

# MUSIC SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Use of an Artist as a Spokesperson/Ambassador in Partnership with a Brand or a Cause</b>				
PROJECT OF CONNECTION : THE SINGLE RELEASE	SK TELECOM	NETWORKING BUSINESS	SK PLANET, Seoul	SOUTH KOREA
6 PACK BAND	HINDUSTAN UNILEVER	BROOKE BOND RED LABEL TEA	MINDSHARE, Mumbai	INDIA
THE FADING SYMPHONY	MND AUSTRALIA	MND AUSTRALIA	THE WORKS SYDNEY	AUSTRALIA
ONE BIG GIG	VIRGIN MOBILE AUSTRALIA	TELECOMMUNICATIONS	ONE GREEN BEAN, Sydney	AUSTRALIA
<b>A02 Use of Social/Digital Platform</b>				
KIT MAIL HOLOGRAM	NESTLÉ JAPAN, JAPAN POST	KIT KAT	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
PLAYING WITH FIRE	GOOGLE AUSTRALIA	GOOGLE PLAY	R/GA SYDNEY	AUSTRALIA
FORTUNE FAVOURS THE BRAVE	ANZ BANK	ANZ TERTIARY	WHYBIN/TBWA AUCKLAND	NEW ZEALAND
CLOUD-CODINATED MUSIC VIDEO	MITSUBISHI ELECTRIC CORPORATION	KIRIGAMINE STYLE	HAKUHODO INC., Tokyo	JAPAN
<b>A03 Fan Engagement/Community Building</b>				
MEOWSIC VIDEO	UNIVERSAL MUSIC JAPAN	SHINEE	DENTSU INC., Tokyo	JAPAN
<b>A04 Use of Licenced or Remastered Music for a Brand or Campaign</b>				
DENG ADUT	WSU	UNIVERSITY	FINCH, Sydney	AUSTRALIA
THE FADING SYMPHONY	MND AUSTRALIA	MND AUSTRALIA	THE WORKS SYDNEY	AUSTRALIA
'NEVER WALK ALONE'	DANCHURCHAID (DCA)	DCA MINE ACTION	GREY GROUP, Singapore	SINGAPORE
<b>A05 Use of Original Composition for a Brand or Campaign</b>				
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney	AUSTRALIA
MAMAMETAL	KATAOKA&CO.,LTD	VAN HOUTEN COCOA	AOI PRO, Tokyo	JAPAN
ONE BIG GIG	VIRGIN MOBILE AUSTRALIA	TELECOMMUNICATIONS	ONE GREEN BEAN, Sydney	AUSTRALIA
<b>A06 Use of Music Streaming Platform/Video Hosting Service/App</b>				
SAFE&SOUND MUSIC PLAYER	LMG INSURANCE	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND
<b>A07 Use of Music Technology and/or Innovation</b>				
PIANO OF UNIFICATION	MINISTRY OF UNIFICATION	MINISTRY OF UNIFICATION	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
LYRIC SPEAKER	THIS ENTRY DOESN'T HAVE A CLIENT	LYRIC SPEAKER	SIX, Tokyo	JAPAN
<b>A08 Excellence in Music Video</b>				
NATIVE MOBILE MUSIC VIDEO	KING RECORDS	LYRICAL SCHOOL	TBWA/HAKUHODO, Tokyo	JAPAN
PLAYING WITH FIRE	GOOGLE AUSTRALIA	GOOGLE PLAY	R/GA SYDNEY	AUSTRALIA
<b>A09 Excellence in Music Content Production &amp; Distribution Strategy</b>				
A SONG. BY 180 INTERVIEWS	CITY CHAIN COMPANY	SOLVIL ET TITUS WATCH	McCANN & SPENCER, Hong Kong	HONG KONG
<b>A10 Music Live Experience / Festival</b>				
PIANO OF UNIFICATION	MINISTRY OF UNIFICATION	MINISTRY OF UNIFICATION	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
<b>A11 Best Music / Brand Partnership</b>				
GWEN STEFANI'S PRICELESS SURPRISE	MASTERCARD	MASTERCARD PRICELESS CITIES	OCTAGON, Singapore	SINGAPORE