

CREATIVE EFFECTIVENESS SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Creative Effectiveness				
SHRED	BANK OF NEW ZEALAND	HOME LOAN	COLENZO BBDO, Auckland	NEW ZEALAND
BREAST CREAM	NEW ZEALAND BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	COLENZO BBDO, Auckland	NEW ZEALAND
IT'S MORE FUN IN THE PHILIPPINES	THE PHILIPPINE DEPARTMENT OF TOURISM	THE PHILIPPINES	BBDO GUERRERO, Makati City	THE PHILIPPINES
SHARE THE LOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
IMPOSSIBLE ORCHESTRA	DEPARTMENT OF FAHCSIA	CARE AWARE	McCANN MELBOURNE	AUSTRALIA
MISTAKES	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
#MYFAMILYCAN	SPC ARDMONA	SPC PACKAGED FRUITS AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA
HOUSE OF LITTLE MOMENTS	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei	CHINESE TAIPEI