

Title	Advertiser / Client	Product / Service	Entrant Company	Location	Media Agency	Location
<b>A01 Food / Drink</b>						
EXTRA REMINDER	WRIGLEY'S EXTRA	WRIGLEY'S EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA
<b>A03 Healthcare</b>						
ALWAYS COME PREPARED	RECKITT BENCKISER PHILIPPINES	DUREX	INITIATIVE PHILIPPINES Taguig	THE PHILIPPINES	INITIATIVE PHILIPPINES, Taguig	THE PHILIPPINES
<b>A04 Consumer Durables</b>						
LEGO CITY ARCTIC ADVENTURE	LEGO	LEGO	INITIATIVE Shanghai	CHINA	INITIATIVE, Shanghai	CHINA
<b>A07 Travel / Leisure</b>						
A NEW NEW ZEALAND	KIWIRAIL	COASTAL PACIFIC	DDB NEW ZEALAND Auckland	NEW ZEALAND	OMD WELLINGTON	NEW ZEALAND
<b>A08 Media / Entertainment</b>						
CODE NAME: URI	TRIGGER HAPPY	URI: THE SURGICAL STRIKE, THE FILM DENTSU WEBCHUTNEY Mumbai		INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA
MONTY: THE WORLD'S FIRST PREDICTIVE COMMENTATOR	FOXTEL	FOX CRICKET	MINDSHARE Sydney	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
<b>A09 Consumer Services / Business to Business</b>						
ANZ SIGNS OF LOVE	ANZ BANK AUSTRALIA	BRAND SPONSORSHIP	TBWAIMELBOURNE	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
<b>A10 Not-for-profit / Charity / Government</b>						
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHT	OVERMAN Seoul	SOUTH KOREA	OVERMAN, Seoul	SOUTH KOREA
PROJECT SAVE	GOVERNMENT OF VALENZUELA CITY	GOVERNMENT OF VALENZUELA CITY	HAVAS Makati City	THE PHILIPPINES	HAVAS MEDIA ORTEGA, Makati City	THE PHILIPPINES
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY Perth	AUSTRALIA	THE BRAND AGENCY, Perth	AUSTRALIA
<b>A11 Corporate Social Responsibility (CSR) / Corporate Image</b>						
THE REAL KASHMIR	ADIDAS	REAL KASHMIR FOOTBALL CLUB SPONSORSHIP	CHEIL INDIA Gurgaon	INDIA	ADIDAS, Gurgaon	INDIA
BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	CHEIL PENGTAI Beijing	CHINA	CHEIL PENGTAI, Beijing	CHINA
<b>B01 Use of TV &amp; Other Screens</b>						
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP Sydney	AUSTRALIA	MEDIACOM, Sydney	AUSTRALIA
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND Auckland	NEW ZEALAND	PHD, Auckland	NEW ZEALAND
<b>B02 Use of Audio Platforms</b>						
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY Bangalore	INDIA		
SUMMER STATIC STATIONS	Procter & Gamble	OLD SPICE DEO SPRAY	PUBLICIS SINGAPORE	SINGAPORE	MEDIACOM PHILIPPINES, Taguig	THE PHILIPPINES
<b>B03 Use of Print / Outdoor</b>						
EQUAL NOT LOOSE	BUMBLE INDIA	APP	BBDO INDIA Mumbai	INDIA	OMD INDIA, Mumbai	INDIA
A NEW NEW ZEALAND	KIWIRAIL	COASTAL PACIFIC	DDB NEW ZEALAND Auckland	NEW ZEALAND	OMD WELLINGTON	NEW ZEALAND
UNDERCOVER CROSSWORDS	MINISTRY OF SOCIAL DEVELOPMENT/ OFFICE FOR SENIORS	ELDER ABUSE	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND, Auckland	NEW ZEALAND
POWERSHARE STATIONS	SAMSUNG	SPECIAL BUILD OUTDOOR	LEO BURNETT SYDNEY	AUSTRALIA	STARCOM, Melbourne	AUSTRALIA
<b>B04 Use of Ambient Media: Small Scale</b>						
THE HALF BISCUIT	LEGACY AUSTRALIA & RSA NEW ZEALAND	THE HALF BISCUIT	VMLY&R MELBOURNE	AUSTRALIA	WAVEMAKER, Melbourne	AUSTRALIA
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY Perth	AUSTRALIA	THE BRAND AGENCY, Perth	AUSTRALIA
UNFORGETTABLE BAG	TESCO	TESCO	GREY MALAYSIA Petaling Jaya	MALAYSIA	GREY MALAYSIA, Petaling Jaya	MALAYSIA
<b>B05 Use of Ambient Media: Large Scale</b>						
ANZ SIGNS OF LOVE	ANZ BANK AUSTRALIA	BRAND SPONSORSHIP	TBWAIMELBOURNE	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
PROJECT SAVE	GOVERNMENT OF VALENZUELA CITY	GOVERNMENT OF VALENZUELA CITY	HAVAS Makati City	THE PHILIPPINES	HAVAS MEDIA ORTEGA, Makati City	THE PHILIPPINES
<b>B06 Use of Events</b>						
ALL HAIL PATRICKS	ASIA PACIFIC BREWERIES	GUINNESS	IRIS SINGAPORE	SINGAPORE	RED STAR, Singapore	SINGAPORE
LIFEBUOY GERM NASHINI	UNILEVER	LIFEBUOY	MULLENLOWE LINTAS GROUP INDIA Mumbai	INDIA	MULLENLOWE LINTAS GROUP INDIA, Mumbai	INDIA
<b>B07 Use of Stunts</b>						
#MAKEYOURCHOICE	MCDONALD'S INDIA	MCDONALD'S	DDB MUDRA Mumbai	INDIA	DDB MUDRA, Mumbai	INDIA
NON-BEER OCCASION SPONSORSHIPS	HEINEKEN	HEINEKEN 0.0	WUNDERMAN THOMPSON BANGKOK	THAILAND	RED STAR, Bangkok	THAILAND
<b>B08 Use of Digital Platforms</b>						
CODE NAME: URI	TRIGGER HAPPY	URI: THE SURGICAL STRIKE, THE FILM DENTSU WEBCHUTNEY Mumbai		INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA
STICKY SEARCHUATIONS	MARS CHOCOLATE AUSTRALIA	MARS BAR	CLEMENGER BBDO MELBOURNE	AUSTRALIA	GOOGLE, Melbourne	AUSTRALIA
BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	CHEIL PENGTAI Beijing	CHINA	CHEIL PENGTAI, Beijing	CHINA
<b>B09 Use of Mobile</b>						
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY Bangalore	INDIA		
KUPU	SPARK	SPARK	COLENZO BBDO Auckland	NEW ZEALAND	PHD, Auckland	NEW ZEALAND
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
POWERSHARE STATIONS	SAMSUNG	SPECIAL BUILD OUTDOOR	LEO BURNETT SYDNEY	AUSTRALIA	STARCOM, Melbourne	AUSTRALIA
<b>B10 Use of Social Platforms</b>						
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA Shanghai	CHINA	WECHAT, ShenZhen	CHINA
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
FOORTEPAY: THE LONGEST BANK ADVERTISEMENT IN THE WORLD	FORTEBANK	FORTEPAY	KOMBINAT Almaty	KAZAKHSTAN	KOMBINAT, Almaty	KAZAKHSTAN
ALWAYS COME PREPARED	RECKITT BENCKISER PHILIPPINES	DUREX	INITIATIVE PHILIPPINES Taguig	THE PHILIPPINES	INITIATIVE PHILIPPINES, Taguig	THE PHILIPPINES

<b>B11 Use of Technology</b>						
AVENGERS:ENDWAIT	THE WALT DISNEY STUDIOS	MARVEL AVENGERS:ENDGAME	DENTSU X Singapore	SINGAPORE	DENTSU X, Singapore	SINGAPORE
MONTY: THE WORLD'S FIRST PREDICTIVE COMMENTATOR	FOXTEL	FOX CRICKET	MINDSHARE Sydney	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
<b>C01 Use of Data Driven Insight</b>						
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
THERE'S A PLAYLIST FOR THAT	SPOTIFY	SPOTIFY MUSIC STREAMING	LEO BURNETT INDIA Mumbai	INDIA	RAPPORT OUTDOOR ADVERTISING, Mumbai	INDIA
<b>C02 Use of Real-time Data</b>						
EXTRA REMINDER	WRIGLEY'S EXTRA	WRIGLEY'S EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA
MONTY: THE WORLD'S FIRST PREDICTIVE COMMENTATOR	FOXTEL	FOX CRICKET	MINDSHARE Sydney	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
MCDELIVERY X GRABFOOD LAUNCH	MCDONALD'S SINGAPORE	MCDELIVERY	HANBAOBAO PTE. LTD. Singapore	SINGAPORE	OMD SINGAPORE	SINGAPORE
<b>D01 Use of Brand or Product Integration into a Programme or Platform</b>						
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP Sydney	AUSTRALIA	MEDIACOM, Sydney	AUSTRALIA
#SUBTLYSPONSOREDPOST-	SAMSUNG/ SAMSUNG AUSTRALIA	SAMSUNG A SERIES	LEO BURNETT SYDNEY	AUSTRALIA	STARCOM, Sydney	AUSTRALIA
<b>D02 Use of Branded Content created for Digital or Social</b>						
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHT	OVERMAN Seoul	SOUTH KOREA	OVERMAN, Seoul	SOUTH KOREA
<b>E01 Use of Integrated Media</b>						
R.I.P SIMON THE SLOTH	TRADE ME LTD.	LIFE DIRECT	VMLY&R Auckland	NEW ZEALAND	MBM NZ, Auckland	NEW ZEALAND
MAKING BIRDBOX A BLOCKBUSTER	NETFLIX	BIRDBOX	UM SINGAPORE	SINGAPORE	UM SINGAPORE	SINGAPORE
<b>F01 Excellence in Media Insights &amp; Strategy</b>						
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN, Lahore	PAKISTAN
<b>F03 Excellence in Media Execution</b>						
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP Sydney	AUSTRALIA	MEDIACOM, Sydney	AUSTRALIA
<b>G01 Local Brand</b>						
CHAI-FI	KEO PVT. LTD.	CHAKRA TEA	DENTSU WEBCHUTNEY Gurgaon	INDIA		
<b>G03 Single Market Campaign</b>						
SUMMER STATIC STATIONS	Procter & Gamble	OLD SPICE DEO SPRAY	PUBLICIS SINGAPORE	SINGAPORE	MEDIACOM PHILIPPINES, Taguig	THE PHILIPPINES
BEYOND THE LABEL	NATIONAL COUNCIL OF SOCIAL SERVICE	PUBLIC EDUCATION CAMPAIGN (MENTAL HEALTH)	UM SINGAPORE	SINGAPORE	UM SINGAPORE	SINGAPORE
<b>G04 Social Behaviour &amp; Cultural Insight</b>						
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY Bangalore	INDIA		
CHAI-FI	KEO PVT. LTD.	CHAKRA TEA	DENTSU WEBCHUTNEY Gurgaon	INDIA		
I'M CALLING IT A DAY	RED ROCK / ORIENTAL BREWERY	BEER / DRINK	HS AD Seoul	SOUTH KOREA	HS AD, Seoul	SOUTH KOREA
LIFEBUOY GERM NASHINI	UNILEVER	LIFEBUOY	MULLENLOWE LINTAS GROUP INDIA Mumbai	INDIA	MULLENLOWE LINTAS GROUP INDIA, Mumbai	INDIA
<b>G05 Breakthrough on a Budget</b>						
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY Perth	AUSTRALIA	THE BRAND AGENCY, Perth	AUSTRALIA
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS Sydney	AUSTRALIA		