

Outdoor Shortlist 2017



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Food				
SOUR-FACED MAN	UNITED FAMILY FOOD	SUPER ZUPER CANDY	HAKUHODO INDONESIA, Jakarta	INDONESIA
SOUR-FACED WOMAN	UNITED FAMILY FOOD	SUPER ZUPER CANDY	HAKUHODO INDONESIA, Jakarta	INDONESIA
LOTUS ROOT	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
ONION	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
MUSHROOM	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
OKRA	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
A04 Cosmetics, Toiletries, Healthcare & Pharmacy				
LIQUID NAVY SEALS	PT. KIMIA FARMA TBK	VIDISEP PROVIDONE IODINE	HAKUHODO INDONESIA, Jakarta	INDONESIA
A05 Home Appliances, Furnishings, Electronics & Technology				
RURAL	XIAOMI TECHNOLOGY	MI BUNNY WATCH Q	PUBLICIS SHANGHAI	CHINA
URBAN JUNGLE	XIAOMI TECHNOLOGY	MI BUNNY WATCH Q	PUBLICIS SHANGHAI	CHINA
BABIES	JBL	JBL HEADPHONES	CHEIL WORLDWIDE, Hong Kong	HONG KONG
DOGS	JBL	JBL HEADPHONES	CHEIL WORLDWIDE, Hong Kong	HONG KONG
WIFE & DAUGHTER	JBL	JBL HEADPHONES	CHEIL WORLDWIDE, Hong Kong	HONG KONG
A10 Travel, Transport & Leisure				
BUILD THE FUTURE 1	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
BUILD THE FUTURE 2	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
BUILD THE FUTURE 3	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
A18 Charities & Non-profit				
DOG	WORLD FOR ALL	WORLD FOR ALL (ANIMAL CARE & PET ADOPTION CENTRE)	McCANN INDIA, Mumbai	INDIA
B01 Food				
FLOUNDER FISH	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
LOTUS ROOT	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
ONION	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
MUSHROOM	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
B02 Drinks				
FACEKINI 3	NGAU SAAM GUN	BAIJIU	OGILVY & MATHER HONG KONG	HONG KONG
B05 Home Appliances, Furnishings, Electronics & Technology				
ATOMIC BOMB_PIG	ASD	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, Shanghai	CHINA
DYNAMITE_COW	ASD	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, Shanghai	CHINA
B09 Retail, e-Commerce, Restaurants & Fast Food Chains				
HURRICANE JESSICA	CLOSE TO NATURE FLOWERS	BOUQUET FLOWER	BBDO BANGKOK	THAILAND
HURRICANE JUSTIN	CLOSE TO NATURE FLOWERS	BOUQUET FLOWER	BBDO BANGKOK	THAILAND
B10 Travel, Transport & Leisure				
BUILD THE FUTURE 1	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
BUILD THE FUTURE 2	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
BUILD THE FUTURE 3	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
B18 Charities & Non-profit				
DOG	WORLD FOR ALL	WORLD FOR ALL (ANIMAL CARE & PET ADOPTION CENTRE)	McCANN INDIA, Mumbai	INDIA
C03 Ambient Use of Digital Technology				
PASSWORDS WITH A PURPOSE	ROYAL LIFE SAVING WA	DROWNING PREVENTION	303 MULLENLOWE, Perth	AUSTRALIA
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
C04 Ambient Experiential & Immersive Digital				
THE TAILOR MADE STORE	CHADSTONE SHOPPING CENTRE	CHADSTONE SHOPPING CENTRE	BWM DENTSU, Melbourne	AUSTRALIA
D01 Use of Adapted Billboards / Posters				
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	HEINEKEN ASIA PACIFIC, Singapore	SINGAPORE
D02 Use of Ambient Outdoor				
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE CONSCIOUS CROSSING	KIWIRAIL	KIWIRAIL	CLEMENGER BBDO TOUCHCAST, Wellington	NEW ZEALAND
YURU SPORTS ~SPORTS FOR ALL, TRULY FOR ALL~	WORLD YURU SPORTS ASSOCIATION	SPORTS / SPORTS CREATION	DENTSU INC., Tokyo	JAPAN
DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
D03 Use of Digital Outdoor				
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
E01 Non-standard Indoor Advertising				
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
E02 Small Scale Special Solutions				
SAVLON HEALTHY HANDS CHALK STICKS	SAVLON, ITC	SAVLON HEALTHY HANDS CHALK STICKS	OGILVY & MATHER MUMBAI	INDIA
SWEET CHANGE	PAYTM	PAYTM WALLET	McCANN INDIA, Mumbai	INDIA
SAFETY BAGS	TESCO	FRUIT & VEGGIE PLASTIC BAGS	CHEIL WORLDWIDE, Hong Kong	HONG KONG
E03 Special Build				
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
THE CONSCIOUS CROSSING	KIWIRAIL	KIWIRAIL	CLEMENGER BBDO TOUCHCAST, Wellington	NEW ZEALAND

DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
DEAD WHALE	GREENPEACE PHILIPPINES	DEAD WHALE	DENTSU JAYME SYFU, Makati City	THE PHILIPPINES
E04 Live Advertising & Events				
GREEN LIGHT RUN	ADIDAS JAPAN	PUREBOOST	TBWA\HAKUHODO, Tokyo	JAPAN
REMOTE RISTORANTE	DR OETKER	RISTORANTE FROZEN PIZZA	BWM DENTSU, Melbourne	AUSTRALIA
CAN NOT WAIT	CHINA ORGAN TRANSPLANTATION DEVELOPMENT FOUNDATION	CHINA ORGAN TRANSPLANTATION DEVELOPMENT FOUNDATION	HAVAS SHANGHAI	CHINA
E05 Interactive Outdoor Experiences				
WATCHING POSTERS	PANASONIC SECURITY SYSTEM	PANASONIC CCTV CAMERAS	TAPROOT DENTSU, Mumbai	INDIA
E06 Transit				
AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	HEINEKEN ASIA PACIFIC, Singapore	SINGAPORE
F01 Integrated Campaign Led by Outdoor				
AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	HEINEKEN ASIA PACIFIC, Singapore	SINGAPORE
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