2017 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS PROGRAMME

WINNERS RELEASE: Monday, 14 May 2018. WASHINGTON DC, USA

At the Marketing Agencies Association Worldwide 2018 Global Summit, currently underway in Washington DC, the Winners of the 31st MAA GLOBES Recognition Programme have just been announced, recognising the Best of the Best in the World in the Marketing Communications Industry over the last 12 months.

46 Gold, Silver & Bronze Category GLOBES, together with the Red GLOBE for the best Marketing Communications Campaign in the World have been awarded. 30 Orders of Excellence Certificate recipients have also been acknowledged.

Russian Agencies again dominated this year's Programme with 20 GLOBES, including 6 Gold, but this year Japan and India shared second place with 6 Gold and one Red GLOBE, between them. For the second year running, an Asian Agency, The Brand Brewery India, has been awarded the Red GLOBE for the Best Campaign in the World.

Marketing Communications is continuing to boom across the diverse Asia Pacific region and it wasn't a surprise to see an increase of Gold GLOBES Winners to 10 this year, from Cambodia (the Country's first Gold), Japan (3 Gold), India (3 Gold, as well as the Red GLOBE) and Thailand (2 Gold, again two firsts for this Country).

Congratulations to all our Winners and a huge thank you to our 160 Judges who adjudicated over this year's Programme !

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A pinch of salt inspired the world's first rehydration popsicle, quenched the thirst of pilgrims at one of the world's largest religious festival and helped increase sales of Tata Salt to an all-time high 43% market share.

The Campaign also pinched for The Brand Brewery India, a Red GLOBE for the Best Campaign in the World and a Gold GLOBE for the Best Product launch or Re-launch, in the 31st MAA Worldwide GLOBES recognition Programme.

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Tata Salt is India's leading salt brand with high market share in country's largest cities.

However, in rural India, consumers involvement in Salt is very low. The general belief is that 'a salt is a salt is a salt'. Tata Salt saw strong potential in these markets and tasked their Agency, The Brand Brewery, to develop a Programme which would create awareness, acceptance (trial) an importantly, new sales, in these rural regions. The State of Odisha was selected for the first test.

Puri is the key city in Odisha, and the holy site for the 1,000 year old Jagannath Rath Yatra Festival, one of the largest religious festivals in India. During the week long annual Festival, three highly decorated wooden chariots, each resembling temple structures, commemorating Lord Jagannath's annual visit to Gundicha Temple, are paraded along a narrow 2km stretch of road, packed with 1.5 million praying pilgrims.

A major issue which confronted this huge crowd of devotees was dehydration, created by the searing 35° - 40º heat which caused fainting, nausea & in some extreme cases, death. In such extreme climatic situations, the World Health Organisation recommended the use of a Oral Rehydration Solution (ORS), as an effective remedy for fighting dehydration.

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Salt plays a major part in a body's rehydration. However when a body is dehydrated, there's a loss of sodium found in salt. Armed with this insight, The Brand Brewery decided to create a new ORS, this time with a lemon flavour to enhance the taste without losing any effectiveness.

The agency pushed the envelope further by negotiating with a Popsicle Licencee to manufacture the World's first ORS based Popsicle. Food authority approvals were granted and Sehat Ki Chuksi "Energy Popsicles", were created.

The Jagannath Rath Yatra Festival was the perfect platform to reach out to such a large number of potential consumers. The Agency worked with the Festival Organisers to ensure that there was no offence to the pilgrims. Now came the distribution challenge.

A number of ice cream carts were placed in key strategic locations throughout the parade and teams of staff carrying ice boxes of popsicles, moved amongst the crowd.

Word of mouth replaced advertising and the Energy Popsicles were an instant hit with devotees of all ages. The Tata Salt brand was established in the State of Odisha.

Tata Salt Sales volumes grew by 37% quarter on quarter post Activation and the brand's volume market share grew 380 basis point, reaching its ever level of 43% in just 2 months after the Promotion. (Source: AC Nielsen)

Tata Salt, in association with The Brand Brewery, will be offering Sehat Ki Chuksi "Energy Popsicles" to devotees not only in the Rath Festival but also in many other big Indian Festivals & Fairs.

Not bad for just a pinch of salt !

HERE ARE THIS YEAR'S WINNERS ……..

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The Red GLOBE for the Best Campaign in the World

Agency & Country	Campaign	Client
The Brand Brewery. India	Sehat Ki Chuski (Energy Popsicles)	Tata Chemicals

Best Campaign Category Winners

1. Best Integrated Marketing Campaign

	Agency	Campaign	Client
Gold	Action Group. Russia	Barni. Launch a Rocket into Space.	Mondelez International
Silver	Ark Connect. Russia	Master and Margarita. I was there!	Google Russia
Bronze	Beacon/Leo Burnett. Japan	Name it Burger	McDonald's Japan

2. Best Marketing Discipline Campaign

	Agency	Campaign	Client
Gold	TWIGA Communication Group. Russia	We are all of the same blood	FC Spartak
Silver	TMA-Draft. Russia	Sharing love for a game is Priceless	MasterCard. Russia
Bronze	Unite. Russia	School Fair	Hamleys Russia

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3. Best Digital Campaign

	Agency	Campaign	Client
Gold	Dentsu. Japan	Co-create our AI Girl	Bandai Namco Entertainment
Silver	The Idea Shed. Australia	Bank of Dad Father's Day Activation	Pernod Ricard Australia
Bronze	Ark Connect. Russia	Master and Margarita. I was there!	Google Russia

4. Best Innovative Idea or Concept

	Agency	Campaign	Client
Gold	IDEAS+CARS.United Kingdom	World's Fastest Gamer	McLaren F1 Team
Silver	Faz Promo. Brazil	Display Self-Exam	Shopping da Ilha
Bronze	Dentsu. Japan	Co-create our AI Girl	Bandai Namco Entertainment

5. Best Brand Building and/or Awareness Campaign

	Agency	Campaign	Client
Gold	SHERPA42. Brazil	The Art of Heineken	Heineken Brazil
Silver	Action Group. Russia	Barni. Launch a Rocket into Space.	Mondelez International
Bronze	Ark Connect. Russia	Master and Margarita. I was there!	Google Russia

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6. Best Business to Business or Trade Marketing Campaign

	Agency	Campaign	Client
Gold	Seven. Russia	Heineken Bank	Heineken
Silver	Seven. Russia	Thomas and Friends	Mattel
Bronze	Convert Communications. Australia	HP Reinvent Retail: Premium PC Relaunch	HP PPS Australia

7. Best Event or Experiential Marketing Campaign

	Agency	Campaign	Client
Gold	J. Walter Thompson. Thailand	Behind the Star Experience	Heineken Thailand
Silver	Ignis. United Kindom	Jameson #BeOriginal360	Pernod Ricard Travel Retail Europe
Bronze	Havas Riverorchid.Cambodia	Caltex Techron	Chevron Cambodia
Bronze	SHERPA42. Brazil	The Art of Heineken	Heineken Brazil

8. Best Brand Loyalty Campaign

	Agency	Campaign	Client
Gold	BI WORLDWIDE India	Tata Guru Loyalty Program	Tata Motors
Silver	Cossette. Canada	SAQ Inspire	SAQ/Quebec Alcohol Corp

9. Best Mobile Marketing Campaign

	Agency	Campaign	Client
Gold	Dentsu. Japan	Co-create our AI Girl	Bandai Namco Entertainment

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10. Best Social Media or Word of Mouth Campaign

	Agency	Campaign	Client
Gold	Havas Riverorchid. Cambodia	Caltex Techron	Chevron Cambodia
Silver	Ark Connect. Russia	Pringles Love Vibes	Kellogg Russia
Bronze	TMA-Draft. Russia	#GUYSWEARENEAR	Megafon

11. Best Product Launch or Re-Launch Campaign

	Agency	Campaign	Client
Gold	The Brand Brewery. India	Sehat Ki Chuski (Energy Popsicles)	Tata Chemicals
Silver	Departament New & Wow Marketing. Russia	Audi A5 launch Event: AI vs YOU	Audi Russia

12. Best Brand Trial or Sales Generation Campaign

	Agency	Campaign	Client
Gold	PHD. India	Surf excel matic liquid - PoRubPo	Surf Excel
Silver	Hiromori. Japan	CHARMY Magica - Mother's Day Sampling Promotion	Lion Corporation
Bronze	Bamboo. United Kingdom	Karma Club	Karma Group

13. Best Use of Public Relations

	Agency	Campaign	Client
Gold	MediaCom/mInteraction. Thailand	DeadFeed	THAIHEALTH
Silver	E:MG. Russia	Breaking Point	Charity Foundation FotoCH

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14. Best Cause, Charity Marketing or Public Sector Campaign

	Agency	Campaign	Client
Gold	Marvelous. Russia	Guilty Clothes	The Survivors Trust
Silver	Cheil Brazil	Revista Rosa	Palmeiras SEP
Bronze	Faz Promo. Brazil	Names	Pro Cardio

15. Best Small Budget Campaign

	Agency	Campaign	Client
Gold	Cossette. Canada	Help Us Fill The Emptiness	Garde-Manger Pour Tous
Silver	The Idea Shed. Australia	Bank of Dad Father's Day Activation	Pernod Ricard Australia

16. Best Use of Media

	Agency	Campaign	Client
Gold	Ark Connect. Russia	Master and Margarita. I was there!	Google Russia

17. Best Entertainment Campaign

	Agency	Campaign	Client
Gold	Dentsu. Japan	Co-create our AI Girl	Bandai Namco Entertainment
Silver	Ark Connect. Russia	Master and Margarita. I was there!	Google Russia

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18. Best Sponsorship Campaign

	Agency	Campaign	Client
Gold	TMA-Draft. Russia	Sharing love for a game is priceless	MasterCard Russia
Silver	TMA-Draft. Russia	#GUYSWEARENEAR	Megafon

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2017 Order of Excellence Certificate Recipients

Best Integrated Marketing Campaign

Entrant	Campaign	Client
TMA-Draft. Russia	Sharing love for a game is Priceless	MasterCard Russia

Best Marketing Discipline Campaign

Entrant	Campaign	Client
Momentum Russia	#Protection without bullshit	ARKO
TMA-Draft. Russia	#GUYSWEARENEAR	Megafon

Best Innovative Idea or Concept

Entrant	Campaign	Client
Bamboo. United Kingdom	Karma Club	Karma Group
Havas Riverorchid. Cambodia	Caltex Techron	Chevron Cambodia
PHD India	Surf excel matic liquid - PoRubPo	Surf Excel
The Idea Shed. Australia	Bank of Dad Father's Day Activation	Pernod Ricard Australia

Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client
Ark Connect. Russia	Pringles Love Vibes	Kellogg Russia
Bamboo. United Kingdom	Karma Club	Karma Group
Momentum. Russia	#Protection without bullshit	ARKO

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Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Client
Dashing Group. Australia	Vintage Wildflower	Seafolly
Unite. Russia	World Animal Day	Mars Petcare
Unite. Russia	School Fair	Hamleys Russia

Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client
Ark Connect. Russia	Master and Margarita. I was there!	Google Russia
Globo. Brazil	Partiu, Globo	Globo
Departament New & Wow Marketing. Russia	Audi A5 launch event: AI vs YOU	Audi Russia
Eventum Premo. Russia	Presentation of Russia's first Airbus A320	S7 Airlines
E:MG. Russia	Breaking Point	Charity Foundation FotoCH
E:MG. Russia	Jacobs Aroma Session	Jacobs Douwe Egberts
Unite. Russia	School Fair	Hamleys Russia

Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client
Ark Connect. Russia	Pringles Love Vibes	Kellogg Russia
E:MG. Russia	Jacobs Aroma Session	Jacobs Douwe Egberts
Momentum . Russia	Alive Coloring Book	Bon Pari
Progression. Russia	Augmented reality as a driver of sales growth	PepsiCo

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Styleprint. Australia	Spring Fresh Asparagus Display	Woolworths
Unite. Russia	World Animal Day	Mars Petcare
Unite. Russia	School Fair	Hamleys Russia

Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Client
Cossette	Help Us Fill The Emptiness	Garde-Manger Pour Tous
E:MG	Director	Charity Foundation FotoCH

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