

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 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

Title	Brand	Product / Service	Entrant Company	Location
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
THE SAMPLE HALF BRA	SABINA	SABINA INVISIBLE WIRE	CJ WORX Bangkok	THAILAND
B04 Live Brand Experience				
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
MCDONALD'S CLASSROOM	MCDONALD'S	MCDONALD'S	LEO BURNETT Manila	THE PHILIPPINES
THE SAMPLE HALF BRA	SABINA	SABINA INVISIBLE WIRE	CJ WORX Bangkok	THAILAND
B05 Partnerships & Sponsorship				
PERFORMANCE ENHANCING MUSIC	SAMSUNG	SAMSUNG	CHE PROXIMITY Sydney	AUSTRALIA
B07 360 Integrated Brand Strategy				
21KM FINGER MARATHON	PCHOME 24H SHOPPING	PCHOME 24H SHOPPING	ADK TAIWAN Taipei City	TAIWAN
GREY WIGGLE	UBER EATS	UBER EATS	SPECIAL Sydney	AUSTRALIA
C01 Brave Brands				
MAKE LAMB, NOT WALLS	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
LOST VOTES	BENNETT, COLEMAN AND COMPANY LIMITED	PUBLICATIONS	BENNETT COLEMAN & CO. New Delhi	INDIA
C02 Strategic Transformation				
TUNA SCOPE 2021	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC. Tokyo	JAPAN
C04 Breakthrough on a Budget				
MEDDLE IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS (IVOTE)	NZ ELECTION	SPECIAL Auckland	NEW ZEALAND
C05 Multi-market Strategy				
H FOR HANDWASHING	LIFEBUOY	HANDWASHING EDUCATION	LOWE LINTAS Mumbai	INDIA
C06 Long-term Strategy				
LONG - HELP	NRMA INSURANCE	INSURANCE	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA
ARIEL#SHARETHELOAD LONG TERM	ARIEL	LIQUID DETERGENT ARIEL	BBDO INDIA Mumbai	INDIA
KFC: THE GROWTH OF COLONEL KI	YUM CHINA	KFC	MINDSHARE CHINA Shanghai	CHINA
C07 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
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