



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
THE LONG-LASTING UNIFORM	I.P. TRADING	HYGIENE	BBDO BANGKOK	THAILAND
PANTENE HAIR BRUSH EXPERIMENT	P&G	PANTENE	GREYNJ UNITED, Bangkok	THAILAND
A02 Durable Consumer Goods				
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE RESPONSIVE LOOKBOOK	DIESEL	JOGGJEANS	FRED & FARID SHANGHAI	CHINA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
YOU'VE GOTTA HAVE A TEAM	FOOTBALL FEDERATION AUSTRALIA	FOOTBALL FEDERATION AUSTRALIA / HYUNDAI A-LEAGUE	BMF ADVERTISING, Sydney	AUSTRALIA
PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	ALLIANCE FRANÇAISE DE SINGAPOUR, Singapore	SINGAPORE
A05 Media & Publications				
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
A06 Financial Products & Services, Commercial Public Services, B2B Products & Services				
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWA/MELBOURNE	AUSTRALIA
A08 Corporate Social Responsibility				
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	HEINEKEN ASIA PACIFIC, Singapore	SINGAPORE
SAFETY BAGS	TESCO	FRUIT & VEGGIE PLASTIC BAGS	CHEIL WORLDWIDE, Hong Kong	HONG KONG
A09 Public Sector				
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA
A10 Charities & Non-profit				
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	THE CAPTAIN'S RIDE	HAVAS AUSTRALIA, Sydney	AUSTRALIA
CORRECTING HISTORY	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
SCHOOL FOR JUSTICE	FREE A GIRL MOVEMENT INDIA	A SCHOOL AND EDUCATION PROGRAMME	FLEISHMANHILLARD INDIA, Mumbai	INDIA
DEAD WHALE	GREENPEACE PHILIPPINES	DEAD WHALE	DENTSU JAYME SYFU, Makati City	THE PHILIPPINES
B02 Dimensional Mailings				
AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	HEINEKEN ASIA PACIFIC, Singapore	SINGAPORE
B03 Use of Ambient Media: Small Scale				
THE EDIBLE BUSINESS CARD	SAGA CITY	SAGA NORI (SEAWEED) / CITY PROMOTION	GEOMETRY GLOBAL, Tokyo	JAPAN
SAFETY BAGS	TESCO	FRUIT & VEGGIE PLASTIC BAGS	CHEIL WORLDWIDE, Hong Kong	HONG KONG
PANTENE HAIR BRUSH EXPERIMENT	P&G	PANTENE	GREYNJ UNITED, Bangkok	THAILAND
B04 Use of Ambient Media: Large Scale				
LIFE PUMP	SAMSUNG C&T CORPORATION EVERLAND CARIBBEAN BAY	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B05 Use of Broadcast				
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney	AUSTRALIA
B06 Use of Print or Outdoor				
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
B07 Use of Technology				
GREEN LIGHT RUN	ADIDAS JAPAN	PUREBOOST	TBWA/HAKUHODO, Tokyo	JAPAN
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	THE CAPTAIN'S RIDE	HAVAS AUSTRALIA, Sydney	AUSTRALIA
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
C01 Use of Digital Platforms				
ALERT AD	VICTORIAN GOVERNMENT	FIRE READY VICTORIA	BWM DENTSU, Melbourne	AUSTRALIA
GEEKS GO FOR #CC9900	GENERAL ELECTRICS	TECHNOLOGY	CLEMENGER BBDO SYDNEY	AUSTRALIA
THE RESPONSIVE LOOKBOOK	DIESEL	JOGGJEANS	FRED & FARID SHANGHAI	CHINA
C02 Use of Mobile				
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
POCKET PATROL	SAMSUNG	SAMSUNG POCKET PATROL	LEO BURNETT SYDNEY	AUSTRALIA
C03 Use of Social Platforms				
YOU'VE GOTTA HAVE A TEAM	FOOTBALL FEDERATION AUSTRALIA	FOOTBALL FEDERATION AUSTRALIA / HYUNDAI A-LEAGUE	BMF ADVERTISING, Sydney	AUSTRALIA
SHACKLETON'S RETURN	HYUNDAI MOTOR	HYUNDAI MOTOR BRAND CAMPAIGN	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
CORRECTING HISTORY	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
SCHOOL FOR JUSTICE	FREE A GIRL MOVEMENT INDIA	A SCHOOL AND EDUCATION PROGRAMME	FLEISHMANHILLARD INDIA, Mumbai	INDIA
C05 Co-Creation & User Generated Content				
YOU'VE GOTTA HAVE A TEAM	FOOTBALL FEDERATION AUSTRALIA	FOOTBALL FEDERATION AUSTRALIA / HYUNDAI A-LEAGUE	BMF ADVERTISING, Sydney	AUSTRALIA
SNAPLICATIONS	MCDONALD'S AUSTRALIA	HR / EMPLOYMENT	VML, Sydney	AUSTRALIA
D01 Use of Data				
GREEN LIGHT RUN	ADIDAS JAPAN	PUREBOOST	TBWA/HAKUHODO, Tokyo	JAPAN
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
ALERT AD	VICTORIAN GOVERNMENT	FIRE READY VICTORIA	BWM DENTSU, Melbourne	AUSTRALIA
E01 Acquisitions				
CHILD REPLACEMENT PROGRAMME	PEDIGREE	DOG ADOPTION	COLENSO BBDO, Auckland	NEW ZEALAND

THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	VELOCITY FREQUENT FLYER POINTS	CHE PROXIMITY, Sydney	AUSTRALIA
E02 Retention				
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	VELOCITY FREQUENT FLYER POINTS	CHE PROXIMITY, Sydney	AUSTRALIA
E03 Launch / Re-launch				
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
F01 Copywriting				
ADIDAS TALE OF TWO	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
F03 Experience Design				
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
KIBO SCIENCE 360 - A SPACE EXPERIMENT WITH GOOGLE	GOOGLE JAPAN G.K.	GOOGLE	DENTSU TEC, Tokyo	JAPAN
G01 Integrated Campaign Led by Direct				
CHILD REPLACEMENT PROGRAMME	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland	NEW ZEALAND
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
SHACKLETON'S RETURN	HYUNDAI MOTOR	HYUNDAI MOTOR BRAND CAMPAIGN	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
G02 Low Budget / High Impact Campaign				
WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANISATION	NON-PROFIT	BBDO PROXIMITY HONG KONG	HONG KONG
CORRECTING HISTORY	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES