

## PRESS RELEASE

### **WPP Agencies Take Home Top Honors at Campaign Asia Pacific's Digital Media Awards**

#### **OgilvyOne/Neo@Ogilvy Beijing Named 2010 Digital Agency of the Year**

Beijing, 17 November 2010 – WPP agencies took the highest honors at *Campaign Asia-Pacific's* Digital Media Awards, winning more prizes than any other group and earning the coveted titles of Digital Agency of the Year, Digital Rising Star of the Year, and Digital Creative of the Year. The Digital Media Awards honors the best in digital marketing in Asia, highlighting breakthrough work that demonstrates outstanding creativity and effectiveness.

WPP agencies took home 21 out of a total of 57 awards announced at the ceremony, held on November 16 in Beijing. OgilvyOne/Neo@Ogilvy led the group with a total of 13 awarded campaigns. MindShare also won one gold and one silver, for campaigns in China and India. Other winners included Maxus, MediaCom, JWT, Wunderman and XM Asia.

The Beijing office of OgilvyOne/Neo@Ogilvy was named **2010 Digital Agency of the Year**, an award given to the individual office that obtains the highest aggregate score across all award categories.

Further, the DMA panel of judges named Aryeh Sternberg, Director, GroupM Interaction in Vietnam as **Digital Rising Star of the Year**. His achievements cited include Vietnam's first Augmented Reality (AR) campaign for Rexona, and launching the first mobile internet initiatives via Admob.

Matt Batten, Creative Director at Wunderman Sydney, was awarded **Digital Creative of the Year**. According to the judges, Batten was recognized for his stellar track record, having won at every major awards show for his integrated and digital work, including Cannes, Caples, and Echo. He also holds the current record for the most awards won at a single ADMA Awards.

“WPP’s industry-leading investment in digital talent and creativity, particularly in the Asia region, are clearly reaping rewards, at our agencies as well as for our clients,” said WPP CEO Martin Sorrell. “Congratulations to all our winners in Asia, the recognition is well-deserved.”

The DMA Awards are organized by Haymarket’s *Campaign Asia-Pacific*. A total of 644 entries were submitted for competition.

The WPP winners are listed below:

**Digital Media Awards 2010 Agency of the Year**

OgilvyOne/Neo@Ogilvy Beijing, China

**Digital Rising Star of the Year**

Aryeh Sternberg, GroupM Vietnam (Digital Unit), Vietnam

**Digital Creative of the Year**

Matt Batten, Wunderman Australia

**GOLD**

OgilvyOne/Neo@Ogilvy Singapore, Nike Trackball, Nike, Singapore - Retail  
Mindshare, Camera Café, Nestle, China - Online advertising

**SILVER**

OgilvyOne/Neo@Ogilvy Beijing, The Proposal, IBM, China - B2B (other)  
OgilvyOne/Neo@Ogilvy Beijing, The Proposal, IBM, China - Best viral marketing  
OgilvyOne/Neo@Ogilvy Beijing, Mystery Egg, Lenovo, China - Website  
OgilvyOne/Neo@Ogilvy Singapore, Nike Trackball, Nike, Singapore - B2C (other)  
Ogilvy Action / OgilvyOne, Engine-driven free kicker "Castrol Ichi-GO", BP  
Castrol, Japan - Best viral marketing  
MediaCom, Alienware Clan Challenge, Dell, Australia - Online advertising

Mindshare India, India says “My heart is healthy or at least I know if it’s not”,  
Pepsi Foods, India - Best loyalty campaign  
JWT Melbourne, CityGT, VicRoads, Australia - Mobile

## **BRONZE**

OgilvyOne/Neo@Ogilvy Beijing, Mystery Egg, Lenovo, China - Best integrated  
OgilvyOne/Neo@Ogilvy, Beijing Color of Your City, Volkswagen, China -  
Automotive  
OgilvyOne/Neo@Ogilvy Shanghai, Gold 120, VF Asia Ltd, China - Best  
Integrated Campaign  
OgilvyOne/Neo@Ogilvy Australia, IBM Australia Open Digital Campaign, IBM,  
Australia - B2B (Other)  
OgilvyOne/Neo@Ogilvy Malaysia, The Coolest Recruitment Programme, Maxis  
Berhad, Malaysia - Website  
OgilvyOne/Neo@Ogilvy Manila, KFC Krushers - Sip into the Chill Zone, KFC  
Philippines, Philippines - Best use of social media  
JWT Melbourne, CityGT, VicRoads, Australia - Media innovation award  
JWT Melbourne, CityGT, VicRoads, Australia - Not-for-profit  
XM Asia Pacific, Because The Right Colour Matters, Hewlett Packard, Singapore  
– B2B (Other)  
Maxus, Nokia redefines the way mobile phones are sold!, Nokia India, India -  
Best loyalty campaign  
Iconmobile / Soho Square Beijing, Daredevil Delivery App, Subway, China -  
Retail

# # #

## About WPP

WPP is the world’s largest communications services group. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising; media investment management; consumer insight; public relations and public affairs; branding and identity; healthcare communications; direct, digital, promotion and relationship marketing and specialist communications. The company employs over 141,000 people (including associates) in 2,400 offices in 107 countries. For more information, visit [www.wpp.com](http://www.wpp.com).

# # #

For more information, please contact:  
Belinda Rabano, Corporate Communications, Asia Pacific  
Email: [brabano@wpp.com](mailto:brabano@wpp.com)  
M: +86 1360 107 8488  
T: +8610 8520 3066