



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Creation of a new Brand Identity				
NEW ANGLE, NEW WORLD.	NIHON UNIVERSITY COLLEGE OF ART	NIHON UNIVERSITY COLLEGE OF ART	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
A02 Rebrand / Refresh of an existing Brand				
SHACKLETON'S RETURN	HYUNDAI MOTOR	HYUNDAI MOTOR BRAND CAMPAIGN	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
WWF DISAPPEARING TIGER	HEINEKEN TIGER	DESIGN	JONES KNOWLES RITCHIE, Singapore	SINGAPORE
BENGAL CLASSICAL MUSIC FESTIVAL	BLUES COMMUNICATION	BENGAL CLASSICAL MUSIC FESTIVAL	IKIGAI DESIGN, Dhaka	BANGLADESH
B01 Publications & Brand Collateral				
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
THAI FARMER CALENDAR	ICP FERTILIZER CO., LTD	MABIN FERTILIZER	DENTSU (THAILAND), Bangkok	THAILAND
THE EDIBLE BUSINESS CARD	SAGA CITY	SAGA NORI (SEAWEED) / CITY PROMOTION	GEOMETRY GLOBAL, Tokyo	JAPAN
B02 Promotional Item Design				
PIECES IN HARMONY	ROKUJIGEN	KINTSUGI	I&S BBDO, Tokyo	JAPAN
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE LONG-LASTING UNIFORM	I.P. TRADING	HYGIENE	BBDO BANGKOK	THAILAND
VOICE CHOCOLATE	NTT DOCOMO, INC.	BRAND COMMUNICATION	HAKUHODO INC., Tokyo	JAPAN
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
SAVLON HEALTHY HANDS CHALK STICKS	SAVLON, ITC	SAVLON HEALTHY HANDS CHALK STICKS	OGILVY & MATHER MUMBAI	INDIA
AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	HEINEKEN ASIA PACIFIC, Singapore	SINGAPORE
THE EDIBLE BUSINESS CARD	SAGA CITY	SAGA NORI (SEAWEED) / CITY PROMOTION	GEOMETRY GLOBAL, Tokyo	JAPAN
POLLUTOYS	SEA SHEPERD	SERVICE	FRED & FARID SHANGHAI	CHINA
ART OF THE SIAMESE FIGHTING FISH	PERFECTCOMPANION CO.,LTD. / SHUTTERSTOCK, INC	OPTIMUM BETTA / SHUTTERSTOCK	OGILVY, Bangkok	THAILAND
KIMONO WEARING THE RAIN	TAKASHIMAYA	NEXT YUKATA CREATION	TBWAHAKUHODO, Tokyo	JAPAN
B03 Self-promotion				
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
B04 Posters				
THE STUDY OF HUMAN BEING	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2016	DENTSU INC., Tokyo	JAPAN
THE SOY SAUCE POSTER	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
WORLD FOR ALL	WORLD FOR ALL	WORLD FOR ALL (ANIMAL CARE & PET ADOPTION CENTRE)	McCANN INDIA, Mumbai	INDIA
BUILD THE FUTURE	DKSH (THAILAND) LTD.	LEGO	OGILVY, Bangkok	THAILAND
GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC., Tokyo	JAPAN
BLOCK OUT THE CHAOS: BABIES / DOGS / WIFE & DAUGHTER	JBL	JBL HEADPHONES	CHEIL WORLDWIDE, Hong Kong	HONG KONG
WATCHING POSTERS	PANASONIC SECURITY SYSTEM	PANASONIC CCTV CAMERAS	TAPROOT DENTSU, Mumbai	INDIA
B05 Books				
PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	PENGUIN FROZEN STORYBOOK	TBWAISHANGHAI	CHINA
C01 Digital & Interactive Design				
VOICE CHOCOLATE	NTT DOCOMO, INC.	BRAND COMMUNICATION	HAKUHODO INC., Tokyo	JAPAN
HAND MEETS HAND	TIFFANY & CO.	BRIDAL JEWELRY	HAKUHODO INC., Tokyo	JAPAN
THROUGH THE DARK	GOOGLE	GOOGLE PLAY MUSIC	R/GA SYDNEY	AUSTRALIA
OUTTHINK MELANOMA	IBM	IBM WATSON - COGNITIVE COMPUTING	OGILVY AUSTRALIA, Sydney	AUSTRALIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE RESPONSIVE LOOKBOOK	DIESEL	JOGGJEANS	FRED & FARID SHANGHAI	CHINA
D02 Point of Sales, Consumer Touchpoints & In-store Collateral				
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
WATCHING POSTERS	PANASONIC SECURITY SYSTEM	PANASONIC CCTV CAMERAS	TAPROOT DENTSU, Mumbai	INDIA
D03 Live Events				
AMAZON FASHION WEEK TOKYO 2017 S/S OPENING ACT	AMAZON JAPAN G.K.	AMAZON FASHION	McCANN TOKYO	JAPAN
CEBIT 2017 OPENING CEREMONY JAPAN SHOW ACT	MINISTRY OF ECONOMY, TRADE AND INDUSTRY	CEBIT 2017	DENTSU INC., Tokyo	JAPAN
URDU POEATRY	KASHMIR COOKING OIL & BANASPATI	KASHMIR COOKING OIL & BANASPATI	BBDO PAKISTAN, Lahore	PAKISTAN
CRUISING JEANS	KAIHARA DENIM	ORIGINAL JEANS	HAKUHODO INC., Tokyo	JAPAN
D04 Spatial Brand Installation & Experience				
LIFE PUMP	SAMSUNG C&T CORPORATION EVERLAND CARIBBEAN BAY	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
THE TAILOR MADE STORE	CHADSTONE SHOPPING CENTRE	CHADSTONE SHOPPING CENTRE	BWM DENTSU, Melbourne	AUSTRALIA
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DEAD WHALE	GREENPEACE PHILIPPINES	DEAD WHALE	DENTSU JAYME SYFU, Makati City	THE PHILIPPINES
D06 Trade Stands / Exhibitions				
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
D07 Wayfinding & Signage				
ROADS THAT HONK	HPCL	HP LUBRICANTS	HINDUSTAN PETROLEUM CORPORATION LTD, Mumbai	INDIA
E02 Drinks				
WWF DISAPPEARING TIGER	HEINEKEN TIGER	DESIGN	JONES KNOWLES RITCHIE, Singapore	SINGAPORE
E05 Other Packaging				
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
F01 Consumer Products				

COGY WHEELCHAIR	TESS CO., LTD.	COGY	TBWAHAKUHODO, Tokyo	JAPAN
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
F02 Environmental / Social Impact				
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	HEINEKEN ASIA PACIFIC, Singapore	SINGAPORE
UNFAIR PLATES	FROEBEL-KAN CO., LTD	UNFAIR PLATES	DENTSU INC., Tokyo	JAPAN
POLLUTOYS	SEA SHEPERD	SERVICE	FRED & FARID SHANGHAI	CHINA
F03 Brand Communication				
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE UNUSUAL FOOTBALL FIELD PROJECT	AP (THAILAND)	PROPERTY DEVELOPMENT	CJ WORX, Bangkok	THAILAND
THE ALTITUDE BREW	CATHAY PACIFIC AIRWAYS	BETSY BEER	McCANN HONG KONG	HONG KONG
F04 Innovation & Solution				
COGY WHEELCHAIR	TESS CO., LTD.	COGY	TBWAHAKUHODO, Tokyo	JAPAN
SAVLON HEALTHY HANDS CHALK STICKS	SAVLON, ITC	SAVLON HEALTHY HANDS CHALK STICKS	OGILVY & MATHER MUMBAI	INDIA
G01 Typography				
3M	3M	3M	CHEIL WORLDWIDE, Hong Kong	HONG KONG
MISHEARD FONT	PANASONIC	PANASONIC HEARING AIDS	HAKUHODO INC., Tokyo	JAPAN
G02 Illustration				
THE SOY SAUCE POSTER	SAGAWA SHOYU INC.	SOY SAUCE	OGILVY & MATHER JAPAN, Tokyo	JAPAN
PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	PENGUIN FROZEN STORYBOOK	TBWAISHANGHAI	CHINA
BRING YOUR PET BACK	HILL'S PET NUTRITION ASIA LTD.	SCIENCE DIET PERFECT WEIGHT	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG
CLEAN START	JOHNSON & JOHNSON PHILS.	LISTERINE	J. WALTER THOMPSON PHILIPPINES, Makati City	THE PHILIPPINES
G03 Logo Design				
WWF DISAPPEARING TIGER	HEINEKEN TIGER	DESIGN	JONES KNOWLES RITCHIE, Singapore	SINGAPORE
G04 Sound Design				
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney	AUSTRALIA
G05 Motion Graphics Design & Animation				
AMAZON FASHION WEEK TOKYO 2017 S/S OPENING ACT	AMAZON JAPAN G.K.	AMAZON FASHION	McCANN TOKYO	JAPAN
AN EXPERIMENT OF THE IMAGINATION	NIKKEI INC	THE HOSHI AWARD: QUESTIONING THE SCIENTIFIC IMAGINATION IN LITERATURE	DENTSU INC., Tokyo	JAPAN
MODERN KIDAI SHORAN	NIHONBASHI CULTURAL EXCHANGE FESTIVAL EXECUTIVE COMMITTEE	NIHONBASHI REVITALIZATION	DENTSU INC., Tokyo	JAPAN
GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT INC.	GRAVITY DAZE 2	HAKUHODO INC., Tokyo	JAPAN
G06 Photography / Curation of Images				
THE STUDY OF HUMAN BEING	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2016	DENTSU INC., Tokyo	JAPAN
WORLD FOR ALL	WORLD FOR ALL	WORLD FOR ALL (ANIMAL CARE & PET ADOPTION CENTRE)	McCANN INDIA, Mumbai	INDIA
THE BOTTOM 100	FUND FOR PEACE	COMBATING GLOBAL POVERTY	HAVAS AUSTRALIA, Sydney	AUSTRALIA