

Title	Brand	Product/Service	Medium	Entrant Company	Location
Grand Prix					
PLAY	SPARK	SPARK	Use of Technology	SPARK NEW ZEALAND Auckland	NEW ZEALAND
Gold Spike					
NZAF - SPERM POSITIVE	NEW ZEALAND AIDS FOUNDATION	HIV PREVENTION	PR	DDB NEW ZEALAND Auckland	NEW ZEALAND
Silver Spike					
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	Mobile	CHEIL INDIA Gurgaon	INDIA
PUBLICLY TRADED	LIFESTYLES HEALTHCARE AUSTRALIA	LIFESTYLES	Digital	FCB/SIX NY	USA
LESSSALT	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	PR	CJ WORX Bangkok	THAILAND
THE PUNISHING SIGNAL	MUMBAI POLICE	THE PUNISHING SIGNAL	PR	FCB INTERFACE Mumbai	INDIA
PRE CHECK	NEW ZEALAND BREAST CANCER FOUNDATION	NEW ZEALAND BREAST CANCER FOUNDATION	Mobile	NEW ZEALAND BREAST CANCER FOUNDATION Auckland	NEW ZEALAND
PURPLE HIVE PROJECT	BEGA	BEGA B HONEY	Product Innovation	THINKERBELL Melbourne	AUSTRALIA
Bronze Spike					
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	Mobile	WUNDERMAN THOMPSON BANGKOK	THAILAND
ANZ MR HUMFREEZ	ANZ BANK	ANZ BANK	Product Innovation	TBWA/AUCKLAND	NEW ZEALAND
YOUR PLASTIC DIET	WWF	PLASTIC DIET	Integrated Campaign	GREY MALAYSIA Petaling Jaya	MALAYSIA
CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	FUNDRAISING INITIATIVE	Integrated Campaign	CHE PROXIMITY Melbourne	AUSTRALIA
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	Direct	OGILVY PAKISTAN Islamabad	PAKISTAN
STRESS PORTRAITS	CIGNA	PUBLIC SERVICE ANNOUNCEMENT	Brand Experience & Activation	McCANN HONG KONG	HONG KONG
WHERE BABIES COME FROM	GENEA	IVF AND FERTILITY SERVICES	Direct	CHE PROXIMITY Melbourne	AUSTRALIA