

Title	Brand	Product / Service	Entrant Company	Location
<b>A01 Fast Moving Consumer Goods</b>				
STEINLAGER - BLACK LAUNDRY	LION	PROMOTE NATIONWIDE CAMARADERIE WITH LIVE EXPERIENCE	DDB NEW ZEALAND Auckland	NEW ZEALAND
<b>A02 Healthcare</b>				
VOICE DOODLER	ILLUMA, WYETH	INFANT NUTRITION MILK FORMULA	OGILVY Shanghai	CHINA
<b>A03 Durable Consumer Goods including Automotive</b>				
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
<b>A04 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>				
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
<b>A05 Media / Entertainment</b>				
THE FIRST TAKE	THE FIRST TAKE MUSIC	THE FIRST TAKE	TBWAHAKUHODO INC. Tokyo	JAPAN
WORLD'S MOST REPORTED TRAILER	TRIGGER HAPPY	THAPPAD	DENTSU WEBCHUTNEY Mumbai	INDIA
<b>A06 Consumer Services / Business to Business</b>				
SLOWAYS	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
SIGNATURE SEARCHES	GOOGLE	GOOGLE SEARCH	R/GA SYDNEY	AUSTRALIA
<b>A07 Not-for-profit / Charity / Government</b>				
YOUR PLASTIC DIET	WWF	PLASTIC DIET	GREY MALAYSIA Petaling Jaya	MALAYSIA
DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	DONATION DOLLAR	SAATCHI & SAATCHI Melbourne	AUSTRALIA
<b>B01 Mailing</b>				
PIZZA HUT X IKEA SÄVA	PIZZA HUT HONG KONG	PIZZA HUT	OGILVY HONG KONG	HONG KONG
<b>B02 Use of Ambient Media: Small Scale</b>				
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
DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	DONATION DOLLAR	SAATCHI & SAATCHI Melbourne	AUSTRALIA
<b>B03 Use of Ambient Media: Large Scale</b>				
A FUTURE WITHOUT CHANGE	MONASH UNIVERSITY	STUDENT RECRUITMENT	VMLY&R MELBOURNE	AUSTRALIA
BURNT CHRISTMAS TREE	AUSTRALIAN RED CROSS	DISASTER RELIEF FUND	DDB SYDNEY	AUSTRALIA
CATCH! ENJOY AIR DOWN	THE NORTH FACE	AIR DOWN JACKET	INNORED Seoul	SOUTH KOREA
<b>B05 Use of Print / Outdoor</b>				
SLOWAYS	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
<b>C01 Use of Social / Digital Platforms</b>				
THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	ANIMAL SHELTERS AND ADOPTION	EDELMAN SINGAPORE	SINGAPORE
GOOD MORNING WORLD	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND
SIGNATURE SEARCHES	GOOGLE	GOOGLE SEARCH	R/GA SYDNEY	AUSTRALIA
WORLD'S MOST REPORTED TRAILER	TRIGGER HAPPY	THAPPAD	DENTSU WEBCHUTNEY Mumbai	INDIA
<b>C02 Use of Mobile &amp; Devices</b>				
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
<b>C03 Real-time Response</b>				
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA
<b>C04 Co-creation &amp; User Generated Content</b>				
IKEA ANIMAL CROSSING CATALOGUE	IKEA	HOME FURNITURE	OGILVY Taipei City	TAIWAN
<b>D02 Data-driven Targeting</b>				
#NOTJUSTACADBURYAD	MONDELEZ	CADBURY DAIRY MILK	OGILVY INDIA Mumbai	INDIA
<b>E01 Acquisition &amp; Retention</b>				
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND
<b>E02 Launch / Re-launch</b>				
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
<b>F01 Integrated Campaign Led by Direct</b>				
PIZZA HUT X IKEA SÄVA	PIZZA HUT HONG KONG	PIZZA HUT	OGILVY HONG KONG	HONG KONG
FIRST SATURDAY	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA
MEDDLE IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS	EVERY KIWI VOTE COUNTS	SPECIAL GROUP Auckland	NEW ZEALAND
GOOD MORNING WORLD	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND
<b>G01 Local Brand</b>				
ABC PEDASURANSI	ABC SAMBAL	ABC SAMBAL ASLI SAUCE	VMLY&R Mumbai	INDIA
<b>G03 Single-market Campaign</b>				
HEINEKEN DRIVER'S FRIDGE	HEINEKEN	HEINEKEN 0.0	PUBLICIS SINGAPORE	SINGAPORE
DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	DONATION DOLLAR	SAATCHI & SAATCHI Melbourne	AUSTRALIA
<b>G04 Social Behaviour</b>				

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THE SOAP WITH A LUMP	HINDUSTAN UNILEVER LTD	LUX	WUNDERMAN THOMPSON Mumbai	INDIA
WORLD'S MOST REPORTED TRAILER	TRIGGER HAPPY	THAPPAD	DENTSU WEBCHUTNEY Mumbai	INDIA
<b>G05 Cultural Insight</b>				
GALAXY GRAFFITI	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE Seoul	SOUTH KOREA
ANZ MR HUMFREEZ	ANZ BANK	ANZ BANK	TBWAWAUCKLAND	NEW ZEALAND
<b>G06 Breakthrough on a Budget</b>				
THE PENGUIN AND THE WHALE	UNITED NATIONS	CHINESE YOUTH DIALOGUE ON THE FUTURE	TENCENT Shenzhen	CHINA
<b>G07 Corporate Purpose &amp; Social Responsibility</b>				
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	OGILVY PAKISTAN Islamabad	PAKISTAN
YOUR PLASTIC DIET	WWF	PLASTIC DIET	GREY MALAYSIA Petaling Jaya	MALAYSIA
FIRST SATURDAY	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA
<b>G08 Market Disruption</b>				
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA