

# OUTDOOR SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A03 Household Goods</b>				
COUNTLESS COLORS	PACIFIC PAINT (BOYSEN) PHILS.	BOYSEN PAINTS	TBWA SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
<b>A04 Cosmetics, Toiletries, Healthcare &amp; Pharmacy</b>				
PROSTATE CHECK	UNILEVER	CLEAR ANTI DANDRUFF SHAMPOO	MULLENLOWE VIETNAM, Ho Chi Minh City	VIETNAM
SMOOTH TRAVEL 1	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
SMOOTH TRAVEL 2	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
<b>A05 Home Appliances, Furnishings, Electronics &amp; Technology</b>				
CYCLE	PHILIPS INDIA	HOME APPLIANCES	OGILVY & MATHER INDIA, Gurgaon	INDIA
AEROPLANE	PHILIPS INDIA	HOME APPLIANCES	OGILVY & MATHER INDIA, Gurgaon	INDIA
<b>A08 Cars &amp; Automotive Products &amp; Services</b>				
THE EYES - CAR	MERCEDES-BENZ SINGAPORE	MERCEDES-BENZ GLC	BBDO ASIA, Singapore	SINGAPORE
THE EYES - BICYCLE	MERCEDES-BENZ SINGAPORE	MERCEDES-BENZ GLC	BBDO ASIA, Singapore	SINGAPORE
<b>A09 Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b>				
CURRY	PAPER PLUS	BOOKS	FCB NEW ZEALAND, Auckland	NEW ZEALAND
GYM	PAPER PLUS	BOOKS	FCB NEW ZEALAND, Auckland	NEW ZEALAND
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
<b>A10 Travel, Transport &amp; Leisure</b>				
PURE DESIGN-1	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD AWARDS 2015 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN
PURE DESIGN-3	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD AWARDS 2015 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN
<b>A16 Public Health &amp; Safety, Public Awareness Messages</b>				
OLD AGE	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
RAT HOME	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
SCHOOL BULLY	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
TRANSGENDER	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
STUDY STRESS	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
<b>A17 Charities &amp; Appeals</b>				
KITES OF HOPE	ROSHNI HELPLINE	ROSHNI HELPLINE	Y&R SINGAPORE	SINGAPORE
<b>B01 Food</b>				
SALMONY CRICKET	SMILE BULL MARKETING CO.	HISO FRIED INSECT SNACK	GREYnJ UNITED, Bangkok	THAILAND
PORKY SILKWORM	SMILE BULL MARKETING CO.	HISO FRIED INSECT SNACK	GREYnJ UNITED, Bangkok	THAILAND
<b>B02 Drinks</b>				
LADY	DUTCH MILL CO.	ARABUS 3 IN 1	MONDAY, Bangkok	THAILAND
MAN	DUTCH MILL CO.	ARABUS 3 IN 1	MONDAY, Bangkok	THAILAND
OFFICE	DUTCH MILL CO.	ARABUS 3 IN 1	MONDAY, Bangkok	THAILAND
<b>B03 Household Goods</b>				
GAMBLING DEN	ARC ASIA-PACIFIC HEADQUARTERS ( LUMINARC )	HOUSE & GARDEN	J. WALTER THOMPSON, Shanghai	CHINA
COUNTLESS COLORS	PACIFIC PAINT (BOYSEN) PHILS.	BOYSEN PAINTS	TBWA SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
<b>B04 Cosmetics, Toiletries, Healthcare &amp; Pharmacy</b>				
PROSTATE CHECK	UNILEVER	CLEAR ANTI DANDRUFF SHAMPOO	MULLENLOWE VIETNAM, Ho Chi Minh City	VIETNAM
SMOOTH TRAVEL 1	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
SMOOTH TRAVEL 2	PHAPROS	ANTIMO	HAKUHODO INDONESIA, Jakarta	INDONESIA
<b>B05 Home Appliances, Furnishings, Electronics &amp; Technology</b>				
MAYKOL	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
RAJESH	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
CLÉMENCE	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
OLIVE	AKZONOBEL INDIA	DULUX PAINTS	TAPROOT DENTSU, Mumbai	INDIA
ORANGE	AKZONOBEL INDIA	DULUX PAINTS	TAPROOT DENTSU, Mumbai	INDIA
CHERRY	AKZONOBEL INDIA	DULUX PAINTS	TAPROOT DENTSU, Mumbai	INDIA
<b>B08 Cars &amp; Automotive Products &amp; Services</b>				
360° CAMERA - MOTORCYCLE	MERCEDES-BENZ SINGAPORE	MERCEDES-BENZ E-CLASS	BBDO ASIA, Singapore	SINGAPORE
360° CAMERA - DOG	MERCEDES-BENZ SINGAPORE	MERCEDES-BENZ E-CLASS	BBDO ASIA, Singapore	SINGAPORE
360° CAMERA - TRICYCLE	MERCEDES-BENZ SINGAPORE	MERCEDES-BENZ E-CLASS	BBDO ASIA, Singapore	SINGAPORE
<b>B09 Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b>				
LOVING THE NIGHT 1	McDONALD'S THAILAND	McDONALD'S	TBWA THAILAND, Bangkok	THAILAND
LOVING THE NIGHT 2	McDONALD'S THAILAND	McDONALD'S	TBWA THAILAND, Bangkok	THAILAND
LOVING THE NIGHT 3	McDONALD'S THAILAND	McDONALD'S	TBWA THAILAND, Bangkok	THAILAND
<b>B14 Commercial Public Services</b>				
TIME SQUARE	BERLITZ BANGKOK	BERLITZ	J. WALTER THOMPSON BANGKOK	THAILAND
<b>B15 Corporate Image &amp; Sponsorship</b>				
NEWSPAPER WORKS BEST IN OUTDOOR	INDIAN OUTDOOR ADVERTISING ASSOCIATION	CORPORATE	TAPROOT DENTSU, Mumbai	INDIA
RADIO WORKS BEST IN OUTDOOR	INDIAN OUTDOOR ADVERTISING ASSOCIATION	CORPORATE	TAPROOT DENTSU, Mumbai	INDIA
<b>B16 Public Health &amp; Safety, Public Awareness Messages</b>				
01 - VODKA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
02 - PINA COLADA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
03 - ROSÉ	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE

06 - RED WINE	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
07 - TEQUILLA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
08 - DIRTY MARTINI	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SAFETY	J. WALTER THOMPSON SINGAPORE	SINGAPORE
<b>B17 Charities &amp; Appeals</b>				
1 FOR 7	HONG KONG TRANSPLANT SPORTS ASSOCIATION	ORGAN DONATION	DDB GROUP HONG KONG	HONG KONG
SABINA	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
BOAT	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
<b>C01 Digital Billboards / Posters</b>				
OLD ENGLISH SHEEPROSE	MARS PETCARE AUSTRALIA	PEDIGREE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
CHOW CHOW BLOSSOM	MARS PETCARE AUSTRALIA	PEDIGREE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
<b>C02 Interactive &amp; Dynamic Billboards / Posters</b>				
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
<b>C03 Ambient Use of Digital Technology</b>				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
<b>C04 Ambient Experiential &amp; Immersive Digital</b>				
EXPERIMENTAL EXPERIENCE	IBM JAPAN	SOFTLAYER	1-10HOLDINGS, KYOTO	JAPAN
<b>D02 Use of Ambient Outdoor</b>				
THE EMIRATES 'TAKE OVER' LUGGAGE WRAP	EMIRATES GROUP HEADQUARTERS	EMIRATES AIRLINE	Y&R VIETNAM, Ho Chi Minh City	VIETNAM
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
THE X-TREME GOLF CUP	NISSAN MOTOR CO.	X-TRAIL HYBRID	TBWAHAKUHODO, Tokyo	JAPAN
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
BIG SELFIE STICK	TELSTRA	TELSTRA BRAND	R/GA SYDNEY	AUSTRALIA
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo	JAPAN
<b>D03 Use of Digital Outdoor</b>				
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
<b>E01 Non-Standard Indoor Advertising</b>				
LEAVE ROOM	FONTERRA BRANDS NEW ZEALAND, TIP TOP	MEMPHIS MELTDOWN	COLENZO BBDO, Auckland	NEW ZEALAND
PRESERVED MEMORIES	SPC ARDMONA	SPC PACKAGED FRUITS AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA
<b>E02 Small Scale Special Solutions</b>				
SOBA ALLERGY TATTOO CHECKER	DAITAN HOLDINGS CO. (FUJI SOBA), 230 SOBA STREET PROMOTION COMMITTEE	SOBA (BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
MOTOREPELLENT: SAVING LIVES ONE RIDE AT A TIME	DUANG PRATEEP FOUNDATION	MOTOREPELLENT	BBDO BANGKOK	THAILAND
ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH	BBDO BANGKOK	THAILAND
FORWARD THE CURE	UHPMANG HOSPITAL FOUNDATION	UHPMANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
ANCHOR X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO, Auckland	NEW ZEALAND
MOUNTAIN DEW GOCAP	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENZO BBDO, Auckland	NEW ZEALAND
KITES OF HOPE	ROSHNI HELPLINE	ROSHNI HELPLINE	Y&R SINGAPORE	SINGAPORE
<b>E03 Special Build</b>				
HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALER/NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
IQ TRASHCANS	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	PUBLIC SERVICE	J. WALTER THOMPSON, Shanghai	CHINA
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
TREE CLOCK	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	CHARITY	J. WALTER THOMPSON BEIJING	CHINA
TIGER TRADING CO.	HEINEKEN ASIA PACIFIC / TIGER BEER	TIGER BEER	MARCEL SYDNEY, Walsh Bay	AUSTRALIA
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTNERSHIP	GLOBAL ROAD SAFETY PARTNERSHIP	HAVAS WORLDWIDE SHANGHAI	CHINA
THE CAR SERVICE WITH NOTHING TO HIDE	NRMA	MOTORSERVE CAR SERVICE	GPY&R, Sydney	AUSTRALIA
<b>E04 Live Advertising &amp; Events</b>				
BACKYARD BURGER KING	BURGER KING NEW ZEALAND	WHOPPER	COLENZO BBDO, Auckland	NEW ZEALAND
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
BALD BARBERSHOP	ROTTAPHARM MADAUS	BIOTHYMUS M	GREYnJ UNITED, Bangkok	THAILAND
DIRTY WATERCOLOR	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWAHAKUHODO, Tokyo	JAPAN
<b>E05 Interactive Outdoor Experiences</b>				
FASHION INTELLIGENCE INDEX	HANG LUNG PROPERTIES	FASHION WALK	McCANN & SPENCER, Hong Kong	HONG KONG
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ, Auckland	NEW ZEALAND
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
<b>E06 Transit</b>				
THE EMIRATES 'TAKE OVER' LUGGAGE WRAP	EMIRATES GROUP HEADQUARTERS	EMIRATES AIRLINE	Y&R VIETNAM, Ho Chi Minh City	VIETNAM
<b>F01 Integrated Campaign Led by Outdoor</b>				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
FASHION INTELLIGENCE INDEX	HANG LUNG PROPERTIES	FASHION WALK	McCANN & SPENCER, Hong Kong	HONG KONG