

OUTDOOR WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
Gold Spike				
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
ANCHOR X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO, Auckland	NEW ZEALAND
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
Gold Spike Campaign				
LADY	DUTCH MILL CO.	ARABUS 3 IN 1	MONDAY, Bangkok	THAILAND
MAN	DUTCH MILL CO.	ARABUS 3 IN 1	MONDAY, Bangkok	THAILAND
OFFICE	DUTCH MILL CO.	ARABUS 3 IN 1	MONDAY, Bangkok	THAILAND
Silver Spike				
PROSTATE CHECK	UNILEVER	CLEAR ANTI DANDRUFF SHAMPOO	MULLENLOWE VIETNAM, Ho Chi Minh City	VIETNAM
PROSTATE CHECK	UNILEVER	CLEAR ANTI DANDRUFF SHAMPOO	MULLENLOWE VIETNAM, Ho Chi Minh City	VIETNAM
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
LEAVE ROOM	FONTERRA BRANDS NEW ZEALAND, TIP TOP	MEMPHIS MELTDOWN	COLENZO BBDO, Auckland	NEW ZEALAND
MOTOREPELLANT: SAVING LIVES ONE RIDE AT A TIME	DUANG PRATEEP FOUNDATION	MOTOREPELLANT	BBDO BANGKOK	THAILAND
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTNERSHIP	GLOBAL ROAD SAFETY PARTNERSHIP	HAVAS WORLDWIDE SHANGHAI	CHINA
DIRTY WATERCOLOR	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWAHAKUHODO, Tokyo	JAPAN
THE EMIRATES 'TAKE OVER' LUGGAGE WRAP	EMIRATES GROUP HEADQUARTERS	EMIRATES AIRLINE	Y&R VIETNAM, Ho Chi Minh City	VIETNAM
Silver Spike Campaign				
OLIVE	AKZONOBEL INDIA	DULUX PAINTS	TAPROOT DENTSU, Mumbai	INDIA
ORANGE	AKZONOBEL INDIA	DULUX PAINTS	TAPROOT DENTSU, Mumbai	INDIA
CHERRY	AKZONOBEL INDIA	DULUX PAINTS	TAPROOT DENTSU, Mumbai	INDIA
360° CAMERA - MOTORCYCLE	MERCEDES-BENZ SINGAPORE	MERCEDES-BENZ E-CLASS	BBDO ASIA, Singapore	SINGAPORE
360° CAMERA - DOG	MERCEDES-BENZ SINGAPORE	MERCEDES-BENZ E-CLASS	BBDO ASIA, Singapore	SINGAPORE
360° CAMERA - TRICYCLE	MERCEDES-BENZ SINGAPORE	MERCEDES-BENZ E-CLASS	BBDO ASIA, Singapore	SINGAPORE
NEWSPAPER WORKS BEST IN OUTDOOR	INDIAN OUTDOOR ADVERTISING ASSOCIATION	CORPORATE	TAPROOT DENTSU, Mumbai	INDIA
RADIO WORKS BEST IN OUTDOOR	INDIAN OUTDOOR ADVERTISING ASSOCIATION	CORPORATE	TAPROOT DENTSU, Mumbai	INDIA
01 - VODKA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
02 - PINA COLADA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
03 - ROSÉ	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
06 - RED WINE	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
07 - TEQUILLA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
08 - DIRTY MARTINI	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
Bronze Spike				
COUNTLESS COLORS	PACIFIC PAINT (BOYSEN) PHILS.	BOYSEN PAINTS	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
COUNTLESS COLORS	PACIFIC PAINT (BOYSEN) PHILS.	BOYSEN PAINTS	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
TIME SQUARE	BERLITZ BANGKOK	BERLITZ	J. WALTER THOMPSON BANGKOK	THAILAND
THE EMIRATES 'TAKE OVER' LUGGAGE WRAP	EMIRATES GROUP HEADQUARTERS	EMIRATES AIRLINE	Y&R VIETNAM, Ho Chi Minh City	VIETNAM
PRESERVED MEMORIES	SPC ARDMONA	SPC PACKAGED FRUITS AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA
ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH	BBDO BANGKOK	THAILAND
MOUNTAIN DEW GOCAP	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENZO BBDO, Auckland	NEW ZEALAND
KITES OF HOPE	ROSHNI HELPLINE	ROSHNI HELPLINE	Y&R SINGAPORE	SINGAPORE
TREE CLOCK	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	CHARITY	J. WALTER THOMPSON BEIJING	CHINA
THE X-TREME GOLF CUP	NISSAN MOTOR CO.	X-TRAIL HYBRID	TBWAHAKUHODO, Tokyo	JAPAN
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ, Auckland	NEW ZEALAND
Bronze Spike Campaign				
SMOOTH TRAVEL 1	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
SMOOTH TRAVEL 2	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
OLD AGE	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
RAT HOME	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
SCHOOL BULLY	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
TRANSGENDER	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
STUDY STRESS	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
SMOOTH TRAVEL 1	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
SMOOTH TRAVEL 2	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
MAYKOL	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
RAJESH	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
CLÉMENCE	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
SABINA	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
BOAT	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES

