

| Title | Brand | Product / Service | Entrant Company | Location | Production Company | Location |
|--|--|---|---|-------------|---|----------------------------|
| A01 Fiction & Non-Fiction Film: Up to 5 minutes | | | | | | |
| DON'T DIE TILL THAT DAY | CENTRAL DEPARTMENT STORE | CENTRAL MIDNIGHT SALE | WOLF BANGKOK | THAILAND | FACTORY01, Bangkok | THAILAND |
| SHOP UNFRIEND | CENTRAL DEPARTMENT STORE | CENTRAL MIDNIGHT SALE | WOLF BANGKOK | THAILAND | FACTORY01, Bangkok | THAILAND |
| MAEPRANOM | PHIBOONCHAI MAEPRANOM THAI CHILI PASTE CO., LTD. | MAEPRANOM CHILLI SAUCE | SOUR BANGKOK | THAILAND | PHENOMENA, Bangkok | THAILAND |
| A LIFE WITH WALK | SQUARE ENIX | DRAGON QUEST WALK | CHERRY Tokyo | JAPAN | CONNECTION, Tokyo | JAPAN |
| A02 Fiction & Non-Fiction Film: 5-30 minutes | | | | | | |
| PLEASE ARREST ME | RIT FOUNDATION | GENDER EQUALITY AND HUMAN RIGHTS | Ogilvy Singapore | SINGAPORE | KNIGHTS MEDIA & FILMS, Mumbai / EDITMACHINE, Gorizia | INDIA / ITALY |
| 6 TAKES OF DRAMA | DHOSPAAK CO., LTD. | KULOV | GREYNJ UNITED Bangkok | THAILAND | GREYNJ UNITED, Bangkok / HAPPY ENDING FILM, Bangkok | THAILAND |
| A SCRIPTED LIFE | PROCTER & GAMBLE TRADING (THAILAND) LTD. | PANTENE | GREYNJ UNITED Bangkok | THAILAND | GREYNJ UNITED, Bangkok / HAPPY ENDING FILM, Bangkok | THAILAND |
| THE FIRST CHOIR | AXIATA BERHAD & CELCOM AXIATA BERHAD | FESTIVE - MERDEKA (MALAYSIA INDEPENDENCE DAY) | CELCOM Kuala Lumpur | MALAYSIA | DIRECTORS THINK TANK, Petaling Jaya | MALAYSIA |
| DAUGHTER | APPLE | IPHONE 11 PRO | TBWAMEDIA ARTS LAB Shanghai | CHINA | TBWAMEDIA ARTS LAB, Shanghai | CHINA |
| A03 Fiction & Non-Fiction Film: Over 30 minutes | | | | | | |
| LAND OF LIGHT BULBS | PETRONAS | PETRONAS | DIRECTORS THINK TANK Petaling Jaya | MALAYSIA | DIRECTORS THINK TANK, Petaling Jaya / FINGERPRINT FILMS, Mumbai * | MALAYSIA / INDIA |
| A05 Audio Content | | | | | | |
| BONDS UNPLUGGED | BONDS | PERIOD UNDIES | LEO BURNETT MELBOURNE | AUSTRALIA | PHOTOPLAY, Sydney | AUSTRALIA |
| A07 Use of Talent | | | | | | |
| 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 |
| MATESONG | TOURISM AUSTRALIA | TOURISM AUSTRALIA | M&C SAATCHI Sydney | AUSTRALIA | REVOLVER, Sydney / SOMESUCH, London | AUSTRALIA / UNITED KINGDOM |
| THE PERFECT VOICEOVERS | CAUSES FOR ANIMALS SINGAPORE | ANIMAL SHELTERS AND ADOPTION | EDELMAN SINGAPORE | SINGAPORE | THE FLOATING FOLKS, Singapore / 32BIT RECORDING STUDIO, Singapore | SINGAPORE |
| BONDS UNPLUGGED | BONDS | PERIOD UNDIES | LEO BURNETT MELBOURNE | AUSTRALIA | PHOTOPLAY, Sydney | AUSTRALIA |
| A SCRIPTED LIFE | PROCTER & GAMBLE TRADING (THAILAND) LTD. | PANTENE | GREYNJ UNITED Bangkok | THAILAND | GREYNJ UNITED, Bangkok / HAPPY ENDING FILM, Bangkok | THAILAND |
| A08 Live Brand Experience | | | | | | |
| THE MASSACRE OF KINGDOM | NETFLIX | NETFLIX KINGDOM | THE GLUE SOCIETY Sydney | AUSTRALIA | REVOLVER, Sydney / SKETCHEDSPACE, Seoul | AUSTRALIA / SOUTH KOREA |
| A09 Branded Games | | | | | | |
| LIVE FRESH CLUB | DBS | LIVE FRESH | THE SECRET LITTLE AGENCY Singapore | SINGAPORE | THE SECRET LITTLE AGENCY, Singapore | SINGAPORE |
| A10 Use of Digital & Social | | | | | | |
| THE FIRST TAKE | THE FIRST TAKE MUSIC | THE FIRST TAKE | TBWAHAKUHODO INC. Tokyo | JAPAN | MONSTER TYO, Tokyo / THE FIRST TAKE MUSIC, Tokyo | JAPAN |
| A13 Excellence in Partnerships | | | | | | |
| BORROW THE ALL BLACKS | ASB BANK | BUSINESS BANKING | ASB BANK Auckland | NEW ZEALAND | TRIPPLE DOUBLE, Auckland | NEW ZEALAND |
| B04 Brand Integration & Sponsorship / Partnership | | | | | | |
| BORROW THE ALL BLACKS | ASB BANK | BUSINESS BANKING | ASB BANK Auckland | NEW ZEALAND | TRIPPLE DOUBLE, Auckland | NEW ZEALAND |
| B06 Sports for Good | | | | | | |
| BORROW THE ALL BLACKS | ASB BANK | BUSINESS BANKING | ASB BANK Auckland | NEW ZEALAND | TRIPPLE DOUBLE, Auckland | NEW ZEALAND |