

Radio Shortlist 2017



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Fast Moving Consumer Goods						
ANCHOR MILK SLAMS INSIDE OUT	FONTERRA	MILK	COLENZO BBDO, Auckland *	NEW ZEALAND	ASSEMBLY, Auckland / HARMONIC STUDIO, Auckland	NEW ZEALAND
ANCHOR MILK SLAMS BLANK CANVAS	FONTERRA	MILK	COLENZO BBDO, Auckland *	NEW ZEALAND	ASSEMBLY, Auckland / HARMONIC STUDIO, Auckland	NEW ZEALAND
ANCHOR MILK SLAMS REAL	FONTERRA	MILK	COLENZO BBDO, Auckland *	NEW ZEALAND	ASSEMBLY, Auckland / HARMONIC STUDIO, Auckland	NEW ZEALAND
DIM DADS 'PEDRO'	NESTLE PHILIPPINES, INC.	MAGGI MAGIC SARAP	McCANN WORLDGROUP PHILIPPINES, Taguig City *	THE PHILIPPINES	LOUDBOX STUDIOS, Makati City / JUST ADD WATER PRODUCTIONS, Makati City	THE PHILIPPINES
PROBABLY GRAPES	INDEPENDENT LIQUOR NZ	CARLSBERG	TBWA/AUCKLAND *	NEW ZEALAND		
PROBABLY CHRISTMAS TREE	INDEPENDENT LIQUOR NZ	CARLSBERG	TBWA/AUCKLAND *	NEW ZEALAND		
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
THE SCIENTIST	DERMACLINIX	HAIR TREATMENT	McCANN INDIA, Mumbai *	INDIA	CONTENT FACTORY, New Delhi	INDIA
FULLY BOOKED 'LIVES 1 OF 3 - FRANK'	FULLY BOOKED PHILIPPINES	BOOKSTORE	McCANN WORLDGROUP PHILIPPINES, Taguig City *	THE PHILIPPINES	HIT PRODUCTIONS, Makati City / JUST ADD WATER PRODUCTIONS, Makati City	THE PHILIPPINES
FULLY BOOKED 'LIVES 2 OF 3 - NICKY'	FULLY BOOKED PHILIPPINES	BOOKSTORE	McCANN WORLDGROUP PHILIPPINES, Taguig City *	THE PHILIPPINES	HIT PRODUCTIONS, Makati City / JUST ADD WATER PRODUCTIONS, Makati City	THE PHILIPPINES
FULLY BOOKED 'LIVES 3 OF 3 - HANNAH'	FULLY BOOKED PHILIPPINES	BOOKSTORE	McCANN WORLDGROUP PHILIPPINES, Taguig City *	THE PHILIPPINES	HIT PRODUCTIONS, Makati City / JUST ADD WATER PRODUCTIONS, Makati City	THE PHILIPPINES
A05 Media & Publications						
SCHINDLER'S LIST	SKY TV	SKY OSCAR WINNERS POP UP CHANNEL	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
A10 Charities & Non-profit						
DARWIN	AUTISM NEW ZEALAND	AUTISM AWARENESS MONTH	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
EINSTEIN	AUTISM NEW ZEALAND	AUTISM AWARENESS MONTH	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
B01 Use of Radio & Audio as a Medium						
XENON 'CLAIRVOYANCE' CAMPAIGN	XENON	XENON HIGH INTENSITY HEADLIGHTS	McCANN WORLDGROUP PHILIPPINES, Taguig City *	THE PHILIPPINES	JUST ADD WATER PRODUCTIONS, Makati City / LOUDBOX STUDIOS, Makati City	THE PHILIPPINES
BACKGROUND	SPARK! PHILIPPINES	NON-PROFIT ORGANIZATION	McCANN WORLDGROUP PHILIPPINES, Taguig City *	THE PHILIPPINES	HIT PRODUCTIONS, Makati City / JUST ADD WATER PRODUCTIONS, Makati City	THE PHILIPPINES
DEAD HOUR BY NESCAFE	NESTLE INDIA	NESCAFE CLASSIC	McCANN INDIA, Mumbai *	INDIA		
MADE POSSIBLE BY MELBOURNE - THE AUDIO TOUR	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE *	AUSTRALIA	AIRBAG PRODUCTIONS, Melbourne	AUSTRALIA
B02 Use of Audio Technology						
SMARTWIG	THE STAR SYDNEY	THE STAR SYDNEY	BASHFUL, Sydney *	AUSTRALIA	BASHFUL, Sydney / KIND AGENCY, Sydney	AUSTRALIA
B03 Branded Content / Programming						
DEAD HOUR BY NESCAFE	NESTLE INDIA	NESCAFE CLASSIC	McCANN INDIA, Mumbai *	INDIA		
C03 Script						
ANCHOR MILK SLAMS INSIDE OUT	FONTERRA	MILK	COLENZO BBDO, Auckland *	NEW ZEALAND	ASSEMBLY, Auckland / HARMONIC STUDIO, Auckland	NEW ZEALAND
ANCHOR MILK SLAMS BLANK CANVAS	FONTERRA	MILK	COLENZO BBDO, Auckland *	NEW ZEALAND	ASSEMBLY, Auckland / HARMONIC STUDIO, Auckland	NEW ZEALAND
ANCHOR MILK SLAMS REAL	FONTERRA	MILK	COLENZO BBDO, Auckland *	NEW ZEALAND	ASSEMBLY, Auckland / HARMONIC STUDIO, Auckland	NEW ZEALAND
PEDIGREE VACANT STARE	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland *	NEW ZEALAND	EXIT FILMS, Auckland	NEW ZEALAND
PEDIGREE DRIBBLE CRY	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland *	NEW ZEALAND	EXIT FILMS, Auckland	NEW ZEALAND
FULLY BOOKED 'LIVES - FRANK'	FULLY BOOKED PHILIPPINES	BOOKSTORE	McCANN WORLDGROUP PHILIPPINES, Taguig City *	THE PHILIPPINES	HIT PRODUCTIONS, Makati City / JUST ADD WATER PRODUCTIONS, Makati City	THE PHILIPPINES
FULLY BOOKED 'LIVES - NICKY'	FULLY BOOKED PHILIPPINES	BOOKSTORE	McCANN WORLDGROUP PHILIPPINES, Taguig City *	THE PHILIPPINES	HIT PRODUCTIONS, Makati City / JUST ADD WATER PRODUCTIONS, Makati City	THE PHILIPPINES