

# 2012

*The Year of the Dragon*

**PROMOTION MARKETING AWARDS OF ASIA IS NOW OPEN FOR ENTRY**



**2011 BEST IN ASIA & BEST IN INDIA.**  
MudraMax India, for the "Silent Anthem" Campaign for Big Cinemas.



**THE 2012 PMAA DRAGONS OF ASIA. NOW OPEN FOR ENTRIES!**

For 13 years, the PMAA Dragons has been awarding the most successful work carried out by Agencies and Clients, across all Countries in Asia. Gold, Silver & Bronze Dragon Winners have gone on to compete in the MAA GLOBES, which recognises the Best of the Best in the World. Last October in Rio de Janeiro, PMAA Winners won 2 GLOBES, 3 Silver and 3 Bronze Awards.

The long term plans for the Dragons of Asia is to develop Country Awards, culminating in the Pan Asian Dragons of Asia Programme.

This year we have pleasure in announcing the Dragons of Malaysia, in Partnership with Marketing Magazine, open to Agencies and Clients in Malaysia.

This year the winners of the PMAA Dragons will be announced in an Awards Ceremony, planned for Kuala Lumpur in late July.

**ONE ENTRY FEE COVERS THE PMAA DRAGONS OF ASIA AND MAA GLOBES, FOR GOLD, SILVER & BRONZE DRAGON WINNERS.**

**THE TROPHIES.**

Gold, Silver & Bronze Dragons.  
Blue Dragon for Best by Country & Best in Asia..



Entries must be lodged online by 5pm (Sydney time) on Friday, 30th March 2012.

[www.dragonsofasia.org](http://www.dragonsofasia.org)

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## WHO CAN ENTER.

Agencies, excluding those in Malaysia covering the following Marketing disciplines: Advertising, Promotion Marketing, Activation, Experiential, Integration, Social Media, Interactive, Digital, DM, Public Relations, Event and Clients, in all countries in Asia.

## IMPORTANT DATE.

To be eligible for PMAA entry, each campaign submitted must have been in the field from 30 January 2011 and be completed before 31 January 2012.

## ENTRIES MUST BE LODGED ONLINE ON:

[www.dragonsofasia.org](http://www.dragonsofasia.org) by 5pm (Sydney time) on Friday, 30th March 2012.

2012 PMAA Winners will be announced by email, in press releases, on [www.dragonsofasia.org](http://www.dragonsofasia.org) in late July. Actual date to be advised.

## ENTRY FEE.

AUD\$175 per Entry per Category.

Entries can be entered in more than one Category.

All PMAA Gold, Silver & Bronze Winners will be entered in the 2012 MAA 'GLOBES' Programme. GLOBES Entry is included in the PMAA Entry Fee.

## THE AWARDS.

### BY CATEGORY.

Gold, Silver & Bronze Dragons will be awarded in each of the 16 Entry Categories. Order of Merit Certificates will be awarded to those entries which the judges deem to be of a high quality.

### THE BEST BY COUNTRY AND THE BEST IN ASIA.

Dragons will be awarded for the Best by Country and the Best in Asia in the opinion of the judges. There must be a minimum of 6 entries per Country to be eligible for the Best by Country.

## THE ENTRY CATEGORIES.

- 1. BEST INTEGRATED COMMUNICATIONS CAMPAIGN.**  
Awarded to the campaign that uses at least three marketing disciplines (ie game of chance or skill, loyalty, digital marketing, internet marketing, experiential marketing, public relations, product sampling, tie-in, social marketing, etc) to most effectively market a product or service.
- 2. BEST SPONSORSHIP OR TIE-IN CAMPAIGN.**  
Awarded to the campaign that best leverages sport, movies, music, community, culture or travel/tourism theme to market a product or service.
- 3. BEST DIGITAL PROMOTION MARKETING CAMPAIGN**  
(Email, online, mobile phones, smart phones & hand held devices, new technology)  
Awarded to the campaign that uses any digital marketing technique most effectively in the execution of a promotion marketing campaign.
- 4. BEST INNOVATIVE IDEA OR CONCEPT.**  
Awarded to the campaign that best demonstrates a unique marketing idea or fresh interpretation of an established idea.
- 5. BEST BRAND-BUILDING CAMPAIGN.**  
Awarded to the campaign that does the most to enhance a brand's image and equity in the marketplace.
- 6. BEST B2B CAMPAIGN.**  
(Trade incentives, loyalty or relationship)  
Awarded to the campaign that best utilises any of the above techniques to market a product or service and maintain market presence to all business customers. Company sales force incentives are also included.
- 7. BEST TRADE CAMPAIGN, COVERING RETAIL, KEY ACCOUNT OR CHANNEL SPECIFIC ACTIVITIES.**  
Awarded to the campaign that best markets a product or service within any retail trade channel.



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## 8. BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN.

Awarded to the campaign that best executes one event, a programme of events, or a travelling roadshow to deliver a brand experience to target audiences.

## 9. BEST CONSUMER ACTIVITY GENERATING SHORT OR LONG TERM BRAND LOYALTY.

Awarded to the campaign that generates loyalty to a product or service most effectively over a short or long term. If the Entrant wishes to include a long term campaign, it must have run for a minimum of 3 years. Entrants must also supply campaign results for each year.

## 10. BEST USE OF THE INTERNET IN A PROMOTION MARKETING CAMPAIGN.

Awarded to the campaign that best utilises the internet tools and techniques, data capture, viral marketing, revenue performance, etc in the marketing a product or service.

## 11. BEST USE OF SOCIAL MARKETING IN A PROMOTION MARKETING CAMPAIGN.

Awarded to the campaign that best demonstrates the use of Social Media in the marketing of a product or service and maintaining involvement and relationships with specific target audiences.

## 12. BEST PRODUCT LAUNCH OR RE-LAUNCH.

Awarded to the best launch or re-launch of a product or service to target audiences.

## 13. BEST BRAND AWARENESS & TRIAL CAMPAIGN.

Awarded to the campaign which is the most effective in gaining brand awareness and/or trial for a new, repositioned, or existing product or service.

## 14. BEST ACTIVITY GENERATING BRAND VOLUME.

Awarded to the campaign which is the most effective in gaining incremental volume for a product or service.

## 15. BEST CAUSE, CHARITY OR CORPORATE RESPONSIBILITY MARKETING CAMPAIGN.

Awarded to the campaign which best leverages a social cause or charity to market a product or service.

## 16. BEST SMALL BUDGET CAMPAIGN.

Awarded to the campaign that achieves all stated objectives while adhering to a small budget, under US\$50,000. Although entries may appear to fit into categories 1 to 15, the Judges will look for ways in which the limited budget may have made the campaign stronger in terms of creativity, innovativeness, market acceptance and results.

## HOW TO PAY AND ENTER.

Log on to [www.dragonsofasia.org](http://www.dragonsofasia.org) & follow the instructions for lodging your Entries.

For any queries, contact Rhonda Valentine at the PMAA Secretariat:

Phone: +61 2 9953 9633

Fax: +61 2 9953 9901

email: [pmaaawards@mdsa.com.au](mailto:pmaaawards@mdsa.com.au)

## WHAT HAPPENS IF YOU ARE A WINNER OF A PMAA GOLD, SILVER OR BRONZE DRAGON?

Your entry will be automatically uplifted to the MAA GLOBES website by 30 June 2012 for Judging by the MAA GLOBES Judging Panel. 2012 MAA GLOBES Winners will be announced in Chicago, USA in October 2012.

### PMAA SECRETARIAT:

#### Mike Da Silva

Director. Promotion Marketing Awards of Asia.  
Past President. MAA Worldwide.  
MAA Worldwide Academic Challenge.  
MAA Marketing Hall of Fame Inductee 2011.

#### Rhonda Valentine

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