



2019 MAA WORLDWIDE GLOBES MARKETING COMMUNICATIONS AWARD PROGRAMME

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The 33rd, 2019 MAA GLOBES Award Programme, recognising the Best of the Best in the Marketing Communications Industry, is now complete. From 22 eligible countries, 56 Gold, Silver & Bronze GLOBES, across 18 Categories, and the Red GLOBE for the best Marketing Communications Campaign in the World, have been awarded.

Russian Agencies topped the GLOBE tally this year with 6 Gold GLOBES. Brazil and India GLOBES were equal seconds, each with 3 Gold GLOBES, their best result.

This year we welcomed a Partnership with Marketing Agencies Action Group (MAAG) from the United Kingdom. Immediately, Member Agencies will take away 6 GLOBES, demonstrating the depth of creativity we've come to expect. It was also very pleasing to see more Campaigns than ever before focus on measurable results.

Voting to find the winner of the Red GLOBE for the Best Campaign in the World by our Grand Jury came down to 4 finalists: the socially challenging 'Beginning of Togetherness' from Geometry Encompass, India, the 'Sound Free Concert', which successfully combined technology and marketing from TBWA\Hakuhodo, Japan, the 'Let's beER more local' which created a local hero amongst fierce competition from the Great Advertising Group Russia and finally, the exquisite micro landscapes of the 'Art of Perfection,' from BBD Perfect Storm, the United Kingdom.

The Winner of the Red GLOBE is BBD Perfect Storm, for their 'Art of Perfection' Campaign.

"Overall, the shortlisted campaigns demonstrated the wonderful breadth and depth of impactful creativity around the globe. With the 'Art of Perfection', we were shown how superior execution and flawless integration across all channels, has the power to elevate creativity to a higher level." Simon Sikorski, CEO McCann Worldgroup Canada. Grand Jury Member.

"The UK rightly took it's position as a global creative force with BBD Perfect Storm winning the Best of the Best Red Globe award for its outstanding integrated campaign 'Art of Perfection' for No 3 Gin" Simon Mahoney, President. MAA Worldwide.

"The Marketing Agencies Action Group UK are delighted to work with MAA Worldwide to recognise outstanding campaigns through the GLOBES awards programme. We are delighted to see independent UK agencies producing work that competes with the very best in the world. BBD Perfect Storm's "Art of perfection" for No 3 Gin winning the Red GLOBE for the Best of the Best in the world is a stunning achievement. In addition, BBD Perfect Storm also picks up the inaugural MAAG 'Best of the Brits' Award". Graham Kemp Director. Marketing Agencies Action Group. UK.

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The Art of Perfection Campaign for No.3 Gin by London based BBD Perfect Storm, takes a Gold GLOBE in the Integrated Marketing Category and the Red GLOBE for the Best Campaign in the World, in the 33rd MAA Worldwide GLOBES.



To stand apart in the congested world of gin, London based, BBD Perfect Storm took the world's best No.3 Gin to a mind blowing level, by literally getting under its surface to examine the beauty within, resulting in a campaign customers would be proud to hang on their walls !

Together with a micro-photographer, the Agency examined No.3 Gin under the microscope, after a crystallisation process, magnifying it 40X, capturing it in its purest form.

What was revealed was a remarkable kaleidoscopic world of colours: micro landscapes that looked like abstract paintings.

This innovative and experimental photographic process became the inspiration for an integrated campaign which created a new design language that truly cut through the clutter, across all marketing channels. The Art of Perfection, was born.

The campaign, made its debut at the London Design Festival, followed by a release of posters and OOH digital screens across the city, store window displays, on tote bags, bespoke packaging, on-premise No.3 MasterClasses and of course social media.

In the end, London was flooded with No.3's colourful micro landscapes.



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With our series of art prints – entitled The Art of Perfection (our new brand platform) – we created a striking new design language for No.3, that was flexible enough to be applied everywhere.



Launching at London Design Festival, we then painted the town technicalcolour – our pattern across posters, OOH, social media, activations, and instore.



Customers couldn't tear their eyes away from the vivid artwork of the Campaign and started asking for No.3 by name.

With 25.9m earned media impressions, No.3 more than stood apart from the crowd.

Not only did click-through rates to No.3 Gin's website go up by 300%, sales increases were even more amazing. (Actual results are confidential).

WE CAN NOW REVEAL THIS YEAR'S WINNERS



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The Red GLOBE for the 2019 Best Campaign in the World

Entrant	Campaign	Client
BBD Perfect Storm. United Kingdom	The Art of Perfection	No.3 Gin

2019 Category Winners

1. Best Integrated Marketing Campaign

	Entrant	Campaign	Client
Gold	BBD Perfect Storm. United Kingdom	The Art of Perfection	No.3 Gin
Silver	Ark Connect. Russia	Coca-Cola Vanilla	Coca-Cola Russia
Bronze	BBDO Russia Group	Total sold out!	Lay's & Pyaterochka

2. Best Marketing Discipline Campaign

	Entrant	Campaign	Client
Gold	Geometry Encompass. India	The Beginning of Togetherness	Hindustan Unilever
Silver	FCB Group. Malaysia	e-MYPADANG. Malaysia's First e-Sports grooming Programme	Beiersdorf Malaysia
Bronze	BFerraz. Brazil	Sorrir Faz Sorrir	Colgate Palmolive Brazil

3. Best Digital Campaign

	Entrant	Campaign	Client
Gold	BFerraz. Brazil	The Opening	Whirlpool
Silver	Initiative Russia	Axe Starladder 2018	Unilever Russia
Bronze	DPG. Russia	BeFriend	Nika Fund



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4. Best Innovative Idea or Concept

	Entrant	Campaign	Client
Gold	Sherpa42. Brazil	Finish Kitchen	Reckitt Benckiser Brazil
Silver	TBWA\Hakuhodo. Japan	Sound Free Concert	Japan Philharmonic Orchestra
Bronze	Space. United Kingdom	Hendrick's Gin 'Portals to the Peculiar'	Hendrick's Gin

5. Best Brand Building and/or Awareness Campaign

	Entrant	Campaign	Client
Gold	Space. United Kingdom	Hendrick's Gin 'Portals to the Peculiar'	Hendrick's Gin
Silver	Ignite Mudra. India	Johnny Walker. Mission to Mars	United Spirits (Diageo India)
Bronze	Circle. United Kingdom	Defrosting a Mammoth	Birds Eye

6. Best Business to Business or Trade Marketing Campaign

	Entrant	Campaign	Client
Gold	BI WORLDWIDE. India	ProChamps Program	Nippon Paints India
Silver	Geometry Australia	It's Beer Season. Retail Summer Campaign Platform	Lion Beer Australia
Silver	Red Agency. Russia	Discover Russia with Knauf	Knauf Gips
Bronze	Ark Connect. Russia	Dia de los Muertos	Campari Russia

7. Best Event or Experiential Marketing Campaign

	Entrant	Campaign	Client
Gold	TBWA\Hakuhodo. Japan	Sound Free Concert	Japan Philharmonic Orchestra
Silver	Beetl. Russia	Beeline 5G presentation at Formula 1	Beeline
Bronze	Sherpa42. Brazil	The Grand Finale	Heineken Brazil



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8. Best Brand Loyalty Campaign

	Entrant	Campaign	Client
Gold	SEVEN. Russia	ARRRT Academy	PepsiCo Russia
Silver	Geometry Encompass. India	The Beginning of Togetherness	Hindustan Unilever
Bronze	Impact Communications. India	Horlicks Swasthya Abhiyaan	GSK India

9. Best Mobile Marketing Campaign

	Entrant	Campaign	Client
Gold	DPG. Russia	Time:sharing	Genesis and Yandex.Drive
Silver	Direct 2 Consumer. Australia	HP Sprocket Mobile Cart	HP Australia
Bronze	Humanz, Ark Connect. Russia	Open the world of Natoons!	Ferrero Russia

10. Best Social Media or Word of Mouth Campaign

	Entrant	Campaign	Client
Gold	Havas Riverochid. Cambodia	Barriers to Employability	UNICEF
Silver	DPG. Russia	BeFriend	Nika Fund
Bronze	BBDO Russia Group	TakeMEMEHome	Pedigree (Mars)

11. Best Product Launch or Re-Launch Campaign

	Entrant	Campaign	Client
Gold	Ark Connect. Russia	Coca-Cola Vanilla Relaunch	Coca-Cola Russia
Silver	BBD Perfect Storm. United Kingdom	The Art of Perfection	No.3 Gin
Bronze	DDB Group Hong Kong	Shake n' Dip	McDonald's China



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12. Best Brand Trial or Sales Generation Campaign

	Entrant	Campaign	Client
Gold	Great Advertising Group Russia	Let's beER more local	Heineken Russia
Silver	Initiative. Russia	Axe Starladder 2018	Unilever Russia
Silver	Geometry Vietnam	Beauty under the microscope	Procter & Gamble (Pantene)
Bronze	BFerraz. Brazil	Club Social, Parou Perdeu	Mondelez Brazil

13. Best Use of Public Relations

	Entrant	Campaign	Client
Gold	Ignite Mudra. India	Osram. Save the Ocean	Osram Lighting
Silver	Starcom. Pakistan	Spreading joy. Cadbury Eidi	Mondelez International Pakistan
Bronze	Action. Russia	FIFA World Cup Trophy Tour by Coca-Cola	Coca-Cola Russia

14. Best Cause, Charity Marketing or Public Sector Campaign

	Entrant	Campaign	Client
Gold	Room485 & RedMe. Russia	Project911	RCG
Silver	Beacon/Leo Burnett Tokyo	Very Happy Meal	McDonald's Japan
Silver	Edelman. Malaysia	Sensory Photography	Malaysia Blind Association
Bronze	In the Company of Huskies. Ireland	No Time For Waste	Smurfit Kappa Group

15. Best Small Budget Campaign

	Entrant	Campaign	Client
Gold	Sherpa42. Brazil	Heineken Black Bottle	Heineken Brazil
Silver	Conversion Digital. Canada	Scotiabank takes you to the NHL Finals	Scotiabank Canada
Bronze	e:mg. Russia	Rewind to 80's	Hasbro/Transformers



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16. Best Use of Media

	Entrant	Campaign	Client
Gold	Brainchild (Mediavest Pakistan)	#HumRahi Campaign	EFU Life Assurance
Silver	DDB Group. Hong Kong	Shake n' Dip	McDonald's China
Bronze	e:mg. Russia	A signal from Subertron	Hasbro Russia

17. Best Entertainment Campaign

	Entrant	Campaign	Client
Gold	FCB Group Malaysia	e-MYPADANG. Malaysia's First e-Sports grooming Programme	Beiersdorf Malaysia
Silver	DPG. Russia	Casa Peru	PromPeru. Commission for the Promotion of Peru

18. Best Sponsorship Campaign

	Entrant	Campaign	Client
Gold	Ark Connect. Russia	Coca-Cola Football Screen	Coca-Cola Russia
Silver	The T1 Agency Canada	Hot Wheels 50th Anniversary	Mattel Canada
Bronze	Action. Russia	FIFA World Cup Trophy Tour by Coca-Cola	Coca-Cola Russia



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2019 Order of Excellence Certificate Recipients

(In alphabetic order)

Best Integrated Marketing Campaign

Entrant	Campaign	Client
Ignis. United Kingdom	Follow your passion to Super Bowl LIV	Courtyard by Marriott
SEVEN. Russia	Follow your dreams to Kari	Kari Russia
RIM Communications Agency. Russia	Krasnoyarsk 2019 Winter Universiade Flame Relay	Directorate Krasnoyarsk 2019

Best Marketing Discipline Campaign

Entrant	Campaign	Client
e:mg. Russia	G-Drive Challenge at Epicenter CS:GO	G-Drive fuel
Humanz, Ark Connect. Russia	Open the world of Natoons!	Ferrero Russia

Best Digital Campaign

Entrant	Campaign	Client
Beetl. Russia	Promotion 'Goldfish Credit Card'	OTP Bank Russia
Humanz, Ark Connect. Russia	Open the world of Natoons!	Ferrero Russia

Best Innovative Idea or Concept

Entrant	Campaign	Client
Ark Connect. Russia	Coca-Cola Football Screen	Coca-Cola Russia
BBDO Russia Group	Renault Drive Therapy	Renault Russia
Havas Media. Russia	Beeline Big Data Campaign	Beeline Russia



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Best Brand Building and/or Awareness Campaign

Entrant	Campaign	Client
DPG. Russia	BeFriend	NIKA Fund Russia
Great Advertising Group. Russia	Predictable Swedes	Bonava Russia

Best Business to Business or Trade Marketing Campaign

Entrant	Campaign	Client
e:mg. Russia	No Sales Shop. Coca-Cola	Coca-Cola Russia
In the Company of Huskies. Ireland	No time for Waste. Better Planet Packaging	Smurfit Kappa. Ireland
Plural Marketing. Brazil	The Land Was The Limit	General Motors Brazil
Sallero. Brazil	Stuffed Wallet Campaign	Client Seguros Unimed

Best Event or Experiential Marketing Campaign

Entrant	Campaign	Client
Daiko Advertising. Japan	Ogasawara 50 Colors	Ogasawara Islands 50th Anniversary Committee
Ignis. United Kingdom	Follow your passion to Super Bowl LIV	Courtyard by Marriott
Plural Marketing. Brazil	The Land Was The Limit	General Motors Brazil

Best Brand Loyalty Campaign

Entrant	Campaign	Client
Dentsu Tec. Japan	Truck Driver Support Project BOSS x NAVITIME	Suntory Beverage & Food Japan
Geometry Encompass. India	The Beginning of Togetherness	Hindustan Unilever India



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Best Mobile Marketing Campaign

Entrant	Campaign	Client
Contrapunto. Russia	Gigs for sleep !	Beeline Russia

Best Social Media Or Word Of Mouth Campaign

Entrant	Campaign	Client
TBWAMoscow. Russia	Datsun Reach Higher	Nissan Manufacturing Russia

Best Product Launch or Re-Launch Campaign

Entrant	Campaign	Client
BBDO Russia Group	Total sold out!	Lay's & Pyaterochka. Russia
Beetl. Russia	Beeline 5G presentation at Formula 1	Beeline. Russia

Best Brand Trial or Sales Generation Campaign

Entrant	Campaign	Client
e:mg. Russia	Warm gifts from grandmothers	Yubileinoe biscuits
BFerraz. Brazil	Sorrir Faz Sorrir	Colgate Palmolive. Brazil
Geometry Australia	It's Beer Season. Retail Summer Campaign	Lion Beer Australia

Best Use of Public Relations

Entrant	Campaign	Client
Cirkle. United Kingdom	Defrosting a Mammoth	Birds Eye
Edelman Malaysia	MyDigital Maker	Malaysia Digital Economy Corporation
Room485 & RedMe. Russia	Project911	RCG Russia



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Best Cause, Charity Marketing or Public Sector Campaign

Entrant	Campaign	Client
Agencia California. Brazil	Mulheres na Busca	SKOL Brazil
RIM Communications Agency. Russia	Separate With Us	Coca-Cola System Russia

Best Small Budget Campaign

Entrant	Campaign	Client
Conversion Digital. Canada	Scotiabank takes you to the NHL Finals	Scotiabank. Canada
e:mg. Russia	Gratitude on our Skin	IKEA Russia
Geometry Encompass. India	Mirror Image	Hindustan Unilever

Best use of Media

Entrant	Campaign	Client
BBDO Russia Group	Perfect Search	Perfect Fit (Mars Russia)
Ignite Mudra. India	Johnny Walker. Mission to Mars	United Spirits (Diageo India)

Best Sponsorship Campaign

Entrant	Campaign	Client
Conversion Digital. Canada	Scotiabank takes you to the NHL Finals	Scotiabank Canada
FCB Group Malaysia	e-MYPADANG. Malaysia's First e-Sports grooming Programme	Beiersdorf Malaysia
Ignite Mudra. India	Osram. Save the Ocean	Osram Lighting India

For more information contact:

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