

RADIO SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Fast Moving Consumer Goods						
HIT SONG	MARS	PEDIGREE	COLENZO BBDO, Auckland *	NEW ZEALAND		
MOST POPULAR GIRL	MARS	PEDIGREE	COLENZO BBDO, Auckland *	NEW ZEALAND		
CRIME BOSS	MARS	PEDIGREE	COLENZO BBDO, Auckland *	NEW ZEALAND		
THE COMB OVER	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	MULLENLOWE SINGAPORE *	SINGAPORE		
SLIPPERS BREATH	MARS PETCARE AUSTRALIA	PEDIGREE	CLEMENGER BBDO MELBOURNE *	AUSTRALIA	EARDRUM, Sydney	AUSTRALIA
A02 Durable Consumer Goods						
IGNORE	RAC SECURITY	SECURITY	J. WALTER THOMPSON PERTH *	AUSTRALIA	BRAINESTORM, Perth	AUSTRALIA
DON'T CARE	RAC SECURITY	SECURITY	J. WALTER THOMPSON PERTH *	AUSTRALIA	BRAINESTORM, Perth	AUSTRALIA
A03 Cars & Automotive Products & Services						
BARRY	VOLKSWAGEN	VOLKSWAGEN	OGILVY & MATHER GROUP HONG KONG *	HONG KONG		
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
ODORIZED ELECTRIC BOYFRIEND BLANKET	EXPEDIA ASIA PACIFIC	EXPEDIA	OGILVY & MATHER GROUP HONG KONG *	HONG KONG		
BOOTS	PAPER PLUS	BOOKS	FCB NEW ZEALAND, Auckland *	NEW ZEALAND	FCB NEW ZEALAND, Auckland	NEW ZEALAND
CURRY	PAPER PLUS	BOOKS	FCB NEW ZEALAND, Auckland *	NEW ZEALAND	FCB NEW ZEALAND, Auckland	NEW ZEALAND
GYM	PAPER PLUS	BOOKS	FCB NEW ZEALAND, Auckland *	NEW ZEALAND	FCB NEW ZEALAND, Auckland	NEW ZEALAND
A05 Media & Publications						
FREE COFFEE MUG	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND		
FREE HOODIE	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND		
FREE SOHO CHANNEL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND		
SHAME	SKY TELEVISION NEW ZEALAND	GAME OF THRONES - POP UP CHANNEL	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND	THE COOPERS, Auckland	NEW ZEALAND
A06 Financial Products & Services, Commercial Public Services, Business Products & Services						
NOKIA	TRUECALLER	CALLER ID SERVICE	CONTRACT ADVERTISING, Gurgaon	INDIA		
IMI VOCAL	SCHOOL OF CREATIVE ARTS (SOCA)	INSITUT MUSIC INDONESIA	BATES CHI & PARTNERS, Jakarta *	INDONESIA		
B02 Sound Design						
GENGHIS OF MONGOLIA	HIGH CITY FM 92.1	HIGH CITY FM 92.1 RADIO	Y&R MONGOLIA, Ulaanbaatar *	MONGOLIA	SONG ZU, Sydney	AUSTRALIA
MONGOLIAN DEATH WORM	HIGH CITY FM 92.1	HIGH CITY FM 92.1 RADIO	Y&R MONGOLIA, Ulaanbaatar *	MONGOLIA	SONG ZU, Sydney	AUSTRALIA
B03 Script						
THE COMB OVER	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	MULLENLOWE SINGAPORE *	SINGAPORE		
FREE COFFEE MUG	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND		
FREE HOODIE	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND		
FREE SOHO CHANNEL	SKY TELEVISION NEW ZEALAND	SOHO CHANNEL	DDB GROUP NEW ZEALAND, Auckland *	NEW ZEALAND		
B04 Casting & Performance						
CHICKEN RISOTTO	GOJEK	GOMART	LEO BURNETT INDONESIA, Jakarta *	INDONESIA		
MAN	THOMAS COOK INDIA	SENIOR CITIZEN HOLIDAY PLANS	LAW & KENNETH SAATCHI & SAATCHI, Mumbai *	INDIA	LAW & KENNETH SAATCHI & SAATCHI, Mumbai / LIGHTBOX FILMS, Mumbai	INDIA
WOMAN	THOMAS COOK INDIA	SENIOR CITIZEN HOLIDAY PLANS	LAW & KENNETH SAATCHI & SAATCHI, Mumbai *	INDIA	LAW & KENNETH SAATCHI & SAATCHI, Mumbai / LIGHTBOX FILMS, Mumbai	INDIA
POEMS FROM THE WOMB - IN HER WOMB THERE IS A DOOR	THE LIFE FOUNDATION / MINISTRY OF INFO AND BROADCASTING, GOV OF INDIA	CAMPAIGN TO STOPTHEGENDERCIDE.COM	OGILVY & MATHER SINGAPORE *	SINGAPORE	OGILVY & MATHER SINGAPORE / EARDRUM AUSTRALIA, Sydney	SINGAPORE / AUSTRALIA
C01 Use of Radio & Audio as a Medium						
THE AIRBORNE AD	AUSTRALIA POST	TRAVEL INSURANCE	GPY&R, Melbourne *	AUSTRALIA		
DRYTUNES	DRY JULY	NOT DRINKING DURING JULY	CLEMENGER BBDO SYDNEY *	AUSTRALIA		
CANDY CLASS	RADIO CITY 91.1 FM	CORPORATE SOCIAL RESPONSIBILITY	GREY WORLDWIDE INDIA, Mumbai *	INDIA		
C03 Use of Branded Content / Programming						
DRYTUNES	DRY JULY	NOT DRINKING DURING JULY	CLEMENGER BBDO SYDNEY *	AUSTRALIA		
CANDY CLASS	RADIO CITY 91.1 FM	CORPORATE SOCIAL RESPONSIBILITY	GREY WORLDWIDE INDIA, Mumbai *	INDIA		