Print & Publishing Shortlist 2018

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 Other FMCG				
GENOCIDE	STAEDTLER (THAILAND) LIMITED	STAEDTLER HIGHLIGHTER PENS	STAEDTLER THAILAND, BANGKOK	THAILAND
A03 Healthcare				
TRUE NO EMO: BEACH	TRUE CORPORATION	TRUE CORPORATION	GREYNJ UNITED, Bangkok	THAILAND
TRUE NO EMO: PARK	TRUE CORPORATION	TRUE CORPORATION	GREYNJ UNITED, Bangkok	THAILAND
A04 Consumer Durables				
DRAGON	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
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
CHOP-CHOP 2.0 PORK	AMMELOO	HOUSEHOLD PRODUCTS	AMBER CHINA, Shanghai	CHINA
CHOP-CHOP 2.0 BEEF	AMMELOO	HOUSEHOLD PRODUCTS	AMBER CHINA, Shanghai	CHINA
CHOP-CHOP 2.0 MUTTON	AMMELOO	HOUSEHOLD PRODUCTS	AMBER CHINA, Shanghai	CHINA
A06 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
GRAFFITI	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
A07 Travel				
BEACH	THAI AIRASIA	WEEKDAYS TOURISM CAMPAIGN	BBDO BANGKOK	THAILAND
A09 Media / Entertainment				
TONGUE-TIED	WISE MONKEY PUBLICATIONS	E-BOOK	DENTSU SINGAPORE	SINGAPORE
INTROVERT	WISE MONKEY PUBLICATIONS	E-BOOK	DENTSU SINGAPORE	SINGAPORE
A10 B2B				
BACK - SHAKESPEARE	GETTY IMAGES	360 IMAGES	HAVAS SHANGHAI	CHINA
BACK - EINSTEIN	GETTY IMAGES	360 IMAGES	HAVAS SHANGHAI	CHINA
A11 Consumer Services				
INJURED FARRARI	PANASONIC SECURITY SYSTEM	BAJAJ ALLIANZ CAR INSURANCE	TAPROOT DENTSU, Mumbai	INDIA
INJURED PEUGEOT	PANASONIC SECURITY SYSTEM	BAJAJ ALLIANZ CAR INSURANCE	TAPROOT DENTSU, Mumbai	INDIA
INJURED JAGAUR	PANASONIC SECURITY SYSTEM	BAJAJ ALLIANZ CAR INSURANCE	TAPROOT DENTSU, Mumbai	INDIA
INJURED LAMBORGHINI	PANASONIC SECURITY SYSTEM	BAJAJ ALLIANZ CAR INSURANCE	TAPROOT DENTSU, Mumbai	INDIA
A12 Corporate Social Responsibility (CSR) / Corporate Image				
OLD MAN	JAKARTA GLOBE	INTERNATIONAL DAY OF PEACE CAMPAIGN	HAKUHODO INDONESIA, Jakarta	INDONESIA
BOY	JAKARTA GLOBE	INTERNATIONAL DAY OF PEACE CAMPAIGN	HAKUHODO INDONESIA, Jakarta	INDONESIA
A13 Not-for-profit / Charity / Government				
TIGERS	FREELAND FOUNDATION	FREELAND	OGILVY, Bangkok	THAILAND
BEARS	FREELAND FOUNDATION	FREELAND	OGILVY, Bangkok	THAILAND
WOLVES	FREELAND FOUNDATION	FREELAND	OGILVY, Bangkok	THAILAND
B01 Innovative Use of Print				
DON'T EAT THE NEWS	RELIGARE HEALTH INSURANCE	RELIGARE HEALTH INSURANCE	FAMOUS INNOVATIONS, Mumbai	INDIA
C01 Original Print & Publishing				
THE BULLETPROOF NOVEL	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWA\INDIA, Mumbai	INDIA