

# PRINT & PUBLISHING WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Grand Prix</b>				
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
<b>Gold Spike Campaign</b>				
LOVING THE NIGHT 1	McDONALD'S THAILAND	McDONALD'S	TBWA/THAILAND, Bangkok	THAILAND
LOVING THE NIGHT 3	McDONALD'S THAILAND	McDONALD'S	TBWA/THAILAND, Bangkok	THAILAND
LOVING THE NIGHT 2	McDONALD'S THAILAND	McDONALD'S	TBWA/THAILAND, Bangkok	THAILAND
SABINA	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
BOAT	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
FLOAT	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWA/SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
<b>Silver Spike</b>				
QUICK SEARCH	STABILO	HIGHLIGHT PEN	DDB GROUP HONG KONG	HONG KONG
PARADISE HILL	MINISTRY OF SOCIAL DEVELOPMENT	CAMPAIGN FOR ACTION AGAINST FAMILY VIOLENCE	FCB NEW ZEALAND, Auckland	NEW ZEALAND
PARADISE HILL	MINISTRY OF SOCIAL DEVELOPMENT	CAMPAIGN FOR ACTION AGAINST FAMILY VIOLENCE	FCB NEW ZEALAND, Auckland	NEW ZEALAND
<b>Silver Spike Campaign</b>				
BOY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	REFORESTATION	DENTSU SINGAPORE	SINGAPORE
GRANDFATHER	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
<b>Bronze Spike</b>				
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
SONG DONG NAI	UNICEF	#NOFILTER	HAPPINESS SAIGON, Ho Chi Minh City	VIETNAM
<b>Bronze Spike Campaign</b>				
WOOL	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
LINEN	UNILEVER (BREEZE)	BREEZE WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
MAYKOL	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
RAJESH	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN
CLÉMENTINE	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN, Tokyo	JAPAN