

INTEGRATED SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENSO BBDO, Auckland	NEW ZEALAND
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI	CHINA
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DADS #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA
PRESERVED MEMORIES	SPC ARDMONA	SPC PACKAGED FRUITS AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA
MAKE DINNERTIME MATTER	MASTERFOODS	FOOD	CLEMENGER BBDO SYDNEY	AUSTRALIA
CAPTAIN RISKY	BUDGET DIRECT	INSURANCE	303 MULLENLOWE, Sydney	AUSTRALIA
HOUSE OF LITTLE MOMENTS SEASON I & II	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei	CHINESE TAIPEI
LOVER BOY OR LAVALAVA BOYS? THE GREAT NZ AUDIENCE HEIST.	MAORI TELEVISION	GAME OF BROS	MEDIACOM NEW ZEALAND, Auckland	NEW ZEALAND