

Integrated Shortlist 2017



Title	Advertiser/Client	Product/Service	Entrant Company	Country
CHILD REPLACEMENT PROGRAMME	PEDIGREE	DOG ADOPTION	COLENZO BBDO, Auckland	NEW ZEALAND
PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	ALLIANCE FRANÇAISE DE SINGAPOUR, Singapore	SINGAPORE
#BEATME	UN WOMEN	ANTI-DOMESTIC VIOLENCE AWARENESS	BBDO PAKISTAN, Lahore	PAKISTAN
RELEASE THE PRESSURE	PEPSICO	MIRINDA	BBDO INDIA, Gurgaon	INDIA
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
UNTIL WE ALL BELONG	AIRBNB	AIRBNB	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE BOTTOM 100	FUND FOR PEACE	COMBATING GLOBAL POVERTY	HAVAS AUSTRALIA, Sydney	AUSTRALIA
SCHOOL FOR JUSTICE	FREE A GIRL MOVEMENT INDIA	A SCHOOL AND EDUCATION PROGRAMME	FLEISHMANHILLARD INDIA, Mumbai	INDIA
#KINDNESSISCASHLESS (INTEGRATED)	VISA INDIA	VISA DEBIT	BBDO INDIA, Mumbai	INDIA
DA DA DING	NIKE	RUNNING & WOMEN'S TRAINING	MINDSHARE, Bangalore	INDIA