

ENTERTAINMENT SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 TV & Broadcast: Fiction & Non-Fiction				
RISE PHILIPPINES	NIKE BASKETBALL	NIKE BASKETBALL	AKQA, London	UNITED KINGDOM
STRENGTH TO CARE WITH DAVID POCOCK	UNILEVER	DOVE MENS + CARE	OCTAGON, Singapore	SINGAPORE
A03 Online: Fiction & Non-Fiction				
LITTLE KITCHEN	FOODSTUFFS	NEW WORLD LITTLE KITCHEN	COLENZO BBDO, Auckland	NEW ZEALAND
THE WAITERS' MOM	FOOD PASSION	BAR-B-Q PLAZA	GREYnJ UNITED, Bangkok	THAILAND
THANK YOU FOR SHARING	TOTAL ACCESS COMMUNICATION PUBLIC COMPANY	DTAC	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
LIFELINE	QUALCOMM	QUALCOMM SNAPDRAGON	OGILVY & MATHER, New York	USA
NEW ZEALAND POLICE	NEW ZEALAND POLICE	NEW ZEALAND POLICE	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
GATA BATTLE	SAGA CITY	CITY PROMOTION	GEOMETRY GLOBAL, Tokyo	JAPAN
THE LAB	CANON AUSTRALIA	CANON CAMERA	LEO BURNETT SYDNEY	AUSTRALIA
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DADS #SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
EVERY STEP COUNTS	NEW BALANCE	CLASSIC SHOES SERIES MADE IN US/UK	W, Shanghai	CHINA
THE BREAK-UP	PATAYA FOOD INDUSTRIES	NAUTILUS TUNA SPREAD	GREYnJ UNITED, Bangkok	THAILAND
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE STORY OF AMIT	GOOGLE INDIA	GOOGLE PHOTOS	R/GA, Singapore	SINGAPORE
HOUSE OF LITTLE MOMENTS SEASON 2	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei	CHINESE TAIPEI
ARTBREAKS	ABC Arts Channel	ARTBREAKS	HECKLER, Sydney	AUSTRALIA
PEPPERMINT FIELD: WOMEN, THE BIGGEST MYSTERY IN THE UNIVERSE	BERTRAM CHEMICAL (1982) CO.	PEPPERMINT FIELD	ADAPTER DIGITAL, Bangkok	THAILAND
A05 Use of User Generated Content				
PROJECT OF CONNECTION : THE SINGLE RELEASE	SK TELECOM	NETWORKING BUSINESS	SK PLANET, Seoul	SOUTH KOREA
THE AUSTRALIAN CROWD-COLOURED SHORT FILM	MONDELÉZ INTERNATIONAL	CADBURY AUSTRALIA	SAPIENTNITRO, Southbank, Vic	AUSTRALIA
A06 Use of Talent				
STRENGTH TO CARE WITH DAVID POCOCK	UNILEVER	DOVE MENS + CARE	OCTAGON, Singapore	SINGAPORE
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS INDIA, Mumbai	INDIA
COCA-COLA: SHARE A COKE; SHARE A DRAMA	COCA-COLA	NON-ALCOHOLIC BEVERAGE	STARCOM MEDIAVEST GROUP, Shanghai	CHINA
ONE BIG GIG	VIRGIN MOBILE AUSTRALIA	TELECOMMUNICATIONS	ONE GREEN BEAN, Sydney	AUSTRALIA
A07 Live Brand Experience				
EXPLORE EVERY MINUTE WITH MCMURDO!	THE NORTH FACE KOREA	PRODUCT	INNORED, Seoul	SOUTH KOREA
KIDS MOTOR SHOW	HYUNDAI MOTORS	CAR	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
GAYNZ	ANZ BANK AUSTRALIA	FINANCIAL	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
A08 Use of Game or Gaming				
KFC - BEYOND NUMBER ONE	YUM!	KFC	MINDSHARE CHINA, Shanghai	CHINA
A09 Use of Digital and/or Social				
#HOSTWITHPRIDE	AIRBNB	ACCOMODATION SERVICES	URBAN, Sydney	AUSTRALIA
#AIRLINEWAGER	AIR NEW ZEALAND & QANTAS	AIR NEW ZEALAND & QANTAS	HOST SYDNEY, Sydney	AUSTRALIA
DEAKIN VCE STRESS BREAK	DEAKIN UNIVERSITY	DEAKIN UNIVERSITY	THE ROYALS, Surry Hills	AUSTRALIA
A10 Use of Brand or Product Integration into Existing Content				
TAKEOVER	HP	HP OMEN	FRED & FARID SHANGHAI	CHINA
X FACTOR INDONESIA PARTNERSHIP	GOOGLE	GOOGLE SEARCH	PHD SINGAPORE	SINGAPORE
A13 Excellence in Partnerships between a Content Producer and a Brand/Product/Talent				
X FACTOR INDONESIA PARTNERSHIP	GOOGLE	GOOGLE SEARCH	PHD SINGAPORE	SINGAPORE
MASTER KONG KUNGFU OF NOODLES	MASTER KONG	NOODLES	TRIO ISOBAR, Shanghai	CHINA