

Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location
A01 Fast Moving Consumer Goods						
TAKE A BABY STEP INTO PARENTING (PARK)	MARS	PEDIGREE	MARS NEW ZEALAND Auckland	NEW ZEALAND	3&7, Auckland	NEW ZEALAND
TAKE A BABY STEP INTO PARENTING (HOSE)	MARS	PEDIGREE	MARS NEW ZEALAND Auckland	NEW ZEALAND	3&7, Auckland	NEW ZEALAND
TAKE A BABY STEP INTO PARENTING (NIGHTCLUB)	MARS	PEDIGREE	MARS NEW ZEALAND Auckland	NEW ZEALAND	3&7, Auckland	NEW ZEALAND
FURPHY - THE UNBELIEVABLE KICK	LION	FURPHY	THINKERBELL Melbourne	AUSTRALIA	GOODOIL FILMS, Melbourne	AUSTRALIA
A02 Healthcare						
SAVLON - THE ARTIST	ITC - SAVLON	SAVLON SWASTH INDIA MISSION	OGILVY INDIA Mumbai	INDIA	GOOD MORNING, Mumbai	INDIA
A03 Durable Consumer Goods including Automotive						
FREE FALL	AMART	FURNITURE	BMF Sydney	AUSTRALIA	GOODOIL FILMS, Sydney / LEVEL TWO MUSIC, Melbourne	AUSTRALIA
BEST CARS IN THE UNIVERSE	SUZUKI	SUZUKI CARS	SUZUKI Melbourne	AUSTRALIA	FINCH, Melbourne	AUSTRALIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
UP, UP AND TOUPEE	VIRGIN AUSTRALIA	AIRLINE TRAVEL	DDB SYDNEY	AUSTRALIA	REVOLVER, Sydney	AUSTRALIA
CRAVINGS	MCDONALDS	FAST FOOD	DDB SYDNEY	AUSTRALIA	FINCH, Sydney	AUSTRALIA
SHOP UNFRIEND	CENTRAL DEPARTMENT STORE	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	THAILAND	FACTORY01, Bangkok	THAILAND
A06 Consumer Services / Business to Business						
PLAY	SPARK	SPARK	SPARK NEW ZEALAND Auckland	NEW ZEALAND	SWEETSHOP, Auckland	NEW ZEALAND
SLEEPER	IAG	NRMA INSURANCE	NRMA Sydney	AUSTRALIA	FINCH, Sydney / MJZ, Los Angeles	AUSTRALIA / USA
MY GOAL	TMB BANK PUBLIC COMPANY LIMITED	ME BY TMB	OGILVY Bangkok	THAILAND	FACTORY01, Bangkok	THAILAND
AAI - DINOSAUR VS UNICORN	AAI	INSURANCE COVER	DDB NEW ZEALAND Auckland	NEW ZEALAND	GOOD OIL FILMS, Auckland	NEW ZEALAND
#OVOMATIS	OVO	OVO PAYMENT	AMBILHATI Jakarta	INDONESIA	AMBILHATI, Jakarta	INDONESIA
A07 Not-for-profit / Charity / Government						
ALL ALONE	RONALD MCDONALD HOUSE CHARITIES	PROVIDING HOPE AND HOME FOR FAMILIES	LEO BURNETT TAIWAN Taipei	TAIWAN	YUAN YUAN PRODUCTION, Taipei	TAIWAN
B01 Fast Moving Consumer Goods						
BAND	RC COLA	RC COLA	GIGIL Manila	THE PHILIPPINES	ARCADE FILM FACTORY, Makati City	THE PHILIPPINES
B02 Healthcare						
HOW TO: MOULD A BREAST CANCER-FREE FUTURE	PRUDENTIAL SINGAPORE	BREAST CANCER AWARENESS	VAYNERMEDIA Singapore	SINGAPORE	VAYNERMEDIA, Singapore	SINGAPORE
SAVLON - THE ARTIST	ITC - SAVLON	SAVLON SWASTH INDIA MISSION	OGILVY INDIA Mumbai	INDIA	GOOD MORNING, Mumbai	INDIA
B03 Durable Consumer Goods including Automotive						
SHAKESPEARE	TOYOTA AUSTRALIA	TOYOTA GENUINE PARTS	DENTSU INC. Tokyo	JAPAN	GUILTY CONTENT, Melbourne	AUSTRALIA
WHATEVER HAPPENED...SEARCH BOLIDEN	SIAMPAN GROUP	BOLIDEN BATTERIES	CJ WORX Bangkok	THAILAND	MUM FILMS, Bangkok	THAILAND
DAUGHTER	APPLE	IPHONE 11 PRO	TBWAMEDIA ARTS LAB Shanghai	CHINA	TBWAMEDIA ARTS LAB, Shanghai	CHINA
10 SEC. DRAMA: THE STOP LINE OF LOVE - SEASON 2 -	JMS/TOYOTA MOBILITY PARTS	CAR ACCESSORIES	HAKUHODO INC. Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
B04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
STOP PROJECT NEW SHINKANSEN STATION FOR KAGA	KAGA CITY SHINKANSEN INITIATIVE OFFICE	KAGA CITY SHINKANSEN INITIATIVE OFFICE	DENTSU INC. Tokyo	JAPAN	GEEK PICTURES INC., Tokyo	JAPAN
SHOP UNFRIEND	CENTRAL DEPARTMENT STORE	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	THAILAND	FACTORY01, Bangkok	THAILAND
GOOD MORNING WORLD	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland / NIMBLE, Auckland	NEW ZEALAND
B05 Media / Entertainment						
POOJA DIDI	FACEBOOK	FACEBOOK	FACEBOOK Mumbai	INDIA	CHROME PICTURES, Mumbai	INDIA
B06 Consumer Services / Business to Business						
CONCENTRATION	KASIKORN LINE	LINE BK	GREYNJ UNITED Bangkok	THAILAND	GREYNJ UNITED, Bangkok / HAPPY ENDING FILM, Bangkok	THAILAND
TELEPATHY	KASIKORN LINE	LINE BK	GREYNJ UNITED Bangkok	THAILAND	GREYNJ UNITED, Bangkok / HAPPY ENDING FILM, Bangkok	THAILAND
K+ PEOPLE	KASIKORNBANK PUBLIC COMPANY LIMITED	KBANK	GREYNJ UNITED Bangkok	THAILAND	GREYNJ UNITED, Bangkok	THAILAND
MY GOAL	TMB BANK PUBLIC COMPANY LIMITED	ME BY TMB	OGILVY Bangkok	THAILAND	FACTORY01, Bangkok	THAILAND
B07 Not-for-profit / Charity / Government						
PLEASE ARREST ME	RIT FOUNDATION	GENDER EQUALITY AND HUMAN RIGHTS	OGILVY SINGAPORE	SINGAPORE	KNIGHTS MEDIA & FILMS, Mumbai / EDITMACHINE, Gorizia	INDIA / ITALY
THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	ANIMAL SHELTERS AND ADOPTION	EDELMAN SINGAPORE	SINGAPORE	THE FLOATING FOLKS, Singapore / 32BIT RECORDING STUDIO, Singapore	SINGAPORE

Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location
GUNFIGHT	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	ALPHA 245 Bangkok	THAILAND	FACTORY01, Bangkok	THAILAND
ROKEWOOD FC	TRANSPORT ACCIDENT COMMISSION	TRANSPORT ACCIDENT COMMISSION	AIRBAG Melbourne	AUSTRALIA	AIRBAG, Melbourne *	AUSTRALIA
#SOS SAVE OUR SENTINELS	JIMMY NELSON FOUNDATION	UNITED NATIONS WORLD DAY FOR CULTURAL DIVERSITY	WUNDERMAN THOMPSON Mumbai	INDIA	SMALL FRY PRODUCTIONS, Mumbai	INDIA
C01 Viral Film						
HAPPY FATHER'S DAY, MOM	LINKAJA	DIGITAL WALLET	ISOBAR Jakarta	INDONESIA	ISOBAR, Jakarta	INDONESIA
MAEPRANOM	PHIBOONCHAI MAEPRANOM THAI CHILI PASTE CO., LTD.	MAEPRANOM CHILLI SAUCE	SOUR BANGKOK	THAILAND	PHENOMENA, Bangkok	THAILAND
BAND	RC COLA	RC COLA	GIGIL Manila	THE PHILIPPINES	ARCADE FILM FACTORY, Makati City	THE PHILIPPINES
COMEDIANS	PADAYON	PADAYON	GIGIL Manila	THE PHILIPPINES	ARCADE FILM FACTORY, Makati City / COMEDY MANILA, Manila	THE PHILIPPINES
A STAR WARS EXPERIENCE FOR ALL	GLOBE TELECOM INC	GLOBE CORPORATE	WUNDERMAN THOMPSON Makati City	THE PHILIPPINES	PABRIKA, Makati City	THE PHILIPPINES
C02 Micro-film						
APOLOGETIC PRE-ROLLS	GREENWICH PIZZA CORPORATION	GREENWICH PIZZA	GIGIL Manila	THE PHILIPPINES	ARCADE FILM FACTORY, Makati City	THE PHILIPPINES
THUMBSTOPPERS	FACEBOOK	FACEBOOK FOR BUSINESS	WUNDERMAN THOMPSON Gurgaon	INDIA	NIRVANA FILMS, Bangalore	INDIA
C04 New Realities: Film or Series						
PLAYNZ	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	AIRBAG Melbourne	AUSTRALIA	AIRBAG, Melbourne / ARC EDIT, Sydney *	AUSTRALIA
D01 Branded Content & Entertainment Film						
STOP PROJECT NEW SHINKANSEN STATION FOR KAGA	KAGA CITY SHINKANSEN INITIATIVE OFFICE	KAGA CITY SHINKANSEN INITIATIVE OFFICE	DENTSU INC. Tokyo	JAPAN	GEEK PICTURES INC., Tokyo	JAPAN
YOU ARE HOW YOU SLURP	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN Taipei City	TAIWAN	INNOVATE FILMS, Taipei	TAIWAN
6 TAKES OF DRAMA	DHOSPAAK CO., LTD.	KULOV	GREYNJ UNITED Bangkok	THAILAND	GREYNJ UNITED, Bangkok / HAPPY ENDING FILM, Bangkok	THAILAND
DAUGHTER	APPLE	IPHONE 11 PRO	TBWAIMEDIA ARTS LAB Shanghai	CHINA	TBWAIMEDIA ARTS LAB, Shanghai	CHINA
E01 Use of Film						
CONDOM BATTLER, GORO	OKAMOTO INDUSTRIES, INC.	CONDOM	DENTSU INC. Tokyo	JAPAN	ENGINE FILM, Tokyo	JAPAN
HYUNDAI CARD 'BELIEVE IT OR NOT' CAMPAIGN	HYUNDAI CARD	HYUNDAI CARD PREMIUM	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	APC, Seoul	SOUTH KOREA
GOOD MORNING WORLD	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland / NIMBLE, Auckland	NEW ZEALAND
10 SEC. DRAMA: THE STOP LINE OF LOVE - SEASON 2 -	JMS/TOYOTA MOBILITY PARTS	CAR ACCESSORIES	HAKUHODO INC. Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
F02 Challenger Brand						
FAMILY	RC COLA	RC COLA	GIGIL Manila	THE PHILIPPINES	ARCADE FILM FACTORY, Makati City	THE PHILIPPINES
F03 Single-market Campaign						
POOJA DIDI	FACEBOOK	FACEBOOK	FACEBOOK Mumbai	INDIA	CHROME PICTURES, Mumbai	INDIA
BE UNSTOPPABLE #WITHALITTLEHELP FROM GOOGLE	GOOGLE INDIA	GOOGLE SEARCH	TOASTER Singapore	SINGAPORE	TOASTER, Singapore	SINGAPORE
DON'T DIE TILL THAT DAY	CENTRAL DEPARTMENT STORE	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	THAILAND	FACTORY01, Bangkok	THAILAND
F04 Social Behaviour						
6 TAKES OF DRAMA	DHOSPAAK CO., LTD.	KULOV	GREYNJ UNITED Bangkok	THAILAND	GREYNJ UNITED, Bangkok / HAPPY ENDING FILM, Bangkok	THAILAND
MEDDLER IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS	EVERY KIWI VOTE COUNTS	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland	NEW ZEALAND
ZERO JERSEY	TRANSPORT ACCIDENT COMMISSION	TRANSPORT ACCIDENT COMMISSION	AIRBAG Melbourne	AUSTRALIA	AIRBAG, Melbourne *	AUSTRALIA
F05 Cultural Insight						
PXMART'S HUNGRY GHOST FESTIVAL#NICETOMEETY-OU	PXMART	PXMART'S HUNGRY GHOST FESTIVAL#NICETOMEETYOU	OGILVY Taipei City	TAIWAN		
THE FROG PRINCE - A PUB SHORT FILM	PUB, SINGAPORE'S NATIONAL WATER AGENCY	N/A	DDB SINGAPORE	SINGAPORE	ATYPICAL FILMS, Singapore	SINGAPORE
#SOS SAVE OUR SENTINELS	JIMMY NELSON FOUNDATION	UNITED NATIONS WORLD DAY FOR CULTURAL DIVERSITY	WUNDERMAN THOMPSON Mumbai	INDIA	SMALL FRY PRODUCTIONS, Mumbai	INDIA
F06 Breakthrough on a Budget						
DARKNESS	7-ELEVEN CLIQQ	CLIQQ	GIGIL Manila	THE PHILIPPINES		
DEAR CLIENT, THANK YOU FOR CANCELLING OUR WORK	TCP	TCP GROUP	WUNDERMAN THOMPSON BANGKOK	THAILAND	WUNDERMAN THOMPSON BANGKOK	THAILAND
MEDDLER IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS	EVERY KIWI VOTE COUNTS	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland	NEW ZEALAND
F07 Corporate Purpose & Social Responsibility						
CHANGE FOR GOOD	TENCENT	99 GIVING DAY	TOPIC Beijing	CHINA	JINGLE, Shanghai	CHINA
ZERO JERSEY	TRANSPORT ACCIDENT COMMISSION	TRANSPORT ACCIDENT COMMISSION	AIRBAG Melbourne	AUSTRALIA	AIRBAG, Melbourne *	AUSTRALIA
COLGATE YIMSU	COLGATE-PALMOLIVE	N/A (EQUITY)	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	HOGARTH THAILAND, Bangkok	THAILAND