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Competition sets new benchmark for industry

In a world where media is fragmenting at remarkable speed, the role of sophisticated communications has taken centre-stage. This year’s Asia-Pacific PR Awards, the seventh in the competition’s history, salutes this trend — recognising the best work, people and agencies that the region has to offer.

Competition, as always, was tough. And, the judges must be thanked for their sterling work to sort the wheat from the chaff and genuinely recognise the best of Asia-Pacific’s public relations industry. The panel — numbering 16 judges — worked hard during a lengthy process, with the client-side judges eventually holding a vigorous debate to determine the Campaign of the Year award.

In the prestigious Gold categories, the five-strong panel had a task that was perhaps even more difficult. Assessing value in an environment where all agencies are growing is a complex business, evidenced by the whisper-thin margins that decided Network of the Year, Mid-Sized Network of the Year and Consultancy of the Year.

Media overhauled the campaign categories this year in a bid to better reflect the evolution of today’s PR marketplace. A slew of new categories were launched for this year’s awards, in recognition of the growing importance of digital, social media and corporate social responsibility. This year also saw highly encouraging growth of the Student of the Year category, with over 30 aspiring entrants submitting ideas in the hope of landing a career in the public relations industry. As the talent squeeze accelerates, it is only right that the industry broadens it base among students in Asia.

As the awards continues its growth into a critical benchmark for the industry, Media remains committed to delivering an awards programme that reflects the best and brightest in the industry. Congratulations to all the winners.

Arun Sudhaman
Deputy editor, Media
The Judges

Back row from left to right: Chris Chan, Andrew Pirie, Yong Meng Tan, Kerth Kaerhoeg, Allison Lim, Charles Lankester, Myrna Thomas, Ku Kok Peng, Greg Brutus and James Heinowitz

Seated from left to right: Sabrina Cheung, Mary Lamb, Ava Lawler, Arun Sudhaman, Anke Schmidt and Joanne Basford.
With condom purchasing behaviour in India stagnating among the target audience of sexually-active men, US-based non-government organisations teamed-up with the Indian government, PSP-One and ICIC Bank to tackle the single biggest barrier to sales — embarrassment.

Set a goal of boosting sales by four per cent in the total private sector, Corporate Voice l Weber Shandwick stepped up to the public relations challenge.

Pre-campaign research indicated that most people in the eight target states associated condoms with HIV and Aids, and hence felt condoms are only for high-risk groups.

Confronted with a limited budget of less than US$32,000, the consultancy devised a campaign aimed at reinforcing positive attitudes among young men and promoting the desired behaviour, thus tagging it ‘Condom Bindaas Bol’, or ‘Say Condom Aloud’

This strategy was aimed at breaking down the taboos associated with purchasing prophylactics in India, particularly among single men.

Running across eight states in India, which comprised more than 40 per cent of India’s population and 45 per cent of the existing condom market, the PR campaign was focused on bringing on board key groups, such as the media, celebrities and pharmacists, among others.

The aim of this was to help ‘normalise’ condoms and to shift the perception from one of embarrassment when purchasing the products over-the-counter to one in which a health-conscious attitude prevailed.

Drilling down on two key messages: — that condoms should be talked about freely and openly and that condoms are for everyone, not just high-risk groups — the campaign involved both traditional and non-traditional media vehicles, highlighting three key aspects, partnerships and endorsements, media and editorial outreach and digital media activation.

A critical component of the campaign was the agency’s recommendation on media strategy, which suggested the client should assign a third of the available funds to forging media partnerships with a view to purchasing discounted packages.

The tactic paid handsome dividends, with a series of media partnerships resulting in media cost savings of close to 80 per cent.

Celebrities were approached and signed on to assist in developing public service messaging, while chat shows were created on a pro bono basis by partner media networks.

The wider campaign also included consumer contests, viral video elements, mobile marketing and social networking.

The results were overwhelming.

Consistent use of condoms with spouses (among married men) jumped 12 per cent to 44 per cent, with the consistent use of condoms with non-regular partners increasing by five per cent.

There was also a 16 per cent increase among the target audience who believed that condoms are not only for high-risk groups.

In terms of sales, the target figures were also exceeded, with sales of commercial condom brands increasing by more than six per cent, and the value of commercial brands sold through retail outlets surging over 10 per cent.

The impressive results demonstrated a superbly executed social cause campaign by Corporate Voice l Weber Shandwick and the associated parties, standing the initiative head and shoulders above the competition.
Winner
Agency: Edelman Asia-Pacific

Runner-up
Agency: Ogilvy Public Relations Worldwide

Finalist
Agency: Weber Shandwick Asia-Pacific

Edelman took home the fiercely-contested Network of the Year Award following a year of outstanding performance that finally validated its second-place finishes in 2005 and 2006. Edelman’s strong growth owed much, it must be said, to its continued private ownership. While the holding companies continued to prevaricate over acquisitions, Edelman moved swiftly — and aggressively — to buy Indonesia’s leading PR firm Indo-Pacific PR, along with Roger Pereira Associates in India. The agency also remedied its one continuing weakness, adding scale in China by acquiring local shop Pegasus.

The Edelman chequebook may also explain why regional CEO Alan VanderMolen has been able to assemble a formidable senior management line-up, including the likes of Southeast Asia chief Bob Grove and regional director Charles Lankester. In the twilight of a pioneering career, meanwhile, Martin Spurrier has coaxed excellent performances from the network’s Hong Kong operation.

Money alone, of course, does not explain the full extent of the Edelman story over the past 12 months. Profit has risen by almost two-thirds, on the back of 22 per cent revenue growth across the network’s 18 offices. Meanwhile, new business arrived from the likes of Aberdeen Asset Management, Carlyle, Charles Schwab and Sun Hung Kai Property. Of more significance, perhaps, is the agency’s growth of its existing client base. Dairy Farm doubled its business, while the agency also drove strong results for Microsoft, Xbox, Coca-Cola, Starbucks, Johnson & Johnson, Samsung and Shell.

The agency’s thought leadership also stood out. Even if some of its efforts in the US have attracted attention for the wrong reasons, Edelman remains at the forefront of social media engagement and also launched a sustainability and CSR practice this year. Meanwhile, the network’s Stakeholder Study has rapidly become a critical benchmark of stakeholder perceptions, trust and media channels. All told, it was a year that saw an impressive solidity to Edelman’s regional offering. The agency made the correct, if difficult, decision to axe its China leadership team — sending a clear signal that underperformance will not be tolerated.

Winner
Agency: Ogilvy Public Relations Worldwide

Runner-up
Agency: Ogilvy Public Relations Worldwide

Finalist
Agency: Weber Shandwick Asia-Pacific

After three years of relative anonymity, Ogilvy vaulted back into the top-tier of the region’s PR agencies with a strong runner-up finish in the race for Network of the Year.

The year saw regional CEO Chris Graves finally remake the agency in his own image, shedding the baggage of its frenzied acquisition drive by retaining a number of key agency leaders.

Comfortably the largest agency in the region, Ogilvy’s offerings in some countries — Australia, China and Japan — give it an enviable edge.

The agency advised the Chinese Government on its Olympics PR issues and also deepened relationships with a top-10 client roster that includes the likes of Intel, Nokia, IBM, Unilever and UPS.

In addition, its healthcare practice saw significant growth, while it again demonstrated strong thought leadership credentials through its alliance with the World Economic Forum.

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Finalist
Agency: Weber Shandwick Asia-Pacific
Winner

It's a fitting finale to the year that Hill & Knowlton Sydney, celebrating its 50th anniversary since its incorporation in 1957, is rewarded for a tremendous twelve months, which has seen it catapulted into the leading group of PR consultancies in one of the most competitive markets – Australia.

After achieving impressive 32 per cent revenue growth level in 2006, Hill & Knowlton Sydney managing director Michelle Hutton and her leadership team asked for more. Critically, the consultancy delivered, and it is now on track to post an eye-catching revenue increase of more than 100 per cent — in effect doubling in size.

One of the key factors in the decision to award the Gold to Hill & Knowlton was its impressive track record in the pitch room, with the consultancy boasting an impressive seven-month winning streak during the award period, in which it has retained every single client — except one, which was resigned — with new business wins spanning all major categories — Coca-Cola, eBay, Optus Business, Australian Rugby Union, Macquarie Goodman and Elizabeth Arden to name just a few.

And with all of that new business walking in the door, the pressure has been intense in terms of attracting the right mix of new talent to service existing and new clients. Hill & Knowlton has demonstrated its undeniable success on this front, with Hutton leading the office from 36 people during the 2006 award period, to almost 80 consultants and five support staff, representing an increase of almost 100 per cent. All of this took place, noted the judges, without a single acquisition.

Staff retention was another key focus for Hill & Knowlton chiefs, with the consultancy laying claim to a better-than-average staff retention rate, thanks to a steady focus on its culture of inspiration, education and motivation, thus helping team members perform at their best, without losing track of a key factor: simply having fun.

The consultancy has also launched four new specialty practice areas over the last twelve months, supporting the new foundations with an increased emphasis on digital communications for virtually their entire list of clients.

Runner-up

Weber Shandwick Singapore has signalled its coming of age, with a stellar year pushing it into the runner-up position.

One of the consultancy’s standout achievements for the 2007 award period was its spectacular performance on the revenue front, meeting the year’s aggressive annual targets in the first few months of the year. Staff retention has been one of the keys to its success — the office has seen only two departures out of 52, well below the Singapore industry’s average turnover of 17 per cent — along with steady growth in attracting new talent.

The office has also positioned itself as a hub for Asia-Pacific, with regional accounts now accounting for a much greater portion of the agency’s overall business mix. And with a well-thought out incentive programme focussed on staff members, the consultancy presented itself as an allround performer, and a worthy runner up in Consultancy of the Year.

Finalist

Edelman Singapore proved itself as a worthy finalist among a hotbed of consultancy excellence, improving its win loss pitch ratio over the last twelve months to 86 per cent, with some of the key clients to come on board including GE Money, Johnson & Johnson Singapore, Starhub and Unilever among others.

The consultancy launched a swathe of new practice units, namely a dedicated public affairs offering, nutrition, sports marketing and social media in a bid to ensure their clients were provided with cutting edge solutions in a cramped PR market.
Winner
Agency: Text100, Asia Pacific

Text100 used its digital strengths to good advantage in an impressive performance over the past 12 months, growing revenues and expanding its offering across Asia-Pacific. Revenues improved by 22 per cent in this region, on the back of new business from the likes of Autodesk, BMW, Cisco Systems, Philips Electronics, SanDisk and SafeNet. Offices that prospered included India, to little surprise, along with Hong Kong, Japan and Singapore. All told the agency improved its client retention rate from 88 per cent to an impressive 92 per cent.

The agency now possesses a genuine regional offering, as evidenced by standout multi-market initiatives for Ariba, IBM, Lenovo and Philips. In addition it has successfully broadened its practice capabilities beyond pure tech, to encompass corporate communications.

This growth helped Text launch a number of eye-catching new offerings throughout the year. In India, a traditional Text stronghold, the agency rolled out Vox to deal with the need for a conflict agency. Text also launched in Malaysia, and immediately saw strong growth, evidenced by its finalist nod in this year’s New Consultancy of the Year category.

Perhaps the most audacious move, however, was Text’s decision to hub account servicing out of Mumbai, in a bid to bring greater efficiencies for its clients. By opting to mimic the technique that more than a few of its clients have adopted, Text stole a march on some of its bigger rivals – ushering in a new era of globalisation to the PR world.

Talent-wise, regional chief Ava Lawler shifted from Australia to the thick of the action in China. Meanwhile the agency also split into two sub-regions to better manage growth.

One of the agency’s key strengths, in addition, should be applauded – its consistent ranking as one of the best workplaces in the PR industry. Its talent management initiatives remain a drawcard, in a sector not always known for paying close attention to retention.

Runner-up
Agency: Upstream Asia

Upstream Asia’s decision to list on the London Stock Exchange AIM market raised eyebrows last year, but this year saw the benefits as the consultancy used the generated capital wisely.

Founder David Ketchum took a break from his capital markets responsibilities to lure respected veterans to an agency that has often suffered from a paucity of senior talent. Mike Liew arrived to head Southeast Asia, Bai Hua Foley in China, Hester Chan in Hong Kong and Lyle Fujikawa in Tokyo.

In Australia, meanwhile, Ketchum splashed the cash to even greater effect, buying boutique player Macro and immediately doubling the size of his regional offering.

The results were encouraging, with 100 per cent revenue growth, boosted by new business from California Fitness, Disney Channel, Embraer, Fiat Group and Swift.

Finalist
Agency: Strategic Public Relations Group

Strategic continued its impressive growth over the past 12 months, bolstering its Singapore operation, and retaining its position as Hong Kong’s dominant IPO consultancy.

Fee income grew by 40 per cent while profit almost doubled.

To reflect its regional leanings, Strategic rebranded itself as SPRG, and launched a corporate practice in Hong Kong, a fashion/lifestyle team in Beijing and an events team in Shanghai.

New business was led by Singapore which attracted retainers from Avis, Clarke Quay and Pernod Ricard.
Winner

Long billed as one of the region’s outstanding communications talents, Ogilvy Public Relations Asia-Pacific chief executive officer Christopher Graves has continued the network’s impressive growth since joining the operation in 2005. With profit surging 40 per cent above 2005 levels, Graves has spearheaded the network’s drive with 2007 revenues far exceeding expectations — actual figures are confidential — positioning him as a natural choice for the Gold. With one eye firmly fixed on consolidating the network’s expansive roster of top-shelf clients, Graves’ other eye is focussed on driving new business development and staffing resources in a bid to ensure the network capitalises on a buoyant Asia-Pacific economy, while at the same time building on the network’s truminate of platforms: insights, ideas and influence.

Graves identified four key areas of growth for Ogilvy PR over the last 12 months: financial transactions and services, healthcare, change management (including climate-related work and employee communications) and digital influence, and then acted on these insights by launching specialised units to tap into these high-margin categories — Ogilvy Impact, created through the acquisition of a specialist firm in internal employee communications, Ogilvy Health and 360 Digital Influence.

Graves, who spent 23 years in the news business before joining Ogilvy, boasts extensive connections in the media and on the client side, allowing him to bridge the worlds of news, corporate chiefs and government ministers. A regular traveller, Graves’ 12 month calendar lists appearances and chairman duties at the World Islamic Economic Forum, the Global Entrepolis ‘Captains of Industry’ event and Dinner Debates with the President of the Philippines and with Nissan Motor’s Carlos Ghosn, among others.

Graves has also worked to implement a strong ongoing community approach to his leadership by taking his leadership team through community service programmes in Siem Reap, Cambodia, which saw company chiefs refurbish hospitals and schools, repainting walls and building children’s playgrounds. They also complimented their hands on approach by donating their professional services to help the facilities’ founders with their own PR.

Runner-up

Gutenberg Communications co-founder and chief executive officer Harjiv Singh established himself as a worthy runner-up following a stellar 12-months with the network. During the award entry period, Singh has astounded onlookers by increasing annual revenue by 130 per cent, the third consecutive year of triple-digit growth since the agency’s inception, when it launched with just one office and a single client, Wipro Technologies.

Aside from revenues, Singh also played a leading role in client retention, with the network’s retainer list surging an impressive 56 per cent. Singh has also spearheaded a golden period of organic growth, which has seen the company launch operations in the key markets of London and Mumbai, adding to its three existing offices, while simultaneously doubling the number of full-time PR professionals working across the network’s Asia-Pacific operation.

Finalist

Hill & Knowlton China chief executive officer Esmond Quek has emerged as one of the industry’s stars, leading the agency into new territory in terms of revenue and staff numbers. Under Quek’s watch, the Beijing and Shanghai offices have grown from just 45 PR professionals to more than 150, with ever-increasing revenues indicative of a steady conversion of new business opportunities. At Media’s press time, year-on-year revenue increases were on track to exceed more than 25 per cent. In recognition of the competition for talented PR professionals, Quek started a PR associate programme to source the brightest university talent, which has since seen 16 trainees offered fulltime positions with the company.
Winner
Name: Alvin Pang
College/University: National University of Singapore

Runner-up
Name: Chloe Frankcombe
College/University: University of Sydney

Runner-up
Name: Sue Mei Teo
College/University: National University of Singapore

Winner
Confronted with a dummy MasterCard Worldwide brief centring on the launch of the payment solutions provider’s new contactless Zap card, a debit card in four markets, Hong Kong, Singapore, Thailand and Australia, Alvin Pang conceived a regional PR campaign which utilised a race through the countries, beginning in Hong Kong and finishing in Sydney.

The ‘Zap Around: One Race, Four Countries, One Card’ was the most significant element of the campaign, and would be held in an Amazing Race format, with contestants facing off over a variety of challenges in each market. During the race the four teams would use the Zap card as part of their challenges, demonstrating the card’s ease and speed in payment.

Judges deemed the idea showed exemplary insights into the target audience — tech-savvy students aged 18 to 30 — who wanted to make the most of their time and money, with a secondary audience of young working adults. Pang banked on leveraging the idea that it would be possible to upsell students as they progressed into working life, and used data from a wide range of research facilities to support his strategy, including focus groups and questionnaires which covered brand loyalty and preference, usage habits, media consumption habits and demographic and psychographic information. Featuring a range of attention-grabbing events, Pang made the decision to launch with a concentrated media effort to communicate that ownership of a Zap card is fun and exciting. The one-month media burst was aimed at building hype around the launch of the card, before following up with a range of executional platforms, including the one-week race. Supporting channels included a voting competition to select the competing teams, road shows, sales booths and a ‘Tap Dance’ in clubbing and entertainment venues.

Judges noted it was an innovative campaign which effectively connected with consumers through a wide range of touchpoints. Pang’s triumph was a clear reflection of his personal life. After leaving home at age 11, putting himself through school and witnessing the death of his father, Pang’s inspirational story has been covered in local and regional media, showing us all that anything is possible.

Runner-up
Chloe Frankcombe’s ‘Anywhere, anytime, your money in a Zap’ strategy drew the judges commendation for a well-thought out campaign.

Based on the insight that the Zap card was positioned as fast, convenient and trendy, Frankcombe’s strategy relied on a combination of media relations and consumer education to position the card as the debit card of choice among young consumers. Central to Frankcombe’s MasterCard campaign was a ‘Zap Around the World’ adventure to focus the target audience’s interest in travel and online activities, with contestants racing to ten cities in 10 days on a budget — flights are prebooked.

The campaign would also draw heavily on event opportunities and promotions, with the competition contestants made available for media appearances in each of the countries they pass through, with free gift bags distributed at appropriate youth-focused events in each market.

Runner-up
Sue-Mei Teo chose a high-impact approach for her MasterCard campaign, with parachuting, hang-gliding, bungee jumping and snorkelling Zap cards creating buzz around the brand’s launch.

Teo’s ‘We take you everywhere’ campaign was founded on three core tenets — education, interest and engagement — which employed a significant emphasis on media relations as a way of educating and building credibility about the brand. Teo’s launch strategy revolved around offering free trips to the four countries in which the card was launching, along with a dedicated online presence strengthened by blogger advocates.

The initiative also would have seen widespread outdoor coverage in key cities, incorporating blue tooth technology into elements of consumer activation, raw parties, seasonal promotions and product placement.

The diverse nature of Teo’s campaign has judges predicting a stellar career for the National University of Singapore business student.
Finalist
Agency: Communications DNA, Singapore

Finalist
Agency: Text 100, Malaysia

Serving a broad spectrum of clients since 2006, Communications DNA has earned the trust and confidence of various noteworthy clients. The agency maximises coverage for its clients by developing customised pitches and targeting both traditional and alternative media.

To get around roadblocks, it also recommends less conventional approaches to engaging the media and achieving publicity. It was with this tactic that it helped clients like Nokia and Subaru achieve outstanding results in campaigns targeted at niche audiences.

Text 100 Malaysia commenced operations in August last year with just one employee. Fuelled by a number of blue-chip clients and campaign wins, including the Nokia PR portfolio, Philips, Symantec, Lenovo, NXP and Infineon, it grew to a team of five consultants within the first five months.

The Malaysian office took advantage of a joint training programme in Indonesia with colleagues from Text 100 Singapore and delivered 11 training courses from Text 100’s Protocol University in-house training programme in the first year.

Text 100 Malaysia returned a profit within the first six months, and is on track to achieve profit levels of nearly four times higher than what was planned for its first year.
People & Consultancies – Young PR Professional of the Year

Asia Pacific PR Awards

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Awards

Name: Liberty Lee
Agency: Weber Shandwick, Australia

Certificate of Excellence

Name: Yoko Atsumi
Agency: Cosmo, Japan

Certificate of Excellence

Name: Tzyy Wang
Agency: Hill & Knowlton, Beijing

Honourable Mention

Name: Eric Thain
Agency: Weber Shandwick, Beijing

Liberty Lee impressed the judges and everyone at Weber Shandwick in Australia by ascending through the ranks from intern to account supervisor in just three years’ time.

Lee joined the agency part time at the age of 19 while studying at the University of Technology, Sydney. She was promoted to consultant as soon as she completed her degree. In this role, she worked on an award-winning campaign for Unilever and implemented one of the most talked-about PR campaigns of the year for a male deodorant spray, bringing more than 658,000 unique visitors to the campaign’s website in three months.

Lee’s efforts in fostering relationships within the Interpublic Group of companies were also greatly appreciated. She successfully instigated a buddy system for the sister agencies to share information and identify opportunities to collaborate, which resulted in a number of new accounts in the Nestlé cereal portfolio.

As senior consultant, Lee was the driving force behind the agency’s growing health and wellness movement. She worked across the healthcare and consumer practice groups and built a trust bank of contacts. As a consumer media expert, Lee pitched a young and upcoming celebrity as part of a CSR initiative with Refugees International Japan.

At the age of 29, Wang is the youngest person to hold the title of account director in the company. His PR expertise not only impresses his own clients, but also led to referrals for new business for the wider Weber Shandwick network.

Tzyy Wang joined Hill & Knowlton in 2002, where she began in small support roles.

Despite a lack of academic qualifications in media or communications, Wang demonstrated high standards of professional excellence. She soon started managing her own account – O’Melveny & Myers, one of the agency’s longest-running accounts. By working around the constraints legal firms have in China, Wang helped O’Melveny achieve the recognition of the 2007 Durex Sexual Wellbeing Global Survey as part of a CSR initiative with Cosmo, by providing pro bono media relations support for their annual events.

Of Yoko Atsumi’s achievements, the 2007 Durex Sexual Wellbeing Global Survey has been one of the most notable.

Overcoming Japanese society’s resistance to discuss issues of sexual health was the primary challenge in this campaign.

Atsumi devised a panel discussion to have high-profile, media-friendly opinion formers talk about the issue from a professional angle. She faced a serious setback when the venue at the British Embassy was reassured that the event was informative and an important issue to introduce to Japanese audiences.

As recognition of her outstanding performance, Lee was awarded the 2006 Asia Pacific Leadership Award from across a number of the Interpublic Group of companies.

At the age of 23, Lee was the youngest person to reach the position of account supervisor in the firm’s recent history. Her ability to deliver quality professional counsel has won her trust and popularity among clients such as Singapore Airlines, George Weston Foods, Nestlé Cereal Partners and Johnson & Johnson. Her contribution to the consumer practice amounts to nearly half of the group’s monthly revenue.

Leveraging on her experience in the agency, Lee now leads an internship programme for university students. She also plays a leading role in organising team-building activities for the staff.
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— Dave Senay, President & CEO

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Award

Campaign Let the Bra Do the Talking – Mode Marie branding campaign
Client Mode Marie, Esoniee International
Agency Weber Shandwick, Taiwan

Certificate of Excellence

Campaign TCL 100 Families
Client TCL Multimedia Technology Holdings, China
Agency Burson-Marsteller, Beijing

Certificate of Excellence

Campaign 2006 Pampers Glory PR Campaign
Client Procter & Gamble Taiwan
Agency Strategic Public Relations Group, Hong Kong

Certificate of Excellence

Campaign Lipton – Drink Better, Think Better
Client Unilever Australia
Agency Pulse Communications, an Ogilvy Public Relations Worldwide Company, Australia

Honourable Mention

Campaign Life is a Garden
Client Nursery & Garden Industry Australia
Agency Pulse Communications, an Ogilvy Public Relations Worldwide Company, Australia

Certificate of Excellence

Burson Marsteller was tasked with raising TCL’s profile as a high-end producer of HD LCD TVs. The campaign, which encouraged 100 selected families to write a blog about their experiences with the product, was praised for harnessing social media power.

Certificate of Excellence

The Pampers Glory campaign successfully strengthened consumer relationship with the brand, drawing interest with the launch of Baby Yoga and setting up a celebrity blog, which earned a position on Yahoo’s and Yahoo Blogs’ front pages.

Certificate of Excellence

Pulse Communications’ ‘drink better, think better’ campaign for Unilever’s Lipton brand increased market share by drawing attention to the purported boost in alpha brainwaves brought about by drinking tea, and positioning Lipton black tea as a healthier stimulant than coffee.

Honourable Mention

By highlighting the lifestyle aspect of gardens, Pulse Communications helped draw urban Australian women aged 25 to 49 back to garden centres. At the end of 2006, the Australian Garden Market Monitor noted an increase of more than five per cent in industry value on spring 2005.
BUILDING BRANDS IN A DIGITAL WORLD
General Consumer – Arts, Entertainment & Media Campaign of the Year

Award
Campaign The Happy Little Vegemites: Where Are They Now?
Client Kraft Foods
Agency Pulse Communications, an Ogilvy Public Relations Worldwide Company, Australia

Certificate of Excellence
Campaign The Launch of Girlspace.com
Client Kimberly Clark
Agency Awareness ID, Vietnam

Honourable Mention
Campaign Louis XIII Intérieur en Lumière
Client Louis XIII
Agency Zenith Integrated Communications, Shanghai

Award
Campaign Pulse Communications’ campaign for Kraft Foods, ‘The Happy Little Vegemites: Where Are They Now?’ sought to create out-through for a new TV commercial by connecting a new generation of Australians to the heritage of the Vegemite brand.

The focus was on generating anticipation of the re-make of an iconic 1950s TV commercial featuring eight singing, marching children known as the Happy Little Vegemites.

To achieve this, it was necessary to forge a link between the younger generation and the old ad. The campaign was executed in four stages.

The original Vegemites were initially invited contact a Kraft hotline. A story on the recreation of the ad followed, and an exclusive feature on national breakfast TV announcing the search captured the attention of the media and the public. Judges noted that the campaign developed a life of its own, with journalists scrambling to take up the search on Kraft’s behalf.

After eight days of intense interest, all living Vegemites were identified and agreed to appear at the reunion. The Sydney conference attracted all TV networks, metropolitan print, radio and online media.

Judges described the campaign as ‘simple but highly effective’, having leveraged a highly emotional connection between Australians and the brand.

General Consumer – Consumer Launch Campaign of the Year

Award
Campaign Citrix Online’s ‘Shrinking Holiday Syndrome’ campaign by Howorth Communications successfully raised the brand’s profile by drawing attention to the issue of holidays being interrupted by employers who were not providing their staff with the technology to work remotely.

Research revealed that Australians were spending more time at work and taking fewer holidays, suggesting that they were struggling to strike a work/life balance. The topic was not a new one, but the broader issue of holidays being interrupted by employers had not been discussed by the media. At the centre of the campaign was a call to organizations to provide their employees with remote working tools to avoid the encroachment of work into personal life.

Results from research commissioned by Galaxy were drafted into a press release that was distributed to TV, radio, newspapers and business publications. An academic expert on work/life balance, Dr James Cowley, then reinforced the campaign’s call-to-action by urging employers to adopt remote working technologies such as Citrix Online’s GoToMyPC.

Following broad media exposure, the report and findings were passed to key stakeholders, including government and work/life balance organisations.

The campaign was noted for “its ability to identify and harness a pertinent issue in the local community that is relevant to the benefits of the product”.

Certificate of Excellence
Campaign Shrinking Holiday Syndrome
Client Citrix Online
Agency Howorth Communications, an Ogilvy Public Relations Worldwide Company, Australia

Honourable Mention
Campaign Howtor Fun: Creating China’s Running Culture
Client adidas China
Agency Ogilvy Public Relations Worldwide, Beijing

Certificate of Excellence
Campaign Shrinking Holiday Syndrome’ campaign
Client Citrix Online
Agency Howorth Communications

Honourable Mention
Campaign Retirement Number Initiative
Client The Prudential Assurance
Agency Ogilvy Public Relations Worldwide, Hong Kong

Honourable Mention
Campaign What’s Your Retirement Number Initiative
Client The Prudential Assurance
Agency Ogilvy Public Relations Worldwide, Hong Kong

Certificate of Excellence
Campaign Citrix Online’s Shrinking Holiday Syndrome’ campaign
Client Citrix Online
Agency Howorth Communications

Honourable Mention
Campaign Louis XIII cognac and Zenith’s book Intérieur en Lumière
Client Louis XIII
Agency Zenith Integrated Communications, Shanghai

Certificate of Excellence
Campaign Girlspace.com
Client Kimberly Clark
Agency Awareness ID, Vietnam

Honourable Mention
Campaign Synergy: Where Are They Now?
Client Vegemites: Where Are They Now?
Agency Vegemites: Where Are They Now?

Honourable Mention
Campaign Retirement Number Initiative
Client The Prudential Assurance
Agency Ogilvy Public Relations Worldwide, Hong Kong

Honourable Mention
Campaign Citrix Online’s Shrinking Holiday Syndrome
Client Citrix Online
Agency Howorth Communications

Honourable Mention
Campaign What’s Your Retirement Number Initiative
Client The Prudential Assurance
Agency Ogilvy Public Relations Worldwide, Hong Kong

Honourable Mention
Campaign Girlspace.com
Client Kimberly Clark
Agency Awareness ID, Vietnam

Honourable Mention
Campaign Synergy: Where Are They Now?
Client Vegemites: Where Are They Now?
Agency Vegemites: Where Are They Now?
Award
Few in the summer of 2006 had heard about the human papillomavirus (HPV), and fewer still worried about the fact that it caused cervical cancer, a major cause of death among Australian women. Invented in Australia by CSL and a relatively low-profile scientist, Professor Ian Frazer, the Gardasil vaccine would only receive Government funding if it were felt there was overwhelming political, media and community enthusiasm.

Using an advocacy strategy referred to as VmaDs (Very Important Mothers and their Daughters), the Parker and Partners’ campaign recruited over 50 high-profile Australian mothers and daughters, who formed a powerful coalition of petitioners. The campaign was praised for being well researched and achieved its goal. In November, the Prime Minister announced that the Government would immediately and universally fund the vaccine for every schoolgirl and all young women in 2007, a year earlier than anticipated.

Certificate of Excellence
Using emotional appeal to raise awareness of the dangers of rotavirus, CSL’s campaign prompted the Australian Government to pledge funding to include rotavirus vaccines on the national immunisation programme.

Certificate of Excellence
Prior to launching the world’s first cervical cancer vaccine, MSD aimed to educate women about the link between HPV and cervical cancer. Using comics, the campaign was praised for ‘tackling a difficult topic in a very traditional market’.

Honourable Mention
The ‘Roll Up Your Sleeves’ campaign for Novartis Pharma KK, timed to coincide with World Hypertension Day in May, achieved a Guinness World Record and engaged the public in a country where health is not openly discussed.

Certificate of Excellence
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Certificate of Excellence
Millions of new parents and a lack of child-raising information prompted Pampers to launch a programme to discuss baby stages of development (BSOD). The initiative was designed to drive traffic to the Pampers website, encourage parental discussion of the BSOD concept online and at organised events, and increase sales of the premium Leading Edge product, developed in accordance with BSOD. Described by judges as comprehensive, well integrated and using a good mix of traditional and new online media, the campaign garnered broad media coverage with a strong online presence and a touring Baby Development Carnival held over five weeks, offering complimentary consultations from baby care experts. In addition, three ‘Baby Ambassadors’ were selected to appear in Pampers advertising, and the brand announced its donation of 3,000 boxes of nappies to families affected by the flood disaster in Chongqing.

Certificate of Excellence
Campaign Billion Dollar Gardasil: A Great Day for Australian Women
Client CSL
Agency Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Certificate of Excellence
Campaign Preventing a Common Childhood Infection: A 360 Plan Delivers
Client CSL Biotherapies
Agency Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Certificate of Excellence
Campaign Captivating Comics – MSD Cervical Cancer Education Campaign
Client Merck Sharp & Dohme Taiwan
Agency GolinHarris, Taiwan

Honourable Mention
Campaign Roll Up Your Sleeves, Japan!
Client Novartis Pharma K.K.
Agency Cosmo, Japan

Certificate of Excellence
Campaign Pampers Absolute Baby
Client Procter & Gamble Guangzhou
Agency Weber Shandwick, Shanghai
Four years ago, BMC Software pioneered Business Service Management (BSM), a system designed to enhance synchronisation between IT and business. With no ad budget, the task of communicating the initiative rested solely on PR.

The four-pronged campaign was designed to imbue BSM with a human element while establishing a market-wide understanding of the product, and creating a framework that BMC’s Asia-Pacific PR agencies could each use in their own way. At the centre of the campaign was a story in which two fictitious CIOs (Mark and Greg) told BMC’s story from their own point of view, eliminating jargon and ‘making something very techy relevant and user-friendly’, according to judges. A press event was held featuring a talk show and an airport simulation, where journalists applied the principles of BSM to running an airport. The campaign established BMC as a leading BSM proponent, with a 120 percent increase of favourable coverage over the previous year.

Although industry analysts had validated BMC Software’s Business Service Management (BSM), many influential commentators were thought to have misunderstood the concept. BSM had little distinction from other corporate acronyms, so the challenge was to address any confusion surrounding the technology whilst providing compelling reasons to choose it above its competitors.

Focusing on business and IT print news media, the campaign set out to target existing and potential customers, IT analysts, implementation partners, and even BMC staff with favourable news publicity.

The goal of the sustained yearlong business-to-business campaign was to establish a market wide understanding of BSM.

Praised for its ‘very engaging approach to an otherwise rather dry subject’, the campaign used two fictitious CIOs, Mark and Greg, as a vehicle to educate and engage target customers and independent news media.

The approach was a first in its category, and was effective in explaining how to use IT in business in non-IT language.

To add credibility to the campaign, respected business-to-business researcher Economist Intelligence Unit conducted detailed research into Asia-Pacific IT managers, which gave an insight into IT’s ability to support business, and provided relevant news material to extend Mark and Greg’s BSM conversation.
Having recently acquired the iconic Uncle Toby’s brand, growing its product range to more than 3,200 items, and having increased the size of its sales team by 100 to 1,100 members, Nestlé Australia faced the challenge of communicating its business and product priorities across an extensive range, as well as that of inducting a new team into the business. Past communication had been delivered via road shows, which were text-heavy and inconsistent.

The campaign’s core message was that although comprised of many small teams, Nestlé employees work as one. This manifested itself in the theme “The Power of One”, which also represented the fact that all employees were being brought together for one event for the first time in the company’s history. Instead of attempting to motivate a largely unsophisticated audience using graphs and sales figures, the campaign’s key points were delivered in a theatrical manner, incorporating dancers, actors, stage effects, and celebrities such as a former Australian swimming champion. This, along with experiential learning activities, a gala dinner, awards and entertainment, made participants significantly more receptive to the campaign’s messages than ever before. Judges noted that the “well-rounded, comprehensive campaign was clearly aligned to the campaign’s messages than ever before.”

The approach was unusual in that Nestlé dispel any confusion surrounding the product it had pioneered four years previously. A market-wide understanding of BSM had to be established, attracting new business and reinforcing existing customers’ confidence in their investment. It was critical to develop a framework that was transferable across BMC’s Asia-Pacific PR agencies, and could be adapted according to its target market.

Putting two fictitious CIOs at the centre of the campaign proved extremely effective. “Mark”, running a smooth technology operation, acted as a vehicle to explain the merits and usage of BSM to his floundering counterpart, “Greg”. The approach was unusual in that it rejected jargon and provided an unclouded image of the product. According to the judges, the entry scored high for its ‘creativity in communicating complex messages in a very digestible and effective manner, allowing one common strategy and creative execution to transcend market borders.”

Award
Campaign: BSM Leadership and the Adventures of Mark and Greg
Client: BMC Software
Agency: Impact Employee Communications, an Ogilvy Public Relations Worldwide Company, Australia

Honourable Mention
Campaign: MasterCard Celebrates a Turning Point in Human History: The Top 50 Cities of the New Global Economy
Client: MasterCard Worldwide
Agency: Weber Shandwick, Singapore

Honourable Mention
Campaign: AIA’s four principal Asian markets of Hong Kong, Singapore, Thailand and Malaysia.
Client: AIA Life Companies
Agency: Fleishman-Hillard, Hong Kong
Award
Campaign Preventing a Common Childhood Infection: 360 Plan Delivers
Client CSL Biotherapies
Agency Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Award
Campaign Winner Takes All — Battle for Right to Develop Singapore’s Integrated Resort/Resorts World at Sentosa
Client Resorts World at Sentosa
Agency Weber Shandwick, Singapore

Certificate of Excellence
Campaign Billion Dollar Gardasil: A Great Day for Australian Women
Client CSL
Agency Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Honourable Mention
Campaign Boto Mo, iPatrol Mo (Patrol Your Votes)
Client ABS-CBN Broadcasting
Agency N/A

Award
Rotavirus is a leading and infectious cause of gastroenteritis and hospitalises thousands of Australian children every year. At a time when Government health expenditure was under pressure, CSL introduced a new infant rotavirus vaccine and needed Government funding to allow it to be administered to all Australian children.
Parker & Partners launched the campaign for CSL — which was competing against two other vaccines coming to market at the same time — to raise awareness of the prevalence of the infection, as well as the scale of its impact. Research was conducted to establish the severity of the disease, key findings of which formed the basis of the campaign’s messages. The campaign took on a multi-targeted approach and addressed medical practitioners, the media, politicians, as well as parents and childcare providers. The campaign’s values were communicated through art installations, video presentations and story-telling.

After a high-profile launch and ongoing media coverage, the Australian Government announced A$124 million (US$115,000) in funding over five years to include rotavirus vaccines on the national immunisation programme.

Award
Weber Shandwick conducted a two-year public affairs campaign titled ‘Winner Takes All’ for the Genting Group, to compete against some of the global gaming industry’s key players for one of the two licences for casinos to be developed in integrated resorts in Singapore.
The agency was challenged to level the playing field in terms of perception, by disengaging the group from its image as a provider of budget holidays and presenting it in a favourable light vis-à-vis the industry giants. The agency also had to take into consideration the anti-Malaysian sentiment experienced among a small group of Singaporeans. The Genting Group’s ties to Singapore and its role as a long-term investor in the country were highlighted in the campaign. At the same time, the label as a Malaysian company was dropped and the group adopted a revamped identity as a multinational corporation.

Judges were impressed by the engagement of animal rights groups regarding the integrated resort’s oceanarium even before it was awarded the project. Genting won the right to develop the Sentosa integrated resort — a US$3.5 billion project — and share prices of Genting International rose 24 per cent the day after the news.

Certificate of Excellence
In the campaign that would change the lives of Australian women forever, CSL worked with Parker & Partners to secure Government funding of A$1 billion on its Gardasil vaccine against HPV — the cause of cervical cancer.

Honourable Mention
ABS-CBN empowered Filipino citizens to fight election fraud using their 42 million mobile phones. The BMPM campaign received up to 2,000 messages a day during the four-month period, and generated a total media value of US$1 million.
Wellcome’s ‘Preserving Our Heritage through Public-Private Partnership’ campaign was launched in an effort to extend its original lease in the old Stanley Police Station.

Four years ago, Hong Kong’s largest and oldest supermarket chain became the first of its kind in the city to operate in a historical monument. It has since invested more than HK$1 million (US$126,000) to preserve the 148-year-old construction—the oldest surviving police station in Hong Kong. Key stakeholder meetings were held with the Hong Kong Conservancy Authority. An on-site media tour led by a conservation expert from the Antiquities and Monuments Office was arranged for local media to see, behind the scenes, Wellcome’s efforts in the preservation of the monument.

Judges praised the campaign’s highly creative, integrated community approach. Given intense criticism of the Government’s lack of action in preserving historical monuments, the role played by Wellcome in this campaign was well supported by the public. Five hundred Stanley residents signed a petition initiated by the district councillor to save the Wellcome store. Moreover, 99 per cent of the respondents to a community survey said they wanted the supermarket to stay in the building.

With a strong reputation in heritage conservation, Wellcome was finally awarded a five-year lease extension from the Government Property Agency.

Cisco’s ‘Human Network’ was targeted at governments, education, and business leaders in Hong Kong and Macau, which enjoyed record sales growth of more than 30 per cent for the financial year 2006 to 2007.

An internal communications tool aimed to enhance employee understanding of avian flu and its potential impact, the ‘Be Informed — Be Prepared’ handbook was recognised as a global best practice by DHL Global in the area of corporate publication.

In developing the handbook, DHL’s Asia Pacific Corporate Communications & Sustainability department worked with such credible sources as the WHO, International SOS and the US Center for Disease Control and Prevention.

A top-down dissemination strategy was adopted to maximise the effectiveness of the employee outreach.
Corporate – Financial Communications Campaign of the Year

Award
Campaign: Remote Open Project: Ringing in a New Era for Nasdaq
Client: Ichigo Asset Management
Agency: Ogilvy Public Relations

Honourable Mention
Campaign: The First Successful Shareholder Proxy Solicitation in Japan
Client: Ichigo Asset Management
Agency: Ogilvy Public Relations

Honourable Mention
Campaign: Ringing in a New Era for Nasdaq
Client: Worldwide, Beijing
Agency: Ogilvy Public Relations

Certificate of Excellence
Campaign: Project: Ringing in a New Era for Nasdaq
Client: Worldwide Company, Australia
Agency: Ogilvy Public Relations

Corporate – Crisis or Issues Management Campaign of the Year

Award
Campaign: Metals in Cream?
Client: Procter & Gamble
Agency: Hill & Knowlton, Beijing

Certificate of Excellence
Campaign: Balance-Trigger
Client: US Meat Export Federation
Agency: Fleishman-Hillard, Korea

Honourable Mention
Campaign: Perceptions from ‘Dooms Day’ to Success – Protecting a $1.1 Billion Asset
Client: Connector Motorways
Agency: Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Award
Campaign: The multi-pronged campaign was about recovering brand image and rebuilding public confidence after media reports emerged in China claiming that two banned metals had been detected in nine SK-II cosmetics products.
Client: Procter & Gamble
Agency: Hill & Knowlton

Honourable Mention
Campaign: Transforming Perceptions
Client: Connector Motorways
Agency: Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Award
Campaign: Transforming Perceptions from ‘Dooms Day’ to Success — Protecting a $1.1 Billion Asset
Client: Connector Motorways
Agency: Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Certificate of Excellence
Campaign: ‘Metals in Cream?’
Client: Procter & Gamble
Agency: Hill & Knowlton

Honourable Mention
Campaign: ‘Perceptions from “Dooms Day” to Success’ — Protecting a $1.1 Billion Asset
Client: Connector Motorways
Agency: Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Corporate – Crisis or Issues Management Campaign of the Year

Award
Campaign: Transforming Perceptions from ‘Dooms Day’ to Success — Protecting a $1.1 Billion Asset
Client: Connector Motorways
Agency: Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia

Certificate of Excellence
Campaign: ‘Metals in Cream?’
Client: Procter & Gamble
Agency: Hill & Knowlton

Honourable Mention
Campaign: ‘Perceptions from “Dooms Day” to Success’ — Protecting a $1.1 Billion Asset
Client: Connector Motorways
Agency: Parker & Partners, an Ogilvy Public Relations Worldwide Company, Australia
The Rehabilitation of Ex-Offenders Network aimed to encourage Singaporeans to overcome negative attitudes and to create acceptance for ex-offenders with the Yellow Ribbon Project.

As criminal records often become a lifetime stigma, the campaign worked to integrate the community and employers with inmates and ex-offenders and their families in a series of social activities such as concerts, job fairs, cooking competitions and a charity gala.

The programme was first launched in 2004 and has been running successfully since. Last year, 1,274 jobs were offered to ex-offenders.

Twelve inmates competed to get their dish featured in the Raffles Hotel’s menu, while the National Library Board published stories and poems written by former prisoners earlier this year.

With support from Singapore leaders including the deputy prime minister, minister for home affairs and chief justice, the campaign achieved widespread media coverage, with 120 news items featured by international and local media such as Straits Times, Business Times and Channel NewsAsia.

Independent surveys conducted after the campaign indicated that 60 per cent of Singaporeans have become more accepting of ex-offenders.

A hundred high schools were selected to propose their own campaigns tackling the issue of biological conservation in Korea. The campaign leveraged the ability of children to act upon issues that concern them and spread information quickly.

This campaign for Surf Life Saving Australia (SLSA) celebrated its 100th anniversary. Facts were presented in a humorous manner, bottles of sunscreen used as invitations for events and celebrities signed up to salute the SLSA.
Award
Campaign Rich Kid, Poor Kid — Financial Management for Families
Client Hong Kong Institute of Certified Public Accountants
Agency In-house

Certificate of Excellence
Campaign Novartis 5 Generation Families Campaign
Client Novartis Korea
Agency Fleishman-Hillard, Korea

Honourable Mention
Campaign Building for Tomorrow — CapitaLand Leads the Way in Trying to Close China’s Poverty Gap
Client CapitaLand (China) Investment
Agency Insight PR Consulting, Beijing

Award
With research revealing that most schools in Hong Kong do not teach accounting, and parents not confident enough to educate their children on basic money matters, the Hong Kong Institute of Certified Public Accountants (HKICPA) decided to launch a campaign to promote money management as the key to a financially stable lifestyle.

Targeting Hong Kong families with children and students aged eight and above, HKICPA developed an in-house initiative, dubbed ‘Rich Kid, Poor Kid’, to underline the message that wealth management applies to everyone, regardless of age or income.

Story-telling sessions and animated videos based on the adventure of the May Moon character were held in primary schools.

This initiative was also adapted for Malaysian schools with broadcasts via the web.

Secondary school students were invited to enroll online for roadshows, with presentations, dramas and question-and-answer sessions by professional accountants.

A book, How to Raise a Money-wise Child, was published for parents, and was later translated from English to Chinese this year to reach a wider audience. Nine thousand copies were distributed in schools and 850 sold in stores.

This campaign received recognition not only in Hong Kong, but on a global level in Europe, the Middle East and Scandinavia, as well as among Australia’s accounting institutes.

Certificate of Excellence
Families experience generation gaps even between parents and children, never mind between five generations. In a bid to foster understanding and familial respect in families spanning the decades, Novartis and Fleishman-Hillard designed a campaign to appeal both young and elderly generations by using offline and online channels.

The ‘Great Great Grandmother Arm Wrestling’ competition won the hearts of participants — and judges. Even six months after the campaign ended, the agency continued to receive expressions of interest from broadcast outlets.

Honourable Mention
CapitalLand China Investment paired with China Charity Federation to launch a blog-based philanthropy programme seeking public donations and volunteers to close the gap between the developed and less-developed regions in the mainland.

Without our people we would simply disappear. That’s why we celebrate their accomplishments with our Unsung Hero Awards. Our Unsung Heroes quietly go about their work with a passion and commitment that would make David Ogilvy proud. But too often their efforts go unnoticed. There has been no category to honour them, until now. To each and every one of you, we thank you.

Martine L’everille
Cynthia Xue
Stella Sun
Wynne Peng
Lakshman Babu
Nunsu Nurjanah
Tomoko Tsujiya
Ally Jung
Sherlyn Co
Tiong Wee Choo
Tannny Cheng
Ganni Lee
Nongchanok Uthikamporn
Lam Viet Hung
Retsy Hui
Chern Boon Seng
Award
Campaign: Taking South China Morning Post to the World
Client: South China Morning Post Publishers
Agency: Ogilvy Public Relations Worldwide, Hong Kong

Certificate of Excellence
Campaign: Pinoy Connect
Client: Yahoo Southeast Asia
Agency: Euro-RSCG Singapore and Eon Inc

Certificate of Excellence
Campaign: Pampers Unites Mothers in Digital China
Client: Procter & Gamble Guangzhou
Agency: Weber Shandwick, Shanghai

Honourable Mention
Campaign: Experience Something New
Client: Air New Zealand
Agency: Proximity, Shanghai

Award
Having established a strong presence in Hong Kong and China, SCMP.com sought to extend its reach overseas. ‘Make China Make Sense’ was a fully-fledged online campaign which relaunched the South China Morning Post’s site with an easy-to-use navigation, layout and increased content.

With research showing that 75 per cent of adult internet users share online content with friends, two viral videos were produced to spread the news for the campaign — one featured the US president struggling to answer questions on China until he looks up the answers on SCMP.com.

The viral videos were also actively uploaded to video-sharing sites, tagged into blogs and shared on social networking sites to optimise exposure. Careful selection of search tags and keywords also contributed to the campaign results, with well over 500,000 websites linked to the SCMP.com.

Overall, judges praised it as a simple but effective execution. Hit-rates of the videos went as high as 11,500 in two weeks.

Certificate of Excellence
Yahoo recognised the needs of the Filipino community and, in tandem with Euro RSCG, conceived the Pinoy Connect project, a social network that allows separated families and friends due to working overseas to blog, share pictures and videos, and more.

Certificate of Excellence
Marking the first time Pampers had used digital as its main medium in a campaign, this drive to get mothers involved via discussion forums and photo-sharing resulted in a highly interactive campaign. Interest remains keen, resulting in a cost-effective effort for the brand despite a small budget.

Honourable Mention
Riding on the crest of the blog wave, Air New Zealand signed up Chinese celebrities to compile online diaries of their travel experiences to New Zealand. The airline provided them with tailored itineraries to showcase the country’s natural beauty, resulting in boosting tourist numbers from China by 20 per cent.
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www.WaggenerEdstrom.com
Certificate of Excellence
Campaign: Ameba Influencer Programme
Agency: BlueCurrent, Japan

Consumers trust advertising less nowadays and rely more heavily on the opinions published by others in blogs. Leveraging on the influence of word-of-mouth, BCJ joined hands with CyberAgent Inc., which owns the largest blog platform in Japan. Giving bloggers choices on which topics to join, approved companies were able send out their latest product information to relevant interest groups via bloggers. This campaign eliminated a lot of the unnecessary time spent on random news forwarding for companies and offered a more precise method of targeting consumers.

Ten clients joined up for the project including Microsoft, Procter & Gamble and EA. Philips Electronics tested its Satinelle Ice Premium campaign via the programme. Thirty alpha bloggers were identified and invited to the fashion show, and the news of the show spread fast among regular bloggers reaching an exposure comparable to an actual publication.

Certificate of Excellence
Campaign: The Reopening of the National Museum of Singapore
Client: National Museum of Singapore
Agency: Communications DNA, Singapore

Seeing its reopening as a chance to do more than just celebrate its restoration, the National Museum of Singapore positioned itself as a modern attraction for residents and tourists alike. Events featuring international and local celebrities took place for a month kept the campaign successfully fresh in the eyes of media and consumers — performance premiers were virtually sold out, and the number of visitors increases nine times compared to the same period the year before. With the site extending a newly built addition for exhibitions, Communications DNA held functions and performances of international and local stars each week for a month to keep the event fresh for media coverage.

Tickets for performance premiers were mostly sold out and the number of visitors surged. Judges noted the campaign made good use of media, keeping the museum as the center of attention over a sustainable period of time.
Award
Cotton has always been stereotyped as being casual and lower in quality. In order to break away from this image, Cotton Incorporated and Cotton Council International collaborated with Fleishman-Hillard to bring out the benefit of wearing cotton.

The partnership included below-the-line advertising, along with a cotton design competition for students at the Beijing Institute of Clothing Technology.

Roadshows featuring famous designed cotton wear in major cities like Beijing and Shanghai, plus partnerships with online fashion portals and TV channels generated media coverage that was equivalent to more than US$1.5 million in advertising value.

A year-long website was also created to provide tips on fabric care, fashion trends and stain removal to further support the campaign idea of going beyond just cotton.

Judges complimented the campaign for its strategy and execution, enabling the agency and client to drive its objective of wearing cotton as a lifestyle trend.

Award
1122 National Singles Day celebrates the birthday of Yahoo! Personals, which claims to be the largest online dating platform in Taiwan. GolinHarris surveyed 7,500 singles online, and found that these people have trouble finding partners.

Aiming to extend its audience base, the campaign rolled out a pair of coded bracelets for its members, white for the men and purple for women.

The agency negotiated with coffee shops for ad placements in coffee shops nationwide, which in turn distributed white and purple straws and discounts to members wearing the bracelets.

To cut cost, Personals exchanged online banners with magazines for print ad spaces. Luxy, one of Taipei’s largest and most popular clubs even waived rental fees for the event.

The campaign generated significant publicity, with more than nine thousand singles registered to the party, and users went up by 20 percent during the campaign.

Honourable Mention
Built around the idea of a world’s longest conga line, the Parker & Partners campaign for Amgen Australia, was held in Dubbo — a town where long-term research has been held into osteoporosis. 477 seniors participated in the event, generating significant coverage, and dovetailing with the the ethical status Amgen is trying to convey to the public.
Award
Campaign: MasterCard
Celebrates a Turning Point in Human History: The Top 50 Cities of the New Global Economy
Client: MasterCard Worldwide
Agency: Weber Shandwick, Singapore

Honourable Mention
Campaign: Winning the SME War – Turning Research into a Competitive Weapon
Client: UPS Singapore
Agency: Ogilvy Public Relations Worldwide, Hong Kong

Award
Positioning the brand as a knowledge leader rather just a credit card company, MasterCard and Weber Shandwick planned a three-phased programme targeting current customers, governments, influential business people and the media.

Led by Dr Yuwa Hederick Wong, economic advisor for its Asia-Pacific region, the campaign revealed current research on economic and market trends for the world’s top 50 countries. The research explored the markets’ perspective on luxury brands and the opportunities and challenges these brands would face in the future. The researched insights were published and presented to government officials in most Asia Pacific capitals. Discussion sessions with high-ranking business executives as guest speakers were held, along with fashion shows by luxury brands.

A creative media initiative was also launched in Singapore broadcasting a series of four 30-second teasers to air on outdoor TV screens. Resulting media coverage was extensive, with Asia-Pacific media outlets contributing close to 50 per cent of total coverage. Bloomberg also ranked the data set as ‘Most Read Table of the Day’.

Honourable Mention
UPS’ Asia Business Monitor project allied the brand with influential industry leaders and government organisations across Asia. UPS also secured 7,500 new trading accounts as a result of the push.

The campaign aimed to emphasise UPS’ in-depth understanding for small to medium sized enterprises in Asia, as this segment accounts for 90 per cent of business in Asia. Thousands of SME leaders across Asia were interviewed, then conferences were held to discuss the segments’ competitiveness and concerns to gain further insights. UPS also extend the research findings to the U.S so to promote investments into SMEs in Asia.
Waggener Edstrom Worldwide is a multi-service global public relations agency helping many of the world’s leading brands in communicating their product and service innovations with compelling storytelling models. Founded in 1983 and independently owned, the agency was named PRWeek’s Large Agency of the Year for 2004, and was named Best Agency to Work For in 2004 and Best Large Agency to Work For in 2006 by the Holmes Report. The agency has over 700 employees, 15 offices around the world and five global practices — Technology, Healthcare, Public Affairs, Corporate Communications and Consumer Marketing.

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