DIRECT SHORTLIST 2016





Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goo	ds	<u> </u>		
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENSO BBDO, Auckland	NEW ZEALAND
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A03 Cars & Automotive Products	& Services			
HE X-TREME GOLF CUP	NISSAN MOTOR CO.	X-TRAIL HYBRID	TBWA\HAKUHODO, Tokyo	JAPAN
TEST DRIVE FOR GOOD	LAND ROVER PHILIPPINES	LAND ROVER DISCOVERY SPORT	Y&R SINGAPORE	SINGAPORE
A04 Travel, Leisure, Retail, Resta	urants & Fast Food Chains			
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
BACKYARD BURGER KING	BURGER KING NEW ZEALAND	WHOPPER	COLENSO BBDO, Auckland	NEW ZEALAND
THE 'ALL-YOU-CAN'T-EAT'	FOOD PASSION	BAR-B-Q PLAZA	GREYnJ UNITED, Bangkok	THAILAND
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWA\HAKUHODO, Tokyo	JAPAN
A05 Media & Publications				
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
A06 Financial Products & Service	es, Commercial Public Services, Business Products & S	Services		
MEMORIES FOR LIFE	HDFC LIFE	FINANCIAL SERVICES - LIFE INSURANCE	LEO BURNETT INDIA, Mumbai	INDIA
A07 Corporate Image & Sponsor	ship			
REUNITING MEMORIES FROM 1947	OLX	OLX	LEO BURNETT INDIA, Mumbai	INDIA
A08 Charities, Public Health & Sa	ifety, Public Awareness Messages			
THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
LIFE SAVING STICKERS	AUSTRALIA ROAD SAFETY FOUNDATION	LIFE SAVING STICKERS	GPY&R, Brisbane	AUSTRALIA
POCKET WITH LOVE	XIHAN ACTION /TENCENT	QIANG EMBROIDERY PROTECTION	PUBLICIS GUANGZHOU	CHINA
THE UGLY XMAS RASHIE	CANCER COUNCIL QUEENSLAND	THE UGLY XMAS RASHIE	RUMBLE CREATIVE & MEDIA, Brisbane	AUSTRALIA
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	TBWA\SHANGHAI	CHINA
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN
#GODSAVETHEOCEAN	SPROUTS ENVIRONMENT TRUST	GANESHA IDOL	OGILVY & MATHER MUMBAI	INDIA
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
B01 Flat Mailing				
FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
B02 Dimensional Mailings				
THE RIDER REMINDER	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B03 Use of Ambient Media: Smal	l Scale			
B03 Use of Ambient Media: Smal ANCHOR X-RAY CASTS	I Scale FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENSO BBDO, Auckland	NEW ZEALAND
		ANCHOR MILK LIFE SAVING STICKERS	COLENSO BBDO, Auckland GPY&R, Brisbane	NEW ZEALAND AUSTRALIA
ANCHOR X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR			
ANCHOR X-RAY CASTS LIFE SAVING STICKERS	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION	LIFE SAVING STICKERS	GPY&R, Brisbane	AUSTRALIA
ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE FARGO WOOLLENS	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE	GPY&R, Brisbane BASHFUL, Sydney	AUSTRALIA AUSTRALIA
ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT SKY TELEVISION NEW ZEALAND AMARCHAND	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE NEON	GPY&R, Brisbane BASHFUL, Sydney DDB GROUP NEW ZEALAND, Auckland	AUSTRALIA AUSTRALIA NEW ZEALAND
ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE FARGO WOOLLENS TEST & DRIVE	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT SKY TELEVISION NEW ZEALAND AMARCHAND	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE NEON	GPY&R, Brisbane BASHFUL, Sydney DDB GROUP NEW ZEALAND, Auckland	AUSTRALIA AUSTRALIA NEW ZEALAND
ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE FARGO WOOLLENS TEST & DRIVE B04 Use of Ambient Media: Large	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT SKY TELEVISION NEW ZEALAND AMARCHAND SCAILE	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE NEON OPTICAL BAZAAR.COM	GPY&R, Brisbane BASHFUL, Sydney DDB GROUP NEW ZEALAND, Auckland J. WALTER THOMPSON INDIA, New Delhi OGILVY & MATHER JAPAN, Tokyo	AUSTRALIA AUSTRALIA NEW ZEALAND INDIA
ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE FARGO WOOLLENS TEST & DRIVE B04 Use of Ambient Media: Large HOMELESS BED COLLECTION THE REFUGEE COLLECTION	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT SKY TELEVISION NEW ZEALAND AMARCHAND 9 Scale MEGAMAX / MOYAI REFUGEES INTERNATIONAL JAPAN	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE NEON OPTICAL BAZAAR.COM OUTLET FURNITURE WHOLESALER/NPO NPO	GPY&R, Brisbane BASHFUL, Sydney DDB GROUP NEW ZEALAND, Auckland J. WALTER THOMPSON INDIA, New Delhi OGILVY & MATHER JAPAN, Tokyo OGILVY & MATHER JAPAN, Tokyo	AUSTRALIA NEW ZEALAND INDIA JAPAN JAPAN
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ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE FARGO WOOLLENS TEST & DRIVE B04 Use of Ambient Media: Large HOMELESS BED COLLECTION THE REFUGEE COLLECTION THE X-TREME GOLF CUP OPEN ROAD PROJECT THE SHAPE OF IMAGINATION DIRTY WATERCOLOR B05 Use of Print or Standard Out MCWHOPPER C01 Use of Digital Platforms RATE MY ROOF REWORD MEMORIES FOR LIFE	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT SKY TELEVISION NEW ZEALAND AMARCHAND SCAIE MEGAMAX / MOYAI REFUGEES INTERNATIONAL JAPAN NISSAN MOTOR CO. TOYOTA LEGO ABS CBN FOUNDATION door BURGER KING ORGIN ENERGY	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE NEON OPTICAL BAZAAR.COM OUTLET FURNITURE WHOLESALER/NPO NPO X-TRAIL HYBRID TOYOTA I-ROAD TOYS ABS CBN FOUNDATION FAST FOOD RESTAURANT ORIGIN ENERGY	GPY&R, Brisbane BASHFUL, Sydney DDB GROUP NEW ZEALAND, Auckland J. WALTER THOMPSON INDIA, New Delhi OGILVY & MATHER JAPAN, Tokyo OGILVY & MATHER JAPAN, Tokyo TBWAHAKUHODO, Tokyo DENTSU INC., Tokyo OGILVY & MATHER SINGAPORE TBWANSANTIAGO MANGADA PUNO, Makati City Y&R NZ, Auckland CLEMENGER BBDO MELBOURNE	AUSTRALIA AUSTRALIA NEW ZEALAND INDIA JAPAN JAPAN JAPAN JAPAN SINGAPORE THE PHILIPPINE NEW ZEALAND
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ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE FARGO WOOLLENS TEST & DRIVE BO4 Use of Ambient Media: Large HOMELESS BED COLLECTION THE REFUGEE COLLECTION THE X-TREME GOLF CUP OPEN ROAD PROJECT THE SHAPE OF IMAGINATION DIRTY WATERCOLOR B05 Use of Print or Standard Out MCWHOPPER C01 Use of Digital Platforms RATE MY ROOF REWORD MEMORIES FOR LIFE C02 Use of Mobile	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT SKY TELEVISION NEW ZEALAND AMARCHAND SCAILE MEGAMAX / MOYAI REFUGEES INTERNATIONAL JAPAN NISSAN MOTOR CO. TOYOTA LEGO ABS CBN FOUNDATION door BURGER KING ORGIN ENERGY HEADSPACE	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE NEON OPTICAL BAZAAR.COM OUTLET FURNITURE WHOLESALER/NPO NPO X-TRAIL HYBRID TOYOTA I-ROAD TOYS ABS CBN FOUNDATION FAST FOOD RESTAURANT ORIGIN ENERGY REWORD	GPY&R, Brisbane BASHFUL, Sydney DDB GROUP NEW ZEALAND, Auckland J. WALTER THOMPSON INDIA, New Delhi OGILVY & MATHER JAPAN, Tokyo OGILVY & MATHER JAPAN, Tokyo TBWAHAKUHODO, Tokyo DENTSU INC., Tokyo OGILVY & MATHER SINGAPORE TBWAISANTIAGO MANGADA PUNO, Makati City Y&R NZ, Auckland CLEMENGER BBDO MELBOURNE LEO BURNETT MELBOURNE	AUSTRALIA AUSTRALIA NEW ZEALAND INDIA JAPAN JAPAN JAPAN JAPAN SINGAPORE THE PHILIPPINE NEW ZEALAND AUSTRALIA AUSTRALIA
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ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE FARGO WOOLLENS TEST & DRIVE BO4 Use of Ambient Media: Large HOMELESS BED COLLECTION THE REFUGEE COLLECTION THE X-TREME GOLF CUP OPEN ROAD PROJECT THE SHAPE OF IMAGINATION DIRTY WATERCOLOR BO5 Use of Print or Standard Out MCWHOPPER CO1 Use of Digital Platforms RATE MY ROOF REWORD MEMORIES FOR LIFE CO2 Use of Mobile SAFE&SOUND MUSIC PLAYER CCLEBRITY TANTRUM	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT SKY TELEVISION NEW ZEALAND AMARCHAND 9 Scale MEGAMAX / MOYAI REFUGEES INTERNATIONAL JAPAN NISSAN MOTOR CO. TOYOTA LEGO ABS CBN FOUNDATION door BURGER KING ORGIN ENERGY HEADSPACE HDFC LIFE	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE NEON OPTICAL BAZAAR.COM OUTLET FURNITURE WHOLESALER/NPO NPO X-TRAIL HYBRID TOYOTA I-ROAD TOYS ABS CBN FOUNDATION FAST FOOD RESTAURANT ORIGIN ENERGY REWORD FINANCIAL SERVICES - LIFE INSURANCE	GPY&R, Brisbane BASHFUL, Sydney DDB GROUP NEW ZEALAND, Auckland J. WALTER THOMPSON INDIA, New Delhi OGILVY & MATHER JAPAN, Tokyo OGILVY & MATHER JAPAN, Tokyo TBWAHAKUHODO, Tokyo DENTSU INC., Tokyo OGILVY & MATHER SINGAPORE TBWAISANTIAGO MANGADA PUNO, Makati City Y&R NZ, Auckland CLEMENGER BBDO MELBOURNE LEO BURNETT MELBOURNE LEO BURNETT INDIA, Mumbai	AUSTRALIA AUSTRALIA NEW ZEALAND INDIA JAPAN JAPAN JAPAN JAPAN SINGAPORE THE PHILIPPINE NEW ZEALAND AUSTRALIA INDIA
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ANCHOR X-RAY CASTS LIFE SAVING STICKERS SAVE YOUR VOICE FARGO WOOLLENS TEST & DRIVE B04 Use of Ambient Media: Large HOMELESS BED COLLECTION THE REFUGEE COLLECTION THE X-TREME GOLF CUP OPEN ROAD PROJECT THE SHAPE OF IMAGINATION DIRTY WATERCOLOR B05 Use of Print or Standard Out MCWHOPPER C01 Use of Digital Platforms RATE MY ROOF REWORD MEMORIES FOR LIFE C02 Use of Mobile SAFE&SOUND MUSIC PLAYER CELEBRITY TANTRUM SIGNEMOJI BLOOD BANKING HUNGERITHM GIGA SELFIE AMATEUR REPLAY C03 Use of Social Platforms THE BOYS TWEETING MACHINES	FONTERRA BRANDS NEW ZEALAND, ANCHOR AUSTRALIA ROAD SAFETY FOUNDATION VIC'S MEAT SKY TELEVISION NEW ZEALAND AMARCHAND 9 Scale MEGAMAX / MOYAI REFUGEES INTERNATIONAL JAPAN NISSAN MOTOR CO. TOYOTA LEGO ABS CBN FOUNDATION door BURGER KING ORGIN ENERGY HEADSPACE HDFC LIFE LMG INSURANCE SAMSUNG AUSTRALIA CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING INDIAN RED CROSS SOCIETY MARS CHOCOLATE AUSTRALIA TOURISM AUSTRALIA ALLIANZ PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA GE AUSTRALIA	LIFE SAVING STICKERS VIC'S MEAT SAVE YOUR VOICE NEON OPTICAL BAZAAR.COM OUTLET FURNITURE WHOLESALER/NPO NPO X-TRAIL HYBRID TOYOTA I-ROAD TOYS ABS CBN FOUNDATION FAST FOOD RESTAURANT ORIGIN ENERGY REWORD FINANCIAL SERVICES - LIFE INSURANCE ROAD SAFETY AWARENESS CAMPAIGN SAMSUNG TAB \$2 CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING BLOOD BANKING SNICKERS GIGA SELFIE INSURANCE BONDS CAREERS AT GE	GPY&R, Brisbane BASHFUL, Sydney DDB GROUP NEW ZEALAND, Auckland J. WALTER THOMPSON INDIA, New Delhi OGILVY & MATHER JAPAN, Tokyo OGILVY & MATHER JAPAN, Tokyo TBWAHAKUHODO, Tokyo DENTSU INC., Tokyo OGILVY & MATHER SINGAPORE TBWAISANTIAGO MANGADA PUNO, Makati City Y&R NZ, Auckland CLEMENGER BBDO MELBOURNE LEO BURNETT MELBOURNE LEO BURNETT INDIA, Mumbai BBDO BANGKOK LEO BURNETT SYDNEY TBWAISHANGHAI J. WALTER THOMPSON INDIA, Bangalore CLEMENGER BBDO MELBOURNE TBWAIHAKUHODO, Tokyo OGILVY & MATHER SINGAPORE CLEMENGER BBDO MELBOURNE CLEMENGER BBDO MELBOURNE CLEMENGER BBDO MELBOURNE	AUSTRALIA AUSTRALIA NEW ZEALAND INDIA JAPAN JAPAN JAPAN JAPAN SINGAPORE THE PHILIPPINE NEW ZEALAND AUSTRALIA INDIA THAILAND AUSTRALIA CHINA INDIA AUSTRALIA JAPAN SINGAPORE
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MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
OPEN ROAD PROJECT	ТОУОТА	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
C06 Use of New Technology				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
D01 Acquisitions				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENSO BBDO, Auckland	NEW ZEALAND
OPEN ROAD PROJECT	ТОУОТА	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
D02 Retention				
MEMORIES FOR LIFE	HDFC LIFE	FINANCIAL SERVICES - LIFE INSURANCE	LEO BURNETT INDIA, Mumbai	INDIA
E01 Copywriting				
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
E02 Art Direction / Design				
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE
E03 Experience Design				
G?U?M PLAY	G?U?M PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
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
KIDS MOTOR SHOW	HYUNDAI MOTORS	CAR	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
F01 Integrated Campaign Led by D	Direct			
HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALER/NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
DADS #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
F02 Low Budget Campaign				
FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN