

SHORTLIST 2022

Direct



Title	Brand	Product / Service	Entrant Company	Location
A01 Consumer Goods				
ECOLATE	LIFULL	EARTH CUISINE	LIFULL Tokyo	JAPAN
A02 Healthcare				
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GENOMICS RESEARCH	BWM ISOBAR Sydney	AUSTRALIA
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
MY HAPPY TABLE	MCDONALD'S SINGAPORE	MCDELIVERY	McDONALD'S Singapore	SINGAPORE
IKEA-DOLLAR CATALOGUE	IKEA	IKEA	OGILVY TAIWAN Taipei City	TAIWAN
A04 Media / Entertainment				
RED NOTICE SHOP	NETFLIX	RED NOTICE	DDB MUDRA Mumbai	INDIA
A05 Consumer Services / Business to Business				
ANZ SUPPORT BAND	ANZ BANK NEW ZEALAND	SUPPORT BAND	TBWAAUCKLAND	NEW ZEALAND
A06 Not-for-profit / Charity / Government				
THE COLD CAMPAIGN	ANGLICARE WA	WINTER APPEAL	WUNDERMAN THOMPSON Perth	AUSTRALIA
MASKED MEDIA	NUJP	MASKED	ACE SAATCHI & SAATCHI ADVERTISING Manila	THE PHILIPPINES
B01 Mailing				
A LETTER TO THOSE WHO CANCELLED THEIR RESERVATIONS	SHA LIAN DUN ADVENTURE SCHOOL	SHA LIAN DUN ADVENTURE SCHOOL	DENTSU ONE Taipei City	TAIWAN
B02 Use of Ambient Media: Small Scale				
GOODIE BOX	EVERYBODY EATS	TAKEAWAY BOX	DDB NEW ZEALAND Auckland	NEW ZEALAND
KEEB CARD	KB KOOKMIN BANK	KEEB CARD	IDEOT Seoul	SOUTH KOREA
MASKED MEDIA	NUJP	MASKED	ACE SAATCHI & SAATCHI ADVERTISING Manila	THE PHILIPPINES
B03 Use of Ambient Media: Large Scale				
LIFE PLATE	ECOFLOW	LIFE PLATE	DENTSU INC. Tokyo	JAPAN
RED NOTICE SHOP	NETFLIX	RED NOTICE	DDB MUDRA Mumbai	INDIA
B04 Use of Broadcast				
GOLF AD BREAK CHAMPIONSHIP	VOLKSWAGEN	VOLKSWAGEN GOLF	DDB Sydney	AUSTRALIA

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B06 Use of Technology				
LAY'S CRISPY SUBTILES	LAY'S-PEPSICO	LAY'S POTATO CHIPS	HAPPINESS SAIGON / AN FCB ALLIANCE Ho Chi Minh City	VIETNAM
C01 Use of Social / Digital Platforms				
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION	CHARITY	SPECIAL Auckland	NEW ZEALAND
C02 Use of Mobile & Devices				
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND
21KM FINGER MARATHON	PCHOME 24H SHOPPING	PCHOME 24H SHOPPING	ADK TAIWAN Taipei City	TAIWAN
C03 Real-time Response				
SOS ADS	BUDWEISER	BUDWEISER BEER	SAATCHI & SAATCHI PROPAGATE Mumbai	INDIA
AXE YOUR EX	TINDER INDIA	TINDER INDIA	DENTSU WEBCHUTNEY Mumbai	INDIA
C04 Co-creation & User Generated Content				
THE CROWD-SAUCE AD	UNI-PRESIDENT SOUP DAREN	INSTANT NOODLE	LEO BURNETT SHANGHAI	CHINA
AXE YOUR EX	TINDER INDIA	TINDER INDIA	DENTSU WEBCHUTNEY Mumbai	INDIA
D01 Data Strategy				
MYHOOMAN	MARS	MYHOOMAN	COLENZO BBDO Auckland	NEW ZEALAND
E01 Acquisition & Retention				
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND
F01 Integrated Campaign Led by Direct				
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND
LOTTO 'ON ICE'	LOTTO	NZ LOTTERIES	DDB NEW ZEALAND Auckland	NEW ZEALAND
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
G01 Local Brand				
SANGSOM SAVES SANGSOM	THAI BEVERAGE CO., LTD.	SANGSOM	SOUR BANGKOK	THAILAND
G04 Social Behaviour				
THE BETTER HALF RECIPES	SWIGGY	SWIGGY INSTAMART	DENTSU WEBCHUTNEY Bengaluru	INDIA
G05 Cultural Insight				
WHEN WILL SHE BE RIGHT?	UN WOMEN AUSTRALIA	GENDER EQUALITY	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA
DREAMY	COMMON GROUND	DREAMY	OGILVY AUSTRALIA Sydney	AUSTRALIA
G06 Breakthrough on a Budget				

Title	Brand	Product / Service	Entrant Company	Location
AXE YOUR EX	TINDER INDIA	TINDER INDIA	DENTSU WEBCHUTNEY Mumbai	INDIA
G07 Corporate Purpose & Social Responsibility				
EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA
ONE HOUSE TO SAVE MANY	SUNCORP BRAND	ONE HOUSE	LEO BURNETT Sydney	AUSTRALIA
MASKED MEDIA	NUJP	MASKED	ACE SAATCHI & SAATCHI ADVERTISING Manila	THE PHILIPPINES
G08 Market Disruption				
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA