand	Thailand
	OgilvyOne/Neo@Ogilvy Beijing	Mystery Egg	Lenovo	China
<b>S2. Leisure/Travel</b>				
<b>BRONZE</b>	Cherrypicks	MTR Mobile iPhone Application Campaign	MTR	Hong Kong SAR
	Daemon TWO	7 Days in Sydney	Tourism New South Wales	Australia
<b>BRONZE</b>	Interactive Communications / Special thanks to Lam's Brothers as creator of online video	2009 Hong Kong WinterFest PR Campaign in Taiwan	Hong Kong Tourism Board	Taiwan
	MPG / Media Contacts	Darwin "Mix it Up"	Tourism Northern Territory	Australia
	Wunderman/AGENDA	One2free presents Hong Kong Disneyland Haunted Halloween - Alien Invasion	CSL Limited, Hong Kong International Theme Parks Limited	Hong Kong SAR
<b>S3. Retail</b>				
	beacon communications k.k.	NIKEiD Generator Harajuku	Nike Japan	Japan
<b>BRONZE</b>	Iconmobile / Soho Square Beijing	Daredevil Delivery App	Subway	China
<b>BRONZE</b>	Leo Burnett Limited	Hidden Sound Campaign	Zoo Records	Hong Kong SAR
	mInteraction co., ltd	Heineken GreenSpace: The New Masterpiece "So who's gonna be at GreenSpace tonight? Show your hands on Facebook!"	TAP Trading Co., Ltd.	Thailand
<b>GOLD</b>	OgilvyOne/Neo@Ogilvy Singapore	Nike Trackball	Nike	Singapore

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S4. Financial services				
<b>BRONZE</b>	Aim Proximity Ltd	Missing Pictures	Tower Insurance Ltd	New Zealand
	Bates 141	HSBC Gen Y Portal	HSBC	Hong Kong SAR
	Citibank Korea Inc., SMEDIA	Smart Phone Banking & Credit Card Applications	Citibank Korea Inc.	Korea
<b>SILVER</b>	dgmAustralia	Coles Group Source MasterCard	GE Capital	Australia
	EURO RSCG India	igenius	Max New York Life Insurance	India
S5. FMCG				
<b>BRONZE</b>	Clemenger BBDO Melbourne	Bare All	Mars Chocolate Australia	Australia
<b>SILVER</b>	DDB China Group / Tribal DDB Shanghai	Winning the Wings Battle	McDonald's China	China
	Mindshare	goodmorningheart.com	Pepsico India Holdings Pvt. Ltd.	India
	OMD Sydney	Neutrogena Brave Wave	Johnson & Johnson	Australia
<b>BRONZE</b>	Tribal DDB	Goo Therapy	Cadbury	New Zealand
S6. Not-for-profit				
<b>BRONZE</b>	JWT Melbourne	CityGT	VicRoads	Australia
<b>SILVER</b>	Leo Burnett / Arc Worldwide Singapore	Beautifully Imperfect	Ministry of Community Development, Youth & Sports	Singapore
	OgilvyOne/Neo@Ogilvy Beijing	Coal Story	Greenpeace	China
	StrawberryFrog	A GirlStory.org	Mahindra Foundation, USA	India
<b>GOLD</b>	Tribal DDB	Live Rescue	New Zealand Coastguard	New Zealand
S7. Automotive				
<b>SILVER</b>	Clemenger Proximity Melbourne	Smart Australia 'Pop What Your Not'	Smart Australia	Australia
<b>BRONZE</b>	McCann Worldgroup (Hong Kong)	Love Speed	Volkswagen Hong Kong Ltd.	Hong Kong SAR
	MEC	Caltex Traffic Cams	Chevron/Caltex	New Zealand
<b>BRONZE</b>	OgilvyOne/Neo@Ogilvy Beijing	Color of Your City	Volkswagen	China
	Qais Consulting Pte Ltd	Volkswagen "Are You Polo Enough?" Online Campaign	Volkswagen Group Singapore Pte Ltd	Singapore
S8. B2B (other)				
<b>BRONZE</b>	OgilvyOne/Neo@Ogilvy Australia	IBM Australia Open Digital Campaign	IBM	Australia
<b>SILVER</b>	OgilvyOne/Neo@Ogilvy Beijing	The Proposal	IBM	China
	OgilvyOne/Neo@Ogilvy Taiwan	Inside X DG Campaign	IBM Taiwan	Taiwan
	Wunderman/AGENDA	SPORT B. x MSN - Virtual Dressing Room	Microsoft Hong Kong Limited	Hong Kong SAR
<b>BRONZE</b>	XM Asia Pacific Pte Ltd	Because The Right Colour Matters	Hewlett Packard Asia Pacific Pte Ltd	Singapore

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S9. B2C (other)				
<b>BRONZE</b>	Aim Proximity Ltd	TVNZ Go Girls Virginity Map	TVNZ	New Zealand
	Clemenger BBDO Melbourne	Dry Dreams	Fosters Group	Australia
	DDB China Group / Tribal DDB Shanghai	Philips Home Lighting Online Branded Store	Philips	China
<b>SILVER</b>	OgilvyOne/Neo@Ogilvy Singapore	Nike Trackball	Nike	Singapore
<b>SILVER</b>	TBWA\HAKUHODO	Impossible Wall	adidas Japan K.K.	Japan

### MEDIA AWARDS

Category	Agency Name	Credit Campaign Title	Advertiser	Country
<b>A. Search</b>				
<b>BRONZE</b>	iProspect Hong Kong	Search For The Perfect Moment	The Peninsula Hotels	Hong Kong SAR
<b>BRONZE</b>	Performics - Starcom Mediavest Group	Malaysia Airlines Paid Search Marketing Program 2010	Malaysia Airlines	Malaysia
	PHDIQ	Always on search	NZ Lotteries	New Zealand
	ZenithOptimedia	Qantas	Qantas	Australia
<b>B. Mobile</b>				
<b>SILVER</b>	BBH China	Fate's in your hands	WWF China	China
<b>SILVER</b>	JWT Melbourne	CityGT	VicRoads	Australia
<b>SILVER</b>	Leo Burnett Limited	Hidden Sound Campaign	Zoo Records	Hong Kong SAR
	OgilvyOne Shanghai / Iconmobile	Red Flag	VF Asia Ltd	China
<b>BRONZE</b>	TEQUILA\DIGITAL Shanghai	McDonald's "Let's Meet Up!"	McDonald's China	China
	Tribal DDB Shanghai, Madhouse Inc.	Pepsi Music Revolutionary on Mobile	Pepsi	China
<b>C. Online advertising</b>				
	Amnesia Razorfish	Xbox: The Alan Wake Project	Xbox	Australia
	McCann Worldgroup (Thailand)	one email one tree	LG Electronics Thailand	Thailand
<b>SILVER</b>	MediaCom	Alienware Clan Challenge	Dell	Australia
	Mindshare	Dove Hair Damage Meter	Hindustan Unilever	India
<b>GOLD</b>	Mindshare	Camera Cafe	Nestle	China
<b>BRONZE</b>	UM & Soap Creative	Lynx - Party Across The Internet	Unilever Australia	Australia

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D. Website				
	Lowe Vietnam	Rexona Cheerleaders	Unilever	Vietnam
<b>SILVER</b>	OgilvyOne/Neo@Ogilvy Beijing	Mystery Egg	Lenovo	China
<b>BRONZE</b>	OgilvyOne/Neo@Ogilvy Malaysia	The Coolest Recruitment Programme	Maxis Berhad	Malaysia
<b>GOLD</b>	Publicis Mojo	The Adventures of Freddo	Cadbury	Australia
	Wunderman/AGENDA	One2free presents Hong Kong Disneyland Haunted Halloween - Alien Invasion	CSL Limited, Hong Kong International Theme Parks Limited	Hong Kong SAR
E. Best loyalty campaign				
<b>GOLD</b>	F5 Digital Consulting Pte Ltd	Philips Family Rewards	Philips Electronics Singapore Pte Ltd	Singapore
<b>BRONZE</b>	GeiserMaclang Marketing Communications, Inc.	National Thank You Day	Kraft Foods Philippines	Philippines
<b>BRONZE</b>	Maxus	Nokia redefines the way mobile phones are sold!	Nokia India Pvt. Ltd	India
	McCann Erickson Melbourne	Maybelline Acquisition Campaign	Maybelline New York	Australia
<b>SILVER</b>	Mindshare India	India says "My heart is healthy or at least I know if it's not"	Pepsi Foods Pvt. Ltd	India
F. Best viral marketing				
	MEC	Oishi Maneki Neko	Oishi Trading Company, LTD	Thailand
<b>SILVER</b>	Ogilvy Action / OgilvyOne	Engine-driven free kicker "Castrol Ichi-GO"	BP Castrol K.K.	Japan
<b>SILVER</b>	OgilvyOne/Neo@Ogilvy Beijing	The Proposal	IBM	China
<b>BRONZE</b>	TBWA\HAKUHODO	Skycomic	adidas Japan K.K.	Japan
G. Best integrated				
<b>GOLD</b>	Colenso BBDO / AIM Proximity	Yellow Chocolate	Yellow Pages Ltd	New Zealand
<b>SILVER</b>	Leo Burnett Sydney	Photochains	Canon Australia	Australia
<b>GOLD</b>	McCann Worldgroup (Hong Kong)	Future Daily on April Fool	Metro Publishing Hong Kong Ltd.	Hong Kong SAR
	OgilvyOne Shanghai / Iconmobile	Red Flag	VF Asia Ltd	China
<b>BRONZE</b>	OgilvyOne/Neo@Ogilvy Beijing	Mystery Egg	Lenovo	China
<b>BRONZE</b>	OgilvyOne/Neo@Ogilvy Shanghai	Gold 120	VF Asia Ltd	China
	TBWA\Tequila Singapore	The Ultimate Start-Up Space	Pernod Ricard Singapore	Singapore

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H. Media innovation award				
<b>BRONZE</b>	BBH China	Fate's in your hands	WWF China	China
<b>GOLD</b>	Colenso BBDO / AIM Proximity	Yellow Chocolate	Yellow Pages Ltd	New Zealand
<b>BRONZE</b>	JWT Melbourne	CityGT	VicRoads	Australia
	McCann Worldgroup (Hong Kong)	Future Daily on April Fool	Metro Publishing Hong Kong Ltd.	Hong Kong SAR
	PHD Media	Virtual Social Talk	Unilever	China
<b>GOLD</b>	UM & Soap Creative	Lynx - Party Across The Internet	Unilever Australia	Australia
I. Best use of social media				
<b>SILVER</b>	BBDO Proximity and MediaCom	Women Against Lazy Stubble	P&G India	India
	Grey Hong Kong	Re:spect Magazine – Kill Music	Re:spect Magazine	Hong Kong SAR
<b>SILVER</b>	Leo Burnett / Arc Worldwide Singapore	Beautifully Imperfect	Ministry of Community Development, Youth & Sports	Singapore
<b>GOLD</b>	Leo Burnett Sydney	Photochains	Canon Australia	Australia
	Lowe Vietnam	Conversation	Nestle	Vietnam
<b>BRONZE</b>	OgilvyOne/Neo@Ogilvy Manila	KFC Krushers - Sip into the Chill Zone	KFC Philippines	Philippines
	ZenithOptimedia	5 Seeds	Lion Nathan	Australia

### PEOPLE AWARDS

Category	Nominee	Agency Name
K. Digital rising star of the year		
<b>WINNER</b>	Aryeh Sternberg	GroupM Vietnam (Digital Unit)
	Xander Lee	OgilvyOne Singapore
	Francis Goh	OgilvyOne/Neo@Ogilvy China
L. Digital creative of the year		
	Melvyn Lim	OgilvyOne Singapore
<b>WINNER</b>	Matt Batten	Wunderman Australia
	Peter Shen	wwwins Isobar China
M. Digital agency head of the year		
	Susana Tsui	Neo@Ogilvy Asia Pacific
	Thomas Mouritzen	OgilvyOne Singapore
	Beerajaah Sswain	OMD Digital India
<b>WINNER</b>	Amanda King	Tribal DDB Asia Pacific