

FILM WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
Grand Prix						
DENG ADUT	WESTERN SYDNEY UNIVERSITY	WESTERN SYDNEY UNIVERSITY	VCD + WE.COLLECTIVE, Sydney *	AUSTRALIA	FINCH, Sydney	AUSTRALIA
Gold Spike						
DADS #SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai *	INDIA		
FIREFLY MAN	INDEPENDENT INCUBATOR	OCEDEL	DRILL, Tokyo *	JAPAN		
'NEVER WALK ALONE'	DANCHURCHAID (DCA)	DCA MINE ACTION	GREY GROUP, Singapore *	SINGAPORE	GREAT GUNS, London	UNITED KINGDOM
HIGH SCHOOL GIRL?	SHISEIDO CO., LTD. / SHISEIDO JAPAN CO., LTD.	SHISEIDO'S PRODUCTS (MAJOLICA MAJORCA / INTEGRATE)	SHISEIDO CO., LTD., Tokyo	JAPAN	WATTS OF TOKYO INC. *	JAPAN
Gold Spike Campaign						
TALCUM POWDER	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	GUILTY CONTENT, Melbourne	AUSTRALIA
TRIM	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	GUILTY CONTENT, Melbourne	AUSTRALIA
LUNGES	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	GUILTY CONTENT, Melbourne	AUSTRALIA
HOW TO GET PERFECT RED LIPS	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI *	INDIA		
HOW TO APPLY EYELINER	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI *	INDIA		
HOW TO GET RID OF DARK SPOTS NATURALLY	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI *	INDIA		
Silver Spike						
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS INDIA, Mumbai *	INDIA		
EVERY SECOND COUNTS	ST KILDA FILM FESTIVAL	ST KILDA FILM FESTIVAL	FINCH, Sydney *	AUSTRALIA	FINCH, Sydney	AUSTRALIA
MY SON	CHINA'S CHILD SAFETY EMERGENCY RESPONSE	CHINA'S CHILD SAFETY EMERGENCY RESPONSE	BBH CHINA, Shanghai *	CHINA	Gravity Films, Shanghai	CHINA
CONGRATULATIONS	HONG KONG SHARK FOUNDATION / WILD AID	HONG KONG SHARK FOUNDATION / WILD AID	OGILVY & MATHER GROUP HONG KONG *	HONG KONG	TREACLE, Hong Kong	HONG KONG
LIP RESCUE	O.P. NATURAL PRODUCTS CO.	ORIENTAL PRINCESS	J. WALTER THOMPSON BANGKOK *	THAILAND	THE FILM FACTORY, Bangkok	THAILAND
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	TOOL, Los Angeles	USA
THE LUCKY ONES	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON, Sydney *	AUSTRALIA	WE ARE CONTENT, Sydney	AUSTRALIA
Silver Spike Campaign						
ROCKET CAR	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA	REVOLVER/WILL O'ROURKE, Sydney *	AUSTRALIA
WHALE	OLD SPICE	OLD SPICE	WIEDEN+KENNEDY, Portland	USA	REVOLVER/WILL O'ROURKE, Sydney *	AUSTRALIA
Bronze Spike						
MOTHERS	PEDIGREE	MOTHER'S DAY CAMPAIGN	BBDO BANGKOK *	THAILAND	THE FILM FACTORY, Bangkok	THAILAND
MOMOTARO EPISODE.4	SUNTORY HOLDINGS	PEPSI STRONG ZERO	TUGBOAT, Tokyo *	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
BAR-B-Q FULFILL	FOOD PASSION	BAR-B-Q PLAZA	GREYnJ UNITED, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
THERE IS ONLY ONE BIG MAC	MCDONALD'S	BIG MAC	LEO BURNETT TAIWAN, Taipei *	CHINESE TAIPEI	YUAN YUAN PRODUCTIONS, Taipei City	CHINESE TAIPEI
A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWA/SINGAPORE *	SINGAPORE	SIXTOES TV, Singapore	SINGAPORE
SOMETHING'S WRONG WITH THE TELEVISION	AIDEM	EAIDEM	DENTSU INC., Tokyo *	JAPAN		
KIDS	COMMONWEALTH BANK	COMMONWEALTH BANK	M&C SAATCHI, Sydney *	AUSTRALIA	GOODOIL FILMS, Sydney	AUSTRALIA
MAGICIAN	PNB METLIFE INDIA INSURANCE COMPANY	PNB METLIFE INSURANCE	McCANN WORLDGROUP INDIA, Mumbai *	INDIA	RAZORBLADE FILMS, Mumbai	INDIA
STRANGE CREATURES	WASEDA ACADEMY CO.	WASEDA ACADEMY	ASATSU-DK, Tokyo *	JAPAN	SICATA, Tokyo	JAPAN
45 KG	A.P. HONDA	A.P. HONDA BLOOD DONATION	DENTSU ONE, Bangkok *	THAILAND	SUNSHINE ETC, Bangkok	THAILAND
ACCEPTED	SMART COMMUNICATIONS	SMART COMMUNICATIONS	DENTSU JAYME SYFU, Makati City *	THE PHILIPPINES	FILMEX, Makati City	THE PHILIPPINES
MESSAGE FROM A DEAD MAN	AP (THAILAND) PUBLIC COMPANY	CORPORATE	OGILVY & MATHER, Bangkok *	THAILAND		
THE FADING SYMPHONY	MND AUSTRALIA	MOTOR NEURONE DISEASE	THE WORKS SYDNEY	AUSTRALIA	PHOTOPLAY FILMS, Sydney *	AUSTRALIA
EAP CINEMA	THE SRI LANKA EYE DONATION SOCIETY	SRI LANKA EYE DONATION SOCIETY	LEO BURNETT SOLUTIONS, Colombo *	SRI LANKA	24 FRAMES, Colombo	SRI LANKA