## SHORTLIST 2022

## Strategy & Effectiveness



Title	Brand	Product / Service	Entrant Company	Location			
A01 Consumer Goods							
MAKE LAMB, NOT WALLS	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA			
SMALL BUSINESS DRIVE	LEXUS	LEXUS UX	TBWA\HONG KONG Hong Kong	HONG KONG			
TINY PUB	EMERSON'S - LION	EMERSON'S BEER	DDB NEW ZEALAND Auckland	NEW ZEALAND			
DON'T HANG OUT YOUR PRIVACY	BOSCH	BOSCH DRYER	BBDO CHINA Shanghai	CHINA			
THE SAMPLE HALF BRA	SABINA	SABINA INVISIBLE WIRE	CJ WORX Bangkok	THAILAND			
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains							
KIWIBURGER SONG	MCDONALDS	KIWIBURGER	DDB NEW ZEALAND Auckland	NEW ZEALAND			
TUNA SCOPE 2021	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC. Tokyo	JAPAN			
GREY WIGGLE	UBER EATS	UBER EATS	SPECIAL Sydney	AUSTRALIA			
A05 Consumer Services / Business to	A05 Consumer Services / Business to Business						
LONG - HELP	NRMA INSURANCE	INSURANCE	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA			
A06 Not-for-profit / Charity / Government							
WHEN WILL SHE BE RIGHT?	UN WOMEN AUSTRALIA	GENDER EQUALITY	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA			
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION	CHARITY	SPECIAL Auckland	NEW ZEALAND			
YOUR PLASTIC DIET	WWF	WWF	GREY MALAYSIA Petaling Jaya	MALAYSIA			
B01 Use of Insights & Analytics							
SMALL BUSINESS DRIVE	LEXUS	LEXUS UX	TBWA\HONG KONG Hong Kong	HONG KONG			
YOUR PLASTIC DIET	WWF	WWF	GREY MALAYSIA Petaling Jaya	MALAYSIA			
B02 Use of Mobile & Devices							
SLOW ROAD	JEJU TOURISM ORGANIZATION	SLOW ROAD	CHEIL WORLDWIDE Seoul	SOUTH KOREA			
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA			
TUNA SCOPE 2021	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC. Tokyo	JAPAN			
B03 Use of Social & Digital Platforms							
WHEN WILL SHE BE RIGHT?	UN WOMEN AUSTRALIA	GENDER EQUALITY	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA			

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B04 Live Brand Experience     V     V       SMAL BUSINESS DRIVE     LEXUS     LEXUS UX     TRWAHONG KANG Hong Kong     HONG KONG       TINY TUR     BERSONS - LON     EXERSONS SEER     DEB REVEZELAND Aukeaid     NEW ZEALAND       MCCONLLDS     LEXUS NL     DE BERZONS AUXA DUX     MCCONLLDS     LEXUS NL     NEW ZEALAND       MCCONLLDS CLASSRCOM     MCCONLLDS     LEXUS NL     LEXUS NL     THE LINUS NL     MCCONLLDS     NEW ZEALAND       B15 SAMPLE HALT BRA     SAGINA     SAGINA NUNSELE WRE     CJ WORK Barglack     THE HALT BAR     MCCONLDS     THE LINUS NL     MCCONLDS     THE LINUS NL     MCCONLDS     THE LINUS NL     MCCONLDS     M	THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA	
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KFC: THE GROWTH OF COLONEL KI   YUM CHINA   KFC   MINDSHARE CHINA Shanghai   CHINA     C07 Corporate Purpose & Social Respiritiu   KFC   MINDSHARE CHINA Shanghai   India     EATQUAL   MCDONALD'S   MCDONALD'S   DDB MUDRA Mumbai   India     ONE HOUSE TO SAVE MANY   SUNCORP BRAND   ONE HOUSE   LEO BURNETT Sydney   AUSTRALIA     LOST VOTES   BENNETT, COLEMAN AND COMPANY LIMITED   PUBLICATIONS   BENNETT COLEMAN & CO. New Delhi   India	LONG - HELP	NRMA INSURANCE	INSURANCE	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA	
Or Corporate Purpose & Social Respusibility     EATQUAL   MCDONALD'S   MCDONALD'S   DDB MUDRA Mumbai   INDIA     ONE HOUSE TO SAVE MANY   SUNCORP BRAND   ONE HOUSE   LEO BURNETT Sydney   AUSTRALIA     LOST VOTES   BENNETT, COLEMAN AND COMPANY LIMITED   PUBLICATIONS   BENNETT COLEMAN & CO. New Delhi   INDIA	ARIEL#SHARETHELOAD LONG TERM	ARIEL	LIQUID DETERGENT ARIEL	BBDO INDIA Mumbai	INDIA	
EATQUALMCDONALD'SMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	KFC: THE GROWTH OF COLONEL KI	YUM CHINA	KFC	MINDSHARE CHINA Shanghai	CHINA	
ONE HOUSE TO SAVE MANY   SUNCORP BRAND   ONE HOUSE   LEO BURNETT Sydney   AUSTRALIA     LOST VOTES   BENNETT, COLEMAN AND COMPANY LIMITED   PUBLICATIONS   BENNETT COLEMAN & CO. New Delhi   INDIA	C07 Corporate Purpose & Social Resp	oonsibility				
LOST VOTES BENNETT, COLEMAN AND COMPANY LIMITED PUBLICATIONS BENNETT COLEMAN & CO. New Delhi INDIA	EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA	
	ONE HOUSE TO SAVE MANY	SUNCORP BRAND	ONE HOUSE	LEO BURNETT Sydney	AUSTRALIA	
H FOR HANDWASHING LIFEBUOY HANDWASHING EDUCATION LOWE LINTAS Mumbai INDIA	LOST VOTES	BENNETT, COLEMAN AND COMPANY LIMITED	PUBLICATIONS	BENNETT COLEMAN & CO. New Delhi	INDIA	
	H FOR HANDWASHING	LIFEBUOY	HANDWASHING EDUCATION	LOWE LINTAS Mumbai	INDIA	

Title	Brand	Product / Service	Entrant Company	Location
C08 Market Disruption				
ONE HOUSE TO SAVE MANY	SUNCORP BRAND	ONE HOUSE	LEO BURNETT Sydney	AUSTRALIA