



## 2016 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS PROGRAMME

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**The A3 does fit !**

To demonstrate that the new Audi A3 could fit the tight parking spaces in urban Japanese homes, Dentsu actually delivered 'virtual A3's' right to home owners letterboxes, so they could check for themselves.



**The 'Audi Showroom Home Delivery' Campaign has taken out the 2016 MAA GLOBES Red GLOBE for the Best of the Best Marketing Communication Campaign in the World.**



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### **The 'Audi Showroom Home Delivery' Campaign.**

In Japan's bustling cities, large numbers of houses can only accommodate parking for a car measuring 1.8m wide.

This situation was ideal for local car manufacturers. Even if a consumer wished to buy a more expensive car, they couldn't, because of the lack of parking space.

The new Audi A3 did meet the 1.8m wide spec and the challenge for Audi's Agency Dentsu was to disrupt this 'urban status quo' and show prospective owners that one European vehicle was compact enough to fit their parking space.

The Agency decided to deliver the Audi Showroom, in the form of an Audi A3 right to targeted home owners. They did this by combining traditional and digital marketing techniques.

Targeted Home owners found one morning that their home delivered newspaper carried a 1.8m x 1.5m insert, the size of the Audi A3. Unfolded, it would clearly show how the A3 could fit in their parking space. In addition, AR technology, turned the print campaign into full-size 3D images to show prospective owners what a real Audi A3 would look like in their parking space. Social media played a pivotal role in maximising the Campaign.

The Audi Showroom Home Delivery' Campaign generated publicity in over 400 media outlets and 3.5 billion yen in advertising value. 20% of home owners who received the folded A3, tried the AR App and the Campaign was listed in the Guinness Book of Records for the "largest newspaper insert". (Actual sales details are confidential).

The Campaign also won Category Gold and Silver GLOBES.



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"The 2016 MAA GLOBES, our 31<sup>st</sup> Programme, welcomed Winning Campaigns from 4 new Partners this year: The ANA Reggies from the USA, the Marketing@Retail Awards, from POPAI Australia, the Dragons of Malaysia and the Dragons of Asia. Each year, we see continuing growth and expansion of our Industry across multitudes of mediums and disciplines. This was no different, except for much more pushing the barrier and focusing much more on measurable results-focussed outcomes."

***Mike Da Silva. COO, MAA Worldwide and Director of the MAA GLOBES Programme***

"This is the first time POPAI ANZ has partnered with the MAA GLOBES, and we're delighted with the outcome, having two Australian Award winners in The Zoo Republic and Rotor Studios. Australia has a flourishing industry, and to receive two Awards among such prestigious company is a real achievement."

***Carla Bridge. General Manager POPAI Australia & New Zealand***

"Since 2008, the Silver Mercurys, the largest Russian Festival of Advertising and Marketing Communications, has had the pleasure of representing the MAA GLOBES Awards in post-Soviet Russia. We have shown to our market, that the GLOBES is an extremely important Award and it is highly prestigious to participate in it. We are very much looking forward to many more years of co-operation".

***Mikhail Simonov, President Silver Mercury Award and Festival,  
Vice President RAMU (Russian Association of marketing services) &  
Vice President AKAR (Russian Association of Communication Agencies)***

"We are thrilled to have continued our relationship with the prestigious MAA GLOBES this year, with the 23 U.S. REGGIE Awards Gold winners entered into this year's competition to select the best Marketing programs in the world. With high quality worldwide competition, we're excited that more than a third of our winners will come away with GLOBES, including multiple Golds. We look forward to continuing our association in the future".

***Michael P. Kaufman. Senior Vice President, Brand Activation Association of National Advertisers (ANA).***

"Judging the MAA Worldwide GLOBES is one of the true highlights of my professional career. Seeing the best of the best from right across the Globe reconfirms that there are a lot of very clever, very creative and hugely talented agencies and individuals at work every day"

***Simon Mahoney. President. MAA Worldwide***

*For more information contact:*

Mike Da Silva  
Director: MAA GLOBES. Sydney  
COO: Marketing Agencies Association Worldwide. London

eMail: [mdasilva@mdsa.com.au](mailto:mdasilva@mdsa.com.au)



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**The Red GLOBE for the Best Campaign in the World**

Agency & Country	Campaign	Client
Dentsu. Japan	Showroom Home Delivery	Audi Japan

### Best Campaign Category Winners

#### 1. Best Integrated Marketing Campaign

	Agency	Campaign	Client
Gold	Havas Riverorchid. Cambodia	RICE	Unilever Cambodia
Silver	Dentsu. Japan	Kissing Package	Kirin Beverage Company
Bronze	Ark Connect. Russia	Chekhov Is Alive	Google

#### 2. Best Marketing Discipline Campaign

	Agency	Campaign	Client
Gold	Deluxe Corporation. USA	Small Business Revolution	Deluxe Corporation
Silver	LETO/ARK. Russia	Kinder - Favourite Animals	Ferrero Russia
Bronze	Mosaic. Russia	Durex Preliminary Caress	DUREX



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### 3. Best Digital Campaign

	<b>Agency</b>	<b>Campaign</b>	<b>Client</b>
Gold	DDB Group. China	Who Art You	Alibaba/Alipay
Silver	Ark Connect. Russia	German Chocolate with Russian Feeling	Ritter Sport Schokolad
Bronze	Unite. Russia	Red Bull for G-Drive	Gazprom Neft

### 4. Best Innovative Idea or Concept

	<b>Agency</b>	<b>Campaign</b>	<b>Client</b>
Gold	Haygarth. United Kingdom	Sony: Everyday Extraordinary	Sony Mobile Communications
Silver	Dentsu. Japan	Showroom Home Delivery	Audi Japan
Bronze	Rotor Studios. Australia	Toyota Showroom 360	Toyota Motor Corporation Australia

### 5. Best Brand Building and/or Awareness Campaign

	<b>Agency</b>	<b>Campaign</b>	<b>Client</b>
Gold	Ark Connect. Russia	Chekhov Is Alive	Google
Silver	Dream Factory. Brazil	Elle Fashion Preview Connection	Elle Magazine
Bronze	e:mg. Russia	Barni's New Year Workshop	Mondelez Russia



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### 6. Best Business to Business or Trade Marketing Campaign

	Agency	Campaign	Client
Gold	Stereo Creative. United Kingdom	Why do they pay that way?	Worldpay
Silver	Team Unilever Shopper. Canada	Dove #InspireConfidence	Unilever Canada
Bronze	Bi Worldwide. India	Michelin. 'Bandhan' Channel Loyalty Program	Michelin India

### 7. Best Event or Experiential Marketing Campaign

	Agency	Campaign	Client
Gold	Louder. Russia	The Base	adidas
Silver	Arnold Worldwide. USA	Barrel Hunt	Jack Daniels
Bronze	Dream Factory. Brazil	Elle Fashion Preview Connection	Elle Magazine

### 8. Best Brand Loyalty Campaign

	Agency	Campaign	Client
Gold	e:mg. Russia	Barni's New Year Workshop	Mondelez Russia
Silver	Arc Worldwide Chicago. USA	Wear the High Life	MillerCoors
Bronze	LETO/ARK. Russia	Kinder - Favourite Animals	Ferrero Russia



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### 9. Best Mobile Marketing Campaign

	Agency	Campaign	Client
Gold	The Zoo Republic. Australia	Free Beer From Up Here	Great Northern Beer
Silver	DDB Group. China	Who Art You	Alibaba/Alipay
Bronze	LETO/ARK. Russia	Kinder - Favourite Animals	Ferrero Russia

### 10. Best Social Media or Word of Mouth Campaign

	Agency	Campaign	Client
Gold	FCB Chicago. USA	The Baby Stroller Test-Ride by Contours	Contours
Silver	Unite. Russia	Red Bull for G-Drive	Gazprom Neft
Bronze	TBWA Group Singapore	Plaster the Silence	Samaritans of Singapore

### 11. Best Product Launch or Re-Launch Campaign

	Agency	Campaign	Client
Gold	Marvelous. Russia	Love without Borders	Nutricia
Silver	George P Johnson Experiential Marketing & Spinifex Group. USA	Nissan Rogue One 2017 Launch	Nissan USA
Bronze	McCann New York. USA	Priceless Boston Launch	MasterCard



## 2016 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS PROGRAMME

### 12. Best Brand Trial or Sales Generation Campaign

	Agency	Campaign	Client
Gold	SEVEN. Russia	J7 Tonus. 24 Hours Left	Pepsico
Silver	Gallegos United. USA	Language Choice	Comcast Corporation
Bronze	J.Walter Thompson. Vietnam	KFC Black Pepper and Lime Chicken Launch	KFC Vietnam

### 13. Best Use of Public Relations

	Agency	Campaign	Client
Gold	Dentsu. Japan	BANANART	Unifrutti Japan Corporation
Silver	Ark Connect. Russia	German Chocolate with Russian Feeling	Ritter Sport Schokolad
Bronze	mInteraction/MEC. Thailand	Thainess	Burger King

### 14. Best Cause, Charity Marketing or Public Sector Campaign

	Agency	Campaign	Client
Gold	Cossette. Canada	Barbed wire	Amnesty International
Silver	Ark Connect. Russia	Chekhov Is Alive	Google
Bronze	Veritas Communications. Canada	Bring Back the Bees	General Mills Canada





## 2016 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS PROGRAMME

### 15. Best Small Budget Campaign

	Agency	Campaign	Client
Gold	TBWA Group Singapore	Plaster the Silence	Samaritans of Singapore
Silver	Cossette. Canada	Barbed wire	Amnesty International
Bronze	FCB Chicago. USA	The Baby Stroller Test-Ride by Contours	Contours

### 16. Best Use of Media

	Agency	Campaign	Client
Gold	Dentsu. Japan	Showroom Home Delivery	Audi Japan
Silver	OMD China	VISA Rental Bike	Visa
Bronze	Ark Connect. Russia	Chekhov Is Alive	Google

### 17. Best Entertainment Campaign

	Agency	Campaign	Client
Gold	MEC Taiwan	Generation J	Universal Pictures Corporation of Taiwan
Silver	Catapult. USA	Family Dollar Save to Win	Family Dollar
Bronze	J.Walter Thompson. Vietnam & Mirum. Vietnam	KitKat Valentine. "Say You Do"	Nestle Vietnam



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### 18. Best Sponsorship Campaign

	<b>Agency</b>	<b>Campaign</b>	<b>Client</b>
Gold	e:mg. Russia	Barni's New Year Workshop	Mondelez Russia
Silver	20 <sup>th</sup> Century Fox. USA	X-Men. Apocalypse and Coldwell Banker	20th Century Fox
Bronze	e:mg. Russia	Jacobs Cafe - Tree	Jacobs Monarch



## 2016 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS PROGRAMME

### 2016 Order of Excellence Recipients

#### 1. Best Integrated Marketing Campaign

Entrant	Campaign	Client
Dentsu. Japan	BANANART	Unifrutti Japan Corporation
Diamond Integrated Marketing. Canada	#GreenWhereYouLive	TD Canada Trust
Marvelous. Russia	The Loud Challenge	Moscow Race Way
Louder. Russia	adidas Originals	adidas
LETO/ARK. Russia	Kinder - Favourite Animals	Ferrero Russia
Mosaic. Russia	Durex Preliminary Caress	Durex

#### 2. Best Marketing Discipline Campaign

Entrant	Campaign	Client
Cossette. Canada	Mentos Amazing Journey Contest	Perfetti Van Melle - Mentos
Marvelous. Russia	Nerfing	Hasbro
e:mg. Russia	MEGA Fairytale	MEGA
Jack Morton Worldwide. USA	Audible Recall	Audible



## 2016 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS PROGRAMME

### 3. Best Digital Campaign

Entrant	Campaign	Client
Ark Connect. Russia	Chekhov Is Alive	Google
Group Company RCG. Russia	Nepoteka	Unilever/Rexona
The Marketing Store. USA	T-Mobile Tuesdays	T-Mobile
Dentsu. Japan	BANANART	Unifrutti Japan Corporation
Marvelous. Russia	The Loud Challenge	Moscow Race Way
Conversion Marketing-Communication. Canada	myLCBO Wine Recommendations	LCBO

### 4. Best Innovative Idea or Concept

Entrant	Campaign	Client
The Marketing Arm. USA	Cheetos Store	Frito-Lay
OutOfTheBox Agency. Russia	The Most Expensive Smart Bracelet in the World	Jaguar Land Rover
CHEP. Australia	Retail Modular Pallet	Tru Blu Beverages
Diamond Integrated Marketing. Canada	#GreenWhereYouLive	TD Canada Trust
Dentsu. Japan	BANANART	Unifrutti Japan Corporation
Veritas Communications. Canada	Bring Back the Bees	General Mills Canada



## 2016 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS PROGRAMME

### 5. Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client
Dentsu. Japan	Showroom Home Delivery	AUDI Japan
Diamond Integrated Marketing. Canada	TD Thanks You	TD Canada Trust
Grey Group. USA	Ally Lucky Penny	Ally
Barkley. USA	Russell Athletic #SettleYourScore	Russell Athletic
Diamond Integrated Marketing. Canada	#GreenWhereYouLive	TD Canada Trust
Marvelous. Russia	The Loud Challenge	Moscow Race Way
Pulp Strategy Communications. India	It's time to #Unpain	Philips India

### 6. Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Client
Unite. Russia	Unilever. Metro Expo 2016	Unilever
SEVEN. Russia	The Weber Vetonit. Cascade motivational	Saint-Gobain
Kimberly-Clark Professional. USA	How Do You Measure Up? Kimberly-Clark Professional CHESS Program	Kimberly-Clark Professional
Droga5, Amazon Media Group. USA	Quilted Northern National Toilet Paper Day on Amazon	Georgia Pacific
Russia Direct. Russia	Royal Canin Offers Factory	Ruscan CJSC



## 2016 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS PROGRAMME

### 7. Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client
Haygarth. United Kingdom	Sony: Everyday Extraordinary	Sony Mobile Communications
Ark Connect. Russia	Chekhov Is Alive	Google
e:mg. Russia	Instead of Cafe	Instinct
Rotor Studios. Australia	Toyota Showroom 360	Toyota Motor Corporation Australia
Dentsu. Japan	Showroom Home Delivery	AUDI Japan
Unite. Russia	Unilever. Metro Expo 2016	Unilever
FP7/DXB. USA	A Priceless Delivery	MasterCard

### 8. Best Brand Loyalty Campaign

Entrant	Campaign	Client
e:mg. Russia	MEGA Fairytale	MEGA
Mosaic. Russia	Durex Preliminary Caress	DUREX
Russia Direct. Russia	Royal Canin Offers Factory	Ruscan CJSC
Conversion Marketing- Communication. Canada	myLCBO Wine Recommendations	LCBO



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### 10. Best Social Media or Word of Mouth Campaign

Entrant	Campaign	Client
Mizrahi Tfahot Bank. Israel	The Digital Kindergarten	Mizrahi Tfahot Bank
Ark Connect. Russia	German Chocolate with Russian Feeling	Ritter Sport Schokolad
Marvelous. Russia	The Loud Challenge	Moscow Race Way
OutOfTheBox Agency. Russia	The Most Expensive Smart Bracelet in the World	Jaguar Land Rover
Diamond Integrated Marketing. Canada	TD Thanks You	TD Canada Trust
Mosaic. Russia	Tuborg Colored Caps	Turborg

### 11. Best Product Launch or Re-Launch Campaign

Entrant	Campaign	Client
Cossette. Canada	SAQ Inspire	Societe des alcools du Qc
Mosaic. Russia	Sberbank Youth Card	Sberbank
OutOfTheBox Agency. Russia	The Most Expensive Smart Bracelet in the World	Jaguar Land Rover



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### 12. Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client
TLC Marketing. United Kingdom	Road Trip	Continental Tyres
Ark Connect. Russia	German Chocolate with Russian Feeling	Ritter Sport Schokolad
Dentsu. Japan	Showroom Home Delivery	Audi Japan
Catapult. USA	Mars Say Thank You With M	Mars Chocolate
Gekko. United Kingdom	Karcher Window Vac In-Store Demonstration	Karcher
TMA-Draft. Russia	No Day Without Pyatyorochka	Retail Chain Pyatyorochka

### 13. Best Use of Public Relations

Entrant	Campaign	Client
Veritas Communications. Canada	Bring Back the Bees	General Mills Canada
Group Company RCG. Russia	Nepoteka	Unilever/Rexona
e:mg. Russia	Jacobs Cafe - Tree	Jacobs Monarch

### 14. Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Client
Triton Communications. India	Jal Daan (The Gift of Water)	Eureka Forbes
Vozduh Advertising Agency. Russia	Houses of Homeless	Charitable Organization Nochlezhka
Diamond Integrated Marketing. Canada	#GreenWhereYouLive	TD Canada Trust
Wunderman Shanghai. China	Holding Hands	ShanghaiPRIDE
Ampla. Brazil	Blue November	Blue November (Movember)





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### 15. Best Small Budget Campaign

Entrant	Campaign	Client
ZEAL Creative. United Kingdom	Music in Your Glass	Nichols
Veritas Communications. Canada	Bring Back the Bees	General Mills Canada
Ark Connect. Russia	German Chocolate with Russian Feeling	Ritter Sport Schokolad
Geometry Global. Japan	Gata Battle - The Battle of the Tidelands	Saga City
Group Company RCG. Russia	Stick'n'trend	Room 485

### 16. Best Use of Media

Entrant	Campaign	Client
Astro Malaysia	Polis Evo Marketing Campaign	Astro Malaysia
OutOfTheBox Agency. Russia	The Most Expensive Smart Bracelet in the World	Jaguar Land Rover
LETO/ARK. Russia	Kinder - Favourite Animals	Ferrero Russia

### 17. Best Entertainment Campaign

Entrant	Campaign	Client
Ark Connect. Russia	Chekhov Is Alive	Google
Mosaic. Russia	Durex Preliminary Caress	DUREX
Brandnew. Russia	MegaFonLive	MegaFon

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