



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Food & Drink				
COMPARISON ADDS PRESSURE #RELEASETHEPRESSURE	MIRINDA	MIRINDA	BBDO INDIA, Gurgaon	INDIA
A02 Other FMCG				
CHANGING HOUSEWORK FROM A JOB TO JOY	PROCTER & GAMBLE JAPAN K.K.	JOY	DENTSU PUBLIC RELATIONS, Tokyo	JAPAN
A03 Healthcare				
LOCOMO CHALLENGE	LOCOMO CHALLENGE COUNCIL	LOCOMOTIVE SYNDROME (A NEW HEALTHCARE CONCEPT)	LOCOMO CHALLENGE COUNCIL, Tokyo	JAPAN
A05 Automotive				
CHATTY SCHOOL BUS	HYUNDAI MOTOR COMPANY	HYUNDAI PR	HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA
A06 Retail				
FLIPKART #PENGUINDADS	FLIPKART INTERNET PVT. LTD.	E-COMMERCE SITE	DENTSU WEBCHUTNEY, Bangalore	INDIA
A07 Travel				
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS, Sydney	AUSTRALIA
A09 Media / Entertainment				
GIRL FROM NOWHERE	GRAMMY	SERIES	SOUR BANGKOK	THAILAND
A11 Consumer Services				
BLACK SPOT CAMPAIGN	TAIWAN STAR TELECOM CO., LTD.	TAIWAN STAR TELECOM CO., LTD.	X-LINE CO. LTD, Taipei	CHINESE TAIPEI
A12 Not-for-profit / Charity / Government				
PROJECT REVOICE	THE ALS ASSOCIATION	PROJECT REVOICE	BWM DENTSU, Sydney	AUSTRALIA
STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
WHERE'S THE DNA?	GORDON THOMAS HONEYWELL	GOVERNMENT AFFAIRS CONSULTING	OGILVY INDIA, Gurgaon	INDIA
B02 Public Affairs & Lobbying				
CHANGE THE CLAP	APTN	TRANSGENDER RIGHTS	BBDO PAKISTAN, Lahore	PAKISTAN
B04 Business Citizenship / Corporate Responsibility & Environmental				
PROJECT FREE PERIOD	STAYFREE	SANITARY NAPKINS	DDB MUDRA, Mumbai	INDIA
PRIDE JERSEY	AIG JAPAN	CSR	TBWAHAKUHODO INC., Tokyo	JAPAN
LOCOMO CHALLENGE	LOCOMO CHALLENGE COUNCIL	LOCOMOTIVE SYNDROME (A NEW HEALTHCARE CONCEPT)	LOCOMO CHALLENGE COUNCIL, Tokyo	JAPAN
B07 Use of Events & Stunts				
SPAMUSEMENT PARK PROJECT	BEPPU CITY	TOURISM PROMOTION	DENTSU INC., Tokyo	JAPAN
THE IKEA HUMAN CATALOGUE	IKEA	IKEA CATALOGUE	BBH, Singapore	SINGAPORE
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
FRIED CHICKEN BATH BOMBS	KFC	KFC FRIED CHICKEN BATH BOMBS	GEOMETRY GLOBAL, Tokyo	JAPAN
SINDOOR KHELA - NO CONDITIONS APPLY	THE TIMES OF INDIA	NEWSPAPER	FCBULKA, Gurgaon	INDIA
B08 Use of Celebrity, Influencers & Key Opinion Leaders				
GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	HUMAN RIGHTS	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
B09 Sponsorship & Brand Partnership				
SAY IT TIKA	VODAFONE NEW ZEALAND	BRAND	FCB NEW ZEALAND, Auckland	NEW ZEALAND
PRIDE JERSEY	AIG JAPAN	CSR	TBWAHAKUHODO INC., Tokyo	JAPAN
B10 Launch / Re-launch				
NEVER BEFORE BARBIE	MATTEL AUSTRALIA/NEW ZEALAND	BARBIE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SIT IMPROPER	P&G	WHISPER ULTRA SOFT	LEO BURNETT INDIA, Mumbai	INDIA
B11 Brand Voice & Strategic Storytelling				
GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	HUMAN RIGHTS	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
VICKS-TOUCH OF CARE	P&G	VICKS	20:20 MSL, Mumbai	INDIA
FLIPKART #PENGUINDADS	FLIPKART INTERNET PVT. LTD.	E-COMMERCE SITE	DENTSU WEBCHUTNEY, Bangalore	INDIA
B12 Content-led Engagement & Marketing				
AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA
C01 Use of Digital in a PR campaign				
THE PASSPORT TAKE-OFF	QANTAS	QANTAS FLIGHTS	BWM DENTSU, Sydney	AUSTRALIA
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai	INDIA
C02 Use of Social in a PR campaign				
SPAMUSEMENT PARK PROJECT	BEPPU CITY	TOURISM PROMOTION	DENTSU INC., Tokyo	JAPAN
#REPRESENTLOVE	TINDER	TINDER	MARCEL SYDNEY	AUSTRALIA
C03 Social Community Building & Management				
A MEME GALLERY	TENCENT	TENCENT CHARITY	TENCENT, Shenzhen	CHINA
C04 Real-time Response				
HYUNDAI CHEERING STADIUM	HYUNDAI MOTOR COMPANY	HYUNDAI: 2018 FIFA WORLD CUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
C06 Innovative Use of Social Media				
DREAMJOB	VODAFONE FOUNDATION	VODAFONE DREAMLAB APP	J. WALTER THOMPSON, Sydney	AUSTRALIA
C07 Use of Technology				
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
RE:SCAM	NETSAFE	CYBER SECURITY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
E01 Integrated Campaign led by PR				
VICKS-TOUCH OF CARE	P&G	VICKS	20:20 MSL, Mumbai	INDIA
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS, Sydney	AUSTRALIA

LOCOMO CHALLENGE	LOCOMO CHALLENGE COUNCIL	LOCOMOTIVE SYNDROME (A NEW HEALTHCARE CONCEPT)	LOCOMO CHALLENGE COUNCIL, Tokyo	JAPAN
COMPARISON ADDS PRESSURE #RELEASETHEPRESSURE	MIRINDA	MIRINDA	BBDO INDIA, Gurgaon	INDIA
E02 Low Budget / High Impact Campaign				
FUTURE CUISINE RESTAURANT IBUKI	JAXA (JAPAN AEROSPACE EXPLORATION AGENCY)	ARTIFICIAL SATELLITE 'IBUKI'	ADK, Tokyo	JAPAN
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN