

Brand Experience & Activation Shortlist 2019



Title	Advertiser / Client	Product / Service	Entrant Company	Location
A01 Food / Drink				
HEINEKEN WORLD TELEPORTOR	HEINEKEN	HEINEKEN BEER SPECIAL EDITION	PUBLICIS SHANGHAI	CHINA
A02 Other FMCG				
PANTENE #HAIRWEGO	P&G	PANTENE	PARTY, Tokyo	JAPAN
A03 Healthcare				
DONATE WITH A MATE	PEDIGREE	DONATE WITH A MATE	CLEMENGER BBDO SYDNEY	AUSTRALIA
INVISIBLE CIGARETTE	ACTION ON SMOKING AND HEALTH FOUNDATION THAILAND	THIRD-HAND SMOKE	SPICY H, Bangkok	THAILAND
A04 Consumer Durables				
7:1 FURNITURE COLLECTION	HOMEPRO	7:1 FURNITURE COLLECTION	BBDO BANGKOK	THAILAND
MAKE IT A RUNWAY	TOMMY HILFIGER	MAKE IT A RUNWAY	GEEK PICTURES, Tokyo	JAPAN
A05 Automotive				
CERATO GT 'GET MEAN'	KIA	CERATO	KIA MOTORS AUSTRALIA, Sydney	AUSTRALIA
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
HONDA SOUND SITTER	HONDA MOTOR CO., LTD.	CORPORATE BRANDING	HONDA MOTOR CO., LTD., Minato-ku, Tokyo	JAPAN
A06 Retail				
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
EVERYONE IS AN AMAZING BOOK	AMAZON	AMAZON PRIME READING	McCANN SHANGHAI	CHINA
A07 Travel / Leisure				
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND, Auckland	NEW ZEALAND
SCUBER	TOURISM & EVENTS QUEENSLAND	GREAT BARRIER REEF	PUBLICIS, Brisbane	AUSTRALIA
A08 Media / Entertainment				
GRAVE OF THRONES	FOXTEL	GAME OF THRONES	DDB SYDNEY	AUSTRALIA
GANMA!	COMICSMART	GANMA!	PARTY, Tokyo	JAPAN
A09 Consumer Services / Business to Business				
ANZ SIGNS OF LOVE	ANZ BANK AUSTRALIA	BRAND SPONSORSHIP	TBWAIMELBOURNE	AUSTRALIA
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
A10 Not-for-profit / Charity / Government				
CLEVER CASH	SAVE STREET CHILD SIDOARJO	CLEVER CASH	HAKUHODO INDONESIA, Jakarta	INDONESIA
FATAL RECOGNITION	THE HONG KONG STROKE ASSOCIATION	THE HONG KONG STROKE ASSOCIATION	CHEIL WORLDWIDE HONG KONG	HONG KONG SAR
THE REALITY CHECK	HAGAR INTERNATIONAL	ANTI SLAVERY CHARITY	DDB, Hong Kong	HONG KONG SAR
A11 Corporate Social Responsibility (CSR) / Corporate Image				
DIVERSITY IN DISASTER PREPARATION	YAHOO! JAPAN	CSR	DENTSU INC., Tokyo	JAPAN
THE RESTAURANT OF MISTAKEN ORDERS	DAIKI ANGEL HELP INC.	THE RESTAURANT OF MISTAKEN ORDERS	TBWAHAKUHODO INC., Tokyo	JAPAN
SOLAR BOAT : CLEAN UP MEKONG	HANWHA	HANWHA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	whiteGREY SYDNEY	AUSTRALIA
BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	CHEIL PENGTAI, Beijing	CHINA
THE FIRST START-UP VILLAGE	AIRBNB CHINA	THE JBZ PROJECT	AIRBNB CHINA, Beijing	CHINA
B01 Use of Ambient Media: Small Scale				
FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	SAMSUNG FIRE & MARINE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE CLEFT COLLECTION	SMILE ASIA	SMILE ASIA	McCANN HEALTH, Singapore	SINGAPORE
B03 Use of Broadcast				
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
B04 Use of Print or Outdoor				
POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO CO.	FUKUSHIMA-MINPO	DENTSU INC., Tokyo	JAPAN
BUBBLE TIMES	KAHOKU SHIMPO PUBLISHING	CORPORATE	DENTSU INC., Tokyo	JAPAN
POWERSHARE STATIONS	SAMSUNG	SPECIAL BUILD OUTDOOR	LEO BURNETT SYDNEY	AUSTRALIA
C01 Guerrilla Marketing & Stunts				
SUPER AIR DOWN DRONE ATTACK	YOUNGONE OUTDOOR CORP / THE NORTH FACE	SUPER AIR DOWN JACKET	INNORED, Seoul	SOUTH KOREA
GRAVE OF THRONES	FOXTEL	GAME OF THRONES	DDB SYDNEY	AUSTRALIA
SCUBER	TOURISM & EVENTS QUEENSLAND	GREAT BARRIER REEF	PUBLICIS, Brisbane	AUSTRALIA
THE REALITY CHECK	HAGAR INTERNATIONAL	ANTI SLAVERY CHARITY	DDB, Hong Kong	HONG KONG SAR
BEAUTIFUL ADVENTURE	DR.JART+	RUBBER MASK	GOOD PEOPLE BASICALLY, Shanghai	CHINA
C02 Live Shows / Concerts / Festivals				
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
THE OPEN DOOR PROJECT	THE MILLENNIUM SCHOOL	SCHOOL	FCB INDIA, Delhi	INDIA
C03 Exhibitions / Installations				
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHT	OVERMAN, Seoul	SOUTH KOREA
THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWAHAKUHODO INC., Tokyo	JAPAN
LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	whiteGREY SYDNEY	AUSTRALIA
BEYOND TIME	SHISEIDO	GLOBAL INNOVATION CENTER	R/GA TOKYO	JAPAN
DIVERSITY IN DISASTER PREPARATION	YAHOO! JAPAN	CSR	DENTSU INC., Tokyo	JAPAN
C04 Competitions & Promotional Games				
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
C05 Customer Retail / In-Store Experience				
CARE LABEL	GU FAST FASHION	GU	BEIJING DENTSU ADVERTISING	CHINA

COVER FOR THEIR OVERCONFIDENCE	RACV	PET INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
D01 Touchpoint Technology & Tech-led Brand Experience				
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
SOLAR BOAT : CLEAN UP MEKONG	HANWHA	HANWHA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
GALLERY OF A KIND	WABC	CHARITY	TENCENT CHARITY, Shenzhen	CHINA
D02 Use of Mobile & Devices				
HOW TO HELP BLINDS USE SMART PHONE MORE DIGITALLY?	ALIBABA.CO	SMART TOUCH	ALIBABA, Hangzhou	CHINA
KUPU	SPARK	SPARK	COLENZO BBDO, Auckland	NEW ZEALAND
NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
D03 Use of Social & Digital Platforms				
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHT	OVERMAN, Seoul	SOUTH KOREA
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
MAKE IT A RUNWAY	TOMMY HILFIGER	MAKE IT A RUNWAY	GEEK PICTURES, Tokyo	JAPAN
STICKY SEARCHUATIONS	MARS CHOCOLATE AUSTRALIA	MARS BAR	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY, Melbourne	AUSTRALIA
D04 Digital Installations				
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
D05 New Realities & Voice Activation				
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
PEP TALKS	MARS	WRIGLEY'S EXTRA	COLENZO BBDO, Auckland	NEW ZEALAND
E01 Launch / Re-launch				
7:1 FURNITURE COLLECTION	HOMEPRO	7:1 FURNITURE COLLECTION	BBDO BANGKOK	THAILAND
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
PROJECT AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
NO TWEET IS TOO SMALL WHEN WE TWEET TOGETHER	TWITTER INDIA	TWITTER	LEO BURNETT INDIA, Mumbai	INDIA
E02 Sponsorship & Brand Partnership				
ANZ SIGNS OF LOVE	ANZ BANK AUSTRALIA	BRAND SPONSORSHIP	TBWAIMELBOURNE	AUSTRALIA
THE OPEN DOOR PROJECT	THE MILLENNIUM SCHOOL	SCHOOL	FCB INDIA, Delhi	INDIA
F01 Integrated Campaign led by Brand Experience & Activation				
MORE THAN LIKES	SOFTBANK CORP.	YIMOBILE	HAKUHODO KETTLE INC., Tokyo	JAPAN
RED RESTAURANTS LIST	TAKASAKI CITY	CITY PROMOTION	HAKUHODO KETTLE INC., Tokyo	JAPAN
ALL HAIL PATRICKS	ASIA PACIFIC BREWERIES	GUINNESS	IRIS SINGAPORE	SINGAPORE
IT'S SYDNEY TIME	SYDNEY BEER CO.	SYDNEY BEER CO. SUMMER PRICE INDEX	H/COMMERCE, Sydney	AUSTRALIA
INDEED:THE MOST WANTED JOB IN JAPAN	INDEED IRELAND OPERATIONS LTD.	INDEED	DENTSU INC., Tokyo	JAPAN
G01 Local Brand				
PROJECT AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
RED RESTAURANTS LIST	TAKASAKI CITY	CITY PROMOTION	HAKUHODO KETTLE INC., Tokyo	JAPAN
G03 Single Market Campaign				
GALAXY STUDIO IKSEON-DONG	SAMSUNG ELECTRONICS	GALAXY S10	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
POPO KITCHEN	UBER EATS	POPO KITCHEN	GEOMETRY GLOBAL, Hong Kong	HONG KONG SAR
ALL HAIL PATRICKS	ASIA PACIFIC BREWERIES	GUINNESS	IRIS SINGAPORE	SINGAPORE
G04 Social Behaviour & Cultural Insight				
REDCEIPT	KAKAO	KAKAO CORP.	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
THE HALF BISCUIT	LEGACY AUSTRALIA & RSA NEW ZEALAND	THE HALF BISCUIT	VMLY&R MELBOURNE	AUSTRALIA
THE RESTAURANT OF MISTAKEN ORDERS	DAIKI ANGEL HELP INC.	THE RESTAURANT OF MISTAKEN ORDERS	TBWAHAKUHODO INC., Tokyo	JAPAN
THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWAHAKUHODO INC., Tokyo	JAPAN
SOLAR BOAT : CLEAN UP MEKONG	HANWHA	HANWHA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
EATREE PLATES	LIFULL	EATREE PLATES	LIFULL, Tokyo	JAPAN
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
TASTEFUL WORDS	FROEBEL-KAN	FROEBEL-KAN	DENTSU INC., Tokyo	JAPAN
G05 Breakthrough on a Budget				
SIX WORD SCHOLARSHIP	OES	SWINBURNE ONLINE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
HELP THE KELP	RISHIRI TOWN	SMARTPHONE GAME	GEOMETRY GLOBAL, Tokyo	JAPAN