

PROMO & ACTIVATION SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
ANCHOR X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO, Auckland	NEW ZEALAND
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
NAMELESS PAINTS	KOKUYO	CAMPUS	DENTSU INC., Tokyo	JAPAN
MR.SNIFF	LOTTE CO.	ACUO	DENTSU INC., Tokyo	JAPAN
#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI	CHINA
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A02 Durable Consumer Goods				
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
+ MET PROJECT	TANIZAWA SEISAKUSHO	+ MET PROJECT (POT / LAMP)	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
A03 Cars & Automotive Products & Services				
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ, Auckland	NEW ZEALAND
INTELLIGENT PARKING CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWAHAKUHODO, Tokyo	JAPAN
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI, Sydney	AUSTRALIA
THE NAKED UTE	VOLKSWAGEN	AMAROK	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
BACKYARD BURGER KING	BURGER KING NEW ZEALAND	WHOPPER	COLENZO BBDO, Auckland	NEW ZEALAND
THE EMIRATES 'TAKE OVER' LUGGAGE WRAP	EMIRATES GROUP HEADQUARTERS	EMIRATES AIRLINE	Y&R VIETNAM, Ho Chi Minh City	VIETNAM
FINGER LICKING GOOD	BIRDLAND (HONG KONG)	KFC	OGILVY & MATHER GROUP HONG KONG	HONG KONG
PHOTOFAILS	THE PHILIPPINE DEPARTMENT OF TOURISM	PHILIPPINE TOURISM	BBDO GUERRERO, Makati City	THE PHILIPPINES
A05 Media & Publications				
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
HEALING EXAM	EBS	EBS	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
A06 Financial Products & Services, Commercial Public Services, Business Products & Services				
GAYNZ	ANZ BANK AUSTRALIA	FINANCIAL	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
A07 Corporate Image & Sponsorship				
HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALER/NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
REUNITING MEMORIES FROM 1947	OLX	OLX	LEO BURNETT INDIA, Mumbai	INDIA
A08 Charities, Public Health & Safety, Public Awareness Messages				
SOBA ALLERGY TATTOO CHECKER	DAITAN HOLDINGS CO. (FUJI SOBA), 230 SOBA STREET PROMOTION COMMITTEE	SOBA (BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
HUNTSMAN CONDOMS – PETA PRANKS HUNTERS	PETA ASIA	ANIMAL RIGHTS (PETA ASIA)	MULLENLOWE SINGAPORE	SINGAPORE
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
THE UGLY XMAS RASHIE	CANCER COUNCIL QUEENSLAND	THE UGLY XMAS RASHIE	RUMBLE CREATIVE & MEDIA, Brisbane	AUSTRALIA
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN
THE WORLD'S 1ST STREETS NAMED AFTER SLUM KIDS	DOOR STEP SCHOOL	DOOR STEP SCHOOL	FCBULKA ADVERTISING, Mumbai	INDIA
B01 Guerrilla Marketing & Stunts				
HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALER/NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
HUNTSMAN CONDOMS – PETA PRANKS HUNTERS	PETA ASIA	ANIMAL RIGHTS (PETA ASIA)	MULLENLOWE SINGAPORE	SINGAPORE
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
B02 Live Shows / Concerts / Festivals				
TOYOTA BARISTA	TOYOTA MOTOR CORPORATION	TOYOTA HYBRID	ASATSU-DK, Tokyo	JAPAN
B03 Use of Exhibitions / Installations				
PIANO OF UNIFICATION	MINISTRY OF UNIFICATION	MINISTRY OF UNIFICATION	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ, Auckland	NEW ZEALAND
DIRTY WATERCOLOR	ABS CBN FOUNDATION	ABS CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
B04 Use of Ambient Media: Small Scale				
ANCHOR BLACK	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO, Auckland	NEW ZEALAND
FORWARD THE CURE	UHPANG HOSPITAL FOUNDATION	UHPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
INTELLIGENT PARKING CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWAHAKUHODO, Tokyo	JAPAN
#BETHEIREYES	SAMSUNG	CSR	CHEIL HONG KONG	HONG KONG
B05 Use of Ambient Media: Large Scale				
WINTER SWITCH	THE NORTH FACE	CLOTHING	FRED & FARID SHANGHAI	CHINA
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
DIPPER CONDOMS	TATA MOTORS	CONDOMS	REDIFFUSION Y&R, Mumbai	INDIA
SRI PADA - MERIT BIN	RATNAPURA PRADESHIYA SABAWA	RATNAPURA PRADESHIYA SABAWA	LEO BURNETT SOLUTIONS, Colombo	SRI LANKA
BREAKER BENCHES	NESTLÉ PHILIPPINES	KITKAT	J. WALTER THOMPSON PHILIPPINES	THE PHILIPPINES
B06 Use of Customer in-Store Experience				
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
DELICIOUS SUPPLEMENT	EAST JAPAN RAILWAY COMPANY + YOKOHAMA STATION BUILDING	PACKED MEAL PRESCRIPTION	BEACON/LEO BURNETT, Tokyo	JAPAN
B07 Use of Competitions & Promotional Games				

THE LAZIEST COMPETITION EVER	CARLTON UNITED BREWERIES	LAZY YAK PALE ALE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B08 Use of Broadcast				
DADS #SHARETHELOAD (KALNIRNAY CALENDAR)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
SILENT SHOUT	NIIGATA NIPPO CO.	NIIGATA NIPPO	HAKUHODO INC., Tokyo	JAPAN
C01 Use of Digital Platforms				
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
MEMORIES FOR LIFE	HDFC LIFE	FINANCIAL SERVICES - LIFE INSURANCE	LEO BURNETT INDIA, Mumbai	INDIA
C02 Use of Mobile				
SAFE&SOUND MUSIC PLAYER	LMG INSURANCE	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
CELEBRITY TANTRUM	SAMSUNG AUSTRALIA	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
GIGA SELFIE	TOURISM AUSTRALIA	GIGA SELFIE	TBWA\HAKUHODO, Tokyo	JAPAN
HEALTHY WIFI	CHINA TELECOM	HEALTHY WIFI	MULLENLOWE CHINA, Shanghai	CHINA
C03 Use of Social Platforms				
YOU'RE ACCEPTED	MINUS 18	LBGT YOUTH SUPPORT	GPY&R, Melbourne	AUSTRALIA
BOREDCAST	DUNLOPILLO (MALAYSIA) SDN. BHD.	DUNLOPILLO	GEOMETRY GLOBAL KUALA LUMPUR, Kuala Lumpur	MALAYSIA
HEARTS ALIGNED	PEDIGREE PETCARE	PEDIGREE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
MADE IN 17 HOURS	TOSHIBA	LAPTOP	CLEMENGER BBDO SYDNEY	AUSTRALIA
C04 Response / Real-time Activity				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
C05 Co-Creation & User Generated Content				
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
THE LAZIEST COMPETITION EVER	CARLTON UNITED BREWERIES	LAZY YAK PALE ALE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN
C06 Use of New Technology				
INTELLIGENT PARKING CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO, Tokyo	JAPAN
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI, Sydney	AUSTRALIA
D01 Launch / Re-launch				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI	CHINA
+ MET PROJECT	TANIZAWA SEISAKUSHO	+ MET PROJECT (POT / LAMP)	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
D02 Sponsorship & Partnerships				
MAGICAL SOAP DISPENSER	KAO	KAO CORPORATE BRANDING	DENTSU INC., Tokyo	JAPAN
DADS #SHARETHELOAD (KALNIRNAY CALENDAR)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
E01 Integrated Campaign led by Promo & Activation				
HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALER/NPO	OGILVY & MATHER JAPAN, Tokyo	JAPAN
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENZO BBDO, Auckland	NEW ZEALAND
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND