

Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location
<b>A01 Activation by Location</b>						
RUNNING STORIES	RUNNING STORIES	RUNNING STORIES APP	BBH Singapore	SINGAPORE	FREEFLOW PRODUCTIONS, Singapore / CRYSTAL TECHNOLOGY SOLUTION CO LTD, Hanoi	SINGAPORE / VIETNAM
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND	WUNDERMAN THOMPSON BANGKOK	THAILAND
<b>A03 New Realities &amp; Voice Activation</b>						
5G KUNG FU SHOWDOWN	HUAWEI	HUAWEI MATE30 PRO 5G	OGILVY Beijing	CHINA	MOD MEDIA CO. LTD., Shanghai / YC VIRTUAL REALITY TECH CO., LTD, Shenzhen	CHINA
<b>A05 Data / Insight</b>						
TIKTIONARY	BYTEDANCE KK	TIKTOK	DENTSU INC. Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo / PYRAMID FILM, Tokyo	JAPAN
<b>A06 Innovative use of Technology</b>						
CREATE WITH AIR MAX	NIKE	AIR MAX	AKQA Shanghai	CHINA	AKQA, Shanghai / SHANGHAI LINLANG ADVERTISING	CHINA
<b>A07 Advanced Learning Technologies</b>						
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	CHEIL INDIA Gurgaon	INDIA	CHEIL INDIA, Gurgaon	INDIA
TUNA SCOPE 2020	KURA SUSHI, INC.	TUNA SCOPE AND AI TUNA	DENTSU INC. Tokyo	JAPAN	DENTSU LIVE INC., Tokyo / DENTSU CREATIVE X INC., Tokyo	JAPAN
<b>A08 mCommerce</b>						
SECRET MENU	KFC	KFC APP	OGILVY AUSTRALIA Sydney	AUSTRALIA	OGILVY AUSTRALIA, Sydney	AUSTRALIA
<b>B01 Mobile Websites</b>						
MOONMENTS	WECHAT / THE GREAT WALL	WECHAT	TENCENT Shenzhen	CHINA	STINK STUDIOS, Shanghai	CHINA
<b>B02 Mobile Apps</b>						
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	OGILVY PAKISTAN Islamabad	PAKISTAN		
STAY HOME MILES EXCHANGE	THAI AIRWAYS	THAI AIRWAYS	WUNDERMAN THOMPSON BANGKOK	THAILAND	WUNDERMAN THOMPSON BANGKOK	THAILAND
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	CHEIL INDIA Gurgaon	INDIA	CHEIL INDIA, Gurgaon	INDIA
SECRET MENU	KFC	KFC APP	OGILVY AUSTRALIA Sydney	AUSTRALIA	OGILVY AUSTRALIA, Sydney	AUSTRALIA
TUNA SCOPE 2020	KURA SUSHI, INC.	TUNA SCOPE AND AI TUNA	DENTSU INC. Tokyo	JAPAN	DENTSU LIVE INC., Tokyo / DENTSU CREATIVE X INC., Tokyo	JAPAN
<b>B03 Social Content for User Engagement</b>						
TIKTIONARY	BYTEDANCE KK	TIKTOK	DENTSU INC. Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo / PYRAMID FILM, Tokyo	JAPAN
<b>B04 Social Commerce</b>						
SECRET MENU	KFC	KFC APP	OGILVY AUSTRALIA Sydney	AUSTRALIA	OGILVY AUSTRALIA, Sydney	AUSTRALIA
<b>B06 Games</b>						
CHECKOUT CHECKPOINT	BANK OF NEW ZEALAND	BANK OF NEW ZEALAND	BNZ Auckland	NEW ZEALAND	COLENZO BBDO, Auckland	NEW ZEALAND
<b>C01 Integrated Mobile Campaigns</b>						
CREATE WITH AIR MAX	NIKE	AIR MAX	AKQA Shanghai	CHINA	AKQA, Shanghai / SHANGHAI LINLANG ADVERTISING	CHINA
<b>C02 Messaging Campaign</b>						
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA