



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Food & Drink				
WASTELAND WITH A V	FRUCOR	V ENERGY DRINK	TKT SYDNEY	AUSTRALIA
WRONG WORLD FINALS	MARS WRIGLEY CONFECTIONERY	SNICKERS	BBDO GUERRERO, Makati City	THE PHILIPPINES
A02 Other FMCG				
SELFISTIX	MARS NZ	PEDIGREE DENTASTIX	COLENZO BBDO, Auckland	NEW ZEALAND
THE MATRIARCHS	CAREFREE	CAREFREE PANTYLINERS	DDB SYDNEY	AUSTRALIA
A03 Healthcare				
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA
A04 Consumer Durables				
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY, Melbourne	AUSTRALIA
A05 Automotive				
CAR CURLING	HYUNDAI MOTOR COMPANY	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
AUTOADS	CARSales.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne	AUSTRALIA
A06 Retail				
MASH UP	BONDS	YOUTH WOMENS UNDERWEAR	HANNES AUSTRALIA (BONDS), Melbourne	AUSTRALIA
A07 Travel				
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA
THE PASSPORT TAKE-OFF	QANTAS	QANTAS FLIGHTS	BWM DENTSU, Sydney	AUSTRALIA
A11 Consumer Services				
YEAR WITH UBER	UBER	YEAR WITH UBER	R/GA SINGAPORE	SINGAPORE
A12 Corporate Social Responsibility (CSR) / Corporate Image				
MY CRAYON PROJECT	SHISEIDO	NO PRODUCT	R/GA TOKYO	JAPAN
A13 Not-for-profit / Charity / Government				
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai	INDIA
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
HOPE PAGE	UNICEF	UNICEF HOPE PAGE	VML, Sydney	AUSTRALIA
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	whiteGREY MELBOURNE	AUSTRALIA
C01 Online Ad				
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY, Melbourne	AUSTRALIA
D01 Social Video				
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA
HAIR TALK	UNILEVER	SUNSILK	J. WALTER THOMPSON BANGKOK	THAILAND
THE MATRIARCHS	CAREFREE	CAREFREE PANTYLINERS	DDB SYDNEY	AUSTRALIA
DON'T CALL ME PRECIOUS	NIKE	NIKE CHINA CHILDREN'S DAY CAMPAIGN	R/GA SHANGHAI	CHINA
AUTOADS	CARSales.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne	AUSTRALIA
LOVE THY NEIGHBOR FILM	KAPISANAN NG MGA BRODKASTER NG PILIPINAS (KBP) OR ASSOCIATION OF BROADCASTER OF	KAPISANAN NG MGA BRODKASTER NG PILIPINAS (KBP) OR ASSOCIATION OF BROADCASTER OF	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
DISGUSTING STORIES	BAHAY TULUYAN INC. (SHELLTER HOUSE)	BAHAY TULUYAN INC. (SHELLTER HOUSE)	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
CHOOSE FOR CHANGE	P&G	SHIKSHA	LEO BURNETT INDIA, Mumbai	INDIA
D02 Interactive Video				
STOP THE HORROR	GO GENTLE AUSTRALIA	ASSISTED DYING	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
D04 Brand / Product Video				
THE PHILHARMONIC TURNTABLE ORCHESTRA	TECHNICS / PANASONIC CORPORATION	TECHNICS / SL-1200	DENTSU INC., Tokyo	JAPAN
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo	JAPAN
MUSICAL REVIEWS	BOSE	BOSE SOUNDLINK REVOLVE SPEAKER	GREY, Singapore	SINGAPORE
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY, Melbourne	AUSTRALIA
E01 Social Business & Commerce				
AUTOADS	CARSales.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne	AUSTRALIA
E02 Social Purpose				
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai	INDIA
MARRIAGE EQUALITY - 'FOR EVERY BACHELOR AND BACHELORETTE'	THE EQUALITY CAMPAIGN AUSTRALIA	MARRIAGE EQUALITY AUSTRALIA	THE EQUALITY CAMPAIGN, Sydney	AUSTRALIA
#REPRESENTLOVE	TINDER	TINDER	MARCEL SYDNEY	AUSTRALIA
E03 Innovative Use of Social or Community				
WASTELAND WITH A V	FRUCOR	V ENERGY DRINK	TKT SYDNEY	AUSTRALIA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
BLUIE	THE STAR	BLUIE	BASHFUL, Sydney	AUSTRALIA
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	whiteGREY MELBOURNE	AUSTRALIA
E04 Real-time Response				
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA
PRIDE JERSEY	AIG JAPAN	CSR	TBWA/HAKUHODO INC., Tokyo	JAPAN
E05 Influencer / Talent				

PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
THE PHILHARMONIC TURNTABLE ORCHESTRA	TECHNICS/PANASONIC CORPORATION	TECHNICS/ SL-1200	DENTSU INC., Tokyo	JAPAN
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai	INDIA
PRIDE JERSEY	AIG JAPAN	CSR	TBWA/HAKUHODO INC., Tokyo	JAPAN
CALLING ALL WILL SMITHS	NETFLIX	BRIGHT MOVIE	WE ARE SOCIAL, Sydney	AUSTRALIA
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo	JAPAN
VICKS-TOUCH OF CARE	P&G	VICKS	20:20 MSL, Mumbai	INDIA
E06 Co-Creation & User Generated Content				
SELFESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENZO BBDO, Auckland	NEW ZEALAND
CALLING ALL WILL SMITHS	NETFLIX	BRIGHT MOVIE	WE ARE SOCIAL, Sydney	AUSTRALIA
MAKE MY IDEA	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY	LEO BURNETT SYDNEY	AUSTRALIA
ANAK	SUYEN CORPORATION	SUYEN CORPORATION	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
E07 Content Placement				
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA
PIRACY VS. PIRACY	GLOBE TELECOM	GLOBE TELECOM	PUBLICIS JIMENEZBASIC, Makati City	THE PHILIPPINES
E08 Community Building & Management				
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
CALLING ALL WILL SMITHS	NETFLIX	BRIGHT MOVIE	WE ARE SOCIAL, Sydney	AUSTRALIA
E09 Social Data & Insight				
EXPERIMENT FOR THE SMART	TENCENT	TENCENT	TENCENT, Shenzhen	CHINA
F01 Branded Games				
CAR CURLING	HYUNDAI MOTOR COMPANY	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai	INDIA
NIKE REACTLAND	NIKE	NIKE REACT	WIEDEN+KENNEDY SHANGHAI	CHINA
G01 Tangible Tech				
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
LUCY	PRINCE OF WALES HOSPITAL	PRINCE OF WALES HOSPITAL - SPINAL UNIT	DELOITTE AUSTRALIA, Melbourne	AUSTRALIA
G02 Spatial Tech				
SAFETY SPOKES	EYES, JAPAN CO. LTD.	FUKUSHIMA WHEELS	OGILVY JAPAN, Tokyo	JAPAN
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA
G03 Digital Billboard				
SAFETY SPOKES	EYES, JAPAN CO. LTD.	FUKUSHIMA WHEELS	OGILVY JAPAN, Tokyo	JAPAN
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
H01 Integrated Multi-Platform Campaign (Online & Offline)				
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai	INDIA
UNWRITTEN REVIEWS	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA