

Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location
<b>A01 Fast Moving Consumer Goods</b>						
THE SECRET SUPPORTER	DUTCH MILL GROUP	DUTCH MILL	CJ WORX Bangkok	THAILAND		
<b>A03 Durable Consumer Goods including Automotive</b>						
BRAUN X FORMOSA CHANG	HENG LEONG HANG CO. LTD	BRAUN SHAVER	UNI-SMART DIGITAL MARKETING Taipei City	TAIWAN	UNI-SMART DIGITAL MARKETING, Taipei City	TAIWAN
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	CHEIL INDIA Gurgaon	INDIA	CHEIL INDIA, Gurgaon	INDIA
<b>A04 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>						
EAT YOUR WORDS	OPORTO	VEGAN BURGER	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	AUSTRALIA
PLAY NZ	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	TBWA SYDNEY	AUSTRALIA	AIRBAG, Melbourne / OTIS STUDIOS, Sydney	AUSTRALIA
<b>A05 Media / Entertainment</b>						
#PLAYTHIS	SPOTIFY INDIA LLP	MUSIC STREAMING	DDB MUDRA Mumbai	INDIA	DDB MUDRA, Mumbai	INDIA
WORLD'S MOST REPORTED TRAILER	TRIGGER HAPPY	THAPPAD	DENTSU WEBCHUTNEY Mumbai	INDIA	TRIGGER HAPPY ENTERTAINMENT PVT. LTD., Mumbai	INDIA
<b>A06 Consumer Services / Business to Business</b>						
WANTED LIST	YAHOO JAPAN	THE INVESTIGATIONS OF WANTED CRIMINALS	DENTSU DIGITAL INC. Tokyo	JAPAN	PARTY, Tokyo	JAPAN
A.IRREPLACEABLE	EARLY CHILDHOOD DEVELOPMENT (ECDA)	PRESCHOOL RECRUITMENT CAMPAIGN	GEOMETRY GLOBAL Singapore	SINGAPORE		
PRIDE PASS	MANPOWERGROUP	RECRUITMENT AGENCY	POSTERSCOPE Singapore	SINGAPORE	COLORTV STUDIO, Singapore	SINGAPORE
<b>A07 Not-for-profit / Charity / Government</b>						
THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	ANIMAL SHELTERS AND ADOPTION	EDELMAN SINGAPORE	SINGAPORE	THE FLOATING FOLKS, Singapore / 32BIT RECORDING STUDIO, Singapore	SINGAPORE
GLOBAL PRIDE CROSSING	INTERPRIDE, EUROPEAN PRIDE ORGANISERS ASSOCIATION (EPOA)	GLOBAL PRIDE 2020	WE ARE SOCIAL Singapore	SINGAPORE	SWIPEBACK, Montreuil	FRANCE
MEDDLE IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS	EVERY KIWI VOTE COUNTS	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland	NEW ZEALAND
<b>B01 Websites / Microsites</b>						
WANTED LIST	YAHOO JAPAN	THE INVESTIGATIONS OF WANTED CRIMINALS	DENTSU DIGITAL INC. Tokyo	JAPAN	PARTY, Tokyo	JAPAN
PUBLICLY TRADED	LIFESTYLES	LIFESTYLES	FCB/SIX Toronto	CANADA	EDITING HOUSE, Toronto / GRAYSON MATTHEWS, Toronto	CANADA
<b>B02 Web Service / App</b>						
NOW, WORDS AREN'T JUST HEARD, BUT FELT.	SAMSUNG	SAMSUNG GOOD VIBES	CHEIL INDIA Gurgaon	INDIA	CHEIL INDIA, Gurgaon	INDIA
<b>D01 Social Video</b>						
PRINCE CHARMING	NATIONAL CRIME PREVENTION COUNCIL	PUBLIC AWARENESS	OGILVY SINGAPORE	SINGAPORE	ATYPICAL FILMS, Singapore	SINGAPORE
PLEASE ARREST ME	RIT FOUNDATION	GENDER EQUALITY AND HUMAN RIGHTS	OGILVY SINGAPORE	SINGAPORE	KNIGHTS MEDIA & FILMS, Mumbai / EDITMACHINE, Gorizia	INDIA / ITALY
LOVE COLLECTION	IKEA	IKEA	OGILVY HONG KONG	HONG KONG		
GOOD MORNING WORLD	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland / NIMBLE, Auckland	NEW ZEALAND
IT'S JUST A PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY NAPKINS	DDB MUDRA Mumbai	INDIA	JUGAAD MOTION PICTURES, Mumbai	INDIA
<b>D04 Brand / Product Video</b>						
WHATEVER HAPPENED...SEARCH BOLIDEN	SIAMPAN GROUP	BOLIDEN BATTERIES	CJ WORX Bangkok	THAILAND	MUM FILMS, Bangkok	THAILAND
POOJA DIDI	FACEBOOK	FACEBOOK	FACEBOOK Mumbai	INDIA	CHROME PICTURES, Mumbai	INDIA
SECOND FIRST STEPS	HYUNDAI MOTOR GROUP	H-MEX	HYUNDAI MOTOR COMPANY Seoul	SOUTH KOREA		
MAEPRANOM	PHIBOONCHAI MAEPRANOM THAI CHILI PASTE CO., LTD.	MAEPRANOM CHILLI SAUCE	SOUR BANGKOK	THAILAND	PHENOMENA, Bangkok	THAILAND
<b>E01 Social Commerce</b>						
#PLAYTHIS	SPOTIFY INDIA LLP	MUSIC STREAMING	DDB MUDRA Mumbai	INDIA	DDB MUDRA, Mumbai	INDIA
<b>E02 Social Purpose</b>						
THE CHEERING BANDAGE	YOUNG CHEMICAL, FACEBOOK KOREA	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
MEDDLE IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS	EVERY KIWI VOTE COUNTS	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland	NEW ZEALAND
WORLD'S MOST REPORTED TRAILER	TRIGGER HAPPY	THAPPAD	DENTSU WEBCHUTNEY Mumbai	INDIA	TRIGGER HAPPY ENTERTAINMENT PVT. LTD., Mumbai	INDIA
<b>E03 Innovative use of Community</b>						
THE SECRET SUPPORTER	DUTCH MILL GROUP	DUTCH MILL	CJ WORX Bangkok	THAILAND		
BONDS OUT NOW	BONDS	PRIDE UNDERWEAR RANGE	LEO BURNETT MELBOURNE	AUSTRALIA	PRODIGIOUS, Sydney	AUSTRALIA
A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	SONY MUSIC LABELS / REISSUE RECORDS	KENSHI YONEZU "STRAY SHEEP"	SIX Tokyo	JAPAN	SIX, Tokyo	JAPAN
<b>E04 Real-time Response</b>						

Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location
ESSENTIAL THANKS	ASB BANK	COMMUNITY AND SPONSORSHIP	ASB BANK Auckland	NEW ZEALAND		
<b>E05 Influencer / Talent</b>						
MAZU ON HOLIDAY	CHIAOHSI ROYAL HOTEL	TRAVEL & ACCOMMODATION	OGILVY Taipei City	TAIWAN		
SK-II CAMPAIGN - 'THIS IS ME'	P&G	SK-II	WPP BLACK OPS Singapore	SINGAPORE	MATT HOLYOAK STUDIO, London	UNITED KINGDOM
NRMA INSURANCE: EVERY HOME IS WORTH PROTECTING	NRMA	INSURANCE	THINKERBELL Melbourne	AUSTRALIA		
THE WOMAN BEHIND THE VOICE	I TOUCH MYSELF PROJECT	I TOUCH MYSELF PROJECT	WUNDERMAN THOMPSON Sydney	AUSTRALIA	WUNDERMAN THOMPSON, Sydney / COLLIDER, Sydney	AUSTRALIA
<b>E06 Co-Creation &amp; User Generated Content</b>						
TIKTIONARY	BYTEDANCE KK	TIKTOK	TOHOKUSHINSHA FILM CORPORATION Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo / PYRAMID FILM, Tokyo *	JAPAN
GOOD MORNING WORLD	TOURISM NEW ZEALAND	NEW ZEALAND TOURISM	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland / NIMBLE, Auckland	NEW ZEALAND
A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	SONY MUSIC LABELS / REISSUE RECORDS	KENSHI YONEZU "STRAY SHEEP"	SIX Tokyo	JAPAN	SIX, Tokyo	JAPAN
<b>E10 Emerging Platforms</b>						
GLOBAL PRIDE CROSSING	INTERPRIDE, EUROPEAN PRIDE ORGANISERS ASSOCIATION (EPOA)	GLOBAL PRIDE 2020	WE ARE SOCIAL Singapore	SINGAPORE	SWIPEBACK, Montreuil	FRANCE
<b>F01 Branded Games</b>						
GAME CHRONICLE	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN Tokyo	JAPAN	BIRDMAN, Tokyo	JAPAN
SOLAR FOREST	HANWHA	SOLAR FOREST APP	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
<b>G01 Tangible Tech</b>						
PURPLE HIVE PROJECT	BEGA	BEGA B HONEY	THINKERBELL Melbourne	AUSTRALIA		
TUNA SCOPE 2020	KURA SUSHI, INC.	"TUNA SCOPE" AND "AI TUNA"	DENTSU INC. Tokyo	JAPAN	INFORMATION SERVICES INTERNATIONAL-DENTSU-, LTD., Tokyo / KOOZYT, INC., Tokyo	JAPAN
<b>G03 New Realities &amp; Voice Activation</b>						
5G KUNG FU SHOWDOWN	HUAWEI	HUAWEI MATE30 PRO 5G	OGILVY Beijing	CHINA	MOD MEDIA CO. LTD., Shanghai / YC VIRTUAL REALITY TECH CO., LTD, Shenzhen	CHINA
<b>H01 Integrated Campaign Led by Digital</b>						
MEDDLER IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS	EVERY KIWI VOTE COUNTS	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland	NEW ZEALAND
TYPING HERO	MINISTRY OF CULTURE, SPORTS AND TOURISM	TYPING HERO	HS AD Seoul	SOUTH KOREA	BOMBARAM, Seoul / HE WAS BORN, Seoul	SOUTH KOREA
SIGNATURE SEARCHES	GOOGLE	GOOGLE SEARCH	R/GA SYDNEY	AUSTRALIA	R/GA SYDNEY	AUSTRALIA
CARBON THUMBPRINT CAMPAIGN	BELONG	CARBON NEUTRAL MOBILE AND INTERNET	BELONG Melbourne	AUSTRALIA	COLLIDER, Melbourne	AUSTRALIA
<b>I02 Challenger Brand</b>						
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA
<b>I03 Single-market Campaign</b>						
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA
<b>I04 Social Behaviour</b>						
THE CHEERING BANDAGE	YOUNG CHEMICAL, FACEBOOK KOREA	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
MEDDLER IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS	EVERY KIWI VOTE COUNTS	SPECIAL GROUP Auckland	NEW ZEALAND	SWEETSHOP, Auckland	NEW ZEALAND
PUBLICLY TRADED	LIFESTYLES	LIFESTYLES	FCB/SIX Toronto	CANADA	EDITING HOUSE, Toronto / GRAYSON MATTHEWS, Toronto	CANADA
<b>I05 Cultural Insight</b>						
MOONMENTS	WECHAT / THE GREAT WALL	WECHAT	TENCENT Shenzhen	CHINA	STINK STUDIOS, Shanghai	CHINA
SEND YOUR BOSS OFF TO A VACATION	CORONA	CORONA	PARTY A Shanghai	CHINA		
WHERE'S THE NOODLE?!	PT. INDOFOOD SUKSES MAKMUR, TBK	INDOMIE	ROMP, Jakarta	INDONESIA	GAMA PRATAMA, Jakarta	INDONESIA
<b>I07 Corporate Purpose &amp; Social Responsibility</b>						
PLAY	SPARK	SPARK	SPARK NEW ZEALAND Auckland	NEW ZEALAND	SWEETSHOP, Auckland	NEW ZEALAND
SECOND LIFE	IBM	IBM WATSON	GEOMETRY OGILVY JAPAN Tokyo	JAPAN	BIRDMAN, Tokyo	JAPAN
THE CHEERING BANDAGE	YOUNG CHEMICAL, FACEBOOK KOREA	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
'THE OCEAN: FUTURE MASTERPIECES' EXHIBITION	YOKOHAMA HAKKEIJIMA INC.	SENDAI UMINO-MORI AQUARIUM	DENTSU LIVE INC. Tokyo	JAPAN	DENTSU DIGITAL INC., Tokyo / DENTSU LIVE INC., Tokyo	JAPAN
PURPLE HIVE PROJECT	BEGA	BEGA B HONEY	THINKERBELL Melbourne	AUSTRALIA		
TUNA SCOPE 2020	KURA SUSHI, INC.	"TUNA SCOPE" AND "AI TUNA"	DENTSU INC. Tokyo	JAPAN	INFORMATION SERVICES INTERNATIONAL-DENTSU-, LTD., Tokyo / KOOZYT, INC., Tokyo	JAPAN
<b>I08 Market Disruption</b>						
THE 8-BIT JOURNO	VICE MEDIA	NEWS SERVICE	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY, Mumbai	INDIA