

**DIRECT
WINNER 2016**



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
Gold Spike				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
Silver Spike				
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
FORWARD THE CURE	UHPANG HOSPITAL FOUNDATION	UHPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
Bronze Spike				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWAHAKUHODO, Tokyo	JAPAN
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
LIFE SAVING STICKERS	AUSTRALIA ROAD SAFETY FOUNDATION	LIFE SAVING STICKERS	GPY&R, Brisbane	AUSTRALIA
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
FORWARD THE CURE	UHPANG HOSPITAL FOUNDATION	UHPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
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
THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE
SAFE&SOUND MUSIC PLAYER	LMG INSURANCE	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND
CELEBRITY TANTRUM	SAMSUNG AUSTRALIA	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWAHAKUHODO, Tokyo	JAPAN
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
MEMORIES FOR LIFE	HDFC LIFE	FINANCIAL SERVICES - LIFE INSURANCE	LEO BURNETT INDIA, Mumbai	INDIA
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE
DADS #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN