



We thank our Marketing Agencies Association Worldwide Award Programme Partners for their continued support in ensuring the MAA GLOBES remains the elite Marketing Communications Award Programme that truly recognises the very Best of the Best, within our Marketing Communications industry.

We also thank this year's entrants for their support during these pandemic times. Also, our International Judging Panel spanning 33 Countries, and our Grand Jury for their help in adjudicating this year's winning campaigns.

**WE NOW RECOGNISE & CONGRATULATE
THIS YEAR'S WINNERS**



2021 RED GLOBE

THE BEST CAMPAIGN
IN THE WORLD

MediaCom Thailand Gillette 'Second Shave' Campaign for P&G Thailand

When young man begins shaving, a key moment is when his Dad shows him how. Unique to Thailand is that this advice hinges around a second key moment.

A second shave takes place when many young men make a pilgrimage to join a monastery for a short period, as a sign of respect to their parents and family, marked by a unique ordination ceremony. As the son renounces the material world, it is customary for the father to shave off his son's hair.

Mediacom Thailand capitalised on the second shave ceremony to launch Gillette Skinguard, with a product demonstration involving a real father preparing for the ceremony before his son entered the monastery.

The father shaved off his son's scalp and eyebrows, the most sensitive areas of the skin, demonstrating the ability of Gillette Skinguard technology which minimises the pressure of the blade to protect even the most delicate areas.



The Promotion triggered a national conversation about father and son relations

Even with a small budget, the Second Shave Promotion was a huge success in terms of awareness generated and sales.

Gillette even donated 10,000 Skinguard kits to monasteries nationwide to help monks keep their scalps and eyebrows smooth.





2021

BEST INTEGRATED MARKETING CAMPAIGN

GOLD GLOBE

Humanz. Russia

'Look at the World like a Child !'
for Ferrero Russia. Kinder

In 2019, Kinder Chocolate introduced a new communication platform, with by a redesign of its iconic packaging, the first in 10 years.

Humanz, tasked to create harmonious moments between parents and children, developed a campaign for parents see the world through the eyes of their children via Kinder 'Doodles', characters created from children's drawings. Cutting-edge AI technology animated these doodles to deliver an entertaining experience for children and parents.

The campaign included on-pack QR codes, POS, Influencers and Events. 90+ million consumers were involved, 500,000 minutes of online family time and an impressive 44% brand KPI.



SILVER GLOBE

ZEAL Creative. United Kingdom

'Shazam Your Crunch'
for Kellogg's. United Kingdom

BRONZE GLOBE

Seven. Russia

'Agusha. Tales for a Walk'
for Pepsico. Russia

ORDERS OF EXCELLENCE

Ark Connect & Humanz. Russia
BBD Perfect Storm. United Kingdom
Go Communications. Malaysia





2021

BEST MARKETING DISCIPLINE CAMPAIGN

GOLD GLOBE

ZEAL Creative. United Kingdom
'Shazam Your Crunch'
for Kellogg's. United Kingdom

Zeal Creative developed a campaign in partnership with the Shazam music app reigniting sales of Kellogg's Crunchy Nut with their younger audience to bring the unmistakable 'CRUNCH' of Crunchy Nut to life.

Shazam's technology recognised the sound of a Crunchy Nut 'CRUNCH' as a key to winning a daily prize. Customers then:

- Scanned the Crunchy Nut pack Shazam code using their Shazam app to access a Kellogg's Crunchy Nut 'Crunch-O-Meter'.
- Crunched Crunchy Nut into the microphone to determine different types of 'crunchers'.
- Took a selfie of their 'CRUNCH' using the frame that popped up after 'Crunch-O-Meter' session, to share on social media.



The campaign was significant as the final Shazam commercial partnership, after being acquired by Apple

The Promotion markedly increased Crunchy Nut sales. (actual results are confidential)

SILVER GLOBE

DDB Worldwide Hong Kong
'Samsung Thinks More Different'
for Samsung Electronics. Hong Kong

BRONZE GLOBE

DPG Russia
'10th Anniversary of Dodo Pizza'
for Dodo Pizza. Russia

ORDERS OF EXCELLENCE

EMG Russia
RSVP. Russia
Tribes Communication. India





2021

BEST DIGITAL CAMPAIGN

GOLD GLOBE

MediaCom Thailand

'Vitamilk 55 Provinces'

for Green Spot Company. Thailand

Rapid urbanisation and longer operating hours kept more Thais away from home, hindering sales of Vitamilk, normally consumed at home.

After research revealed that consumers who sought healthier dietary options, had a higher affinity to travel, Mediacom Thailand executed new packaging featuring the 55 provinces of Thailand, in partnership with the Tourism Authority of Thailand. A new photo detection program, developed with Google, allowed customers to scan destinations on their pack to receive travel information, instant prizes and travel vouchers.

The 55 Provinces Campaign resulted in record-breaking sales. Out of stocks too.



SILVER GLOBE

EMG Russia

'Dolphin. The Eternal Stream'.

for Vblagodarnost Foundation. Russia

BRONZE GLOBE

Humanz. Russia

'Look at the World like a Child !'

for Ferrero Russia. Kinder

ORDERS OF EXCELLENCE

Ark Connect & Humanz. Russia

Edelman Malaysia

Others Russia





2021

BEST INNOVATIVE IDEA or CONCEPT

GOLD GLOBE

Sherpa42. Brazil

'Heineken 0,0% Outdoor'
for Heineken. Brazil

Agency Sherpa42 built an interactive billboard which was in fact a real bar, on one of the busiest streets of Rio de Janeiro, to help launch Heineken's new zero alcohol premium beer, Heineken 0.0.

The Campaign reinforced the launch message 'now you can'.

Without disturbing busy traffic and after a mobile phone age compliance process, motorists drove right up to the bar to receive a cold can of Heineken 0.0, distributed by bar staff in a net on a long pole, to comply with social distancing during Covid-19.



The structure created considerable impact, with motorists at first wondering if they were looking at just an outdoor billboard. Driving closer, they realised it was a real bar.

The Heineken 0.0 campaign was a huge success in terms of awareness and acceptance by the public and media.

SILVER GLOBE

FWD Vietnam Life Insurance

'FWD Clarity. Know what you are covered'
for FWD Vietnam Life Insurance

BRONZE GLOBE

Tribes Communication. India

'Honda Life Saver Boards'
for Honda Motorcycle & Scooter. India

ORDERS OF EXCELLENCE

DDB Worldwide Hong Kong

FWD Vietnam Life Insurance

ZEAL Creative. United Kingdom





2021

BEST BRAND BUILDING and/or AWARENESS CAMPAIGN

GOLD GLOBE

Space. United Kingdom

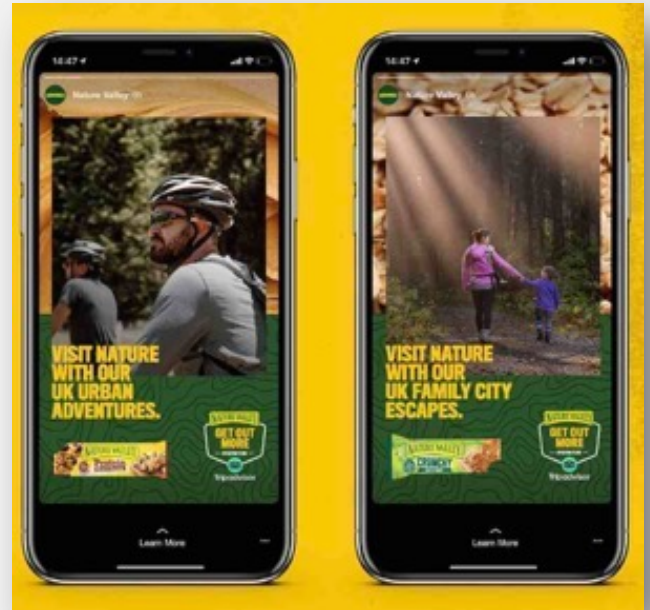
'Get Out More by Nature Valley'
for Nature Valley. General Mills

Nature Valley, the UK's leading cereal brand via Agency Space, partnered with the world's largest travel platform TripAdvisor, to act like a tourist body for nature and encourage families to 'Get out more'.

TripAdvisor's inventory with using behaviour and search data, recommended trips, based on customer travel preferences.

TripAdvisor supported the activity with online video and digital assets, and creating three product variants against key audience types:

- family/city escapes (crunchy)
- urban adventures (protein)
- urban hideaways (sweet 'n' salty nut)



Benchmarks were smashed as Nature Valley achieved massive increases in sales, market share and social reach.

Millions of families re-experienced UK nature, thanks to Nature Valley.

SILVER GLOBE

EY Canada

'Women. Fast forward'
for EY Canada

BRONZE GLOBE

Initiative Russia

'Dove #ShowUs 2020'
for Unilever. Russia

ORDERS OF EXCELLENCE

BeeTL & Simple Group. Russia
Seven. Russia





2021

BEST BUSINESS to BUSINESS or TRADE MARKETING CAMPAIGN

GOLD GLOBE

Intercept Group. Canada

'Microsoft Surface Remote Kits'
for Microsoft. Canada

Covid-19 made it extremely challenging to introduce Microsoft products to prospect customers, face to face. There were no Events, no customer meetings and most prospects worked from home.

Meeting these challenges full on, the Intercept Group created Microsoft 'Surface Experience Kits' delivered to prospects across Canada, within a day of being requested, just like an Amazon delivery.

Each kit contained a device, headphones, digital pen and ergonomic mouse, with four different inserts, designed to fit seven Surface device models.



The Intercept Group reinvented the hands-on technology experience. The campaign was one the highest ROI on device sales ever executed by Microsoft Canada.

SILVER GLOBE

Edelman. Malaysia

'JIRAN' Malaysia's first
Hyperlocal Marketplace
for TM Net Internet Service Provider.
Malaysia

BRONZE GLOBES

ID POP. Australia

'Chupa Chups Novelty Range Totem Display'
for Perfetti Van Melle. Australia

Jellybean. United Kingdom

'Proud to Serve Quality Fish & Chip Shops of
Great Britain' for Sarson's. United Kingdom

ORDERS OF EXCELLENCE

Edelman Malaysia

FCB Malaysia

Intercept Group. Canada





2021

BEST EVENT or EXPERIENTIAL MARKETING CAMPAIGN

GOLD GLOBE

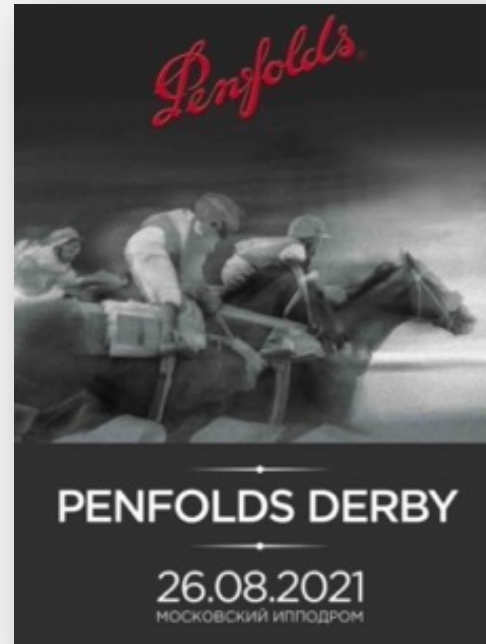
BeeTL & Simple Group. Russia
'Penfolds Derby'
for Simple Group. Russia

Penfolds a world renowned and legendary Australian wine producer, is represented by the Simple Group in Russia.

Agency BeetL created the 'Penfolds Derby' at the oldest racetrack in Russia, the legendary Moscow Hippodrome, to maximise awareness of the Penfolds brand among high-income customers and to stimulate incremental purchases of the brand's premium wines.

Invitations were sent to Gold + and Platinum Simple Wine Privé Club Members who had made a qualifying wine purchase.

The 'Penfolds Derby' involved thoroughbred horse races, wine tastings of Penfolds wines, prizes of super-premium Penfolds wines and free gifts, again from Penfolds.



The 'Penfolds Derby' achieved attendance targets and sales by Simple Wine Privé Club Members.

SILVER GLOBE

Sherpa42. Brazil
'Heineken 0,0% Outdoor'
for Heineken. Brazil

BRONZE GLOBE

Go Communications. Malaysia
'Celebrating Greatness'
for Moët Hennessy. Malaysia

ORDERS OF EXCELLENCE

Diversity. Russia
DPG Russia
Tribes Communication. India
Visa Canada





2021

BEST BRAND LOYALTY CAMPAIGN

GOLD GLOBE

FCB Malaysia

'Heart Baker:

Love Triumphs over Taboos'
for RHB Bank. Malaysia

When FCB Malaysia and RHB, Malaysia's number 1 challenger Bank, learned of the inspiring story of 9 year old Chef Leah Choy and her Sister, Adele, diagnosed with cerebral palsy, they shared her story with fellow Malaysians.

To raise funds for Adele's treatment, Leah learned to bake cupcakes. Her first efforts at weren't successful, but she was guided by her enduring love for her Sister.

Leah's journey to become a 'master baker' was on brand with what RHB stood for, but her story also challenged a long-standing CNY belief that 'taboos' like sickness, shouldn't be mentioned for fear of inviting misfortunes.



A film was produced showing Leah's baking journey. RHB promoted Leah and her online store actively to Malaysians on multi-levels.

Malaysians generously supported Leah. Heart Baker was a stunning success and funds raised, helped secure a service dog, trained to detect seizures Adele suffered from.

From a business perspective, the campaign markedly grew RHB's share of retail deposits and brand equity.

SILVER GLOBE

BeeTL for Eco-Botanica. Russia

'Eco-botanica. Make Taste Work for You'
for United Confectioners. Russia

BRONZE GLOBE

Seven. Russia

'Agusha. Tales for a walk'
Pepsico. Russia

ORDERS OF EXCELLENCE

BeeTL & OTP Bank Russia

FCB Malaysia

FWD Vietnam Life Insurance





2021

BEST MOBILE MARKETING CAMPAIGN

GOLD GLOBE

Triad Sri Lanka

'Mr White'

for JAT Holdings. Sri Lanka

5 brands dominate the emulsion paint market in Sri Lanka. White paint accounts for 85% of sales.

Retailers secure around 60% in manufacturer commissions but only 10 - 15% is passed to customers.

Triad Sri Lanka saw an opportunity to launch a new paint brand in white, called what else: Mr White, which changed the Industry for good.

Rather than launching a simple to navigate eCommerce site, the Agency created an eCommerce store with its own Dealer to answer paint questions and a permanent 40% discount, including island wide delivery.



The launch was a massive success in sales, market penetration and ROI. Mr White is now Sri Lanka's best paint salesman.

SILVER GLOBE

POP This! Australia

'Revlon Super Lustrous Carousel
& Virtual Mirror' for Revlon. Australia

BRONZE GLOBE

Others Russia

'Dobry AR'
for Multon. Russia





2021

BEST SOCIAL MEDIA or WORD of MOUTH CAMPAIGN

GOLD GLOBE

Others Russia

'Pulpy. Hello People Agency Serial'
for Multon. Russia

Pulpy is a drink containing pieces of fruit, a unique texture and an unusual taste experience.

Agency, Others Russia, tasked to strengthen the brand's position, grow volume and recruit new users, developed a concept, totally unique in the FMCG category.

Others developed an online series, featuring a fictitious Advertising Agency. In each episode, Agency teams created a new campaign for Pulpy. These ideas became real executions, promoted via outdoor advertising, PR, blogger collaborations, videos and social posts.

The campaign was so well received by consumers that it completely replaced the entire annual digital budget for Pulpy, becoming a platform for launching new variants and seasonal activations



SILVER GLOBE

Orion Digital. Malaysia

'PrOmilej'
for Pacific & Orient Insurance. Malaysia

BRONZE GLOBE

Maple Diversity Communications. Canada

ICCRC Fraud Prevention Month
for ICCRC. Canada

ORDERS OF EXCELLENCE

MediaCom Thailand
Space. United Kingdom





2021

BEST PRODUCT LAUNCH RE-LAUNCH CAMPAIGN

or

GOLD GLOBE

DDB Worldwide Hong Kong
'Samsung Thinks More Different'
for Samsung Electronics. Hong Kong

For the launch of the Samsung Galaxy S20 with 5G compatibility, DDB Worldwide demonstrated the power of the new S20, by breathing life into two fading Hong Kong art forms, Cantonese Opera and Cantopop with elements of surprise and disruption.

Christie To Wing-Sum, star of Cantonese Opera, and Dear Jane, a local Cantopop band live jammed together from different locations.

Their performance was live streamed, using nothing but the Galaxy S20 to audiences in 8D, an emergent sound capturing and playback technology. Disruption through harmony.

Views, user consideration and earned media, surpassed all expectations.



SILVER GLOBE

BBD Perfect Storm. United Kingdom
Retiring Retirement
for Legal & General Group. United Kingdom

BRONZE GLOBE

R.I.M. Communications Agency. Russia
'Sheremetyevo Terminal C Launch' for
Sheremetyevo International Airport. Russia

ORDERS OF EXCELLENCE

EMG. Russia
Others Russia
Sherpa42. Brazil





2021

BEST BRAND TRIAL or SALES GENERATION CAMPAIGN

GOLD GLOBE

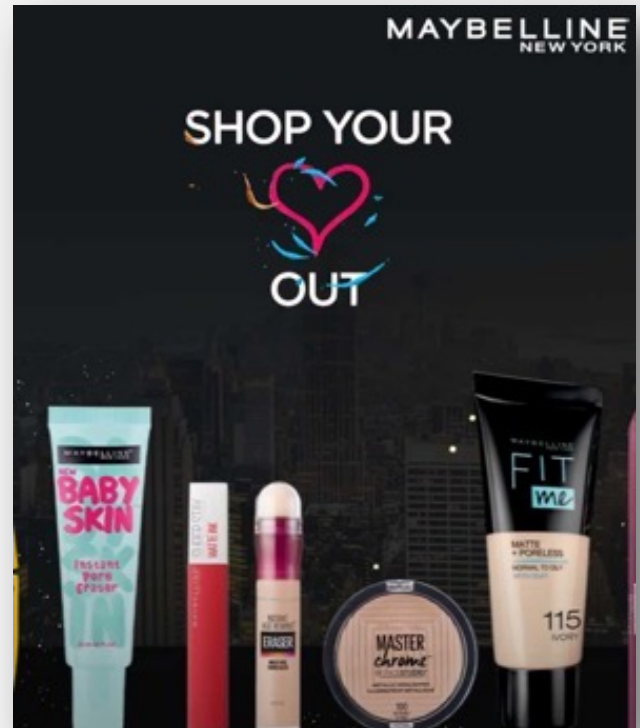
Digitz Pakistan

'Online is Safe'
for L'Oreal Pakistan

In 2020, Pakistan experienced severe mandated Covid-19 lockdowns with a severe impact on Retailers. Cosmetic sales plummeted to zero, increasing slightly a few months later.

To combat the situation, makeup market leader, L'Oréal, with Digitz Pakistan, launched the #OnlineisSafe campaign, partnering with leading beauty e-commerce platforms and fashion bloggers, encouraging customers to buy authentic L'Oréal makeup online: and that it was safe to do so.

The campaign generated record-breaking e-commerce sales, helping L'Oréal arrest the earlier offline sales decline. New markets in smaller cities across Pakistan, also opened up.



SILVER GLOBE

Great. Russia
'How 'Stepan Razin'
helped fans be with the Team'
for Heineken. Russia

BRONZE GLOBE

Dentsu TEC. Japan
'Black Nikka's Lupin the Third's
Letter of Challenge'
for Asahi Breweries. Japan

ORDERS OF EXCELLENCE

Ignis United Kingdom
Intigus Malaysia
Humanz. Russia





2021

BEST USE of PUBLIC RELATIONS

GOLD GLOBE

DPG Russia

'10th anniversary of Dodo Pizza'
for Dodo Pizza. Russia

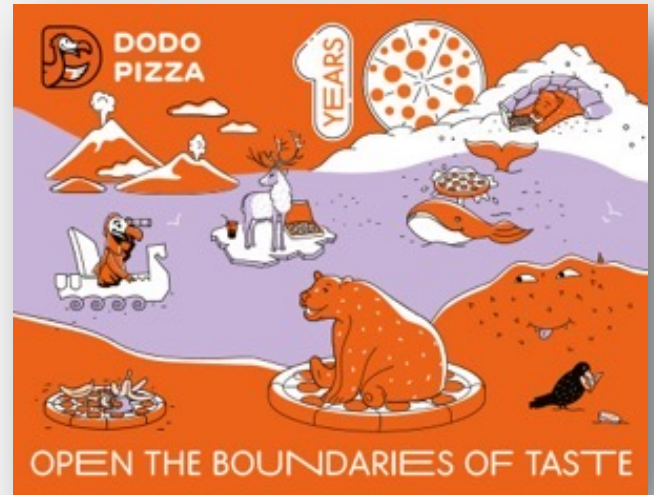
Russians have travelled to a very few of the 1,000 Cities in their Country.

To celebrate their 10th Anniversary, Dodo Pizza Group, with Restaurants throughout the country, with Agency DPG, commissioned 30 artists to design 266 stickers, each depicting a symbol unique to each City, in 'Dodo style'.

These stickers were offered with Pizza purchases for customers to collect and share online. Prizes of trips to Dodo Pizza Restaurants, were also awarded.

The Promotion generated considerable social media activity, with customers and even travel bloggers.

Sales of Dodo Pizza far exceeded targets.



SILVER GLOBE

Go Communications. Malaysia

'GoPro Hero 9 Launch'
for GoPro. Malaysia

BRONZE GLOBE

EMG. Russia

'World without Doctors'
for Sozidanie Foundation. Russia

ORDERS OF EXCELLENCE

Go Communications Malaysia
MediaCom Thailand
RSVP Russia





2021

BEST CAUSE, CHARITY MARKETING or PUBLIC SECTOR CAMPAIGN

GOLD GLOBES

In the Company of Huskies. Ireland
'Every Donation is an Intervention'
for St Vincent de Paul. Ireland

In Ireland, 2020 was the most difficult year for charities, in living memory. With donation sources obliterated and requests for assistance increasing, Saint Vincent de Paul acted fast to encourage donations, with a unique Christmas Promotion.

Agency, In the Company of Huskies, established a pop-up shop filled with thousands of empty toy boxes, and asked the public to 'buy an empty toy box and one less child will be left empty handed'. Each empty box represented a child left empty-handed on Christmas morning.

On a different theme, 'empty plates' were displayed in Eurospar shops nationwide, encouraging shoppers to 'donate the price of a single Christmas dinner for a child', by adding a donation to their shopping bill. Both executions highlighted how every donation created a direct intervention.

The Promotions were very successful.
(Actual results are confidential).





2021

BEST CAUSE, CHARITY MARKETING or PUBLIC SECTOR CAMPAIGN

GOLD GLOBES

Tribes Communication. India
'Honda Life Saver Boards'
for Honda Motorcycle & Scooter. India

Ganesh Chaturthi is one of the most popular religious Festivals in India. Devotees believe that Lord Ganesha could take away their troubles with the Festival culminating each year with devotees carrying idols of Lord Ganesha on simple planks, into the ocean, lakes or rivers, immersing them as an emotional farewell.

However, every year the Festival is spoiled with some devotees drowning or going missing during immersions.

The objective of the campaign by Tribes Communication, was to demonstrate Honda's safety attribute and educate people to be more cautious for their safety.



For the 2019 Festival, Honda produced 20,000 'Life Saver Boards', large enough to hold most Ganesh idols and able to save devotees from drowning or drifting off into the sea. Honda 'Life Saver Boards' won the hearts of Lord Ganesh Devotees and kept them safe.

SILVER GLOBE

Great. Russia
'Nochlezhka'
for Nochlezhka. NGO. Russia

BRONZE GLOBE

Canada Media Fund
'Seek More/Decouvrons Nous'
for Canada Media Fund

ORDERS OF EXCELLENCE

FCB Malaysia
In the Company of Huskies. Ireland
R.I.M. Communications Agency. Russia





2021

BEST SMALL BUDGET CAMPAIGN

GOLD GLOBE

MediaCom Thailand

'Gillette. Second Shave'
for P&G. Thailand

When young man begins shaving, a key moment is when his Dad shows him how. Unique to Thailand is that this advice takes place around a second shave, when many young men make a pilgrimage to join a monastery for a short period. As the son renounces the material world, it is customary for the father to shave off his son's hair.

Mediacom Thailand capitalised on the second shave ceremony to launch Gillette Skinguard, with a real father shaving off his son's scalp and eyebrows, the most sensitive areas of the skin, demonstrating the ability of Gillette Skinguard technology.



The Promotion was a huge success in awareness generated and sales. Gillette even donated 10,000 Skinguard kits to monasteries to help monks keep their scalps and eyebrows smooth.

SILVER GLOBE

EMG. Russia

'World without Doctors'
for Sozidanie Foundation Russia

BRONZE GLOBES

D*mnfamous. Malaysia

Hock Moon Hiong.
'More Meat, More Ong' CNY 2021'
for Hock Moon Hiong. Malaysia

Neat Agency Australia

Naughty or Nice Vending Machines
for Swarovski Australia

ORDERS OF EXCELLENCE

Estalo Agency Brazil

In the Company of Huskies. Ireland
Tribes Communication India





2021

BEST use of MEDIA

GOLD GLOBE

EMG Russia

'Dolphin. The Eternal Stream'
for Vblagodarnost Foundation. Russia

Russian Doctors saved countless lives during Covid-19, but thousands died from the virus. This news was not made public, to downplay the impact of the pandemic, leaving Doctors families without any support.

To honour them and raise funds for their families E:MG Russia and the Vblagodarnost Foundation created a digital monument – an eternal live stream of a specially created single called 'Palms' by Russian rapper Dolphin, with a music clip, showing doctors as Angels, online. Free of censorship.

The name of a deceased Doctor was added every 3 minutes. Families benefitted each time the track was downloaded.



The single, recorded on X-rays of Covid-19 lungs generated a huge impact with the media. Copies auctioned, raised funds.

'Palms' topped the charts on all streaming platforms. 230 million views.

No one can hide the truth.

SILVER GLOBE

EMG. Russia

'World without Doctors'
for Sozidanie Foundation. Russia

BRONZE GLOBE

Goose Gaming. Russia

'AXE Collision Games'
for Unilever. Russia





2021

BEST ENTERTAINMENT CAMPAIGN

GOLD GLOBES

Estalo Agency. Brazil

'Natura. Live Every Dream Matters'
for Natura Cosméticos. Brazil

During Covid-19 in Brazil, Natura Personal Care and Cosmetic Company, presented new products to their Beauty Consultants, via a 3 hour online livestreamed event, featuring music written and performed by two leading Brazilian musicians.

The 'Every Dream Matters' event reinforced the power of dreams for each Consultant and their roles as sources of inspiration for other women in their communities, throughout Brazil.

Consultants interacted with new products. The event was very successful in numbers of audience views and channel sign-ups.



SILVER GLOBE

Goose Gaming. Russia

'AXE Collision Games'
for Unilever. Russia





2021

BEST CAMPAIGN to address COVID-19

GOLD GLOBES

AKM Performma. Brazil
'Don't Miss the Second'
for Domino's Pizza. Brazil

When 33% of Brazilians weren't taking the second Covid-19 vaccination, Domino's Pizza Brazil and Agency AKM Performma, stepped up to help reinforce the importance of a second vax, to make all Brazilians safe from this crippling pandemic.

Every Monday, during the Promotion period, Customers who called Domino's virtual assistant 'Dom', via Whatsapp, (Brazil's new messaging service), to place an order, they were asked to text the syringe emoji.

If the customer then sent Dom a selfie of them taking the jab, their second Pizza was free.

The Promotion was a huge success, breaking records for visibility, audience involvement, and sales.





2021

BEST CAMPAIGN to address COVID-19

GOLD GLOBES

FCB Malaysia. Malaysia
'Project Open'
for RHB Bank Malaysia

In March 2020, Malaysia went into a full lockdown. Its economy was in shambles. Malaysia's SMEs were being hit the hardest. With the SMEs' cash reserves quickly running out and hope at its lowest, RHB stepped up and delivered hope via Project Open, an online initiative designed to keep Malaysian businesses supported during and after the lockdown.

Project Open built on RHB's credentials as a business partner that truly cared and by removing SME's 'tech barriers' simplifying aid application and socialising support.

Project Open delivered real results when it mattered most, to Malaysia's SMEs



SILVER GLOBE

Dentsu TEC. Japan
'Blooming Music Festival'
for National Federation of Agriculture. Japan

BRONZE GLOBE

Team Reactivate. Pakistan
'Sunsilk Sundays with Hania Amir'
for Unilever. Pakistan

ORDERS OF EXCELLENCE

Edelman Malaysia
EMG Russia
Intercept Group Canada
Space United Kingdom

