

# MEDIA SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Media Agency	Country
<b>A01 Fast Moving Consumer Goods</b>						
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	STARCOM MEDIAVEST GROUP, Melbourne	AUSTRALIA
BREAKER BENCHES	NESTLÉ PHILIPPINES	KITKAT	J. WALTER THOMPSON PHILIPPINES *	THE PHILIPPINES		
6 PACK BAND	HINDUSTAN UNILEVER	BROOKE BOND RED LABEL TEA	MINDSHARE, Mumbai *	INDIA	MINDSHARE, Mumbai	INDIA
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND	PHD, Auckland *	NEW ZEALAND
HOUSE OF LITTLE MOMENTS SEASON I & II	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei *	CHINESE TAIPEI		
DADS #SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai *	INDIA	MEDIACOM, Mumbai	INDIA
<b>A02 Durable Consumer Goods</b>						
#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA		
<b>A03 Cars &amp; Automotive Products &amp; Services</b>						
HEARTBEAT	LEXUS AUSTRALIA	FC	M&C SAATCHI, Sydney *	AUSTRALIA	TMS AUSTRALIA, Sydney	AUSTRALIA
<b>A04 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>						
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE *	AUSTRALIA	McCANN MELBOURNE	AUSTRALIA
KFC - BEYOND NUMBER ONE	YUM!	KFC	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
MAGIC MIRROR - GIRLS' EDUCATION DONATION CAMPAIGN	CJ	OLIVE YOUNG	INNOCEAN WORLDWIDE, Seoul *	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
WRITE YOUR NAME IN KOREA	KOREA TOURISM ORGANIZATION	TOURISM	HS AD, Seoul *	SOUTH KOREA		
<b>A05 Media &amp; Publications</b>						
HEALING EXAM	EBS	EBS	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA		
MORE THAN TV - DELIVERING CONTENT IN CONTEXT	BBC EARTH	ENTERTAINMENT	VIZEUM, Singapore *	SINGAPORE	VIZEUM, Singapore	SINGAPORE
LOVER BOY OR LAVALAVA BOYS? THE GREAT NZ AUDIENCE HEIST.	MAORI TELEVISION	GAME OF BROS	MEDIACOM NEW ZEALAND, Auckland *	NEW ZEALAND	MEDIACOM NEW ZEALAND, Auckland	NEW ZEALAND
<b>A06 Financial Products &amp; Services, Commercial Public Services, Business Products &amp; Services</b>						
GAYNZ	ANZ BANK AUSTRALIA	FINANCIAL	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE	AUSTRALIA
<b>A07 Corporate Image &amp; Sponsorship</b>						
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	BE ON, Copenhagen	DENMARK
<b>A08 Charities, Public Health &amp; Safety, Public Awareness Messages</b>						
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO, Auckland *	NEW ZEALAND		
LIFE SAVING STICKERS	AUSTRALIA ROAD SAFETY FOUNDATION	LIFE SAVING STICKERS	GPY&R, Brisbane *	AUSTRALIA		
FORWARD THE CURE	UHPANG HOSPITAL FOUNDATION	UHPANG HOSPITAL FOUNDATION	LEO BURNETT, Bangkok	THAILAND		
SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	TBWA SHANGHAI *	CHINA	DOINGFILMS, Shanghai	CHINA
THE HUMAN TEST	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	DENTSU MITCHELL, South Melbourne	AUSTRALIA
WONDERFUL HOLD MUSIC	MYER	MYER	CLEMENGER BBDO MELBOURNE *	AUSTRALIA		
CHANGING ROOM	C&A	C&A	BEIJING DENTSU ADVERTISING, Beijing *	CHINA	C&A CHINA, SHANGHAI	CHINA
DRYTUNES	DRY JULY	NOT DRINKING DURING JULY	CLEMENGER BBDO SYDNEY *	AUSTRALIA		
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTNERSHIP	GLOBAL ROAD SAFETY PARTNERSHIP	HAVAS WORLDWIDE SHANGHAI *	CHINA	SHINEWORKS MEDIA, Shanghai	CHINA
#GODSAVETHEOCEAN	SPROUTS ENVIRONMENT TRUST	GANESHA IDOL	OGILVY & MATHER MUMBAI *	INDIA		
<b>B01 Use of Screens</b>						
GILLETTE CHINA - USING VIRTUAL REALITY TO DRIVE BRAND REAPPRAISAL	PROCTER & GAMBLE	GILLETTE FUSION PROGLIDE RAZOR	MEDIACOM CHINA, Guangzhou	CHINA	MEDIACOM CHINA, Guangzhou	CHINA
GOING HOME	HYUNDAI MOTOR GROUP	VEHICLES PRODUCT & VEHICLES SERVICE	PLAYGROUND, Seoul *	SOUTH KOREA		
<b>B02 Use of Audio Platforms</b>						
DRYTUNES	DRY JULY	NOT DRINKING DURING JULY	CLEMENGER BBDO SYDNEY *	AUSTRALIA		
AMERICAN CLASSICS	KRISPY KREME	KRISPY KREME DOUGHNUTS	TBWA SYDNEY *	AUSTRALIA		
<b>B03 Use of Outdoor</b>						
THE X-TREME GOLF CUP	NISSAN MOTOR CO.	X-TRAIL HYBRID	TBWA HAKUHODO, Tokyo *	JAPAN	TBWA HAKUHODO, Tokyo	JAPAN
<b>B04 Use of Print</b>						
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland *	NEW ZEALAND	Y&R NZ, Auckland	NEW ZEALAND
<b>B05 Use of Ambient Media: Small Scale</b>						
MOTOREPELLENT: SAVING LIVES ONE RIDE AT A TIME	DUANG PRATEEP FOUNDATION	MOTOREPELLENT	BBDO BANGKOK *	THAILAND		
ANCHOR X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO, Auckland *	NEW ZEALAND	MEDIACOM NEW ZEALAND, Auckland	NEW ZEALAND
LIFE SAVING STICKERS	AUSTRALIA ROAD SAFETY FOUNDATION	LIFE SAVING STICKERS	GPY&R, Brisbane *	AUSTRALIA		
KIT MAIL HOLOGRAM	NESTLÉ JAPAN, JAPAN POST	KIT KAT	J. WALTER THOMPSON JAPAN, Tokyo *	JAPAN	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
PAPER SOCKS IN THE SHOES	SOSU CO.	MIHARA YASUHIRO SOCKS	J. WALTER THOMPSON JAPAN, Tokyo *	JAPAN		
DONATE YOUR SIGNATURE	UNESCO NGO JAPAN	ILLITERACY AWARENESS	BEACON/LEO BURNETT, Tokyo *	JAPAN	BEACON/LEO BURNETT, Tokyo	JAPAN
MASK OF SOCIABILITY	DIAGEO KIRIN	SMIRNOFF ICE	BEACON/LEO BURNETT, Tokyo *	JAPAN	BEACON/LEO BURNETT, Tokyo	JAPAN
SNICKERS DON'T DRIVE HUNGRY	MARS PHILIPPINES	SNICKERS	BBDO GUERRERO, Makati City *	THE PHILIPPINES	MEDIACOM PHILIPPINES, Taguig	THE PHILIPPINES
<b>B06 Use of Ambient Media: Large Scale</b>						
AIR MAX 95 COLLECTABLES	NIKE HK	NIKE	OGILVY & MATHER GROUP HONG KONG *	HONG KONG		

THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE *	AUSTRALIA	McCANN MELBOURNE	AUSTRALIA
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok *	THAILAND		
BREAKER BENCHES	NESTLÉ PHILIPPINES	KITKAT	J. WALTER THOMPSON PHILIPPINES *	THE PHILIPPINES		
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTNERSHIP	GLOBAL ROAD SAFETY PARTNERSHIP	HAVAS WORLDWIDE SHANGHAI *	CHINA	SHINEWORKS MEDIA, Shanghai	CHINA
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo *	JAPAN	DENTSU INC., Tokyo	JAPAN
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND	PHD, Auckland *	NEW ZEALAND
<b>B07 Use of Events</b>						
TURD TALKS	SILID ARALAN	TURD TALKS	Y&R PHILIPPINES, Manila *	THE PHILIPPINES		
DIRTY WATERCOLOR	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWA SANTIAGO MANGADA PUNO, Makati City *	THE PHILIPPINES		
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo *	JAPAN	ASATSU-DK, Tokyo	JAPAN
<b>B08 Use of Stunts</b>						
HUNTSMAN CONDOMS – PETA PRANKS HUNTERS	PETA ASIA	ANIMAL RIGHTS (PETA ASIA)	MULLENLOWE SINGAPORE *	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland *	NEW ZEALAND	Y&R NZ, Auckland	NEW ZEALAND
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok *	THAILAND		
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND	PHD, Auckland *	NEW ZEALAND
<b>C01 Use of Digital Platforms</b>						
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO, Auckland *	NEW ZEALAND		
KFC - BEYOND NUMBER ONE	YUM!	KFC	MINDSHARE CHINA, Shanghai *	CHINA	MINDSHARE CHINA, Shanghai	CHINA
MORE THAN TV - DELIVERING CONTENT IN CONTEXT	BBC EARTH	ENTERTAINMENT	VIZEUM, Singapore *	SINGAPORE	VIZEUM, Singapore	SINGAPORE
CAMPBELL'S SOUPTUBE	CAMPBELL ARNOTT'S	FOOD	TKT SYDNEY *	AUSTRALIA	MEC, Sydney	AUSTRALIA
<b>C02 Use of Mobile</b>						
QQ ALERT: EVERYONE IS RESCUER	QQ	INSTANT MESSAGING	TENCENT, Shenzhen *	CHINA	TENCENT, Shenzhen	CHINA
DENTAPPLE	MATSUMOTO APPLE ASSOCIATION	FUJI APPLE	HAKUHODO KETTLE, Tokyo *	JAPAN	HAKUHODO DY MEDIA PARTNERS, Tokyo	JAPAN
CLEAN & CLEAR MIRROR TEXT VIDEO	JOHNSON & JOHNSON	FACE WASH FOR TEENAGERS	DDB GROUP SINGAPORE *	SINGAPORE		
SUNCORP STUFFIES	SUNCORP	INSURANCE	GPY&R, Brisbane *	AUSTRALIA		
KIT MAIL HOLOGRAM	NESTLÉ JAPAN, JAPAN POST	KIT KAT	J. WALTER THOMPSON JAPAN, Tokyo *	JAPAN	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
<b>C03 Use of Social Platforms</b>						
BOREDCAST	DUNLOPILLO (MALAYSIA) SDN. BHD.	DUNLOPILLO	GEOMETRY GLOBAL KUALA LUMPUR, Kuala Lumpur *	MALAYSIA	MEC, Kuala Lumpur	MALAYSIA
CANON INSTAZOOM	CANON SINGAPORE.	CANON POWERSHOT SX60 HS	DENTSU SINGAPORE *	SINGAPORE	DENTSU SINGAPORE	SINGAPORE
YOU'RE ACCEPTED	MINUS 18	LBGT YOUTH SUPPORT	GPY&R, Melbourne *	AUSTRALIA		
THREE SECONDS THAT REVOLUTIONISED RETAIL	TARGET AUSTRALIA	TARGET AUSTRALIA	SAPIENTNITRO, Southbank, Vic *	AUSTRALIA		
ARIEL - LAUNDRY LESSONS FOR DADS	PROCTER & GAMBLE	ARIEL	BBDO INDIA, Mumbai	INDIA	MEDIACOM, Mumbai *	INDIA
THE STORY OF AN UNBORN CHILD - CHAMKI	HINDUSTAN UNILEVER	HAND WASH	PHD INDIA, Mumbai *	INDIA	PHD INDIA, Mumbai	INDIA
SWACHH AADAT SWACHH BHARAT	HINDUSTAN UNILEVER	HUL PRODUCTS	PHD INDIA, Mumbai *	INDIA	PHD INDIA, Mumbai	INDIA
<b>C04 Use of New Technology</b>						
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE *	AUSTRALIA	McCANN MELBOURNE	AUSTRALIA
#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, Seoul *	SOUTH KOREA		
MAGIC MIRROR - GIRLS' EDUCATION DONATION CAMPAIGN	CJ	OLIVE YOUNG	INNOCEAN WORLDWIDE, Seoul *	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
<b>D01 Use of Brand or Product Integration into a Programme or Platform</b>						
TAKEOVER	HP	HP OMEN	FRED & FARID SHANGHAI *	CHINA	FRED & FARID SHANGHAI	CHINA
V ENERGY JONO VS BEN	FRUCOR BEVERAGES	V ENERGY DRINK	OMD NEW ZEALAND, Auckland *	NEW ZEALAND	OMD NEW ZEALAND, Auckland	NEW ZEALAND
HOUSE OF LITTLE MOMENTS SEASON I & II	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei *	CHINESE TAIPEI		
<b>D02 Use of Co-Creation &amp; User Generated Content</b>						
RIGHT THE WRONG	SAMSUNG	SAMSUNG GALAXY S7	IRIS SINGAPORE *	SINGAPORE		
#HELLOWORLDRELAY	HELLOWORLD	TRAVEL AGENT	HOLYSMOKE, Sydney	AUSTRALIA	OMD SYDNEY	AUSTRALIA
<b>D03 Use of Branded Content created for Digital or Social Media</b>						
LITTLE KITCHEN	FOODSTUFFS	NEW WORLD LITTLE KITCHEN	COLENZO BBDO, Auckland *	NEW ZEALAND	FCB MEDIA, Auckland	NEW ZEALAND
PRIUS! PARTS CHARACTERS	TOYOTA	PRIUS	DENTSU INC., Tokyo *	JAPAN	DENTSU INC., Tokyo	JAPAN
#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI *	CHINA	FRED & FARID SHANGHAI	CHINA
6 PACK BAND	HINDUSTAN UNILEVER	BROOKE BOND RED LABEL TEA	MINDSHARE, Mumbai *	INDIA	MINDSHARE, Mumbai	INDIA
COCA-COLA: SHARE A COKE; SHARE A DRAMA	COCA-COLA	NON-ALCOHOLIC BEVERAGE	STARCOM MEDIAVEST GROUP, Shanghai *	CHINA	STARCOM MEDIAVEST GROUP, Shanghai	CHINA
<b>E01 Use of Integrated Media</b>						
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland *	NEW ZEALAND	Y&R NZ, Auckland	NEW ZEALAND
V ENERGY JONO VS BEN	FRUCOR BEVERAGES	V ENERGY DRINK	OMD NEW ZEALAND, Auckland *	NEW ZEALAND	OMD NEW ZEALAND, Auckland	NEW ZEALAND
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	STARCOM MEDIAVEST GROUP, Melbourne	AUSTRALIA
DADS #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai *	INDIA	MEDIACOM, Mumbai	INDIA
SWACHH AADAT SWACHH BHARAT	HINDUSTAN UNILEVER	HUL PRODUCTS	PHD INDIA, Mumbai *	INDIA	PHD INDIA, Mumbai	INDIA
HELP A CHILD REACH 5 - CHAMKI: THE FUTURE CHILD	HINDUSTAN UNILEVER	LIFEBUOY	MULLENLOWE LINTAS GROUP INDIA, Mumbai	INDIA	MINDSHARE, Mumbai *	INDIA
HOUSE OF LITTLE MOMENTS SEASON I & II	UNI PRESIDENT	UNI NOODLE	ADK TAIWAN, Taipei *	CHINESE TAIPEI		