



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
<b>A01 Food &amp; Drink</b>						
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND Auckland	NEW ZEALAND	APN OUTDOOR, Auckland	NEW ZEALAND
<b>A02 Other FMCG</b>						
GILLETTE BACHELOR OF SHAVING	P&G INDIA	GILLETTE	MEDIACOM Mumbai	INDIA		
<b>A03 Healthcare</b>						
CANESTEN - THRUSH: THE MUSICAL	BAYER	CANESTEN	PHD Sydney	AUSTRALIA	PHD, Sydney	AUSTRALIA
THE FLIXONASE ALLERGY MONITOR	GSK	FLIXONASE NASAL ALLERGY SPRAY	MEDIACOM Beijing	CHINA	MEDIACOM, Beijing	CHINA
<b>A05 Automotive</b>						
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	HYUNDAI MOTOR COMPANY Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
VOLVO LIGHTNING POWERED BILLBOARD	VOLVO	VOLVO CAR S90 T8 PLUG-IN HYBRID	GREYNJ UNITED Bangkok	THAILAND	MAXUS THAILAND, Bangkok	THAILAND
AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>A06 Retail</b>						
FULL STOP DELIVERY	MCDONALD'S	MCDELIVERY	TBWA/THAILAND Bangkok	THAILAND	OMD, Bangkok	THAILAND
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY Melbourne	AUSTRALIA	UM, Sydney	AUSTRALIA
HIJACKING THE LARGEST SHOPPING FESTIVAL IN THE WORLD	UNIQLO/FAST RETAILING	UNIQLO STORES	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>A07 Travel</b>						
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA	UM, Sydney	AUSTRALIA
<b>A09 Media / Entertainment</b>						
PLAY THE GIFT	SKY PERFECT JSAT CORPORATION * PIZZA OF DEATH RECORDS	HI-STANDARD "THE GIFT"	DENTSU INC. Tokyo	JAPAN		
<b>A12 Corporate Social Responsibility (CSR) / Corporate Image</b>						
SAFETY SPOKES	EYES, JAPAN CO. LTD.	FUKUSHIMA WHEELS	OGILVY JAPAN Tokyo	JAPAN		
VECTOR LIGHTS	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	COLENZO BBDO Auckland	NEW ZEALAND		
MY CRAYON PROJECT	SHISEIDO	NO PRODUCT	R/GA TOKYO	JAPAN	R/GA TOKYO	JAPAN
<b>A13 Not-for-profit / Charity / Government</b>						
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	VIZEUM, Sydney	AUSTRALIA
STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT Mumbai	INDIA		
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND Auckland	NEW ZEALAND		
<b>B01 Use of TV &amp; Other Screens</b>						
MARRIAGE EQUALITY - 'FOR EVERY BACHELOR AND BACHELORETTE'	THE EQUALITY CAMPAIGN AUSTRALIA	MARRIAGE EQUALITY AUSTRALIA	THE EQUALITY CAMPAIGN Sydney	AUSTRALIA	WRIGLEY AUSTRALIA, Knoxfield	AUSTRALIA
AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>B02 Use of Audio Platforms</b>						
NIKE ROLE PLAYING RUN	NIKE GREATER CHINA	NIKE RUNNING	AKQA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>B03 Use of Print / Outdoor</b>						
VECTOR LIGHTS	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	AUCKLAND COUNCIL IN COLLABORATION WITH NZTA AND VECTOR	COLENZO BBDO Auckland	NEW ZEALAND		
VOLVO LIGHTNING POWERED BILLBOARD	VOLVO	VOLVO CAR S90 T8 PLUG-IN HYBRID	GREYNJ UNITED Bangkok	THAILAND	MAXUS THAILAND, Bangkok	THAILAND
<b>B04 Use of Ambient Media: Small Scale</b>						
SIP SAFE	MONASH UNIVERSITY	SIP SAFE	Y&R ANZ Melbourne	AUSTRALIA	Y&R ANZ, Melbourne	AUSTRALIA
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS Sydney	AUSTRALIA		
SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	CSR	GREY INDIA Mumbai	INDIA	GREY INDIA, Mumbai	INDIA
<b>B05 Use of Ambient Media: Large Scale</b>						
MCDELIVERY PIN	MCDONALD'S PHILIPPINES	MCDONALD'S	LEO BURNETT MANILA	THE PHILIPPINES	STARCOM, Makati City	THE PHILIPPINES
RUN THE WORLD	NIKE	NIKE	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>B06 Use of Events</b>						
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN Lahore	PAKISTAN		
TAP FOR YOUR TOWN	MASTERCARD	CONTACTLESS PAYMENT	McCANN SYDNEY	AUSTRALIA	CARAT, Sydney	AUSTRALIA
<b>B07 Use of Stunts</b>						
HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK	THAILAND	VERVE, Bangkok	THAILAND
BEATING THE UNBEATABLE	DORITOS/PEPSICO.	DORITOS LAUNCH IN CHINA	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>B08 Use of Digital Platforms</b>						
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND Auckland	NEW ZEALAND		
AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE CLASSIFIEDS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>B09 Use of Mobile</b>						
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	VIZEUM, Sydney	AUSTRALIA
WIN OVER CHINA GIFTING SEASON	UNIQLO/FAST RETAILING	UNIQLO SENIOR SERIES	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
<b>B10 Use of Social Platforms</b>						
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC Tokyo	JAPAN		
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA	UM, Sydney	AUSTRALIA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	VIZEUM, Sydney	AUSTRALIA
DREAMJOB	VODAFONE FOUNDATION	VODAFONE DREAMLAB APP	J. WALTER THOMPSON Sydney	AUSTRALIA	WAVEMAKER, Sydney	AUSTRALIA

B11 Use of Technology						
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	HYUNDAI MOTOR COMPANY Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND Auckland	NEW ZEALAND		
C01 Use of Data Driven Insight						
LITTLE MOMENTS. BIGGER THINGS	SAMSUNG	NOTE 8 PHONE	DIGITAS Singapore	SINGAPORE	STARCOM, Singapore	SINGAPORE
ACTIVATING INFECTION ALERT SYSTEM IN RURAL INDIA	HINDUSTAN UNILEVER LIMITED	LIFEBUOY	MINDSHARE Mumbai	INDIA	MINDSHARE, Mumbai	INDIA
C02 Use of Real-time Data						
RED ROCK DELI, THE SYNC TO SALES	PEPSICO	RED ROCK DELI TASTE SPACE	PHD Sydney	AUSTRALIA	PHD, Sydney	AUSTRALIA
GOOGLE MAPS 2-WHEELER	GOOGLE	GOOGLE MAPS	TOASTER LIMITED SINGAPORE BRANCH	SINGAPORE	ESSENCE, Singapore	SINGAPORE
C03 Data Driven Targeting						
RED ROCK DELI, THE SYNC TO SALES	PEPSICO	RED ROCK DELI TASTE SPACE	PHD Sydney	AUSTRALIA	PHD, Sydney	AUSTRALIA
MAKING THE LIST	LEGO	LEGO	CHE PROXIMITY Melbourne	AUSTRALIA	UM, Sydney	AUSTRALIA
HIJACKING THE LARGEST SHOPPING FESTIVAL IN THE WORLD	UNIQLO/FAST RETAILING	UNIQLO STORES	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
D01 Use of Brand or Product Integration into a Programme or Platform						
WASTELAND WITH A V	FRUCOR	V ENERGY DRINK	TKT SYDNEY	AUSTRALIA		
SAMSUNG-NDTV CAMERA PARTNERSHIP	SAMSUNG INDIA PRIVATE LIMITED	SAMSUNG SMARTPHONE CAMERAS	LODESTAR UM Mumbai	INDIA	LODESTAR UM, Mumbai	INDIA
DEADPOOL HIJACKS GOVERNMENT BROADCASTER	TWENTIETH CENTURY FOX	DEADPOOL 2	MEDIACOM NEW ZEALAND Auckland	NEW ZEALAND	MEDIACOM NEW ZEALAND, Auckland	NEW ZEALAND
D02 Use of Branded Content created for Digital or Social						
720 HOURS OF YOUTH	YIMOBILE	YIMOBILE	HAKUHODO KETTLE INC Tokyo	JAPAN		
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA	UM, Sydney	AUSTRALIA
NIKE BELIEVE IN MORE : ZHOU DONGYU	NIKE GREATER CHINA	NIKE WOMEN	AKQA Shanghai	CHINA		
CANESTEN - THRUSH: THE MUSICAL	BAYER	CANESTEN	PHD Sydney	AUSTRALIA	PHD, Sydney	AUSTRALIA
UNMUTE	MOVEMBER	SUICIDE PREVENTION	CUMMINS & PARTNERS Melbourne	AUSTRALIA		
ŠKODA X HANDSOME DANCER 'COINCIDANCE' VOLKSWAGEN		ŠKODA	PHD TAIWAN Taipei	CHINESE TAIPEI	PHD TAIWAN, Taipei *	CHINESE TAIPEI
E01 Use of Integrated Media						
TURNING A BISCUIT AD INTO A FILM	CAMPBELL ARNOTTS	ARNOTTS BISCUITS	Y&R ANZ Auckland	NEW ZEALAND	Y&R ANZ, Auckland	NEW ZEALAND
F01 Excellence in Media Insights & Strategy						
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB NEW ZEALAND Auckland	NEW ZEALAND	APN OUTDOOR, Auckland	NEW ZEALAND
SANTALINE: ONE PHONE CALL, TWO MAGICAL CHRISTMASSES	SPARK	SPARK SANTALINE	PHD Auckland	NEW ZEALAND	PHD, Auckland *	NEW ZEALAND
F03 Excellence in Media Execution						
VOLVO LIGHTNING POWERED BILLBOARD	VOLVO	VOLVO CAR S90 T8 PLUG-IN HYBRID	GREYIJ UNITED Bangkok	THAILAND	MAXUS THAILAND, Bangkok	THAILAND