

PRINT & OUTDOOR CRAFT SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Art Direction				
TREE 1	SEUB NAKHASATHIEN FOUNDATION	SEUB NAKHASATHIEN FOUNDATION	OGILVY & MATHER, Bangkok	THAILAND
TREE 2	SEUB NAKHASATHIEN FOUNDATION	SEUB NAKHASATHIEN FOUNDATION	OGILVY & MATHER, Bangkok	THAILAND
TREE 3	SEUB NAKHASATHIEN FOUNDATION	SEUB NAKHASATHIEN FOUNDATION	OGILVY & MATHER, Bangkok	THAILAND
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
STAIRMOUNTAIN	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON, Sydney	AUSTRALIA
TAPNUT	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON, Sydney	AUSTRALIA
DOORNUT	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON, Sydney	AUSTRALIA
GAZING	THAI HEALTH PROMOTION AUTHORITY	SMOKING CESSATION	SAATCHI & SAATCHI, Singapore	SINGAPORE
THINKING	THAI HEALTH PROMOTION AUTHORITY	SMOKING CESSATION	SAATCHI & SAATCHI, Singapore	SINGAPORE
SMILING	THAI HEALTH PROMOTION AUTHORITY	SMOKING CESSATION	SAATCHI & SAATCHI, Singapore	SINGAPORE
HISTORY OF THE INTERNET	YAHOO! JAPAN	YAHOO! JAPAN	DENTSU INC., Tokyo	JAPAN
BOY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	REFORESTATION	DENTSU SINGAPORE	SINGAPORE
GRANDFATHER	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	REFORESTATION	DENTSU SINGAPORE	SINGAPORE
STUDY STRESS	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
TRANSGENDER	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
SCHOOL BULLY	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
RAT HOME	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
OLD AGE	THE SAMARITANS	PRINT&OUTDOOR POSTER	Y&R SHANGHAI	CHINA
A02 Copywriting				
EXTRA TERRESTRIAL	MANDALAY	MANDALAY	BRAND UNION, Hong Kong	HONG KONG
VAT RESCUE	MANDALAY	MANDALAY	BRAND UNION, Hong Kong	HONG KONG
BOOTS	PAPER PLUS	BOOKS	FCB NEW ZEALAND, Auckland	NEW ZEALAND
CURRY	PAPER PLUS	BOOKS	FCB NEW ZEALAND, Auckland	NEW ZEALAND
GYM	PAPER PLUS	BOOKS	FCB NEW ZEALAND, Auckland	NEW ZEALAND
A03 Illustration				
LCE BEARS VS FIRE DRAGONS	SAKURA	ELECTRICITY	J. WALTER THOMPSON, Shanghai	CHINA
FLAMING WITCH VS FROST QUEEN	SAKURA	ELECTRICITY	J. WALTER THOMPSON, Shanghai	CHINA
ARTQUARIUM - FLOWER CORALS	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER, Bangkok	THAILAND
BIRD	WWF PHILIPPINES	WWF	LEO BURNETT GROUP MANILA	THE PHILIPPINES
DEER	WWF PHILIPPINES	WWF	LEO BURNETT GROUP MANILA	THE PHILIPPINES
LIZARD	WWF PHILIPPINES	WWF	LEO BURNETT GROUP MANILA	THE PHILIPPINES
UNCLE'S FIST	SCHOOL OF LIFE	SCHOOL OF LIFE	OGILVY & MATHER INDIA, Gurgaon	INDIA
DRIVER'S FINGER	SCHOOL OF LIFE	SCHOOL OF LIFE	OGILVY & MATHER INDIA, Gurgaon	INDIA
NEIGHBOUR'S HANDS	SCHOOL OF LIFE	SCHOOL OF LIFE	OGILVY & MATHER INDIA, Gurgaon	INDIA
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
HISTORY OF THE INTERNET	YAHOO! JAPAN	YAHOO! JAPAN	DENTSU INC., Tokyo	JAPAN
A04 Photography				
MAYKOL	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
CLÉMENTINE	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
CYCLE	PHILIPS INDIA	HOME APPLIANCES	OGILVY & MATHER INDIA, Gurgaon	INDIA
AEROPLANE	PHILIPS INDIA	HOME APPLIANCES	OGILVY & MATHER INDIA, Gurgaon	INDIA
BOAT	PHILIPS INDIA	HOME APPLIANCES	OGILVY & MATHER INDIA, Gurgaon	INDIA
COUNTLESS COLORS	PACIFIC PAINT (BOYSEN) PHILS.	BOYSEN PAINTS	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
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
FISHERWOMAN	NEUROLOGY & SLEEP CENTER	SLEEP APNOEA INDIA	J. WALTER THOMPSON INDIA, New Delhi	INDIA
MECHANIC	NEUROLOGY & SLEEP CENTER	SLEEP APNOEA INDIA	J. WALTER THOMPSON INDIA, New Delhi	INDIA
MILKMAN	NEUROLOGY & SLEEP CENTER	SLEEP APNOEA INDIA	J. WALTER THOMPSON INDIA, New Delhi	INDIA
GAZING	THAI HEALTH PROMOTION AUTHORITY	SMOKING CESSATION	SAATCHI & SAATCHI, Singapore	SINGAPORE
THINKING	THAI HEALTH PROMOTION AUTHORITY	SMOKING CESSATION	SAATCHI & SAATCHI, Singapore	SINGAPORE
SMILING	THAI HEALTH PROMOTION AUTHORITY	SMOKING CESSATION	SAATCHI & SAATCHI, Singapore	SINGAPORE
A05 Typography				
WOOL	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
DENIM	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
COTTON	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE