

PRINT & PUBLISHING SHORTLIST 2016



| Title | Advertiser/Client | Product/Service | Entrant Company | Country |
|---|--|---|---|-----------------|
| A02 Drinks | | | | |
| 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 |
| A03 Household Goods | | | | |
| WOOL | UNILEVER (BREEZE) | BREEZE WASHING DETERGENT | MULLENLOWE SINGAPORE | SINGAPORE |
| LINEN | UNILEVER (BREEZE) | BREEZE WASHING DETERGENT | MULLENLOWE SINGAPORE | SINGAPORE |
| A04 Cosmetics, Toiletries, Healthcare & Pharmacy | | | | |
| HAMSTER | HUA RUN SAN JIU | OTC MEDICATION | J. WALTER THOMPSON, Shanghai | CHINA |
| SMOOTH TRAVEL 1 | PHAPROS | ANTIMO | HAKUHODO INDONESIA, Jakarta | INDONESIA |
| SMOOTH TRAVEL 2 | PHAPROS | ANTIMO | HAKUHODO INDONESIA, Jakarta | INDONESIA |
| A05 Home Appliances, Furnishings, Electronics & Technology | | | | |
| 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 |
| LCE BEARS VS FIRE DRAGONS | SAKURA | ELECTRICITY | J. WALTER THOMPSON, Shanghai | CHINA |
| AEROPLANE | PHILIPS INDIA | HOME APPLIANCES | OGILVY & MATHER INDIA, Gurgaon | INDIA |
| BOAT | PHILIPS INDIA | HOME APPLIANCES | OGILVY & MATHER INDIA, Gurgaon | INDIA |
| TIAN'ANMEN SQUARE | QIKU INTERNET NETWORK SCIENTIFIC(SHENZHEN)CO.LTD | 360 MOBILE PHONE | J. WALTER THOMPSON BEIJING | CHINA |
| ANACONDA | WORLD CLASS CONCEPTS CORP. | CIRCULON | DENTSU JAYME SYFU, Makati City | THE PHILIPPINES |
| A06 Miscellaneous | | | | |
| QUICK SEARCH | STABILO | HIGHLIGHT PEN | DDB GROUP HONG KONG | HONG KONG |
| A08 Cars & Automotive Products & Services | | | | |
| SEDAN | EDAIJIA | DESIGNATED DRIVING SERVICE | CHEIL, Beijing | CHINA |
| SUV | EDAIJIA | DESIGNATED DRIVING SERVICE | CHEIL, Beijing | CHINA |
| A09 Retail, e-Commerce, Restaurants & Fast Food Chains | | | | |
| MCWHOPPER | BURGER KING | FAST FOOD RESTAURANT | Y&R NZ, Auckland | NEW ZEALAND |
| LOVING THE NIGHT 1 | McDONALD'S THAILAND | McDONALD'S | TBWATHAILAND, Bangkok | THAILAND |
| LOVING THE NIGHT 3 | McDONALD'S THAILAND | McDONALD'S | TBWATHAILAND, Bangkok | THAILAND |
| LOVING THE NIGHT 2 | McDONALD'S THAILAND | McDONALD'S | TBWATHAILAND, Bangkok | THAILAND |
| FINGERPRINT | McDONALD'S PORTUGAL | SELF ORDERING SERVICE | TBWAISHANGHAI | CHINA |
| A14 Commercial Public Services | | | | |
| OLYMPIC | BERLITZ BANGKOK | BERLITZ | J. WALTER THOMPSON BANGKOK | THAILAND |
| TIME SQUARE | BERLITZ BANGKOK | BERLITZ | J. WALTER THOMPSON BANGKOK | THAILAND |
| A15 Corporate Image & Sponsorship | | | | |
| 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 |
| A16 Public Health & Safety, Public Awareness Messages | | | | |
| BOY | REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS | REFORESTATION | DENTSU SINGAPORE | SINGAPORE |
| GRANDFATHER | REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS | REFORESTATION | DENTSU SINGAPORE | SINGAPORE |
| FAMILY | REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS | REFORESTATION | DENTSU SINGAPORE | SINGAPORE |
| 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 |
| A17 Charities & Appeals | | | | |
| 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 |
| FLOAT | ABS CBN FOUNDATION | ABS CBN FOUNDATION | TBWAISANTIAGO MANGADA PUNO, Makati City | THE PHILIPPINES |
| SONG DONG NAI | UNICEF | #NOFILTER | HAPPINESS SAIGON, Ho Chi Minh City | VIETNAM |
| B01 Use of Print & Publishing | | | | |
| PARADISE HILL | MINISTRY OF SOCIAL DEVELOPMENT | CAMPAIGN FOR ACTION AGAINST FAMILY VIOLENCE | FCB NEW ZEALAND, Auckland | NEW ZEALAND |
| MCWHOPPER | BURGER KING | FAST FOOD RESTAURANT | Y&R NZ, Auckland | NEW ZEALAND |
| THE GREEN MILLIMETRE | LYCEUM OF PHILIPPINES | THE GREEN MILLIMETRE | VML, Singapore | SINGAPORE |
| C01 Original Print & Publishing | | | | |
| PARADISE HILL | MINISTRY OF SOCIAL DEVELOPMENT | CAMPAIGN FOR ACTION AGAINST FAMILY VIOLENCE | FCB NEW ZEALAND, Auckland | NEW ZEALAND |