

## **FESTIVAL OF MEDIA ASIA 2011 WINNERS AND HIGHLY COMMENDED**

### **BEST COMMUNICATION STRATEGY**

#### WINNER

Title: Break up

Entering Company: ZenithOptimedia

Brand: National Australia Bank

Country: Australia

Other credits: Clemenger BBDO

#### HIGHLY COMMENDED

Title: Play challenge

Entering Company: Starcom Melbourne

Brand: Mars

Country: Australia

Other credits: Network Ten

### **BEST ENTERTAINMENT PLATFORM**

#### WINNER

Title: Coke studio

Entering Company: Lodestar UM

Brand: Coca-Cola

Country: India

Other credits: MTV, Iris, Leo Burnett India

### **THE EFFECTIVENESS AWARD**

#### WINNER

Title: Australia Kinects

Entering Company: UM Australia

Brand: Xbox Kinect

Country: Australia

Other credits: Ensemble, Reprise, Soap, McCann, PPR

### **BEST IN-STORE ACTIVATION**

#### WINNER

Title: Burst of freshness

Entering Company: Mindshare Vietnam

Brand: Comfort

Country: Vietnam

## **BEST EVENT/EXPERIENTIAL CAMPAIGN**

### HIGHLY COMMENDED

Title: Marry me Microsoft  
Entering Company: UM  
Brand: Microsoft  
Country: Australia  
Other credits: Ensemble, Reprise, Wunderman, Howarth

## **BEST USE OF CONTENT**

### WINNER

Title: Johnnie Walker Yulu  
Entering Company: BBH Asia-Pacific  
Brand: Johnnie Walker Black Label  
Country: China  
Other credits: Ogilvy One, Ogilvy PR Shanghai

## **BEST USE OF DIGITAL LANDSCAPE**

### WINNER

Title: Property guide iPhone application  
Entering Company: Ikon Communications  
Brand: The Commonwealth Bank of Australia  
Country: Australia  
Other credits: Vivant, The White Agency, RP Data

### HIGHLY COMMENDED

Title: Bridges the Generation Gap  
Entering Company: MediaCom China  
Brand: Polident  
Country: China  
Other credits: MyShow

## **BEST TARGETED CAMPAIGN**

### WINNER

Title: Whiskas pledge  
Entering Company: Starcom Melbourne  
Brand: Whiskas  
Country: Australia  
Other credits: BD Network

## **BEST CONTRIBUTION TO A CAMPAIGN BY A MEDIA OWNER**

### WINNER

Title: 11 degrees new media film project  
Entering Company: Youku.com  
Brand: Chevrolet Cruze  
Country: China  
Other credits: McCann Shanghai

### HIGHLY COMMENDED

Title: Invite Mr Wright  
Entering Company: Discovery Networks Asia-Pacific  
Brand: Canon  
Country: Singapore  
Other credits: Canon Singapore, Dentsu Singapore

## **THE CREATIVE USE OF MEDIA AWARD**

### WINNER

Title: Interactive TVC Campaign  
Entering Company: UM  
Brand: Coca Cola  
Country: Hong Kong  
Other credits: McCann Worldgroup

## **BEST USE OF EMERGING TECHNOLOGY**

### WINNER

Title: Property guide iPhone application  
Entering Company: The Commonwealth Bank of Australia  
Brand: Ikon Communications  
Country: Australia  
Other credits: Vivant, The White Agency, RP Data

### HIGHLY COMMENDED

Title: Woolworths iPhone and Android application  
Entering Company: Tigerspike  
Brand: Woolworths  
Country: Australia  
Other credits: Tigerspike

## **THE PUBLIC SERVICE AWARD**

### WINNER

Title: Harnessing people power to let people know that SpeedKills

Entering Company: Naked Communications

Brand: The Transport Accident Commission

Country: Australia

Other credits: Photoplay Films

## **AGENCY OF THE YEAR**

Ikon Communications

## **NETWORK OF THE YEAR**

UM

## **ADVERTISER OF THE YEAR**

Coca-Cola