

Creative Effectiveness

Shortlist 2021



Title	Brand	Product / Service	Entrant Company	Location
A01 Creative Effectiveness				
SAFETY HUB	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
A02 Creative Effectiveness for Good				
#STOPMITHANI	HDFC BANK	BLOOD DONATION DRIVE	LEO BURNETT INDIA Mumbai	INDIA
B05 Cultural Insight				
I'M DRINKING IT FOR YOU	DB BREWERIES	DB EXPORT EXTRA LOW CARB	DB BREWERIES Auckland	NEW ZEALAND
B07 Corporate Purpose & Social Responsibility				
KUPU	SPARK	SPARK	SPARK NEW ZEALAND Auckland	NEW ZEALAND
VICKS: TOUCH OF CARE	P&G	VICKS	PUBLICIS SINGAPORE	SINGAPORE