

DESIGN
WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
Gold Spike				
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
'YOU ARE FAR FROM KNOWING ME' & 'GONE WITH YOUR COMMENTS ON JIANGWEN'	DIANPING.COM	ONLINE MOVIE TICKETS SELLING	W, Shanghai	CHINA
NARITA INTERNATIONAL AIRPORT TERMINAL 3	NARITA INTERNATIONAL AIRPORT CORPORATION	NARITA INTERNATIONAL AIRPORT TERMINAL 3	PARTY, Tokyo	JAPAN
MOTOREPELLENT: SAVING LIVES ONE RIDE AT A TIME	DUANG PRATEEP FOUNDATION	MOTOREPELLENT	BBDO BANGKOK	THAILAND
Silver Spike				
TYPESELF	Wienden+Cheden	SELF-PROMOTION	WIEDEN+KENNEDY SHANGHAI	CHINA
OLD AGE	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
CONNECT PEN & NOTEBOOK	OTSUKA PHARMACEUTICAL CO.	EDUCATION OF CRANIAL NERVE DISEASE	TOPPAN PRINTING, Tokyo	JAPAN
ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER, Bangkok	THAILAND
THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
RUM TIMES	MANDALAY	MANDALAY	BRAND UNION, Hong Kong	HONG KONG
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
OLD AGE	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
Bronze Spike				
PROJECT BUKA PINTU (PROJECT OPEN DOORS)	DIGNITY FOR CHILDREN	PROJECT B CAFE	LEO BURNETT MALAYSIA, Kuala Lumpur	MALAYSIA
GREAT BARRIER REEF FOUNDATION BRAND ECOSYSTEM	GREAT BARRIER REEF FOUNDATION	GREAT BARRIER REEF FOUNDATION	LEO BURNETT MELBOURNE	AUSTRALIA
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
DIPPER CONDOMS	TATA MOTORS	CONDOMS	REDIFFUSION Y&R, Mumbai	INDIA
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
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
GREEN NAME	KIRIN COMPANY	GREEN LABEL	DENTSU INC., Tokyo	JAPAN
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
MT EXPO 2015	KAMOI 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 7-ELEVEN PIANO COIN DONATION BOX	PRESIDENT CHAIN STORE CORP.	CHAIN STORE	OGILVY & MATHER, Taipei	CHINESE TAIPEI
LAST MINUTE SOUVENIR	PT. ANGKASA PURA II	SERVICE	J. WALTER THOMPSON JAKARTA	INDONESIA
NAMELESS PAINTS	KOKUYO	CAMPUS	DENTSU INC., Tokyo	JAPAN
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH	BBDO BANGKOK	THAILAND
HELPMET	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH	BBDO BANGKOK	THAILAND
DOT. THE FIRST BRAILLE SMARTWATCH	DOT INCORPORATION	DOT WATCH	SERVICEPLAN KOREA, Seoul	SOUTH KOREA
GREEN NAME	KIRIN COMPANY	GREEN LABEL	DENTSU INC., Tokyo	JAPAN
THE LIVING LOGO	THE MAKATI BUSINESS CLUB	APEC CEO SUMMIT 2015	HAVAS ORTEGA, Makati City	THE PHILIPPINES
GREEN NAME	KIRIN COMPANY	GREEN LABEL	DENTSU INC., Tokyo	JAPAN