

promaxbda asia AWARDS WINNERS 2011

NO.	CATEGORY	ENTRY TITLE	COMPANY	AWARD
AS01	BEST IN HOUSE STATION IMAGE PROMO	VH1 JOCK BLOCK	VIACOM18 MEDIA PVT. LTD (VH1 - INDIA)	SILVER
AS01	BEST IN HOUSE STATION IMAGE PROMO	ANIMATED WONDER SHARED - V1	BBC WORLDWIDE	GOLD
AS02	BEST OUT-OF-HOUSE STATION IMAGE PROMO	KIX "PARKING"	BDA CREATIVE SINGAPORE	SILVER
AS02	BEST OUT-OF-HOUSE STATION IMAGE PROMO	SHEESHA	MULTI SCREEN MEDIA PRVIATE LIMITED	GOLD
AS03	BEST MOVIE PROMO	SHOOTOUT AT LOKHANDWALA	INTERNATIONAL BUSINESS STAR INDIA PVT LTD	SILVER
AS03	BEST MOVIE PROMO	PEEPLI LIVE	ZEE ENTERTAINMENT ENTERPRISES LTD.	GOLD
AS04	BEST MOVIE CAMPAIGN	SUPPORT J	UTV ENTERTAINMENT TELEVISION LTD. (UTV WORLD MOVIES)	SILVER
AS04	BEST MOVIE CAMPAIGN	SUPERSTAR LEAGUE	STAR INDIA PRIVATE LIMITED (STAR MOVIES)	GOLD
AS05	BEST DRAMA PROMO	THRILL "BATTLESTAR GALACTICA"	BDA CREATIVE SINGAPORE	SILVER
AS05	BEST DRAMA PROMO	CITY HUNTER GENERIC	SPE NETWORKS – ASIA PTE LTD	GOLD
AS06	BEST DRAMA CAMPAIGN	SECRET GARDEN	MEDIACORP TV SINGAPORE PTE LTD	SILVER
AS06	BEST DRAMA CAMPAIGN	TRUE BLOOD TYPE V BLOOD DRIVE	SPE NETWORKS – ASIA PTE LTD	GOLD
AS07	BEST SPORTS PROMO	BARCLAYS PREMIER LEAGUE 2011-12	ESPN STAR SPORTS	SILVER
AS07	BEST SPORTS PROMO	WIMBLEDON 2011 - "STARTS"	ESPN STAR SPORTS	GOLD
AS08	BEST SPORTS CAMPAIGN	BHARAT BANDH	MULTI SCREEN MEDIA PRVIATE LIMITED	SILVER
AS08	BEST SPORTS CAMPAIGN	WIMBLEDON 2011 - "STARTS"	ESPN STAR SPORTS	GOLD
AS09	BEST CHILDREN'S PROGRAMME PROMO	CADBURY GEMS SURPRISE – ALIENS IN THE HOUSE	TURNER BROADCASTING SYSTEM ASIA PACIFIC INC.	SILVER
AS09	BEST CHILDREN'S PROGRAMME PROMO	DISCOVERY KIDS ZONE SPOT	DISCOVERY JAPAN, INC.	GOLD
AS10	BEST CHILDREN'S PROGRAMME CAMPAIGN	NURA: RISE OF THE YOKAI CLAN CAMPAIGN	SPE NETWORKS – ASIA PTE LTD	SILVER
AS10	BEST CHILDREN'S PROGRAMME CAMPAIGN	DISNEY JUNIOR LAUNCH CAMPAIGN	THE WALT DISNEY COMPANY (SEA) PTE LTD	GOLD
AS11	BEST COMEDY PROMO	JUSTICE, MY FOOT!	MEDIACORP TV SINGAPORE PTE LTD	SILVER
AS11	BEST COMEDY PROMO	THE NOOSE GOES INTERNATIONAL - LAUNCH 2 "CUTTING EDGE TECHNOLOGY"	MEDIACORP TV SINGAPORE PTE LTD	GOLD
AS12	BEST COMEDY CAMPAIGN	PAYDAY	MEDIACORP TV SINGAPORE PTE LTD	SILVER
AS12	BEST COMEDY CAMPAIGN	THE NOOSE INTERNATIONAL	MEDIACORP TV SINGAPORE PTE LTD	GOLD
AS13	BEST ENTERTAINMENT/VARIETY PROMO	PEEPLI LIVE	ZEE ENTERTAINMENT ENTERPRISES LTD.	SILVER
AS13	BEST ENTERTAINMENT/VARIETY PROMO	MTV TRUE LIFE	VIACOM 18 MEDIA PVT LTD	GOLD
AS14	BEST ENTERTAINMENT/VARIETY CAMPAIGN	BBC ENTERTAINMENT INDIA	BBC WORLDWIDE	SILVER
AS14	BEST ENTERTAINMENT/VARIETY CAMPAIGN	MTV TRUE LIFE	VIACOM 18 MEDIA PVT LTD	GOLD
AS15	BEST REALITY PROMO	X FACTOR INDIA - KAAJRI	MULTI SCREEN MEDIA PVT LTD (SET)	SILVER
AS15	BEST REALITY PROMO	MTV TRUE LIFE	VIACOM 18 MEDIA PVT LTD	GOLD
AS16	BEST REALITY CAMPAIGN	MTV ROADIES	VIACOM 18 MEDIA PVT LTD	SILVER
AS16	BEST REALITY CAMPAIGN	MTV TRUE LIFE	VIACOM 18 MEDIA PVT LTD	GOLD
AS17	BEST DOCUMENTARY PROMO	HUMAN PLANET	BBC WORLDWIDE	SILVER
AS17	BEST DOCUMENTARY PROMO	DISCOVERY CHANNEL - WHAT YOU CAN'T SEE	DISCOVERY NETWORKS ASIA - PACIFIC	GOLD
AS18	BEST DOCUMENTARY CAMPAIGN	THIS CATEGORY WAS NOT JUDGED		NA
AS19	BEST HOLIDAY/SEASONAL PROMO	THRILL "HALLOWEEN AINEE"	BDA CREATIVE SINGAPORE	SILVER
AS19	BEST HOLIDAY/SEASONAL PROMO	MTV HOLIDAY PROMOS - XMAS (SEA)/ APRIL FOOL'S DAY (SINGAPORE)/ LABOR DAY GOLDEN WEEK (CHINA)	MTV ASIA	GOLD
AS20	BEST LEISURE & LIFESTYLE PROMO	JAMES MARTIN PERSONALITY SPOT	BBC WORLDWIDE	SILVER
AS20	BEST LEISURE & LIFESTYLE PROMO	BBC LIFESTYLE BRAND SPOT	BBC WORLDWIDE	GOLD
AS21	BEST NEWS/CURRENT AFFAIRS PROMO	PRIMETIME ASIA FACES	CHANNEL NEWSASIA, MEDIACORP PTE LTD	SILVER
AS21	BEST NEWS/CURRENT AFFAIRS PROMO	CHANNEL NEWSASIA BUSINESS NEWS GOLD	CHANNEL NEWSASIA, MEDIACORP PTE LTD	GOLD
AS22	BEST SPECIAL EVENT PROMO	VH1 SPREAD THE MUSIC	VIACOM18 MEDIA PVT. LTD. (VH1 - INDIA)	SILVER
AS22	BEST SPECIAL EVENT PROMO	HBO SA STUNT: ASIAN BLOCKBUSTERS	HOME BOX OFFICE (SINGAPORE) PTE LTD	GOLD
AS23	BEST SOUND DESIGN	AXN SOUND	SPE NETWORKS – ASIA PTE LTD	SILVER
AS23	BEST SOUND DESIGN	DISCOVERY SCIENCE - THE HUMAN ELEMENT	DISCOVERY NETWORKS ASIA - PACIFIC	GOLD

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AS24	BEST SCRIPT	CHANNEL YOUNG - A JOURNEY OF LOVE	3KOU BRANDING	SILVER
AS24	BEST SCRIPT	DISCOVERY SCIENCE - THE HUMAN ELEMENT	DISCOVERY NETWORKS ASIA - PACIFIC	GOLD
AS25	BEST EDITING	MTV TRUE LIFE	VIACOM 18 MEDIA PVT LTD	SILVER
AS25	BEST EDITING	GLEE "BOLLYWOOD MASHUP"	STAR INDIA PRIVATE LIMITED (STAR WORLD)	GOLD
AS26	BEST INTERSTITIAL	ANIMATED WONDER SHARED - V2	BBC WORLDWIDE	SILVER
AS26	BEST INTERSTITIAL	DISNEY JUNIOR BIRTHDAY BOOK	THE WALT DISNEY COMPANY (SEA) PTE LTD	GOLD
AS27	BEST INTERACTIVE PROMO	A SERVICE THAT HELPED THOUSANDS OF PEOPLE TAKE A ROAD LESS CROWDED:TRAFFIC KA HAAL	MCCS (STAR ABP JOINT VENTURE)	SILVER
AS27	BEST INTERACTIVE PROMO	TLC - CANON INVITE MR WRIGHT CONTEST SPOT	DISCOVERY NETWORKS ASIA - PACIFIC	GOLD
AS28	BEST SALES & MARKETING PRESENTATION	FOLLOW ME	MEDIACORP CHANNEL 8	SILVER
AS28	BEST SALES & MARKETING PRESENTATION	NO GOLD WAS AWARDED IN THIS CATEGORY.		GOLD
AS29	BEST INTEGRATED MARKETING CAMPAIGN	DISNEY JUNIOR LAUNCH CAMPAIGN	THE WALT DISNEY COMPANY (SEA) PTE LTD	SILVER
AS29	BEST INTEGRATED MARKETING CAMPAIGN	FOREVER BOND	STAR INDIA PVT. LTD.	GOLD
AS30	BEST PUBLIC SERVICE ANNOUNCEMENT	VH1 SPREAD THE MUSIC	VIACOM18 MEDIA PVT. LTD. (VH1 - INDIA)	SILVER
AS30	BEST PUBLIC SERVICE ANNOUNCEMENT	EAT HEALTHY PSA - BROCCOLI	ASTRO ENTERTAINMENT SDN BHD	GOLD
AS31	FUNNIEST SPOT	[V] MANN KA RADIO	STAR INDIA PVT LTD- CHANNEL V	SILVER
AS31	FUNNIEST SPOT	MTV - APRIL FOOL'S DAY IDENT (SINGAPORE)	MTV ASIA	GOLD
AS32	SOMETHING FOR NOTHING	THE BIOGRAPHY CHANNEL ELIZABETH TAYLOR	AETN ALL ASIA NETWORKS PTE LTD	SILVER
AS32	SOMETHING FOR NOTHING	MTV K-POP TOP 50 PROMO (KOREA)	MTV ASIA	GOLD
AS33	BEST PROMO NOT USING PROGRAMME FOOTAGE	UNRIDDLE 2	MEDIACORP CHANNEL 8	SILVER
AS33	BEST PROMO NOT USING PROGRAMME FOOTAGE	RENAISSANCE	MEDIACORP CHANNEL 8	GOLD
AS34	BEST BRAND-INTEGRATION PROMO	HBO SA BRAND INTEGRATION: CHEVROLET	HOME BOX OFFICE (SINGAPORE) PTE LTD	SILVER
AS34	BEST BRAND-INTEGRATION PROMO	GO CHEEZOOZ - TOM AND JERRY	TURNER BROADCASTING SYSTEM ASIA PACIFIC INC.	GOLD
AS35	BEST ON-AIR CHANNEL BRANDING	BINDASS CAMPAIGN	GENX ENTERTAINMENT LTD. (UTV BINDASS)	SILVER
AS35	BEST ON-AIR CHANNEL BRANDING	BBC KNOWLEDGE	BBC WORLDWIDE	GOLD
AS36	BEST ON-AIR IDENT	DISCOVERY HD WORLD - HD WORLD IDENT'S	DISCOVERY NETWORKS ASIA - PACIFIC	SILVER
AS36	BEST ON-AIR IDENT	CELESTIAL MOVIE CHANNEL IDENT	CELESTIAL MOVIE CHANNEL LIMITED	GOLD
AS37	BEST PROGRAMME TITLE SEQUENCE	MTV FEATURED ARTIST (SEA)	MTV ASIA	SILVER
AS37	BEST PROGRAMME TITLE SEQUENCE	VH1 JOCK BLOCK	VIACOM18 MEDIA PVT. LTD. (VH1 - INDIA)	GOLD
AS38	BEST ANIMATION	MTV FEATURED ARTIST (SEA)	MTV ASIA	SILVER
AS38	BEST ANIMATION	ANIMATED WONDER SHARED - V2	BBC WORLDWIDE	GOLD
AS39	BEST STING	MASTER CHEF COUNT DOWNS	STAR PLUS STAR INDIA PVT LTD	SILVER
AS39	BEST STING	HBO UNEXPECTED ID	HOME BOX OFFICE (SINGAPORE) PTE LTD	GOLD
AS40	BEST ORIGINAL LOGO DESIGN	VMAJ MUSIC OF HOPE (OPEN) (JAPAN)	MTV ASIA	SILVER
AS40	BEST ORIGINAL LOGO DESIGN	MTV FEATURED ARTIST (SEA)	MTV ASIA	GOLD
AS41	BEST WEBSITE DESIGN	THIS CATEGORY WAS NOT JUDGED		NA
AS42	BEST PRINT AD	CURIOSITY WEEK.	MARCH ONE / NATIONAL GEOGRAPHIC CHANNEL	SILVER
AS42	BEST PRINT AD	VMAJ MUSIC OF HOPE (PRINT AD - LADY GAGA) (JAPAN)	MTV ASIA	GOLD
AS43	BEST PRINT CAMPAIGN	A SONG TO REMEMBER	MEDIACORP CHANNEL 8	SILVER
AS43	BEST PRINT CAMPAIGN	VMAJ MUSIC OF HOPE PRINT CAMPAIGN (JAPAN)	MTV ASIA	GOLD
AS44	BEST COLLATERAL MATERIAL	PERRY'S REVERSIBLE CUSHION	WALT DISNEY TELEVISION INTERNATIONAL JAPAN	SILVER
AS44	BEST COLLATERAL MATERIAL	MICKEY MOUSE TALKIE REMOTE-CONTROLLER	WALT DISNEY TELEVISION INTERNATIONAL JAPAN	GOLD
AS45	ROCKET AWARD	OOI SHIN		GOLD