

**PRESS RELEASE**

**APRIL 2010**

## **WPP agencies dominate Asian Marketing Effectiveness Awards**

### **Ogilvy, JWT, Grey/G2, Bates win majority of honors**

Shanghai – WPP companies dominated the Asian Marketing Effectiveness Awards, with Ogilvy, JWT, Bates, and Grey/G2 agencies collectively claiming the highest number of golds and other awards at the region's annual event to honor effectiveness in marketing and advertising.

“With clients placing more importance than ever on return on investment, our companies have responded by setting the standard in Asia, which includes some of the world's fastest growing markets, for effectiveness in marketing,” said WPP CEO Martin Sorrell.

Organized by Haymarket's Media magazine, the Asian Marketing Effectiveness Awards were announced March 25 in Shanghai.

Ogilvy and OgilvyOne offices in Mumbai, Shanghai, Thailand, Hong Kong, Sydney, Taiwan and Asia-Pacific took home a total of 12 awards including two Gold Awards for “Most effective use of advertising” and “Most effective use of interactive marketing”, both for Vodafone Essar campaigns in India.

JWT won a Gold for “Most innovative use of media” with its Kit Kat Mail campaign Nestle Japan work that has previously won top awards at Cannes and other international competitions. JWT India offices also took home a total of three Bronze awards.

Grey's Hong Kong office won a silver for “Most effective use of public relations”, while G2 Kuala Lumpur won a bronze for “Most effective use of product design and packaging”.

Please see attached for full list of WPP agency winners.

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For more information, please contact:

Belinda Rabano  
Corporate Communications, Asia Pacific, WPP  
Tel: +8610 8520 3066  
Mob: +86 1360 107 8488  
Email: [brabano@wpp.com](mailto:brabano@wpp.com)

## Asian Marketing Effectiveness Awards 2010

### Best Integrated Marketing Campaign

SILVER

Ogilvy & Mather Mumbai  
The Vodafone Zoozoos  
Vodafone Essar

### Most effective use of advertising

GOLD

Ogilvy & Mather Mumbai  
The Vodafone Zoozoos  
Vodafone Essar

BRONZE

JWT Bangalore  
Jiyo Easy (Live Easy)  
ING Vysya Bank

BRONZE

Ogilvy & Mather Thailand  
Value oneself by caring for others  
Thai Life Insurance

### Most effective use of interactive marketing

GOLD

OgilvyOne Worldwide, Mumbai  
Guess who has a larger fan following than Mickey Mouse?  
Vodafone Essar

BRONZE

Ogilvy & Mather Shanghai & Iconmobile China  
Red Flag Explorer Movement  
The North Face (VF Asia)

### Tencent MIND Award Winner

Ogilvy & Mather Shanghai & Iconmobile China  
Red Flag Explorer Movement  
The North Face (VF Asia)

### Most innovative use of media

GOLD

JWT  
Kit Kat Mail  
Nestle Japan

BRONZE

JWT Mumbai  
Street to School  
Maharashtra Janvikas Kendra

### Best marketing campaign for regional brand development

SILVER

Ogilvy & Mather Asia Pacific  
Andy and Lily in Clothworld  
Unilever Asia

### Best marketing campaign for national brand development

SILVER

Ogilvy & Mather Hong Kong  
MTR "Caring for Life's Journeys"  
MTR Corporation

BRONZE

JWT  
Persuading A Billion  
All India Congress Committee

**Best brand loyalty marketing campaign**

BRONZE

Bates Taiwan  
Loyalty in 42 days  
Vitalon Foods Company

**Best sustained success**

SILVER

Ogilvy Sydney  
Panadol "It's my choice"  
GlaxoSmithKline

BRONZE

Ogilvy & Mather Mumbai  
Vodafone Essar

**Most effective use of branded content**

BRONZE

Ogilvy & Mather Mumbai  
Pulsar MTV Stunt Mania  
Bajaj Auto

**Most effective use of sponsorship and event marketing**

BRONZE

Ogilvy & Mather Taiwan  
A Star is Born  
Kimberley-Clark Taiwan

**Most effective use of product design and packaging**

BRONZE

G2 KL  
Stand Out with Tiger Beer  
Guinness Anchor Marketing

**Most effective use of public relations**

SILVER

Grey Public Relations  
PrimeCredit: Supporting Hong Kong People in Breaking the Guinness World Record for the Loudest Scream  
PrimeCredit

**Best small budget marketing campaign**

BRONZE

OgilvyOne Worldwide, Beijing  
IBM Rational Software Conference (RSC) 2009  
IBM China

**Most effective use of eco / green marketing**

BRONZE

JWT Mumbai  
Save Fuel Yaani Save Money  
Petroleum Conservation Research Association (Government of India)