

Creative Effectiveness Shortlist 2019



Title	Advertiser / Client	Product / Service	Entrant Company	Location
A01 Creative Effectiveness				
HAIR TALK	SUNSIK UNILEVER	SUNSIK	WUNDERMAN THOMPSON BANGKOK	THAILAND
SELFIESTIX	MARS	DENTASTIX	COLENZO BBDO, Auckland	NEW ZEALAND
RE:SCAM - THE WORLD'S MOST UNHELPLEFUL CHATBOT	NETSAFE	RE:SCAM	DDB NEW ZEALAND, Auckland	NEW ZEALAND
PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE	DDB MUDRA, Mumbai	INDIA
SINDOOR KHELA - #NOCONDITIONSAPPLY	THE TIMES OF INDIA	NEWSPAPER	FCB INDIA, Delhi	INDIA
A02 Creative Effectiveness for Good				
FOR EVERY BACHELOR AND BACHELORETTE	MARRIAGE EQUALITY AUSTRALIA	MARRIAGE EQUALITY	LEO BURNETT MELBOURNE	AUSTRALIA
UNFORGETTABLE BAG	TESCO	TESCO	GREY MALAYSIA, Petaling Jaya	MALAYSIA
PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE	DDB MUDRA, Mumbai	INDIA
THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	BBDO PAKISTAN, Lahore	PAKISTAN
SINDOOR KHELA - #NOCONDITIONSAPPLY	THE TIMES OF INDIA	NEWSPAPER	FCB INDIA, Delhi	INDIA