

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
PRESERVED MEMORIES	SPC ARDMONA	SPC PACKAGED FRUITS AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA
DADS #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
THE SOFTTEST	UNILEVER	COMFORT	OGILVY & MATHER SINGAPORE	SINGAPORE
A02 Durable Consumer Goods				
LG CORDZERO CYKING	LG ELECTRONICS	CORDLESS VACUUM CLEANERS	HS AD, Seoul	SOUTH KOREA
A03 Cars & Automotive Products & Services				
INTELLIGENT PARKING CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO, Tokyo	JAPAN
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo	JAPAN
AUDI R8 BLINK	AUDI AUSTRALIA	AUDI R8	HOLLER SYDNEY	AUSTRALIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWA\HAKUHODO, Tokyo	JAPAN
A07 Corporate Image & Sponsorship				
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
REUNITING MEMORIES FROM 1947	OLX	OLX	LEO BURNETT INDIA, Mumbai	INDIA
A08 Charities, Public Health & Safety, Public Awareness Messages				
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO, Auckland	NEW ZEALAND
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA
B02 Microsites				
CAT STREET VIEW	HIROSHIMA PREFECTURE	HIROSHIMA TOURISM	I&S BBDO, Tokyo	JAPAN
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
AUDI R8 BLINK	AUDI AUSTRALIA	AUDI R8	HOLLER SYDNEY	AUSTRALIA
B03 Web Service / App				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
RATE MY ROOF	ORGIN ENERGY	ORIGIN ENERGY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWA\HAKUHODO, Tokyo	JAPAN
C01 Online Ad				
THE HUMAN TEST	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
CELEBRITY TANTRUM	SAMSUNG AUSTRALIA	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA
D01 Social Video				
THE BOAT	McDONALD'S PHILIPPINES	McDONALD'S	LEO BURNETT GROUP MANILA	THE PHILIPPINES
SWIMMING SALMON FILLET	SHIZUOKA BROADCASTING STATION	EDUCATIONAL TV PROGRAM LEARNING ABOUT FISH	I&S BBDO, Tokyo	JAPAN
NOODLE CRADLE	KAGAWA PREFECTURE	IMMIGRATION PROMOTION	DENTSU INC., Tokyo	JAPAN
IMPACT	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SWIM	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
CYCLE	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
NO NEED TO RUSH	ASUSTEK COMPUTER	ZENPHONE MAX	SUPERHEROES AMSTERDAM, Amsterdam	THE NETHERLANDS
THE BREAK-UP	PATAYA FOOD INDUSTRIES	NAUTILUS TUNA SPREAD	GREYnJ UNITED, Bangkok	THAILAND
DADS #SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
ARE YOU PREGNANT?	BOON RAWD BREWERY CO.	B-ING	CJ WORX, Bangkok	THAILAND
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
PAPER PLANE: NO DETAIL TOO SMALL	SINGAPORE AIRLINES	SINGAPORE AIRLINES	DM2, Singapore	SINGAPORE
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
MILLENNIALS FOR MARCOS	CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG (CARMMA)	CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG (CARMMA)	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
THE STORY OF AN UNBORN CHILD - CHAMKI	HINDUSTAN UNILEVER	HAND WASH	PHD INDIA, Mumbai	INDIA
THE ONLY ONE	THE 1 CARD	LOYALTY PROGRAM	YELL ADVERTISING, Bangkok	THAILAND
D02 Interactive Video				
AUDI R8 BLINK	AUDI AUSTRALIA	AUDI R8	HOLLER SYDNEY	AUSTRALIA
D03 Webisodes / Series				
HUNGRY BOY	NEW ZEALAND POLICE	NEW ZEALAND POLICE	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
COLLAPSED MAN	NEW ZEALAND POLICE	NEW ZEALAND POLICE	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
DRINK DRIVING	NEW ZEALAND POLICE	NEW ZEALAND POLICE	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
THE LAST SIGNAL	BAJAJ AUTOMOBILES	BAJAJ V	LEO BURNETT INDIA, Mumbai	INDIA
D04 Other Video				
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS INDIA, Mumbai	INDIA
BAR-B-Q FULFILL	FOOD PASSION	BAR-B-Q PLAZA	GREYnJ UNITED, Bangkok	THAILAND
A KIND DRONE	ENIGMO	BUYMA	DENTSU INC., Tokyo	JAPAN
GOING HOME	HYUNDAI MOTOR GROUP	VEHICLES PRODUCT & VEHICLES SERVICE	PLAYGROUND, Seoul	SOUTH KOREA
E02 Social Purpose				
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO, Auckland	NEW ZEALAND

REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
DADS #SHARETHELOAD (CASE STUDY)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
REUNITING MEMORIES FROM 1947	OLX	OLX	LEO BURNETT INDIA, Mumbai	INDIA
TON-TON VOICE SUMO	GERIATRIC HEALTH SERVICES FACILITY HITORIZAWA	REHABILITATION SERVICE	DENTSU INC., Tokyo	JAPAN
DONATE MY LUNCH	YAYASAN SAHABAT ANAK	CORPORATE SOCIAL RESPONSIBILITY	TCP-TBWAINDONESIA, Jakarta	INDONESIA
E03 Innovative Use of Social or Community				
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
QQ ALERT: EVERYONE IS RESCUER	QQ	INSTANT MESSAGING	TENCENT, Shenzhen	CHINA
SNAP COUNSELLORS	LOVEDOCTOR.IN	SNAP COUNSELLORS	TBWAINDIA, Mumbai	INDIA
DEAKIN VCE STRESS BREAK	DEAKIN UNIVERSITY	DEAKIN UNIVERSITY	THE ROYALS, Surry Hills	AUSTRALIA
E04 Response / Real-Time Activity				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DATA AUCTION	VIRGIN MOBILE	TELECOMMUNICATIONS	TBWASYDNEY	AUSTRALIA
#AIRLINEWAGER	AIR NEW ZEALAND & QANTAS	AIR NEW ZEALAND & QANTAS	HOST SYDNEY, Sydney	AUSTRALIA
E05 Influencer / Talent				
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS INDIA, Mumbai	INDIA
#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI	CHINA
NO NEED TO RUSH	ASUSTEK COMPUTER	ZENFONE MAX	SUPERHEROES AMSTERDAM, Amsterdam	THE NETHERLANDS
CELEBRITY TANTRUM	SAMSUNG AUSTRALIA	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA
E06 Co-Creation & User Generated Content				
NAIL BITTING FOR RHINOS	WILDAID	WILDAID	OGILVY & MATHER BEIJING	CHINA
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
AMATEUR REPLAY	ALLIANZ	INSURANCE	OGILVY & MATHER SINGAPORE	SINGAPORE
E07 Content Placement				
CELEBRITY TANTRUM	SAMSUNG AUSTRALIA	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA
E08 Community Building / Management				
PRESERVED MEMORIES	SPC ARDMONA	SPC PACKAGED FRUITS AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA
DADS #SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
E09 Use of Social Data & Insight				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
E10 Apps / Tools				
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
F01 Branded Games				
G?U?M PLAY	G?U?M PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
TON-TON VOICE SUMO	GERIATRIC HEALTH SERVICES FACILITY HITORIZAWA	REHABILITATION SERVICE	DENTSU INC., Tokyo	JAPAN
G01 Branded Tech Online				
G?U?M PLAY	G?U?M PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
MR.SNIFF	LOTTE CO.	ACUO	DENTSU INC., Tokyo	JAPAN
G02 Branded Tech Offline				
INTELLIGENT PARKING CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWAHAKUHODO, Tokyo	JAPAN
REFUNBILITATION CLINIC	GERIATRIC HEALTH SERVICES FACILITY HITORIZAWA	REHABILITATION SERVICE	DENTSU INC., Tokyo	JAPAN
H01 Integrated Multi-Platform Campaign (Online & Offline)				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI	CHINA
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DBB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
DADS #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND