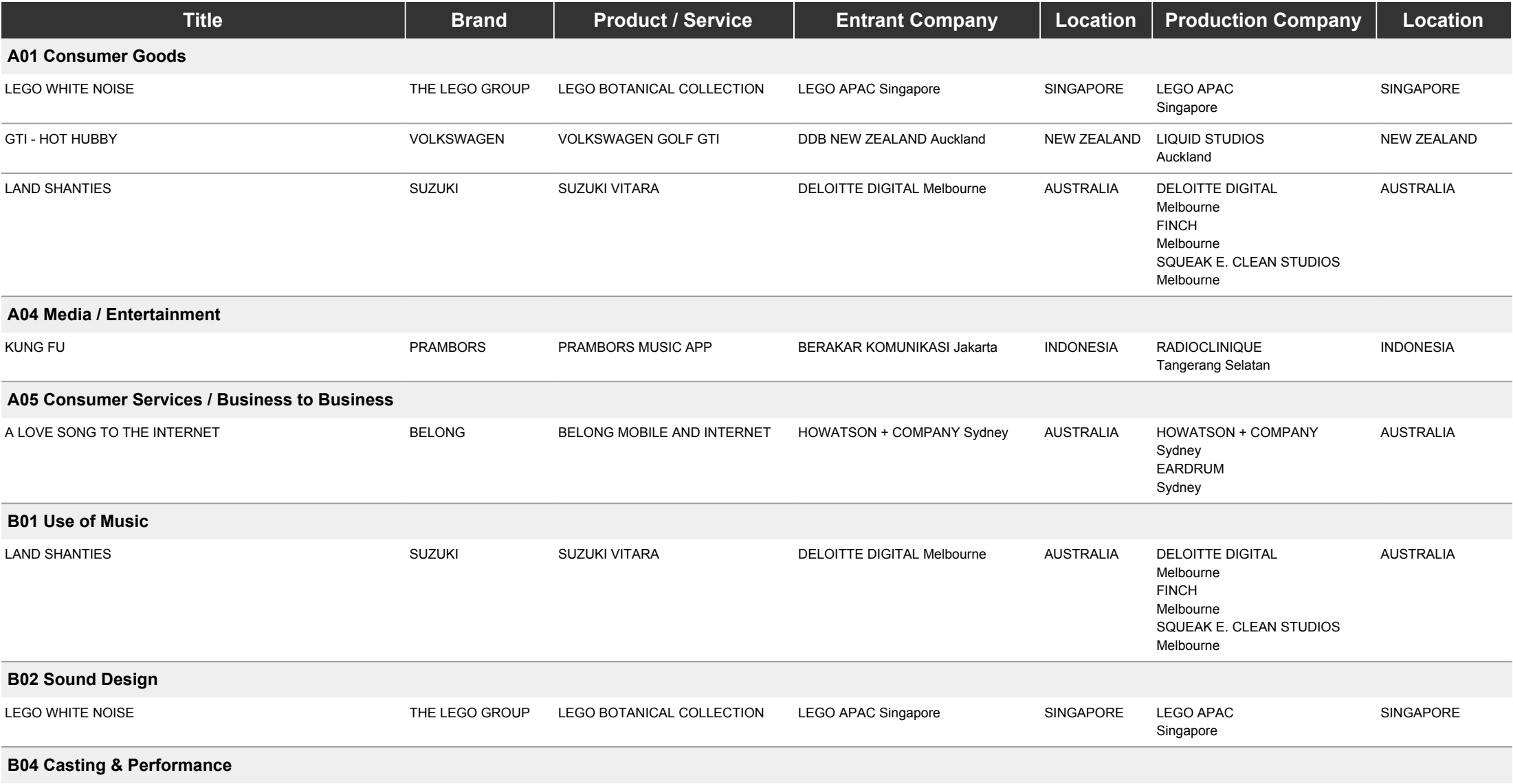


Radio & Audio



Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location
LAND SHANTIES	SUZUKI	SUZUKI VITARA	DELOITTE DIGITAL Melbourne	AUSTRALIA	DELOITTE DIGITAL Melbourne FINCH Melbourne SQUEAK E. CLEAN STUDIOS Melbourne	AUSTRALIA
C01 Use of Radio & Audio as a Medium						
LEGO WHITE NOISE	THE LEGO GROUP	LEGO BOTANICAL COLLECTION	LEGO APAC Singapore	SINGAPORE	LEGO APAC Singapore	SINGAPORE
C02 Use of Audio Technology / Voice Activation						
LEGO PLAYWAVES	LEGO	LEGO	AKCELO Sydney	AUSTRALIA	OTIS STUDIOS Sydney	AUSTRALIA
C03 Branded Content / Podcasts						
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA	DENTSU WEBCHUTNEY Mumbai PIXEL PARTY New Delhi VICE MEDIA London	INDIA UNITED KINGDOM
D03 Single-market Campaign						
LAND SHANTIES	SUZUKI	SUZUKI VITARA	DELOITTE DIGITAL Melbourne	AUSTRALIA	DELOITTE DIGITAL Melbourne FINCH Melbourne SQUEAK E. CLEAN STUDIOS Melbourne	AUSTRALIA
D05 Cultural Insight						
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA	DENTSU WEBCHUTNEY Mumbai PIXEL PARTY New Delhi VICE MEDIA London	INDIA UNITED KINGDOM
AUSSIES, GET ALEXA. BECAUSE ALEXA GETS AUSSIES.	AMAZON ALEXA	AMAZON ALEXA	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	AUSTRALIA
DREAMY	COMMON GROUND	DREAMY	OGILVY AUSTRALIA Sydney	AUSTRALIA	OGILVY AUSTRALIA Sydney	AUSTRALIA
D08 Market Disruption						

Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA	DENTSU WEBCHUTNEY Mumbai PIXEL PARTY New Delhi VICE MEDIA London	INDIA UNITED KINGDOM
