



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Creation of a new Brand Identity				
ALL THINGS BEAUTIFUL COME FROM NATURE	SHISEIDO	SHISEIDO WASO	WIEDEN+KENNEDY TOKYO	JAPAN
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU PLEDGE	HOST/HAVAS, Sydney	AUSTRALIA
BATTLEBOXBD '17	BEATBOX BANGLADESH	BATTLEBOXBD COMPETITION	THE POD, Dhaka	BANGLADESH
A02 Rebrand / Refresh of an Existing Brand				
HEART SIGNATURE	MITSU FUJI CORPORATION	HAMON	DENTSU INC., Tokyo	JAPAN
EVERYTHING IS ART	MELBOURNE FRINGE FESTIVAL	MELBOURNE FRINGE FESTIVAL	MELBOURNE FRINGE FESTIVAL	AUSTRALIA
B01 Publications & Brand Collateral				
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWAINDIA, Mumbai	INDIA
B02 Promotional Item Design				
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
CLEAN LIGHT HAND SOAP	BANGKOK TREASURES CO.,LTD	ZANTIIS	DENTSU ONE, Bangkok	THAILAND
PRIDE JERSEY	AIG JAPAN	CSR	TBWAHAKUHODO INC., Tokyo	JAPAN
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWAINDIA, Mumbai	INDIA
SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	CSR	GREY INDIA, Mumbai	INDIA
B04 Posters				
YOU AND IMMUNE SYSTEM. EXHIBITION	MEIJI CO., LTD.	CORPORATE (STUDY OF LACTOIBATILUS)	DENTSU INC., Tokyo	JAPAN
OPTICAL ODYSSEY	JINS INC.	JINS TIME SLIP GLASSES	DENTSU INC., Tokyo	JAPAN
ONE PLUS ONE.	MINISTRY OF FOREIGN AFFAIRS OF JAPAN	SDGS JAPAN	DENTSU INC., Tokyo	JAPAN
GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC., Tokyo	JAPAN
GENOCIDE	STAETTLER (THAILAND) LIMITED	STAETTLER HIGHLIGHTER PENS	STAETTLER THAILAND, BANGKOK	THAILAND
B05 Books				
THE BULLETPROOF NOVEL	SOC OUTREACH	GIRLS' EDUCATION	BBDO PAKISTAN, Lahore	PAKISTAN
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWAINDIA, Mumbai	INDIA
C01 Digital & Interactive Design				
REDEFINING DISTANCE	NTT DOCOMO, INC.	NTT DOCOMO 5G MOBILE NETWORK TECHNOLOGY	DENTSU INC., Tokyo	JAPAN
THE TANGIBLE MANNER	ALL NIPPON AIRWAYS	IS JAPAN COOL? DOU	ENJIN, Tokyo	JAPAN
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo	JAPAN
THE SACRED STEP	TENCENT	MONUMENT VALLEY 2	TENCENT, Shenzhen	CHINA
D02 Point of Sales, Consumer Touchpoints & In-store Collateral				
ONLY FOR AESTHETIC EYES	GOOD MORNINGS CO., LTD	3RD_PAGE	DENTSU INC., Tokyo	JAPAN
HAHON HOHAHO HIE	MCDONALD'S	BACON POTATO PIE	BEACON/LEO BURNETT, Tokyo	JAPAN
D03 Live Events				
REDEFINING DISTANCE	NTT DOCOMO, INC.	NTT DOCOMO 5G MOBILE NETWORK TECHNOLOGY	DENTSU INC., Tokyo	JAPAN
THE BRIDAL UNIFORM	UN WOMEN / ALI XEESHAN THEATER STUDIO	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
3DIMENSIONAL UNPACKED	SAMSUNG ELECTRONICS	GALAXY NOTE8	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
FUTURE CUISINE RESTAURANT IBUKI	JAXA (JAPAN AEROSPACE EXPLORATION AGENCY)	ARTIFICIAL SATELLITE 'IBUKI'	ADK, Tokyo	JAPAN
D04 Spatial Brand Installation & Experience				
HOTEL HIGHWAY	TWO INC.	SLEEPPAYS	HAKUHODO KETTLE INC, Tokyo	JAPAN
2018 PYEONGCHANG WINTER OLYMPIC, PARALYMPIC HYUNDAI PAVILION	HYUNDAI MOTOR COMPANY	HYDROGEN FUEL CELL VEHICLE	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
THIS IS A TREE	PACIFIC PAINT (BOYSEN) PHILIPPINES INC.	PACIFIC PAINT (BOYSEN) PHILIPPINES INC.	TBWASANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
D05 Multi-channel Experience				
THE SACRED STEP	TENCENT	MONUMENT VALLEY 2	TENCENT, Shenzhen	CHINA
E02 Drinks				
LABELS FOR UNSUNG HEROES	GINEBRA SAN MIGUEL INC.	GINEBRA SAN MIGUEL	ASPAC CREATIVE COMMUNICATIONS, Makati City	THE PHILIPPINES
E05 Other Packaging				
CARD CANDLE	KURASHIKI SEIRO	CANDLE	IYAMA DESIGN, Tokyo	JAPAN
F01 Consumer Products				
BRAILLE SOCKS	I HATE MONDAY	7 DAYS BRAILLE SOCKS	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
F02 Environmental / Social Impact				
THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ (THAILAND) ,THAIHEALTH	MERCEDES-BENZ SPRINTER	BBDO BANGKOK	THAILAND
PEEKABOO MASK	SEOUL METROPOLITAN GOVERNMENT	PEEKABOO MASK	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
CLEAN LIGHT HAND SOAP	BANGKOK TREASURES CO.,LTD	ZANTIIS	DENTSU ONE, Bangkok	THAILAND
SIP SAFE	MONASH UNIVERSITY	SIP SAFE	Y&R ANZ, Melbourne	AUSTRALIA
FIREBLANKET	NRMA INSURANCE	FIREBLANKET	M&C SAATCHI, Sydney	AUSTRALIA
PRIDE JERSEY	AIG JAPAN	CSR	TBWAHAKUHODO INC., Tokyo	JAPAN
F03 Brand Communication				
MY CRAYON PROJECT	SHISEIDO	NO PRODUCT	R/GA TOKYO	JAPAN
F04 Innovation & Solution				
DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT INCORPORATION	DOT MINI	SERVICEPLAN KOREA, Seoul	SOUTH KOREA
CLEAN LIGHT HAND SOAP	BANGKOK TREASURES CO.,LTD	ZANTIIS	DENTSU ONE, Bangkok	THAILAND
BLINK TO SPEAK	ASHA EK HOPE & NEUROGEN BRAIN & SPINE INSTITUTE	BLINK TO SPEAK EYE LANGUAGE BOOK	TBWAINDIA, Mumbai	INDIA
G01 Typography				

SELF-SPELLING KANJI	THE SHIZUOKA SHIMBUN AND SHIZUOKA BROADCASTING SYSTEM.,	A LOCAL MUSIC FESTIVAL	DENTSU INC., Tokyo	JAPAN
TO ADMIRE/TO DIMINISH (SEEK YOUR WAY CAMPAIGN)	THE ONE CLUB GREAT CHINA OFFICE	PORTFOLIO NIGHT	SERVICEPLAN BEIJING	CHINA
G02 Illustration				
YOU AND IMMUNE SYSTEM. EXHIBITION	MEIJI CO., LTD.	CORPORATE (STUDY OF LACTOIBATILUS)	DENTSU INC., Tokyo	JAPAN
ONLY FOR AESTHETIC EYES	GOOD MORNINGS CO., LTD	3RD_PAGE	DENTSU INC., Tokyo	JAPAN
EATING KABUKI WITH YOUR FINGERS.	SHOCHIKU CO. LTD MINAMI-ZA	KABUKI: ART & ARTIFACTS EXHIBITION IN KYOTO	DENTSU INC., Tokyo	JAPAN
GENOCIDE	STAEDTLER (THAILAND) LIMITED	STAEDTLER HIGHLIGHTER PENS	STAEDTLER THAILAND, BANGKOK	THAILAND
G03 Logo Design				
THE OTHER SANDERS	QSR STORES SDN BHD	KFC	REPRISE, Petaling Jaya	MALAYSIA
G04 Sound Design				
THE PHILHARMONIC TURNTABLE ORCHESTRA	TECHNICS / PANASONIC CORPORATION	TECHNICS / SL-1200	DENTSU INC., Tokyo	JAPAN
STAR CHORUS	STAR FLYER INC.	CORPORATE	HAKUHODO INC., Tokyo	JAPAN
THE SOUND OF ARCHITECTURE	NOBLE DEVELOPMENT PUBLIC CO.,LTD.	REAL ESTATE	RABBIT DIGITAL GROUP, Bangkok	THAILAND
G05 Motion Graphics Design & Animation				
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC., Tokyo	JAPAN
INFINITE FUTURES	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE	McCANN MELBOURNE	AUSTRALIA
G06 Photography / Curation of Images				
HOT & SPICY	KFC BIRDLAND (HONG KONG) LTD	KFC	OGILVY HONG KONG	HONG KONG
OPTICAL ODYSSEY	JINS INC.	JINS TIME SLIP GLASSES	DENTSU INC., Tokyo	JAPAN
GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC., Tokyo	JAPAN