

Brand Experience & Activation

Shortlist 2021



Title	Brand	Product / Service	Entrant Company	Location
A01 Fast Moving Consumer Goods				
THE SECRET SUPPORTER	DUTCH MILL GROUP	DUTCH MILL	CJ WORX Bangkok	THAILAND
STRESS-INDUCING TIMER	NISSIN FOOD PRODUCTS CO., LTD.	CHICKEN RAMEN AKUMA NO KIMURA	DENTSU INC. Tokyo	JAPAN
EMERSON'S - TINY PUB	LION	BEER	DDB NEW ZEALAND Auckland	NEW ZEALAND
STEINLAGER - BLACK LAUNDRY	LION	PROMOTE NATIONWIDE CAMARADERIE WITH LIVE EXPERIENCE	DDB NEW ZEALAND Auckland	NEW ZEALAND
A02 Healthcare				
PUBLICLY TRADED	LIFESTYLES	LIFESTYLES	FCB/SIX Toronto	CANADA
A03 Durable Consumer Goods including Automotive				
CATCH! ENJOY AIR DOWN	THE NORTH FACE	AIR DOWN JACKET	INNORED Seoul	SOUTH KOREA
UNEXPLORED RADIO STUDIO	JAGUER LAND ROVER JAPAN LTD	RANGE ROVER	FACT Tokyo	JAPAN
PROPILOT GOLF BALL	NISSAN	PROPILOT 2.0	NISSAN MOTOR COMPANY Kanagawa	JAPAN
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
TUNA SCOPE 2020	KURA SUSHI, INC.	TUNA SCOPE AND AI TUNA	DENTSU INC. Tokyo	JAPAN
A05 Media / Entertainment				
#TIRORITUNE	MCDONALD'S JAPAN	500 YEN EXTRA VALUE MEAL	TBWAHAKUHODO INC. Tokyo	JAPAN
A06 Consumer Services / Business to Business				
SECOND LIFE	IBM	IBM WATSON	GEOMETRY OGILVY JAPAN Tokyo	JAPAN
FIRST SATURDAY	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
A07 Not-for-profit / Charity / Government				
TEKKA ONLINE MARKET	INFOCOMM MEDIA DEVELOPMENT AUTHORITY (IMDA)	TEKKA ONLINE MARKET	BLKJ Singapore	SINGAPORE
CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	FUNDRAISING INITIATIVE	CHE PROXIMITY Melbourne	AUSTRALIA
THE BOOSTER TAG	RACV AND TAC	ROAD SAFETY	CHE PROXIMITY Melbourne	AUSTRALIA
NO-ESCAPE ROOM	PARKINSON'S NSW	PARKINSON'S NSW	WUNDERMAN THOMPSON Sydney	AUSTRALIA
B01 Use of Ambient Media: Small Scale				
POOPAINT	LOHAS KIDS CENTER CLOVER	POOPAINT	GEOMETRY OGILVY JAPAN Tokyo	JAPAN
KIWIRAIL - NEAR MISS MEMORIALS	KIWIRAIL NEW ZEALAND AND TRACKSAFE	RAIL SAFETY AWARENESS	DDB NEW ZEALAND Auckland	NEW ZEALAND
THE BOOSTER TAG	RACV AND TAC	ROAD SAFETY	CHE PROXIMITY Melbourne	AUSTRALIA
B02 Use of Ambient Media: Large Scale				
BURNT CHRISTMAS TREE	AUSTRALIAN RED CROSS	DISASTER RELIEF FUND	DDB SYDNEY	AUSTRALIA
B03 Use of Broadcast				
RED RESTAURANTS DRIVE	TV TOKYO	TV DRAMA	HAKUHODO KETTLE INC. Tokyo	JAPAN
UNEXPLORED RADIO STUDIO	JAGUER LAND ROVER JAPAN LTD	RANGE ROVER	FACT Tokyo	JAPAN
UBER EATS NO REPEATS	UBER EATS	UBER EATS	SPECIAL GROUP Sydney	AUSTRALIA
B04 Use of Print or Outdoor				
AI MANGA ~TEZUKA2020~	KIOXIA CORPORATION	CORPORATION ADVERTISEMENT	WUNDERMAN THOMPSON TOKYO	JAPAN
SLOWAYS	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
C01 Guerrilla Marketing & Stunts				
MICHELIN IMPOSSIBLE	KFC	KENTUCKY FRIED CHICKEN	OGILVY AUSTRALIA Sydney	AUSTRALIA
PLEASE ARREST ME	RIT FOUNDATION	GENDER EQUALITY AND HUMAN RIGHTS	OGILVY SINGAPORE	SINGAPORE
THE SOAP WITH A LUMP	HINDUSTAN UNILEVER LTD	LUX	WUNDERMAN THOMPSON Mumbai	INDIA
C02 Live Shows / Concerts / Festivals				
SHIBUYA VIRTUAL HALLOWEEN	AU BY KDDI, FUTURE DESIGN SHIBUYA	SHIBUYA CITY, TELECOM SERVICES	GEOMETRY OGILVY JAPAN Tokyo	JAPAN
C03 Exhibitions / Installations				
A FUTURE WITHOUT CHANGE	MONASH UNIVERSITY	STUDENT RECRUITMENT	VMLY&R MELBOURNE	AUSTRALIA
NO-ESCAPE ROOM	PARKINSON'S NSW	PARKINSON'S NSW	WUNDERMAN THOMPSON Sydney	AUSTRALIA
C04 Competitions & Promotional Games				
SOLAR FOREST	HANWHA	SOLAR FOREST APP	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
C05 Customer Retail / In-Store Experience				
LIGHT SAVER	EMART	LIGHT SAVER	CHEIL WORLDWIDE Seoul	SOUTH KOREA
EMERSON'S - TINY PUB	LION	BEER	DDB NEW ZEALAND Auckland	NEW ZEALAND
STEINLAGER - BLACK LAUNDRY	LION	PROMOTE NATIONWIDE CAMARADERIE WITH LIVE EXPERIENCE	DDB NEW ZEALAND Auckland	NEW ZEALAND
C06 360 integrated Brand Experience				
MICHELIN IMPOSSIBLE	KFC	KENTUCKY FRIED CHICKEN	OGILVY AUSTRALIA Sydney	AUSTRALIA

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C07 Customer Acquisition & Retention				
FRIEND-VERTISING	SKINNY	SKINNY	SKINNY Auckland	NEW ZEALAND
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
SECRET MENU	KFC	KFC APP	OGILVY AUSTRALIA Sydney	AUSTRALIA
D01 Tech-led Brand Experience				
PLAY	SPARK	SPARK	SPARK NEW ZEALAND Auckland	NEW ZEALAND
SECOND LIFE	IBM	IBM WATSON	GEOMETRY OGILVY JAPAN Tokyo	JAPAN
LIVING JIAGU	GOOGLE ARTS & CULTURE	GOOGLE'S TENSORFLOW	MEDIAMONKS Shanghai	CHINA
PROPILOT GOLF BALL	NISSAN	PROPILOT 2.0	NISSAN MOTOR COMPANY Kanagawa	JAPAN
D02 Use of Mobile & Devices				
5G KUNG FU SHOWDOWN	HUAWEI	HUAWEI MATE30 PRO 5G	OGILVY Beijing	CHINA
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA
SECRET MENU	KFC	KFC APP	OGILVY AUSTRALIA Sydney	AUSTRALIA
D03 Use of Social & Digital Platforms				
NUTRITION FOR HACKERS !	CALORIEMATE	DRINKS	HAKUHODO INC. Tokyo	JAPAN
TIKTIONARY	BYTEDANCE KK	TIKTOK	TOHOKUSHINSHA FILM CORPORATION Tokyo	JAPAN
CONTACTLESS PARTNER WORKOUTS	NIKE	NIKE BRAND	KLUE Shanghai	CHINA
#PLAYTHIS	SPOTIFY INDIA LLP	MUSIC STREAMING	DDB MUDRA Mumbai	INDIA
D04 Digital Installations				
PLAY DO CAR	NISSAN MOTOR	CLAY CAR	NISSAN MOTOR COMPANY Kanagawa	JAPAN
D05 New Realities & Voice Activation				
5G KUNG FU SHOWDOWN	HUAWEI	HUAWEI MATE30 PRO 5G	OGILVY Beijing	CHINA
E01 Launch / Re-launch				
UNI-FORM	VOGUE	FASHION	OGILVY Taipei City	TAIWAN
READY-TO-GO UNIFORMS	WACOAL THAILAND	WACOAL	WUNDERMAN THOMPSON BANGKOK	THAILAND
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
TUNA SCOPE 2020	KURA SUSHI, INC.	TUNA SCOPE AND AI TUNA	DENTSU INC. Tokyo	JAPAN
E02 Sponsorship & Brand Partnership				
ABC PEDASURANSI	ABC SAMBAL	ABC SAMBAL ASLI SAUCE	VMLY&R Mumbai	INDIA
BORROW THE ALL BLACKS	ASB BANK	BUSINESS BANKING	ASB BANK Auckland	NEW ZEALAND
F01 Integrated Campaign led by Brand Experience & Activation				
A FUTURE WITHOUT CHANGE	MONASH UNIVERSITY	STUDENT RECRUITMENT	VMLY&R MELBOURNE	AUSTRALIA
BORROW THE ALL BLACKS	ASB BANK	BUSINESS BANKING	ASB BANK Auckland	NEW ZEALAND
CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	FUNDRAISING INITIATIVE	CHE PROXIMITY Melbourne	AUSTRALIA
G01 Local Brand				
THE BIG SLAB	BALTER BREWING COMPANY	BALTER BEER	BALTER BREWING COMPANY Currumbin Waters	AUSTRALIA
G03 Single-market Campaign				
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA
G04 Social Behaviour				
THE SECRET SUPPORTER	DUTCH MILL GROUP	DUTCH MILL	CJ WORX Bangkok	THAILAND
UNREAL FANS OF REAL KASHMIR	ADIDAS + REAL KASHMIR FC	REAL KASHMIR FC	CHEIL INDIA Gurgaon	INDIA
G05 Cultural Insight				
MOONMENTS	WECHAT / THE GREAT WALL	WECHAT	TENCENT Shenzhen	CHINA
LIVING JIAGU	GOOGLE ARTS & CULTURE	GOOGLE'S TENSORFLOW	MEDIAMONKS Shanghai	CHINA
G06 Breakthrough on a Budget				
MCCLASSROOM	MCDONALD'S	MCDONALD'S	LEO BURNETT MANILA	THE PHILIPPINES
G07 Corporate Purpose & Social Responsibility				
PLAY	SPARK	SPARK	SPARK NEW ZEALAND Auckland	NEW ZEALAND
THE CHEERING BANDAGE	YOUNG CHEMICAL, FACEBOOK KOREA	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
MCCLASSROOM	MCDONALD'S	MCDONALD'S	LEO BURNETT MANILA	THE PHILIPPINES
THE SOAP WITH A LUMP	HINDUSTAN UNILEVER LTD	LUX	WUNDERMAN THOMPSON Mumbai	INDIA
SLOWAYS	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
FIRST SATURDAY	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	CHEIL INDIA Gurgaon	INDIA
G08 Market Disruption				
MCCLASSROOM	MCDONALD'S	MCDONALD'S	LEO BURNETT MANILA	THE PHILIPPINES
ANZ MR HUMFREEZ	ANZ BANK	ANZ BANK	TBWAUAUCKLAND	NEW ZEALAND
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA