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			

Interspace Interspace SectionVice WORLD NewsUnits Wiele-WieleUnits Wiele-WieleNameThe SAME HARDER HAF EGA THE SAME EMB CARPONESectionSectionMarkanMarkanBALL Interspace DATA DATALEAUSLEAUS DXLEAUS DXLEAUS DXMarkanMarkanBALL Interspace DATA DATALEAUS DXLEAUS DXLEAUS DXLEAUS DXMarkanMarkanBALL Interspace DATA DATAMarkanMarkanMarkanMarkanMarkanMarkanBALL Interspace DATA DATAMarkanMarkanMarkanMarkanMarkanMarkanBALL Interspace DATA DATA DATAMarkanMarkanMarkanMarkanMarkanMarkanBALL Interspace DATA DATA DATA DATA DATA DATA DATAMarkanMarkanMarkanMarkanMarkanBALL Interspace DATA DATA DATA DATA DATA DATA DATAMarkanMarkanMarkanMarkanMarkanBALL Interspace DATA DATA DATA DATAMarkan DATA DATA DATAMarkanMarkanMarkanMarkanBALL Interspace DATA DATA DATA DATA DATAMarkan DATA DATA DATAMarkanMarkanMarkanBALL Interspace DATA DATA DATA DATA DATAMarkan DATA DATA DATAMarkan DATA DATAMarkanBALL Interspace DATA DATA DATA DATA DATA DATA DATA DATAMarkan DATA DATA DATA DATAMarkan DATA DATA DATA	Title	Brand	Product / Service	Entrant Company	Location	
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	
BMALL BUSINESS DRIVELEXUSLEXUS UXTRUMHON KONG Hong KongHOND KONGTINY TURBERERGONS - LEONEMERGONA SERERDDB NEW ZALANA AusdaniaNEW ZALANAMCCOMALD'SMCCOMALD'SLEO BUNET ZALANA AusdaniaTIE PHILL PRINCRESCAMULE HAL' BKAGANG KONG Hong KongCU WCK BangkokTIE PHILL PRINCBDS Pattership & SponsorshipJERENTCU WCK BangkokAusdaniaBDS Pattership & SponsorshipSAMSUNGSAMSUNGAusdaniaBDS Table StratesJERENTCU WCK BangkokAustraliaBDS Table StratesSecond StratesAustraliaAustraliaBDT Strates Table StratesSecond StratesSecond StratesAustraliaCHEV WGGLEUBER EATSSecond StratesAustraliaINBALL MAL, NOT YOUNVGE WORLD NEWSVGE WORLD NEWSDeNTSU WEBCH/TNEY BenglatinINBAL LINE STOR ZUSCHVGE WORLD NEWSVGE WORLD NEWSDeNTSU WEBCH/TNEY BenglatinINDA SCOND SECONVGE WORLD NEWSVGE WORLD NEWSDeNTSU WEBCH/TNEY BenglatinINDA SCOND SECONVGE WORLD NEWSVGE WORLD NEWSSecond StratesINDA SCOND SEC	THE SAMPLE HALF BRA	SABINA	SABINA INVISIBLE WIRE	CJ WORX Bangkok	THAILAND	
Thr PuBEMERSONS ALONEMERSONS AEERDOB NEW ZEALAND AudatedNEW ZEALANDMCCONLID'SMCCONLID'SMCCONLID'SLCO BURNETT ManibTITE PHILIPPINESFME SAMPLE HALF BRASABINASABINACUI WORK BanglackTITALANDBDS Partnerships & SponsorshipSAMSUNGCUI WORK BanglackMUSCINAL MUSICBDS Partnerships & SponsorshipSAMSUNGCUI EPROXIMITY SydneyAUSTRALIABDS Partnerships & SponsorshipSAMSUNGCUI EPROXIMITY SydneyAUSTRALIABDS Partnerships & SponsorshipUBER EATSSAMSUNGCUI EPROXIMITY SydneyAUSTRALIABDF Partnerships & SponsorshipUBER EATSSPECIAL SydneyAUSTRALIACOI Brave BrandUBER EATSUBER EATSSPECIAL SydneyAUSTRALIACOI Brave BrandsMCAT ALINESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERROTIVE SydneyAUSTRALIACOI Brave BrandsMCAT ALINESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERROTIVE SydneyAUSTRALIACOS Stratige TransformationVICE WORLD NEWSVCE WORLD NEWSDENTSU WEEDGALINEY BengaunNIDIACOS Stratige TransformationVICE WORLD NEWSVCE WORLD NEWSDENTSU WEEDGALINEY BengaunNIDIACOS Stratige TransformationVICE WORLD NEWSNZELECTIONSECIAL AustandNEW ZELIANDCOS Stratige TransformationLIVE LIVE MWEEDGALINEY BENGT WEEDGALINEYNEW ZELIANDNEW ZELIANDCOS Stratige TransformationLIVE LIVE MWEEDGALINE NEWSLIVE LIVE MWEEDGALINE NEWSNEW ZELIANDCO	B04 Live Brand Experience					
MICDONALD'SMICDONALD'SMICDONALD'SLEO BURNET T ManilaTHE HILIPPINESTHE SAMPLE HALP BYASABINASABINASABINACV WORK BangkokTHAILANDB05 Partnerships & SponsorshipMICDONALD'SMICDONALD'SMICDONALD'SB07 S80 Integrated Brand StrategySABINASABINASABINACP EPROXINITY SydneyMICDONALD'SB07 S80 Integrated Brand StrategyPCHOME 24H SHOPPINGADK TAIWAN Tajori CHyTAIWANCHEY WIGCLEUBER EATSDECHOME 24H SHOPPINGADK TAIWAN Tajori CHyAUSTRALIACHIEY WIGCLEUBER EATSDECHOME 24H SHOPPINGADK TAIWAN Tajori CHyAUSTRALIACHIEY WIGCLEUBER EATSSPECIAL SydneyAUSTRALIACHIE WIELDEN BITORY TOURVICE WORLD NEWSDECHTSU WEBCHUTHEY BenglaturNIDIACHIE VILLISMEAT & LIVESTOCK AUSTRALIALAMBTHE MONREYS, FIART OF ACCENTURE INTERACTIVE SydneyAUSTRALIALIE UNTILTERED BITORY TOURVICE WORLD NEWSUICE WORLD NEWSDEENNETT COLEMAN & CO. New DebitNIDIACOS Strategic TransformationVICE WORLD NEWSDEENNETT COLEMAN & CO. New DebitNIDIACOS Strategic TransformationLIFEBUCYNIZL CORPORATIONNIZL ECITIONSPECIAL JuddandNIDIACOS Strategic TransformationLIFEBUCYNIZL COLINTS (NOTE)NIZL ECITIONSPECIAL JuddandNIDIACOS Full'InterAC StrategyLIFEBUCYNIZL COLINTS (NOTE)NIZL ECITIONLOVE LINTAS MundbalNIDIACOS Full'InterAC StrategyLIFEBUCYHAN	SMALL BUSINESS DRIVE	LEXUS	LEXUS UX	TBWA\HONG KONG Hong Kong	HONG KONG	
THE SAMPLE HALF BRASABINASABINASABINASABINATHAILANDBDS Partnerships & SponsorshipPERFORMANCE ENHANCING MUSICSAMSUNGSAMSUNGCHE PROMINTY SydneyAUSTRALIABD7 360 Integraded Brand StrategyUTKIR FINGER MARATHONPCHOME 24H SHOPPINGPCHOME 24H SHOPPINGADX TAWAN Tappel CityTAIWANGREY MIGGLEUBER EATSUBER EATSSPECIAL SydneyAUSTRALIACD1 Brave BrandsMEET AS LINESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIALINE UNFILIERED HIBTORY TOURVICE WORLD NEWSVICE WORLD NEWSUBER NEWSUSED WORLD NEWSAUSTRALIALINE UNFILIERED HIBTORY TOURVICE WORLD NEWSVICE WORLD NEWSBENNETT COLEMAN & CO.NEW DelniNDIAC02 Strategic TransformationUTEU WORLD NEWSDISTISU UNC TaipsADVENTINEY SengaburNDIAC04 Breakthrough on B BudgetEVERY KIW WOTE COUNTS (IVOTE)NZLE CECTIONSPECIAL AusMandNEW ZEALANDC05 Builti-markot StrategyLIFEBLOYHANDWASHING EDUCATIONLOWE LINTAS MumbeiNDIAC06 Sublit-markot Strategy <td>TINY PUB</td> <td>EMERSON'S - LION</td> <td>EMERSON'S BEER</td> <td>DDB NEW ZEALAND Auckland</td> <td>NEW ZEALAND</td>	TINY PUB	EMERSON'S - LION	EMERSON'S BEER	DDB NEW ZEALAND Auckland	NEW ZEALAND	
B05 Partnershipa & Sponsorship V V PERFORMANCE ENHANCING MUSIC SMMSUNG SMMSUNG CHE PROXIMITY Sydney AUSTRALIA B07 360 Integrated Brand Strategy V <	MCDONALD'S CLASSROOM	MCDONALD'S	MCDONALD'S	LEO BURNETT Manila	THE PHILIPPINES	
PERFORMANCE ENHANCING MUSICSAMSUNGSAMSUNGCHE PROXIMITY SydneyAUSTRALIAB07 360 Integrated Brand StrategyPCHOME 24H SHOPPINGPCHOME 24H SHOPPINGADK TAIWAN Tajpei CilyTAIWANGREY WIGGLEUSER EATSBER EATSBER EATSSAK FAIWAN Tajpei CilyAUSTRALIAGOT Brave BrandUSER EATSBER EATSBER EATSSAK FAIWAN Tajpei CilyAUSTRALIACOT Brave BrandMEAT & LIVESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIATHE UNFILTERED HISTORY TOURVICE WORLD NEWSVICE WORLD NEWSDENTSU WEBCHUTNEY BengalumINDIALOST YOTESBENNETT. COLEMAN AND COMPANY LIMTEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIACO2 Strategic TransformationSOJITZ CORPORATIONIVAN SCOPEDEINTSU INC. TaiyoJAPANCO4 Brockthrough on BudgetIVEN KOW YOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AustendNEW ZEALANDCO5 HandwashilkLEEBUOYIVAN SCOPEDEINTSU INC. TaiyoJAPANCO5 HELPNEMA INSURANCEINADIXASHING EDUCATIONLOWE LINTAS MunitaiNEW ZEALANDCO5 HELPNEMA INSURANCEINADIXASHING EDUCATIONLOWE LINTAS MunitaiINDIACHILARSCHLEPNEMA INSURANCEINSURANCEHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIARIELESHIARETHELOAD LONG TERMARELLIQUID DETERGENT ARIELBEDO INDIA MunitaiINDIACOT Corporate Duro StateVILL GATIONKrCMINDSHARE CHINA ShangnaiOHIACOT Corpo	THE SAMPLE HALF BRA	SABINA	SABINA INVISIBLE WIRE	CJ WORX Bangkok	THAILAND	
B07 360 Integrated Brand Strategy PCHOME 24H SHOPPING PCHOME 24H SHOPPING ADX TAIWAN Taipei City TAIWAN 21KM FINGER MARATHON PCHOME 24H SHOPPING ADX TAIWAN Taipei City TAIWAN CREY WIGGLE UBER EATS UBER EATS SPECIAL Sydney AUSTRALIA CD1 Erave Brands Kast & LIVESTOCK AUSTRALIA LAMB THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney AUSTRALIA LDE LIVE LIVE LIVE RED HISTORY TOUR VICE WORLD NEWS VICE WORLD NEWS BENNETT COLEMAN A NO COMPANY LIMITED PUBLICATIONS BENNETT COLEMAN A OC OMPANY LIMITED PUBLICATIONS BENNETT COLEMAN A OC ONE WEINI INDIA C02 Strategic Transformation TUNA SCOPE DENTSU INC. Tokyo JAPAN C04 Erackthrough on a Budget KEVERY KIWI VOTE COUNTS (IVOTE) NE ZELECTION SPECIAL Audaind INDIA C05 Multi-market Strategy LIFEBUOY HANDWASHING EDUCATION LOWE LINTAS Mumbai INDIA C06 Long-term Strategy LIFEBUOY HANDWASHING EDUCATION LOWE LINTAS Mumbai INDIA C06 Long-term Strategy LIGUID DETERGENT ARIEL BBOO INDIA Mumbai INDIA C07 Corporate Purpose & Soc	B05 Partnerships & Sponsorship					
ZIKM FINGER MARATHONPCHOME 24H SHOPPINGPCHOME 24H SHOPPINGADX TAWAN Taipei CityTAWANGREY WIGGLEUBER EATSUBER EATSSPECIAL SydneyAUSTRALIACOT Brave BrandsMEAT & LIVESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIACOT Brave BrandsMEAT & LIVESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIATHE UNFILTERED HISTORY TOURVICE WORLD NEWSVICE WORLD NEWSDENTSU WEECHUNEY BergaluruINDIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATONSBENNETT COLEMAN & CO. New DelhiINDIACO2 Strategic TransformationSUJITZ CORPORATIONTUNA SCOPEDENTSU INC. TokyoJAPANCO4 Broakthrough on a BudgetSUJITZ CORPORATIONTUNA SCOPEDENTSU INC. TokyoJAPANCO5 Multi-market StrategyLIFEBUOYNZE LECTIONSPECIAL AudiandNEW ZEALANDCO5 GLong-term StrategyLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIACO6 Long-term StrategyLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIACOF Corporate Purpose & Social RESPONSIBILIYLIOUID DETERGENT ARIELBIDO INDIA MumbaiINDIACOF Corporate Purpose & Social RESPONSIBILIYEATONAL BY ONE CONALD'SDOB MUDRA MumbaiINDIACOR Corporate Purpose & Social RESPONSIBILIYEATONAL BY ONE CONALD'SDOB MUDRA MumbaiINDIACOR Corporate Purpose & Social RESPONSIBILIYEATONAL DYMCDONALD'SDOB MUDRA MumbaiINDIA <t< td=""><td>PERFORMANCE ENHANCING MUSIC</td><td>SAMSUNG</td><td>SAMSUNG</td><td>CHE PROXIMITY Sydney</td><td>AUSTRALIA</td></t<>	PERFORMANCE ENHANCING MUSIC	SAMSUNG	SAMSUNG	CHE PROXIMITY Sydney	AUSTRALIA	
GREY WIGGLEUBER EATSUBER EATSSPECIAL SydneyAUSTRALIACOT Brave BrandsMAKE LAMB, NOT WALLSMEAT & LIVESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIATHE UNFILTERED HISTORY TOURVICE WORLD NEWSVICE WORLD NEWSDENTSU WEBCHLITNEY BengaluruINDIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelniINDIACO2 Strategic TransformationTUNA SCOPEDENTSU INC. TokyoJAPANCG4 Breakthrough on BudgetEVERY KIWI VOTE COUNTS (INOTE)NZ ELECTIONSPECIAL AucidandNEW ZEALANDCG4 Breakthrough on BudgetEVERY KIWI VOTE COUNTS (INOTE)NZ ELECTIONSPECIAL AucidandNEW ZEALANDCG5 Multi-market StrategyEVERY KIWI VOTE COUNTS (INOTE)NZ ELECTIONSPECIAL AucidandINDIACG6 Long-term StrategyLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIACG7 Corporate Purpose & Social RESMARELLIQUID DETERGENT ARELBBDO INDIA MumbaiINDIACG7 Corporate Purpose & Social RESMINEVIM CHINAKFCMINDSHARE CHINA ShanghaiINDIACG7 Corporate Purpose & Social RESMINETMCONALD'SMCDONALD'SDB MUDER MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNET SofneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelniINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SofneyAUST	B07 360 Integrated Brand Strategy					
COT Brave BrandsMAKE LAMB, NOT WALLSMEAT & LIVESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIATHE UNFILTERED HISTORY TOURVICE WORLD NEWSUCE WORLD NEWSDENTSU WEBCHUTNEY BengaluruINDIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIACO2 Strategic TransformationTUNA SCOPEDENTSU INC. TokyoJAPANCO4 Breakthrough on a BudgetVICE WORLD NEWSVICE LOCINSSPECIAL AucKlandNEW ZEALANDCO4 Breakthrough on a BudgetVICE VORTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AucKlandNEW ZEALANDCO5 Multi-market StrategyVICE BUDYNZ ELECTIONSPECIAL AucKlandNEW ZEALANDCO6 Gug-term StrategyLIFEBUDYHANDWASHING EDUCATIONLOWE LINTAS MumbaiNIDIACO6 Gug-term StrategyNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIARIEL BISHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDI INDIA MumbaiINDIACO7 Corporate Purpose & Social RESPVUM CHINAKFCMINDSHARE CHINA ShanghaiOHINAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	21KM FINGER MARATHON	PCHOME 24H SHOPPING	PCHOME 24H SHOPPING	ADK TAIWAN Taipei City	TAIWAN	
MAKE LANBE, NOT WALLSMEAT & LIVESTOCK AUSTRALIALAMBTHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIATHE UNFILTERED HISTORY TOURVICE WORLD NEWSUNCE WORLD NEWSDENTSU WEBCHUTNEY BengaluruINDIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIACOLS Strategic TransformationTUNA SCOPEDENTSU INC. TokyoJAPANCOLS Strategic TransformationJAPANCOLS CORPORATIONTUNA SCOPEDENTSU INC. TokyoJAPANCOLS Strategic TransformationJAPANCOLS Strategic TransformationStrategic TransformationNEW ZEALANDCOLS Strategic TransformationStrategic TransformationNEW ZEALANDCOLS Strategic TransformationStrategic TransformationNEW ZEALANDCOLS Strategic TransformationNEW ZEALANDCOLS Strategic TransformationNEW ZEALANDNEW ZEALAND ELECTIONStrategic TransformationNEW ZEALANDCOS MULTimarke StrategyINDIAINDIACOS MULTIMENDEINDIACOS MULTIMENDE NUMERAN COL NEW SING POLICATIONINDIACOS MULTIMENDE NUMERAN STRALIAINDIAINDIAINDIACOS MULTIMENDE NUMERAN STRALIAINDIAINDIAINDIAINDIA <td cols<="" td=""><td>GREY WIGGLE</td><td>UBER EATS</td><td>UBER EATS</td><td>SPECIAL Sydney</td><td>AUSTRALIA</td></td>	<td>GREY WIGGLE</td> <td>UBER EATS</td> <td>UBER EATS</td> <td>SPECIAL Sydney</td> <td>AUSTRALIA</td>	GREY WIGGLE	UBER EATS	UBER EATS	SPECIAL Sydney	AUSTRALIA
THE UNFILTERED HISTORY TOURVICE WORLD NEWSVICE WORLD NEWSDENTSU WEBCH/UTNEY BengaluruINDIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIAC02 Strategic TransformationTUNA SCOPEDENTSU INC. TokyoJAPANC04 Breakthrough on a BudgetSUITZ CORPORATIONTUNA SCOPEDENTSU INC. TokyoJAPANC04 Breakthrough on a BudgetEVERY KIWI VOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AukklandNEW ZEALANDC05 Multi-market StrategyIIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIAC06 Long-term StrategyIIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIAC06 Long-term StrategyIIFEBUOYINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIEL #SHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiINDIAC07 Corporate Purpose & Social RespKFCMINDSHARE CHINA ShanghaiCHINAC07 Long-ter MarySUNCORP BRANDONE HOUSEDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSEDDB MUDRA MumbaiINDIAGNT HOUSE ST SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	C01 Brave Brands					
LOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIACO2 Strategic TransformationTUNA SCOPE 2021SOJITZ CORPORATIONTUNA SCOPEDENTSU INC. TokyoJAPANCO4 Breakthrough on a BudgetMEDDLE IN THE NEW ZEALAND ELECTIONEVERY KIWI VOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AucklandNEW ZEALANDCO5 Multi-market StrategyH FOR HANDWASHINGLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIACO6 Long-term StrategyLIONG - HELPNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIELARIELLIONG - HELPNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIELARIELLIONG - HELPNRMA INSURANCEINSURANCEMINDA MumbaiINDIAARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiINDIACOTOROPATE PURPOSE & Social ResponsibilityLEATQUALMCCONALD'SMCCONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIAJONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT COLEMAN & CO. New DelhiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSE<	MAKE LAMB, NOT WALLS	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA	
C02 Strategic TransformationTUNA SCOPE 2021SOJITZ CORPORATIONTUNA SCOPEDENTSU INC. TokyoJAPANC04 Breakthrough on a BudgetWEDDLE IN THE NEW ZEALAND ELECTIONEVERY KIWI VOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AucklandNEW ZEALANDMEDDLE IN THE NEW ZEALAND ELECTIONEVERY KIWI VOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AucklandNEW ZEALANDC05 Multi-market StrategyH FOR HANDWASHINGLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIAC06 Long-term StrategyLICNG - HELPNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIEL#SHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiNDIACOT Corporate Purpose & Social RespLIVINCIDANALD'SMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALICT OCLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & C.O. Nev DelhiINDIA	THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA	
TUNA SCOPe 2021SOJITZ CORPORATIONTUNA SCOPEDENTSU INC. TokyoJAPANCO4 Breakthrough on a BudgetMEDDE IN THE NEW ZEALAND ELECTIONEVERY KIWI VOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AucklandNEW ZEALANDCO5 Multi-market StrategyHFOR HANDWASHINGEVERY KIWI VOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AucklandNEW ZEALANDCO6 Long-term StrategyLICHE NUMBARINGINFRA INSURANCEINSURANCENUMCHINA SUMMDAINUTAARIEL SHARETHELOAD LONG TERMARIELILIQUID DETERGENT ARIELBBDO INDIA MumbaiNDIAARIEL SHARETHELOAD LONG TERMARIELKFCMINDSHARE CHINA ShanghaiCHINACOT Corporate Purpose & Social RessVUM CHINAKFCMCDONALD'SMDIACATQUALMCDONALD'SMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOG MADYSUNCORP BRANDONE HOUSEBENNETT COLEMAN & CO. New DelhiMDIA	LOST VOTES	BENNETT, COLEMAN AND COMPANY LIMITED	PUBLICATIONS	BENNETT COLEMAN & CO. New Delhi	INDIA	
Of A Breakthrough on a BudgetMEDDLE IN THE NEW ZEALAND ELECTIONEVERY KIWI VOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AucklandNEW ZEALANDC05 Multi-market StrategyH FOR HANDWASHINGLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIAC06 Long-tern StrategyLONG - HELPNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIEL#SHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiINDIAKFC: THE GROWTH OF COLONEL KIYUM CHINAKFCMICDONALD'SMINDSHARE CHINA ShanghaiCHINAC07 Corporate Purpose & Social RespublicitSUNCORP BRANDMCDONALD'SDDB MUDRA MumbaiINDIACNE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	C02 Strategic Transformation					
MEDDLE IN THE NEW ZEALAND ELECTIONEVERY KIWI VOTE COUNTS (IVOTE)NZ ELECTIONSPECIAL AueklandNEW ZEALANDCOS MUILI-market StrategyH FOR HANDWASHINGLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIACOG Long-term StrategyLONG - HELPNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIEL#SHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiINDIAKFC: THE GROWTH OF COLONEL KIYUM CHINAKFCMINDSHARE CHINA ShanghaiCHINACOT Corporate Purpose & Social ResponsibilityEATQUALMCDONALD'SMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & C.O. New DelhiINDIA	TUNA SCOPE 2021	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC. Tokyo	JAPAN	
C05 Multi-market StrategyH FOR HANDWASHINGLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIAC06 Long-term StrategyKKKKLONG - HELPNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIEL#SHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiINDIAKFC: THE GROWTH OF COLONEL KIYUM CHINAKFCMINDSHARE CHINA ShanghaiCHINAC07 Corporate Purpose & Social RespurpKMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	C04 Breakthrough on a Budget					
H FOR HANDWASHINGLIFEBUOYHANDWASHING EDUCATIONLOWE LINTAS MumbaiINDIAC06 Long-term StrategyJUNCOP BRANDINSURANCEINSURANCEINSURANCENET MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIEL#SHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiINDIAINDIAKFC: THE GROWTH OF COLONEL KIYUM CHINAKFCKFCMINDSHARE CHINA ShanghaiCHINAC07 Corporate Purpose & Social ResurptionVUM CHINAMCDONALD'SDDB MUDRA MumbaiINDIAEATQUALMCDONALD'SMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	MEDDLE IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS (IVOTE)	NZ ELECTION	SPECIAL Auckland	NEW ZEALAND	
C06 Long-term StrategyLONG - HELPNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIEL#SHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiINDIAKFC: THE GROWTH OF COLONEL KIYUM CHINAKFCMINDSHARE CHINA ShanghaiCHINAC07 Corporate Purpose & Social RespectivityEATQUALMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	C05 Multi-market Strategy					
LONG - HELPNRMA INSURANCEINSURANCETHE MONKEYS, PART OF ACCENTURE INTERACTIVE SydneyAUSTRALIAARIEL#SHARETHELOAD LONG TERMARIELLIQUID DETERGENT ARIELBBDO INDIA MumbaiINDIAKFC: THE GROWTH OF COLONEL KIYUM CHINAKFCKFCMINDSHARE CHINA ShanghaiCHINACOT Corporate Purpose & Social ResprisibilityEATQUALMCDONALD'SMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	H FOR HANDWASHING	LIFEBUOY	HANDWASHING EDUCATION	LOWE LINTAS Mumbai	INDIA	
ARIEL#SHARETHELOAD LONG TERMARIELIAQUID DETERGENT ARIELBBDO INDIA MumbaiINDIAKFC: THE GROWTH OF COLONEL KIYUM CHINAKFCMINDSHARE CHINA ShanghaiCHINACOTO Corporate Purpose & Social RespuisibilityEATQUALMCDONALD'SMCDONALD'SDDB MUDRA MumbaiINDIAONE HOUSE TO SAVE MANYSUNCORP BRANDONE HOUSELEO BURNETT SydneyAUSTRALIALOST VOTESBENNETT, COLEMAN AND COMPANY LIMITEDPUBLICATIONSBENNETT COLEMAN & CO. New DelhiINDIA	C06 Long-term Strategy					
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