

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Creation of a new Brand Identity: Consumer / Corporate / Non-profit				
PROJECT BUKA PINTU (PROJECT OPEN DOORS)	DIGNITY FOR CHILDREN	PROJECT B CAFE	LEO BURNETT MALAYSIA, Kuala Lumpur	MALAYSIA
THE LIVING LOGO	THE MAKATI BUSINESS CLUB	APEC CEO SUMMIT 2015	HAVAS ORTEGA, Makati City	THE PHILIPPINES
A02 Rebrand / Refresh of an existing Brand: Consumer / Corporate / Non-profit				
GREAT BARRIER REEF FOUNDATION BRAND ECOSYSTEM	GREAT BARRIER REEF FOUNDATION	GREAT BARRIER REEF FOUNDATION	LEO BURNETT MELBOURNE	AUSTRALIA
B01 Publications & Brand Collateral				
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
B02 Promotional Item Design				
AIR MAX 95 COLLECTABLES	NIKE HK	NIKE	OGILVY & MATHER GROUP HONG KONG	HONG KONG
SOBA ALLERGY TATTOO CHECKER	DAITAN HOLDINGS CO. (FUJI SOBA), 230 SOBA STREET PROMOTION COMMITTEE	SOBA (BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
DIPPER CONDOMS	TATA MOTORS	CONDOMS	REDIFFUSION Y&R, Mumbai	INDIA
B03 Self-Promotion				
TYPESELF	Wienden+Cheden	SELF-PROMOTION	WIEDEN+KENNEDY SHANGHAI	CHINA
B04 Posters				
SLICE OF HEARTLAND	KIRIN BREWERY COMPANY	HEARTLAND BEER	DENTSU INC., Tokyo	JAPAN
ANOTHER MOUNTAIN	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	ONE SHOW AWARDS 2015 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN
OLD AGE	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
HISTORY OF THE INTERNET	YAHOO! JAPAN	YAHOO! JAPAN	DENTSU INC., Tokyo	JAPAN
B05 Books				
THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	THE DANCING LETTERS BOOK	McCANN WORLDGROUP INDIA, Mumbai	INDIA
CONNECT PEN & NOTEBOOK	OTSUKA PHARMACEUTICAL CO.	EDUCATION OF CRANIAL NERVE DISEASE	TOPPAN PRINTING, Tokyo	JAPAN
PICTURE BOOK WITHOUT PICTURES	FUJIFILM	PICTURE BOOK WITHOUT PICTURES	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
C01 Digital Design				
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
GREEN NAME	KIRIN COMPANY	GREEN LABEL	DENTSU INC., Tokyo	JAPAN
THE LAST WISH	SAMSUNG	CORPORATE BRAND	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
THE 360 SOUND EXPERIMENT	SAMSUNG ELECTRONICS	SAMSUNG WIRELESS AUDIO 360	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
'YOU ARE FAR FROM KNOWING ME' & 'GONE WITH YOUR COMMENTS ON JIANGWEN'	DIANPING.COM	ONLINE MOVIE TICKETS SELLING	W, Shanghai	CHINA
D01 Retail				
MT EXPO 2015	KAMOJI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN, Tokyo	JAPAN
MT EX 3331	KAMOJI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN, Tokyo	JAPAN
D02 Point of Sales & Consumer Touchpoints				
ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER, Bangkok	THAILAND
THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE
D03 Live Events				
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo	JAPAN
D04 Installation & Environment				
NARITA INTERNATIONAL AIRPORT TERMINAL 3	NARITA INTERNATIONAL AIRPORT CORPORATION	NARITA INTERNATIONAL AIRPORT TERMINAL 3	PARTY, Tokyo	JAPAN
MT EXPO 2015	KAMOJI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN, Tokyo	JAPAN
GAYNZ	ANZ BANK AUSTRALIA	FINANCIAL	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTNERSHIP	GLOBAL ROAD SAFETY PARTNERSHIP	HAVAS WORLDWIDE SHANGHAI	CHINA
THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE
TIGER TRADING CO.	HEINEKEN ASIA PACIFIC / TIGER BEER	TIGER BEER	MARCEL SYDNEY, Walsh Bay	AUSTRALIA
THE 7-ELEVEN PIANO COIN DONATION BOX	PRESIDENT CHAIN STORE CORP.	CHAIN STORE	OGILVY & MATHER, Taipei	CHINESE TAIPEI
D05 Multichannel Experience				
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
D06 Trade Stands / Exhibitions				
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
E01 Food				
DELICIOUS SUPPLEMENT	EAST JAPAN RAILWAY COMPANY + YOKOHAMA STATION BUILDING	PACKED MEAL PRESCRIPTION	BEACON/LEO BURNETT, Tokyo	JAPAN
VERY CHOCOLATE	VERY CHOCOLATE	VERY CHOCOLATE	CHEIL HONG KONG	HONG KONG
E02 Drinks				
RUM TIMES	MANDALAY	MANDALAY	BRAND UNION, Hong Kong	HONG KONG
E04 Other Packaging				
LAST MINUTE SOUVENIR	PT. ANGKASA PURA II	SERVICE	J. WALTER THOMPSON JAKARTA	INDONESIA
F01 Consumer Products				
NAMELESS PAINTS	KOKUYO	CAMPUS	DENTSU INC., Tokyo	JAPAN
+ MET PROJECT	TANIZAWA SEISAKUSHO	+ MET PROJECT (POT / LAMP)	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
GULULU - PET IN A BOTTLE	BOWHEAD TECHNOLOGY	GULULU	CHEIL, Beijing	CHINA
F02 Well-being, Environmental Impact & Solution				
MOTOREPPELLENT: SAVING LIVES ONE RIDE AT A TIME	DUANG PRATEEP FOUNDATION	MOTOREPPELLENT	BBDO BANGKOK	THAILAND

ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH	BBDO BANGKOK	THAILAND
HELMET	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH	BBDO BANGKOK	THAILAND
TOKYO BOUSAI	TOKYO METROPOLITAN GOVERNMENT	TOKYO BOUSAI PROJECT	DENTSU INC., Tokyo	JAPAN
DOT. THE FIRST BRAILLE SMARTWATCH	DOT INCORPORATION	DOT WATCH	SERVICEPLAN KOREA, Seoul	SOUTH KOREA
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
G01 Typography				
GREEN NAME	KIRIN COMPANY	GREEN LABEL	DENTSU INC., Tokyo	JAPAN
G02 Illustration				
SLICE OF HEARTLAND	KIRIN BREWERY COMPANY	HEARTLAND BEER	DENTSU INC., Tokyo	JAPAN
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
OLD AGE	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
HISTORY OF THE INTERNET	YAHOO! JAPAN	YAHOO! JAPAN	DENTSU INC., Tokyo	JAPAN
G03 Logo Design				
THE LIVING LOGO	THE MAKATI BUSINESS CLUB	APEC CEO SUMMIT 2015	HAVAS ORTEGA, Makati City	THE PHILIPPINES
G05 Motion Graphics / Moving Images Design				
GREEN NAME	KIRIN COMPANY	GREEN LABEL	DENTSU INC., Tokyo	JAPAN
A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWA/SINGAPORE	SINGAPORE