

Title	Brand	Product / Service	Entrant Company	Location	Media Placement	Location
A03 Durable Consumer Goods including Automotive						
NIKE LIVE: JUST DON'T QUIT	NIKE	NIKE	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
MICROCODES	SAMSUNG	SAMSUNG GALAXY S20	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY, Melbourne	AUSTRALIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
LIVE FROM AUS	TOURISM AUSTRALIA	TOURISM AUSTRALIA	TOURISM AUSTRALIA Sydney	AUSTRALIA	UM, Sydney	AUSTRALIA
A05 Media / Entertainment						
UBER EATS NO REPEATS	UBER EATS	UBER EATS	SPECIAL GROUP Sydney	AUSTRALIA	MEDIACOM, Sydney	AUSTRALIA
A06 Consumer Services / Business to Business						
SLOWAYS	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
A07 Not-for-profit / Charity / Government						
A FUTURE WITHOUT CHANGE	MONASH UNIVERSITY	STUDENT RECRUITMENT	VMLY&R MELBOURNE	AUSTRALIA		
KIDSCAN - REAL MEALS	KIDSCAN NEW ZEALAND	SHOW CASING POVERTY-STRICKEN FAMILY COOKING DINNER TO RAISE AWARENESS	DDB NEW ZEALAND Auckland	NEW ZEALAND	OMD NEW ZEALAND, Auckland	NEW ZEALAND
CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	FUNDRAISING INITIATIVE	CHE PROXIMITY Melbourne	AUSTRALIA		
B02 Use of Audio Platforms						
DREAM BABY DREAM	SPINIFEX GUM	SPINIFEX GUM	SDWM Melbourne	AUSTRALIA		
B03 Use of Print / Outdoor						
SLOWAYS	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
B04 Use of Ambient Media: Small Scale						
LESSSALT	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	CJ WORX Bangkok	THAILAND	SPORE, Bangkok	THAILAND
DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	DONATION DOLLAR	SAATCHI & SAATCHI Melbourne	AUSTRALIA	UM, Canberra	AUSTRALIA
HACKWASHING	LIFEBUOY	PERSONAL CARE - SOAP	GEOMETRY ENCOMPASS Mumbai	INDIA		
HELP! THE GAME	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
B05 Use of Ambient Media: Large Scale						
BURNT CHRISTMAS TREE	AUSTRALIAN RED CROSS	DISASTER RELIEF FUND	DDB SYDNEY	AUSTRALIA		
B06 Use of Events / Stunts						
A FUTURE WITHOUT CHANGE	MONASH UNIVERSITY	STUDENT RECRUITMENT	VMLY&R MELBOURNE	AUSTRALIA		
B07 Use of Digital Platforms						
THE SECRET SUPPORTER	DUTCH MILL GROUP	DUTCH MILL	CJ WORX Bangkok	THAILAND	SPORE, Bangkok	THAILAND
AWARE	AWARE	AWARE	AWARE Singapore	SINGAPORE	FORSMAN & BODENFORS, Singapore	SINGAPORE
B08 Use of Mobile & Devices						
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELEOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	OGILVY PAKISTAN Islamabad	PAKISTAN		
SPOILER BLOCKER	SKY PERFECT JSAT	SKY PERFECT! ON-DEMAND	DENTSU DIGITAL INC. Tokyo	JAPAN	DENTSU INC., Tokyo	JAPAN
NIKE NEXT%: SPEED IS YOUR CURRENCY	NIKE	NIKE	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
B09 Use of Social Platforms						
GOOD MORNING WORLD	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND	MINDSHARE, Sydney	AUSTRALIA
WORLD'S MOST REPORTED TRAILER	TRIGGER HAPPY	THAPPAD	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA
PLAY NZ	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	TBWA/SYDNEY	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
C02 Use of Real-Time Data						
#NOTJUSTACADBURRYAD	MONDELEZ	CADBURRY DAIRY MILK	OGILVY INDIA Mumbai	INDIA	WAVEMAKER INDIA, Mumbai	INDIA
C03 Data-Driven Targeting						
#NOTJUSTACADBURRYAD	MONDELEZ	CADBURRY DAIRY MILK	OGILVY INDIA Mumbai	INDIA	WAVEMAKER INDIA, Mumbai	INDIA
D01 Use of Brand or Product Integration into a Programme or Platform						
RED RESTAURANTS DRIVE	TV TOKYO	TV DRAMA	HAKUHODO KETTLE INC. Tokyo	JAPAN	TV TOKYO CORPORATION	JAPAN
D02 Use of Branded Content created for Digital or Social						
WORLDS BIGGEST BEER RUN	BWS	ALCOHOL	CARAT Sydney	AUSTRALIA	CARAT, Sydney *	AUSTRALIA
GOOD MORNING WORLD	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND	MINDSHARE, Sydney	AUSTRALIA
PLAY NZ	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	TBWA/SYDNEY	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
E01 Use of Integrated Media						
A FUTURE WITHOUT CHANGE	MONASH UNIVERSITY	STUDENT RECRUITMENT	VMLY&R MELBOURNE	AUSTRALIA		
KIDSCAN - REAL MEALS	KIDSCAN NEW ZEALAND	SHOW CASING POVERTY-STRICKEN FAMILY COOKING DINNER TO RAISE AWARENESS	DDB NEW ZEALAND Auckland	NEW ZEALAND	OMD NEW ZEALAND, Auckland	NEW ZEALAND
FRIEND-VERTISING	SKINNY	SKINNY	SKINNY Auckland	NEW ZEALAND	PHD, Auckland	NEW ZEALAND
F01 Media Insights & Strategy						

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NIKE NEXT%: SPEED IS YOUR CURRENCY	NIKE	NIKE	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA, Shanghai	CHINA
G01 Local Brand						
FRIEND-VERTISING	SKINNY	SKINNY	SKINNY Auckland	NEW ZEALAND	PHD, Auckland	NEW ZEALAND
LIFE BEHIND THE GLASSES	TOP CHAROEN	TOP CHAROEN	WUNDERMAN THOMPSON BANGKOK	THAILAND		
G03 Single-market Campaign						
WORLD'S MOST REPORTED TRAILER	TRIGGER HAPPY	THAPPAD	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA
DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	DONATION DOLLAR	SAATCHI & SAATCHI Melbourne	AUSTRALIA	UM, Canberra	AUSTRALIA
G04 Social Behaviour						
THE PUNISHING SIGNAL	MUMBAI POLICE	SIGNAL	LODESTAR UM Mumbai	INDIA	LODESTAR UM, Mumbai	INDIA
WORLD'S MOST REPORTED TRAILER	TRIGGER HAPPY	THAPPAD	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA
TIMES OUT & PROUD CLASSIFIEDS	THE TIMES OF INDIA	THE TIMES OF INDIA	FCB INDIA Delhi	INDIA		
G05 Cultural Insight						
15 CM HAIR DONATION	CANCER TUMOR PATIENTS AID ASSOCIATIONS	HAIR DONATION	WUNDERMAN THOMPSON Taipei	TAIWAN		
SAY IT PROUD	P&G	HEAD & SHOULDERS SHAMPOO	MEDIACOM INDONESIA Jakarta	INDONESIA	MEDIACOM INDONESIA, Jakarta *	INDONESIA
G07 Corporate Purpose & Social Responsibility						
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	OGILVY PAKISTAN Islamabad	PAKISTAN		
FIRST SATURDAY	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA
CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	FUNDRAISING INITIATIVE	CHE PROXIMITY Melbourne	AUSTRALIA		
TIMES OUT & PROUD CLASSIFIEDS	THE TIMES OF INDIA	THE TIMES OF INDIA	FCB INDIA Delhi	INDIA		
G08 Market Disruption						
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA
HELP! THE GAME	NRMA	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	MINDSHARE, Sydney	AUSTRALIA