



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Innovative Technology</b>				
RELÚMINO	SAMSUNG ELECTRONICS	RELÚMINO	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
<b>A02 Applied Innovation</b>				
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
PETAL PAINT	JAT HOLDINGS (PVT) LTD.,	PAINTS	LEO BURNETT, Colombo	SRI LANKA
UNFORGETTABLE BAG	TESCO	RETAIL	GREY MALAYSIA, Kuala Lumpur	MALAYSIA
SIP SAFE	MONASH UNIVERSITY	SIP SAFE	Y&R ANZ, Melbourne	AUSTRALIA
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>A03 Technological Development</b>				
MAKING THE WORLD ACCESSIBLE, DOT BY DOT.	DOT INCORPORATION	DOT	SERVICEPLAN KOREA, Seoul	SOUTH KOREA
CAMRY WEBGL CONFIGURATOR	TOYOTA MOTOR CORPORATION AUSTRALIA	TOYOTA CAMRY	ROTOR STUDIOS, Sydney	AUSTRALIA
<b>A04 Early-stage Technology</b>				
FIREBLANKET	NRMA INSURANCE	FIREBLANKET	M&C SAATCHI, Sydney	AUSTRALIA
LUCY	PRINCE OF WALES HOSPITAL	PRINCE OF WALES HOSPITAL - SPINAL UNIT	DELOITTE AUSTRALIA, Melbourne	AUSTRALIA
<b>A05 Business Transformation</b>				
ROADS THAT HONK	HINDUSTAN PETROLEUM	LUBRICANTS	LEO BURNETT INDIA, Mumbai	INDIA