

Promo & Activation Shortlist 2017



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
THE LONG-LASTING UNIFORM	I.P. TRADING	HYGIENE	BBDO BANGKOK	THAILAND
DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
A02 Durable Consumer Goods				
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
LIFE PUMP	SAMSUNG C&T CORPORATION EVERLAND CARIBBEAN BAY	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	ALLIANCE FRANÇAISE DE SINGAPOUR, Singapore	SINGAPORE
BREKK-E-TAG	HUNGRY JACK'S	HUNGRY JACK'S BREKK-E-TAG	CLEMENGER BBDO SYDNEY	AUSTRALIA
A05 Media & Publications				
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
A06 Financial Products & Services, Commercial Public Services, B2B Products & Services				
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWAIMELBOURNE	AUSTRALIA
A07 Corporate Image & Sponsorship				
GREEN LIGHT RUN	ADIDAS JAPAN	PUREBOOST	TBWAHAKUHODO, Tokyo	JAPAN
A08 Corporate Social Responsibility				
CHILD REPLACEMENT PROGRAMME	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland	NEW ZEALAND
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	HEINEKEN ASIA PACIFIC, Singapore	SINGAPORE
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
SAFETY BAGS	TESCO	FRUIT & VEGGIE PLASTIC BAGS	CHEIL WORLDWIDE, Hong Kong	HONG KONG
A09 Public Sector				
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A10 Charities & Non-profit				
ART OF THE SIAMESE FIGHTING FISH	PERFECTCOMPANION CO.,LTD. / SHUTTERSTOCK, INC	OPTIMUM BETTA / SHUTTERSTOCK	OGILVY, Bangkok	THAILAND
SCHOOL FOR JUSTICE	FREE A GIRL MOVEMENT INDIA	A SCHOOL AND EDUCATION PROGRAMME	FLEISHMANHILLARD INDIA, Mumbai	INDIA
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	CHARITY	RED AGENCY, Sydney	AUSTRALIA
B01 Use of Ambient Media: Small Scale				
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
B02 Use of Ambient Media: Large Scale				
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
THE CONSCIOUS CROSSING	KIWIRAIL	KIWIRAIL	CLEMENGER BBDO TOUCHCAST, Wellington	NEW ZEALAND
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DB EXPORT BEER BOTTLE SAND	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
B03 Use of Broadcast				
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
ADIDAS TALE OF TWO	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
B04 Use of Print or Outdoor				
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
B05 Use of Technology				
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
THE RESPONSIVE LOOKBOOK	DIESEL	JOGGJEANS	FRED & FARID SHANGHAI	CHINA
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	CHARITY	RED AGENCY, Sydney	AUSTRALIA
C01 Guerrilla Marketing & Stunts				
GREEN LIGHT RUN	ADIDAS JAPAN	PUREBOOST	TBWAHAKUHODO, Tokyo	JAPAN
REMOTE RISTORANTE	DR OETKER	RISTORANTE FROZEN PIZZA	BWM DENTSU, Melbourne	AUSTRALIA
EXTREME SHOPPING	THE NORTH FACE KOREA	PRODUCT	INNORED, Seoul	SOUTH KOREA
THE BREAST CANCER SCREENINGS	SKY TELEVISION NEW ZEALAND	RIALTO CHANNEL	DBB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
C02 Live Shows / Concerts / Festivals				
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWAIMELBOURNE	AUSTRALIA
C03 Exhibitions / Installations				
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
THE CONSCIOUS CROSSING	KIWIRAIL	KIWIRAIL	CLEMENGER BBDO TOUCHCAST, Wellington	NEW ZEALAND
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
C04 Competitions & Promotional Games				
GEEKS GO FOR #CC9900	GENERAL ELECTRICS	TECHNOLOGY	CLEMENGER BBDO SYDNEY	AUSTRALIA
C06 Immersive Customer Experience				
LIFE PUMP	SAMSUNG C&T CORPORATION EVERLAND CARIBBEAN BAY	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
KIBO SCIENCE 360 - A SPACE EXPERIMENT WITH GOOGLE	GOOGLE JAPAN G.K.	GOOGLE	DENTSU TEC, Tokyo	JAPAN
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
D01 Use of Digital Platforms				

GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
D02 Use of Mobile				
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
THROUGH THE DARK	GOOGLE	GOOGLE PLAY MUSIC	R/GA SYDNEY	AUSTRALIA
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	SCRABBLE KEYBOARD	CHEIL WORLDWIDE, Hong Kong	HONG KONG
POCKET PATROL	SAMSUNG	SAMSUNG POCKET PATROL	LEO BURNETT SYDNEY	AUSTRALIA
D03 Use of Social Platforms				
YOU'VE GOTTA HAVE A TEAM	FOOTBALL FEDERATION AUSTRALIA	FOOTBALL FEDERATION AUSTRALIA / HYUNDAI A-LEAGUE	BMF ADVERTISING, Sydney	AUSTRALIA
SCHOOL FOR JUSTICE	FREE A GIRL MOVEMENT INDIA	A SCHOOL AND EDUCATION PROGRAMME	FLEISHMANHILLARD INDIA, Mumbai	INDIA
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	VELOCITY FREQUENT FLYER POINTS	CHE PROXIMITY, Sydney	AUSTRALIA
D05 Co-Creation & User Generated Content				
YOU'VE GOTTA HAVE A TEAM	FOOTBALL FEDERATION AUSTRALIA	FOOTBALL FEDERATION AUSTRALIA / HYUNDAI A-LEAGUE	BMF ADVERTISING, Sydney	AUSTRALIA
SNAPPLICATIONS	MCDONALD'S AUSTRALIA	HR / EMPLOYMENT	VML, Sydney	AUSTRALIA
E01 Launch / Re-launch				
CHILD REPLACEMENT PROGRAMME	PEDIGREE	DOG ADOPTION	COLENSO BBDO, Auckland	NEW ZEALAND
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
E02 Sponsorship & Partnership				
#BEATME	UN WOMEN	ANTI-DOMESTIC VIOLENCE AWARENESS	BBDO PAKISTAN, Lahore	PAKISTAN
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWA/MELBOURNE	AUSTRALIA
F01 Integrated Campaign led by Promo & Activation				
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
THE GOOD LIBRARY PROJECT	THE STANDARD CHARTERED BANK KOREA	THE STANDARD CHARTERED BANK KOREA	TBWA/KOREA, Seoul	SOUTH KOREA
F02 Low Budget / High Impact Campaign				
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA
#BEATME	UN WOMEN	ANTI-DOMESTIC VIOLENCE AWARENESS	BBDO PAKISTAN, Lahore	PAKISTAN
THE EDIBLE BUSINESS CARD	SAGA CITY	SAGA NORI (SEAWEED) / CITY PROMOTION	GEOMETRY GLOBAL, Tokyo	JAPAN