

SHORTLIST 2022

PR



Title	Brand	Product / Service	Entrant Company	Location	PR	Location
A01 Consumer Goods						
HEINEKEN JUKE 'MUSIC IN A CAN'	HEINEKEN	HEINEKEN	LEO BURNETT Ho Chi Minh City	VIETNAM	LEO BURNETT Ho Chi Minh City	VIETNAM
A02 Healthcare						
THRIVE BY FIVE	THE MINDEROO FOUNDATION	THRIVE BY FIVE INITIATIVE	M&C SAATCHI Sydney	AUSTRALIA	THE MINDEROO FOUNDATION Perth	AUSTRALIA
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
IN A RELATIONSHIP WITH LOTUS'S	LOTUS'S	LOTUS'S 2021 BIGGEST SALES	LEO BURNETT Bangkok	THAILAND		
A04 Media / Entertainment						
PERFORMANCE ENHANCING MUSIC	SAMSUNG	SAMSUNG	CHE PROXIMITY Sydney	AUSTRALIA		
A05 Consumer Services / Business to Business						
A FIRE INSIDE	NRMA INSURANCE	INSURANCE	THINKERBELL Melbourne	AUSTRALIA	THINKERBELL Melbourne	AUSTRALIA
A06 Not-for-profit / Charity / Government						
LONESOME HOTEL	HONDAO SENIOR CITIZEN'S WELFARE FOUNDATION	WINTER CHARITY DONATION	INSPIRE ACTIVATION Taipei	TAIWAN	INSPIRE ACTIVATION Taipei	TAIWAN
B01 Social Engagement						
MIDNIGHT-TEMPTATION ANIME	SAGA PREFECTURE	SAGA-MESHI (LOCAL SAGA SPECIALTIES)	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo DENTSU PUBLIC RELATIONS INC. Tokyo	JAPAN
EMPOWER MOVES	UN WOMEN AUSTRALIA	GENDER EQUALITY	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA	EDELMAN Sydney	AUSTRALIA
B04 Content Creation & Production						
PERFORMANCE ENHANCING MUSIC	SAMSUNG	SAMSUNG	CHE PROXIMITY Sydney	AUSTRALIA		
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA	DENTSU WEBCHUTNEY Mumbai	INDIA

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B06 Innovative Use of Influencers						
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND	MANGO COMMUNICATIONS Auckland	NEW ZEALAND
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION	CHARITY	SPECIAL Auckland	NEW ZEALAND	SPECIAL Auckland	NEW ZEALAND
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA	DENTSU WEBCHUTNEY Mumbai	INDIA
C01 Research, Data & Analytics						
SLOW ROAD	JEJU TOURISM ORGANIZATION	SLOW ROAD	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	SOUTH KOREA
D01 Media Relations						
A FIRE INSIDE	NRMA INSURANCE	INSURANCE	THINKERBELL Melbourne	AUSTRALIA	THINKERBELL Melbourne	AUSTRALIA
D02 Use of Events & Stunts						
LONESOME HOTEL	HONDAO SENIOR CITIZEN'S WELFARE FOUNDATION	WINTER CHARITY DONATION	INSPIRE ACTIVATION Taipei	TAIWAN	INSPIRE ACTIVATION Taipei	TAIWAN
THE WORLD'S MOST HATED RESTAURANT	SEIYU	VEGETABLE	ENJIN Tokyo	JAPAN		
D03 Launch / Re-launch						
EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA	DDB MUDRA Mumbai	INDIA
D05 Use of Technology						
SHIBUYA VIRTUAL CITY	AU BY KDDI, FUTURE DESIGN SHIBUYA	SHIBUYA CITY, KDDI	GEOMETRY OGILVY JAPAN Tokyo	JAPAN	PLATINUM Tokyo	JAPAN
E01 Corporate Image, Communication & Reputation Management						
EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA	DDB MUDRA Mumbai	INDIA
E05 Sponsorship & Brand Partnership						
THE MO-HAIR SUIT	POLITIX	MENSWEAR, FASHION.	BULLFROG MEDIA South Yarra	AUSTRALIA	TWO BIRDS TALKING Redfern	AUSTRALIA
G01 Local Brand						
CHEERS FAN	DAESANG CHUNGJUNGONE	ANJUYA	THE.WATERMELON Seoul	SOUTH KOREA		
A FIRE INSIDE	NRMA INSURANCE	INSURANCE	THINKERBELL Melbourne	AUSTRALIA	THINKERBELL Melbourne	AUSTRALIA
G04 Social Behaviour						

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EMPOWER MOVES	UN WOMEN AUSTRALIA	GENDER EQUALITY	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA	EDELMAN Sydney	AUSTRALIA
THE NOMINATE ME SELFIE	POLITICAL SHAKTI / THE TIMES OF INDIA	GOVERMENT REPRESENTATION	FCB INDIA Delhi	INDIA	THE TIMES OF INDIA Mumbai	INDIA
HAVE A BITE	NESTLÉ	KITKAT	WUNDERMAN THOMPSON Sydney	AUSTRALIA	POEM GROUP Sydney	AUSTRALIA
MEET THE SURVIVORS	NA	POLIO ERADICATION	OGILVY PAKISTAN Islamabad	PAKISTAN		
G05 Cultural Insight						
MEET THE SURVIVORS	NA	POLIO ERADICATION	OGILVY PAKISTAN Islamabad	PAKISTAN		
G06 Breakthrough on a Budget						
THE NOMINATE ME SELFIE	POLITICAL SHAKTI / THE TIMES OF INDIA	GOVERMENT REPRESENTATION	FCB INDIA Delhi	INDIA	THE TIMES OF INDIA Mumbai	INDIA
G07 Corporate Purpose & Social Responsibility						
EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA	DDB MUDRA Mumbai	INDIA
VACCINATION RIDES	GOJEK	GOJEK	FORSMAN & BODENFORS Singapore	SINGAPORE	OGILVY PR Singapore	SINGAPORE
ONE HOUSE TO SAVE MANY	SUNCORP BRAND	ONE HOUSE	LEO BURNETT Sydney	AUSTRALIA		
G08 Market Disruption						
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA	DENTSU WEBCHUTNEY Mumbai	INDIA
ONE HOUSE TO SAVE MANY	SUNCORP BRAND	ONE HOUSE	LEO BURNETT Sydney	AUSTRALIA		