



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A03 Online: Fiction				
GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT INC.	GRAVITY DAZE 2	HAKUHODO INC., Tokyo	JAPAN
GRANDPA'S TV	E-LIFE MALL	E-LIFE MALL BRANDING	J. WALTER THOMPSON TAIWAN, Taipei City	CHINESE TAIPEI
INSTANT BUZZ	NISSIN FOOD PRODUCTS CO., LTD.	CHIKIN RAMEN	DENTSU INC., Tokyo	JAPAN
HOEEKI - THE FRIDGE	MUDAH.MY	ONLINE CLASSIFIEDS	ISOBAR, Kuala Lumpur	MALAYSIA
HOEEKI - THE TREADMILL	MUDAH.MY	ONLINE CLASSIFIEDS	ISOBAR, Kuala Lumpur	MALAYSIA
THE DAUGHTER'S LITTLE LOVE SONG	HONDA TAIWAN	ALL NEW CR-V	DENTSU ONE, Taipei City	CHINESE TAIPEI
WOW GIRLS' LAB	TAIWAN WACOAL	WACOAL SPORTS	X-LINE HYPERMEDIA, Taipei	CHINESE TAIPEI
A04 Online: Non-fiction				
PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	ALLIANCE FRANÇAISE DE SINGAPOUR, Singapore	SINGAPORE
SHACKLETON'S RETURN	HYUNDAI MOTOR	HYUNDAI MOTOR BRAND CAMPAIGN	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
THE MOST LOVING INSTRUCTION MANUAL	MTI	HAND IN HAND PROJECT	DRILL, Tokyo	JAPAN
TOUCH OF CARE	PROCTER & GAMBLE	VICKS	PROCTER & GAMBLE, Singapore	SINGAPORE
RECREATING THE KISS	ART GALLERY OF NEW SOUTH WALES	ART GALLERY OF NEW SOUTH WALES	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
A07 Talent				
#BEATME	UN WOMEN	ANTI-DOMESTIC VIOLENCE AWARENESS	BBDO PAKISTAN, Lahore	PAKISTAN
PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	ALLIANCE FRANÇAISE DE SINGAPOUR, Singapore	SINGAPORE
A08 Brand Experience				
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	PENGUIN FROZEN STORYBOOK	TBWA/SHANGHAI	CHINA
SOUND IN SILENCE	INTEL	HYPER-SENSE MUSIC SHIRT	mcgarrybowen, Shanghai	CHINA
A09 Branded Games				
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
A10 Digital / Social				
THE RESPONSIVE LOOKBOOK	DIESEL	JOGGJEANS	FRED & FARID SHANGHAI	CHINA
A11 Sports				
INSTABILIA	NRL AUSTRALIA	STATE OF ORIGIN	VML, Sydney	AUSTRALIA
A13 Excellence in Audience Engagement & Distribution Strategy				
CUBE MOVIE	SAMSUNG ELECTRONICS	GALAXY S8	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
A14 Excellence in Partnerships for Branded Content				
V SKILLS	FRUCOR AUSTRALIA	BEVERAGES	CLEMENGER BBDO SYDNEY	AUSTRALIA
THROUGH THE DARK	GOOGLE	GOOGLE PLAY MUSIC	R/GA SYDNEY	AUSTRALIA
A15 Innovation in Branded Content				
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney	AUSTRALIA
SOUND IN SILENCE	INTEL	HYPER-SENSE MUSIC SHIRT	mcgarrybowen, Shanghai	CHINA