



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Food & Drink				
MY STRAW	BINGGRAE BANANA-FLAVORED MILK	BANANA-FLAVORED MILK	INNORED, Seoul	SOUTH KOREA
MIMIC ICE CREAM	SONY MUSIC ENTERTAINMENT INC. / TAKESHITA SEIKA CO.,LTD	MIMIC ICE CREAM*DO NOT EAT*	DENTSU INC., Tokyo	JAPAN
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
HAHON HOHAHO HIE	MCDONALD'S	BACON POTATO PIE	BEACON/LEO BURNETT, Tokyo	JAPAN
A02 Other FMCG				
SELFIESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENZO BBDO, Auckland	NEW ZEALAND
PETAL PAINT	JAT HOLDINGS (PVT) LTD.,	PAINTS	LEO BURNETT, Colombo	SRI LANKA
A03 Healthcare				
NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	McCANN INDIA, Mumbai	INDIA
A04 Consumer Durables				
STEAL PROPERE	ADIDAS JAPAN K.K.	PROPERE	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
A05 Automotive				
2018 PYEONGCHANG WINTER OLYMPIC, PARALYMPIC HYUNDAI PAVILION	HYUNDAI MOTOR COMPANY	HYDROGEN FUEL CELL VEHICLE	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
AUTOADS	CARSales.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY, Melbourne	AUSTRALIA
A06 Retail				
NIKE REACTLAND	NIKE	NIKE REACT	WIEDEN+KENNEDY SHANGHAI	CHINA
NIKE REACT STUNT	NIKE	NIKE REACT SNICKERS	WIEDEN+KENNEDY SHANGHAI	CHINA
A07 Travel				
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS, Sydney	AUSTRALIA
A08 Leisure				
MANNEQUIN IDOL GROUP 'GINZAN BOYZ'	SILVER IKUNO CORPORATION	IKUNO SILVER MINE	DENTSU INC., Osaka	JAPAN
A09 Media / Entertainment				
MAKE IT METAL	SONY MUSIC LABELS (JAPAN) INC.	CROSSFAITH (MUSIC ARTISTS)	OGILVY JAPAN, Tokyo	JAPAN
SAFETY HACKS	NHK	APP/ NHK NEWS	TBWA\HAKUHODO INC., Tokyo	JAPAN
A11 Consumer Services				
SAY IT TIKA	VODAFONE NEW ZEALAND	BRAND	FCB NEW ZEALAND, Auckland	NEW ZEALAND
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC, Tokyo	JAPAN
A12 Corporate Social Responsibility (CSR) / Corporate Image				
CAR CURLING	HYUNDAI MOTOR COMPANY	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ (THAILAND) ,THAIHEALTH	MERCEDES-BENZ SPRINTER	BBDO BANGKOK	THAILAND
52 MAYORS OF DANZHAI	DALIAN WANDA GROUP CO.,LTD.	WANDA DANZHAI VILLAGE	OGILVY BEIJING	CHINA
PRIDE JERSEY	AIG JAPAN	CSR	TBWA\HAKUHODO INC., Tokyo	JAPAN
MY CRAYON PROJECT	SHISEIDO	NO PRODUCT	R/GA TOKYO	JAPAN
THE OTHER SANDERS	QSR STORES SDN BHD	KFC	REPRISE, Petaling Jaya	MALAYSIA
ALIBABA - CROPS DREAM	ALIBABA GROUP	RURAL E-COMMERCE PLATFORM	FRED & FARID SHANGHAI	CHINA
A13 Not-for-profit / Charity / Government				
SURVIVORS COLLECTION	BREAST CANCER FOUNDATION NEW ZEALAND	OCTOBER AWARENESS MONTH	COLENZO BBDO, Auckland	NEW ZEALAND
HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK	THAILAND
B01 Use of Ambient Media: Small Scale				
MY CRAYON PROJECT	SHISEIDO	NO PRODUCT	R/GA TOKYO	JAPAN
HAHON HOHAHO HIE	MCDONALD'S	BACON POTATO PIE	BEACON/LEO BURNETT, Tokyo	JAPAN
FRIED CHICKEN BATH BOMBS	KFC	KFC FRIED CHICKEN BATH BOMBS	GEOMETRY GLOBAL, Tokyo	JAPAN
B02 Use of Ambient Media: Large Scale				
SURVIVORS COLLECTION	BREAST CANCER FOUNDATION NEW ZEALAND	OCTOBER AWARENESS MONTH	COLENZO BBDO, Auckland	NEW ZEALAND
INCONVENIENCE STORES	SWANN INSURANCE	MOTORCYCLE INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
B04 Use of Print or Outdoor				
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
C01 Guerrilla Marketing & Stunts				
STEAL PROPERE	ADIDAS JAPAN K.K.	PROPERE	DENTSU INC., Tokyo	JAPAN
THE IKEA HUMAN CATALOGUE	IKEA	IKEA CATALOGUE	BBH, Singapore	SINGAPORE
PROPILOT HOTEL	NISSAN MOTOR CO.,LTD.	PROPILOT	TBWA\HAKUHODO INC., Tokyo	JAPAN
HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK	THAILAND
FRIED CHICKEN BATH BOMBS	KFC	KFC FRIED CHICKEN BATH BOMBS	GEOMETRY GLOBAL, Tokyo	JAPAN
C02 Live Shows / Concerts / Festivals				
SPAMUSEMENT PARK PROJECT	BEPPU CITY	TOURISM PROMOTION	DENTSU INC., Tokyo	JAPAN
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
BEST ACTRESS HIJACK	RAINLILY	THE ASSOCIATION AGAINST SEXUAL VIOLENCE IN HONG KONG	CHEIL WORLDWIDE, Hong Kong	HONG KONG
C03 Exhibitions / Installations				
SURVIVORS COLLECTION	BREAST CANCER FOUNDATION NEW ZEALAND	OCTOBER AWARENESS MONTH	COLENZO BBDO, Auckland	NEW ZEALAND
2018 PYEONGCHANG WINTER OLYMPIC, PARALYMPIC HYUNDAI PAVILION	HYUNDAI MOTOR COMPANY	HYDROGEN FUEL CELL VEHICLE	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
THE REVERSE GLOBAL WARMING PROJECT	GREENPEACE INTERNATIONAL GREENPEACE AUSTRALIA PACIFIC	THE REVERSE GLOBAL WARMING PROJECT	OGILVY SINGAPORE	SINGAPORE
C04 Competitions & Promotional Games				

THE ERROR RIDDEN AD	SPECSAVERS	SPECSAVERS EYE TEST	CUMMINS & PARTNERS, Melbourne	AUSTRALIA
C05 Customer Retail / In-Store Experience				
HAHON HOHAHO HIE	MCDONALD'S	BACON POTATO PIE	BEACON/LEO BURNETT, Tokyo	JAPAN
RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN	CSR	ADK TAIWAN, Taipei City	CHINESE TAIPEI
C06 360° Customer Journey				
GOULBURN VALLEY FOOD TOURS	SPC ARDMONA	GOULBURN VALLEY FRUIT	SPC ARDMONA, Melbourne	AUSTRALIA
D01 Touchpoint Technology & Tech-led Brand Experience				
REDEFINING DISTANCE	NTT DOCOMO, INC.	NTT DOCOMO 5G MOBILE NETWORK TECHNOLOGY	DENTSU INC., Tokyo	JAPAN
NECK CHECK BY DIGI	DIGI TELECOMMUNICATIONS	CONNECTIVITY AND INTERNET SERVICE PROVIDER	NAGA DDB TRIBAL, Petaling Jaya	MALAYSIA
D02 Use of Mobile & Devices				
SELFIESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENZO BBDO, Auckland	NEW ZEALAND
BELLTON	FUN SOLUTIONS, INC.	BELLTON	DENTSU INC., Tokyo	JAPAN
BIRD HEARING TEST	PANASONIC	HEARING AID	HAKUHODO INC., Tokyo	JAPAN
D03 Use of Social & Digital Platforms				
SELFIESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENZO BBDO, Auckland	NEW ZEALAND
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC, Tokyo	JAPAN
D04 Digital Installations				
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA
E01 Launch / Re-launch				
PLAY THE GIFT	SKY PERFECT JSAT CORPORATION × PIZZA OF DEATH RECORDS	HI-STANDARD "THE GIFT"	DENTSU INC., Tokyo	JAPAN
HAUNTED M&M'S®	MARS NZ	M&M'S	COLENZO BBDO, Auckland	NEW ZEALAND
GEOFF	KRAFT HEINZ AUSTRALIA	HEINZ BEANZ	Y&R ANZ, Auckland	NEW ZEALAND
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS, Sydney	AUSTRALIA
E02 Sponsorship & Brand Partnership				
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
F01 Integrated Campaign led by Brand Experience & Activation				
PETAL PAINT	JAT HOLDINGS (PVT) LTD.,	PAINTS	LEO BURNETT, Colombo	SRI LANKA
GOULBURN VALLEY FOOD TOURS	SPC ARDMONA	GOULBURN VALLEY FRUIT	SPC ARDMONA, Melbourne	AUSTRALIA
PRIDE JERSEY	AIG JAPAN	CSR	TBWA\HAKUHODO INC., Tokyo	JAPAN
F02 Low Budget / High Impact Campaign				
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
FRIED CHICKEN BATH BOMBS	KFC	KFC FRIED CHICKEN BATH BOMBS	GEOMETRY GLOBAL, Tokyo	JAPAN
SINDOOR KHELA - NO CONDITIONS APPLY	THE TIMES OF INDIA	NEWSPAPER	FCBULKA, Gurgaon	INDIA