

WINNERS BOOK

WELCOME



This is the second year for the Digital Impact Awards Asia. Perhaps 2021 wasn't the best year to launch an awards programme but it came at a time when companies increasingly saw the important role digital played in corporate communications.

Despite the problems we've faced, the awards programme has grown in entries this year. If anything, the pandemic has meant companies have needed to make more tangible the relationships with remote audiences.

All of this year's winners have achieved high standards of creative work and excellent results in the delivery of their communications strategy. We congratulate all of them for their commitment to achieving the best impact through their digital communications.

Congratulations!

Andrew Thomas Publisher *Communicate magazine*

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- 7 Winners
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- 26 Best use of digital from the healthcare and pharmaceutical sector
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- 28 Grand prix

ABOUT PRCA APACA

The PRCA was founded in 1969 and launched the PRCA Asia Pacific in 2021 which replaced the PRCA Southeast Asia, launched in 2018. The association's aim is to raise standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice, and creating networking opportunities.





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Good luck to ALL THE FINALISTS!

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JUDGES



<mark>Ken lp</mark> Chairman Asia MarTech Society

An award-winning marketing and brand communications strategist. Ken has held several senior roles, from corporate consulting to public affairs advisory, for leading multinationals and conglomerates. Ken was formerly the head of marketing at Atkins and is now assistant general manager and group head of marketing at B.S.C. Group, overseeing the marketing of their engineering, design, construction, wholesale and retail business. An active keynote speaker, columnist and associate professor, Ken is a regular contributor on topics in MarTech, branding and e-commerce.



Kalle Siebring Marketing communications director Topgolf Southeast Asia

Kalle is responsible for marketing the Topgolf brand to stakeholders across Southeast Asia. Topgolf is a global sports and entertainment company with over 70 venues worldwide, currently expanding into Southeast Asia. He has two decades of leading marketing communications teams across Asia. Prior to Topgolf, Kalle oversaw regional communications for Nissan.



Kris C.Y. Leung Associate director, corporate communications and client relations Vigers Group

Kris is responsible for corporate communications, marketing, research and client relationship management in a surveyor firm, headquartered in Hong Kong. He has worked in marketing for over 15 years, since graduating from Northumbria University. Throughout his career, Kris has been responsible for developing brands and improving relationships with different stakeholders. Kris is also a member of the Chartered Institute of Marketing and The Hong Kong Public Relations Professionals' Association.



Aarti Sabhaney Head of enterprise communications Dell Technologies

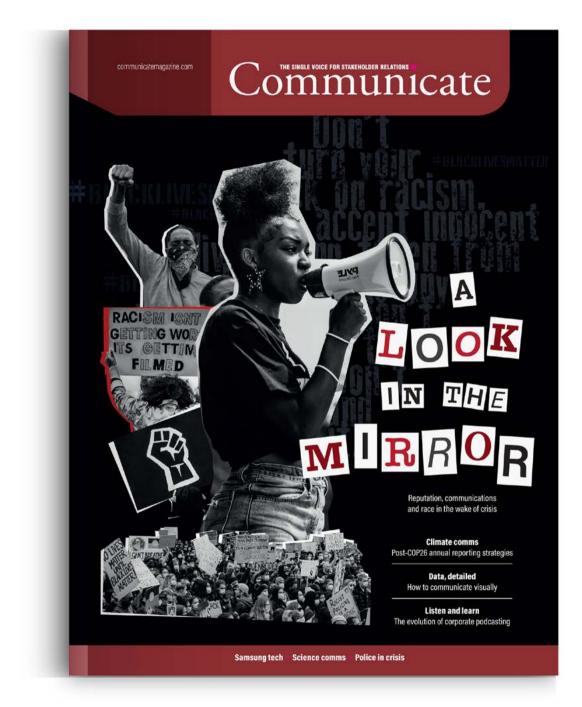
An award-winning technology communications leader, Aarti heads enterprise communications for Asia Pacific and Japan at Dell Technologies. She enables technology companies to optimise reputation management, employee adoption, customer experience and sales. With a consistent track record of serving as a trusted advisor to the senior leadership team, Aarti contributes to high-performing teams and builds strong cross-functional relationships.



Anusha Srinivasan Digital manager Reckitt Indig Pvt Ltd

Anusha is a digital and e-commerce expert with over eight years of experience in digital marketing, advertising, e-commerce and consumer marketing. Anusha is the digital lead for health brands in Reckitt India. Being an FMCG thoroughbred, Anusha comes with a strong brand equity understanding and a track record of setting up digital and e-commerce capabilities across JPAC. During the last quarter, Anusha strategised and executed an award-winning digital campaign with regional short video format, which managed to garner 10bn views across India.

The single voice for stakeholder relations



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WINNERS

Best corporate website

Gold – UCLA Health and Hylink Digital Silver – Jebsen Group and Brunswick

Best use of mobile and/or corporate app Gold – Brillio

Best digital communication as part of an integrated campaign

Gold – Shell China and BCW Silver – Schroder Investment Management (Singapore) Ltd and antics@play Bronze – VMware and MOI Global Highly commended – Abbott Healthcare Pvt Ltd

Best use of digital to aid a CSR campaign Cold – Shell China and BCW

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Best corporate viral campaign

Gold – KFC Taiwan and Inspire Public Relations Taiwan

Best use of online video

Gold – Culturelle and Hylink Digital Silver – Schroder Investment Management (Singapore) Ltd and antics@play Bronze – David Hewett Studio & Gallery and Custom Media

Best digital rebrand Silver – Jebsen Group and Brunswick

Best use of existing social media platforms - Budget <\$20k Gold – Universal Robots and MediaGroup Worldwide

Best use of existing social media platforms - Budget >\$20k

Gold – KFC Taiwan and Inspire Public Relations Taiwan Silver – PZ Cussons Indonesia - Cussons Baby and Red Tree Asia

Best community development Gold – MOXY and Qumin Limited

Best digital employee communication Gold – Brillio

Best use of digital to an investment audience Gold – Schroder Investment Management (Singapore) Ltd and antics@play

Best use of digital by a charity, NGO or NFP

Gold – The Hong Kong Jockey Club and Brunswick Silver – The Earth Observatory Singapore and Bray Leino Splash

Best use of digital from the engineering and manufacturing sector Silver – Universal Robots and MediaGroup Worldwide

Best use of digital from the financial services sector Cold – Schroder Investment Management (Singapore) Ltd and antics@play

Best use of digital from the food and

beverage sector Bronze – KFC Taiwan and Inspire Public Relations Taiwan

Best use of digital from the healthcare and pharmaceutical sector Gold – Culturelle and Hylink Digital

Best use of digital from the sports, travel, leisure and tourism sector Bronze – MOXY and Qumin Limited

Best use of digital from the technology, media and telecommunications sector Bronze – VMware and MOI Global

Grand prix

Winner – Schroder Investment Management (Singapore) Ltd and antics@play

Best corporate website

UCLA Health and Hylink Digital Gold

Minorities in America are far less likely to seek out medical care, often only doing so when it is too late. Barriers to people coming forward include lack of insurance, pride, fear and denial. UCLA Health wanted to challenge the longstanding cultural and racial biases which have plagued the medical field by creating a website catering to populations residing in East Asia.

The initiative has seen 390,576 visits to the website and UCLA Health has experienced a 100% increase in patient booking confirmations. Judges were impressed by the experiential approach and excellent results. One judge said, "The strategy is solid, creative and well-presented."



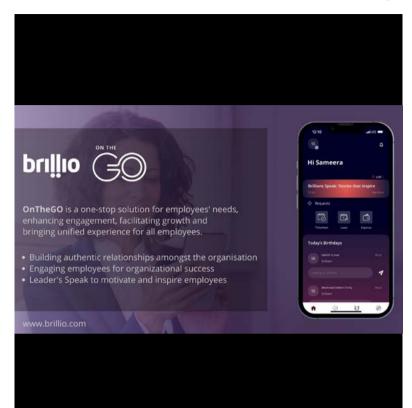
Jebsen Group and Brunswick

Silver

Brunswick was tasked with repositioning Jebsen Group to reflect the modern values it promotes today, with the family business having been operating for over 125 years. The campaign saw the development of a corporate website which articulated the brand story. One judge said, "Transforming such a traditional brand is not easy, the new site introduces a clearly defined brand."



Best use of mobile and/or corporate app



Brillio

Gold

OnTheGo was launched by Brillio to consolidate employees' needs into one convenient platform. The app included timesheets, leave, expenses, appraisals, travel requests and approvals. The new platform meant that the employee journey has been simplified and enhanced employee engagement globally, while also contributing to employees' personal development through frequent feedback and setting goals.

One judge described the entry as "a brilliant and robust submission" and judges further commended its "holistic approach."

Best digital communication as part of an integrated campaign

Shell China and BCW

Gold

Shell launched the

#HowFarCanWeGowith1UnitofEnergy digital-driven IMC campaign to help to drive sustainable development and contribute to China's low-carbon future. The campaign involved impactful visuals, in-depth storytelling and extensive influencer engagement. It also saw the launch of a digital hub, a SEM digital storytelling approach and a virtual reality combined finale livestream, which all helped Shell to maintain its attractiveness to STEM students and the wider public.

Incredible results saw perceptions of the energy provider shifting to being associated with keywords 'eco-friendly' and 'future', an increase in earned media exposure by 161% and the development of closer relationships with key stakeholders. One judge commended the "great experiential approach" and "impressive results". Another judge described the campaign as "well-presented and activation-focused."

Schroder Investment Management (Singapore) Ltd and antics@play

Silver

The Schroder 'Beyond Profit' campaign aspired to promote sustainable investments in causes and like-minded companies, championing change for the community, business and environment. The 'Beyond Profit' campaign successfully managed to educate its audiences on benefits of investing and positioning Schroder as a leader and expert in sustainable investment. Judges commended the "powerful, social-listening backed insights" of the campaign.





Best digital communication as part of an integrated campaign



VMware and MOI Global

Bronze

VMware Tanzu and MOI Global came together to advocate for business apps getting a security upgrade. VMware provides in-app security, helping businesses to modernise their applications. The campaign sought to raise awareness for Tanzu's suite of solutions, present VMware Tanzu as a thought leader in the APAC region and unite audiences. Judges described the entry as "straightforward with good execution."

Abbott Healthcare Pvt Ltd

Highly commended

The #LivingFullywithDiabetes campaign was launched to educate people across India on holistic diabetes management.

Best use of digital to aid a CSR campaign

Shell China and BCW

Gold

Shell's #HowFarCanWeGowith1UnitofEnergy digital-driven IMC campaign included the launch of a digital hub, a complete SEM digital storytelling approach and a virtual reality combined finale livestream. This was combined with impactful visuals, indepth storytelling and extensive influencer engagement. The digital platforms and resources were utilised with the objective of driving sustainable development and contributing to the low-carbon future of China, with the campaign successfully managing to maintain its attractiveness to STEM students and the wider public through its efforts.

Incredible results of the campaign showed Shell as being increasingly associated online with the keywords 'eco-friendly' and 'future' online, as well as the establishment of closer relationships with stakeholders and an increase in earned media exposure by 161%. One judge said, "This campaign is highly impactful; it's true to its cause and shows a powerful execution."

Shine on Kids! and Custom Media Gold

Executive Fight Night (EFN) is an annual charity event raising awareness of, and funds for, the innovative Shine On Kids! Facility Dogs Programme, which seeks to change how children with cancer and other diseases and their families approach medical treatment and therapy. The programme saw the launch of Japan's first, full-time Animal Assisted Therapy programme at a children's hospital.

EFN was accompanied by the launch of a website and, in order to drive ticket sales and raise funds, a web browser app for the event's guests, which included fund-raising in-app games. EFN's brief was 'make it fun to raise funds.' Results showed the digital resources as being hugely successful, with the website receiving 500 visits and the app checking-in 300 people in just 45 minutes.





Best use of digital to aid a CSR campaign



Schroder Investment Management (Singapore) Ltd and antics@play Silver

The Schroder 'Beyond Profit' campaign promoted sustainable investments in causes and like-minded companies, seeking to educate its audiences on the benefits of sustainable investing. The campaign demonstrated good use of viral content to spread its message to its audience. Judges described the entry as "well thought out and educative" and commended its "great delivery on creatives."

Best corporate viral campaign

KFC Taiwan and Inspire Public Relations Taiwan

Gold

This campaign aimed to create an internet buzz around KFC's newly launched premium dessert product line. A message was posted across social media platforms, leaving clues directing the audience's attention to the KFC Taiwan Facebook page. This post quickly went viral, seeing over 350 pieces of news coverage organically generated, over 75 media-owned social media re-posts and 30 million USD of PR value generated.

Inspire PR was able to leverage media attention away from the viral social media posts towards the new product launch; on the day that KFC launched its new K-Dessert line, media attendance was four times higher than anticipated. Judges praised the entry's "interesting insight", describing it as "daring, creative and edgy."



Best use of online video





Culturelle and Hylink Digital Gold

Having previously faced challenges connecting to the lucrative Korean demographic, Culturelle's campaign was introduced to improve its relationship with Korean consumers. In order to do this, Culturelle introduced a limited-edition gift that resonated with the Korean market; the creative solution was gift packaging for the Korean holiday season, paired with comic book illustrations. Besides its gift packaging, the illustrations were also presented across Culturelle's social media platforms, increasing awareness and sales.

The campaign saw 1.2m impressions online, 21,000 post engagements and a 200% increase in sales. One judge commended the "interesting use of local celebrity and nuanced regional content to drive relevance."



Schroder Investment Management (Singapore) Ltd and antics@play

Silver

The Schroder 'Beyond Profit' campaign used video to challenge and inspire investors to shift their understanding of the traditional risk and returns relationship, to instead focus on spiritual gains besides financial ones. The video is concise and effective, assisting with the wider campaign objectives of championing change for the community, businesses and the environment.



David Hewett Studio & Gallery and Custom Media

Bronze

As one of Japan's most celebrated foreign artists, David Stanley Hewett was looking to grow his overseas customer base. Hewett Studio produced a video, narrated in both English and Japanese, featuring a visual story illustrating Hewett's creative process and collaborative projects. One judge summarised the entry as "a short and precise video which shows the message clearly online." The global publication for brand development and rebranding



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Best digital rebrand



Jebsen Group and Brunswick Silver

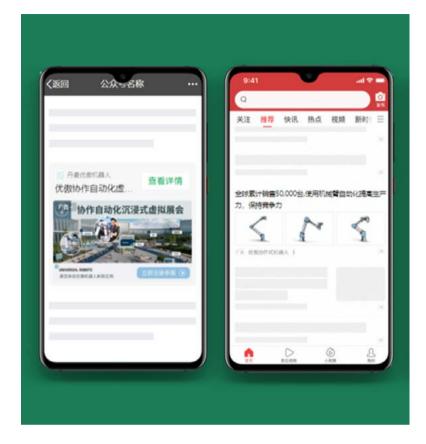
Wanting to reflect the modern values that the family business adopts today, Brunswick was tasked with the digital rebrand of Jebsen Group. This meant a new visual and verbal rebrand system, the introduction of a fresh visual language and the launch of a new website. Judges described the rebrand as a "clear improvement", featuring much more modern, "impactful visuals".

Best use of existing social media platforms - Budget <\$20k

Universal Robots and MediaGroup Worldwide Gold

MediaGroup partnered with robotic manufacturer Universal Robots to help build brand awareness and drive sales during the pandemic. This saw Universal Robots transitioning from an offline acquisition model to embracing online advertising opportunities in the APAC region, recognising the need to implement a full-funnel only strategy in the wake of the pandemic. Universal Robots' social media campaign covered the whole customer journey to engage its target audience in different tunnel stages, generating marketing leads for sales.

The campaign's results saw a record annual revenue in 2021 of \$311m USD, 41% up from 23% from their pre-pandemic results. One judge said, "Going online to spread brand awareness is a difficult task, but this campaign successfully boosted business even during Covid."



Best use of existing social media platforms - Budget >\$20k



KFC Taiwan and Inspire Public Relations Taiwan Gold

Designed to generate a media buzz around the launch of KFC's new premium dessert product line, this campaign saw 'clues' posted across social media platforms, indicating revisions to the KFC menu. Clues directed their audience to the KFC Taiwan Facebook page. The campaign went viral quickly, seeing over 350 pieces of news coverage organically generated, over 75 media-owned social media re-posts and \$30m USD of PR value was generated.

Inspire PR was able to leverage media attention towards the new product launch; on the day that KFC launched its new K-Dessert line, media attendance was four times higher than anticipated. Judges praised the entry's "daring, fun and creative approach to launching a new product." One judge said, "It took some guts to pull it off and the results speak for themselves."



PZ Cussons Indonesia - Cussons Baby and Red Tree Asia

Silver

Cussons Baby launched a digital ecosystem to introduce neuroscience-based expertise, and to integrate all content between website and social media, targeted towards Indonesian families. As a result of Cussons Baby's campaign, the brand became the most talked about digital platform in Indonesia in 2021. One judge observed that the entry "identified and activated captive audiences effectively."

Best community development

MOXY and Qumin Limited

Gold

With the launch of a new youth brand hotel in Shanghai, MOXY launched campaign 'Where Brave Starts', celebrating the bold creativity of China's youth. MOXY's campaign was based on the idea that Gen-Z in China is challenging the preconceived notion of young people being obsequious. As part of the campaign, nine aspiring artists were enlisted to produce unique art pieces for the hotel.

The campaign's story was told through a series of 18 videos for Douyin, an alternative to TikTok in China, culminating finally in a launch party art exhibition which celebrated Chinese youth culture and generated mass awareness for the campaign. Judges praised the excellent concept and impressive execution, with one judge describing the entry as a "great example of creator-led community targeting."



Best digital employee communication



Brillio

Gold

OnTheGo is a digital mobile-first platform designed to give the best-in-class digital experience for Brillio employees. Brillio's digital vision is that the employee experience is coalesced into a single platform, including timesheets, leave, expenses, appraisals, travel requests and approvals. The new platforms means that the employee journey is simplified and enhances employee engagement globally, while also contributing to employees' personal development through frequent feedback and setting goals.

Judges commended the "strong entry" as consisting of a "great execution and consolidation of employee tasks."



Cravenhill Publishing, publisher of Communicate magazine and Transform magazine, organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate.

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Best use of digital to an investment audience



Schroder Investment Management (Singapore) Ltd and antics@play Gold

The Schroder 'Beyond Profit' campaign aspired to challenge and motivate investors to shift their understanding of the traditional risk and returns relationship, instead focusing on spiritual gains alongside financial ones. The overall goal was to promote sustainable investments in causes and like-minded companies, championing change for the community, business and environment. The 'Beyond Profit' campaign successfully managed to educate its audiences on benefits of investing and positioned Schroder as a leader and expert in sustainable investment.

Incredible results saw that, less than a month after its launch, the 'Beyond Profit' campaign amassed over 9.5 million impressions across all channels, over 15,000 clicks and over 25,000 page views. Judges described the entry as a "good, targeted and creative campaign" with a "clear, simple message across a variety of channels."

Best use of digital by a charity, NGO or NFP

The Hong Kong Jockey Club and Brunswick

Gold

Brunswick's campaign for The Hong Kong Jockey Club was designed to reflect the wider role the club plays in engaging with and supporting its local community. Brunswick's integrated campaign was backed by a strong social media strategy, amplified through use of digital channels to maximise impact and reach its target audiences. The campaign promoted its message "building better communities together" across social content, digital and print ads and television.

The campaign managed to reach a majority of people in Hong Kong, demonstrating effective brand building and increasing brand engagement. One judge described the entry as an "interesting use of purpose-led community activation."



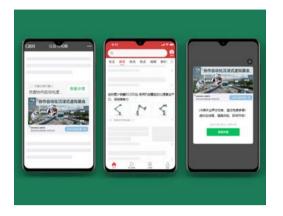
The Earth Observatory Singapore and Bray Leino Splash

Silver

The Earth Observatory of Singapore teamed with Bray Leino Splash to reduce its website's carbon emissions. Following this initiative, the carbon emissions of the website's homepage were reduced by 60%. Judges commended the campaign's impressive website optimisation and streamlining.



Best use of digital from the engineering and manufacturing sector



Universal Robots and MediaGroup Worldwide Silver

This campaign saw Universal Robots transition from an offline acquisition model to an online advertising 'opportunity' in the APAC region, after the company recognised the need to implement a full-funnel only strategy in the wake of the pandemic. With help from MediaGroup, the robotic manufacturer was able to build brand awareness and drive sales during the pandemic.

Best use of digital from the financial services sector



Schroder Investment Management (Singapore) Ltd and antics@play

Gold

Promoting sustainable investments in causes and like-minded companies, the Schroder 'Beyond Profit' campaign sought to educate its audiences on the benefits of sustainable investing. The campaign challenged and motivated investors to shift their understanding of the traditional risk and returns relationship, instead focusing on spiritual gains alongside financial ones.

The campaign successfully managed to educate its audiences on benefits of investing and positioned Schroder as a leader and expert in sustainable investment. Incredible results saw that, less than a month after its launch, the campaign amassed over 9.5m impressions across all channels, over 15k clicks and over 25,000 page views. One judge described the entry as a "great example of building relatable conversations around sustainable investing."

Best use of digital from the food and beverage sector

KFC Taiwan and Inspire Public Relations Taiwan

Bronze

This campaign aimed to create an internet buzz around KFC's newly launched premium dessert product line. A message was posted across social media platforms, leaving clues directing the audience's attention to the KFC Taiwan Facebook page. This post quickly went viral, seeing over 350 pieces of news coverage organically generated.



Best use of digital from the healthcare and pharmaceutical sector

Culturelle and Hylink Digital Gold

Culturelle wanted to find a way to resonate with Korean consumers; prior to the initiative, the company had faced challenges connecting to the lucrative Korean demographic. In order to do this, The introduced a limited-edition gift that resonated with the Korean market: this creative solution was gift packaging for the Korean holiday season, paired with comic book illustrations. Besides its gift packaging, the illustrations were also presented across their social media platforms, increasing awareness and sales.

The campaign saw 1.2m impressions online, 21,000 post engagements and a 200% increase in sales. Judges commended how 'great insights' were utilised and the impressive results.



Best use of digital from the sports, travel, leisure and tourism sector



MOXY and Qumin Limited

Bronze

MOXY launched their campaign 'Where Brave Starts', celebrating the bold creativity of China's youth. MOXY's campaign was based on the perception that Gen-Z in China was breaking the mould and challenging the preconceived notion of young people being obsequious. As part of the campaign, nine aspiring artists were enlisted to produce unique art pieces for MOXY's new hotel.

Best use of digital from the technology, media and telecommunications sector



VMware and MOI Global Bronze

VMware Tanzu and MOI Global came together to advocate for business apps getting a security upgrade. VMware provides in-app security, helping businesses to modernise their applications. This sought to raise awareness for Tanzu's suite of solutions, present VMware Tanzu as a thought leader in the APAC region and unite audiences.

Grand prix



Schroder Investment Management (Singapore) Ltd and antics@play

Winner

The Schroder 'Beyond Profit' campaign was inspired by Schroder's belief that sustainability is about making a positive impact on people and the planet. The campaign promotes sustainable investing in causes and like-minded companies, ultimately presenting Schroder as a champion for change for the community, businesses and environment. The campaign was rolled out in three phases, which were 'build awareness', 'deepen understanding' and 'encourage action and participation'. The stages included key visuals featuring personas that would resonate with locals, and the campaign was accentuated by the hashtag #investwithpurpose. The intended audience comprised of retail investors who are unfamiliar with sustainable investing, and institutional and intermediary clients who are interested in the topic. The Schroder 'Beyond Profit' campaign was successful in educating its audiences on the benefits of investing and positioned Schroder as a leader and expert in sustainable investment.

Incredible results saw that, less than a month after its launch, the campaign amassed over 9.5 million impressions across all channels, over 15k clicks and over 25,000 page views. Post-campaign research showed that the campaign was successful in both raising community awareness on sustainable investing and in positioning Schroder as a major player in this field; 93% of respondents were interested in learning more about sustainable investing after seeing the campaign's ads and 57% of respondents now see Schroder as a "socially responsible leader in sustainable investment." Judges described the entry as a "good, targeted and creative campaign" with a "clear, simple message across a variety of channels."

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