



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
<b>A01 Food &amp; Drink</b>						
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland *	NEW ZEALAND	APN OUTDOOR, Auckland	NEW ZEALAND
<b>A02 Other FMCG</b>						
GILLETTE BACHELOR OF SHAVING	P&G INDIA	GILLETTE	MEDIACOM, Mumbai *	INDIA		
<b>A03 Healthcare</b>						
CANESTEN - THRUSH: THE MUSICAL	BAYER	CANESTEN	PHD, Sydney *	AUSTRALIA	PHD, Sydney	AUSTRALIA
THE FLIXONASE ALLERGY MONITOR	GSK	FLIXONASE NASAL ALLERGY SPRAY	MEDIACOM, Beijing *	CHINA	MEDIACOM, Beijing	CHINA
<b>A05 Automotive</b>						
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
VOLVO LIGHTNING POWERED BILLBOARD	VOLVO	VOLVO CAR S90 T8 PLUG-IN HYBRID	GREY NJ UNITED, Bangkok *	THAILAND	MAXUS THAILAND, Bangkok	THAILAND
AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne *	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>A06 Retail</b>						
FULL STOP DELIVERY	MCDONALD'S	MCDELIVERY	TBWA/THAILAND, Bangkok *	THAILAND	OMD, Bangkok	THAILAND
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY, Melbourne *	AUSTRALIA	UM, Sydney	AUSTRALIA
HIJACKING THE LARGEST SHOPPING FESTIVAL IN THE WORLD	UNIQLO/FAST RETAILING	UNIQLO STORES	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>A07 Travel</b>						
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY *	AUSTRALIA	UM, Sydney	AUSTRALIA
<b>A09 Media / Entertainment</b>						
PLAY THE GIFT	SKY PERFECT JSAT CORPORATION * PIZZA OF DEATH RECORDS	HI-STANDARD "THE GIFT"	DENTSU INC., Tokyo *	JAPAN		
<b>A12 Corporate Social Responsibility (CSR) / Corporate Image</b>						
SAFETY SPOKES	EYES, JAPAN CO. LTD.	FUKUSHIMA WHEELS	OGILVY JAPAN, Tokyo *	JAPAN		
VECTOR LIGHTS	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	COLENZO BBDO, Auckland *	NEW ZEALAND		
MY CRAYON PROJECT	SHISEIDO	NO PRODUCT	R/GA TOKYO *	JAPAN	R/GA TOKYO	JAPAN
<b>A13 Not-for-profit / Charity / Government</b>						
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne *	AUSTRALIA	VIZEUM, Sydney	AUSTRALIA
STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai *	INDIA		
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland *	NEW ZEALAND		
<b>B01 Use of TV &amp; Other Screens</b>						
MARRIAGE EQUALITY - 'FOR EVERY BACHELOR AND BACHELORETTE'	THE EQUALITY CAMPAIGN AUSTRALIA	MARRIAGE EQUALITY AUSTRALIA	LEO BURNETT MELBOURNE	AUSTRALIA	WRIGLEY AUSTRALIA, Knoxfield	AUSTRALIA
AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne *	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>B02 Use of Audio Platforms</b>						
NIKE ROLE PLAYING RUN	NIKE GREATER CHINA	NIKE RUNNING	AKQA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>B03 Use of Print / Outdoor</b>						
VECTOR LIGHTS	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	COLENZO BBDO, Auckland *	NEW ZEALAND		
VOLVO LIGHTNING POWERED BILLBOARD	VOLVO	VOLVO CAR S90 T8 PLUG-IN HYBRID	GREY NJ UNITED, Bangkok *	THAILAND	MAXUS THAILAND, Bangkok	THAILAND
<b>B04 Use of Ambient Media: Small Scale</b>						
SIP SAFE	MONASH UNIVERSITY	SIP SAFE	Y&R ANZ, Melbourne *	AUSTRALIA	Y&R ANZ, Melbourne	AUSTRALIA
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS, Sydney *	AUSTRALIA		
SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	CSR	GREY INDIA, Mumbai *	INDIA	GREY INDIA, Mumbai	INDIA
<b>B05 Use of Ambient Media: Large Scale</b>						
MCDELIVERY PIN	MCDONALD'S PHILIPPINES	MCDONALD'S	LEO BURNETT MANILA *	THE PHILIPPINES	STARCOM, Makati City	THE PHILIPPINES
RUN THE WORLD	NIKE	NIKE	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>B06 Use of Events</b>						
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore *	PAKISTAN		
TAP FOR YOUR TOWN	MASTERCARD	CONTACTLESS PAYMENT	McCANN SYDNEY *	AUSTRALIA	CARAT, Sydney	AUSTRALIA
<b>B07 Use of Stunts</b>						
HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK *	THAILAND	VERVE, Bangkok	THAILAND
BEATING THE UNBEATABLE	DORITOS/PEPSICO.	DORITOS LAUNCH IN CHINA	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>B08 Use of Digital Platforms</b>						
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland *	NEW ZEALAND		
AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne *	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>B09 Use of Mobile</b>						
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne *	AUSTRALIA	VIZEUM, Sydney	AUSTRALIA
WIN OVER CHINA GIFTING SEASON	UNIQLO/FAST RETAILING	UNIQLO SENIOR SERIES	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>B10 Use of Social Platforms</b>						
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC, Tokyo *	JAPAN		
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY *	AUSTRALIA	UM, Sydney	AUSTRALIA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne *	AUSTRALIA	VIZEUM, Sydney	AUSTRALIA
DREAMJOB	VODAFONE FOUNDATION	VODAFONE DREAMLAB APP	J. WALTER THOMPSON, Sydney *	AUSTRALIA	WAVEMAKER, Sydney	AUSTRALIA

B11 Use of Technology						
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland *	NEW ZEALAND		
C01 Use of Data Driven Insight						
LITTLE MOMENTS. BIGGER THINGS	SAMSUNG	NOTE 8 PHONE	DIGITAS, Singapore *	SINGAPORE	STARCOM, Singapore	SINGAPORE
ACTIVATING INFECTION ALERT SYSTEM IN RURAL INDIA	HINDUSTAN UNILEVER LIMITED	LIFEBUOY	MINDSHARE, Mumbai *	INDIA	MINDSHARE, Mumbai	INDIA
C02 Use of Real-time Data						
RED ROCK DELI, THE SYNC TO SALES	PEPSICO	RED ROCK DELI TASTE SPACE	PHD, Sydney *	AUSTRALIA	PHD, Sydney	AUSTRALIA
GOOGLE MAPS 2-WHEELER	GOOGLE	GOOGLE MAPS	TOASTER LIMITED SINGAPORE BRANCH *	SINGAPORE	ESSENCE, Singapore	SINGAPORE
C03 Data Driven Targeting						
RED ROCK DELI, THE SYNC TO SALES	PEPSICO	RED ROCK DELI TASTE SPACE	PHD, Sydney *	AUSTRALIA	PHD, Sydney	AUSTRALIA
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY, Melbourne *	AUSTRALIA	UM, Sydney	AUSTRALIA
HIJACKING THE LARGEST SHOPPING FESTIVAL IN THE WORLD	UNIQLO/FAST RETAILING	UNIQLO STORES	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
D01 Use of Brand or Product Integration into a Programme or Platform						
WASTELAND WITH A V	FRUCOR	V ENERGY DRINK	TKT SYDNEY *	AUSTRALIA		
SAMSUNG-NDTV CAMERA PARTNERSHIP	SAMSUNG INDIA PRIVATE LIMITED	SAMSUNG SMARTPHONE CAMERAS	LODESTAR UM, Mumbai *	INDIA	LODESTAR UM, Mumbai	INDIA
DEADPOOL HIJACKS GOVERNMENT BROADCASTER	TWENTIETH CENTURY FOX	DEADPOOL 2	MEDIACOM NEW ZEALAND, Auckland *	NEW ZEALAND	MEDIACOM NEW ZEALAND, Auckland	NEW ZEALAND
D02 Use of Branded Content created for Digital or Social						
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC, Tokyo *	JAPAN		
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY *	AUSTRALIA	UM, Sydney	AUSTRALIA
NIKE BELIEVE IN MORE : ZHOU DONGYU	NIKE GREATER CHINA	NIKE WOMEN	AKQA, Shanghai *	CHINA		
CANESTEN - THRUSH: THE MUSICAL	BAYER	CANESTEN	PHD, Sydney *	AUSTRALIA	PHD, Sydney	AUSTRALIA
UNMUTE	MOVEMBER	SUICIDE PREVENTION	CUMMINS & PARTNERS, Melbourne *	AUSTRALIA		
ŠKODA X HANDSOME DANCER 'COINCIDANCE' VOLKSWAGEN		ŠKODA	ŠKODA TAIWAN, Taipei City	CHINESE TAIPEI	PHD TAIWAN, Taipei *	CHINESE TAIPEI
E01 Use of Integrated Media						
TURNING A BISCUIT AD INTO A FILM	CAMPBELL ARNOTTS	ARNOTTS BISCUITS	Y&R ANZ, Auckland *	NEW ZEALAND	Y&R ANZ, Auckland	NEW ZEALAND
F01 Excellence in Media Insights & Strategy						
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland *	NEW ZEALAND	APN OUTDOOR, Auckland	NEW ZEALAND
SANTALINE: ONE PHONE CALL, TWO MAGICAL CHRISTMASSES	SPARK	SPARK SANTALINE	COLENZO BBDO, Auckland	NEW ZEALAND	PHD, Auckland *	NEW ZEALAND
F03 Excellence in Media Execution						
VOLVO LIGHTNING POWERED BILLBOARD	VOLVO	VOLVO CAR S90 T8 PLUG-IN HYBRID	GREYIJ UNITED, Bangkok *	THAILAND	MAXUS THAILAND, Bangkok	THAILAND