

Creative Effectiveness Winner 2018



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Creative Effectiveness Grand Prix				
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY, Melbourne	AUSTRALIA
Creative Effectiveness Spike				
THE CHILD REPLACEMENT PROGRAMME	MARS NZ	PEDIGREE	COLENSO BBDO, Auckland	NEW ZEALAND
#SHARETHELOAD	P&G INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA