2013 Digital Asia Festival Awards: Winners

BEIJING, CHINA: The winners of the 2013 Digital Asia Festival Awards, honouring the best in Asia Pacific's digital marketing, have been announced.

Beijing, home to the 2013 Digital Asia Festival Awards. (Image: Wikimedia Commons)

Led by jury president Jason Kuperman, Vice President of Omnicom Digital for Asia Pacific, India, Middle East & Africa, the jury awarded a total of 47 winners from a shortlisted 80 pieces of work. They have given one platinum, 13 gold, 14 silver and 19 bronze awards across 26 categories. The much sought after platinum award was given to DDB Group Sydney for 'TrackMyMacca's', their iPhone App for McDonald's Australia.

New Zealand took home the most awards (10), closely followed by Australia with 9 and China, and Japan both with 6.

2013 winners by country:

COUNTRY TOTAL
New Zealand 10
Australia 9
China 6
Japan 6
India 4
The Philippines 4
Singapore 3
Malaysia 2
Thailand 2
Hong Kong 1

The Digital Asia Awards 2013 Agency of the Year Award, given to the agency that has amassed the most points across all

categories, was presented to Colenso BBDO New Zealand.

Winning work is now available to view on the website at www.digitalasiafestival.com.

For more, visit: https://www.bizcommunity.com