

WINNERS 2022

Brand Experience & Activation



Title	Brand	Product/Service	Entrant Company	Location
Gold Spike				
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND
HI TOILET	THE NIPPON FOUNDATION	PUBLIC TOILET	TBWA\HAKUHODO INC. Tokyo	JAPAN
GOLF AD BREAK CHAMPIONSHIP	VOLKSWAGEN	VOLKSWAGEN GOLF	DDB Sydney	AUSTRALIA
Silver Spike				
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND
HOME SWEET HOME EPISODE 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	TOURISM AUTHORITY OF THAILAND	OGILVY Bangkok	THAILAND
LONESOME HOTEL	HONDAO SENIOR CITIZEN'S WELFARE FOUNDATION	WINTER CHARITY DONATION	INSPIRE ACTIVATION Taipei	TAIWAN
PITVERTISING	UNILEVER	REXONA DEODERANT	CLEMENGER BBDO Sydney	AUSTRALIA
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
CLIMATE WARRIORS	NRMA INSURANCE	INSURANCE	THINKERBELL Melbourne	AUSTRALIA
EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA
Bronze Spike				
LAY'S CRISPY SUBTITLES	LAY'S-PEPSICO	LAY'S POTATO CHIPS	HAPPINESS SAIGON / AN FCB ALLIANCE Ho Chi Minh City	VIETNAM
SLOW ROAD	JEJU TOURISM ORGANIZATION	SLOW ROAD	CHEIL WORLDWIDE Seoul	SOUTH KOREA
LOTTO 'ON ICE'	LOTTO	NZ LOTTERIES	DDB NEW ZEALAND Auckland	NEW ZEALAND
LOVE YOUR LOCAL	TAB	TAB	M&C SAATCHI Sydney	AUSTRALIA
VACCINATION RIDES	GOJEK	GOJEK	FORSMAN & BODENFORS Singapore	SINGAPORE
SLOW ROAD	JEJU TOURISM ORGANIZATION	SLOW ROAD	CHEIL WORLDWIDE Seoul	SOUTH KOREA
THE COST OF BULLYING	SAMSUNG	SAMSUNG	CHEIL PENGTAI Beijing	CHINA
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THE COST OF BULLYING	SAMSUNG	SAMSUNG	CHEIL PENGTAI Beijing	CHINA
A HOUSE NEVER SLEEPS	KCC	KCC CONSTRUCTION	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA