



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	PHD, Auckland	NEW ZEALAND
SAVE OUR SCALPS / HEADGEAR-COVER PLAN	UNILEVER	CLEAR SHAMPOO	ADK, Tokyo	JAPAN
A02 Durable Consumer Goods				
KITCHENAID'S PITH BY MINI	KITCHENAID	KITCHENAID® ARTISAN™ MINI STAND MIXER	ADHESIVE PR, Sydney	AUSTRALIA
A03 Cars & Automotive Products & Services				
SHACKLETON'S RETURN	HYUNDAI MOTOR	HYUNDAI MOTOR BRAND CAMPAIGN	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
ROADS THAT HONK	HPCL	HP LUBRICANTS	HINDUSTAN PETROLEUM CORPORATION LTD, Mumbai	INDIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
THE ALDI FASHION SHOW	ALDI	INTERNATIONAL GROCERY RETAILER	OGILVY & MATHER SHANGHAI	CHINA
A05 Media & Publications				
THE BREAST CANCER SCREENINGS	SKY TELEVISION NEW ZEALAND	RIALTO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
A06 Financial Products & Services, Commercial Public Services, B2B Products & Services				
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWAIMELBOURNE	AUSTRALIA
TATA CAPITAL SALAAM LOANS	TATA CAPITAL	TATA CAPITAL LOANS	LEO BURNETT INDIA, Mumbai	INDIA
A07 Public Sector				
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A08 Charities & Non-profit				
#MYREALCAREERLINE	THE WOMEN'S FOUNDATION LIMITED	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	THE CAPTAIN'S RIDE	HAVAS AUSTRALIA, Sydney	AUSTRALIA
DEAD WHALE	GREENPEACE PHILIPPINES	DEAD WHALE	DENTSU JAYME SYFU, Makati City	THE PHILIPPINES
B01 Corporate Communication & Reputation Management				
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
ROADS THAT HONK	HPCL	HP LUBRICANTS	HINDUSTAN PETROLEUM CORPORATION LTD, Mumbai	INDIA
B02 Public Affairs & Lobbying				
WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANISATION	NON-PROFIT	BBDO PROXIMITY HONG KONG	HONG KONG
UNTIL WE ALL BELONG	AIRBNB	AIRBNB	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B04 Business Citizenship / Corporate Responsibility & Environmental				
DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	PHD, Auckland	NEW ZEALAND
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
IT WAS THIS HIGH	YAHOO JAPAN CORPORATION	YAHOO! JAPAN	HAKUHODO KETTLE, Tokyo	JAPAN
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWAIMELBOURNE	AUSTRALIA
B07 Events & Stunts				
THE AMPHIBIOUS DELIVERY	KFC	KFC BUCKET, KFC DELIVERY	OGILVY & MATHER PHILIPPINES, Makati City	THE PHILIPPINES
DID YOU SEE THAT?	FOUNDATION FOR WOMEN	FOUNDATION FOR WOMEN	DENTSU ONE (THAILAND) LTD., Bangkok	THAILAND
WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANISATION	NON-PROFIT	BBDO PROXIMITY HONG KONG	HONG KONG
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
YURU SPORTS ~SPORTS FOR ALL, TRULY FOR ALL~	WORLD YURU SPORTS ASSOCIATION	SPORTS / SPORTS CREATION	DENTSU INC., Tokyo	JAPAN
B09 Celebrity Endorsement				
PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	ALLIANCE FRANÇAISE DE SINGAPOUR, Singapore	SINGAPORE
#BEATME	UN WOMEN	ANTI-DOMESTIC VIOLENCE AWARENESS	BBDO PAKISTAN, Lahore	PAKISTAN
B10 Sponsorship & Partnerships				
THE THREE FINGERS	ADIDAS	2016 OLYMPICS	TBWASHANGHAI	CHINA
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWAIMELBOURNE	AUSTRALIA
SMARTWIG	THE STAR SYDNEY	THE STAR SYDNEY	BASHFUL, Sydney	AUSTRALIA
B11 Launch / Re-launch				
BREAK-UP INSURANCE	GOODROOM.INC	BREAK-UP INSURANCE	DENTSU KANSAI TOKYO ROOM	JAPAN
KITCHENAID'S PITH BY MINI	KITCHENAID	KITCHENAID® ARTISAN™ MINI STAND MIXER	ADHESIVE PR, Sydney	AUSTRALIA
B12 Brand Voice & Strategic Storytelling				
SHACKLETON'S RETURN	HYUNDAI MOTOR	HYUNDAI MOTOR BRAND CAMPAIGN	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
SAVE OUR SCALPS / HEADGEAR-COVER PLAN	UNILEVER	CLEAR SHAMPOO	ADK, Tokyo	JAPAN
B13 Content-led Engagement & Marketing				
YOU'VE GOTTA HAVE A TEAM	FOOTBALL FEDERATION AUSTRALIA	FOOTBALL FEDERATION AUSTRALIA / HYUNDAI A-LEAGUE	BMF ADVERTISING, Sydney	AUSTRALIA
CYBERBULLYING VACCINE	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	APPLICATION	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
RELEASE THE PRESSURE	PEPSICO	MIRINDA	BBDO INDIA, Gurgaon	INDIA
C01 Use of Digital in a PR campaign				
WITH STAMP INVITATION TO DONATE, WITH A RED LIST ANIMAL IN YOUR NAME STAMP.	WWF JAPAN	WWF JAPAN	ADK, Tokyo	JAPAN
3890 TIGERS	HEINEKEN ASIA PACIFIC	TIGER BEER	OGILVY & MATHER SINGAPORE	SINGAPORE
C02 Use of Social in a PR campaign				
YOU'VE GOTTA HAVE A TEAM	FOOTBALL FEDERATION AUSTRALIA	FOOTBALL FEDERATION AUSTRALIA / HYUNDAI A-LEAGUE	BMF ADVERTISING, Sydney	AUSTRALIA
RELEASE THE PRESSURE	PEPSICO	MIRINDA	BBDO INDIA, Gurgaon	INDIA

THE THREE FINGERS	ADIDAS	2016 OLYMPICS	TBWAISHANGHAI	CHINA
C03 Social Community Building & Management				
PREMMIE PROUD	BABYLOVE	NAPPIES	BWM DENTSU, Sydney	AUSTRALIA
C07 Co-Creation & User Generated Content				
GO BALLS OUT	TESTICULAR CANCER NEW ZEALAND	TESTICULAR CANCER	FCB NEW ZEALAND, Auckland	NEW ZEALAND
C08 Innovative Use of Social Media				
SNAPPLICATIONS	MCDONALD'S AUSTRALIA	HR / EMPLOYMENT	VML, Sydney	AUSTRALIA
C09 Use of Technology				
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	THE CAPTAIN'S RIDE	HAVAS AUSTRALIA, Sydney	AUSTRALIA
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
E01 Integrated Campaign led by PR				
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
UNTIL WE ALL BELONG	AIRBNB	AIRBNB	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE BOTTOM 100	FUND FOR PEACE	COMBATING GLOBAL POVERTY	HAVAS AUSTRALIA, Sydney	AUSTRALIA
MIRINDA #RELEASETHEPRESSURE	PEPSICO	MIRINDA	EDELMAN, Mumbai	INDIA