PRovoke
The Holmes Report becomes PRovoke

Latest | Longreads | Focus | Rankings & Data | Events & Awards | Agency Playbook

SABRE Awards Asia-Pacific 2020 finalists

The 2020 SABRE Awards Asia-Pacific 2020 shortlist recognises Superior Achievement in Branding, Reputation and Engagement. The campaigns were evaluated by a jury of more than 80 industry leaders.

The winners will be announced at the virtual SABRE Awards ceremony on September 24, along with the Agencies of the Year. Tickets for the virtual ceremony are available here.

Diamond SABRE Awards

Diamond Sabre Awards

Company of the Year

- Winner: Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide

Brand-Building

- Lenzing: Enabling the fashion world to "Feel So Right" with Tencel™ on Social Media — Lenzing with BCW
- Liberating Our Periods_Libresse Women Marketing Campaign — Libresse with BlueFocus Digital
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide
- The Perfect Voiceovers — Causes for Animals Singapore with Edelman Singapore

Reputation Management

- Creating social value through innovation and communications — China Petroleum & Chemical Corporation (SINOPEC) with Brunswick Group
- Grab for Good — Grab
- IKEA China Transformation Campaign — IKEA China with Ruder Finn Shanghai
- Made by Daikin, Made in Vietnam — Daikin with Vero
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide

Research and Planning

- Winner: Saving Laundry from Zombie Odors — Lion Corporation with Dentsu and Dentsu Public Relations

Measurement and Evaluation

- Enabling the fashion world to "Feel So Right" with Tencel™ brand strategic communication campaign — Lenzing with BCW
- Go Global with Amazon Online Campaign — Amazon Global Selling with Ruder Finn Shanghai
- Lenzing: Enabling the fashion world to "Feel So Right" with Tencel™ on Social Media — Lenzing with BCW
- Lenzing patches sustainability knowledge gap in fashion with Tencel™ brand "Feel So Right" Movement — Lenzing with BCW

Geographic

More information

- 2020 SABRE Asia-Pacific Winners
- 2020 SABRE Asia-Pacific Finalists
- 2020 IN2 SABRE Winners
- SABRE Asia-Pacific 2019 Photos
- Key Dates & Entry Fees
- Judges
- Why Enter?
- Categories
- Crafting A Winning Entry
- FAQs
- Key Contacts
- 2019 SABRE Awards Asia-Pacific
- 2018 SABRE Awards Asia-Pacific
- 2017 SABRE Awards Asia-Pacific
- 2016 SABRE Awards Asia-Pacific
- 2015 SABRE Awards Asia-Pacific

The Agency Playbook
The PR industry's most comprehensive listing of firms from every region and specialty.
REGISTER
LEARN MORE

Latest