

Title	Advertiser / Client	Product / Service	Entrant Company	Location
A01 Food / Drink				
MC PICKLE	MCDONALDS	MCDONALDS	VMLY&R, Sydney	AUSTRALIA
SIDE BY SIDE	SAN MIGUEL CORPORATION	SAN MIGUEL PALE PILSEN	McCANN MANILA	THE PHILIPPINES
A03 Healthcare				
THE RESTAURANT OF MISTAKEN ORDERS	DAIKI ANGEL HELP INC.	THE RESTAURANT OF MISTAKEN ORDERS	TBWAHAKUHODO INC., Tokyo	JAPAN
A05 Automotive				
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
A07 Travel / Leisure				
A NEW NEW ZEALAND	KIWIRAIL	COASTAL PACIFIC	DDB NEW ZEALAND, Auckland	NEW ZEALAND
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA
A08 Media / Entertainment				
CODE NAME: URI	TRIGGER HAPPY	URI: THE SURGICAL STRIKE, THE FILM	DENTSU WEBCHUTNEY, Mumbai	INDIA
A09 Consumer Services / Business to Business				
PROJECT AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	SAMSUNG FIRE & MARINE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
SANS FORGETICA	RMIT UNIVERSITY	RMIT (ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY) UNIVERSITY	NAKED COMMUNICATIONS, Sydney	AUSTRALIA
A TEAM OF ONE	TENCENT, CHINA ORGAN DONATION	ORGAN DONATION	LOONG, Beijing	CHINA
A10 Not-for-profit / Charity / Government				
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHT	OVERMAN, Seoul	SOUTH KOREA
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY, Perth	AUSTRALIA
APRIL FOOL'S (EVERY) DAY	FOUNDATION FOR WOMEN	FOUNDATION FOR WOMEN	DENTSU ONE (BANGKOK)	THAILAND
RED RESTAURANTS LIST	TAKASAKI CITY	CITY PROMOTION	HAKUHODO KETTLE INC, Tokyo	JAPAN
B01 Corporate Image, Communication & Reputation Management				
PROJECT AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
NIKKEI BLEND	Nikkei Inc.	NIKKEI BLEND	DENTSU INC., Tokyo	JAPAN
B02 Public Affairs & Lobbying				
A TEAM OF ONE	TENCENT, CHINA ORGAN DONATION	ORGAN DONATION	LOONG, Beijing	CHINA
B04 Business Citizenship / Corporate Responsibility & Environmental				
PROJECT AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
AURA INCENSE BARRICADE	D'LAS INTERNATIONAL (PVT) LTD.	AURA 'ALIYA' INCENSE STICK	TBWAISRI LANKA, Colombo	SRI LANKA
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
B05 Media Relations				
THE REAL KASHMIR	ADIDAS	REAL KASHMIR FOOTBALL CLUB SPONSORSHIP	CHEIL INDIA, Gurgaon	INDIA
B06 Use of Events & Stunts				
INDEED:THE MOST WANTED JOB IN JAPAN	INDEED IRELAND OPERATIONS LTD.	INDEED	DENTSU INC., Tokyo	JAPAN
CAN YOGA SELL LUBRICANTS?	CASTROL	CASTROL CRB TURBOMAX	CURRENT GLOBAL, Mumbai	INDIA
B07 Use of Celebrity, Influencers & Key Opinion Leaders				
ANYTHING TO KEEP PRICES LOW	SKINNY	SKINNY	COLENZO BBDO, Auckland	NEW ZEALAND
BRING ON WINTER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS, Sydney	AUSTRALIA
#STOPMITHANI	HDFC BANK	PARIVARTAN	LEO BURNETT INDIA, Mumbai	INDIA
B09 Launch / Re-launch				
ANYTHING TO KEEP PRICES LOW	SKINNY	SKINNY	COLENZO BBDO, Auckland	NEW ZEALAND
COVER FOR THEIR OVERCONFIDENCE	RACV	PET INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
B10 Brand Voice & Strategic Storytelling				
EATREE PLATES	LIFULL	EATREE PLATES	LIFULL, Tokyo	JAPAN
NOT GOING ANYWHERE, GO TO NETFLIX	NETFLIX	NETFLIX	CJ WORX, Bangkok	THAILAND
C01 Use of Digital in a PR campaign				
CODE NAME: URI	TRIGGER HAPPY	URI: THE SURGICAL STRIKE, THE FILM	DENTSU WEBCHUTNEY, Mumbai	INDIA
HELP THE KELP	RISHIRI TOWN	SMARTPHONE GAME	GEOMETRY GLOBAL, Tokyo	JAPAN
C02 Use of Social in a PR campaign				
MC PICKLE	MCDONALDS	MCDONALDS	VMLY&R, Sydney	AUSTRALIA
PENGUINS' DIVERSITY MAP	ORIX REAL ESTATE CORPORATION	KYOTO SUMIDA AQUARIUM	DENTSU INC., Tokyo	JAPAN
THE BUDDAH'S PROVIDER	MOGAO CAVE	CHARITY	TENCENT, Shenzhen	CHINA
C04 Real-time Response				
NIKKEI BLEND	Nikkei Inc.	NIKKEI BLEND	DENTSU INC., Tokyo	JAPAN
C05 Co-Creation & User Generated Content				
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
C07 Use of Technology				
KOBAYASHI CITY DEPARTMENT OF SIMCITY BUILDIT	ELECTRONIC ARTS K.K.	GAME	DENTSU PUBLIC RELATIONS, Tokyo	JAPAN
TUNA SCOPE	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC., Tokyo	JAPAN
E01 Integrated Campaign led by PR				
RED RESTAURANTS LIST	TAKASAKI CITY	CITY PROMOTION	HAKUHODO KETTLE INC, Tokyo	JAPAN
F01 Local Brand				
FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	SAMSUNG FIRE & MARINE INSURANCE	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
RED RESTAURANTS LIST	TAKASAKI CITY	CITY PROMOTION	HAKUHODO KETTLE INC, Tokyo	JAPAN
HELP THE KELP	RISHIRI TOWN	SMARTPHONE GAME	GEOMETRY GLOBAL, Tokyo	JAPAN

F02 Challenger Brand

STOP THE DRAMA	MANULIFE INSURANCE	MANULIFE INSURANCE	TBWAISINGAPORE	SINGAPORE
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F03 Single Market Campaign

NARCOS THE CENSOR'S CUT	NETFLIX	NETFLIX	WUNDERMAN THOMPSON BANGKOK	THAILAND
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F04 Social Behaviour & Cultural Insight

THE RESTAURANT OF MISTAKEN ORDERS	DAIKI ANGEL HELP INC.	THE RESTAURANT OF MISTAKEN ORDERS	TBWAHAKUHODO INC., Tokyo	JAPAN
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THE 72 CLUB	LIFELINE	SUICIDE PREVENTION	DDB NEW ZEALAND, Auckland	NEW ZEALAND
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AURA INCENSE BARRICADE	D'LAS INTERNATIONAL (PVT) LTD.	AURA 'ALIYA' INCENSE STICK	TBWAISRI LANKA, Colombo	SRI LANKA
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I'M CALLING IT A DAY	RED ROCK / ORIENTAL BREWERY	BEER / DRINK	HS AD, Seoul	SOUTH KOREA
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THE BARBERSHOP GIRLS - SHAVING STEREOTYPES	GILLETTE/P&G	CSR	GREY INDIA, Mumbai	INDIA
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TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN, Lahore	PAKISTAN
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STOP DOWRYMONGERING	UN WOMEN	ANTI-DOWRY	BBDO PAKISTAN, Lahore	PAKISTAN
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DO YOU THINK YOGA CAN SELL MORE TRUCK LUBRICANTS?	CASTROL- ENGINE OIL AND LUBRICANTS	CASTROL CRB	CURRENT GLOBAL, Mumbai	INDIA
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