

**DIGITAL MEDIA AWARDS 2011
FINAL SHORTLIST**

SECTOR AWARDS

Category	Credit Campaign Title	Credit Agency Name	Credit Advertiser (Client)
S01. Technology & Telecoms			
10455	Find Me	NIM Advertising China	OPPO
10362	ITGaGa	Ogilvy Beijing	Intel
10503	DiGi Evangelist Community Programme - "How a brand turned away from Pay per Pitch blogging and Built a Community instead"	Starcom Worldwide & Nuffnang Malaysia	DiGi Telecommunications
10775	Intel: The Escape	Tribal DDB Hong Kong / DDB Group Hong Kong	Intel Asia Pacific
10598	Flip Your Profile	Tribal DDB Singapore / DDB Group Singapore	Cisco Consumer Products Pte Ltd
S02. Leisure/Travel			
20154	DiscoverHK.City Walks – the intelligent AR guide to Hong Kong	Cherrypicks Limited	Hong Kong Tourism Board
20151	Hilton Mystery Destination Challenge	Interone China Co.,Ltd.	Hilton Worldwide - Asia Pacific
21097	Hearing the Sunshine	McCann Worldgroup Thailand	Tourism Authority of Thailand (TAT)
20084	Singapore Transformed: Re-branding Singapore to Chinese Audiences through Social Media	MSLGROUP, Eastwei MSL China	Singapore Tourism Board
21087	Q-Art Code - Decoding Modern Art	Y&R Thailand	Bangkok Art & Culture Centre
S03. Retail			
30591	The Angry Whopper	MEC Thailand	Burger King Thailand
30822	Virtual Fashion Shoot	Ogilvy Shanghai	Luxottica Group
30316	Levi's After Dark	TBWA\TEQUILA\Hong Kong	Levi's
30331	Levi's Soundwash	TBWA\TEQUILA\Hong Kong	Levi's
30581	The Most LIKED Provision Shop	XM Asia Pacific Pte Ltd	Zha Huo Dian
S04. Financial services			
40094	Impulse Saver	Colenso BBDO/Proximity NZ	Westpac
40952	Mohd Khairuddin	Grey Group Kuala Lumpur	Alliance Bank Malaysia Berhad
40705	Visa The Travel Companion	OMD Australia	VISA
40571	Not Jobs But Passion	Reprise Media India Pvt. Ltd.	Birla Sun Life Insurance Company Limited
40157	Panyee FC	The Leo Burnett Group Thailand	TMB Bank Public Company Limited
S05. FMCG			
50506	Skate Pinball	Colenso BBDO/Proximity NZ	Frucor
50479	AXE - Get The Angel	Mindshare Thailand	Unilever Thai Trading
50680	Be Gerald's Girl	Tribal DDB Philippines / DDB Group Philippines	Maybelline New York (Philippines)
50654	Coca-Cola 2011 Summer "CHOK" campaign	UM and McCann Worldgroup HK	Coca-Cola China Limited
50997	Brand's Alertness Experiment	Y&R Singapore	Cerebos Pacific Limited

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S06. Not-for-profit			
60029	Father & Son	Leo Burnett Group Singapore	Ministry of Community Development, Youth & Sports
60032	Disposable Forest	Ogilvy Beijing	Greenpeace
61062	SG Party Time	Tribal DDB Singapore / DDB Group Singapore	Tribal DDB Singapore
60423	OPEN BOOK PROJECT	DDB Group Melbourne / Tribal DDB Melbourne	REACH
S07. Automotive			
70915	MINI At Large	Arachnid	BMW Malaysia
70739	BMW M3 Tiger Edition – The China launch	Interone China Co.,Ltd.	BMW China
70546	Revving up sales for smart	MEC Interaction China	Mercedes-Benz China Limited
70363	Bring On The Night	Ogilvy Beijing	Volkswagen
70887	The People's Car Project	Proximity China / Goodstein & Partners	Volkswagen Group China
S08. B2B (other)			
80209	Changing World	BBDO Guerrero, Inc.	FedEx
80389	"Fill The Sky" iPhone app	Ogilvy Beijing	Ogilvy
80036	ITer	Ogilvy Beijing	IBM
80417	ITGaGa	Ogilvy Beijing	Intel
80715	x86 "Cooling" Knowledge	OgilvyOne Taiwan	IBM Taiwan
S09. B2C (other)			
91089	Nikon L110	McCann Worldgroup Thailand	Niks (Thailand) Co., Ltd.
91042	Nikon S8100	McCann Worldgroup Thailand	Niks (Thailand) Co., Ltd.
90888	The People's Car Project	Proximity China / Goodstein & Partners	Volkswagen Group China
90779	Intel: The Escape	Tribal DDB Hong Kong / DDB Group Hong Kong	Intel Asia Pacific
90601	Flip Your Profile	Tribal DDB Singapore / DDB Group Singapore	Cisco Consumer Products
S10. Media and Entertainment			
100256	Music on Paper	Grey Group Hong Kong	Re:spect Magazine
101003	Home Healthcare – Are you snoring?	Reading Room Singapore	Philips Healthcare APAC
100602	Flip Your Profile	Tribal DDB Singapore / DDB Group Singapore	Cisco Consumer Products Pte Ltd
100978	Music MoodBox	Tribal DDB Singapore / DDB Group Singapore	Starhub Pte Ltd
100985	Musical Fitting Rooms	Tribal DDB Singapore / DDB Group Singapore	Starhub Pte Ltd

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MEDIA AWARDS

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A. Search			
A0637	E*TRADE Refresh	dgmAustralia	E*TRADE Australia
A0567	Shangri-La Hotels & Resorts Search	Maxus Communications Singapore	Shangri-La Hotels & Resorts
A0671	Injecting "fibre" into Metamucil's approach to organic search	MediaCom Australia	Procter & Gamble
A0673	Turning Dell's cookies into sales with dynamic deep-linking	MediaCom Australia	Dell
A0950	Kept it simple silly	Mindshare India	Castrol India
B. Mobile			
B0093	Impulse saver	Colenso BBDO/Proximity NZ	Westpac
B0862	ME511	Ogilvy Beijing	Motorola Mobility, Inc (China)
B0799	Summer Fun - Interactive Tray Mat	Tribal DDB Hong Kong / DDB Group Hong Kong	McDonald's Hong Kong
B0685	Pedigree Dog-A-Like App	WHYBIN\TBWA\TEQUILA\Sydney	Mars Petcare
B0339	HENNESSY MIX AUGMENTED REALITY MOBILE APPLICATION	Zed Digital Hong Kong	Moët Hennessy Diageo Hong Kong Limited / Hennessy V.S.O.P
C. Display			
C0211	Coca-Cola Energizing Music	MEC Singapore	Coca-Cola Far East Limited
C0845	Choose Art	MediaCom Australia	Dell
C0018	UV Away	Naga DDB / Tribal DDB Malaysia	Johnson & Johnson Sdn Bhd
C0972	Flip Your Profile	Tribal DDB Singapore / DDB Group Singapore	Cisco Consumer Products Pte Ltd
C0999	Safe For Work Technology	Tribal DDB Singapore / DDB Group Singapore	MEASAT Publications
D. Website			
D0095	Doggelganger	Colenso BBDO/Proximity NZ	Mars
D0358	The Big Orange Squeeze	Ogilvy Shanghai	Coca-Cola
D0349	EDB CREATE 2011	Ogilvy Singapore	EDB
D0629	Tell your Local Story with Yahoo! Search	Ogilvy & Mather Advertising Taiwan	Yahoo! Taiwan
D0889	The People's Car Project	Proximity China / Goodstein & Partners	Volkswagen Group China
E. Best loyalty campaign			
E0752	My Starbucks Rewards	AGENDA Shanghai	Starbucks China
E0858	Love this Spot	DDB Group New Zealand Rapp Tribal	Telecom
E0764	EveryoneConnects Urbanscapes	DraftFCB Sdn Bhd	Telekom Malaysia Berhad
E1044	Million Delights	Maxus Mumbai	Vodafone India
E0517	Largest Consumer Co-Creation Program from India that beat PepsiCo Global records	Mindshare India	Pepsico India Holdings Pvt Ltd

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F. Best viral marketing			
F0062	I AM NUMBER FOUR	AGENDA (Hong Kong) Limited	Walt Disney Studios Motion Pictures
F0158	Seeking Red Men	Burson-Marsteller China	Shenzhen Vanke
F0097	Rear View Girls - Los Angeles	Colenso BBDO/Proximity NZ	Levi Strauss & Co, San Francisco
F0579	For Everyone	Leo Burnett Limited	Samsung Electronics H.K. Co. Ltd.
F0866	You are a beauty story	Ogilvy Shanghai	Unilever China
F0694	KY Yours & Mine	OMD Sydney	Johnson & Johnson
F0890	The People's Car Project	Proximity China / Goodstein & Partners	Volkswagen Group China
G. Online marketing			
G0096	Doggelganger	Colenso BBDO/Proximity NZ	Mars
G0842	The Big Orange Squeeze	Ogilvy Shanghai	Coca-Cola
G0993	Rexona Police	PHD Hong Kong & Razorfish Hong Kong	Unilever Hong Kong Limited
G0910	The People's Car Project	Proximity China / Goodstein & Partners	Volkswagen Group China
G0333	Levi's Soundwash	TBWA\TEQUILA\Hong Kong	Levi's
G0472	DIRTY DISHES	DDB Group Melbourne / Tribal DDB Melbourne	PZ CUSSONS
G0254	Amar Prem (Immortal Love)	Webchutney India	Makemytrip.com
H. Best integrated			
H0102	Bleed Blue	AKQA Shanghai	Nike India
H0315	Play the Real Thing	beacon communications k.k.	Nike Japan
H0505	Skate Pinball	Colenso BBDO/Proximity NZ	Frucor
H0937	Johnnie Walker Step Inside	Irisnation Singapore Pte Ltd	Diageo
H0719	Find Me	NIM Advertising China	OPPO
H0826	Johnnie Walker Walks the Talk in China	Ogilvy Shanghai	Johnnie Walker
H0631	See the Love	Ogilvy & Mather Advertising Taiwan	FRANZ
H0911	The People's Car Project	Proximity China / Goodstein & Partners	Volkswagen Group China
H0332	Levi's Soundwash	TBWA\TEQUILA\Hong Kong	Levi's
H0733	Coca-Cola 2011 Summer "CHOK" campaign	UM and McCann Worldgroup HK	Coca-Cola China Limited
H0707	MY CAR IS YOUR CAR	WHYBIN\TBWA\TEQUILA\Sydney	Insurance Australia Group

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I. Media innovation award			
I0663	Spotlight	Leo Burnett Sydney	Australian Bureau of Statistics
I0645	Powerade Challenge	Naked Communications, Ogilvy, Ikon Communications, Satellite Media, NZSA	Coca-Cola Oceania, New Zealand
I0912	The People's Car Project	Proximity China / Goodstein & Partners	Volkswagen Group China
I0785	Intel: The Escape	Tribal DDB Hong Kong / DDB Group Hong Kong	Intel Asia Pacific
I0603	Musical Fitting Rooms	Tribal DDB Singapore / DDB Group Singapore	StarHub Pte Ltd
I0734	Coca-Cola 2011 Summer "CHOK" campaign	UM and McCann Worldgroup HK	Coca-Cola China Limited
J. Best use of social media			
J0666	Heightened Transparency, Deepened Engagement:2011 Lenovo Young Social Entrepreneurs Program	BlueFocus PR Consulting	Lenovo China
J0771	FUELING THE FORD FIESTA FRENZY VIA DIGITAL	Ford Asia Pacific and Africa – WPP X Team Manila	Ford Philippines
J0953	Mohd Khairuddin	Grey Group Kuala Lumpur	Alliance Bank Malaysia Berhad
J0814	Tata DOCOMO - A million Fans, Monetized	Interface Business Solutions (I) Pvt. Ltd.	Tata DOCOMO, India
J0028	Father & Son	Leo Burnett Group Singapore	Ministry of Community Development, Youth & Sport
J0989	Mrs Mac's Crusty Challenge	Marketforce Australia	Mrs Mac's
J0179	Let your eyes talk	Maxus India	Bausch & Lomb Eyecare (I) Pvt Ltd
J0644	SEE THE COLD	McCann Healthcare Worldwide Japan	SSP CO., LTD.
J0681	Polident Bridging the Generation Gap Campaign	MediaCom Beijing	TSK&F
J0457	Huggies Babies-On-The-Go	Ogilvy & Mather Hong Kong	Kimberly-Clark Hong Kong Limited
J0356	Johnnie Walker Walks the Talk in China	Ogilvy Shanghai	Johnnie Walker
J0871	You are a beauty story	Ogilvy Shanghai	Unilever China
J0913	The People's Car Project	Proximity China / Goodstein & Partners	Volkswagen Group China
J0620	Cube Checks	Text 100 Australia	Ninefold
K. Apps			
K0664	Spotlight	Leo Burnett Sydney	Australian Bureau of Statistics
K0478	AXE - Get The Angel	Mindshare Thailand	Unilever Thai Trading
K0976	Flip Your Profile	Tribal DDB Singapore / DDB Group Singapore	Cisco Consumer Products Pte Ltd
K0732	Coca-Cola 2011 Summer "CHOK" campaign	UM and McCann Worldgroup HK	Coca-Cola China Limited
K0687	Pedigree Dog-A-Like App	WHYBIN\TBWA\TEQUILA\Sydney	Mars Petcare

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L. Gaming			
L1067	KRAFT PRINCE'S HAPPY ADVENTURE	Carat China and Saatchi & Saatchi China	Kraft Foods
L0722	Find Me	NIM Advertising China	OPPO
L0908	BK Snacking Quick Pick	Publicis Modem Singapore	Burger King Singapore Pte Ltd
L0787	Intel: The Escape	Tribal DDB Hong Kong / DDB Group Hong Kong	Intel Asia Pacific
L0697	CAR PARK CHALLENGE	WHYBIN\TBWA\TEQUILA\Sydney	Insurance Australia Group
M. Online PR			
M0614	Aviva Great Wall of Education	BBDO Proximity India	Aviva India
M0261	Goodyear China Women with Drive	Ogilvy Shanghai	The Goodyear Tire & Rubber Company (Shanghai) Ltd.
M0831	Johnnie Walker Walks the Talk in China	Ogilvy Shanghai	Johnnie Walker
M0618	Flip Your Profile	Text 100 Singapore	Cisco Consumer Products
M0467	OPEN BOOK	DDB Group Melbourne / Tribal DDB Melbourne	REACH