



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

### **WINNERS RELEASE: Friday, 15 May 2019. Sydney. Australia**

The Winners of the 32nd MAA GLOBES Award Programme, recognising the Best of the Best in the World in the Marketing Communications Industry over the last 12 months, can now be announced.

50 Gold, Silver & Bronze Category GLOBES, together with the Red GLOBE for the best Marketing Communications Campaign in the World, have been awarded. 38 Orders of Excellence Certificate Recipients are also acknowledged.

Russian Agencies dominated this year's GLOBES Programme, collecting 7 Gold GLOBES. Taiwan achieved second place with the Red GLOBE for the Best Campaign in the World & 2 Gold GLOBES. Brazil and the United Kingdom tied in third Gold position with 2 Gold GLOBES each.

For the first time in the GLOBES, Taiwan (PHD Taiwan & X-Line [Dentsu Group]), Malaysia (Leo Burnett Malaysia) and Pakistan (Starcom Pakistan) achieved Gold GLOBE Status. Additionally, X-Line (Dentsu Group) has taken away the Red GLOBE for the Best Campaign in the World.

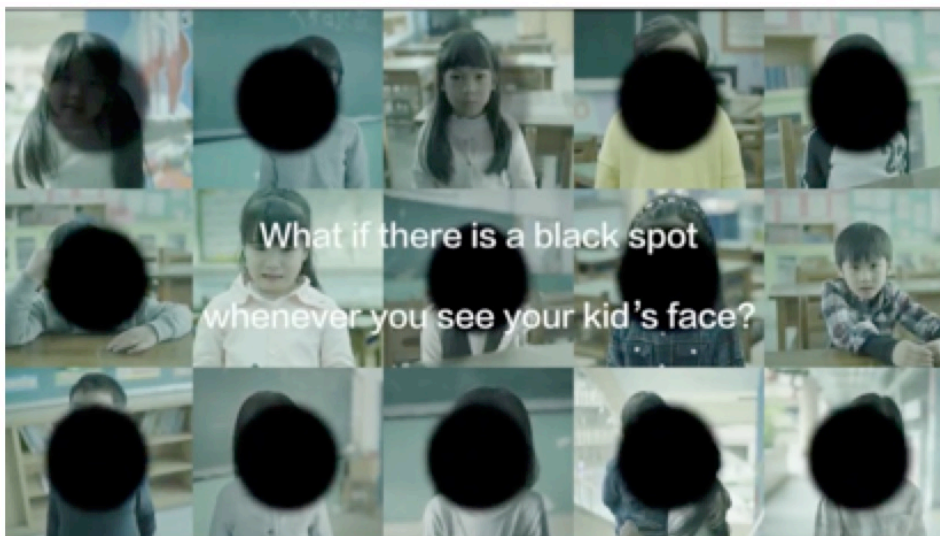
*"This year we tasked our new Grand Jury, representing 19 Countries, to adjudicate on the Best Campaign in the World, from 9 top scoring Campaigns. Judging was so tight that just a handful of votes separated Starcom Pakistan (2 Campaigns), Havas Champagne Cambodia and X-Line (Dentsu Group) Taiwan, the eventual Winner".... Mike Da Silva. Director MAA GLOBES.*

*"I would like to say a personal thank you to the International Panel Judges from 25 Countries who adjudicated the Best of the Best, from campaigns that truly show creativity is alive and well regardless of media type. In addition, the newly formed Grand Jury from 19 Countries was vital in the final judging stages, given the closeness of the top scoring campaigns. Congratulations to every winner. Winning a GLOBE is testament to your excellence"...Simon Mahoney. President. MAA Worldwide.*



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

The X-Line (Dentsu Group) “The Black Spot” Campaign for Taiwan Star Telecom, takes the Red GLOBE top Spot, for the Best Campaign in the World, in the 32<sup>nd</sup> MAA Worldwide GLOBES.



According to clinical research, Taiwanese Smart phone users spent more time on their devices, than most other consumers in the world.

As a result of this rapid rise of smart phone use, the World Health Organisation rated Macular Degeneration (MD) as the 3<sup>rd</sup> major cause of adult blindness and that within the next decade. According to Ophthalmology experts, 1 in 3 Taiwanese would suffer from MD, caused by frequent blue light irradiation.

Mobile Carrier Taiwan Star Telecom is the newest Telco to launch in Taiwan, at a time when 95% of smart phones were dominated by 3 main competitors.

A black spot is a symptom of MD. To tie in with 2017 World Sight Day and to let the public experience MD themselves, Taiwan Star's Agency, X-Line.(Dentsu Group), Taipei, executed a series of 'eye catching' events, with 28 other brand partners, wherein black spots suddenly started to block out web site content on computer and smart phone screens and even in outdoor billboards.

Users were shocked.



## **2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME**

The Promotion was overlaid with online patient interviews and highly emotional messages from young school children, pleading with their parents, to look after their eyes.

The Campaign generated huge media and public awareness throughout Taiwan. The footage generated 2 million views with a complete view through rate of 67%. It generated 1,500 messages, more than 8,000 Likes and 5,500 shares on Facebook. More than 40 mainstream media and 100 news outlets reported on the campaign. MD was the hottest Google keyword, this decade.

The “Black Spot” Campaign raised MD awareness in Taiwan from 30% to 79%. 98% of interviewees said they would start taking care of their eyes. Laws are being considered to encourage regular MD check ups.

The Black Spot Campaign event successfully enhanced Taiwan Star preference by 10%. Users increased by 21% in Q3 2017. The “Black Spot” Campaign, marked the beginning of the end for Macular Degeneration in Taiwan, winning the Red GLOBE for the 2018 Best Campaign in the World.

**NOW TO THIS YEAR’S WINNERS .....**



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

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

Entrant	Campaign	Client
X-Line (Dentsu Group). Taiwan	The Black Spot Campaign	Taiwan Star Telecom

### 2018 Category Winners

#### 1. Best Integrated Marketing Campaign

	Entrant	Campaign	Client
Gold	BBDO Russia Group	Snickers Hunger Bar	Snickers (Mars LLC)
Silver	TBK Group. United Kingdom	Unstoppable bottle	Lucozade Ribena Suntory United Kingdom
Bronze	Hands Eventos. Brazil	Heineken Green Drivers	Cervejarias Kaiser Brasil

#### 2. Best Marketing Discipline Campaign

	Entrant	Campaign	Client
Gold	PHD Taiwan	SKODA x Handsome Dancer "CoinciDance" Campaign	Skoda Taiwan
Silver	ARK CONNECT. Russia	I am mobile. Activation for the mobile generation	LLC MVM
Bronze	BBDO Russia Group	1st Grrrade	Pedigree (Marc LLC) Russia

#### 3. Best Digital Campaign

	Entrant	Campaign	Client
Gold	Ideia 3. Brazil	Exu's "Samphonic" Orchestra	O Boticário Brazil
Silver	BBDO Russia Group	1st Grrrade	Pedigree (Marc LLC)
Bronze	BBDO Russia Group	Snickers Hunger Bar	Snickers (Mars LLC)



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

### 4. Best Innovative Idea or Concept

	<b>Entrant</b>	<b>Campaign</b>	<b>Client</b>
Gold	Leo Burnett Malaysia	McCafe InstaBillboard	McDonald's Malaysia
Silver	Seven. Russia	My Slice	PepsiCo Russia
Bronze	Hands Eventos. Brazil	Heineken Green Drivers	Cervejarias Kaiser Brasil

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

	<b>Entrant</b>	<b>Campaign</b>	<b>Client</b>
Gold	BeeTL. Russia	The New World of the Nespresso coffee	Nespresso Russia
Silver	Creata Brasil Serviços de Marketing. Brazil	Silent Booth Theater for All Ears 2018	Samsung Eletrônica da Amazônia. Brazil
Bronze	ARK CONNECT. Russia	Coca-Cola Kokoshnik	Coca-Cola Soft Drink Consulting. Russia

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

	<b>Entrant</b>	<b>Campaign</b>	<b>Client</b>
Gold	TWELVE Agency. United Kingdom	Nescafe Azera By Design	Nestle United Kingdom
Silver	Sallero. Brazil	Virtual Sommelier	Reservado Concha Y Toro
Bronze	BI WORLDWIDE India	Drive2Delight Program	SKF India

### 7. Best Event or Experiential Marketing Campaign

	<b>Entrant</b>	<b>Campaign</b>	<b>Client</b>
Gold	SPACE. United Kingdom	Experiential Series	William Grant and Sons (Glenfiddich)
Silver	Verve the Live Agency. Ireland	The Alpro Planquet Pop Up	Alpro
Bronze	Deakin University. Australia	Mind Racer	Deakin University Australia



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

### 8. Best Brand Loyalty Campaign

	Entrant	Campaign	Client
Gold	R.I.M. Communications Agency. Russia	The Priceless League: Establishing a new hockey tradition	Mastercard Russia
Silver	Initiative Russia	AXE Cybersport	Unilever Rus
Bronze	Toppan Printing. Japan	To-Go Dam Project	Nissin Food Products. Japan

### 9. Best Mobile Marketing Campaign

	Entrant	Campaign	Client
Gold	Sallero. Brazil	Virtual Sommelier	Reservado Concha Y Toro

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

	Entrant	Campaign	Client
Gold	Havas Champagne. Cambodia	A Dose of Cath (UN)	UNAIDS UNFPA
Silver	Dentsu Tec. Japan	3:20 is 'Sable Time!' 1 Minute Challenge	Nissin Cisco Japan
Bronze	ARK CONNECT. Russia	I am for Coffee!	Strauss Group Russia

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

	Entrant	Campaign	Client
Gold	In the Company of Huskies. Ireland	A Micra Revolution	Nissan Ireland
Silver	SPACE. United Kingdom	Experiential Series	William Grant and Sons (Glenfiddich)
Bronze	ARK CONNECT. Russia	Oltermanni. SiSU in Russia	Valio Russia



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

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

	Entrant	Campaign	Client
Gold	ARK CONNECT. Russia	Oltermanni. SiSU in Russia	Valio Russia
Silver	TMA-Draft. Russia	Activate winner's mode	PepsiCo, brand Adrenaline Rush
Bronze	Dentsu Tec. Japan	The Rose of Deru-sailles	Morinaga Milk Industry

### 13. Best Use of Public Relations

	Entrant	Campaign	Client
Gold	Starcom Pakistan	Say It With Cadbury	Mondelez International Pakistan
Silver	Havas Champagne. Cambodia	The Road Killer	AIP Foundation Cambodia
Bronze	Wavemaker Thailand	Xi'an Troops	NokScoot Airline Thailand

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

	Entrant	Campaign	Client
Gold	X-Line (Dentsu Group). Taiwan	The Black Spot Campaign	Taiwan Star Telecom
Silver	Starcom Pakistan	Coke and Edhi (Ramadan) Bottle of Change	The Coca Cola Export Company Pakistan
Bronze	Creata Brasil Serviços de Marketing. Brazil	Silent Booth Theater for All Ears 2018	Samsung Eletrônica da Amazônia

### 15. Best Small Budget Campaign

	Entrant	Campaign	Client
Gold	Instinct (BBDO Group). Russia	IKEA Labor/Rest	IKEA Russia
Silver	ARK CONNECT. Russia	I am for Coffee!	Strauss Group Russia
Bronze	In the Company of Huskies. Ireland	When you can read everything, it changes everything	Suas



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

### 16. Best Use of Media

	Entrant	Campaign	Client
Gold	e:mg. Russia	The first AD to make you a cup of coffee.	JDE (Jacobs Monarch Millicano)
Silver	Instinct (BBDO Group). Russia	Vending machines	IKEA Russia

### 17. Best Entertainment Campaign

	Entrant	Campaign	Client
Gold	Wavemaker Thailand	Maybeline 'Make It Happen'	L'Oreal Thailand

### 18. Best Sponsorship Campaign

	Entrant	Campaign	Client
Gold	ARK CONNECT. Russia	Coca-Cola Kokoshnik	LLC "Coca-Cola Soft Drink Consulting" Russia
Silver	R.I.M. Communications Agency. Russia	The Priceless League: Establishing a new hockey tradition	Mastercard Russia
Bronze	e:mg. Russia	24 Hours of Le MKAD	Gazprom Neft Russia





## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

### 2018 Order of Excellence Certificate Recipients

(In alphabetic order)

#### Best Integrated Marketing Campaign

Entrant	Campaign	Client
Company Group RCG. Russia	Marathon of checks from "Agusha"	Agusha (PepsiCo) Russia
Instinct (BBDO Group). Russia	IKEA Labor/Rest	IKEA Russia
Toppan Printing. Japan	To-Go Dam Project	Nissin Food Products

#### Best Marketing Discipline Campaign

Entrant	Campaign	Client
BBDO Russia Group	Snickers Hunger Bar	Snickers (Mars LLC)
e:mg. Russia	The first AD to make you a cup of coffee.	JDE (Jacobs Monarch Millicano)
Ideia 3. Brazil	Exu's "Samphonic" Orchestra	O Boticário Brazil

#### Best Innovative Idea or Concept

Entrant	Campaign	Client
BBDO Russia Group	1st Grrrade	Pedigree (Marc LLC)
BBDO Russia Group	Snickers Hunger Bar	Snickers (Mars LLC)
Deakin University	Mind Racer	Deakin University Australia
deep creative digital agency. Russia	Run of Fame of ASICS Running shoes	ASICS

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

Entrant	Campaign	Client
Action, Modul Pro. Russia	Lexus Dome	Toyota Motor Russia
BBDO Russia Group	Snickers Hunger Bar	Snickers (Mars LLC)



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

Hands Eventos. Brazil	Heineken Green Drivers	Cervejarias Kaiser Brasil
-----------------------	------------------------	---------------------------

### Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Client
Company Group RCG. Russia	Dewar's Steam Machine	Dewar's (Bacardi) Russia
ICON. Russia	Dobriy. Corners of Russia	Multon (Coca-Cola Hellenic)
Seven. Russia	My Slice	PepsiCo Russia

### Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client
Feliz Comunicação. Brazil	Pernambuco Hits Sao Paulo	Brazilian Tourist Board (Embratur)
Fibra Live. Sports	Festival Teen	Fibra Live Sport

### Best Social Media Or Word Of Mouth Campaign

Entrant	Campaign	Client
ARK CONNECT. Russia	I am mobile. Activation for the mobile generation	LLC MVM
Asatsu DK (ADK Tokyo). Japan	Fried Chicken Bath Bombs	KFC Holdings Japan
Hands Eventos. Brazil	Heineken Green Drivers	Cervejarias Kaiser Brasil

### Best Product Launch or Re-Launch Campaign

Entrant	Campaign	Client
Action, Modul Pro. Russia	Lexus Dome	Toyota Motor Russia
R.I.M. Communications Agency	M11. A road to a new experience	Avtodor - The Russian Highways State Company



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

### Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client
Hikomori. Japan	"LOOK Plus Bath Anti-mold Fogger" Campaign	Lion Corporation Japan
Seven. Russia	My slice	PepsiCo Russia
TBK Group. United Kingdom	Unstoppable bottle	Lucozade Ribena Suntory
TWELVE Agency. United Kingdom	Nescafe Azera By Design	Nestle Russia

### Best Use of Public Relations

Entrant	Campaign	Client
e:mg. Russia	The first AD to make you a cup of coffee.	JDE (Jacobs Monarch Millicano)
Instinct (BBDO Group). Russia	IKEA Labor/Rest	IKEA Russia
R.I.M. Communications Agency. Russia	The Priceless League: Establishing a new hockey tradition	Mastercard Russia

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

Entrant	Campaign	Client
aktuellmix. Brazil	#shieldthemonkeys	Associação Atlética Ponte Preta
Das Werk. Russia	The Smart City Pavilion at VDNKh	Moscow Government Information Technology Department
DOBRO. Russia	History of Champions	World Cup 2018 Samara Department

### Best Small Budget Campaign

Entrant	Campaign	Client
Instinct (BBDO Group). Russia	Vending machines	IKEA Russia
Sallero. Brazil	Virtual Sommelier	Reservado Concha Y Toro
Toppan Printing. Japan	To-Go Dam Project	Nissin Food Products. Japan



## 2018 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

### Best Sponsorship Campaign

Entrant	Campaign	Client
R.I.M. Communications Agency. Russia	M11. A road to a new experience	Avtodor. The Russian Highways State Company
UNITE. Russia	Durex. Klikbeyt Show	Reckitt Benckiser Russia

*For more information contact:*

Mike Da Silva  
Director: MAA GLOBES  
COO: Marketing Agencies Association Worldwide  
eMail: [mdasilva@mdsa.com.au](mailto:mdasilva@mdsa.com.au)