



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
A01 Fast Moving Consumer Goods						
DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	PHD, Auckland *	NEW ZEALAND	PHD, Auckland	NEW ZEALAND
CAPACITY BASED MCDELIVERY	MCDONALD'S	MCDONALD'S PRODUCTS - ALL OF THEM	OMD SINGAPORE *	SINGAPORE	OMD SINGAPORE	SINGAPORE
WHISPER#LIKEAGIRL INDIA	PROCTER & GAMBLE	WHISPER	MEDIACOM, Mumbai *	INDIA	MEDIACOM, Mumbai	INDIA
A02 Durable Consumer Goods						
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
REINVENTING THE ATHLETE TOUR	NIKE	KD9	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
A03 Cars & Automotive Products & Services						
ALL-STAR RESTAURANT	VOLVO CAR JAPAN LIMITED	XC90 EXCELLENCE	DENTSU INC., Tokyo *	JAPAN	DENTSU INC., Tokyo	JAPAN
ALTO 800- YOUR FIRST CAR ON THE MAP .	MARUTI SUZUKI INDIA LIMITED	ALTO - 800	ISOBAR, Gurgaon *	INDIA	ISOBAR, Gurgaon	INDIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
LIFE PUMP	SAMSUNG C&T CORPORATION EVERLAND CARIBBEAN BAY	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
HOW PIZZA HUT TURNS ITSELF INTO THE SOCIAL ENABLERS FOR GAMERS IN CHINA	YUM	RETAIL/FAST FOOD CHAIN	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
A05 Media & Publications						
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo *	JAPAN	DENTSU INC., Tokyo	JAPAN
SIMCITY BUILDIT SCHOOL OF POLITICS	ELECTRONIC ARTS K.K.	SIMCITY BUILDIT	DENTSU INC., Tokyo *	JAPAN	DENTSU INC., Tokyo	JAPAN
A06 Financial Products & Services, Commercial Public Services, B2B Products & Services						
SWEET CHANGE	PAYTM	PAYTM WALLET	McCANN INDIA, Mumbai *	INDIA	McCANN INDIA, Mumbai	INDIA
A07 Corporate Image & Sponsorship						
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok *	THAILAND	CJ WORX, Bangkok	THAILAND
A08 Corporate Social Responsibility						
CHILD REPLACEMENT PROGRAMME	PEDIGREE	DOG ADOPTION	COLENSO BBDO, Auckland *	NEW ZEALAND	STARCOM, Auckland	NEW ZEALAND
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne *	AUSTRALIA		
POCKET PATROL	SAMSUNG	SAMSUNG POCKET PATROL	LEO BURNETT SYDNEY *	AUSTRALIA	STARCOM, Sydney	AUSTRALIA
A09 Public Sector						
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai *	INDIA	McCANN HEALTH, New Delhi	INDIA
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE *	AUSTRALIA	McCANN MELBOURNE	AUSTRALIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE *	AUSTRALIA		
A10 Charities & Non-profit						
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	THE CAPTAIN'S RIDE	HAVAS AUSTRALIA, Sydney *	AUSTRALIA	HAVAS MEDIA AUSTRALIA, Sydney	AUSTRALIA
CYBERBULLYING VACCINE	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	APPLICATION	INNOCEAN WORLDWIDE, Seoul *	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
SAFELY BACKPACKS	AUSTRALIAN ROAD SAFETY FOUNDATION	SCHOOL ZONE SAFETY	Y&R, Brisbane *	AUSTRALIA		
B01 Use of Screens						
WAIT WITH A MATE	THE LOST DOGS HOME	PET ADOPTION	Y&R MELBOURNE *	AUSTRALIA	JCDECAUX, Melbourne	AUSTRALIA
B03 Use of Print						
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo *	JAPAN	DENTSU INC., Tokyo	JAPAN
THE BOTTOM 100	FUND FOR PEACE	COMBATING GLOBAL POVERTY	HAVAS AUSTRALIA, Sydney *	AUSTRALIA	HAVAS MEDIA AUSTRALIA, Sydney	AUSTRALIA
B04 Use of Outdoor						
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE *	AUSTRALIA	McCANN MELBOURNE	AUSTRALIA
YOU KNOW THE QUEEN. NOW MEET ELIZABETH.	NETFLIX	THE CROWN	HAVAS SINGAPORE *	SINGAPORE	HAVAS MEDIA SINGAPORE	SINGAPORE
B05 Use of Ambient Media: Small Scale						
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
DETTOL GERMBURSTERS	RECKITT BENCKISER	DETTOL HANDWASH	McCANN INDIA, Mumbai *	INDIA	McCANN INDIA, Mumbai	INDIA
SWEET CHANGE	PAYTM	PAYTM WALLET	McCANN INDIA, Mumbai *	INDIA	McCANN INDIA, Mumbai	INDIA
UNTIL WE ALL BELONG	AIRBNB	AIRBNB	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	STARCOM, Melbourne	AUSTRALIA
TOILET PAPER FOR SMARTPHONES	NTTDOCOMO	MOBILE NETWORK CARRIER	TOKYU AGENCY, Tokyo *	JAPAN	GREENPORT AGENCY CO., LTD., Narita	JAPAN
B06 Use of Ambient Media: Large Scale						
LIFE PUMP	SAMSUNG C&T CORPORATION EVERLAND CARIBBEAN BAY	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok *	THAILAND	CJ WORX, Bangkok	THAILAND
DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	PHD, Auckland *	NEW ZEALAND	PHD, Auckland	NEW ZEALAND
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE *	AUSTRALIA	McCANN MELBOURNE	AUSTRALIA
PLANAYSIMUM	YMCA	YMCA VICTORIA HEALTH SERVICES AND FACILITIES	McCANN MELBOURNE *	AUSTRALIA	McCANN MELBOURNE	AUSTRALIA
B07 Use of Events						
NAYI SOCH: NEW THINKING	STAR INDIA PVT. LTD	STAR PLUS	MINDSHARE, Mumbai *	INDIA	MINDSHARE, Mumbai	INDIA
B08 Use of Stunts						
CAN NOT WAIT	CHINA ORGAN TRANSPLANTATION DEVELOPMENT FOUNDATION	CHINA ORGAN TRANSPLANTATION DEVELOPMENT FOUNDATION	HAVAS SHANGHAI *	CHINA	SHINEWORKS, Shanghai	CHINA
THE TAILOR MADE STORE	CHADSTONE SHOPPING CENTRE	CHADSTONE SHOPPING CENTRE	BWM DENTSU, Melbourne *	AUSTRALIA		
WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANISATION	NON-PROFIT	BBDO HONG KONG	HONG KONG		
DEAD WHALE	GREENPEACE PHILIPPINES	DEAD WHALE	DENTSU JAYME SYFU, Makati City *	THE PHILIPPINES	DENTSU X, Makati	THE PHILIPPINES

B09 Use of Digital Platforms

THE DYSLLEXIC CAPTCHA	JASLOK HOSPITAL AND RESEARCH CENTRE	DYSLEXIA CONSULTATION	DENTSU WEBCHUTNEY, Gurgaon *	INDIA	DENTSU WEBCHUTNEY, Gurgaon	INDIA
REINVENTING THE ATHLETE TOUR	NIKE	KD9	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
NETQUIPX	NETFLIX	NETFLIX	R/GA SINGAPORE *	SINGAPORE	R/GA SINGAPORE	SINGAPORE
YASMIN'S SEX-ED REVOLUTION	BAYER	YASMIN	PHD, Shanghai *	CHINA	PHD, Shanghai	CHINA

B10 Use of Mobile

ALERT AD	VICTORIAN GOVERNMENT	FIRE READY VICTORIA	BWM DENTSU, Melbourne *	AUSTRALIA	DENTSU MITCHELL, Melbourne	AUSTRALIA
MADE POSSIBLE BY MELBOURNE - THE AUDIO TOUR	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE *	AUSTRALIA	McCANN MELBOURNE	AUSTRALIA
POCKET PATROL	SAMSUNG	SAMSUNG POCKET PATROL	LEO BURNETT SYDNEY *	AUSTRALIA	STARCOM, Sydney	AUSTRALIA

B11 Use of Social Platforms

SNAPICATIONS	MCDONALD'S AUSTRALIA	HR / EMPLOYMENT	VML, Sydney *	AUSTRALIA	OMD SYDNEY	AUSTRALIA
ADOPT A MEME	SOCIETY FOR PREVENTION OF CRUELTY TO ANIMALS (SPCA)	ANIMAL ADOPTION	DDB GROUP SINGAPORE *	SINGAPORE	DDB GROUP SINGAPORE	SINGAPORE
MAYBELLINE'S SNAPCHAT HACK	L'OREAL SINGAPORE	MAYBELLINE DREAM VELET FOUNDATION	TBWA/SINGAPORE *	SINGAPORE		

B12 Use of Technology

THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	THE CAPTAIN'S RIDE	HAVAS AUSTRALIA, Sydney *	AUSTRALIA	HAVAS MEDIA AUSTRALIA, Sydney	AUSTRALIA
OUTTHINK MELANOMA	IBM	IBM WATSON - COGNITIVE COMPUTING	OGILVY AUSTRALIA, Sydney *	AUSTRALIA	OGILVY AUSTRALIA, Sydney	AUSTRALIA
VRECRUITMENT	DEFENCE FORCE RECRUITING	THE AUSTRALIAN DEFENCE FORCE	HAVAS AUSTRALIA, Sydney *	AUSTRALIA		

C02 Use of Real-time Data

AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne *	AUSTRALIA		
ALERT AD	VICTORIAN GOVERNMENT	FIRE READY VICTORIA	BWM DENTSU, Melbourne *	AUSTRALIA	DENTSU MITCHELL, Melbourne	AUSTRALIA
CAPACITY BASED MCDELIVERY	MCDONALD'S	MCDONALD'S PRODUCTS - ALL OF THEM	OMD SINGAPORE *	SINGAPORE	OMD SINGAPORE	SINGAPORE
VRECRUITMENT	DEFENCE FORCE RECRUITING	THE AUSTRALIAN DEFENCE FORCE	HAVAS AUSTRALIA, Sydney *	AUSTRALIA		

C03 Data Driven Targeting

NETQUIPX	NETFLIX	NETFLIX	R/GA SINGAPORE *	SINGAPORE	R/GA SINGAPORE	SINGAPORE
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	VELOCITY FREQUENT FLYER POINTS	CHE PROXIMITY, Sydney *	AUSTRALIA	CHE PROXIMITY, Sydney	AUSTRALIA

D01 Use of Brand or Product Integration into a Programme or Platform

WESTPAC AIR RESCUE	WESTPAC BANKING CORPORATION	WESTPAC'S FUNDING OF THE WESTPAC LIFESAVER RESCUE HELICOPTER SERVICE	MEDIACOM, Sydney *	AUSTRALIA	MEDIA LAB COMMUNICATIONS, Sydney	AUSTRALIA
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D02 Use of Co-creation & User Generated Content

THE THREE FINGERS	ADIDAS	2016 OLYMPICS	TBWA/SHANGHAI *	CHINA	CARAT, Shanghai	CHINA
CANON LIFE REDEFINE : THAI ALPHABET	CANON MARKETING (THAILAND) CO.,LTD.	CANON	RABBIT'S TALE, Bangkok *	THAILAND	RABBIT'S TALE, Bangkok	THAILAND

D03 Use of Branded Content created for Digital or Social Media

VCTV LIVE BY VODKA CRUISER	ASAHI PREMIUM BEVERAGES	VODKA CRUISER	VIZEUM, Melbourne *	AUSTRALIA	VIZEUM, Melbourne	AUSTRALIA
V SKILLS	FRUCOR AUSTRALIA	BEVERAGES	CLEMENGER BBDO SYDNEY *	AUSTRALIA		
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	VELOCITY FREQUENT FLYER POINTS	CHE PROXIMITY, Sydney *	AUSTRALIA	CHE PROXIMITY, Sydney	AUSTRALIA

E01 Use of Integrated Media

DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	PHD, Auckland *	NEW ZEALAND	PHD, Auckland	NEW ZEALAND
#KINDNESSISCASHLESS (INTEGRATED)	VISA INDIA	VISA DEBIT	BBDO INDIA, Mumbai *	INDIA		
TAPPING INTO THE TIPPING POINT WITH LIPTON ICE TEA	UNILEVER	LIPTON ICE TEA	PHD, Sydney *	AUSTRALIA	PHD, Sydney	AUSTRALIA