

Creative Effectiveness Shortlist 2018



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Creative Effectiveness				
THE CHILD REPLACEMENT PROGRAMME	MARS NZ	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY, Melbourne	AUSTRALIA
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA
HUNGERITHM	SNICKERS	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
REMAKE THE BOXER	PEPSICO	STING	BBDO PAKISTAN, Lahore	PAKISTAN
A02 Creative Effectiveness for Good				
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	INNOVATIVE HEALTH TRACKER	McCANN INDIA, Mumbai	INDIA
A03 Long-Term Creative Effectiveness				
#SHARETHELOAD	P&G INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA