

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENSO BBDO, Auckland	NEW ZEALAND
#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI	CHINA
DADS #SHARETHELOAD (CASE STUDY)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
A02 Durable Consumer Goods				
#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
+ MET PROJECT	TANIZAWA SEISAKUSHO	+ MET PROJECT (POT / LAMP)	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
A03 Cars & Automotive Products & Services				
INTELLIGENT PARKING CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWAHAKUHODO, Tokyo	JAPAN
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo	JAPAN
#KNOCK KNOCK CATS PROJECT	NISSAN MOTOR CO.	CORPORATE INITIATIVE	TBWAHAKUHODO, Tokyo	JAPAN
THE NATION'S BIKE	BAJAJ AUTOMOBILES	BAJAJ V	LEO BURNETT INDIA, Mumbai	INDIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
FAST FOOD AID	DOHTONBORI	ORGANIC FOOD	TYO INC, Tokyo	JAPAN
FINGER LICKING GOOD	BIRDLAND (HONG KONG)	KFC	OGILVY & MATHER GROUP HONG KONG	HONG KONG
REUNITING MEMORIES FROM 1947	OLX	OLX	LEO BURNETT INDIA, Mumbai	INDIA
JETSTAR GOES SINGLISH, LAH!	JETSTAR ASIA	JETSTAR ASIA	AKA ASIA, Singapore	SINGAPORE
A06 Financial Products & Services, Commercial Public Services, Business Products & Services				
EARN QANTAS POINTS WALKIN' LIKE CHRISTOPHER WALKEN	QANTAS	QANTAS ASSURE HEALTH INSURANCE	WITH COLLECTIVE, Sydney	AUSTRALIA
A07 Charities, Public Health & Safety, Public Awareness Messages				
THE LAST WISH	SAMSUNG	CORPORATE BRAND	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE LAST WORD	WWF HK	SAVING THE AFRICAN ELEPHANT	GEOMETRY GLOBAL, Hong Kong	HONG KONG
POCKET WITH LOVE	XIHAN ACTION /TENCENT	QIANG EMBROIDERY PROTECTION	PUBLICIS GUANGZHOU	CHINA
THE UGLY XMAS RASHIE	CANCER COUNCIL QUEENSLAND	THE UGLY XMAS RASHIE	RUMBLE CREATIVE & MEDIA, Brisbane	AUSTRALIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
A TABLE TO END HUNGER	THE HUNGER PROJECT	THE HUNGER PROJECT	McCANN SYDNEY	AUSTRALIA
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA
B01 Corporate Communication & Reputation Management				
REUNITING MEMORIES FROM 1947	OLX	OLX	LEO BURNETT INDIA, Mumbai	INDIA
B02 Public Affairs & Lobbying				
THE LAST WORD	WWF HK	SAVING THE AFRICAN ELEPHANT	GEOMETRY GLOBAL, Hong Kong	HONG KONG
VOTE NO TO STUPID	KEEP FUTURE ON TRACK (LOCAL CITIZEN'S GROUP)	PUBLIC AWARENESS	ASATSU-DK, Tokyo	JAPAN
CHAMKI – THE GIRL FROM THE FUTURE	UNILEVER (LIFEBUOY)	LIFEBUOY HAND WASH	MULLENLOWE SINGAPORE	SINGAPORE
B04 Business Citizenship / Corporate Responsibility & Environmental				
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
MESSAGE FROM SUGARCANE	MITR PHOL GROUP	ETHANOL BUSINESS	CJ WORX, Bangkok	THAILAND
#MYFUTUREISMINETOSAV-E	FAR EASTONE TELECOMMUNICATIONS	TELECOMMUNICATIONS	OGILVY & MATHER, Taipei	CHINESE TAIPEI
B05 Internal Communications & Employee Engagement				
TROUBLEMAKERS	SAPIENTNITRO	SAPIENTNITRO	SAPIENTNITRO, Bangalore	INDIA
B06 Media Relations				
UNLIMITED	WESTERN SYDNEY UNIVERSITY	UNIVERSITY (HIGHER EDUCATION)	RED AGENCY, Sydney	AUSTRALIA
B07 Events & Stunts				
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
TIGER TRADING CO.	HEINEKEN ASIA PACIFIC / TIGER BEER	TIGER BEER	MARCEL SYDNEY, Walsh Bay	AUSTRALIA
FINGER LICKING GOOD	BIRDLAND (HONG KONG)	KFC	OGILVY & MATHER GROUP HONG KONG	HONG KONG
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo	JAPAN
JETSTAR GOES SINGLISH, LAH!	JETSTAR ASIA	JETSTAR ASIA	AKA ASIA, Singapore	SINGAPORE
B08 Live Shows / Concerts / Festivals				
UNPACKING UNPACKED	SAMSUNG ELECTRONICS	SAMSUNG GALAXY S7 UNPACKED	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
B09 Celebrity Endorsement				
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS INDIA, Mumbai	INDIA
B10 Sponsorship & Partnership				
#AIRLINEWAGER	AIR NEW ZEALAND & QANTAS	AIR NEW ZEALAND & QANTAS	HOST SYDNEY, Sydney	AUSTRALIA
A TABLE TO END HUNGER	THE HUNGER PROJECT	THE HUNGER PROJECT	McCANN SYDNEY	AUSTRALIA
B11 Launch / Re-launch				
PRIUS! PARTS CHARACTERS	TOYOTA	PRIUS	DENTSU INC., Tokyo	JAPAN
THE NATION'S BIKE	BAJAJ AUTOMOBILES	BAJAJ V	LEO BURNETT INDIA, Mumbai	INDIA
B12 Brand Voice & Strategic Storytelling				
I'M ONLY 50!	GLIDE ENTER PRIZE	FACE MASK	DENTSU PUBLIC RELATIONS, Tokyo	JAPAN
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
B13 Content Led Engagement & Marketing				
HIGH SPEED SUSHI-GO- ROUND QUIZ	VISA WORLDWIDE.	VISA CARD	BBDO JAPAN, Tokyo	JAPAN
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN

LET'S STAND TOGETHER AGAINST VIRAL OUTBREAKS	NATIONAL SECURITY COORDINATION SECRETARIAT	GOVERNMENT	OGILVY PUBLIC RELATIONS WORLDWIDE, Singapore	SINGAPORE
C01 Use of Digital in a PR campaign				
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENSO BBDO, Auckland	NEW ZEALAND
C02 Use of Social in a PR campaign				
LITTLE SPARK OF FORCE TO CHANGE THE WORLD	TENCENT	TENCENT CHARITY PLATFORM	TENCENT, Shenzhen	CHINA
GULPIHAN SA 7 ELEVEN	PHILIPPINE SEVEN CORPORATION	GULP DRINKS	MULLENLOWE PHILIPPINES, Makati City	THE PHILIPPINES
C03 Social Community Building & Management				
SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	TBWA\SHANGHAI	CHINA
C04 Audience Targeting / Engagement Strategies				
FREE PUPPIES FOREVER	VISION AUSTRALIA	SEEING EYE DOGS	McCANN MELBOURNE	AUSTRALIA
C05 Influencer Communication & Social Amplification				
NAIL BITTING FOR RHINOS	WILDAID	WILDAID	OGILVY & MATHER BEIJING	CHINA
MADE BY ME	WOMEN IN ENGINEERING	WOMEN IN ENGINEERING	TBWAI\SYDNEY	AUSTRALIA
C07 Co-Creation & User Generated Content				
NAIL BITTING FOR RHINOS	WILDAID	WILDAID	OGILVY & MATHER BEIJING	CHINA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
C09 Use of New Technology				
MR.SNIFF	LOTTE CO.	ACUO	DENTSU INC., Tokyo	JAPAN
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
D01 Integrated Campaign led by PR				
THE NATION'S BIKE	BAJAJ AUTOMOBILES	BAJAJ V	LEO BURNETT INDIA, Mumbai	INDIA
D02 Costs / Creative Performance PR Campaign				
POCKET WITH LOVE	XIHAN ACTION /TENCENT	QIANG EMBROIDERY PROTECTION	PUBLICIS GUANGZHOU	CHINA