

Brand Experience & Activation

Winners 2021



Title	Brand	Product/Service	Entrant Company	Location
Grand Prix				
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
Gold Spike				
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
MICHELIN IMPOSSIBLE	KFC	KENTUCKY FRIED CHICKEN	OGILVY AUSTRALIA Sydney	AUSTRALIA
PLEASE ARREST ME	RIT FOUNDATION	GENDER EQUALITY AND HUMAN RIGHTS	OGILVY SINGAPORE	SINGAPORE
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA
Silver Spike				
EMERSON'S - TINY PUB	LION	BEER	DDB NEW ZEALAND Auckland	NEW ZEALAND
CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	FUNDRAISING INITIATIVE	CHE PROXIMITY Melbourne	AUSTRALIA
RED RESTAURANTS DRIVE	TV TOKYO	TV DRAMA	HAKUHODO KETTLE INC. Tokyo	JAPAN
SHIBUYA VIRTUAL HALLOWEEN	AU BY KDDI, FUTURE DESIGN SHIBUYA	SHIBUYA CITY, TELECOM SERVICES	GEOMETRY OGILVY JAPAN Tokyo	JAPAN
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
SECOND LIFE	IBM	IBM WATSON	GEOMETRY OGILVY JAPAN Tokyo	JAPAN
PROPILOT GOLF BALL	NISSAN	PROPILOT 2.0	TBWA/HAKUHODO INC. Tokyo	JAPAN
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
THE SOAP WITH A LUMP	HINDUSTAN UNILEVER LTD	LUX	WUNDERMAN THOMPSON Mumbai	INDIA
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	CHEIL INDIA Gurgaon	INDIA
Bronze Spike				
THE SECRET SUPPORTER	DUTCH MILL GROUP	DUTCH MILL	CJ WORX Bangkok	THAILAND
STEINLAGER - BLACK LAUNDRY	LION	PROMOTE NATIONWIDE CAMARADERIE WITH LIVE EXPERIENCE	DDB NEW ZEALAND Auckland	NEW ZEALAND
PUBLICLY TRADED	LIFESTYLES HEALTHCARE AUSTRALIA	LIFESTYLES	FCB/SIX NY	USA
PROPILOT GOLF BALL	NISSAN	PROPILOT 2.0	TBWA/HAKUHODO INC. Tokyo	JAPAN
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
#TIRORITUNE	MCDONALD'S JAPAN	500 YEN EXTRA VALUE MEAL	TBWA/HAKUHODO INC. Tokyo	JAPAN
SECOND LIFE	IBM	IBM WATSON	GEOMETRY OGILVY JAPAN Tokyo	JAPAN
KIWIRAIL - NEAR MISS MEMORIALS	KIWIRAIL NEW ZEALAND AND TRACKSAFE	RAIL SAFETY AWARENESS	DDB NEW ZEALAND Auckland	NEW ZEALAND
BURNT CHRISTMAS TREE	AUSTRALIAN RED CROSS	DISASTER RELIEF FUND	DDB SYDNEY	AUSTRALIA
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
SLOWAYS	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
A FUTURE WITHOUT CHANGE	MONASH UNIVERSITY	STUDENT RECRUITMENT	VMLY&R MELBOURNE	AUSTRALIA
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
FRIEND-VERTISING	SKINNY	SKINNY	SKINNY Auckland	NEW ZEALAND
SECRET MENU	KFC	KFC APP	OGILVY AUSTRALIA Sydney	AUSTRALIA
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
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
UNI-FORM	VOGUE	FASHION	OGILVY TAIWAN Taipei City	TAIWAN
BORROW THE ALL BLACKS	ASB BANK	BUSINESS BANKING	ASB BANK Auckland	NEW ZEALAND
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MCCLASSROOM	MCDONALD'S	MCDONALD'S	LEO BURNETT MANILA	THE PHILIPPINES
MCCLASSROOM	MCDONALD'S	MCDONALD'S	LEO BURNETT MANILA	THE PHILIPPINES
FIRST SATURDAY	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
ANZ MR HUMFREEZ	ANZ BANK	ANZ BANK	TBWA/AUCKLAND	NEW ZEALAND
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA