

Title	Advertiser / Client	Product / Service	Entrant Company	Location
A01 Fiction & Non-Fiction Film: Up to 5 minutes				
ONE IN A MILLION	P&G VICKS	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE
MARATHON WITH NO START LINE	AFLAC	TOMOSNOTE	HAKUHODO KETTLE INC, Tokyo	JAPAN
REFRESHER COURSE	SC JOHNSON	BRAND CAMPAIGN	SC JOHNSON, Yokohama	JAPAN
THE BARBERSHOP GIRLS - SHAVING STEREOTYPES	GILLETTE/P&G	CSR	GREY INDIA, Mumbai	INDIA
MEET GRANT	MELBOURNE ADVERTISING AND DESIGN CLUB	MADC ANNUAL AWARDS AND EVENT	THIRTEEN&CO, Sydney	AUSTRALIA
BITTU, THE 75-YEAR-OLD STUDENT	PROCTER AND GAMBLE	P&G SHIKSHA	LEO BURNETT INDIA, Mumbai	INDIA
A02 Fiction & Non-Fiction Film: 5-30 minutes				
THE ROLE	TENCENT	TENCENT CHARITY	LINK FILMS, Shanghai	CHINA
THE TRANSLATOR	JULIE'S	CREAM BISCUITS/CRACKERS	GOVT, Singapore	SINGAPORE
THE BUCKET	APPLE	APPLE	TBWAMEDIA ARTS LAB, Shanghai	CHINA
A03 Fiction & Non-Fiction Film: Over 30 minutes				
MORE THAN LIKES	SOFTBANK CORP.	YIMOBILE	HAKUHODO KETTLE INC, Tokyo	JAPAN
A05 Audio Content				
I'M DRINKING IT FOR YOU	DB BREWERIES	DB BREWERIES	COLENSO BBDO, Auckland	NEW ZEALAND
A06 Co-Creation & User Generated Content				
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
#BPM100 DANCE PROJECT	JAPANESE RED CROSS SOCIETY, BYTEDANCE KK	#BPM100 DANCE PROJECT	JAPANESE RED CROSS NATIONAL HEADQUARTERS, Tokyo	JAPAN
A07 Use of Talent				
CODE NAME: URI	TRIGGER HAPPY	URI: THE SURGICAL STRIKE, THE FILM	DENTSU WEBCHUTNEY, Mumbai	INDIA
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA
#SUBTLYSPONSOREDPOST-	SAMSUNG/ SAMSUNG AUSTRALIA	SAMSUNG A SERIES	LEO BURNETT SYDNEY	AUSTRALIA
STOP DOWRYMONGERING	UN WOMEN	ANTI-DOWRY	BBDO PAKISTAN, Lahore	PAKISTAN
A08 Live Brand Experience				
SUPER AIR DOWN DRONE ATTACK	YOUNGONE OUTDOOR CORP / THE NORTH FACE	SUPER AIR DOWN JACKET	INNORED, Seoul	SOUTH KOREA
THE DYSTOPIA EXPERIENCE	SONY MUSIC ENTERTAINMENT	AMAZARASHI	SIX, Tokyo	JAPAN
A09 Branded Games				
MISSION ENLIGHTENING	TENCENT FOUNDATION	TENCENT FOUNDATION	HYLINK DIGITAL SOLUTIONS, Guangzhou	CHINA
BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	CHEIL PENGTAI, Beijing	CHINA
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND, Auckland	NEW ZEALAND
A10 Use of Digital & Social				
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND, Auckland	NEW ZEALAND
A11 Excellence in Brand or Product Integration into Existing Content				
BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	CHEIL PENGTAI, Beijing	CHINA
A12 Excellence in Audience Engagement & Distribution Strategy				
CODE NAME: URI	TRIGGER HAPPY	URI: THE SURGICAL STRIKE, THE FILM	DENTSU WEBCHUTNEY, Mumbai	INDIA
MAKE IT A RUNWAY	TOMMY HILFIGER	MAKE IT A RUNWAY	GEEK PICTURES, Tokyo	JAPAN
A13 Excellence in Partnerships				
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
B02 Sports: Live Experience				
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
B04 Excellence in Brand Integration & Sponsorship / Partnership				
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
GOOGLE TRANSLATE - THE AI HOST OF ASIAN GAMES 2018	GOOGLE	GOOGLE TRANSLATE	TOASTER LIMITED SINGAPORE BRANCH	SINGAPORE
B06 Sports for Good				
THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWAHAKUHODO INC., Tokyo	JAPAN