



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Food						
MARRIAGE	RIDE ON EXPRESS CO.,LTD.	GIN NO SARA	DENTSU INC., Tokyo *	JAPAN	DENTSU CREATIVE X INC., Tokyo	JAPAN
'CLOSET'	RIDE ON EXPRESS CO.,LTD.	GIN NO SARA	DENTSU INC., Tokyo *	JAPAN	DENTSU CREATIVE X INC., Tokyo	JAPAN
'MAMA'	RIDE ON EXPRESS CO.,LTD.	GIN NO SARA	DENTSU INC., Tokyo *	JAPAN	DENTSU CREATIVE X INC., Tokyo	JAPAN
LOVERS	RIDE ON EXPRESS CO.,LTD.	GIN NO SARA	DENTSU INC., Tokyo *	JAPAN	DENTSU CREATIVE X INC., Tokyo	JAPAN
VISITATION	RIDE ON EXPRESS CO.,LTD.	GIN NO SARA	DENTSU INC., Tokyo *	JAPAN	DENTSU CREATIVE X INC., Tokyo	JAPAN
TORN APART	RIDE ON EXPRESS CO.,LTD.	GIN NO SARA	DENTSU INC., Tokyo *	JAPAN	DENTSU CREATIVE X INC., Tokyo	JAPAN
A02 Drinks						
RISE	DIAGEO BEER SINGAPORE	GUINNESS	PROXIMITY, Singapore *	SINGAPORE	THE PROSECUTION FILM COMPANY, Singapore	SINGAPORE
WELCOME TO THE OTHER SIDE	LION	TOKYO DRY	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	GOODOIL FILMS, Sydney / PALACE STUDIO, Auckland	AUSTRALIA / NEW ZEALAND
MILO CHAMPIONS	NESTLE	MILO	OGILVY & MATHER VIETNAM, Ho Chi Minh City *	VIETNAM	LAUGHING BUDDHA, Ho Chi Minh City	VIETNAM
A03 Fast Moving Consumer Goods						
TINY TANTRUM	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	MULLENLOWE SINGAPORE *	SINGAPORE	BULLETT, Bangkok / THE POST BANGKOK, Bangkok	THAILAND
BULLISH BOSS	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	MULLENLOWE SINGAPORE *	SINGAPORE	BULLETT, Bangkok / THE POST BANGKOK, Bangkok	THAILAND
BRIDEZILLA	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	MULLENLOWE SINGAPORE *	SINGAPORE	BULLETT, Bangkok / THE POST BANGKOK, Bangkok	THAILAND
A04 Durable Consumer Goods						
INTENSE TEMPERATURES	THERMOS K.K.	THERMOS	McCANN TOKYO *	JAPAN	SODA! COMMUNICATIONS, Tokyo	JAPAN
STICKING TOGETHER, NO MATTER WHAT	TSURUYA CO., LTD.	ROOF TILES	ADK, Tokyo *	JAPAN	SPOON, Tokyo	JAPAN
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai *	INDIA	TAPROOT DENTSU, Mumbai	INDIA
ADIDAS TALE OF TWO	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai *	INDIA		
TOGETHERNESS	I DO	DIAMOND	OGILVY BEIJING *	CHINA	STINK, Shanghai	CHINA
KENTAURUS BROTHERS	MOON STAR	KIDS SHOES	DENTSU KYUSHU, Fukuoka *	JAPAN		
DA DA DING	NIKE INDIA	NIKE	WIEDEN+KENNEDY, Delhi *	INDIA	DIVISION, Paris	FRANCE
SAMSUNG SERVICE – VAN	SAMSUNG INDIA ELECTRONICS PVT. LTD.	SAMSUNG	CHEIL WORLDWIDE, Gurgaon *	INDIA	CRAZY FEW FILMS, Mumbai	INDIA
A05 Cars & Automotive Products & Services						
THE METICULOUS GRANDPA	GM KOREA	CHEVROLET THE NEXT SPARK	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA		
BINOCULARS	HYUNDAI MOTOR COMPANY AUSTRALIA	TUCSON	INNOCEAN WORLDWIDE AUSTRALIA, Sydney *	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney / HECKLER, Sydney	AUSTRALIA
A06 Retail, e-Commerce, Restaurants & Fast Food Chains						
BASEBALL	MERCARI	MERCARI	DENTSU INC., Tokyo *	JAPAN		
ALL IN ONE	ALIBABA	FILM	FRED & FARID SHANGHAI *	CHINA	FRED & FARID SHANGHAI	CHINA
KEEPING IT REAL	HUNGRY JACK'S	HUNGRY JACK'S	CLEMENGER BBDO SYDNEY *	AUSTRALIA	CLEMENGER BBDO SYDNEY / FINCH, Sydney	AUSTRALIA
A07 Travel, Transport & Leisure						
TRAVEL WITH PARENTS (TVC)	CHINA AIRLINES	CHINA AIRLINES	LEO BURNETT TAIWAN, Taipei *	CHINESE TAIPEI	YUANYUAN PRODUCTION, Taipei City / MINDBIZ POST, Taipei	CHINESE TAIPEI
A10 B2B Products & Services						
KEY	ZENHOREN	RENTAL GUARANTEE SERVICE	DENTSU OKINAWA *	JAPAN	CMC.LTD., Naha-city	JAPAN
TAXI DRIVER	BAJAJ ELECTRICALS LTD.	RURAL ELECTRIFICATION, ENGINEERING PROJECTS, TRANSMISSION LINE TOWERS, LUMINAIRE	ONADS COMMUNICATIONS, Mumbai *	INDIA	HUNGRY FILMS, Mumbai	INDIA
A12 Corporate Image & Sponsorship						
TACKLE THE RISK	AIG JAPAN HOLDINGS	ACTIVE CARE	TBWAHAKUHODO, Tokyo *	JAPAN	AOI PRO., Osaka, Tokyo	JAPAN
DYLAN	NEW ZEALAND LOTTERIES	FUNDING AND GRANTS	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	THE SWEET SHOP, Auckland	NEW ZEALAND
A13 Corporate Social Responsibility						
DICK THE DOG	MTV STAYING ALIVE FOUNDATION	MTV STAYING ALIVE FOUNDATION	OGILVY & MATHER HONG KONG *	HONG KONG	DIVISION, Paris / MATHEMATIC, Paris	FRANCE
HARD MAN TO IMPRESS	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland *	NEW ZEALAND	EXIT FILMS, Auckland	NEW ZEALAND
SCARED	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland *	NEW ZEALAND	EXIT FILMS, Auckland	NEW ZEALAND
TREEHOUSE	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland *	NEW ZEALAND	EXIT FILMS, Auckland	NEW ZEALAND
A14 Public Sector						
EVERY SPEED HAS A CONSEQUENCE	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	FINCH, Melbourne	AUSTRALIA
A15 Charities & Non-profit						
THE HOLD	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON, Sydney *	AUSTRALIA	FILMGRAHICS ENTERTAINMENT, Sydney	AUSTRALIA
THE GIRL IN THE MASK	OPERATION SMILE	NOM-PROFIT	CHEIL WORLDWIDE, Beijing *	CHINA	QUAD PRODUCTIONS, Paris / P.I.G. CHINA, Shanghai	FRANCE / CHINA
B01 Food						
GO SO BIG	MONDE NISSIN (THAILAND) CO., LTD	PECKISH	STORYTELLER BANGKOK, Bangkok *	THAILAND		
B02 Drinks						
RELEASE THE PRESSURE	PEPSICO	MIRINDA	BBDO INDIA, Gurgaon *	INDIA	RISING SUN FILMS, Mumbai	INDIA
LETTERS TO MY SON	FDC INDIA	ENERZAL	NIRVANA FILMS, Bangalore *	INDIA	NIRVANA FILMS, Bangalore	INDIA
PURELY YOU	PURIKU	DRINK	SALMON HOUSE, Bangkok *	THAILAND	SALMON HOUSE, Bangkok	THAILAND
B03 Fast Moving Consumer Goods						

SLEEPY MORNINGS	P&G	PAMPERS PANTS	SAATCHI & SAATCHI GREATER CHINA, Shanghai *	CHINA	SAATCHI & SAATCHI GREATER CHINA, Shanghai / ANTENNA MEDIA, Bangkok	CHINA / THAILAND
CAPTURE	VERENA INTERNATIONAL CO., LTD.	SURE	McCANN, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
B04 Durable Consumer Goods						
DAD BODS	PACIFIC BRANDS UNDERWEAR	BONDS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	GUILTY CONTENT, Melbourne	AUSTRALIA
#MINOHODOSHIRAZU	NIKE JAPAN	NIKE BRAND	WIEDEN+KENNEDY TOKYO *	JAPAN	DICTIONARY FILMS, Tokyo / CUTTERS, Tokyo	JAPAN
B05 Cars & Automotive Products & Services						
THE PROFESSIONAL OF JAPAN	NISSAN MOTOR CO.,LTD.	NV350 CARAVAN	TBWAHAKUHODO, Tokyo *	JAPAN	PYRAMID FILM, Tokyo	JAPAN
B06 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
TRAVEL WITH PARENTS	CHINA AIRLINES	BRANDING	LEO BURNETT TAIWAN, Taipei *	CHINESE TAIPEI	YUANYUAN PRODUCTION, Taipei City / MINDBIZ POST, Taipei	CHINESE TAIPEI
B07 Media & Publications						
100 MEAT KARUTA	SHIZUOKA BROADCASTING SYSTEM	TV PROGRAM PROMO	I&S BBDO, Tokyo *	JAPAN		
GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT INC.	GRAVITY DAZE 2	HAKUHODO INC., Tokyo *	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
B08 Financial Products & Services, Commercial Public Services, B2B Products & Services						
SYN MUN KONG : THANK YOU THAILAND	SYN MUN KONG INSURANCE PLC.	SMK HEALTH INSURANCE BY FIT	RABBIT DIGITAL GROUP COMPANY LIMITED, Bangkok *	THAILAND	RABBIT DIGITAL GROUP COMPANY LIMITED, Bangkok	THAILAND
THE OIL MAN AND THE MATCH GIRL	TAIYO HOLDINGS CO., LTD.	INSULATION INK	DENTSU INC., Tokyo *	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
STAND UP	MANUFACTURERS LIFE INSURANCE CO. (PHILS)	MANULIFE	J. WALTER THOMPSON PHILIPPINES, Makati City *	THE PHILIPPINES	FILM PABIRKA, Makati City	THE PHILIPPINES
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWAEMELBOURNE *	AUSTRALIA	LEVEL TWO MUSIC, Melbourne / THE GLUE SOCIETY, Sydney	AUSTRALIA
B09 Corporate Image & Sponsorship						
TACKLE IN THE CITY	AIG JAPAN HOLDINGS	ACTIVE CARE	TBWAHAKUHODO, Tokyo *	JAPAN	AOI PRO., Osaki, Tokyo	JAPAN
I AM MUNIANDY	PETRONAS	PETRONAS	LEO BURNETT, Kuala Lumpur *	MALAYSIA	RESERVOIR WORLD, Kuala Lumpur	MALAYSIA
ONE MONTH 'DADDY AND SON - DAYS WITHOUT MOMMY'	U-CAN, INC.	CORPORATE MESSAGE	HAKUHODO INC., Tokyo	JAPAN	HAKUHODO PRODUCTS, Tokyo *	JAPAN
SHACKLETON'S RETURN	HYUNDAI MOTOR	HYUNDAI MOTOR BRAND CAMPAIGN	INNOCEAN WORLDWIDE, Seoul *	SOUTH KOREA	PLANIT PRODUCTION, Seoul / EDITIN, Seoul	SOUTH KOREA
B10 Corporate Social Responsibility						
UNDISTINGUISHED RESUME	104 JOB BANK	BE A GIVER	SHAPE ADVERTISING, Taipei City *	CHINESE TAIPEI	SHAPE ADVERTISING, Taipei City	CHINESE TAIPEI
#3890TIGERS TIGER BEER + WWF + TRAN NGUYEN	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	MARCEL SYDNEY	AUSTRALIA	HECKLER, Sydney / GOODOIL FILMS, Sydney	AUSTRALIA
#3890TIGERS TIGER BEER + WWF + KENJI CHAI	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	MARCEL SYDNEY	AUSTRALIA	HECKLER, Sydney / GOODOIL FILMS, Sydney	AUSTRALIA
#3890TIGERS TIGER BEER + WWF + HUA TUNAN	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	MARCEL SYDNEY	AUSTRALIA	HECKLER, Sydney / GOODOIL FILMS, Sydney	AUSTRALIA
SENIOR TO SENIOR CARE	UNI 7-11 CSR	UNI 7-11 CSR CAMPAIGN	ADK TAIWAN, Taipei City *	CHINESE TAIPEI	INNOVATE FILMS, Taipei City	CHINESE TAIPEI
B11 Public Sector						
TIME WITH MUM	ROAD SAFETY COMMISSION	DRIVER AWARENESS	303 MULLENLOWE, Perth *	AUSTRALIA	303 MULLENLOWE, Perth	AUSTRALIA
TRY! NOODLE CRADLE	KAGAWA PREFECTURE	IMMIGRATION PROMOTION	DENTSU INC., Tokyo *	JAPAN	NIBAN-KOBO PRODUCTIONS, Tokyo	JAPAN
B12 Charities & Non-profit						
I HAVE A BEAUTIFUL HEART	LADY RIDGEWAY HOSPITAL	LITTLE HEARTS	TBWAISRI LANKA, Colombo *	SRI LANKA	XTEN, Colombo	SRI LANKA
#BEATME	UN WOMEN	ANTI-DOMESTIC VIOLENCE AWARENESS	BBDO PAKISTAN, Lahore *	PAKISTAN	AZADFILM, Karachi / THE VIDEOGRAPHERS, Lahore	PAKISTAN
ARCHIMEDES TRAJANO	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWAISANTIAGO MANGADA PUNO, Makati City *	THE PHILIPPINES	HOW'S EVERYTHING, Makati City	THE PHILIPPINES
SURIRAM	PROTECT & SAVE THE CHILDREN	PUBLIC SERVICE ANNOUNCEMENT	NAGA DDB MALAYSIA, Selangor *	MALAYSIA	SUPERWONDERFUL FILMS, Kuala Lumpur / MUSTANG POST, Petaling Jaya	MALAYSIA
THE BIG DEAL	SYDNEY GAY AND LESBIAN MARDI GRAS	MARDI GRAS EVENT	THIRTEEN&CO, Sydney *	AUSTRALIA	THIRTEEN&CO, Sydney	AUSTRALIA
C01 Viral Film						
THE SICKEST MANNEQUIN CHALLENGE	PROTECT & SAVE THE CHILDREN	PROTECT & SAVE THE CHILDREN	NAGA DDB MALAYSIA, Selangor *	MALAYSIA	RESERVOIR WORLD, Kuala Lumpur	MALAYSIA
C02 Branded Content & Entertainment Film						
ALICE'S WEDDING	VOLVO CARS TAIWAN	S90	HAVAS TAIWAN *	CHINESE TAIPEI	GREATLAND FILMS, Taipei / MIND BIZ MULTIMEDIA TECHNOLOGY, TAIPEI CITY	CHINESE TAIPEI
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney *	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney / NOISE INTERNATIONAL, Sydney	AUSTRALIA
TOUCH OF CARE	PROCTER & GAMBLE	VICKS	PUBLICIS SINGAPORE	SINGAPORE		
PITCHING FRENCH FILMS TO HOLLYWOOD - REJECT AMOUR	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	OGILVY & MATHER SINGAPORE	SINGAPORE	JOINERY, Los Angeles	USA
PITCHING FRENCH FILMS TO HOLLYWOOD - REJECT ENTRE LES MURS	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	OGILVY & MATHER SINGAPORE	SINGAPORE	JOINERY, Los Angeles	USA
PITCHING FRENCH FILMS TO HOLLYWOOD - REJECT LA VIE DADELE	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	OGILVY & MATHER SINGAPORE	SINGAPORE	JOINERY, Los Angeles	USA
D01 Use of Film						
CAN NOT WAIT	CHINA ORGAN TRANSPLANTATION DEVELOPMENT FOUNDATION	CHINA ORGAN TRANSPLANTATION DEVELOPMENT FOUNDATION	HAVAS SHANGHAI *	CHINA	HAVAS SHANGHAI / SHINEWORKS, Shanghai	CHINA