

Chinese whispers^o DDB China Group

Tribal DDB Shanghai sweeps prizes at the Digital Media Awards



Dirk Eschenbacher from Tribal DDB



Tribal DDB Shanghai Team



Kevin Chiu from Tribal DDB

Tribal DDB Asia Pacific swept the prizes at this year's Digital Media Awards in Shanghai. Tribal DDB Shanghai, part of DDB China Group, picked up a Gold for its McDonald's *Digital Coupon campaign*, as well as a Silver for its Volkswagen *Honk for China campaign*.

The glamorous event at the Grand Hyatt in Shanghai assembled over 200 of the industry's leading digital and online clients and agencies. The event was organized by Media Magazine, one of the region's most influential industry publications. It is the only awards show to honor digital marketing across Asia Pacific.

Jit Hoong Ng, Managing Director of Tribal DDB Shanghai: "We are proud to be recognized for the innovation we've put into winning these two awards. It goes to show that while we continue to drive brand demand and business objectives, these goals can be creatively executed."

Tribal DDB Shanghai has made huge strides since its inception two and a half years ago and has become a worthy member of Tribal DDB Worldwide, which was named AdAge Magazine's Agency of the Year 2008.

In keeping with the original brief given when it was founded, now some 10 years ago, to become the DDB of the digital age, creativity is at the forefront and center of everything they do. As clients see the value and power of online, Tribal DDB Shanghai has proven it is the linchpin to connect their brands to China's vast internet and mobile phone users and a vital pillar of our DDB China Group's 'creative solutions' approach.

We look forward to even more prizes and exciting work in the coming Year of the Ox!

Dick van Motman

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