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reddot design award  
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**Impact** the business of marketing

# Media Mag: And the winners are ...

Thais top, S'pore second at prestigious Asian awards

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*MEDIA Magazine* – Asia's leading media, advertising and marketing publication – has announced the winners of the 2006 Asian Advertising Awards – the region's oldest and most prestigious creative awards show.

The Best of the Best award went to Thailand's JEH United for its TV campaign "The Love Story (series)" – a creative skin-care advertisement for its client, Smooth E (Thailand).

Gold awards went to Lowe & Partners, Malaysia for a Land Rover Owners Club print campaign; JWT Shanghai for a Nike poster campaign; Dentsu Tokyo for their out-of-home campaign for NTT Resonant; and Creative Juice G1 for its Bangkok Insurance TV work.

The awards – which are into their 20th year – were held in conjunction with a major two-day global creative conference, Create '06.

The event was attended by some of the world's foremost creative thinkers and dedicated to expanding the boundaries of creative advertising in Asia.

This year, there were a record 3,213 entries from 15 markets, up 20 per cent from 2005. The biggest increase was from India

and China.

Thai agencies were judged the overall strongest performers, winning the most number of awards across different categories.

Singapore agencies were ranked second, with local branches of JWT, Saatchi & Saatchi, BBDO and Leo Burnett each garnering multiple awards. JWT Shanghai's Nike Run Free Road nationwide billboard campaign secured top honours for China.

Nominations were judged by a panel of international creative stars led by JWT global chief creative officer Craig Davis.

"While it's important for Asia that the work is recognised and awarded in the region, I have no doubt that the big winners we've selected here will go on to receive recognition at international shows," Mr Davis said.

Mr Tim Waldron – managing director of Haymarket Media Ltd and organiser of the awards – said the awards were a boost for Asian advertising on the global stage.

"Asia remains one of the world's most important advertising markets and with its rapid growth has become a hotbed for creative talent. By moving the venue to Bali and launching Create, we aim to further ignite and inspire regional advertising talent and raise the profile of Asian advertising on the global stage," Mr Waldron said.

Visit [www.mediaspikes.com](http://www.mediaspikes.com) for the full winner list of the awards.

## Innovation gets Fraser and Neave gold

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FOUR of Fraser and Neave's product ranges – F&N soft drinks, Fruit Tree, Ice Mountain and Magnolia – took home a gold award for their respective categories at the 2006 *Reader's Digest* Trusted Brands Awards for the Singapore market.

"In a highly-competitive beverage market in Singapore, where consumers are continuously becoming more demanding in their requirements when making a purchase decision, we are honoured that consumers have chosen our products as top-of-mind brands," said Ms Jennifer See, general manager for corporate marketing at Fraser and Neave Pte Ltd.

"Winning the awards will spur us to continue to stay relevant to new generations by constantly invigorating the beverage market with new products," she added.

Fraser and Neave says it always focuses on research development, expanding product portfolio, and linking consumers'

lifestyle needs with creative and nutritious products.

Examples of new innovative products are the new additions to its Fruit Tree range – the Fruit Tree No Sugar Added line, featuring flavours such as apple with aloe vera juice and fruit and vegetable with wheat-grass juice.

The company also recently introduced its Magnolia Lo-Fat Hi-Cal Oat Milk.

Fraser and Neave's main businesses include food and beverages, properties, publishing, and printing.

The company is listed on the Singapore stock exchange with shareholder funds at \$3 billion and total assets employed of more than \$7 billion.

Fraser and Neave Ltd was founded in 1883 and is now

present in 20 countries throughout the Asia-Pacific, Europe and the United States. The 2006 brand winners were determined by 7,000 responses to *Reader's Digest's* eighth annual brand survey in Hong Kong, Malaysia, the Philippines, Singapore, Taiwan, Thailand, and new addition, India.



**BLAZT OFF!** Fraser and Neave scoop gold for innovative products such as F&N Blazt Orange and Mango.