

PR  
WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Grand Prix</b>				
CHAMKI – THE GIRL FROM THE FUTURE	UNILEVER (LIFEBUOY)	LIFEBUOY HAND WASH	MULLENLOWE SINGAPORE	SINGAPORE
<b>Gold Spike</b>				
THE NATION'S BIKE	BAJAJ AUTOMOBILES	BAJAJ V	LEO BURNETT INDIA, Mumbai	INDIA
THE UGLY XMAS RASHIE	CANCER COUNCIL QUEENSLAND	THE UGLY XMAS RASHIE	RUMBLE CREATIVE & MEDIA, Brisbane	AUSTRALIA
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS INDIA, Mumbai	INDIA
#AIRLINEWAGER	AIR NEW ZEALAND & QANTAS	AIR NEW ZEALAND & QANTAS	HOST SYDNEY, Sydney	AUSTRALIA
THE NATION'S BIKE	BAJAJ AUTOMOBILES	BAJAJ V	LEO BURNETT INDIA, Mumbai	INDIA
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO, Auckland	NEW ZEALAND
THE NATION'S BIKE	BAJAJ AUTOMOBILES	BAJAJ V	LEO BURNETT INDIA, Mumbai	INDIA
<b>Silver Spike</b>				
DADS #SHARETHELOAD (CASE STUDY)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
+ MET PROJECT	TANIZAWA SEISAKUSHO	+ MET PROJECT (POT / LAMP)	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, 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
THE LAST WORD	WWF HK	SAVING THE AFRICAN ELEPHANT	GEOMETRY GLOBAL, Hong Kong	HONG KONG
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TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
GULPIHAN SA 7 ELEVEN	PHILIPPINE SEVEN CORPORATION	GULP DRINKS	MULLENLOWE PHILIPPINES, Makati City	THE PHILIPPINES
FREE PUPPIES FOREVER	VISION AUSTRALIA	SEEING EYE DOGS	McCANN MELBOURNE	AUSTRALIA
NAIL BITING FOR RHINOS	WILDAID	WILDAID	OGILVY & MATHER BEIJING	CHINA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
<b>Bronze Spike</b>				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
FAST FOOD AID	DOHTONBORI	ORGANIC FOOD	TYO INC, Tokyo	JAPAN
JETSTAR GOES SINGLISH, LAH!	JETSTAR ASIA	JETSTAR ASIA	AKA ASIA, Singapore	SINGAPORE
POCKET WITH LOVE	XIHAN ACTION /TENCENT	QIANG EMBROIDERY PROTECTION	PUBLICIS GUANGZHOU	CHINA
VOTE NO TO STUPID	KEEP FUTURE ON TRACK (LOCAL CITIZEN'S GROUP)	PUBLIC AWARENESS	ASATSU-DK, Tokyo	JAPAN
MESSAGE FROM SUGARCANE	MITR PHOL GROUP	ETHANOL BUSINESS	CJ WORX, Bangkok	THAILAND
TROUBLEMAKERS	SAPIENTNITRO	SAPIENTNITRO	SAPIENTNITRO, Bangalore	INDIA
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo	JAPAN
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN
NAIL BITING FOR RHINOS	WILDAID	WILDAID	OGILVY & MATHER BEIJING	CHINA
MR.SNIFF	LOTTE CO.	ACUO	DENTSU INC., Tokyo	JAPAN