



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 OTC Applications				
TINY DOLL	KIMBERLY - CLARK	KLEENEX	J. WALTER THOMPSON BANGKOK	THAILAND
VICKS TOUCH OF CARE PHILIPPINES	PROCTER AND GAMBLE, VICKS PHILIPPINES	VICKS	PUBLICIS SINGAPORE	SINGAPORE
VICKS-TOUCH OF CARE	P&G	VICKS	20:20 MSL, Mumbai	INDIA
TINY DOLL	KIMBERLY - CLARK	KLEENEX	J. WALTER THOMPSON BANGKOK	THAILAND
TINY DOLL	KIMBERLY - CLARK	KLEENEX	J. WALTER THOMPSON BANGKOK	THAILAND
A04 Nutraceuticals				
NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	McCANN INDIA, Mumbai	INDIA
A05 Health & Wellness Tech				
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
THE GOOD VIBES PROJECT	SENSE INTERNATIONAL INDIA	MOBILE APP FOR THE DEAFBLIND	CHEIL WORLDWIDE, Gurgaon	INDIA
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
THE GOOD VIBES PROJECT	SENSE INTERNATIONAL INDIA	MOBILE APP FOR THE DEAFBLIND	CHEIL WORLDWIDE, Gurgaon	INDIA
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT INCORPORATION	DOT MINI	SERVICEPLAN KOREA, Seoul	SOUTH KOREA
B01 Brand-led Education & Awareness				
PROJECT FREE PERIOD	STAYFREE	SANITARY NAPKINS	DDB MUDRA, Mumbai	INDIA
SIP SAFE	MONASH UNIVERSITY	SIP SAFE	Y&R ANZ, Melbourne	AUSTRALIA
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA
PROJECT FREE PERIOD	STAYFREE	SANITARY NAPKINS	DDB MUDRA, Mumbai	INDIA
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA
SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	CSR	GREY INDIA, Mumbai	INDIA
SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	CSR	GREY INDIA, Mumbai	INDIA
PROJECT FREE PERIOD	STAYFREE	SANITARY NAPKINS	DDB MUDRA, Mumbai	INDIA
B02 Non-profit Foundation-led Education & Awareness				
LOCOMO CHALLENGE	LOCOMO CHALLENGE COUNCIL	LOCOMOTIVE SYNDROME (A NEW HEALTHCARE CONCEPT)	LOCOMO CHALLENGE COUNCIL, Tokyo	JAPAN
THE GOOD VIBES PROJECT	SENSE INTERNATIONAL INDIA	MOBILE APP FOR THE DEAFBLIND	CHEIL WORLDWIDE, Gurgaon	INDIA
THE GOOD VIBES PROJECT	SENSE INTERNATIONAL INDIA	MOBILE APP FOR THE DEAFBLIND	CHEIL WORLDWIDE, Gurgaon	INDIA
SURVIVORS COLLECTION	BREAST CANCER FOUNDATION NEW ZEALAND	OCTOBER AWARENESS MONTH	COLENZO BBDO, Auckland	NEW ZEALAND
B03 Fundraising & Advocacy				
42	THE AUSTRALIAN RED CROSS BLOOD SERVICE	BLOOD DONATION	CUMMINS & PARTNERS, Melbourne	AUSTRALIA
WE GAVE SOMEONE CANCER	BOWEL CANCER NEW ZEALAND	BOWEL CANCER NEW ZEALAND	TBWA/AUCKLAND	NEW ZEALAND
C01 Corporate Image & Communication				
RITEMED BUDGET EPICS - KNIGHT OF THE LIVING DEAD	RITEMED PHILIPPINES, INC.	GENERIC MEDICINES	McCANN MANILA	THE PHILIPPINES
RITEMED BUDGET EPICS - HIMALAYAN SHOWDOWN	RITEMED PHILIPPINES INC.	GENERIC MEDICINES	McCANN MANILA	THE PHILIPPINES
RITEMED BUDGET EPICS - THE GREAT SANDSTORM	RITEMED PHILIPPINES INC.	GENERIC MEDICINES	McCANN MOMENTUM PHILIPPINES, Taguig	THE PHILIPPINES
PROJECT FREE PERIOD	STAYFREE	SANITARY NAPKINS	DDB MUDRA, Mumbai	INDIA
PROJECT FREE PERIOD	STAYFREE	SANITARY NAPKINS	DDB MUDRA, Mumbai	INDIA
PROJECT FREE PERIOD	STAYFREE	SANITARY NAPKINS	DDB MUDRA, Mumbai	INDIA
C02 Health Services & Facilities				
DR. INTERNET	KONSULTAMD	KONSULTAMD	GIGIL, Taguig	THE PHILIPPINES
E03 Non-regulated: Direct to Patient				
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWA/INDIA, Mumbai	INDIA
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWA/INDIA, Mumbai	INDIA
F01 Regulated				
BLOWN OUT OF ACTION - FOOD HALL	SANOPI PASTEUR	ADACEL	SAATCHI & SAATCHI WELLNESS, Sydney	AUSTRALIA
F02 Non-regulated				
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWA/INDIA, Mumbai	INDIA
H02 Non-regulated				
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWA/INDIA, Mumbai	INDIA
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWA/INDIA, Mumbai	INDIA