

Outdoor Shortlist 2018



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A04 Consumer Durables				
BLOCK OUT THE CHAOS: WORLD LEADERS	JBL (ITECT LTD)	HEADPHONES	CHEIL WORLDWIDE, Hong Kong	HONG KONG
BLOCK OUT THE CHAOS: FOOTBALL MANAGERS	JBL (ITECT LTD)	HEADPHONES	CHEIL WORLDWIDE, Hong Kong	HONG KONG
DRAGON	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
WHALE	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
KING KONG	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
A06 Retail				
DRAGSTER	KFC BIRDLAND (HONG KONG) LTD	KFC	OGILVY HONG KONG	HONG KONG
SHUTTLE	KFC BIRDLAND (HONG KONG) LTD	KFC	OGILVY HONG KONG	HONG KONG
HEROES	KFC BIRDLAND (HONG KONG) LTD	KFC	OGILVY HONG KONG	HONG KONG
B02 Other FMCG				
INTERVIEW 1	SC JOHNSON	KIWI QUALITY SHOE CARE	OGILVY JAPAN, Tokyo	JAPAN
FOOT	UNILEVER PHILIPPINES INC.	MASTER FACIAL SCRUB	OGILVY PHILIPPINES, Makati City	THE PHILIPPINES
FIELD	MESSY BESSY	MESSY BESSY DISINFECTANT AROMA SPRAY	BBDO GUERRERO, Makati City	THE PHILIPPINES
FOREST	MESSY BESSY	MESSY BESSY DISINFECTANT AROMA SPRAY	BBDO GUERRERO, Makati City	THE PHILIPPINES
B03 Healthcare				
BEAR	YANHEE HOSPITAL	ACUPUNCTURE	DENTSU THAILAND, Bangkok	THAILAND
ELEPHANT	YANHEE HOSPITAL	ACUPUNCTURE	DENTSU THAILAND, Bangkok	THAILAND
B04 Consumer Durables				
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WHALE	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
KING KONG	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
B06 Retail				
THE MEETING	MCDONALD'S	MCDONALD'S 24 HOURS	TBWA/THAILAND, Bangkok	THAILAND
MORNING SHIFT	MCDONALD'S	MCDONALD'S 24 HOURS	TBWA/THAILAND, Bangkok	THAILAND
DESIGNER	MCDONALD'S	MCDONALD'S 24 HOURS	TBWA/THAILAND, Bangkok	THAILAND
DRAGSTER	KFC BIRDLAND (HONG KONG) LTD	KFC	OGILVY HONG KONG	HONG KONG
SHUTTLE	KFC BIRDLAND (HONG KONG) LTD	KFC	OGILVY HONG KONG	HONG KONG
HEROES	KFC BIRDLAND (HONG KONG) LTD	KFC	OGILVY HONG KONG	HONG KONG
B07 Travel				
BEACH	THAI AIRASIA	WEEKDAYS TOURISM CAMPAIGN	BBDO BANGKOK	THAILAND
B09 Media / Entertainment				
CINDERELLA	STORYTEL	STORYTEL AUDIOBOOKS	McCANN INDIA, Mumbai	INDIA
SNOW WHITE	STORYTEL	STORYTEL AUDIOBOOKS	McCANN INDIA, Mumbai	INDIA
ALICE	STORYTEL	STORYTEL AUDIOBOOKS	McCANN INDIA, Mumbai	INDIA
B11 Consumer Services				
POSTERS WITH STYLE	TONI & GUY	TONI & GUY SALONS	VML SEA & INDIA, Singapore	SINGAPORE
C02 Interactive & Dynamic Billboards / Posters				
UNMUTE DANIEL	SINGAPORE CHILDREN'S SOCIETY	CYBERBULLYING AWARENESS	MULLENLOWE SINGAPORE	SINGAPORE
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
C03 Ambient Use of Digital Technology				
TOKYO PEN PIXEL	MUJI	NO PRODUCT	R/GA TOKYO	JAPAN
SAMSUNG'S EMOJI FACELIFT	SAMSUNG	GALAXY S9 AND S9+	LEO BURNETT SYDNEY	AUSTRALIA
C04 Ambient Experiential & Immersive Digital				
VR DIGITAL PUPPETRY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
D01 Standard Sites				
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
D02 Ambient Outdoor				
VECTOR LIGHTS	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	COLENSO BBDO, Auckland	NEW ZEALAND
INCONVENIENCE STORES	SWANN INSURANCE	MOTORCYCLE INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
THIS IS A TREE	PACIFIC PAINT (BOYSEN) PHILIPPINES INC.	PACIFIC PAINT (BOYSEN) PHILIPPINES INC.	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN	CSR	ADK TAIWAN, Taipei City	CHINESE TAIPEI
E01 Non-standard Indoor Advertising				
RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN	CSR	ADK TAIWAN, Taipei City	CHINESE TAIPEI
E02 Small Scale Special Solutions				
SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	CSR	GREY INDIA, Mumbai	INDIA
E03 Special Build				
SANDCASTLE CEMETERIES	QIMR BERGHOFFER	MELANOMA AWARENESS	Y&R ANZ, Brisbane	AUSTRALIA
SOUND RECYCLE	HEINEKEN THAILAND	HEINEKEN	J. WALTER THOMPSON BANGKOK	THAILAND
INCONVENIENCE STORES	SWANN INSURANCE	MOTORCYCLE INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
E04 Live Advertising & Events				
FUTURE CUISINE RESTAURANT IBUKI	JAXA (JAPAN AEROSPACE EXPLORATION AGENCY)	ARTIFICIAL SATELLITE 'IBUKI'	ADK, Tokyo	JAPAN

THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
MELBOURNE'S LONGEST EVER ENCORE	PUBLIC TRANSPORT VICTORIA	NIGHT NETWORK	Y&R ANZ, Melbourne	AUSTRALIA
PAY BY PLAY	BANG LAMUNG HOME FOR BOYS	BANG LAMUNG HOME FOR BOYS	LEO BURNETT, Bangkok	THAILAND
E05 Interactive Outdoor Experiences				
THE REVERSE GLOBAL WARMING PROJECT	GREENPEACE INTERNATIONAL GREENPEACE AUSTRALIA PACIFIC	THE REVERSE GLOBAL WARMING PROJECT	OGILVY SINGAPORE	SINGAPORE
NIKE REACT STUNT	NIKE	NIKE REACT SNICKERS	WIEDEN+KENNEDY SHANGHAI	CHINA
INCONVENIENCE STORES	SWANN INSURANCE	MOTORCYCLE INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
EASY OPEN SEATS	VOLKSWAGEN	TECHNOLOGY	DDB SYDNEY	AUSTRALIA
E06 Transit				
PLAYSTREET	JOHNSON & JOHNSON	JOHNSON'S BABY	BBDO GUERRERO, Makati City	THE PHILIPPINES
F01 Integrated Campaign Led by Outdoor				
INCONVENIENCE STORES	SWANN INSURANCE	MOTORCYCLE INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA