

Title	Brand	Product / Service	Medium	Entrant Company	Location
A03 OTC Products / Devices					
GENERATION INTERVENTION	FOUR SEASONS	CONDOMS	PR	CHE PROXIMITY Melbourne	AUSTRALIA
PUBLICLY TRADED	LIFESTYLES	LIFESTYLES	Digital	FCB/SIX Toronto	CANADA
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	Mobile	CHEIL INDIA Gurgaon	INDIA
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	Use of Technology	CHEIL INDIA Gurgaon	INDIA
A05 Health & Wellness Tech					
STRESS PORTRAITS	CIGNA	PUBLIC SERVICE ANNOUNCEMENT	Use of Technology	McCANN HONG KONG	HONG KONG
STRESS PORTRAITS	CIGNA	PUBLIC SERVICE ANNOUNCEMENT	Brand Experience & Activation	McCANN HONG KONG	HONG KONG
CARING ABOUT YOU	KT	KT	Product Innovation	CHEIL WORLDWIDE Seoul	SOUTH KOREA
B01 Brand-led Education & Awareness					
GENERATION INTERVENTION	FOUR SEASONS	CONDOMS	PR	CHE PROXIMITY Melbourne	AUSTRALIA
UN Sung	WARNER MUSIC ASIA	MUSIC	Digital	IRIS SINGAPORE	SINGAPORE
PUBLICLY TRADED	LIFESTYLES	LIFESTYLES	Digital	FCB/SIX Toronto	CANADA
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	Mobile	WUNDERMAN THOMPSON BANGKOK	THAILAND
PLAY	SPARK	SPARK	Use of Technology	SPARK NEW ZEALAND Auckland	NEW ZEALAND
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	Use of Technology	CHEIL INDIA Gurgaon	INDIA
ANZ MR HUMFREEZ	ANZ BANK	ANZ BANK	Product Innovation	TBWA/AUCKLAND	NEW ZEALAND
B02 Non-profit / Foundation-led Education & Awareness					
LESSSALT	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	PR	CJ WORX Bangkok	THAILAND
THE PUNISHING SIGNAL	MUMBAI POLICE	THE PUNISHING SIGNAL	PR	FCB INDIA Delhi	INDIA
PRE CHECK	NEW ZEALAND BREAST CANCER FOUNDATION	NEW ZEALAND BREAST CANCER FOUNDATION	Mobile	NEW ZEALAND BREAST CANCER FOUNDATION Auckland	NEW ZEALAND
LESSSALT	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	Outdoor: Ambient	CJ WORX Bangkok	THAILAND
THE PUNISHING SIGNAL	MUMBAI POLICE	THE PUNISHING SIGNAL	Outdoor: Ambient	FCB INDIA Delhi	INDIA
YOUR PLASTIC DIET	WWF	PLASTIC DIET	Integrated Campaign	GREY MALAYSIA Petaling Jaya	MALAYSIA
B03 Fundraising & Advocacy					
CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	FUNDRAISING INITIATIVE	Product Innovation	CHE PROXIMITY Melbourne	AUSTRALIA
CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	FUNDRAISING INITIATIVE	Integrated Campaign	CHE PROXIMITY Melbourne	AUSTRALIA
C01 Corporate Image & Communication					
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	Direct	OGILVY PAKISTAN Islamabad	PAKISTAN
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	Mobile	OGILVY PAKISTAN Islamabad	PAKISTAN
C03 Insurance					
STRESS PORTRAITS	CIGNA	PUBLIC SERVICE ANNOUNCEMENT	Use of Technology	McCANN HONG KONG	HONG KONG
STRESS PORTRAITS	CIGNA	PUBLIC SERVICE ANNOUNCEMENT	Brand Experience & Activation	McCANN HONG KONG	HONG KONG
D01 Animal Health					
PURPLE HIVE PROJECT	BEGA	BEGA B HONEY	Product Innovation	THINKERBELL Melbourne	AUSTRALIA
E01 Direct to Patient					
WHERE BABIES COME FROM	GENEA	IVF AND FERTILITY SERVICES	Direct	CHE PROXIMITY Melbourne	AUSTRALIA
WHERE BABIES COME FROM	GENEA	IVF AND FERTILITY SERVICES	Print & Publishing: Collateral	CHE PROXIMITY Melbourne	AUSTRALIA
WHERE BABIES COME FROM	GENEA	IVF AND FERTILITY SERVICES	Film: Cinema, TV and Digital Film Content	CHE PROXIMITY Melbourne	AUSTRALIA
E03 Disease Awareness & Understanding					
FACT FASHION -TAKE OFF THE MISUNDERSTANDINGS, WEAR THE HIDDEN FACTS.-	JANSSEN PHARMACEUTICAL K.K.	FACT FASHION	PR	OZMA PR Chiyoda	JAPAN
NZAF - SPERM POSITIVE	NEW ZEALAND AIDS FOUNDATION	HIV PREVENTION	PR	DDB NEW ZEALAND Auckland	NEW ZEALAND