

Integrated Winner 2018



| Title                               | Advertiser/Client    | Product/Service       | Entrant Company           | Country   |
|-------------------------------------|----------------------|-----------------------|---------------------------|-----------|
| <b>Grand Prix</b>                   |                      |                       |                           |           |
| PALAU PLEDGE                        | PALAU LEGACY PROJECT | PALAU PLEDGE          | HOST/HAVAS, Sydney        | AUSTRALIA |
| <b>Silver Spike</b>                 |                      |                       |                           |           |
| THE IKEA HUMAN CATALOGUE            | IKEA                 | IKEA CATALOGUE        | BBH, Singapore            | SINGAPORE |
| SINDOOR KHELA - NO CONDITIONS APPLY | THE TIMES OF INDIA   | NEWSPAPER             | FCBULKA, Gurgaon          | INDIA     |
| GOULBURN VALLEY FOOD TOURS          | SPC ARDMONA          | GOULBURN VALLEY FRUIT | SPC ARDMONA, Melbourne    | AUSTRALIA |
| <b>Bronze Spike</b>                 |                      |                       |                           |           |
| HAHON HOHAHO HIE                    | MCDONALD'S           | BACON POTATO PIE      | BEACON/LEO BURNETT, Tokyo | JAPAN     |