

Title	Brand	Product / Service	Entrant Company	Location
A02 Brand or Product Integration into Music Content				
BONDS UNPLUGGED	BONDS	PERIOD UNDIES	LEO BURNETT MELBOURNE	AUSTRALIA
B01 Music Live Experience				
DREAM BABY DREAM	SPINIFEX GUM	SPINIFEX GUM	SDWM Melbourne	AUSTRALIA
B02 Fan Engagement / Community Building				
UNSUNG	WARNER MUSIC ASIA	MUSIC	IRIS SINGAPORE	SINGAPORE
THE FIRST TAKE	THE FIRST TAKE MUSIC	THE FIRST TAKE	TBWAHAKUHODO INC. Tokyo	JAPAN
D01 Use of Original Composition				
MATESONG	TOURISM AUSTRALIA	TOURISM AUSTRALIA	M&C SAATCHI Sydney	AUSTRALIA
BONDS UNPLUGGED	BONDS	PERIOD UNDIES	LEO BURNETT MELBOURNE	AUSTRALIA
DO SOMETHING NEW NEW ZEALAND	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND
D02 Use of Licensed / Adapted Music				
MOST WONDERFUL TIME FOR A BEER	CARLTON & UNITED BREWERIES	CARLTON DRY	SPECIAL GROUP Sydney	AUSTRALIA
D03 Artist as a Brand or Cause Ambassador				
RAP BOOKS	BIG W	BIG W	M&C SAATCHI Sydney	AUSTRALIA
UNSUNG	WARNER MUSIC ASIA	MUSIC	IRIS SINGAPORE	SINGAPORE
DREAM BABY DREAM	SPINIFEX GUM	SPINIFEX GUM	SDWM Melbourne	AUSTRALIA
D04 Production of Exclusive Artist Content in Partnership with a Brand or a Cause				
FEEL THE RHYTHM OF KOREA	KOREA TOURISM ORGANISATION	KOREA TRAVEL	KOREA TOURISM ORGANIZATION Wonju	SOUTH KOREA
D05 Brand Partnership / Endorsement				
FEEL THE RHYTHM OF KOREA	KOREA TOURISM ORGANISATION	KOREA TRAVEL	KOREA TOURISM ORGANIZATION Wonju	SOUTH KOREA