

Title	Advertiser / Client	Product / Service	Entrant Company	Location
A01 Food / Drink				
STICKY SEARCHUATIONS	MARS CHOCOLATE AUSTRALIA	MARS BAR	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A02 Other FMCG				
AURA INCENSE BARRICADE	D'LAS INTERNATIONAL (PVT) LTD.	AURA 'ALIYA' INCENSE STICK	TBWAISRI LANKA, Colombo	SRI LANKA
A05 Automotive				
THE REBORN LIGHT	NISSAN MOTOR CO., LTD	THE REBORN LIGHT	TBWAHAKUHODO INC., Tokyo	JAPAN
A07 Travel / Leisure				
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA
A08 Media / Entertainment				
CODE NAME: URI	TRIGGER HAPPY	URI: THE SURGICAL STRIKE, THE FILM	DENTSU WEBCHUTNEY, Mumbai	INDIA
A09 Consumer Services / Business to Business				
UCB AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	SAMSUNG FIRE & MARINE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
SANS FORGETICA	RMIT UNIVERSITY	RMIT (ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY) UNIVERSITY	NAKED COMMUNICATIONS, Sydney	AUSTRALIA
A10 Not-for-profit / Charity / Government				
MISSION ENLIGHTENING	TENCENT FOUNDATION	TENCENT FOUNDATION	HYLINK DIGITAL SOLUTIONS, Guangzhou	CHINA
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY, Perth	AUSTRALIA
DEADLY QUESTIONS	ABORIGINAL VICTORIA, DEPARTMENT OF PREMIER & CABINET	ABORIGINAL VICTORIA, DEPARTMENT OF PREMIER & CABINET	CLEMENGER BBDO MELBOURNE	AUSTRALIA
FATAL RECOGNITION	THE HONG KONG STROKE ASSOCIATION	THE HONG KONG STROKE ASSOCIATION	CHEIL WORLDWIDE HONG KONG	HONG KONG SAR
A11 Corporate Social Responsibility (CSR) / Corporate Image				
BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	CHEIL PENGTAI, Beijing	CHINA
#STOPMITHANI	HDFC BANK	PARIVARTAN	LEO BURNETT INDIA, Mumbai	INDIA
B02 Use of Ambient Media: Small Scale				
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY, Perth	AUSTRALIA
FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	SAMSUNG FIRE & MARINE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
B03 Use of Ambient Media: Large Scale				
SCUBER	TOURISM & EVENTS QUEENSLAND	GREAT BARRIER REEF	PUBLICIS, Brisbane	AUSTRALIA
B04 Use of Broadcast				
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND, Auckland	NEW ZEALAND
B05 Use of Print / Outdoor				
NARCOS THE CENSOR'S CUT	NETFLIX	NETFLIX	WUNDERMAN THOMPSON BANGKOK	THAILAND
POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO CO.	FUKUSHIMA-MINPO	DENTSU INC., Tokyo	JAPAN
UNDERCOVER CROSSWORDS	MINISTRY OF SOCIAL DEVELOPMENT/ OFFICE FOR SENIORS	ELDER ABUSE	FCB NEW ZEALAND, Auckland	NEW ZEALAND
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
B06 Use of Technology				
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
C01 Use of Digital Platforms				
MISSION ENLIGHTENING	TENCENT FOUNDATION	TENCENT FOUNDATION	HYLINK DIGITAL SOLUTIONS, Guangzhou	CHINA
BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	CHEIL PENGTAI, Beijing	CHINA
C02 Use of Mobile				
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
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
FATAL RECOGNITION	THE HONG KONG STROKE ASSOCIATION	THE HONG KONG STROKE ASSOCIATION	CHEIL WORLDWIDE HONG KONG	HONG KONG SAR
BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	WUNDERMAN THOMPSON, Mumbai	INDIA
C03 Use of Social Platforms				
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
C04 Real-time Response				
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA
C05 Co-creation & User Generated Content				
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY, Melbourne	AUSTRALIA
D01 Data Strategy				
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
D02 Data-driven Targeting				
EVERY DOG HAS ITS AD	PUPPO	PUPPO	COLENSO BBDO, Auckland	NEW ZEALAND
STICKY SEARCHUATIONS	MARS CHOCOLATE AUSTRALIA	MARS BAR	CLEMENGER BBDO MELBOURNE	AUSTRALIA
E01 Acquisition & Retention				
INTO THE SPOTLIGHT - GOOGLE SEARCH WORDS	UNILEVER LUX (ASIA) & UNILEVER (LUX) DUBAI	LUX PURPOSE CAMPAIGN	WUNDERMAN THOMPSON, Singapore	SINGAPORE
E02 Launch / Re-launch				
CODE NAME: URI	TRIGGER HAPPY	URI: THE SURGICAL STRIKE, THE FILM	DENTSU WEBCHUTNEY, Mumbai	INDIA
7:1 FURNITURE COLLECTION	HOMEPRO	7:1 FURNITURE COLLECTION	BBDO BANGKOK	THAILAND

UCB AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
F01 Copywriting				
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA
F02 Art Direction / Design				
THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWA\HAKUHODO INC., Tokyo	JAPAN
OAT THE GOAT	MINISTRY OF EDUCATION	ANTI-BULLYING CAMPAIGN	FCB NEW ZEALAND, Auckland	NEW ZEALAND
F03 Experience Design				
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
DOME TO HOME	MOGAO CAVE	DIGITAL GALLERY OF MOGAO CAVE	TENCENT, Shenzhen	CHINA
G01 Local Brand				
UCB AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
G03 Single Market Campaign				
NARCOS THE CENSOR'S CUT	NETFLIX	NETFLIX	WUNDERMAN THOMPSON BANGKOK	THAILAND
G04 Social Behaviour & Cultural Insight				
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
DEADLY QUESTIONS	ABORIGINAL VICTORIA, DEPARTMENT OF PREMIER & CABINET	ABORIGINAL VICTORIA, DEPARTMENT OF PREMIER & CABINET	CLEMENGER BBDO MELBOURNE	AUSTRALIA
AURA INCENSE BARRICADE	D'LAS INTERNATIONAL (PVT) LTD.	AURA 'ALIYA' INCENSE STICK	TBWA\SRI LANKA, Colombo	SRI LANKA
POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA
INTO THE SPOTLIGHT - GOOGLE SEARCH WORDS	UNILEVER LUX (ASIA) & UNILEVER (LUX) DUBAI	LUX PURPOSE CAMPAIGN	WUNDERMAN THOMPSON, Singapore	SINGAPORE
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
G05 Breakthrough on a Budget				
EXTRA REMINDER	WRIGLEY'S EXTRA	WRIGLEY'S EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA