

**DIGITAL MEDIA AWARDS 2011  
FINAL RESULTS**

**SPECIAL AWARDS**

Award	Credit Agency/Brand Name	Credit Campaign Title	Credit Advertiser (Client)
<b>Digital Media Awards 2011 Agency of the Year (Sponsored by Microsoft Advertising)</b>			
<b>JOINT WINNER</b>	Proximity China / Goodstein & Partners		
<b>Platinum Award (Sponsored by Microsoft Advertising)</b>			
<b>WINNER</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>Digital Brand of the Year (Sponsored by hdtMEDIA)</b>			
<b>WINNER</b>	Coca-Cola China Limited		

**SECTOR AWARDS**

Award	Credit Agency Name	Credit Campaign Title	Credit Advertiser (Client)
<b>S01. Technology &amp; Telecoms</b>			
<b>GOLD</b>	NIM Advertising China	Find Me	OPPO
<b>SILVER</b>	Starcom Worldwide & Nuffnang Malaysia	DiGi Evangelist Community Programme - "How a brand turned away from Pay per Pitch blogging and Built a Community instead"	DiGi Telecommunications
<b>BRONZE</b>	Ogilvy Beijing	ITGaGa	Intel
<b>SHORTLIST</b>	Tribal DDB Hong Kong / DDB Group Hong Kong	Intel: The Escape	Intel Asia Pacific
<b>SHORTLIST</b>	Tribal DDB Singapore / DDB Group Singapore	Flip Your Profile	Cisco Consumer Products Pte Ltd
<b>S02. Leisure/Travel</b>			
<b>BRONZE</b>	Cherrypicks Limited	DiscoverHK.City Walks – the intelligent AR guide to Hong Kong	Hong Kong Tourism Board
<b>SHORTLIST</b>	Interone China Co.,Ltd.	Hilton Mystery Destination Challenge	Hilton Worldwide - Asia Pacific
<b>SHORTLIST</b>	McCann Worldgroup Thailand	Hearing the Sunshine	Tourism Authority of Thailand (TAT)
<b>SHORTLIST</b>	MSLGROUP, Eastwei MSL China	Singapore Transformed: Re-branding Singapore to Chinese Audiences through Social Media	Singapore Tourism Board
<b>SHORTLIST</b>	Y&R Thailand	Q-Art Code - Decoding Modern Art	Bangkok Art & Culture Centre
<b>S03. Retail</b>			
<b>BRONZE</b>	XM Asia Pacific Pte Ltd	The Most LIKED Provision Shop	Zha Huo Dian
<b>SHORTLIST</b>	MEC Thailand	The Angry Whopper	Burger King Thailand
<b>SHORTLIST</b>	Ogilvy Shanghai	Virtual Fashion Shoot	Luxottica Group
<b>SHORTLIST</b>	TBWA\TEQUILA\Hong Kong	Levi's After Dark	Levi's
<b>SHORTLIST</b>	TBWA\TEQUILA\Hong Kong	Levi's Soundwash	Levi's

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<b>S04. Financial services (Sponsored by FTChinese.com)</b>			
<b>GOLD</b>	Colenso BBDO/Proximity NZ	Impulse Saver	Westpac
<b>SILVER</b>	OMD Australia	Visa The Travel Companion	VISA
<b>BRONZE</b>	Reprise Media India Pvt. Ltd.	Not Jobs But Passion	Birla Sun Life Insurance Company Limited
<b>SHORTLIST</b>	Grey Group Kuala Lumpur	Mohd Khairuddin	Alliance Bank Malaysia Berhad
<b>SHORTLIST</b>	The Leo Burnett Group Thailand	Panyee FC	TMB Bank Public Company Limited
<b>S05. FMCG (Sponsored by AdMaster)</b>			
<b>GOLD</b>	UM and McCann Worldgroup HK	Coca-Cola 2011 Summer "CHOK" campaign	Coca-Cola China Limited
<b>BRONZE</b>	Mindshare Thailand	AXE - Get The Angel	Unilever Thai Trading
<b>BRONZE</b>	Tribal DDB Philippines / DDB Group Philippines	Be Gerald's Girl	Maybelline New York (Philippines)
<b>SHORTLIST</b>	Colenso BBDO/Proximity NZ	Skate Pinball	Frucor
<b>SHORTLIST</b>	Y&R Singapore	Brand's Alertness Experiment	Cerebos Pacific Limited
<b>S06. Not-for-profit</b>			
<b>SILVER</b>	DDB Group Melbourne / Tribal DDB Melbourne	OPEN BOOK PROJECT	REACH
<b>BRONZE</b>	Ogilvy Beijing	Disposable Forest	Greenpeace
<b>SHORTLIST</b>	Leo Burnett Group Singapore	Father & Son	Ministry of Community Development, Youth & Sports
<b>SHORTLIST</b>	Tribal DDB Singapore / DDB Group Singapore	SG Party Time	Tribal DDB Singapore
<b>S07. Automotive (Sponsored by FTChinese.com)</b>			
<b>GOLD</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>BRONZE</b>	Arachnid	MINI At Large	BMW Malaysia
<b>BRONZE</b>	Interone China Co.,Ltd.	BMW M3 Tiger Edition – The China launch	BMW China
<b>SHORTLIST</b>	MEC Interaction China	Revving up sales for smart	Mercedes-Benz China Limited
<b>SHORTLIST</b>	Ogilvy Beijing	Bring On The Night	Volkswagen
<b>S08. B2B (other)</b>			
<b>SILVER</b>	BBDO Guerrero, Inc.	Changing World	FedEx
<b>BRONZE</b>	Ogilvy Beijing	ITer	IBM
<b>BRONZE</b>	Ogilvy Beijing	ITGaGa	Intel
<b>SHORTLIST</b>	Ogilvy Beijing	"Fill The Sky" iPhone app	Ogilvy
<b>SHORTLIST</b>	OgilvyOne Taiwan	x86 "Cooling" Knowledge	IBM Taiwan
<b>S09. B2C (other)</b>			
<b>GOLD</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>BRONZE</b>	McCann Worldgroup Thailand	Nikon S8100	Niks (Thailand) Co., Ltd.
<b>BRONZE</b>	Tribal DDB Singapore / DDB Group Singapore	Flip Your Profile	Cisco Consumer Products
<b>SHORTLIST</b>	Tribal DDB Hong Kong / DDB Group Hong Kong	Intel: The Escape	Intel Asia Pacific
<b>SHORTLIST</b>	McCann Worldgroup Thailand	Nikon L110	Niks (Thailand) Co., Ltd.

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<b>S10. Media and Entertainment</b>			
<b>GOLD</b>	Tribal DDB Singapore / DDB Group Singapore	Musical Fitting Rooms	Starhub Pte Ltd
<b>BRONZE</b>	Grey Group Hong Kong	Music on Paper	Re:spect Magazine
<b>BRONZE</b>	Tribal DDB Singapore / DDB Group Singapore	Music MoodBox	Starhub Pte Ltd
<b>SHORTLIST</b>	Reading Room Singapore	Home Healthcare – Are you snoring?	Philips Healthcare APAC
<b>SHORTLIST</b>	Tribal DDB Singapore / DDB Group Singapore	Flip Your Profile	Cisco Consumer Products Pte Ltd

**MEDIA AWARDS**

<b>Award</b>	<b>Credit Agency Name</b>	<b>Credit Campaign Title</b>	<b>Credit Advertiser (Client)</b>
<b>A. Search</b>			
<b>SILVER</b>	Mindshare India	Kept it simple silly	Castrol India
<b>BRONZE</b>	dgmAustralia	E*TRADE Refresh	E*TRADE Australia
<b>BRONZE</b>	Maxus Communications Singapore	Shangri-La Hotels & Resorts Search	Shangri-La Hotels & Resorts
<b>BRONZE</b>	MediaCom Australia	Injecting “fibre” into Metamucil’s approach to organic search	Procter & Gamble
<b>BRONZE</b>	MediaCom Australia	Turning Dell’s cookies into sales with dynamic deep-linking	Dell
<b>B. Mobile</b>			
<b>GOLD</b>	WHYBIN\TBWA\TEQUILA\Sydney	Pedigree Dog-A-Like App	Mars Petcare
<b>SILVER</b>	Colenso BBDO/Proximity NZ	Impulse saver	Westpac
<b>BRONZE</b>	Zed Digital Hong Kong	HENNESSY MIX AUGMENTED REALITY MOBILE APPLICATION	Moët Hennessy Diageo Hong Kong Limited / Hennessy V.S.O.P
<b>SHORTLIST</b>	Ogilvy Beijing	ME511	Motorola Mobility, Inc (China)
<b>SHORTLIST</b>	Tribal DDB Hong Kong / DDB Group Hong Kong	Summer Fun - Interactive Tray Mat	McDonald’s Hong Kong
<b>C. Display</b>			
<b>GOLD</b>	Tribal DDB Singapore / DDB Group Singapore	Flip Your Profile	Cisco Consumer Products Pte Ltd
<b>SILVER</b>	Naga DDB / Tribal DDB Malaysia	UV Away	Johnson & Johnson Sdn Bhd
<b>BRONZE</b>	Tribal DDB Singapore / DDB Group Singapore	Safe For Work Technology	MEASAT Publications
<b>SHORTLIST</b>	MEC Singapore	Coca-Cola Energizing Music	Coca-Cola Far East Limited
<b>SHORTLIST</b>	MediaCom Australia	Choose Art	Dell

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<b>D. Website</b>			
<b>GOLD</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>SILVER</b>	Colenso BBDO/Proximity NZ	Doggelganger	Mars
<b>SILVER</b>	Ogilvy Singapore	EDB CREATE 2011	EDB
<b>BRONZE</b>	Ogilvy & Mather Advertising Taiwan	Tell your Local Story with Yahoo! Search	Yahoo! Taiwan
<b>BRONZE</b>	Ogilvy Shanghai	The Big Orange Squeeze	Coca-Cola
<b>E. Best loyalty campaign</b>			
<b>SILVER</b>	AGENDA Shanghai	My Starbucks Rewards	Starbucks China
<b>BRONZE</b>	DDB Group New Zealand Rapp Tribal	Love this Spot	Telecom
<b>BRONZE</b>	Mindshare India	Largest Consumer Co-Creation Program from India that beat PepsiCo Global records	Pepsico India Holdings Pvt Ltd
<b>SHORTLIST</b>	DraftFCB Sdn Bhd	EveryoneConnects Urbanscapes	Telekom Malaysia Berhad
<b>SHORTLIST</b>	Maxus Mumbai	Million Delights	Vodafone India
<b>F. Best viral marketing</b>			
<b>GOLD</b>	OMD Sydney	KY Yours & Mine	Johnson & Johnson
<b>SILVER</b>	Colenso BBDO/Proximity NZ	Rear View Girls - Los Angeles	Levi Strauss & Co, San Francisco
<b>BRONZE</b>	Leo Burnett Limited	For Everyone	Samsung Electronics H.K. Co. Ltd.
<b>SHORTLIST</b>	AGENDA (Hong Kong) Limited	I AM NUMBER FOUR	Walt Disney Studios Motion Pictures
<b>SHORTLIST</b>	Burson-Marsteller China	Seeking Red Men	Shenzhen Vanke
<b>SHORTLIST</b>	Ogilvy Shanghai	You are a beauty story	Unilever China
<b>SHORTLIST</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>G. Online marketing (Sponsored by Youku)</b>			
<b>GOLD</b>	Colenso BBDO/Proximity NZ	Doggelganger	Mars
<b>SILVER</b>	Ogilvy Shanghai	The Big Orange Squeeze	Coca-Cola
<b>SILVER</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>BRONZE</b>	DDB Group Melbourne / Tribal DDB Melbourne	DIRTY DISHES	PZ CUSSONS
<b>BRONZE</b>	PHD Hong Kong & Razorfish Hong Kong	Rexona Police	Unilever Hong Kong Limited
<b>SHORTLIST</b>	TBWA\TEQUILA\Hong Kong	Levi's Soundwash	Levi's
<b>SHORTLIST</b>	Webchutney India	Amar Prem (Immortal Love)	Makemytrip.com

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<b>H. Best integrated (Sponsored by Tencent)</b>			
<b>GOLD</b>	Colenso BBDO/Proximity NZ	Skate Pinball	Frucor
<b>GOLD</b>	WHYBIN\TBWA\TEQUILA\Sydney	MY CAR IS YOUR CAR	Insurance Australia Group
<b>SILVER</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>BRONZE</b>	Ogilvy Shanghai	Johnnie Walker Walks the Talk in China	Johnnie Walker
<b>BRONZE</b>	UM and McCann Worldgroup HK	Coca-Cola 2011 Summer "CHOK" campaign	Coca-Cola China Limited
<b>SHORTLIST</b>	AKQA Shanghai	Bleed Blue	Nike India
<b>SHORTLIST</b>	beacon communications k.k.	Play the Real Thing	Nike Japan
<b>SHORTLIST</b>	Irisnation Singapore Pte Ltd	Johnnie Walker Step Inside	Diageo
<b>SHORTLIST</b>	NIM Advertising China	Find Me	OPPO
<b>SHORTLIST</b>	Ogilvy & Mather Advertising Taiwan	See the Love	FRANZ
<b>SHORTLIST</b>	TBWA\TEQUILA\Hong Kong	Levi's Soundwash	Levi's
<b>I. Media innovation award</b>			
<b>SILVER</b>	Naked Communications, Ogilvy, Ikon Communications, Satellite Media, NZSA	Powerade Challenge	Coca-Cola Oceania, New Zealand
<b>SILVER</b>	UM and McCann Worldgroup HK	Coca-Cola 2011 Summer "CHOK" campaign	Coca-Cola China Limited
<b>BRONZE</b>	Leo Burnett Sydney	Spotlight	Australian Bureau of Statistics
<b>SHORTLIST</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>SHORTLIST</b>	Tribal DDB Hong Kong / DDB Group Hong Kong	Intel: The Escape	Intel Asia Pacific
<b>SHORTLIST</b>	Tribal DDB Singapore / DDB Group Singapore	Musical Fitting Rooms	StarHub Pte Ltd

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<b>J. Best use of social media (Sponsored by Tencent)</b>			
<b>GOLD</b>	Ogilvy Shanghai	Johnnie Walker Walks the Talk in China	Johnnie Walker
<b>SILVER</b>	Marketforce Australia	Mrs Mac's Crusty Challenge	Mrs Mac's
<b>SILVER</b>	Proximity China / Goodstein & Partners	The People's Car Project	Volkswagen Group China
<b>BRONZE</b>	MediaCom Beijing	Polident Bridging the Generation Gap Campaign	TSK&F
<b>BRONZE</b>	Ogilvy & Mather Hong Kong	Huggies Babies-On-The-Go	Kimberly-Clark Hong Kong Limited
<b>SHORTLIST</b>	BlueFocus PR Consulting	Heightened Transparency, Deepened Engagement:2011 Lenovo Young Social Entrepreneurs Program	Lenovo China
<b>SHORTLIST</b>	Ford Asia Pacific and Africa – WPP X Team Manila	FUELING THE FORD FIESTA FRENZY VIA DIGITAL	Ford Philippines
<b>SHORTLIST</b>	Grey Group Kuala Lumpur	Mohd Khairuddin	Alliance Bank Malaysia Berhad
<b>SHORTLIST</b>	Interface Business Solutions (I) Pvt. Ltd.	Tata DOCOMO - A million Fans, Monetized	Tata DOCOMO, India
<b>SHORTLIST</b>	Leo Burnett Group Singapore	Father & Son	Ministry of Community Development, Youth & Sport
<b>SHORTLIST</b>	Maxus India	Let your eyes talk	Bausch & Lomb Eyecare (I) Pvt Ltd
<b>SHORTLIST</b>	McCann Healthcare Worldwide Japan	SEE THE COLD	SSP CO., LTD.
<b>SHORTLIST</b>	Ogilvy Shanghai	You are a beauty story	Unilever China
<b>SHORTLIST</b>	Text 100 Australia	Cube Checks	Ninefold
<b>K. Apps</b>			
<b>SILVER</b>	WHYBIN\TBWA\TEQUILA\Sydney	Pedigree Dog-A-Like App	Mars Petcare
<b>BRONZE</b>	UM and McCann Worldgroup HK	Coca-Cola 2011 Summer "CHOK" campaign	Coca-Cola China Limited
<b>SHORTLIST</b>	Leo Burnett Sydney	Spotlight	Australian Bureau of Statistics
<b>SHORTLIST</b>	Mindshare Thailand	AXE - Get The Angel	Unilever Thai Trading
<b>SHORTLIST</b>	Tribal DDB Singapore / DDB Group Singapore	Flip Your Profile	Cisco Consumer Products Pte Ltd
<b>L. Gaming</b>			
<b>GOLD</b>	Carat China and Saatchi & Saatchi China	KRAFT PRINCE'S HAPPY ADVENTURE	Kraft Foods
<b>SILVER</b>	WHYBIN\TBWA\TEQUILA\Sydney	CAR PARK CHALLENGE	Insurance Australia Group
<b>BRONZE</b>	NIM Advertising China	Find Me	OPPO
<b>BRONZE</b>	Tribal DDB Hong Kong / DDB Group Hong Kong	Intel: The Escape	Intel Asia Pacific
<b>SHORTLIST</b>	Publicis Modem Singapore	BK Snacking Quick Pick	Burger King Singapore Pte Ltd

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<b>M. Online PR</b>			
<b>GOLD</b>	Ogilvy Shanghai	Johnnie Walker Walks the Talk in China	Johnnie Walker
<b>BRONZE</b>	BBDO Proximity India	Aviva Great Wall of Education	Aviva India
<b>SHORTLIST</b>	Ogilvy Shanghai	Goodyear China Women with Drive	The Goodyear Tire & Rubber Company (Shanghai) Ltd.
<b>SHORTLIST</b>	Text 100 Singapore	Flip Your Profile	Cisco Consumer Products
<b>SHORTLIST</b>	DDB Group Melbourne / Tribal DDB Melbourne	OPEN BOOK	REACH