

2020 PR AWARDS ASIA WINNERS

Presented by PRWeek Asia and Campaign Asia-Pacific

REGIONAL PR CAMPAIGN AWARDS					
Category	Award	Campaign Title	Client	Agency	Market
Australia/New Zealand PR Campaign of the Year	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
Greater China PR Campaign of the Year	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
Japan/Korea PR Campaign of the Year	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
South Asia PR Campaign of the Year	Silver	Rethink Notions of Masculinity - #ManEnough	Gillette India	Genesis BCW	India
Southeast Asia PR Campaign of the Year	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
Asia-Pacific PR Campaign of the Year	No Award				

CAMPAIGN AWARDS					
Category	Award	Campaign Title	Client	Agency	Market
Arts, Entertainment & Media	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
Best Use of Analytics	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
Best Use of Broadcast/Video	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
Best Use of Content	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

Best Use of Digital	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
Best Use of Social Media	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
Best Use of VR/AR	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
Brand Development (Product)	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
Brand Development (Service)	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

Business-to-Business	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
Cause-Related - Diversity & Inclusion	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
Cause-Related - Public Awareness	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
Consumer Launch	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
Corporate Branding	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
Corporate Publications	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
Corporate Social Responsibility	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
Environmental	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
Experiential PR	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
Financial Communications	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
Healthcare: Ethical	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
Influencer Marketing	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
Integrated Marketing	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
Internal Communications	Gold	Power Up	Manulife Singapore	AKA Asia	Singapore
	Silver	WOW Campaign	DBS Bank	NA	Singapore
	Bronze	#23YearsOfGratitude	NA	Adfactors PR Pvt. Ltd	India
Media Relations	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
Non-Profit	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
PR Event	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
Promotional Activity	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
Public Affairs	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
Public Education	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
Public Sector	No Award				
Reputational/Issues Management	Bronze	IndiGo Flying High Despite Cockpit Battle	InterGlobe Aviation (IndiGo)	Genesis BCW	India
Sports	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
Technology	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