

## Festival of Media Asia Awards 2011 winners

### **Best Communication Strategy**

Title: Break up  
Entering Company: ZenithOptimedia  
Brand: National Australia Bank  
Country: Australia  
Other credits: Clemenger BBDO

### **Best Entertainment Platform**

Title: Coke studio  
Entering Company: Lodestar UM  
Brand: Coca-Cola  
Country: India  
Other credits: MTV, Iris, Leo Burnett India

### **The Effectiveness Award**

Title: Australia Kinects  
Entering Company: UM Australia  
Brand: Xbox Kinect  
Country: Australia  
Other credits: Ensemble, Reprise, Soap, McCann, PPR

### **Best In-Store Activation**

Title: Burst of freshness  
Entering Company: Mindshare Vietnam  
Brand: Comfort  
Country: Vietnam

### **Best Use Of Content**

Title: Johnnie Walker Yulu  
Entering Company: BBH Asia-Pacific  
Brand: Johnnie Walker Black Label  
Country: China  
Other credits: Ogilvy One, Ogilvy PR Shanghai

### **Best Use Of Digital Landscape**

Title: Property guide iPhone application  
Entering Company: Ikon Communications  
Brand: The Commonwealth Bank of Australia  
Country: Australia  
Other credits: Vivant, The White Agency, RP Data

**Best Targeted Campaign**

Title: Whiskas pledge  
Entering Company: Starcom Melbourne  
Brand: Whiskas  
Country: Australia  
Other credits: BD Network

**Best Contribution to a Campaign by a Media Owner**

Title: 11 degrees new media film project  
Entering Company: Youku.com  
Brand: Chevrolet Cruze  
Country: China  
Other credits: McCann Shanghai

**The Creative Use of Media Award**

Title: Interactive TVC Campaign  
Entering Company: UM  
Brand: Coca Cola  
Country: Hong Kong  
Other credits: McCann Worldgroup

**Best Use of Emerging Technology**

Title: Property guide iPhone application  
Entering Company: The Commonwealth Bank of Australia  
Brand: Ikon Communications  
Country: Australia  
Other credits: Vivant, The White Agency, RP Data

**The Public Service Award**

Title: Harnessing people power to let people know that SpeedKills  
Entering Company: Naked Communications  
Brand: The Transport Accident Commission  
Country: Australia  
Other credits: Photoplay Films

**Agency of the Year**

Ikon Communications

**Network of the Year**

UM

**Advertiser of the Year**

Coca-Cola