

**2020 PR AWARDS ASIA WINNERS**

Presented by PRWeek Asia and Campaign Asia-Pacific

<b>GRAND PRIX AWARDS</b>	
<b>Award</b>	<b>Winner</b>
<b>Asia-Pacific PR Consultancy of the Year</b>	Weber Shandwick Asia Pacific, Singapore
<b>Campaign of the Year</b>	The Perfect Voiceovers, Causes for Animals Singapore

<b>PR CONSULTANCY AWARDS</b>		
<b>Category</b>	<b>Agency</b>	<b>Market</b>
<b>Australia/New Zealand PR Consultancy of the Year</b>	Eleven	Australia
<b>Greater China PR Consultancy of the Year</b>	WE Red Bridge	China
<b>Japan/Korea PR Consultancy of the Year</b>	Synergy Hill and Knowlton Korea	South Korea
<b>South Asia PR Consultancy of the Year</b>	Weber Shandwick	India
<b>Southeast Asia PR Consultancy of the Year</b>	Edelman	Malaysia
<b>Boutique PR Consultancy of the Year</b>	Papaya Agency	Australia
<b>Best Culture of the Year</b>	RICE	Singapore

<b>PEOPLE &amp; TEAM AWARDS</b>			
<b>Category</b>	<b>Nominee/Team</b>	<b>Agency/Company</b>	<b>Market</b>
<b>Young PR Professional of the Year</b>	Crystalbelle Lau Lay Yee	VoxEureka	Malaysia
<b>PR Communications Team</b>	Corporate Communications Office, NTU Singapore	Nanyang Technological University, Singapore	Singapore
<b>PR Professional of the Year (In-House)</b>	Dr Vivien Chiong	Nanyang Technological University, Singapore	Singapore
<b>PR Professional of the Year (Agency)</b>	Anthony Larmon	ERA Myanmar	Myanmar
<b>PR Agency Head of the Year</b>	Elan Shou	Ruder Finn Asia	China

<b>REGIONAL PR CAMPAIGN AWARDS</b>					
<b>Category</b>	<b>Award</b>	<b>Campaign Title</b>	<b>Client</b>	<b>Agency</b>	<b>Market</b>
<b>Australia/New Zealand PR Campaign of the Year</b>	Gold	A Moment Against Silence	The Movember Foundation	Dentsu Aegis Network	New Zealand
	Bronze	Ask For Aussie Barra - Barramundi Day	Australian Barramundi Farmers Association	Papaya Agency	Australia
<b>Greater China PR Campaign of the Year</b>	Silver	The New Word	Oatly	Edelman Hong Kong, Sunny Idea (HK) Limited	Hong Kong SAR
	Bronze	HPV, 80% Relevant to You	Merck Sharp & Dohme (I.A.) LLC Taiwan Branch	Era Ogilvy Public Relations	Taiwan
<b>Japan/Korea PR Campaign of the Year</b>	Gold	NIKKEI BLEND	Nikkei Inc.	Dentsu Inc.	Japan
	Silver	Connecting KIDS	Kiko Network/CAN-Japan (Climate Action Network)	Dentsu Inc. and Dentsu Public Relations Inc.	Japan
	Bronze	Artistic Touch on BESPOKE Refrigerator	Samsung Electronics	Prain Global	South Korea

<b>South Asia PR Campaign of the Year</b>	Silver	Rethink Notions of Masculinity - #ManEnough	Gillette India	Genesis BCW	India
<b>Southeast Asia PR Campaign of the Year</b>	Gold	Grab for Good	Grab	NA	Singapore
	Silver	Accelerating Cloud for ASEAN's Digital Economy	VMware	NA	Singapore
	Bronze	My Parent's Passion	Singapore Tourism Board	ERA Myanmar with Amara	Myanmar
	Bronze	Biti's Hunter Street – Proudly Made In Vietnam	BITI'S VIETNAM	DENTSU REDDER	Vietnam
<b>Asia-Pacific PR Campaign of the Year</b>	No Award				

<b>CAMPAIGN AWARDS</b>					
<b>Category</b>	<b>Award</b>	<b>Campaign Title</b>	<b>Client</b>	<b>Agency</b>	<b>Market</b>
<b>Arts, Entertainment &amp; Media</b>	Silver	Turning Waste into Wealth, the MTV way!	Viacom18 Media Pvt. Ltd	NA	India
	Silver	Straps don't shame, says MTV	Viacom18 Media Pvt. Ltd	NA	India
<b>Best Use of Analytics</b>	Silver	Empower F&B business tackling Covid-19 with data	iCHEF	The Hoffman Agency	Taiwan
	Bronze	Bridging protection gap with AIA Power Critical Cover	AIA Singapore	Ogilvy Singapore	Singapore
<b>Best Use of Broadcast/Video</b>	Gold	The Perfect Voiceovers	Causes for Animals Singapore	Edelman Singapore	Singapore
	Bronze	Singapore Tourism Board "Encounter the Unexpected" IMC Campaign	Singapore Tourism Board Greater China	Ruder Finn Shanghai	China

<b>Best Use of Content</b>	Gold	HP Esc Therapy	HP Australia	Edelman Public Relations	Australia
	Silver	The Great Recamp	Great Northern Brewing Co.	FleishmanHillard, TBWA / Sydney, BOLT	Australia
	Bronze	DBS Heart work(s)	DBS Indonesia	NA	Indonesia
<b>Best Use of Digital</b>	Gold	Mrs Fortune Teller	Manulife Singapore	AKA Asia	Singapore
	Silver	HPV, 80% Relevant to You	Merck Sharp & Dohme (I.A.) LLC Taiwan Branch	Era Ogilvy Public Relations	Taiwan
	Bronze	Hennessy Foodie's Lab	Hennessy	Ruder Finn Group	China
<b>Best Use of Social Media</b>	Gold	From Packaging to Pop Culture: LAY'S Smile Story	PepsiCo India, LAY'S	Edelman India	India
	Silver	Mrs Fortune Teller	Manulife Singapore	AKA Asia	Singapore
	Bronze	MTV Biryani Emoticon	Viacom18 Media Pvt. Ltd	NA	India
<b>Best Use of VR/AR</b>	Gold	AR you ready for HEY!?	Nanyang Technological University, Singapore	NA	Singapore
	Silver	Museum of Claims	Manulife Singapore	AKA Asia	Singapore
	Bronze	tmtplaza x LEGO Big Box Factory	tmtplaza	Boxing Promotions Limited	Hong Kong SAR
<b>Brand Development (Product)</b>	Gold	OPPO 5G Hotel	OPPO	CampaignLab	Australia
	Silver	Kotex Limited Edition Batik	Kimberly-Clark Trading (M) Sdn Bhd	Ogilvy Malaysia	Malaysia
	Bronze	The Great Australian Survivor's Treck	James Squire	Red Havas	Australia
	Bronze	Biti's Hunter Street – Proudly Made In Vietnam	BITI'S VIETNAM	DENTSU REDDER	Vietnam
<b>Brand Development (Service)</b>	Gold	Lullaby Service	mycar	Eleven	Australia
	Silver	Visa's "Super Travelers" Cross-Border Campaign	Visa	Ruder Finn Public Relations Consulting (Beijing) Co., Ltd Shanghai Branch	China

<b>Business-to-Business</b>	Gold	Reckon In The Zone	Reckon	Red Havas	Australia
	Silver	Driving Conversations on the Future of Health	Philips	Omnicom PR Group	Singapore
	Bronze	The Big Cyber Dialogue for Businesses	Barracuda Networks	Ruder Finn India	India
<b>Cause-Related - Diversity &amp; Inclusion</b>	Gold	The Perfect Voiceovers	Causes for Animals Singapore	Edelman Singapore	Singapore
	Silver	Break The Silence	Grab	NA	Malaysia
	Bronze	Jewellery beyond Gender	Senco Gold and Diamonds	Adfactors PR Pvt. Ltd	India
<b>Cause-Related - Public Awareness</b>	Gold	A Moment Against Silence	The Movember Foundation	Dentsu Aegis Network	New Zealand
	Silver	HIKANSEN – FACT FASHION	Janssen Japan	OZMA PR	Japan
	Bronze	The New Word	Oatly	Edelman Hong Kong, Sunny Idea (HK) Limited	Hong Kong SAR
<b>Consumer Launch</b>	Gold	Saving Laundry from Zombie Odors	Lion Corporation	Dentsu Inc. and Dentsu Public Relations Inc.	Japan
	Bronze	The Great Australian Survivor's Trek	James Squire	Red Havas	Australia
	Bronze	The New Word	Oatly	Edelman Hong Kong, Sunny Idea (HK) Limited	Hong Kong SAR
<b>Corporate Branding</b>	Gold	Grab for Good	Grab	NA	Singapore
	Silver	NIKKEI BLEND	Nikkei Inc.	Dentsu Inc.	Japan
	Bronze	Diversity in Disaster Preparation	Yahoo Japan corporation	Dentsu Inc.	Japan
<b>Corporate Publications</b>	Gold	AR you ready for HEY!?	Nanyang Technological University, Singapore	NA	Singapore

	Silver	Chengdu IFS Magazine—breeding the brand’s own KOC	Chengdu International Finance Square	NA	China
	Bronze	Viabuzz - The Voice of Viacom18	Viacom18	Gozoop	India
<b>Corporate Social Responsibility</b>	Gold	Coca-Cola Foundation “Parents Guide for Bullying”	Coca-Cola Foundation	Ogilvy Taiwan	Taiwan
	Silver	The Empathy Project: Ending Hurts of Careless Words	Boehringer Ingelheim	Golin Harris	Taiwan
	Bronze	Qatar Airways Global Green Channel	Qatar Airways	Golin China	China
<b>Environmental</b>	Gold	“Save Lions” Project by Seibu Lions	Seibu Lions Inc.	Dentsu Inc. and Dentsu Public Relations Inc.	Japan
	Silver	foodpanda delivers green	foodpanda	W Communications	Singapore
	Bronze	CanCrushChallenge Campaign	Novelis Korea	domobrodeur	South Korea
<b>Experiential PR</b>	Gold	NIKKEI BLEND	Nikkei Inc.	Dentsu Inc.	Japan
	Silver	Museum of Claims	Manulife Singapore	AKA Asia	Singapore
	Bronze	FWD x House 1881: Hong Kong Story Walk	FWD Insurance	Sinclair	Hong Kong SAR
	Bronze	HP Elite Dragonfly Launch	HP Inc.	Edelman	Singapore
<b>Financial Communications</b>	Silver	Leading the Next Generation of US Stock Trading	TD Ameritrade	FleishmanHillard	Hong Kong SAR
	Bronze	Comms advisor for Asia’s largest 2018/19 M&A	Anta	Hill+Knowlton Strategies	Hong Kong SAR
<b>Healthcare: Ethical</b>	Gold	HIKANSEN - Fact Fashion	Janssen Japan	OZMA PR	Japan
	Silver	Diabetes, Flu + You	Sanofi	GCI Health	Singapore

	Bronze	Welcome to “Vaccine Village”	Sanofi Taiwan	MediCom, Elite PR Group	Taiwan
<b>Influencer Marketing</b>	Gold	Hotel Royal Chiaohsi: Mazu on Holiday	Hotel Royal Chiaohsi	Ogilvy Taiwan	Taiwan
	Silver	Hennessy Foodie’s Lab	Hennessy	Ruder Finn Group	China
	Bronze	OPPO ANZ Ultimate Internship	OPPO	CampaignLab	Australia
	Bronze	ImagineCup:Bring your tech idea to life	Microsoft Asia	Edelman Singapore	Singapore
<b>Integrated Marketing</b>	Gold	OPPO 5G Hotel	OPPO	CampaignLab	Australia
	Silver	Turning Waste into Wealth, the MTV way!	Viacom18 Media Pvt. Ltd	NA	India
	Bronze	Airbnb Lost & Found Campaign	Airbnb	Edelman Beijing	China
<b>Internal Communications</b>	Gold	Power Up	Manulife Singapore	AKA Asia	Singapore
	Silver	WOW Campaign	DBS Bank	NA	Singapore
	Bronze	#23YearsOfGratitude	NA	Adfactors PR Pvt. Ltd	India
<b>Media Relations</b>	Gold	Stop The Drama	Manulife Singapore	AKA Asia	Singapore
	Silver	Google Maps 15th Anniversary	Google Indonesia	Image Dynamics	Indonesia
	Bronze	Return of an Icon	Raffles Hotel Singapore	Omnicom Public Relations Group	Singapore
<b>Non-Profit</b>	Gold	A Moment Against Silence	The Movember Foundation	Dentsu Aegis Network	New Zealand
	Silver	The Perfect Voiceovers	Causes for Animals Singapore	Edelman Singapore	Singapore
	Bronze	“I’m All Ears” campaign	Life Insurance Philanthropy Foundation	KPR	South Korea
<b>PR Event</b>	Gold	A Moment Against Silence	The Movember Foundation	Dentsu Aegis Network	New Zealand
	Silver	TENGA Bar - AGNET!	TENGA	K-concept, Elite PR Group	Taiwan

	Bronze	Raya Sempoi - Touch 'n Go eWallet	TNG Digital Sdn Bhd	Zeno Malaysia	Malaysia
<b>Promotional Activity</b>	Gold	Jewellery beyond Gender	Senco Gold and Diamonds	Adfactors PR Pvt. Ltd	India
	Silver	Think Like Leonardo da Vinci 500th Anniversary Exhibition	Hong Kong Innovation Foundation, Olympian City	Collaboration Consultancy Ltd, Above The Line Company Limited	Hong Kong SAR
	Bronze	Love Doesn't Make Sense. A Gift Does.	PChome Online Marketing Center	Era Ogilvy Public Relations	Taiwan
<b>Public Affairs</b>	Gold	Diversity in Disaster Preparation	Yahoo Japan corporation	Dentsu Inc.	Japan
	Silver	Diabetes, Flu + You	Sanofi	GCI Health	Singapore
	Bronze	Excellence in Access Communications	Xian Janssen	TransComm Group, Burson Cohn & Wolfe, OgilvyPR	China
<b>Public Education</b>	Gold	Break The Silence	Grab	NA	Malaysia
	Silver	Love Myself: Overcoming the Fear of HIV Testing	Taiwan AIDS Society & Taiwan AIDS Nurses Association	Golin	Taiwan
	Bronze	Men, Get Hard Rightly!	Pfizer Advanced Pharmaceutical Company Limited	MediCom APAC, Elite PR Group	Taiwan
<b>Public Sector</b>	No Award				
<b>Reputational/Issues Management</b>	Bronze	IndiGo Flying High Despite Cockpit Battle	InterGlobe Aviation (IndiGo)	Genesis BCW	India
<b>Sports</b>	Gold	#NBAInMyBackyard (NBA Mere Aangan Mein)	NBA India	Genesis BCW, Wordwork Communications	India
	Silver	Home Run Taiwan	CTBC Bank	Havas Taiwan	Taiwan
	Bronze	FWD North Pole Marathon 2019	FWD Life Insurance Company (Bermuda) Limited	MSL Group	Hong Kong SAR
<b>Technology</b>	Silver	ImagineCup:Bring your tech idea to life	Microsoft Asia	Edelman Singapore	Singapore



	Bronze	OPPO 5G Hotel	OPPO	CampaignLab	Australia
	Bronze	tmtplaza x LEGO Big Box Factory	tmtplaza	Boxing Promotions Limited	Hong Kong SAR