

Print & Publishing 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
A03 Household Goods				
SUPER GRIB1	UNI-TOP TRADING (1988) CO., LTD.	POLY-BRITE NATURAL LATEX GLOVES	J. WALTER THOMPSON BANGKOK	THAILAND
SUPER GRIB2	UNI-TOP TRADING (1988) CO., LTD.	POLY-BRITE NATURAL LATEX GLOVES	J. WALTER THOMPSON BANGKOK	THAILAND
A05 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
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
BLOCK OUT THE CHAOS	JBL	JBL HEADPHONES	CHEIL WORLDWIDE, Hong Kong	HONG KONG
A06 Miscellaneous				
BOAT	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland	NEW ZEALAND
MAN & BOOK	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland	NEW ZEALAND
TUB	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland	NEW ZEALAND
BRING YOUR PET BACK	HILL'S PET NUTRITION ASIA LTD.	SCIENCE DIET PERFECT WEIGHT	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG
SURPRISING WAY	CLEMENT STORE	TRUE SAFE	J. WALTER THOMPSON JAKARTA	INDONESIA
A07 Clothing, Footwear & Accessories				
REST. WIN. REPEAT - SOCCER	UNDER ARMOUR	ATHLETE RECOVERY SLEEPWEAR	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
REST. WIN. REPEAT - TAEKWONDO	UNDER ARMOUR	ATHLETE RECOVERY SLEEPWEAR	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
REST. WIN. REPEAT - WRESTLING (SSIREUM)	UNDER ARMOUR	ATHLETE RECOVERY SLEEPWEAR	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
A09 Retail, e-Commerce, Restaurants & Fast Food Chains				
LOVING BANGKOK NIGHT 1	MCDONALD'S	MCDONALD'S	TBWA\THAILAND, Bangkok	THAILAND
LOVING BANGKOK NIGHT 2	MCDONALD'S	MCDONALD'S	TBWA\THAILAND, Bangkok	THAILAND
LOVING BANGKOK NIGHT 3	MCDONALD'S	MCDONALD'S	TBWA\THAILAND, Bangkok	THAILAND
LOVING BANGKOK NIGHT 4	MCDONALD'S	MCDONALD'S	TBWA\THAILAND, Bangkok	THAILAND
LOVING BANGKOK NIGHT 5	MCDONALD'S	MCDONALD'S	TBWA\THAILAND, Bangkok	THAILAND
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
RIO	AGODA	HOTEL BOOKING	OGILVY & MATHER SHANGHAI	CHINA
HOLLYWOOD	AGODA	HOTEL BOOKING	OGILVY & MATHER SHANGHAI	CHINA
LONDON	AGODA	HOTEL BOOKING	OGILVY & MATHER SHANGHAI	CHINA
A18 Charities & Non-profit				
DOG	WORLD FOR ALL	WORLD FOR ALL (ANIMAL CARE & PET ADOPTION CENTRE)	McCANN INDIA, Mumbai	INDIA
CAT	WORLD FOR ALL	WORLD FOR ALL (ANIMAL CARE & PET ADOPTION CENTRE)	McCANN INDIA, Mumbai	INDIA
RABBIT	WORLD FOR ALL	WORLD FOR ALL (ANIMAL CARE & PET ADOPTION CENTRE)	McCANN INDIA, Mumbai	INDIA
B01 Use of Print & Publishing				
MISHEARD FONT	PANASONIC	PANASONIC HEARING AIDS	HAKUHODO INC., Tokyo	JAPAN
C01 Original Print & Publishing				
PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	PENGUIN FROZEN STORYBOOK	TBWA\SHANGHAI	CHINA