

Title	Advertiser / Client	Product / Service	Entrant Company	Location
<b>A01 Food / Drink</b>				
TUNA SCOPE	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC., Tokyo	JAPAN
EXTRA SUPPORT ACTS	WRIGLEY'S EXTRA	WRIGLEY'S EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA
SIDE BY SIDE	SAN MIGUEL CORPORATION	SAN MIGUEL PALE PILSEN	McCANN MANILA	THE PHILIPPINES
LONELY RAMBUTAN	MALEE GROUP PUBLIC COMPANY LIMITED	MALEE CAN FRUIT	WUNDERMAN THOMPSON BANGKOK	THAILAND
<b>A04 Consumer Durables</b>				
MAKE IT A RUNWAY	PVH JAPAN LTD.	TOMMY HILFIGER	ADK CREATIVE ONE, Tokyo	JAPAN
BONDS RE-LOVED	BONDS	APPAREL	LEO BURNETT MELBOURNE	AUSTRALIA
<b>A05 Automotive</b>				
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
<b>A06 Retail</b>				
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
<b>A07 Travel / Leisure</b>				
DOME TO HOME	MOGAO CAVE	DIGITAL GALLERY OF MOGAO CAVE	TENCENT, Shenzhen	CHINA
CITY OF POSSIBILITIES	SINGAPORE TOURISM BOARD	SINGAPORE	TBWA/SINGAPORE	SINGAPORE
<b>A08 Media / Entertainment</b>				
THE DYSTOPIA EXPERIENCE	SONY MUSIC ENTERTAINMENT	AMAZARASHI	SIX, Tokyo	JAPAN
BREAST BUFFER	ALT BALAJI	BREAST CANCER AWARENESS	GREY INDIA, Mumbai	INDIA
<b>A09 Consumer Services / Business to Business</b>				
KUPU	SPARK	SPARK	COLENSO BBDO, Auckland	NEW ZEALAND
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
UCB AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
<b>A10 Not-for-profit / Charity / Government</b>				
FATAL RECOGNITION	THE HONG KONG STROKE ASSOCIATION	THE HONG KONG STROKE ASSOCIATION	CHEIL WORLDWIDE HONG KONG	HONG KONG SAR
<b>A11 Corporate Social Responsibility (CSR) / Corporate Image</b>				
BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	CHEIL PENGTAI, Beijing	CHINA
<b>C01 Online Ad</b>				
DATA DRAG RACE	JEEP	JEEP GRAND CHEROKEE TRACKHAWK	CUMMINS & PARTNERS, Melbourne	AUSTRALIA
<b>D01 Social Video</b>				
ONE IN A MILLION	P&G VICKS	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE
THE WORLD'S FASTEST BAND	STARHUB	4G MOBILE NETWORK	BLKJ, Singapore	SINGAPORE
THE KAWAII TWEAK HAZARD SONG	MANDOM	GATSBY PERFECT SKIN LOTION	DENTSU INC., Tokyo	JAPAN
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
NEW ZEALAND MEETS JAPAN	LION	TOKYO DRY	DDB NEW ZEALAND, Auckland	NEW ZEALAND
BIXBY VOICE FOREVER	SAMSUNG ELECTRONICS	BIXBY	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA
REFRESHER COURSE	SC JOHNSON	BRAND CAMPAIGN	SC JOHNSON, Yokohama	JAPAN
<b>D02 Interactive Video</b>				
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND, Auckland	NEW ZEALAND
<b>D04 Brand / Product Video</b>				
I'M DRINKING IT FOR YOU	DB BREWERIES	DB BREWERIES	COLENSO BBDO, Auckland	NEW ZEALAND
JUST ME	CUTE PRESS	PERFUME	SOUR BANGKOK	THAILAND
LEGO	LEGO	4X4 X-TREME OFF-ROADER	LEGO, Shanghai	CHINA
BREAK DOWN IN CRUMBS	HORMEL FOODS INTERNATIONAL	SPAM® BRAND	BBDO GUERRERO, Makati City	THE PHILIPPINES
ALL EYES SEE	HORMEL FOODS INTERNATIONAL	SPAM® BRAND	BBDO GUERRERO, Makati City	THE PHILIPPINES
<b>E01 Social Business &amp; Commerce</b>				
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE, Shanghai	CHINA
IF TOMORROW GEN Y RULES	TMRW BY UOB	TMRW	RABBIT'S TALE, Bangkok	THAILAND
GENERATION SWAP	TMRW BY UOB	TMRW	RABBIT'S TALE, Bangkok	THAILAND
<b>E02 Social Purpose</b>				
DIVERSITY IN DISASTER PREPARATION	YAHOO! JAPAN	CSR	DENTSU INC., Tokyo	JAPAN
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
UCB AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
<b>E03 Innovative Use of Social or Community</b>				
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
MAKE IT A RUNWAY	PVH JAPAN LTD.	TOMMY HILFIGER	ADK CREATIVE ONE, Tokyo	JAPAN
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>E04 Real-time Response</b>				
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA
KFC'S COLONEL KI: THE FIRST COLONEL TO CONQUER E-SPORTS	YUM CHINA	KFC	MINDSHARE CHINA, Shanghai	CHINA
<b>E05 Influencer / Talent</b>				
THE WORLD'S FASTEST BAND	STARHUB	4G MOBILE NETWORK	BLKJ, Singapore	SINGAPORE

THE MOST DANGEROUS STUNT IN THE WORLD	AUCKLAND TRANSPORT	AUCKLAND TRANSPORT	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
THE HAIRY TALE	P&G	PANTENE	GREY TOKYO	JAPAN
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY, Melbourne	AUSTRALIA
I TOUCH MYSELF X SERENA	BERLEI	BREAST HEALTH	WUNDERMAN THOMPSON, Sydney	AUSTRALIA
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA
#STOPMITHANI	HDFC BANK	PARIVARTAN	LEO BURNETT INDIA, Mumbai	INDIA
<b>E06 Co-Creation &amp; User Generated Content</b>				
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
SAMURAI AVATAR	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY, Melbourne	AUSTRALIA
SEE BEAUTY NOT GENDER	P&G	PANTENE HAIRFALL	FACEBOOK, Singapore	SINGAPORE
<b>E07 Content Placement</b>				
POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA
<b>E09 Social Data &amp; Insight</b>				
DIVERSITY IN DISASTER PREPARATION	YAHOO! JAPAN	CSR	DENTSU INC., Tokyo	JAPAN
FOOD PULSE - THE APP THAT TURNS NOISE INTO KNOWLEDGE	UNILEVER FOOD SOLUTIONS	FOOD PULSE MOBILE APP	MRM/McCANN, Singapore	SINGAPORE
<b>F01 Branded Games</b>				
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND, Auckland	NEW ZEALAND
<b>G01 Tangible Tech</b>				
MUSIC LESSONS USING SOUNDLESS BEATS	DENTSU INC.	PALM BEAT	DENTSU INC., Tokyo	JAPAN
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
TUNA SCOPE	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC., Tokyo	JAPAN
CITY OF POSSIBILITIES	SINGAPORE TOURISM BOARD	SINGAPORE	TBWA/SINGAPORE	SINGAPORE
<b>G02 Spatial Tech</b>				
STRADIVARIUS: TIMELESS JOURNEY	TOKYO STRADIVARIUS FESTIVAL 2018 COMMITTEE / NIPPON VIOLIN CO.,LTD	TOKYO STRADIVARIUS FESTIVAL 2018	DENTSU INC., Tokyo	JAPAN
HEALING JUNGLE	HYUNDAI MARINE & FIRE INSURANCE	HYUNDAI MARINE & FIRE INSURANCE	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
A.I. LOVE	CLOSEUP	CLOSEUP BRAND	MULLENLOWE SINGAPORE	SINGAPORE
CITY OF POSSIBILITIES	SINGAPORE TOURISM BOARD	SINGAPORE	TBWA/SINGAPORE	SINGAPORE
<b>H01 Integrated Multi-Platform Campaign (Online &amp; Offline)</b>				
NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
GIRL FROM NOWHERE	GMM GRAMMY	SERIES	SOUR BANGKOK	THAILAND