

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A03 Cars & Automotive Products & Services				
THE X-TREME GOLF CUP	NISSAN MOTOR CO.	X-TRAIL HYBRID	TBWAHAKUHODO, Tokyo	JAPAN
TEST DRIVE FOR GOOD	LAND ROVER PHILIPPINES	LAND ROVER DISCOVERY SPORT	Y&R SINGAPORE	SINGAPORE
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
BACKYARD BURGER KING	BURGER KING NEW ZEALAND	WHOPPER	COLENZO BBDO, Auckland	NEW ZEALAND
THE 'ALL-YOU-CAN'T-EAT'	FOOD PASSION	BAR-B-Q PLAZA	GREYnJ UNITED, Bangkok	THAILAND
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWAHAKUHODO, Tokyo	JAPAN
A05 Media & Publications				
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
A06 Financial Products & Services, Commercial Public Services, Business Products & Services				
MEMORIES FOR LIFE	HDFC LIFE	FINANCIAL SERVICES - LIFE INSURANCE	LEO BURNETT INDIA, Mumbai	INDIA
A07 Corporate Image & Sponsorship				
REUNITING MEMORIES FROM 1947	OLX	OLX	LEO BURNETT INDIA, Mumbai	INDIA
A08 Charities, Public Health & Safety, Public Awareness Messages				
THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
LIFE SAVING STICKERS	AUSTRALIA ROAD SAFETY FOUNDATION	LIFE SAVING STICKERS	GPY&R, Brisbane	AUSTRALIA
POCKET WITH LOVE	XIHAN ACTION /TENCENT	QIANG EMBROIDERY PROTECTION	PUBLICIS GUANGZHOU	CHINA
THE UGLY XMAS RASHIE	CANCER COUNCIL QUEENSLAND	THE UGLY XMAS RASHIE	RUMBLE CREATIVE & MEDIA, Brisbane	AUSTRALIA
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	TBWAISHANGHAI	CHINA
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN
#GODSAVETHEOCEAN	SPROUTS ENVIRONMENT TRUST	GANESHA IDOL	OGILVY & MATHER MUMBAI	INDIA
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
B01 Flat Mailing				
FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
B02 Dimensional Mailings				
THE RIDER REMINDER	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B03 Use of Ambient Media: Small Scale				
ANCHOR X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO, Auckland	NEW ZEALAND
LIFE SAVING STICKERS	AUSTRALIA ROAD SAFETY FOUNDATION	LIFE SAVING STICKERS	GPY&R, Brisbane	AUSTRALIA
SAVE YOUR VOICE	VIC'S MEAT	VIC'S MEAT SAVE YOUR VOICE	BASHFUL, Sydney	AUSTRALIA
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
TEST & DRIVE	AMARCHAND	OPTICAL BAZAAR.COM	J. WALTER THOMPSON INDIA, New Delhi	INDIA
B04 Use of Ambient Media: Large Scale				
HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALER/NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
THE X-TREME GOLF CUP	NISSAN MOTOR CO.	X-TRAIL HYBRID	TBWAHAKUHODO, Tokyo	JAPAN
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE
DIRTY WATERCOLOR	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
B05 Use of Print or Standard Outdoor				
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
C01 Use of Digital Platforms				
RATE MY ROOF	ORGIN ENERGY	ORIGIN ENERGY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
MEMORIES FOR LIFE	HDFC LIFE	FINANCIAL SERVICES - LIFE INSURANCE	LEO BURNETT INDIA, Mumbai	INDIA
C02 Use of Mobile				
SAFE&SOUND MUSIC PLAYER	LMG INSURANCE	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND
CELEBRITY TANTRUM	SAMSUNG AUSTRALIA	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA
SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	TBWAISHANGHAI	CHINA
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWAHAKUHODO, Tokyo	JAPAN
AMATEUR REPLAY	ALLIANZ	INSURANCE	OGILVY & MATHER SINGAPORE	SINGAPORE
C03 Use of Social Platforms				
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
TWEETING MACHINES	GE AUSTRALIA	CAREERS AT GE	CLEMENGER BBDO SYDNEY	AUSTRALIA
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
C04 Response / Real-time Activity				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DATA AUCTION	VIRGIN MOBILE	TELECOMMUNICATIONS	TBWAISYDNEY	AUSTRALIA
C05 Co-Creation & User Generated Content				

MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
C06 Use of New Technology				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
D01 Acquisitions				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENSO BBDO, Auckland	NEW ZEALAND
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
D02 Retention				
MEMORIES FOR LIFE	HDFC LIFE	FINANCIAL SERVICES - LIFE INSURANCE	LEO BURNETT INDIA, Mumbai	INDIA
E01 Copywriting				
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
E02 Art Direction / Design				
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE
E03 Experience Design				
G?U?M PLAY	G?U?M PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
CONNECT PEN & NOTEBOOK	OTSUKA PHARMACEUTICAL CO.	EDUCATION OF CRANIAL NERVE DISEASE	TOPPAN PRINTING, Tokyo	JAPAN
PICTURE BOOK WITHOUT PICTURES	FUJIFILM	PICTURE BOOK WITHOUT PICTURES	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
KIDS MOTOR SHOW	HYUNDAI MOTORS	CAR	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
F01 Integrated Campaign Led by Direct				
HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALER/NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
DADS #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
F02 Low Budget Campaign				
FORWARD THE CURE	UHPANG HOSPITAL FOUNDATION	UHPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN