



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Food & Drink				
MY STRAW	BINGGRAE BANANA-FLAVORED MILK	BANANA-FLAVORED MILK	INNORED, Seoul	SOUTH KOREA
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
A03 Healthcare				
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWAINDIA, Mumbai	INDIA
A04 Consumer Durables				
STEAL PROPERE	ADIDAS JAPAN K.K.	PROPERE	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
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				
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY, Melbourne	AUSTRALIA
A07 Travel				
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS, Sydney	AUSTRALIA
A11 Consumer Services				
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC., Tokyo	JAPAN
SAY IT TIKA	VODAFONE NEW ZEALAND	BRAND	FCB NEW ZEALAND, Auckland	NEW ZEALAND
INCONVENIENCE STORES	SWANN INSURANCE	MOTORCYCLE INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
A12 Corporate Social Responsibility (CSR) / Corporate Image				
THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ (THAILAND) ,THAIHEALTH	MERCEDES-BENZ SPRINTER	BBDO BANGKOK	THAILAND
PROJECT FREE PERIOD	STAYFREE	SANITARY NAPKINS	DDB MUDRA, Mumbai	INDIA
PRIDE JERSEY	AIG JAPAN	CSR	TBWAHAKUHODO INC., Tokyo	JAPAN
MY CRAYON PROJECT	SHISEIDO	NO PRODUCT	R/GA TOKYO	JAPAN
SINDOOR KHELA - NO CONDITIONS APPLY	THE TIMES OF INDIA	NEWSPAPER	FCBULKA, Gurgaon	INDIA
A13 Not-for-profit / Charity / Government				
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
B02 Use of Ambient Media: Small Scale				
SELFESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
SIP SAFE	MONASH UNIVERSITY	SIP SAFE	Y&R ANZ, Melbourne	AUSTRALIA
FRIED CHICKEN BATH BOMBS	KFC	KFC FRIED CHICKEN BATH BOMBS	GEOMETRY GLOBAL, Tokyo	JAPAN
MY CRAYON PROJECT	SHISEIDO	NO PRODUCT	R/GA TOKYO	JAPAN
B03 Use of Ambient Media: Large Scale				
STEAL PROPERE	ADIDAS JAPAN K.K.	PROPERE	DENTSU INC., Tokyo	JAPAN
THE REVERSE GLOBAL WARMING PROJECT	GREENPEACE INTERNATIONAL GREENPEACE AUSTRALIA PACIFIC	THE REVERSE GLOBAL WARMING PROJECT	OGILVY SINGAPORE	SINGAPORE
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
INCONVENIENCE STORES	SWANN INSURANCE	MOTORCYCLE INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
B05 Use of Print / Outdoor				
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
B06 Use of Technology				
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
C01 Use of Digital Platforms				
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne	AUSTRALIA
C02 Use of Mobile				
SELFESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
BIRD HEARING TEST	PANASONIC	HEARING AID	HAKUHODO INC., Tokyo	JAPAN
C03 Use of Social Platforms				
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
#REPRESENTLOVE	TINDER	TINDER	MARCEL SYDNEY	AUSTRALIA
C04 Real-time Response				
MARRIAGE EQUALITY - 'FOR EVERY BACHELOR AND BACHELORETTE'	THE EQUALITY CAMPAIGN AUSTRALIA	MARRIAGE EQUALITY AUSTRALIA	THE EQUALITY CAMPAIGN, Sydney	AUSTRALIA
C05 Co-creation & User Generated Content				
WASTELAND WITH A V	FRUCOR	V ENERGY DRINK	TKT SYDNEY	AUSTRALIA
SIT IMPROPER	P&G	WHISPER ULTRA SOFT	LEO BURNETT INDIA, Mumbai	INDIA
D02 Data-driven Targeting				
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY, Melbourne	AUSTRALIA
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA
D03 Use of Real-time Data				

MAKE IT METAL	SONY MUSIC LABELS (JAPAN) INC.	CROSSFAITH (MUSIC ARTISTS)	OGILVY JAPAN, Tokyo	JAPAN
E01 Acquisition & Retention				
HAUNTED M&M'S®	MARS NZ	M&M'S	COLENSO BBDO, Auckland	NEW ZEALAND
E02 Launch / Re-launch				
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
THE IKEA HUMAN CATALOGUE	IKEA	IKEA CATALOGUE	BBH, Singapore	SINGAPORE
F02 Art Direction / Design				
THE BULLETPROOF NOVEL	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN
F03 Experience Design				
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
G01 Integrated Campaign Led by Direct				
SELFIESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
GOULBURN VALLEY FOOD TOURS	SPC ARDMONA	GOULBURN VALLEY FRUIT	SPC ARDMONA, Melbourne	AUSTRALIA
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS, Sydney	AUSTRALIA
AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne	AUSTRALIA
G02 Low Budget / High Impact Campaign				
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
THE ANTI-BULLYING BULLYING VIDEOS	VOICE OF THE CHILDREN	VOICE OF THE CHILDREN	LEO BURNETT MALAYSIA, Kuala Lumpur	MALAYSIA