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FOR IMMEDIATE RELEASE

October 20, 2009 – The Langham Hotel, Boston, USA

The McDonald's "Cheer for China" Campaign from DDB Shanghai & Tribal DDB Shanghai, showed that in an Olympic year when China was showcased to the World, over 27 million people could turn McDonald's "I'm lovin' it" creative to a cheer for their local heroes...

"I'm lovin' it, when China wins". "McDonald's Cheer for China" wins the GLOBE for the BEST OF THE BEST IN THE WORLD at the 24th MAA GLOBES Recognition Program.

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48 GLOBES, Silver and Bronze Awards, as well as Orders of Merit Certificates in 16 Entry Categories, were announced at the 24th annual MAA GLOBES Award Ceremony at The Langham Hotel, Boston, USA tonight.

Kieran Killeen, President of MAA Worldwide, paid tribute to the high quality of entries received for this year's program *"The MAA GLOBES has continued to set the pace in terms of its ability to deliver Global reach. Each year the quality of entries received sets the bar higher over previous years. We pay tribute to the Marketers all around the globe who recognize the role that promotional marketing initiatives play in delivering exceptional results for their companies, and acknowledge the talent within their respective agencies who strive to deliver strategic, creative and executional excellence on an continuous basis"*

"The Best of the Best in the World, is just that. To be eligible for a MAA GLOBE, Campaigns must first be a winner in their own Country or Region.

The quality of the Campaigns and the competition between them is significantly higher this year, making the task of the International Judging Panel ever more difficult. This year we saw much more diversity in the executions spread across all Categories. Congratulations to the Winners" ... Mike Da Silva. VP Marketing. MAA GLOBES.



THE BEST OF THE BEST FROM AROUND THE GLOBE!

The MAA GLOBES recognizes the very Best of the Best in Promotion Marketing Award Programs that are run around the globe. The GLOBES' Country Partners are: AMPRO from Argentina, the APMA Stars from Australia & New Zealand, CAMPRO from Brazil, CAPMA PROMO Awards from Canada, the Promotion Planning Awards from Japan, the PMAA Dragons from Asia, the Silver Mercury's from Russia, the ISP Awards from the UK and the PMA REGGIES Awards from the USA. Country entries were also received from Ireland.

114 judges from 22 Countries, representing Agencies, Clients, Academia, Media and Industry Associations carried out the 2009 Judging process between July and September.

THE 2009 WINNERS

Best Integrated Communications Campaign

GLOBE. Blue Chip Marketing (Manchester) United Kingdom for "Kellogg's Zookeeper"

Silver. The Marketing Arm USA for "AT&T Team USA Soundtrack"

Bronze. Wunderman Cato Johnson Argentina for "Don't Touch the Label"

Order of Merit. TBWA\WHYBIN\TEQUILA New Zealand for "This is not a Jersey / AdiThread"

Order of Merit. Capital C Canada for Dove "Sleepover for Self Esteem"

Order of Merit. McCann Erickson Malaysia for "Cornetto Love Sparks"

Order of Merit. Drafftcb/Razorfish/Digitas/MediaVest/Weber Shandwick USA for "Oreo DSRL"

Order of Merit. Bates 141 Vietnam for "Mobi365, Redefining Rural Living in Vietnam through Connectivity"

Best Sponsorship or Tie-In Campaign

GLOBE. DDB Shanghai, Tribal DDB Shanghai China for "McDonald's Cheer for China"

Silver. Blue-Chip Marketing United Kingdom for "White Invite"

Bronze. Euro RSCG Australia for "The Quantum Code"

Order of Merit. Apollo Marketing Australia for "VB Top Ticket"

Order of Merit. Graffiti Australia for "Believe"

Order of Merit. Jagran Solutions India for "Gatorade Pacers 2008"

Order of Merit. Blue Chip Marketing (Manchester) United Kingdom for "Kellogg's Zookeeper"

Order of Merit. The Big Kick Company United Kingdom for "Walkers Brit Trips"

Best Use of Direct Marketing in a Promotion Campaign

GLOBE. FUSE Marketing Group Canada for "Tetley Halloween Ambassador Program"

Silver. Tequila India for "The Big Bangle Promotion"

Bronze. The Marketing Store Sydney Australia for "Smirnoff Secret Party Wristband Mailing"

Order of Merit. CraveroLanis BTL Argentina for "Looking for snow"

Order of Merit. Blitz – Cossette Canada for "Clear the Way Campaign"

Order of Merit. OSL Marketing Canada for "Aeroplan Loyalty Program"

Order of Merit. Jagran Solutions India for "Disney Ratatouille Mailer"

Order of Merit. The Pulse Group United Kingdom for "Bell's. Rich with Flavour, Full of Life"



Best Innovative Idea or Concept

GLOBE. TBWA\WHYBIN\TEQUILA New Zealand for “Man Vending Machine”

Silver. BOOM! Marketing Canada for “Booby Wall”

Bronze. Blue Chip Marketing (Manchester) United Kingdom for “Kellogg’s Zookeeper”

Order of Merit. Clemenger Fusion Australia for “Four’N Twenty Magic Salad Plate”

Order of Merit. R&I Group Russia for “STIMOROL ICE LIQUID CENTER - LIQUID’ation of communication problems”

Order of Merit. OgilvyAction United Kingdom for “Grim Tales”

Order of Merit. AKQA USA for “The Lost Ring”

Order of Merit. Momentum Worldwide USA for “How Sweet the Sound”

Best Digital Communications Campaign

GLOBE. The Marketing Arm USA for “AT&T Team USA Soundtrack”

Silver. TBWA\WHYBIN\TEQUILA New Zealand for “This is not a Jersey / AdiThread”

Bronze. Civic Entertainment Group USA for “Power of the Letter”

Order of Merit. Wunderman Australia for “One in a Billion”

Order of Merit. DDB Shanghai, Tribal DDB Shanghai China for “McDonald’s Cheer for China”

Order of Merit. Hungama Digital Media Entertainment India for “Ghajini- findghajini.com”

Order of Merit. Wax Communications United Kingdom for “Waterstone’s - The Big Book Bank”

Order of Merit. AKQA USA for “The Lost Ring”

Best Brand-Building Campaign

GLOBE. OgilvyAction Japan for “KOOL Discovery”

Silver. OgilvyAction Canada for “Maxwell House “Brew Some Good””

Bronze. Grey Group – Hong Kong for “Pringles Express Yourself”

Order of Merit. Wunderman Australia for “One in a Billion”

Order of Merit. 30Thirty Australia for “Jump Start Your Day with Nutella”

Order of Merit. Apollo Marketing New Zealand for “Export Yourself”

Order of Merit. Leo Burnett, Toronto Canada for “Be Proud Of Your Wiener”

Order of Merit. OgilvyAction United Kingdom for “Rainforest Alliance Certification”

Best Business to Business Campaign

GLOBE. Blue Chip Marketing (Manchester) United Kingdom for “3M Deal Or No Deal”

Silver. Kaleidoscope Marketing Communications Australia for “Europe is only a Heartbeat Away”

Bronze. ICICI Bank India for “ICICI Bank Talkies on the Move”

Order of Merit. Apollo Marketing Australia for “Coca-Cola 7 Eleven ‘Go for Gold’ Trade Promotion”

Order of Merit. Solutions|Digitas India for “Thompson Press Digital “Champi Wala””

Order of Merit. Progression Russia for “Progression On-line Party”

Order of Merit. Mindshare Russia for “Motorola Sexy Bluetooth Launch”

Order of Merit. Civic Entertainment Group USA for “CNN Grill: 2008 Election Coverage”



Best Trade Marketing or Account Specific Campaign

GLOBE. Lunchbox USA for “Unilever Soundcheck”

Silver. Leo Burnett Australia for “Colgate Invisible Nasties II”

Bronze. Ogilvy & Mather Advertising Taiwan for “Who can make her smile? The Unsmiling Tsarevna ”

Order of Merit. Evocatif Australia for “Take a holiday from fees”

Order of Merit. Future Group Brazil for “Nestle Torce por voce”

Order of Merit. Capital C Canada for “Sunlight Eco-Action Kids Awards Program”

Order of Merit. Grey Group Malaysia for “Sensodyne Chill Test”

Order of Merit. Wax Communications United Kingdom for “Waterstone’s – The Big Book Bank”

Best Event or Experiential Marketing Campaign

GLOBE. MacLaren Momentum Canada for “American Express Presents Dinner in the Sky”

Silver. Action! Agency Russia for “Coca-Cola light Sampling: Live Vending Machines”

Bronze. Oasis USA for “Nickelodeon’s Slime Across America”

Order of Merit. The Shop Australia for “Do You Have the Edge?”

Order of Merit. Branded Moments of Truth United Kingdom for “The Real Fast Food Show”

Order of Merit. Mirrorball USA for “Spirit of Amsterdam”

Order of Merit. Momentum Worldwide USA for “How Sweet the Sound”

Order of Merit. MASS Hispanic Marketing for “HUGGIES® and PULL-UPS® El Incomparable Tren De Vida De Mamá”

Best Activity Generating Brand Loyalty

GLOBE. Mudra Communications India for “Women on wheels – The TVS Institute”

Silver. Blue Chip Marketing (Manchester) United Kingdom for “Kellogg’s Wake Up To Breakfast”

Bronze. Solutions|Digitas India for “Aviva Dollar Dreams”

Order of Merit. Apollo Marketing New Zealand for “Export Yourself”

Order of Merit. Capital C Canada for “Dove Sleepover for Self Esteem”

Order of Merit. B STREET Canada for “2008 iCoke Holiday Program”

Order of Merit. Dentsu Young & Rubicam Japan for “Ensure Liquid 20th Anniversary Campaign”

Order of Merit. Oasis USA for “Nickelodeon’s Slime Across America”

Best Effective Long Term Marketing Campaign

GLOBE. Wunderman Cato Johnson Argentina for “Don’t Touch the Label”

Silver. Marketing Network Ireland for “Odlums Pancake Party”

Bronze. Intigus Malaysia for “Maybank Treats Fair”

Order of Merit. Umbigo do Mundo Comunicação Brazil for “GiraSurpresa”

Order of Merit. DRAFTCB Canada for “Coors Light Mystery Mansion 2008 “Bring us Your Brave”

Order of Merit. Inventa Canada for “Motrin IB My Game My Pain”

Order of Merit. Candid Marketing India for “ESPN Star Sports “Learning Ground”

Order of Merit. Gigunda Group USA for “Charmin NYC Restroom Experience”



Best Dealer or Sales Force Activity

GLOBE. TBWA \ TEQUILA Malaysia for “MICHELIN: Mission to Macau”

Silver. Wunderman Cato Johnson Argentina for “Lan Airlines”. “Lan low Budget”

Bronze. Solutions|Digitas India for “Aviva Dollar Dreams”

Order of Merit. Smash Beyond the line S.A. Argentina for “Lanzamiento Euro Diesel”

Order of Merit. PR kvadrat Belarus for “Extra Tips!”

Order of Merit. Espresso Canada for “Summer Sales Road Trip”

Order of Merit. Capital C Canada for “Nissan/Infiniti Dealer Web Program”

Order of Merit. Arc Worldwide USA for “Building Blocks”

Best Brand Awareness & Trial Campaign

GLOBE. R&I Group Russia for “STIMOROL ICE LIQUID CENTER - LIQUID'ation of communication problems”

Silver. OgilvyAction United Kingdom for “Grim Tales”

Bronze. Mango Communications New Zealand for “Cranial Billboards”

Order of Merit. FUSE Marketing Group Canada for “Tetley Halloween Ambassador Program”

Order of Merit. TBWA\WHYBIN\TEQUILA New Zealand for “Man Vending Machine”

Order of Merit. Action! agency Russia for “Coca-Cola light Sampling: Live Vending Machines”

Order of Merit. Synergy Events USA for “Wachovia Way2Save Challenge Tour”

Order of Merit. JWT Vietnam for “Credit Card Launch – Can’t Shake it Off?”

Best Activity Generating Brand Volume

GLOBE. Arnold Worldwide USA for “Wal-Mart AC/DC Launch”

Silver. Blue-Chip Marketing United Kingdom for “White Invite”

Bronze. Blue Chip Marketing (Manchester) United Kingdom for “Kellogg’s Wake Up To Breakfast”

Order of Merit. Clemenger Fusion Australia for “Four’N Twenty Magic Salad Plate”

Order of Merit. MacLaren Momentum Canada “As the Cookie Crumbles”

Order of Merit. Bates 141 Singapore for “Celebrating Singapore’s Heroes”

Order of Merit. Ogilvy & Mather Advertising Taiwan for “Virtual vs Real”

Order of Merit. Blue Chip Marketing (Manchester) United Kingdom for “3M Deal Or No Deal”

Best Cause or Charity Marketing Campaign

GLOBE. Evocatif Australia for “Lowering the Nation’s Cholesterol”

Silver. Sob Medida Comunicação Brazil for “Retratos da Coragem (Portraits of Courage)”

Bronze. Leo Burnett Australia for “Earth Hour 2”

Order of Merit. CraveroLanis BTL Argentina for “Recycle”

Order of Merit. Grey Australia for “Road Safety Christmas Enforcement”

Order of Merit. BOOM! Marketing Canada for “Booby Wall”

Order of Merit. The Grupo Sorbetero Company Philippines for “Secret Santa Bazaar”

Order of Merit. iris nation United Kingdom for “Highways Agency – Don’t Be That Guy”



Best Small Budget Campaign

GLOBE. Mazah – Live Marketing Brazil for “Don’t Let Rubella In”

Silver. Boom! Marketing Canada for “Help Hunger Disappear”

Bronze. Tequila India for “The Big Bangle Promotion”

Order of Merit. Believe Marketing Services Brazil for “Usina Da Barra”

Order of Merit. Mudra Communications India for “Park Avenue – Iron Man”

Order of Merit. R&I Group Russia for “No wires – no troubles!”

Order of Merit. Progression Russia for “Progression On-line Party”

Order of Merit. Civic Entertainment Group USA for “CNN Community Outreach”

The Best of the Best in the World GLOBE

DDB Shanghai, Tribal DDB Shanghai China for “McDonald’s Cheer for China”

McDonald’s, a foreign Company, wanted to be more than just one of 56 or so Sponsors of the 2008 Beijing Olympics. DDB Shanghai China and their sister, Tribal DDB Shanghai, found a way for them to become an integral part of it.

The “I’m lovin it when China Wins” campaign brought the 2008 Olympics to the people and became a movement for millions all over the country.

The Agencies seamlessly weaved the global tagline into everyone’s dream, for China to win the most medals and lead the World and a cheer. Millions had a chance to connect with the Olympics by learning a special cheer and performing it every time China won.

Using a viral interactive campaign, video “cheering stations” in McDonald’s stores and even a “Cheer for China Online Reality Show” the Promotion culminated in a Guinness World Record with the Winners of the Promotion and 1,200 cheerers, outside the Olympic Bird’s Nest Stadium.

For more information go to: www.maaw.org or contact:

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