

No winners for some gold awards

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THE NATION

MINDSHARE, mInteraction and Starcom MediaVest Group were recognised as the Agency of the Year at the first Media Agency Association of Thailand (MAAT) Awards on Monday night.

Strangely, the panel of judges left almost half of 19 gold trophies on the stage, as it could not find qualified winners in those categories. The categories without takers were Best Use of Online and Display, Media Vender, Media Innovation, Creative Use of Media, Best Use of Video Format (cinema), Best Use of Newspapers, Best Use of Magazines, Out-of-home and Transit, and Best of Audio Format.

"We want to make sure that the final shortlist of 19 gold awards reflects the most creative works with high effectiveness in communication and media investment," Wanee Ruttanaphon, president of the MAAT, said yesterday.

Under the concept of "Digitised Consumers, Customised Innovations", the MAAT aims to use this event to raise the standard of creative work to the international level and promote local talent in the advertising industry.

Mindshare also scooped five golds for Magnum Try-Shoot-Share in the IMC/Multiple Platforms, Best Use of Social (co-credit to mInteraction) and Best Communication Strategy (co-credit to mInteraction) categories.

Its awards for the Sunsilk "Lady Crazy"

campaign in Best Use of Branded Content and Best Use of Video Format (non-cinema) were also co-credited to mInteraction.

GroupM, the parent of Mindshare, was also honoured as the Network of the Year.

Nilufar Fowler, managing director of Mindshare, said the agency was delighted to have its work for its clients recognised by the prestigious MAAT industry association.

"Mindshare has delivered some exceptional adaptive media solutions for clients across the last year, and the awards were a powerful testament to the quality of our thinking."

Starcom MediaVest Group picked up five awards for "Chevrolet Colorado" in Effectiveness, for "Heineken Open Your World" in Best Use of Magazines, for "Iron Mania" (for the "Iron Man 3" movie) in Ambient and Special Events, for "Samsung S4" in Best Use of Search through PPC (pay per click) Campaign, and for "Chevrolet Colorado Noknoi" in Best Communications Strategy: Most Commended.

The Initiative media agency was granted two awards for Equalculator/Slim budget for maximum weight loss in Best Engagement Strategy and Best Use of Mobile Application.

MediaCom also grabbed an award in Best Engagement Strategy: Most Commended for the "Engage the Unengaged Target" advertisement for GlaxoSmithKline's Polident dental product.