



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Activation by Location</b>				
DUSTSEE	SEOUL METROPOLITAN GOVERNMENT	PUBLIC HEALTH AND SAFETY AWARENESS	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
HYPER COURT	NIKE	NIKE	MEDIAMONKS, Amsterdam	THE NETHERLANDS
<b>A02 AR</b>				
SELFIESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
<b>A04 360° Videos</b>				
BLUIE	THE STAR	BLUIE	BASHFUL, Sydney	AUSTRALIA
<b>A07 Data / Insight</b>				
ACTIVATING INFECTION ALERT SYSTEM IN RURAL INDIA	HINDUSTAN UNILEVER LIMITED	LIFEBUOY	MINDSHARE, Mumbai	INDIA
<b>A08 Innovative Use of Technology</b>				
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	whiteGREY MELBOURNE	AUSTRALIA
HYPER COURT	NIKE	NIKE	MEDIAMONKS, Amsterdam	THE NETHERLANDS
THE GOOD VIBES PROJECT	SENSE INTERNATIONAL INDIA	MOBILE APP FOR THE DEAFBLIND	CHEIL WORLDWIDE, Gurgaon	INDIA
<b>A09 Use of Advanced Learning Technologies</b>				
LUCY	PRINCE OF WALES HOSPITAL	PRINCE OF WALES HOSPITAL - SPINAL UNIT	DELOITTE AUSTRALIA, Melbourne	AUSTRALIA
<b>B02 Mobile Apps</b>				
SELFIESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
WE REMIT	TENCENT	WE REMIT	TENCENT, Shenzhen	CHINA
HYPER COURT	NIKE	NIKE	MEDIAMONKS, Amsterdam	THE NETHERLANDS
THE GOOD VIBES PROJECT	SENSE INTERNATIONAL INDIA	MOBILE APP FOR THE DEAFBLIND	CHEIL WORLDWIDE, Gurgaon	INDIA
<b>B03 Social for Mobile</b>				
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai	INDIA
CHATBOOKS	SINGAPORE BOOK COUNCIL	#BUYSINGLIT 2018 (BUY SINGAPORE LITERATURE MOVEMENT)	DDB SINGAPORE	SINGAPORE
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	whiteGREY MELBOURNE	AUSTRALIA
<b>B05 Mobile Advertising</b>				
PATH TO PEACE	COCA-COLA	COCA-COLA	OGILVY VIETNAM, Ho Chi Minh City	VIETNAM
<b>C01 Integrated Mobile Campaign</b>				
SELFIESTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
<b>C03 Messaging Campaign</b>				
A MEME GALLERY	TENCENT	TENCENT CHARITY	TENCENT, Shenzhen	CHINA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA