

CREATIVE EFFECTIVENESS WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Creative Effectiveness Grand Prix				
SHARE THE LOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
Creative Effectiveness Spike				
IT'S MORE FUN IN THE PHILIPPINES	THE PHILIPPINE DEPARTMENT OF TOURISM	THE PHILIPPINES	BBDO GUERRERO, Makati City	THE PHILIPPINES
MISTAKES	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND