

WINNERS 2022

Strategy & Effectiveness



Title	Brand	Product/Service	Entrant Company	Location
Gold Spike				
YOUR PLASTIC DIET	WWF	WWF	GREY MALAYSIA Petaling Jaya	MALAYSIA
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
MAKE LAMB, NOT WALLS	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA
H FOR HANDWASHING	LIFEBUOY	HANDWASHING EDUCATION	LOWE LINTAS Mumbai	INDIA
Silver Spike				
MAKE LAMB, NOT WALLS	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA
YOUR PLASTIC DIET	WWF	WWF	GREY MALAYSIA Petaling Jaya	MALAYSIA
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
ONE HOUSE TO SAVE MANY	SUNCORP BRAND	ONE HOUSE	LEO BURNETT Sydney	AUSTRALIA
H FOR HANDWASHING	LIFEBUOY	HANDWASHING EDUCATION	LOWE LINTAS Mumbai	INDIA
Bronze Spike				
GREY WIGGLE	UBER EATS	UBER EATS	SPECIAL Sydney	AUSTRALIA
WHEN WILL SHE BE RIGHT?	UN WOMEN AUSTRALIA	GENDER EQUALITY	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
MEDDLE IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS (IVOTE)	NZ ELECTION	SPECIAL Auckland	NEW ZEALAND
LONG - HELP	NRMA INSURANCE	INSURANCE	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA
ONE HOUSE TO SAVE MANY	SUNCORP BRAND	ONE HOUSE	LEO BURNETT Sydney	AUSTRALIA