

campaign
AGENCY
OF THE YEAR
2011
SHORTLIST

EDITORIAL AWARDS

Brand of the Year

Gap China

Winner

Client Marketer of the Year

StarHub Oliver Chong

Winner

REGIONAL AWARDS

Creative Agency Network of the Year

Entry Number	Shortlisted Agency Network
10338	BBDO Asia Pacific
10308	DDB Group Asia Pacific
10290	Leo Burnett Asia Pacific
10524	Ogilvy & Mather, Asia Pacific
10383	TBWA Asia Pacific

Media Agency Network of the Year

Entry Number	Shortlisted Agency Network
20133	Carat Asia Pacific
20517	MediaCom Asia Pacific
20409	Mindshare
20492	OMD
20295	PHD Asia Pacific
20265	ZenithOptimedia Asia Pacific

Digital Agency Network of the Year

Entry Number	Shortlisted Agency Network
30150	Isobar Asia Pacific
30147	OgilvyOne Asia Pacific
30148	Proximity Asia
30189	TEQUILA\ Asia Pacific
30476	Tribal DDB Asia Pacific

Specialist Agency Network of the Year

Entry Number	Shortlisted Agency Network
40410	Mindshare Business Planning
40451	Ogilvy Action Asia/Pacific
40250	Ogilvy Public Relations Worldwide, Asia Pacific

Asia-Pacific Account Person of the Year

Entry Number	Shortlisted Agency Network	Nominee
50359	BBDO Proximity	Andy Wilson
50511	DDB Asia	Peter Rodenbeck
50243	Grey Group	Tom Evans
50501	MediaCom Asia Pacific	Nihar Das
50405	Mindshare	Amrita Randhawa

Asia-Pacific Creative of the Year

No shortlist/winner for this category

Asia-Pacific Agency Head of the Year

Entry Number	Shortlisted Agency Network	Nominee
70343	BBDO Asia Pacific	Chris Thomas
70309	DDB Group Asia Pacific	John Zeigler
70151	Isobar Asia Pacific	Jean Lin
70520	Ogilvy & Mather, Asia Pacific	Paul Heath
70491	Omnicom Media Group	Barry Cupples


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Asia-Pacific Media Planner / Buyer of the Year

Entry Number	Shortlisted Agency Network	Nominee
80411	Mindshare	Liam MacManus
80408	Mindshare	Nick Binns
80404	Mindshare	Shardul Wartikar
80516	neo@Ogilvy	Rowan Avis
80266	ZenithOptimedia Performics Asia Pacific	Hari Shankar

SUB-REGIONAL AWARDS - Australia & New Zealand

Creative Agency of the Year

Entry Number	Shortlisted Agency
A0363	Clemenger BBDO Melbourne
A0490	DDB Group New Zealand
A0462	Leo Burnett Sydney

Media Agency of the Year

Entry Number	Shortlisted Agency
B0502	MediaCom Sydney
B0038	OMD Sydney
B0331	Spark PHD New Zealand

Digital Agency of the Year

Entry Number	Shortlisted Agency
C0284	Clemenger Proximity Melbourne
C0347	Colenso BBDO Proximity Auckland
C0188	TEQUILA\Sydney

Specialist Agency of the Year

Entry Number	Shortlisted Agency
D0251	Eardrum Australia
D0048	Interbrand Sydney
D0156	McCann Healthcare Worldwide Australia (Sydney)

Account Person of the Year

Entry Number	Agency Winner	Winner
E0334	DDB Group Australia	Brent Annells

Creative of the Year

Entry Number	Agency Winner	Winner
F0509	DDB Group New Zealand	Toby Talbot

Agency Head of the Year

Entry Number	Agency Winner	Winner
G0521	MediaCom Australasia	Toby Jenner

Media Planner / Buyer of the Year

Entry Number	Agency Winner	Winner
H0222	PHD Australia	Chris Stephenson
H0176	Spark PHD New Zealand	Guy Cousins

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SUB-REGIONAL AWARDS - Greater China

Creative Agency of the Year

Entry Number	Shortlisted Agency
A0467	DDB Group Hong Kong
A0368	DDB Shanghai Group
A0212	JWT Shanghai

Media Agency of the Year

Entry Number	Shortlisted Agency
B0057	Mindshare Shanghai
B0159	OMD Shanghai
B0425	Starcom MediaVest Group, Shanghai

Digital Agency of the Year

Entry Number	Shortlisted Agency
C0397	OgilvyOne Beijing
C0515	Tribal DDB Hong Kong
C0514	Tribal DDB Shanghai

Specialist Agency of the Year

Entry Number	Shortlisted Agency
D0083	iProspect Hong Kong
D0130	McCann HumanCare China (Shanghai)
D0186	RAPP Shanghai

Account Person of the Year

Entry Number	Agency Winner	Winner
E0166	OMD China	Arlene Ang

Creative of the Year

Entry Number	Agency Winner	Winner
F0125	JWT Shanghai	Yang Yeo

Agency Head of the Year

Entry Number	Agency Winner	Winner
G0325	Mindshare China	Melvyn Goh

Media Planner / Buyer of the Year

Entry Number	Agency Winner	Winner
H0320	Mindshare China	Asmita Dubey

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SUB-REGIONAL AWARDS - India & the Subcontinent

Creative Agency of the Year

Entry Number	Shortlisted Agency
A0062	McCann Erickson, Delhi
A0227	Mudra Communications Mumbai
A0471	Ogilvy & Mather, Mumbai

Media Agency of the Year

Entry Number	Shortlisted Agency
B0072	MediaCom Mumbai
B0275	Mindshare Mumbai
B0525	ZenithOptimedia Delhi

Digital Agency of the Year

Entry Number	Shortlisted Agency
C0280	Mindshare Chennai
C0482	OgilvyOne WorldWide Mumbai
C0360	OMD Digital Mumbai

Specialist Agency of the Year

Entry Number	Shortlisted Agency
D0228	DDB Health and Lifestyle Mumbai
D0285	Mindshare Business Planning Bangalore
D0069	Mudra Max Mumbai

Account Person of the Year

Entry Number	Agency Winner	Winner
E0402	Mindshare India	Manish Aggarwal

Creative of the Year

Entry Number	Agency Winner	Winner
F0231	Mudra Communications	Prasanna/ Bobby Pawar

Agency Head of the Year

Entry Number	Agency Winner	Winner
G0232	Mudra Communications	Madhukar Kamath

Media Planner / Buyer of the Year

Entry Number	Agency Winner	Winner
H0071	MediaCom Mumbai	Deepa Jatkar

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SUB-REGIONAL AWARDS - North Asia

Creative Agency of the Year

Entry Number	Shortlisted Agency
A0209	beacon / Leo Burnett Tokyo
A0181	I&S BBDO TOKYO
A0283	TBWA\HAKUHODO Japan

Media Agency of the Year

Entry Number	Shortlisted Agency
B0452	Carat Korea
B0504	MediaCom Japan
B0267	ZenithOptimedia Korea

Digital Agency of the Year

Entry Number	Agency Winner
C0211	Isobar Korea

Specialist Agency of the Year

Entry Number	Agency Winner
D0247	McCann Healthcare Worldwide Japan (Tokyo)

Account Person of the Year

No shortlist/winner for this category

Creative of the Year

No shortlist/winner for this category

Agency Head of the Year

Entry Number	Agency Winner	Winner
G0336	TBWA\HAKUHODO	Ichiro Zama

Media Planner / Buyer of the Year

Entry Number	Agency Winner	Winner
H0506	MediaCom Japan	Chris Myers

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SUB-REGIONAL AWARDS - Southeast Asia

Creative Agency of the Year

Entry Number	Shortlisted Agency
A0318	BBH Asia Pacific (Singapore)
A0513	DDB Group Singapore
A0063	Lowe Indonesia

Media Agency of the Year

Entry Number	Shortlisted Agency
B0141	Mindshare Singapore
B0168	UM Malaysia
B0269	ZenithOptimedia Singapore

Digital Agency of the Year

Entry Number	Shortlisted Agency
C0372	G2 Direct Interactive Malaysia
C0311	Mindshare Singapore
C0271	Tribal DDB Singapore

Specialist Agency of the Year

Entry Number	Shortlisted Agency
D0263	Ogilvy Action Malaysia
D0477	Ogilvy Public Relations Worldwide Singapore
D0236	Proximity Indonesia

Account Person of the Year

Entry Number	Agency Winner	Winner
E0248	BBDO Proximity Singapore	Joe Braithwaite

Creative of the Year

Entry Number	Agency Winner	Winner
F0272	DDB Group Singapore	Joji Jacob

Agency Head of the Year

Entry Number	Agency Winner	Winner
G0512	DDB Group Singapore	David Tang

Media Planner / Buyer of the Year

Entry Number	Agency Winner	Winner
H0365	OMD Thailand	Jinnarat Sampuntharat