

Brand Experience & Activation Winner 2019



Title	Advertiser / Client	Product / Service	Entrant Company	Location
Grand Prix				
THE OPEN DOOR PROJECT	THE MILLENNIUM SCHOOL	SCHOOL	FCB INDIA, Delhi	INDIA
Gold Spike				
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO CO.	FUKUSHIMA-MINPO	DENTSU INC., Tokyo	JAPAN
ANZ SIGNS OF LOVE	ANZ BANK AUSTRALIA	BRAND SPONSORSHIP	TBWAMELBOURNE	AUSTRALIA
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
Silver Spike				
DONATE WITH A MATE	PEDIGREE	DONATE WITH A MATE	CLEMENGER BBDO SYDNEY	AUSTRALIA
GRAVE OF THRONES	FOXTEL	GAME OF THRONES	DDB SYDNEY	AUSTRALIA
ANZ SIGNS OF LOVE	ANZ BANK AUSTRALIA	BRAND SPONSORSHIP	TBWAMELBOURNE	AUSTRALIA
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
THE RESTAURANT OF MISTAKEN ORDERS	DAIKI ANGEL HELP INC.	THE RESTAURANT OF MISTAKEN ORDERS	TBWAHAKUHODO INC., Tokyo	JAPAN
GRAVE OF THRONES	FOXTEL	GAME OF THRONES	DDB SYDNEY	AUSTRALIA
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
KUPU	SPARK	SPARK	COLENSO BBDO, Auckland	NEW ZEALAND
NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
THE RESTAURANT OF MISTAKEN ORDERS	DAIKI ANGEL HELP INC.	THE RESTAURANT OF MISTAKEN ORDERS	TBWAHAKUHODO INC., Tokyo	JAPAN
Bronze Spike				
PANTENE #HAIRWEGO	P&G	PANTENE	PARTY, Tokyo	JAPAN
7:1 FURNITURE COLLECTION	HOMEPRO	7:1 FURNITURE COLLECTION	BBDO BANGKOK	THAILAND
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
SCUBER	TOURISM & EVENTS QUEENSLAND	GREAT BARRIER REEF	PUBLICIS, Brisbane	AUSTRALIA
GANMA!	COMICSMART	GANMA!	PARTY, Tokyo	JAPAN
CLEVER CASH	SAVE STREET CHILD SIDOARJO	CLEVER CASH	HAKUHODO INDONESIA, Jakarta	INDONESIA
DIVERSITY IN DISASTER PREPARATION	YAHOO! JAPAN	CSR	DENTSU INC., Tokyo	JAPAN
THE FIRST START-UP VILLAGE	AIRBNB CHINA	THE JBZ PROJECT	AIRBNB CHINA, Beijing	CHINA
THE CLEFT COLLECTION	SMILE ASIA	SMILE ASIA	McCANN HEALTH, Singapore	SINGAPORE
SCUBER	TOURISM & EVENTS QUEENSLAND	GREAT BARRIER REEF	PUBLICIS, Brisbane	AUSTRALIA
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP, Sydney	AUSTRALIA
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHT	OVERMAN, Seoul	SOUTH KOREA
THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWAHAKUHODO INC., Tokyo	JAPAN
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
COVER FOR THEIR OVERCONFIDENCE	RACV	PET INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
STICKY SEARCHUATIONS	MARS CHOCOLATE AUSTRALIA	MARS BAR	CLEMENGER BBDO MELBOURNE	AUSTRALIA
7:1 FURNITURE COLLECTION	HOMEPRO	7:1 FURNITURE COLLECTION	BBDO BANGKOK	THAILAND
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
PROJECT AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
RED RESTAURANTS LIST	TAKASAKI CITY	CITY PROMOTION	HAKUHODO KETTLE INC, Tokyo	JAPAN
TASTEFUL WORDS	FROEBEL-KAN	FROEBEL-KAN	DENTSU INC., Tokyo	JAPAN
SIX WORD SCHOLARSHIP	OES	SWINBURNE ONLINE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA