

# AD ASIA

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Advertising, marketing & media news  
from the Asia Pacific region

**Agency of  
the Year**

**Travel  
Award  
winners**

**Predictions  
&  
Resolutions  
for the  
New Year**

**Most  
awarded  
agency  
in Asia**

**Good  
guys go  
green**

**Voted Asia's Best Trade Media**

## Category (25) Web Site (Consumer Travel)

**Bronze Award Title** Your Travel Partner in Sri Lanka **Client** Walkers Tours Limited **Creative Director** Shanaka Perera **Art Director** Shanaka Perera **Photographer** Chithral Jayathilake **Retoucher** Shanaka Perera **Production Company** Walkers Tours Limited

**Bronze Award Title** Royal Caribbean **Client** Royal Caribbean International **Agency** XM Asia Pacific **Creative Director** David Brown **Art Director** Michele Wang **Copywriter** Martin Loh

**Silver Award Title** Venetian Launch Website **Client** The Venetian Macao-Resort-Hotel **Agency** OgilvyOne Worldwide Hong Kong **Creative Director** Shayne Pooley **Art Director** Houston Wong

**Gold Award Title** Urbane Nomads – The Travel Mixologists **Client** Urbane Nomads **Creative Director** Hajar Ali



Best of Show (TV)/Gold Winner in ATTA Category (19)



## Visa wins 'Best of Show (TV)' at travel awards

The biennial Asia Travel & Tourism Creative Awards 2008 has been announced with 'Best of Show (Print)' going to Mandarin Oriental Bangkok (Lowe) and 'Best of Show (TV)' going to Visa (BBDO Asia Pacific, Singapore).

There were nearly three hundred entries for this award show which is run every second year. The objective of the ATTA is to encourage creativity within advertising agencies and in-house design groups as well as reward clients in the travel trade who have the courage or appreciation to run more outstanding work.

The categories encourage entries from national tourism boards, airlines, hotels, travel companies and products and services connected to the travel experience such as credit cards.

This regional award show attracted entries from as far away as Japan and Australia.

The judges felt that although there were some very good work entered, certain categories like theme parks, holiday packages, and even cruise lines failed to show advertising or design of a sufficient standard not only to qualify for an award but which would be likely to attract customers. Hotels as usual led the way in terms of print design and it was from this sector that the 'Best of Show (Print)' was chosen.

Gold Winner in ATTA Category (28)

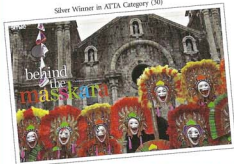


The judging was tough and only 7 Golds were awarded this year. There were 19 Silver Awards and 41 Bronze Awards. The Finalists were given certificates and the organisers hope the agencies will try again in 2010.

For the travel industry, the Asia Travel & Tourism Creative Awards have become an important yardstick by which to compare their marketing efforts. This show is expected to continue to grow with the importance of the tourism and travel industry to many economies in the region.

The winners list and some of the entries are published on these two pages.

Silver Winner in ATTA Category (30)

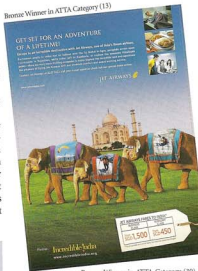


AdAsia would like to thank the distinguished judges who gave up so much of their time to view the entries. The judges were: John Finn, art director of the first SIA advertisement; Keith Ho, Executive Creative Director of Grey Hong Kong; Robert Khoo, CEO of National Association of Travel Agents Singapore (NATAS); Chris Kyme, Creative Partner of Eight Partnership Hong Kong; Ted Lim, Executive Creative Director of Naga DDB Malaysia; Andrew McKechnie, Associate Creative Director of Modernista Boston USA; and Sebastian Tan, Founder of the Shooting Gallery Asia.

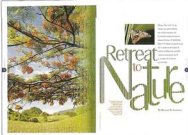


ASIA  
TRAVEL &  
TOURISM  
CREATIVE AWARDS 2008

Bronze Winner in ATTA Category (13)



Bronze Winner in ATTA Category (30)



### AdAsia/Purple Best Brand Experience Travel Survey

In conjunction with the awards, AdAsia ran an online readership survey in partnership with Purple Strategic Insight. As AdAsia subscribers travel frequently in the region and tend to have a senior executive profile, the poll asked which business airline and business hotel gave the best brand experience.

For the 2008 survey, the questionnaire was extended and subscribers were asked to vote for their Best Brand Experience in other categories: Low Cost Airline, Boutique Hotel and Leisure Resort and Spa.

Purple and AdAsia also gained other insights into our reader's preferences, habits and travel experiences through a questionnaire.

The awards presentation and results will be reported in the March issue of AdAsia.

With the recession hitting the travel industry and pushing down the figures, we can expect to see more promotional activity in 2009/10. This should create even more competition and even better work in the next Asia Travel & Tourism Creative Awards.