

Title	Brand	Product / Service	Entrant Company	Location
A01 Fast Moving Consumer Goods				
B1 EDM	BUDWEISER	BUDWEISER EDM LIVE SHOW	BUDWEISER CHINA Shanghai	CHINA
A02 Healthcare				
PUBLICLY TRADED	LIFESTYLES	LIFESTYLES	FCB/SIX Toronto	CANADA
A03 Durable Consumer Goods including Automotive				
NIKE NEXT%: SPEED IS YOUR CURRENCY	NIKE	NIKE	MINDSHARE CHINA Shanghai	CHINA
A07 Not-for-profit / Charity / Government				
TEKKA ONLINE MARKET	INFOCOMM MEDIA DEVELOPMENT AUTHORITY (IMDA)	TEKKA ONLINE MARKET	BLKJ Singapore	SINGAPORE
B02 Customer Acquisition & Retention				
PUBLICLY TRADED	LIFESTYLES	LIFESTYLES	FCB/SIX Toronto	CANADA
SECRET MENU	KFC	KFC APP	OGILVY AUSTRALIA Sydney	AUSTRALIA
B06 Social Commerce				
LOVE COLLECTION	IKEA	IKEA	OGILVY HONG KONG	HONG KONG
TEKKA ONLINE MARKET	INFOCOMM MEDIA DEVELOPMENT AUTHORITY (IMDA)	TEKKA ONLINE MARKET	BLKJ Singapore	SINGAPORE
SECRET MENU	KFC	KFC APP	OGILVY AUSTRALIA Sydney	AUSTRALIA
C02 Challenger Brand				
DESTINATION MENU	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
C07 Corporate Purpose & Social Responsibility				
TUNA SCOPE 2020	KURA SUSHI, INC.	"TUNA SCOPE" AND "AI TUNA"	DENTSU INC. Tokyo	JAPAN
C08 Market Disruption				
FREE POWER MODE	POWERSHOP	POWERSHOP	whiteGREY Melbourne	AUSTRALIA
DESTINATION MENU	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND