

# FILM SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
<b>A01 Food</b>						
GO STRONG	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MASTERBRAND	COLENZO BBDO, Auckland *	NEW ZEALAND	EXIT FILMS, Auckland	NEW ZEALAND
THE OPPONENT	MEAT & LIVESTOCK AUSTRALIA	BEEF	BMF ADVERTISING, Sydney *	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
WORLD'S FIRST KAWAII MISO SOUP	MARUKOME	WORLD'S FIRST KAWAII MISO SOUP	DENTSU INC., Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo *	JAPAN
MOTHERS	PEDIGREE	MOTHER'S DAY CAMPAIGN	BBDO BANGKOK *	THAILAND	THE FILM FACTORY, Bangkok	THAILAND
<b>A02 Drinks</b>						
MOMOTARO EPISODE.4	SUNTORY HOLDINGS	PEPSI STRONG ZERO	TUGBOAT, Tokyo *	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
<b>A03 Fast Moving Consumer Goods</b>						
DADS #SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai *	INDIA		
ROCKET CAR	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA	REVOLVER/WILL O'ROURKE, Sydney / BISCUIT FILMWORKS, Los Angeles *	AUSTRALIA / USA
WHALE	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA	REVOLVER/WILL O'ROURKE, Sydney / BISCUIT FILMWORKS, Los Angeles *	AUSTRALIA / USA
<b>A04 Durable Consumer Goods</b>						
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS INDIA, Mumbai *	INDIA		
TALCUM POWDER	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	GUILTY CONTENT, Melbourne	AUSTRALIA
TRIM	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	GUILTY CONTENT, Melbourne	AUSTRALIA
LUNGES	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	GUILTY CONTENT, Melbourne	AUSTRALIA
FIREFLY MAN	INDEPENDENT INCUBATOR	OCEDEL	DRILL, Tokyo *	JAPAN		
JORDAN 30 YEARS ANNIVERSARY	JORDAN CHINA	JORDAN AJXXX	WIEDEN+KENNEDY SHANGHAI *	CHINA	LUNAR FILMS, Shanghai / SMUGGLER, London	CHINA / UNITED KINGDOM
<b>A05 Cars &amp; Automotive Products &amp; Services</b>						
WILD HORSE CHASE	HONDA AUSTRALIA	HONDA CR-V	LEO BURNETT MELBOURNE *	AUSTRALIA		
CHASE IT	HONDA AUSTRALIA	HONDA CIVIC	LEO BURNETT MELBOURNE *	AUSTRALIA	GOODOIL FILMS, Sydney / Alt.VFX, Brisbane	AUSTRALIA
INTRIGUE	VOLKSWAGEN	AMAROK	DDB, Sydney	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney *	AUSTRALIA
REVEAL	VOLKSWAGEN	AMAROK	DDB, Sydney	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney *	AUSTRALIA
<b>A06 Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b>						
A KIND DRONE (TVC VER.)	ENIGMO	BUYMA	DENTSU INC., Tokyo *	JAPAN	GEEK PICTURES, Tokyo	JAPAN
BAR-B-Q FULFILL	FOOD PASSION	BAR-B-Q PLAZA	GREYnJ UNITED, Bangkok *	THAILAND	PHENOMENA, Bangkok / CINE DIGITAL SOUND, Bangkok	THAILAND
THERE IS ONLY ONE BIG MAC	MCDONALD'S (TAIWAN)	BIG MAC	LEO BURNETT TAIWAN, Taipei *	CHINESE TAIPEI	YUAN YUAN PRODUCTIONS, Taipei City	CHINESE TAIPEI
<b>A07 Travel, Transport &amp; Leisure</b>						
A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWAISINGAPORE *	SINGAPORE	SIXTOES TV, Singapore / PHOTOPLAY FILMS, Sydney	SINGAPORE / AUSTRALIA
SOMETHING'S WRONG WITH THE TELEVISION	AIDEM	EAIDEM	DENTSU INC., Tokyo *	JAPAN		
EVERY SECOND COUNTS	ST KILDA FILM FESTIVAL	ST KILDA FILM FESTIVAL	FINCH, Sydney *	AUSTRALIA	FINCH, Sydney	AUSTRALIA
<b>A08 Media &amp; Publications</b>						
RUDAALI	ENTERTAINMENT NETWORK INDIA	RADIO MIRCHI	McCANN WORLDGROUP INDIA, Mumbai *	INDIA	JAMIC FILMS, Mumbai	INDIA
BUS	FOXTEL	FOXTEL BRAND ADVERTISING - FEATURED SERVICES: FOXTEL BOXSETS, FOXTEL ANYTIME (SV)	TBWAISYDNEY *	AUSTRALIA	FINCH, Sydney / THE BUTCHERY, Sydney	AUSTRALIA
<b>A09 Financial Products &amp; Services</b>						
KIDS	COMMONWEALTH BANK	COMMONWEALTH BANK	M&C SAATCHI, Sydney *	AUSTRALIA	GOODOIL FILMS, Sydney	AUSTRALIA
MAGICIAN	PNB METLIFE INDIA INSURANCE COMPANY	PNB METLIFE INSURANCE	McCANN WORLDGROUP INDIA, Mumbai *	INDIA	RAZORBLADE FILMS, Mumbai	INDIA
<b>A11 Commercial Public Services</b>						
DENG ADUT	WESTERN SYDNEY UNIVERSITY	WESTERN SYDNEY UNIVERSITY	VCD + WE.COLLECTIVE, Sydney *	AUSTRALIA	FINCH, Sydney	AUSTRALIA
<b>A12 Corporate Image &amp; Sponsorship</b>						
STRANGE CREATURES	WASEDA ACADEMY CO.	WASEDA ACADEMY	ASATSU-DK, Tokyo *	JAPAN	SICATA, Tokyo / ROBOT COMMUNICATIONS, Tokyo	JAPAN
ATM DAD	CCTV.COM	CHARITY/PUBLIC AWARENESS	CHEL, Beijing *	CHINA	FILMPLEXE PRODUCTION HOUSE, Beijing	CHINA
<b>A13 Public Health &amp; Safety</b>						
MY SON	CHINA'S CHILD SAFETY EMERGENCY RESPONSE	CHINA'S CHILD SAFETY EMERGENCY RESPONSE	BBH CHINA, Shanghai *	CHINA	Gravity Films, Shanghai	CHINA
<b>A14 Public Sector &amp; Awareness Messages</b>						
STOP IT AT THE START	AUSTRALIAN GOVERNMENT: DEPARTMENT OF SOCIAL SERVICES	NATIONAL PREVENTION CAMPAIGN TO REDUCE VIOLENCE AGAINST WOMEN	BMF ADVERTISING, Sydney *	AUSTRALIA	FINCH, Sydney	AUSTRALIA
THERE'S NO ONE SOMEONE WON'T MISS	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
<b>A15 Charities &amp; Appeals</b>						
CONGRATULATIONS	HONG KONG SHARK FOUNDATION / WILD AID	HONG KONG SHARK FOUNDATION / WILD AID	OGILVY & MATHER GROUP HONG KONG *	HONG KONG	TREACLE, Hong Kong	HONG KONG
45 KG	A.P. HONDA	A.P. HONDA BLOOD DONATION	DENTSU PLUS, Bangkok *	THAILAND	SUNSHINE ETC, Bangkok	THAILAND
'NEVER WALK ALONE'	DANCHURCHAID (DCA)	DCA MINE ACTION	GREY GROUP, Singapore *	SINGAPORE	GREAT GUNS, London / CUTTERS, Tokyo	UNITED KINGDOM / JAPAN
<b>B01 Fast Moving Consumer Goods</b>						
HYPER KICK LADY	JOHNSON COMPANY	KWI REFRESH SPRAY	I&S BBDO, Tokyo *	JAPAN		
LIP RESCUE	O.P. NATURAL PRODUCTS CO.	ORIENTAL PRINCESS	J. WALTER THOMPSON BANGKOK *	THAILAND	THE FILM FACTORY, Bangkok	THAILAND

HEARTS ALIGNED	PEDIGREE PETCARE	PEDIGREE	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	FINCH, Melbourne	AUSTRALIA
<b>B03 Cars &amp; Automotive Products &amp; Services</b>						
SMARTLINK 'CYBORG SALESMAN'	ŠKODA AUSTRALIA	ŠKODA FABIA	DDB, Sydney	AUSTRALIA	PHOTOPLAY FILMS, Sydney *	AUSTRALIA
REVERSE TEST DRIVE	ŠKODA	ŠKODA SUPERB	DDB, Sydney	AUSTRALIA	PHOTOPLAY FILMS, Sydney *	AUSTRALIA
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo *	JAPAN	TYO, Tokyo / 1-10 DESIGN, Kyoto	JAPAN
<b>B04 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>						
HUG	WOTIF GROUP	LASTMINUTE.COM.AU TRAVEL WEBSITE	HAVAS WORLDWIDE AUSTRALIA, Sydney *	AUSTRALIA	FINCH, Sydney / SONAR MUSIC, Sydney	AUSTRALIA
FABULOUSNESS	WOTIF GROUP	LASTMINUTE.COM.AU TRAVEL WEBSITE	HAVAS WORLDWIDE AUSTRALIA, Sydney *	AUSTRALIA	FINCH, Sydney / SONAR MUSIC, Sydney	AUSTRALIA
THE LAND DIVERS	AGODA	OGILVY & MATHER SHANGHAI	OGILVY & MATHER SHANGHAI *	CHINA		
<b>B06 Financial Products &amp; Services, Commercial Public Services, Business Products &amp; Services</b>						
ACCEPTED	SMART COMMUNICATIONS	SMART COMMUNICATIONS	DENTSU JAYME SYFU, Makati City *	THE PHILIPPINES	FILMEX, Makati City	THE PHILIPPINES
WHERE DOES THE TIME GO?	AXA LIFE JAPAN	ARE YOU OK? (APP)	BEACON/LEO BURNETT, Tokyo *	JAPAN	AOI PRO, Tokyo	JAPAN
<b>B07 Corporate Image &amp; Sponsorship</b>						
SEARCHING	UNILIVER	DOVE	J. WALTER THOMPSON, Sydney *	AUSTRALIA	COLLIDER, Sydney	AUSTRALIA
MESSAGE FROM A DEAD MAN	AP (THAILAND) PUBLIC COMPANY	CORPORATE	OGILVY & MATHER, Bangkok *	THAILAND		
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney *	AUSTRALIA	EXIT FILMS, Sydney	AUSTRALIA
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	TOOL, Los Angeles	USA
<b>B08 Charities, Public Health &amp; Safety, Public Awareness Messages</b>						
THE LUCKY ONES	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON, Sydney *	AUSTRALIA	WE ARE CONTENT, Sydney	AUSTRALIA
THE FADING SYMPHONY	MND AUSTRALIA	MOTOR NEURONE DISEASE	THE WORKS SYDNEY	AUSTRALIA	PHOTOPLAY FILMS, Sydney *	AUSTRALIA
HOW TO GET PERFECT RED LIPS	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI *	INDIA		
HOW TO APPLY EYELINER	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI *	INDIA		
HOW TO GET RID OF DARK SPOTS NATURALLY	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI *	INDIA		
<b>C01 Viral Film</b>						
HIGH SCHOOL GIRL?	SHISEIDO CO. / SHISEIDO JAPAN	SHISEIDO'S PRODUCTS (MAJOLICA MAJORCA / INTEGRATE)	WATTS OF TOKYO INC. *	JAPAN	WATTS OF TOKYO INC.	JAPAN
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON *	NEW ZEALAND	CURIOUS FILM, Auckland	NEW ZEALAND
<b>C02 Branded Content &amp; Entertainment Film</b>						
WHEN RED BALLOONS FLY	KINGSTON	USB	HAVAS WORLDWIDE TAIWAN *	CHINESE TAIPEI	HAVAS WORLDWIDE TAIWAN	CHINESE TAIPEI
THE EARTHLING	P&O CRUISES	P&O CRUISES	BMF ADVERTISING, Sydney *	AUSTRALIA	NATIVE PICTURES, Los Angeles	USA
LOSING IT	P&O CRUISES	P&O CRUISES	BMF ADVERTISING, Sydney *	AUSTRALIA	NATIVE PICTURES, Los Angeles	USA
THE SECRET	P&O CRUISES	P&O CRUISES	BMF ADVERTISING, Sydney *	AUSTRALIA	NATIVE PICTURES, Los Angeles	USA
CHAMKI – THE GIRL FROM THE FUTURE	UNILEVER (LIFEBUOY)	LIFEBUOY HAND WASH	MULLENLOWE SINGAPORE *	SINGAPORE	OFFROAD FILMS, Mumbai	INDIA
GOLDEN THEME PARK	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei *	CHINESE TAIPEI	INNOVATION FILMS, Tapei City	CHINESE TAIPEI
WORLD CLASS INSENSITIVE SHRIMP	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei *	CHINESE TAIPEI	INNOVATION FILMS, Tapei City	CHINESE TAIPEI
HERO HAS NO TEARS	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei *	CHINESE TAIPEI	INNOVATION FILMS, Tapei City	CHINESE TAIPEI
POLYCHROMATIC UNKNOWN	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei *	CHINESE TAIPEI	INNOVATION FILMS, Tapei City	CHINESE TAIPEI
DEAR FATHER	MINISTRY OF EDUCATION,CULTURE,SPORTS,SCIENCE AND TECHNOLOGY	TOBITATE RYUGAKU JAPAN	HAKUHODO INC., Tokyo	JAPAN	HAKUHODO PRODUCTS, Tokyo *	JAPAN
DADS #SHARETHELOAD (60 SECONDS)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai *	INDIA	RED ICE FILMS, Mumbai	INDIA
<b>C03 Screens &amp; Events</b>						
PURE DESIGN	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD AWARDS 2015 EXHIBITION IN JAPAN	DENTSU INC., Tokyo *	JAPAN	DENTSU INC., Tokyo / CREATIVE POWER UNIT, Tokyo	JAPAN
PORTRAITS	THAI HEALTH PROMOTION AUTHORITY	SMOKING CESSATION	SAATCHI & SAATCHI, Singapore *	SINGAPORE	PURPLELAB, Singapore / THE RABBIT HOLE, Singapore	SINGAPORE
<b>D01 Use of Film</b>						
EAP CINEMA	THE SRI LANKA EYE DONATION SOCIETY	SRI LANKA EYE DONATION SOCIETY	LEO BURNETT SOLUTIONS, Colombo *	SRI LANKA	24 FRAMES, Colombo	SRI LANKA
THOUGHTS	NEW ZEALAND TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON *	NEW ZEALAND	RUSKIN FILM, Auckland	NEW ZEALAND