

Film Craft Shortlist 2018



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Direction				
THE WORLD'S MOST ENTERTAINING POLICE RECRUITMENT VIDEO	NEW ZEALAND POLICE	POLICE RECRUITMENT	THE SWEET SHOP, Auckland	NEW ZEALAND
THE DANCE	SPEIGHT'S	BEER	THE SWEET SHOP, Auckland	NEW ZEALAND
ROY'S STORY	MITRE 10	MITRE 10 STORE	THE SWEET SHOP, Auckland	NEW ZEALAND
A CAR(D) LIFE STORY	TOYOTA FINANCE	TS CUBIC CARD	ADK, Tokyo	JAPAN
BODYBUILDER	UNILEVER	POND'S MEN LIGHTNING OIL SCRUB	OGILVY SINGAPORE	SINGAPORE
THE SECRET	MONDE NISSIN (THAILAND) CO., LTD.	VOIZ WAFFLE CHOCOLATE	OGILVY, Bangkok	THAILAND
THE STORY OF KAVERI (AND EVERY RIVER EVERYWHERE)	REFORESTINDIA.IN	REFORESTATION	EARLY MAN FILMS, Mumbai	INDIA
JORDAN : EVERY 2ND COUNTS	BRAND JORDAN	JORDAN BASKETBALL : AJ32S	AKQA, Shanghai	CHINA
FRIENDSHIT	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREYNJ UNITED, Bangkok	THAILAND
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo	JAPAN
THREE MINUTES	APPLE	IPHONE X	TBWA/MEDIA ARTS LAB, Shanghai	CHINA
AKE DEMO	SUNETA HOUSE	NEW DIRECTOR SHOWREEL	SUNETA HOUSE, Bangkok	THAILAND
BEREAVEMENT FRANK	WESTPAC	PERSONAL BANKING	FINCH, Sydney	AUSTRALIA
DUCKFACE	PEDIGREE	SELFISTIX	FINCH, Sydney	AUSTRALIA
ARMOURED TRUCK	LOTTO NEW ZEALAND	LOTTO POWERBALL	SCOUNDREL, Sydney	AUSTRALIA
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
STOP THE HORROR	GO GENTLE AUSTRALIA	ASSISTED DYING	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
HELP. IT'S WHAT WE DO.	WESTPAC	200 YEARS BRAND TVC	EXIT FILMS, Sydney	AUSTRALIA
A02 Script				
HAIR TALK	UNILEVER	SUNSILK	J. WALTER THOMPSON BANGKOK	THAILAND
7'	7-ELEVEN TAIWAN	CITY CAFE	ADK TAIWAN, Taipei City	CHINESE TAIPEI
FRIENDSHIT	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREYNJ UNITED, Bangkok	THAILAND
ARMOURED TRUCK	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND, Auckland	NEW ZEALAND
THE DANCE	LION	SPEIGHTS	DDB NEW ZEALAND, Auckland	NEW ZEALAND
BLACK SLAM	RAYMOND	ALL-BLACK FABRIC COLLECTION	GREY INDIA, Mumbai	INDIA
THE ORIGINAL FLAVOUR 1/2	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei City	CHINESE TAIPEI
A03 Casting				
WHAT DO YOU BRING TO THE TABLE?	GOODMAN FIELDER	VOGEL'S	CURIOUS FILM, Auckland	NEW ZEALAND
FRIENDSHIT	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREYNJ UNITED, Bangkok	THAILAND
ARMOURED TRUCK	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND, Auckland	NEW ZEALAND
THE DANCE	LION	SPEIGHTS	DDB NEW ZEALAND, Auckland	NEW ZEALAND
FRANK	WESTPAC	FINANCIAL SERVICES	DDB SYDNEY	AUSTRALIA
WESTPAC 200	WESTPAC AUSTRALIA	BANKING	DDB SYDNEY	AUSTRALIA
STOP THE HORROR	GO GENTLE AUSTRALIA	ASSISTED DYING	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
A04 Production Design / Art Direction				
A CAR(D) LIFE STORY	TOYOTA FINANCE	TS CUBIC CARD	ADK, Tokyo	JAPAN
THE LOST NIGHT	HEALTH PROMOTION AGENCY	SAY YEAH, NAH	FCB NEW ZEALAND, Auckland	NEW ZEALAND
THE STORY OF KAVERI (AND EVERY RIVER EVERYWHERE)	REFORESTINDIA.IN	REFORESTATION	EARLY MAN FILMS, Mumbai	INDIA
FRIENDSHIT	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREYNJ UNITED, Bangkok	THAILAND
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo	JAPAN
A VERY MERRY MISTAKE	AIR NEW ZEALAND	TRAVEL & TOURISM	FINCH, Sydney	AUSTRALIA
WESTPAC 200	WESTPAC AUSTRALIA	BANKING	DDB SYDNEY	AUSTRALIA
DIGI NATIONAL DAY_A SPECIAL LITTLE PLACE	DIGI TELECOMMUNICATIONS	MOBILE SERVICE PROVIDER	DIRECTORS THINK TANK, Petaling Jaya	MALAYSIA
A05 Cinematography				
THE STORY OF KAVERI (AND EVERY RIVER EVERYWHERE)	REFORESTINDIA.IN	REFORESTATION	EARLY MAN FILMS, Mumbai	INDIA
TINY DOLL	KIMBERLY - CLARK	KLEENEX	J. WALTER THOMPSON BANGKOK	THAILAND
FORCE	NIKE	AIR FORCE 1	DENTSU ISOBAR, Tokyo	JAPAN
YAMAZAKI MOMENTS	SUNTORY HOLDINGS LTD.	SUNTORY YAMAZAKI DISTILLERY	DENTSU INC., Tokyo	JAPAN
THE KALEIDOSCOPE SEASON 2 EPISODE 2 THE OPM VINYL COLLECTOR	GLOBE TELECOM	TELECOMMUNICATIONS	WYD PRODUCTIONS, Makati City	THE PHILIPPINES
HAPPINESS ALONGSIDE YOUR JOURNEY	FAW TOYOTA MOTOR	COROLLA	BEIJING DENTSU	CHINA
WESTPAC 200	WESTPAC AUSTRALIA	BANKING	DDB SYDNEY	AUSTRALIA
TIFFANY BLUE	TIFFANY & CO. JAPAN INC., RECRUIT MARKETING PARTNERS CO.,LTD.	TIFFANY / ENGAGEMENT RING	GEEK PICTURES, Tokyo	JAPAN
ION ORCHARD	ION ORCHARD	JEWELLERY & WATCHES	ORCHARD TURN DEVELOPMENTS PTE LTD, Singapore	SINGAPORE
RUGBY FIGHTER	REBEL SPORT	RETAIL	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
A06 Editing				
JORDAN : EVERY 2ND COUNTS	BRAND JORDAN	JORDAN BASKETBALL : AJ32S	AKQA, Shanghai	CHINA
THE PHILHARMONIC TURNTABLE ORCHESTRA	TECHNICS/PANASONIC CORPORATION	TECHNICS/ SL-1200	DENTSU INC., Tokyo	JAPAN
FRIENDSHIT	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREYNJ UNITED, Bangkok	THAILAND
FORCE	NIKE	AIR FORCE 1	DENTSU ISOBAR, Tokyo	JAPAN
WESTPAC 200	WESTPAC AUSTRALIA	BANKING	DDB SYDNEY	AUSTRALIA
THE MORE THE MERRIER - DIG IN DOUG	ALDI AUSTRALIA	ALDI AUSTRALIA	ARC EDIT, Sydney	AUSTRALIA
STOP THE HORROR	GO GENTLE AUSTRALIA	GO GENTLE AUSTRALIA	ARC EDIT, Sydney	AUSTRALIA

THE DANCE	SPEIGHTS	SPEIGHTS	ARC EDIT, Sydney	AUSTRALIA
A07 Use of Original Music				
THE BRIEFCASE	SINGAPORE AIRLINES	SINGAPORE AIRLINES	FUSE ADVENTURES IN AUDIO, Singapore	SINGAPORE
RUN IT	NIKE	NIKE	WIEDEN+KENNEDY TOKYO	JAPAN
FORCE	NIKE	AIR FORCE 1	DENTSU ISOBAR, Tokyo	JAPAN
MAKING THE CUT	CELCOM AXIATA BERHAD	XPAX PREPAID	CELCOM, Kuala Lumpur	MALAYSIA
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	AOI PRO. INC., Tokyo	JAPAN
BLACK DOG SYNDROME	CARE	SOCIAL PROBLEM AWARENESS	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
A08 Use of Licensed or Adapted Music				
BIRTH	SINGAPORE LIFE	LIFE INSURANCE	DENTSU SINGAPORE	SINGAPORE
THE PHILHARMONIC TURNTABLE ORCHESTRA	TECHNICS / PANASONIC CORPORATION	TECHNICS / SL-1200	DENTSU INC., Tokyo	JAPAN
BODYBUILDER	UNILEVER	POND'S MEN LIGHTNING OIL SCRUB	OGILVY SINGAPORE	SINGAPORE
THE STORY OF KAVERI (AND EVERY RIVER EVERYWHERE)	REFORESTINDIA.IN	REFORESTATION	EARLY MAN FILMS, Mumbai	INDIA
START SOMETHING EPIC	TINDER LLC	TINDER APP	BBH INDIA, Delhi	INDIA
DISGUSTING STORIES	BAHAY TULUYAN INC. (SHELLTER HOUSE)	BAHAY TULUYAN INC. (SHELLTER HOUSE)	TBWA SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
BIA-MAI-YORM-PLEAN-P-LANG (THE INSURANCE FEE THAT NEVER CHANGES)	SYN MUN KONG INSURANCE PLC.	MOTOR INSURANCE "KON KRUNG"	RABBIT DIGITAL GROUP, Bangkok	THAILAND
HEROES (MUSIC)	WESTPAC	HELP IS WHO WE ARE CAMPAIGN	LEVEL TWO MUSIC, Melbourne	AUSTRALIA
FRANK (MUSIC)	WESTPAC	BEREAVEMENT	LEVEL TWO MUSIC, Melbourne	AUSTRALIA
A09 Sound Design				
UN WOMEN - LEAVE NO WOMEN BEHIND	UN WOMEN	CHARITY	RUMBLE STUDIOS, Sydney	AUSTRALIA
THE PHILHARMONIC TURNTABLE ORCHESTRA	TECHNICS / PANASONIC CORPORATION	TECHNICS / SL-1200	DENTSU INC., Tokyo	JAPAN
FORCE	NIKE	AIR FORCE 1	DENTSU ISOBAR, Tokyo	JAPAN
BEYOND NOW	TOKYU GROUP	SHIBUYA	TOKYU AGENCY INC., Tokyo	JAPAN
A10 Animation				
LOST PANDA	TILE	TILE	ALT.VFX, Brisbane	AUSTRALIA
TOYOTA - DRIVE HAPPY	TOYOTA NEW ZEALAND	TOYOTA	ALT.VFX, Brisbane	AUSTRALIA
KUNGFU WATER	VATTI	TRINITY HEALTHY DISHWASHER	THE NINE, Shanghai	CHINA
JOY STORY: JOY AND HERON	JD.COM	JD MASCOT- JOY	180 CHINA, Beijing	CHINA
ENJOY SCHOOL DAYS	NTTDOCOMO	STUDENT DISCOUNT	SUN-AD COMPANY, Tokyo	JAPAN
A11 Visual Effects				
LOST PANDA	TILE	TILE	ALT.VFX, Brisbane	AUSTRALIA
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo	JAPAN
HONDA - 'THE JOY OF MOVING YOU'	HONDA	HONDA	BLACKBIRD, Sydney	AUSTRALIA
HELP. IT'S WHAT AUSTRALIANS DO	WESTPAC	WESTPAC	ALT.VFX, Brisbane	AUSTRALIA