

PROMO & ACTIVATION WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENSO BBDO, Auckland	NEW ZEALAND
Gold Spike				
BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENSO BBDO, Auckland	NEW ZEALAND
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
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BREWTROLEUM	DB BREWERIES	DB EXPORT	COLENSO BBDO, Auckland	NEW ZEALAND
MCWHOPPER	BURGER KING	FAST FOOD RESTAURANT	Y&R NZ, Auckland	NEW ZEALAND
Silver Spike				
#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI	CHINA
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
BLOOD BANKING	INDIAN RED CROSS SOCIETY	BLOOD BANKING	J. WALTER THOMPSON INDIA, Bangalore	INDIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
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#NOTCOMINGSOON	LOUIS XIII	COGNAC / SPIRIT	FRED & FARID SHANGHAI	CHINA
Bronze Spike				
ANCHOR X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENSO BBDO, Auckland	NEW ZEALAND
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
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ, Auckland	NEW ZEALAND
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI, Sydney	AUSTRALIA
THE NAKED UTE	VOLKSWAGEN	AMAROK	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
URXXL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
GAYNZ	ANZ BANK AUSTRALIA	FINANCIAL	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC., Tokyo	JAPAN
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ, Auckland	NEW ZEALAND
FORWARD THE CURE	UHPANG HOSPITAL FOUNDATION	UHPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER, Bangkok	THAILAND
THE LAZIEST COMPETITION EVER	CARLTON UNITED BREWERIES	LAZY YAK PALE ALE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
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
YOU'RE ACCEPTED	MINUS 18	LBGT YOUTH SUPPORT	GPY&R, Melbourne	AUSTRALIA
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
REWORD	HEADSPACE	REWORD	LEO BURNETT MELBOURNE	AUSTRALIA
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA