

HEALTHCARE WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
Gold Spike				
ANCHOR X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO, Auckland	NEW ZEALAND
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
Silver Spike				
ZERO ONE BELT PROJECT	OKAMOTO INDUSTRIES	OKAMOTO ZERO ONE	BIRDMAN, Tokyo	JAPAN
SOS RUNNING MAN	SIGMU SECOM	SIGMU AED (AUTOMATED EXTERNAL DEFIBRILLATOR)	INSPIRE ADVERTISING, Taipei	CHINESE TAIPEI
DIPPER CONDOMS	TATA MOTORS	CONDOMS	REDIFFUSION Y&R, Mumbai	INDIA
CHAMKI – THE GIRL FROM THE FUTURE	UNILEVER (LIFEBUOY)	LIFEBUOY HAND WASH	MULLENLOWE SINGAPORE	SINGAPORE
SAFE&SOUND MUSIC PLAYER	LMG INSURANCE	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND
HEALTHY WIFI	CHINA TELECOM	HEALTHY WIFI	MULLENLOWE CHINA, Shanghai	CHINA
JJ-MAN	A. MENARINI HONG KONG	PRILIGY	McCANN HEALTH, Hong Kong	HONG KONG
THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA
Bronze Spike				
GUM PLAY	GUM PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
ALL FOR THAT FIRST HELLO	BAYER	OTC MEDICATION	J. WALTER THOMPSON, Shanghai	CHINA
DENTAPPLE	MATSUMOTO APPLE ASSOCIATION	FUJI APPLE	HAKUHODO KETTLE, Tokyo	JAPAN
DIPPER CONDOMS	TATA MOTORS	CONDOMS	REDIFFUSION Y&R, Mumbai	INDIA
HEALTHY WIFI	CHINA TELECOM	HEALTHY WIFI	MULLENLOWE CHINA, Shanghai	CHINA
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
STILL GOING STRONG	BOEHRINGER INGELHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA, Sydney	AUSTRALIA
SLUMS (HOUSING COLONIES) FOR WORMS	GLAXOSMITHKLINE	ZENTEL	MEDULLA COMMUNICATIONS, Mumbai	INDIA
ADHD SYMPTOM STAMPS	JOHNSON & JOHNSON	CONCERTA	MEDULLA COMMUNICATIONS, Mumbai	INDIA
SLUMS (HOUSING COLONIES) FOR WORMS	GLAXOSMITHKLINE	ZENTEL	MEDULLA COMMUNICATIONS, Mumbai	INDIA
LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	AWARENESS ON PALLIATIVE CARE	MEDULLA COMMUNICATIONS, Mumbai	INDIA
Bronze Spike Campaign				
SMOOTH TRAVEL 1	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
SMOOTH TRAVEL 2	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA