

Title	Advertiser / Client	Product / Service	Entrant Company	Location	Production Company	Location
<b>A01 Food / Drink</b>						
THE FACELESS STAR	SUNTORY BEVERAGE & FOOD LIMITED	COFFEE BOSS	DENTSU INC. Tokyo	JAPAN	GEEK PICTURES, Tokyo	JAPAN
THE DAY AFTER	MCDONALD'S	MCDELIVERY	DDB NEW ZEALAND Auckland	NEW ZEALAND	GOODOIL FILMS, Auckland / BLOCKHEAD VFX, Auckland	NEW ZEALAND
<b>A04 Consumer Durables</b>						
FIFTY SHADES OF CLAY	SB DESIGN SQUARE CO., LTD.	SB INTERIOR TEAM	VMLY&R THAILAND Bangkok	THAILAND	SUNETA HOUSE, Bangkok	THAILAND
<b>A06 Retail</b>						
THIRTY DAYS OF PROMISES	TOKOPEDIA	TOKOPEDIA	FLOCK Jakarta	INDONESIA	THINK TANK INDONESIA, Jakarta	INDONESIA
17:30	TOKOPEDIA	TOKOPEDIA	FLOCK Jakarta	INDONESIA	THINK TANK INDONESIA, Jakarta	INDONESIA
TIMEPIECE	TOKOPEDIA	TOKOPEDIA	FLOCK Jakarta	INDONESIA	THINK TANK INDONESIA, Jakarta	INDONESIA
ALDI AUSTRALIA GOOD DIFFERENT TUNA	ALDI AUSTRALIA	SUPERMARKET	BMF Sydney	AUSTRALIA		
ALDI AUSTRALIA SANTA CRASHES CHRISTMAS	ALDI AUSTRALIA	SUPERMARKET	BMF Sydney	AUSTRALIA		
<b>A07 Travel / Leisure</b>						
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND Auckland	NEW ZEALAND	BLOCKHEAD VFX, Auckland / SCOUNDREL, Sydney	NEW ZEALAND / AUSTRALIA
<b>A08 Media / Entertainment</b>						
SUPERHEROES	HOTSTAR	HOTSTAR STREAMING APP	DDB MUDRA Mumbai	INDIA	EARLY MAN FILMS, Mumbai	INDIA
FAT	NHK EDUCATIONAL	BODYPEDIA	DENTSU INC. Tokyo	JAPAN	PARTY, Tokyo / GEEK PICTURES, Tokyo	JAPAN
LUNGS	NHK EDUCATIONAL	BODYPEDIA	DENTSU INC. Tokyo	JAPAN	PARTY, Tokyo / GEEK PICTURES, Tokyo	JAPAN
<b>A09 Consumer Services / Business to Business</b>						
GENERATION VOICE	SPARK	SPARK	COLENZO BBDO Auckland	NEW ZEALAND	FINCH, Auckland / FRANKLIN RD, Auckland	NEW ZEALAND
WEDDING SPEECH	SPARK	SPARK	COLENZO BBDO Auckland	NEW ZEALAND	FINCH, Auckland	NEW ZEALAND
MARATHON WITH NO START LINE	AFLAC	TOMOSNOTE	HAKUHODO KETTLE INC Tokyo	JAPAN	AOI PRO. INC., Tokyo / ONGAKUSHITSU, Tokyo	JAPAN
MOTHER KNOWS BEST	THAI LIFE INSURANCE PUBLIC COMPANY LIMITED	THAI LIFE INSURANCE	OGILVY Bangkok	THAILAND	MATAD, Bangkok / EDITTIDE, Bangkok	THAILAND
BAKER OF BEIRUT	WESTPAC BANKING CORPORATION	BANKING	DDB SYDNEY	AUSTRALIA	3&7, Sydney / THE BUTCHERY, Sydney	AUSTRALIA
COOKTOP	JEMENA	NATURAL GAS	CHE PROXIMITY Melbourne	AUSTRALIA	FINCH, Sydney	AUSTRALIA
<b>A10 Not-for-profit / Charity / Government</b>						
RESCUE A PET, RESCUE A FAMILY.	PET REFUGE	PET REFUGE	DDB NEW ZEALAND Auckland	NEW ZEALAND	GOODOIL FILMS, Auckland / FRANKLIN RD, Auckland	NEW ZEALAND
<b>B01 Food / Drink</b>						
WORK BY HEART	SUNTORY BEVERAGE & FOOD LIMITED	COFFEE BOSS	DENTSU INC. Tokyo	JAPAN	GEEK PICTURES, Tokyo	JAPAN
WHAT HAPPENED ?	HECATE INC.	HECATE	CHERRY Tokyo	JAPAN	SODAI COMMUNICATIONS, Tokyo / CONNECTION, Tokyo	JAPAN
I'M DRINKING IT FOR YOU	DB BREWERIES	DB BREWERIES	COLENZO BBDO Auckland	NEW ZEALAND	SWEETSHOP, Auckland / LIQUID STUDIOS, Auckland	NEW ZEALAND
<b>B02 Other FMCG</b>						
THE KAWAII TWEAK HAZARD SONG	MANDOM	GATSBY PERFECT SKIN LOTION	DENTSU INC. Tokyo	JAPAN	KEYPRO, Tokyo / DENTSU CREATIVE X INC., Tokyo	JAPAN
THE PARTY BUS	SHISEIDO	MAKEUP	SHISEIDO CO., LTD. Tokyo	JAPAN	TOWER FILM, Tokyo	JAPAN
JUST ME	CUTE PRESS	PERFUME	SOUR BANGKOK	THAILAND	FACTORY01, Bangkok / ONE COOL SOUND STUDIO, Bangkok	THAILAND
<b>B03 Healthcare</b>						
ONE IN A MILLION	P&G VICKS	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE	OFFROAD FILMS, Mumbai	INDIA
<b>B04 Consumer Durables</b>						
MY VARIETY FATHER	E-LIFE HOME APPLIANCE MALL	HOME APPLIANCE PRODUCTS	WUNDERMAN THOMPSON Taipei	TAIPEI	SPRING FILMS, Taipei	TAIPEI
BIXBY VOICE FOREVER	SAMSUNG ELECTRONICS	BIXBY	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CRAZY FEW FILMS, Mumbai	INDIA
THE BUCKET	APPLE	APPLE	TBWAMEDIA ARTS LAB Shanghai	CHINA		
<b>B05 Automotive</b>						
I DON'T WANT TO SELL A CAR TO YOU	TANGECHE / SOUCHE.COM	TANGECHE	W Shanghai	CHINA	YUAN YUAN PRODUCTION, Taipei	TAIPEI
I'M MY CAR	JMS/TACTI	JMS	HAKUHODO KETTLE INC Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
10 SEC. DRAMA: THE STOP LINE OF LOVE	JMS/TACTI	JMS	HAKUHODO KETTLE INC Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
BLUE HANDS	BMW JAPAN	BMW SERVICE	BMW JAPAN Tokyo	JAPAN	DENTSU EAST JAPAN, Tokyo / FLOGLOUD INC., Tokyo	JAPAN
<b>B06 Retail</b>						
WINE IS NORMAL	EMART	EMART WINE	TBWA\KOREA Seoul	SOUTH KOREA	TIKITAKA, Seoul	SOUTH KOREA
<b>B07 Travel / Leisure</b>						
SOUVENIRS FROM TRAVEL	CHINA AIRLINES	CHINA AIRLINES	LEO BURNETT TAIWAN Taipei	TAIPEI	YUAN YUAN PRODUCTION, Taipei / MIND BIZ MULTIMEDIA TECHNOLOGY, Taipei	TAIPEI
NOBODY KNOWS WHAT WILL HAPPEN TO LIFE.	A1	CASINO	DENTSU INC. Tokyo	JAPAN	T&E, Fukuoka	JAPAN
<b>B08 Media / Entertainment</b>						
MEET GRANT	MELBOURNE ADVERTISING AND DESIGN CLUB	MADC CREATIVE SHOWCASE	CUMMINS & PARTNERS Melbourne	AUSTRALIA	THIRTEEN&CO, Sydney / HOGARTH, Melbourne	AUSTRALIA
<b>B09 Consumer Services / Business to Business</b>						
FACE/OFF	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREY\N UNIFIED Bangkok	THAILAND	HUB HO HIN BANGKOK	THAILAND

THE WORLD'S FASTEST BAND	STARHUB	4G MOBILE NETWORK	BLKJ Singapore	SINGAPORE	BLKJ, Singapore / ABUNDANT PRODUCTIONS, Singapore	SINGAPORE
GENERATION VOICE	SPARK	SPARK	COLENZO BBDO Auckland	NEW ZEALAND	FINCH, Auckland / FRANKLIN RD, Auckland	NEW ZEALAND
WEDDING SPEECH	SPARK	SPARK	COLENZO BBDO Auckland	NEW ZEALAND	FINCH, Auckland	NEW ZEALAND
MOTHER KNOWS BEST	THAI LIFE INSURANCE PUBLIC COMPANY LIMITED	THAI LIFE INSURANCE	OGILVY Bangkok	THAILAND	MATAD, Bangkok / EDITTIDE, Bangkok	THAILAND
FISH FLOPS	SIAM COMMERCIAL BANK	MAE MANEE SRI ONLINE	WOLF BANGKOK	THAILAND	SUNETA HOUSE, Bangkok	THAILAND
<b>B10 Not-for-profit / Charity / Government</b>						
THE ROLE	TENCENT	TENCENT CHARITY	LINK FILMS Shanghai	CHINA	LINK FILMS, Shanghai	CHINA
THE ROOFTOP	SOUTHEAST ASIA UNIVERSITY	ANTI SMOKING CAMPAIGN	KIT PBEN LERT Bangkok	THAILAND	JUMP FILM, Bangkok	THAILAND
LILIOSA HILAO	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG OR CARMMA	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG OR CARMMA	TBWA/SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES		
BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	WUNDERMAN THOMPSON Mumbai	INDIA	SMALL FRY PRODUCTIONS, Mumbai	INDIA
<b>B11 Corporate Social Responsibility (CSR) / Corporate Image</b>						
GRATITUDE	CHAROEN POKHAND GROUP	C.P. GROUP	OGILVY Bangkok	THAILAND	SUNSHINE ETC, Bangkok / MATAD, Bangkok	THAILAND
BEST MANAGER	CHAMPIONS FOR CHANGE	CHAMPIONS FOR CHANGE	SAATCHI & SAATCHI Auckland	NEW ZEALAND	EIGHT, Auckland	NEW ZEALAND
BETTER SUITED TO A MAN	CHAMPIONS FOR CHANGE	CHAMPIONS FOR CHANGE	SAATCHI & SAATCHI Auckland	NEW ZEALAND	EIGHT, Auckland	NEW ZEALAND
FLEXIBLE HOURS	CHAMPIONS FOR CHANGE	CHAMPIONS FOR CHANGE	SAATCHI & SAATCHI Auckland	NEW ZEALAND	EIGHT, Auckland	NEW ZEALAND
POLITELY INTERRUPT	CHAMPIONS FOR CHANGE	CHAMPIONS FOR CHANGE	SAATCHI & SAATCHI Auckland	NEW ZEALAND	EIGHT, Auckland	NEW ZEALAND
STATISTICALLY LIKELY	CHAMPIONS FOR CHANGE	CHAMPIONS FOR CHANGE	SAATCHI & SAATCHI Auckland	NEW ZEALAND	EIGHT, Auckland	NEW ZEALAND
THE BARBERSHOP GIRLS - SHAVING STEREOTYPES	GILLETTE/P&G	CSR	GREY INDIA Mumbai	INDIA	TOWNHOUSE PRODUCTIONS, Mumbai	INDIA
BITTU, THE 75-YEAR-OLD STUDENT	PROCTER AND GAMBLE	P&G SHIKSHA	LEO BURNETT INDIA Mumbai	INDIA	RED ICE FILMS, Mumbai	INDIA
<b>C01 Viral Film</b>						
FACE/OFF	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREY/NJ UNITED Bangkok	THAILAND	HUB HO HIN BANGKOK	THAILAND
ONE IN A MILLION	P&G VICKS	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE	OFFROAD FILMS, Mumbai	INDIA
KTB YOUNG MAN AND THE SEAL	KRUNGTHAI BANK	KRUNGTHAI BANK	CJ WORX Bangkok	THAILAND	THE FILM FACTORY, Bangkok	THAILAND
THE BARBERSHOP GIRLS - SHAVING STEREOTYPES	GILLETTE/P&G	CSR	GREY INDIA Mumbai	INDIA	TOWNHOUSE PRODUCTIONS, Mumbai	INDIA
<b>C02 Branded Content &amp; Entertainment Film</b>						
FACE/OFF	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREY/NJ UNITED Bangkok	THAILAND	HUB HO HIN BANGKOK	THAILAND
THE WORLD'S FASTEST BAND	STARHUB	4G MOBILE NETWORK	BLKJ Singapore	SINGAPORE	BLKJ, Singapore / ABUNDANT PRODUCTIONS, Singapore	SINGAPORE
ONE IN A MILLION	P&G VICKS	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE	OFFROAD FILMS, Mumbai	INDIA
TIME WILL TELL	SCHREODERS TAIWAN	BRAND IMAGE	DENTSU TAIWAN Taipei City	TAIPEI	GOOD NEWS PRODUCTION, Taipei	TAIPEI
I'M MY CAR	JMS/TACTI	JMS	HAKUHODO KETTLE INC Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
KTB YOUNG MAN AND THE SEAL	KRUNGTHAI BANK	KRUNGTHAI BANK	CJ WORX Bangkok	THAILAND	THE FILM FACTORY, Bangkok	THAILAND
BLUE HANDS	BMW JAPAN	BMW SERVICE	BMW JAPAN Tokyo	JAPAN	DENTSU EAST JAPAN, Tokyo / FLOGLOUD INC., Tokyo	JAPAN
THE LAST LETTER	U-CAN INC.	CORPORATE BRAND	HAKUHODO INC. Tokyo	JAPAN	HAKUHODO PRODUCT'S INC., Tokyo	JAPAN
<b>D01 Use of Film</b>						
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP Sydney	AUSTRALIA	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
L05T	LOTTO NEW ZEALAND	POWERBALL	DDB NEW ZEALAND Auckland	NEW ZEALAND	BLOCKHEAD VFX, Auckland / SCOUNDREL, Sydney	NEW ZEALAND / AUSTRALIA
BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	WUNDERMAN THOMPSON Mumbai	INDIA	SMALL FRY PRODUCTIONS, Mumbai	INDIA
<b>E01 Local Brand</b>						
FACE/OFF	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREY/NJ UNITED Bangkok	THAILAND	HUB HO HIN BANGKOK	THAILAND
<b>E02 Challenger Brand</b>						
IF TOMORROW GEN Y RULES TMRW BY UOB		TMRW	RABBIT'S TALE Bangkok	THAILAND	FACTORY01, Bangkok	THAILAND
<b>E03 Single Market Campaign</b>						
ONE IN A MILLION	P&G VICKS	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE	OFFROAD FILMS, Mumbai	INDIA
IF TOMORROW GEN Y RULES TMRW BY UOB		TMRW	RABBIT'S TALE Bangkok	THAILAND	FACTORY01, Bangkok	THAILAND
<b>E04 Social Behaviour &amp; Cultural Insight</b>						
ONE IN A MILLION	P&G VICKS	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE	OFFROAD FILMS, Mumbai	INDIA
IF TOMORROW GEN Y RULES TMRW BY UOB		TMRW	RABBIT'S TALE Bangkok	THAILAND	FACTORY01, Bangkok	THAILAND
MEET ME HALFWAY	SK-II	SK-II	FORSMAN & BODENFORS Singapore	SINGAPORE	TOOL OF NORTH AMERICA, Los Angeles / CABIN EDITING COMPANY, Santa Monica	USA
HANKOGRAPH	WILDAID	WILDAID	GREY TOKYO	JAPAN	TYO DINER, Tokyo	JAPAN
THE BARBERSHOP GIRLS - SHAVING STEREOTYPES	GILLETTE/P&G	CSR	GREY INDIA Mumbai	INDIA	TOWNHOUSE PRODUCTIONS, Mumbai	INDIA
CHAMPIONS FOR CHANGE	CHAMPIONS FOR CHANGE	CHAMPIONS FOR CHANGE	SAATCHI & SAATCHI Auckland	NEW ZEALAND	EIGHT, Auckland	NEW ZEALAND