

SHORTLIST 2022

Outdoor



Title	Brand	Product / Service	Entrant Company	Location
A01 Consumer Goods				
ABANDONED STATION 1	VOLKSWAGEN	VOLKSWAGEN	CHEIL Hong Kong	HONG KONG
ABANDONED STATION 2	VOLKSWAGEN	VOLKSWAGEN	CHEIL Hong Kong	HONG KONG
ABANDONED STATION 3	VOLKSWAGEN	VOLKSWAGEN	CHEIL Hong Kong	HONG KONG
A05 Consumer Services / Business to Business				
THE ULTIMATE I DO	BCA - PT BANK CENTRAL ASIA, TBK	BCA BLACK MASTERCARD TITANIUM	FLOCK Jakarta	INDONESIA
THE ULTIMATE DEALS	BCA - PT BANK CENTRAL ASIA, TBK	BCA BLACK MASTERCARD TITANIUM	FLOCK Jakarta	INDONESIA
B01 Consumer Goods				
STREET FIGHTER	CHUPA CHUPS	CHUPA CHUPS	CHEIL Hong Kong	HONG KONG
CLAW MACHINE	CHUPA CHUPS	CHUPA CHUPS	CHEIL Hong Kong	HONG KONG
RACING CAR	CHUPA CHUPS	CHUPA CHUPS	CHEIL Hong Kong	HONG KONG
GANZI DISTRICT, SICHUAN	MERCEDES	MERCEDES-BENZ	OGILVY Shanghai	CHINA
NANXIONG DISTRICT, GUANGDONG	MERCEDES	MERCEDES-BENZ	OGILVY Shanghai	CHINA
NUERJIA CANYON, XINJIANG	MERCEDES	MERCEDES-BENZ	OGILVY Shanghai	CHINA
YANGSHUO MOUNTAIN, GUILIN	MERCEDES	MERCEDES-BENZ	OGILVY Shanghai	CHINA
B02 Healthcare				
TIGER	PRIME INDIAN HOSPITALS	COIVD VACCINE AWARENESS FROM PRIME INDIAN HOSPITALS	McCANN INDIA Mumbai	INDIA
SNAKE	PRIME INDIAN HOSPITALS	COIVD VACCINE AWARENESS FROM PRIME INDIAN HOSPITALS	McCANN INDIA Mumbai	INDIA
SHIELD	PRIME INDIAN HOSPITALS	COIVD VACCINE AWARENESS FROM PRIME INDIAN HOSPITALS	McCANN INDIA Mumbai	INDIA
B05 Consumer Services / Business to Business				
THE ULTIMATE LUXURY	BCA - PT BANK CENTRAL ASIA, TBK	BCA BLACK MASTERCARD TITANIUM	FLOCK Jakarta	INDONESIA
B06 Not-for-profit / Charity / Government				
YOUNG LOVE	SPCA	SPCA	VMLY&R COMMERCE MALAYSIA Kuala Lumpur	MALAYSIA
BEST FRIEND	SPCA	SPCA	VMLY&R COMMERCE MALAYSIA Kuala Lumpur	MALAYSIA
CUDDLE BUDDY	SPCA	SPCA	VMLY&R COMMERCE MALAYSIA Kuala Lumpur	MALAYSIA
D02 Promotional Items & Printed Media				

Title	Brand	Product / Service	Entrant Company	Location
SOCIAL DISTANCING PRAYER MAT	DETTOL	DETTOL	BBDO PAKISTAN Lahore	PAKISTAN
D03 Special Build				
LIGHTBOXES FROM SPACE	NETFLIX	NETFLIX	WUNDERMAN THOMPSON Bangkok	THAILAND
MURAL OF CONTAINERS	SHUEISHA	MANGA"ONE PIECE"	ADK CREATIVE ONE Tokyo	JAPAN
ITAEWON SQUID GAME WORLD	NETFLIX SERVICES KOREA	SQUID GAME	NETFLIX SERVICES KOREA Seoul	SOUTH KOREA
GIANT 3D CAT	CROSS SPACE CO., LTD.	CROSS SHINJUKU VISION	OMNIBUS JAPAN INC. Tokyo	JAPAN
D04 Live Advertising & Events				
ELECTRIC AIR	HYUNDAI	HYUNDAI KONA ELECTRIC	INNOCEAN WORLDWIDE AUSTRALIA Sydney	AUSTRALIA
ELECTRIFIED: MERCEDES-BENZ EQA CAR SHOW	ZUNG FU COMPANY LIMITED	MERCEDES-BENZ HK LIMITED	ISOBAR HONG KONG	HONG KONG
D05 Interactive & Immersive Experiences				
LONESOME HOTEL	HONDAO SENIOR CITIZEN'S WELFARE FOUNDATION	WINTER CHARITY DONATION	INSPIRE ACTIVATION Taipei	TAIWAN
RED NOTICE SHOP	NETFLIX	RED NOTICE	DDB MUDRA Mumbai	INDIA
E01 Standard Sites				
COCKTAILS MADE WITH SOCIAL INGREDIENTS.	SMIRNOFF	THE SMIRNOFF VODKA RANGE	LION Auckland	NEW ZEALAND
E02 Ambient Outdoor				
POKÉMON WONDER	THE POKÉMON COMPANY	POKÉMON	SIX INC. Tokyo	JAPAN
F06 Breakthrough on a Budget				
PITVERTISING	UNILEVER	REXONA DEODERANT	CLEMENGER BBDO Sydney	AUSTRALIA
F07 Corporate Purpose & Social Responsibility				
MASK ID	DAL.KOMM	MASK ID	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
POKÉMON WONDER	THE POKÉMON COMPANY	POKÉMON	SIX INC. Tokyo	JAPAN