



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 TV & VOD: Fiction & Non-Fiction				
30 MIN. TV DRAMA 'MY LIFE, MY ROAD' BASED ON SUBARU YOUR STORY WITH 90 SEC. TV C	SUBARU	SUBARU	STORIES, Tokyo	JAPAN
A03 Online: Fiction				
HAIR TALK	UNILEVER	SUNSILK	J. WALTER THOMPSON BANGKOK	THAILAND
TINY DOLL	KIMBERLY - CLARK	KLEENEX	J. WALTER THOMPSON BANGKOK	THAILAND
THE ORIGINAL FLAVOUR 1/2	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei City	CHINESE TAIPEI
FRIENDSHIT	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREYNJ UNITED, Bangkok	THAILAND
THREE MINUTES	APPLE	IPHONE X	TBWA/MEDIA ARTS LAB, Shanghai	CHINA
SAMSUNG TECHNICAL SCHOOL - SEEMA NAGAR	SAMSUNG INDIA ELECTRONICS PVT. LTD.	SAMSUNG	CHEIL WORLDWIDE, Gurgaon	INDIA
CHOOSE FOR CHANGE	P&G	SHIKSHA	LEO BURNETT INDIA, Mumbai	INDIA
A VERY MERRY MISTAKE	AIR NEW ZEALAND	AIR NEW ZEALAND TRAVEL	HOST/HAVAS, Sydney	AUSTRALIA
STOP THE HORROR	GO GENTLE AUSTRALIA	ASSISTED DYING	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
A04 Online: Non-fiction				
MY PERSONAL BEST	NOMURA HOLDINGS, INC.	TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES GOLD SECURITIES PARTNER	ENJIN, Tokyo	JAPAN
A06 Co-Creation & User Generated Content				
WASTELAND WITH A V	FRUCOR	V ENERGY DRINK	TKT SYDNEY	AUSTRALIA
A07 Use of Talent				
CANESTEN - THRUSH: THE MUSICAL	BAYER	CANESTEN	PHD, Sydney	AUSTRALIA
THE IKEA HUMAN CATALOGUE	IKEA	IKEA CATALOGUE	BBH, Singapore	SINGAPORE
ŠKODA X HANDSOME DANCER 'COINCIDANCE'	ŠKODA TAIWAN	ŠKODA BRAND	REDBIT PICTURES, Taipei City	CHINESE TAIPEI
A08 Live Brand Experience				
REDEFINING DISTANCE	NTT DOCOMO, INC.	NTT DOCOMO 5G MOBILE NETWORK TECHNOLOGY	DENTSU INC., Tokyo	JAPAN
COSPLAY ENCYCLOPEDIA	KODANSHA	ANIMAL ENCYCLOPEDIA "MOVE"	DENTSU INC., Tokyo	JAPAN
A09 Branded Games				
WASTELAND WITH A V	FRUCOR	V ENERGY DRINK	TKT SYDNEY	AUSTRALIA
A10 Use of Digital & Social				
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC, Tokyo	JAPAN
LOSERS' PARADISE	AIR NEW ZEALAND	AIR NEW ZEALAND TRAVEL	HOST/HAVAS, Sydney	AUSTRALIA
A11 Sports Entertainment				
MY PERSONAL BEST	NOMURA HOLDINGS, INC.	TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES GOLD SECURITIES PARTNER	ENJIN, Tokyo	JAPAN
BLUIE	THE STAR	BLUIE	BASHFUL, Sydney	AUSTRALIA
THE POWER OF NUMBERS	STANDARD CHARTERED BANK	LIVERPOOL FC PARTNERSHIP	STANDARD CHARTERED BANK, Singapore	SINGAPORE
A12 Excellence in Brand or Product Integration into Existing Content				
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo	JAPAN
A13 Excellence in Audience Engagement & Distribution Strategy				
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC, Tokyo	JAPAN
PLAY THE GIFT	SKY PERFECT JSAT CORPORATION x PIZZA OF DEATH RECORDS	HI-STANDARD "THE GIFT"	DENTSU INC., Tokyo	JAPAN
STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
SUBARU 'YOUR STORY WITH' WHOLISTIC BRANDED ENTERTAINMENT CP WITH TVC/TVDRAMA/NOV	SUBARU	CORPORATE BRAND	STORIES, Tokyo	JAPAN
A14 Excellence in Partnerships				
SUEDE GULLY	PUMA	PUMA SUEDES	DDB MUDRA, Mumbai	INDIA