

SHORTLIST 2022

Film Craft



Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location	Post Production Company	Location
A01 Direction								
DOVE #STOPTHEBEAUTYTEST	DOVE	DOVE	CHROME PICTURES Mumbai	INDIA	CHROME PICTURES Mumbai	INDIA	CHROME PICTURES Mumbai	INDIA
LARRY	ROLLIN	ROLLIN	REVOLVER Sydney	AUSTRALIA	REVOLVER Sydney	AUSTRALIA	THE EDITORS Sydney BLOCKHEAD VFX Sydney	AUSTRALIA
FREE	TURBOTAX	TURBOTAX	REVOLVER Sydney	AUSTRALIA	REVOLVER Sydney BISCUIT FILMWORKS Los Angeles	AUSTRALIA USA	ARCADE EDIT Santa Monica	USA
NIAN - SHOT ON IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB Shanghai	CHINA	ICONOCLAST Los Angeles	USA	MPC Shanghai	CHINA
GAME RESPONSIBLY – BATTLEGROUND MOBILE INDIA	BATTLEGROUND MOBILE INDIA	BATTLEGROUND MOBILE INDIA	EARLY MAN PVT LTD Mumbai	INDIA	EARLY MAN PVT LTD Mumbai	INDIA		
UNDEFEATED	GARENA ONLINE (THAILAND)	FREE FIRE GAME ONLINE	PLAYER 2 CO., LTD. Bangkok	THAILAND	PLAYER 2 CO., LTD. Bangkok	THAILAND		
'LITTLE ANGELS'	HYUNDAI	HYUNDAI SANTA FE	SCOUNDREL Sydney	AUSTRALIA	SCOUNDREL Sydney	AUSTRALIA		
MASTER JI	BYJU'S	BYJU'S BRAND FILM	BYJU'S Bengaluru	INDIA	DORA DIGS Mumbai	INDIA	DORA DIGS Mumbai	INDIA
BECAUSE WE ARE STRANGE CREATURES	FILMS.DANCE / JACOB JONAS THE COMPANY	CORPORATE IMAGE	JACOB BANKS Santa Monica	USA	TAIYO KIKAKU CO., LTD. Tokyo	JAPAN		
HEAVEN OR HELL	TENCENT GAMES	LEAGUE OF LEGENDS	FARFAR FILMS Shanghai	CHINA	FARFAR FILMS Shanghai SMOOTH FILMS Shanghai	CHINA		
CARE LIVES ON #TOUCHOFCARE	VICKS INDIA	#TOUCHOFCARE	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA
THE MIRROR UN AIDS	UN AIDS	UN AIDS	GOOD MORNING Mumbai	INDIA	GOOD MORNING Mumbai	INDIA	GOOD MORNING Mumbai	INDIA
A02 Script								

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IN LOVE WE TRUST	SINYI REALTY	SINYI REALTY	DENTSU MB TAIWAN Taipei City	TAIWAN	PALACE FILM Taipei	TAIWAN		
NIAN - SHOT ON IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB Shanghai	CHINA	ICONOCLAST Los Angeles	USA	MPC Shanghai	CHINA
STOP DREAMING AND GO	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	SPECIAL Sydney	AUSTRALIA	FINCH Sydney	AUSTRALIA	ARC EDIT Sydney RUMBLE STUDIOS Sydney BLOCKHEAD VFX Sydney	AUSTRALIA
MASTER JI	BYJU'S	BYJU'S BRAND FILM	BYJU'S Bengaluru	INDIA	DORA DIGS Mumbai	INDIA	DORA DIGS Mumbai	INDIA
CARE LIVES ON #TOUCHOFCARE	VICKS INDIA	#TOUCHOFCARE	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA
BOYS DO CRY	GOTCHA4LIFE FOUNDATION	N/A	THE HALLWAY Pyrmont	AUSTRALIA	GOOD OIL Sydney UNCANNY VALLEY Sydney	AUSTRALIA	UNCANNY VALLEY Sydney MIGHTY SOUND Annandale ARC EDIT Sydney	AUSTRALIA
HIDDEN TRUTH	VIDYA INDIA	VIDYA HELPLINE FOR WOMEN	WUNDERMAN THOMPSON Mumbai	INDIA	GOOD MORNING Mumbai	INDIA		
A03 Casting								
MASTER JI	BYJU'S	BYJU'S BRAND FILM	BYJU'S Bengaluru	INDIA	DORA DIGS Mumbai	INDIA	DORA DIGS Mumbai	INDIA
CARE LIVES ON #TOUCHOFCARE	VICKS INDIA	#TOUCHOFCARE	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA
A04 Production Design / Art Direction								
LARRY	ROLLIN	ROLLIN	REVOLVER Sydney	AUSTRALIA	REVOLVER Sydney	AUSTRALIA	THE EDITORS Sydney BLOCKHEAD VFX Sydney	AUSTRALIA
NIAN - SHOT ON IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB Shanghai	CHINA	ICONOCLAST Los Angeles	USA	MPC Shanghai	CHINA
FIND YOUR OWN WAY	OTSUKA PHARMACEUTICAL CO., LTD.	POCARI SWEAT	DENTSU INC. Tokyo	JAPAN	SPOON INC. Tokyo	JAPAN		
THE PASSION NEVER STOPS	SUNTORY BEVERAGE & FOOD LIMITED	BOSS COFFEE	DENTSU INC. Tokyo	JAPAN	GEEK PICTURES INC. Tokyo	JAPAN		
WARM HANDS	CHUGAI PHARMACEUTICAL CO. LTD	SUPPORT MOVIE FOR CANCER PATIENTS AND HEALTHCARE PROFESSIONALS	INSIGHT-I INC. Tokyo	JAPAN	TYO DWARF INC. Tokyo	JAPAN	IMAGICA LAB Tokyo	JAPAN

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'TOMORROW WANTS ITS CAR BACK'	HYUNDAI	HYUNDAI TUCSON	SCOUNDREL Sydney	AUSTRALIA	SCOUNDREL Sydney	AUSTRALIA		
CRABS	TMALL	TMALL	OGILVY Shanghai	CHINA	KEY POINT PRODUCTION Shanghai	CHINA		
A05 Cinematography								
NIAN - SHOT ON IPHONE	APPLE	IPHONE	TBWAIMEDIA ARTS LAB Shanghai	CHINA	ICONOCLAST Los Angeles	USA	MPC Shanghai	CHINA
GREATEST GIFT	GREAT NORTHERN BREWING CO	GREAT NORTHERN BREWING CO	AIRBAG Melbourne	AUSTRALIA	AIRBAG Melbourne	AUSTRALIA		
'TOMORROW WANTS ITS CAR BACK'	HYUNDAI	HYUNDAI TUCSON	SCOUNDREL Sydney	AUSTRALIA	SCOUNDREL Sydney	AUSTRALIA		
A NEW AWAKENING	BURBERRY	BURBERRY	BBH Shanghai	CHINA	THE EYE ADVERTISING & FILM Shanghai	CHINA		
CARE LIVES ON #TOUCHOFCARE	VICKS INDIA	#TOUCHOFCARE	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA
SEE YOU ON SNOW	TMALL, ALIBABA GROUP	TMALL WINTER SHOPPING FESTIVAL	FRED & FARID SHANGHAI	CHINA	FRED & FARID SHANGHAI	CHINA	FRED & FARID SHANGHAI	CHINA
A06 Use of Original Music								
GIVE A FLYBUYS	FLYBUYS	FLYBUYS	CHE PROXIMITY Sydney	AUSTRALIA	DIVISION Sydney	AUSTRALIA	THE EDITORS Sydney	AUSTRALIA
AWAKEN COLOUR	OPPO	OPPO FIND X3 PRO SMARTPHONE	OPPO Shenzhen	CHINA				
A-LEAGUES - HERE COME THE FUTURE	A-LEAGUES	A-LEAGUES	R/GA Sydney	AUSTRALIA	R/GA Sydney BRING Sydney ENTROPICO Sydney	AUSTRALIA	R/GA Sydney BRING Sydney ENTROPICO Sydney	AUSTRALIA
A07 Use of Licensed / Adapted Music								
UNSPOKEN LOVE	OPPO	OPPO RENO5 SMARTPHONE	OPPO Shenzhen	CHINA	THE EYE ADVERTISING & FILM Shanghai THE EYE ADVERTISING & FILM Shanghai	CHINA		
BOYS DO CRY	GOTCHA4LIFE FOUNDATION	N/A	THE HALLWAY Pyrmont	AUSTRALIA	GOOD OIL Sydney UNCANNY VALLEY Sydney	AUSTRALIA	UNCANNY VALLEY Sydney MIGHTY SOUND Annandale ARC EDIT Sydney	AUSTRALIA
A08 Achievement in Production								

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NIAN - SHOT ON IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB Shanghai	CHINA	ICONOCLAST Los Angeles	USA	MPC Shanghai	CHINA
B01 Editing								
CARE LIVES ON #TOUCHOFCARE	VICKS INDIA	#TOUCHOFCARE	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA	MEMESYS CULTURE LAB Goa	INDIA
ELECTRIC EYE	AUDI AUSTRALIA	AUDI'S FIRST ALL-ELECTRIC VEHICLE	HECKLER Sydney	AUSTRALIA	CONVICTS Byron Bay	AUSTRALIA	HECKLER Sydney	AUSTRALIA
B03 Sound Design								
ROLLIN'	IAG	IAG INSURANCE	RUMBLE STUDIOS Sydney	AUSTRALIA	REVOLVER Sydney REVOLVER Sydney	AUSTRALIA	RUMBLE STUDIOS Sydney	AUSTRALIA
THE OFF SEASON	TOURISM TASMANIA	TOURISM TASMANIA	RUMBLE STUDIOS Sydney	AUSTRALIA	REVOLVER Sydney	AUSTRALIA	RUMBLE STUDIOS Sydney	AUSTRALIA
GAME RESPONSIBLY – BATTLEGROUND'S MOBILE INDIA	BATTLEGROUND'S MOBILE INDIA	BATTLEGROUND'S MOBILE INDIA	EARLY MAN PVT LTD Mumbai	INDIA	EARLY MAN PVT LTD Mumbai	INDIA		
TOMORROW WANTS ITS CAR BACK	HYUNDAI	HYUNDAI TUCSON	SQUEAK E. CLEAN STUDIOS Sydney	AUSTRALIA	WELLCOM Pymont SCOUNDREL Sydney	AUSTRALIA	SQUEAK E. CLEAN STUDIOS Sydney THE EDITORS Sydney FIN DESIGN & EFFECTS PTY LTD. Sydney TURNING STUDIOS Sydney	AUSTRALIA
B04 Animation								
BORN THIS WAY	UNILEVER	LUX	FINAL FRONTIER Shanghai	CHINA	FINAL FRONTIER Shanghai DAHOUSE AUDIO São Paulo LECUBE Madrid	CHINA BRAZIL SPAIN		
WASTEMINSTER - A DOWNING STREET DISASTER	GREENPEACE UK	UK GOVERNMENT TO TAKE RESPONSIBILITY FOR THE PLASTIC POLLUTION CRISIS	METHODNMADNESS Singapore	SINGAPORE	PARK VILLAGE London METHODNMADNESS Singapore STUDIO BIRTHPLACE Klang	UNITED KINGDOM SINGAPORE MALAYSIA	METHODNMADNESS Singapore	SINGAPORE
COCA-COLA CHINESE NEW YEAR REAL MAGIC	COCA COLA	COCA COLA	OGILVY Shanghai	CHINA	HORNET New York UNLISTED Cremorne	USA AUSTRALIA		

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HAIR ALBUM	TAKARA BELMONT CORPORATION	CORPORATE IMAGE	HAKUHODO INC. Tokyo	JAPAN	TAIYO KIKAKU CO., LTD. Tokyo	JAPAN	GLADSAD CO.,LTD Tokyo	JAPAN
B05 Visual Effects								
SOMEWHERE	ANIMALS AUSTRALIA	ANIMALS AUSTRALIA	VANDAL Sydney	AUSTRALIA	VANDAL Sydney	AUSTRALIA	VANDAL Sydney	AUSTRALIA
AWAKEN COLOUR	OPPO	OPPO FIND X3 PRO SMARTPHONE	OPPO Shenzhen	CHINA	SAUVAGE.TV Barcelona SAUVAGE.TV Barcelona	SPAIN		
YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	ONLINE LIVE EXPERIENCE	DENTSU CREATIVE X INC. Tokyo	JAPAN	DENTSU CRAFT TOKYO DENTSU CREATIVE X INC. Tokyo	JAPAN		
SAFELY FEEL THE REAL WORLD	DUREX	DUREX	AMBER CHINA Shanghai	CHINA	PAFASSION LAB Shanghai	CHINA	PAFASSION LAB Shanghai	CHINA
TOMORROW'S CAR	HYUNDAI	HYUNDAI TUCSON	FIN DESIGN & EFFECTS PTY LTD. Sydney	AUSTRALIA			FIN DESIGN & EFFECTS PTY LTD. Sydney	AUSTRALIA