

| Title | Brand | Product / Service | Entrant Company | Location | PR | Location |
|--|-------------------------------------|-------------------------------|-----------------------------|-------------|--|-------------------------|
| A01 Fast Moving Consumer Goods | | | | | | |
| EMERSON'S - TINY PUB | LION | BEER | DDB NEW ZEALAND Auckland | NEW ZEALAND | DDB NEW ZEALAND Auckland | NEW ZEALAND |
| DARRELL LEA PALM OIL FREE | DARRELL LEA | CONFECTIONARY | AKKOMPLICE Melbourne | AUSTRALIA | AKKOMPLICE Melbourne | AUSTRALIA |
| A02 Healthcare | | | | | | |
| NZAF - SPERM POSITIVE | NEW ZEALAND AIDS FOUNDATION | HIV PREVENTION | DDB NEW ZEALAND Auckland | NEW ZEALAND | DDB NEW ZEALAND Auckland | NEW ZEALAND |
| GENERATION INTERVENTION | FOUR SEASONS | CONDOMS | CHE PROXIMITY Melbourne | AUSTRALIA | CHE PROXIMITY Melbourne | AUSTRALIA |
| A03 Durable Consumer Goods including Automotive | | | | | | |
| HYUNDAI : I'M DOGNOR CAMPAIGN | HYUNDAI MOTOR COMPANY | HYUNDAI MOTOR COMPANY | HYUNDAI MOTOR COMPANY Seoul | SOUTH KOREA | INNOCEAN WORLDWIDE Seoul | SOUTH KOREA |
| A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains | | | | | | |
| KFC WEDDINGS | KFC | KENTUCKY FRIED CHICKEN | OGILVY AUSTRALIA Sydney | AUSTRALIA | OGILVY AUSTRALIA Sydney / OPR AGENCY Sydney | AUSTRALIA |
| STAY HOME MILES EXCHANGE | THAI AIRWAYS | THAI AIRWAYS | WUNDERMAN THOMPSON BANGKOK | THAILAND | WUNDERMAN THOMPSON BANGKOK | THAILAND |
| PLAY NZ | TOURISM NEW ZEALAND | TOURISM NEW ZEALAND | TBWA SYDNEY | AUSTRALIA | TBWA SYDNEY | AUSTRALIA |
| A06 Consumer Services / Business to Business | | | | | | |
| NRMA INSURANCE - PROTECT WHAT'S PRECIOUS | NRMA | INSURANCE | THINKERBELL Melbourne | AUSTRALIA | THINKERBELL Melbourne / COLENZO BBDO Auckland | AUSTRALIA / NEW ZEALAND |
| A07 Not-for-profit / Charity / Government | | | | | | |
| YOUR PLASTIC DIET | WWF | PLASTIC DIET | GREY MALAYSIA Petaling Jaya | MALAYSIA | GREY MALAYSIA Petaling Jaya | MALAYSIA |
| THE PERFECT VOICEOVERS | CAUSES FOR ANIMALS SINGAPORE | ANIMAL SHELTERS AND ADOPTION | EDELMAN SINGAPORE | SINGAPORE | EDELMAN SINGAPORE | SINGAPORE |
| MEDDLE IN THE NEW ZEALAND ELECTION | EVERY KIWI VOTE COUNTS | EVERY KIWI VOTE COUNTS | SPECIAL GROUP Auckland | NEW ZEALAND | SPECIAL GROUP Auckland | NEW ZEALAND |
| DONATION DOLLAR | THE ROYAL AUSTRALIAN MINT | DONATION DOLLAR | SAATCHI & SAATCHI Melbourne | AUSTRALIA | SAATCHI & SAATCHI Melbourne | AUSTRALIA |
| THE PUNISHING SIGNAL | MUMBAI POLICE | THE PUNISHING SIGNAL | FCB INDIA Delhi | INDIA | FCB INDIA Delhi | INDIA |
| B01 Social Engagement | | | | | | |
| A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE | SONY MUSIC LABELS / REISSUE RECORDS | KENSHI YONEZU "STRAY SHEEP" | SIX Tokyo | JAPAN | SIX Tokyo / HAKUHODO INC. Tokyo | JAPAN |
| 2020 IN A CAN | JIMMY BRINGS | FOOD AND BEVERAGE DELIVERY | R/GA SYDNEY | AUSTRALIA | R/GA SYDNEY | AUSTRALIA |
| B04 Content Creation & Production | | | | | | |
| SOLAR FOREST | HANWHA | SOLAR FOREST APP | INNOCEAN WORLDWIDE Seoul | SOUTH KOREA | INNOCEAN WORLDWIDE Seoul | SOUTH KOREA |
| GOOD MORNING WORLD | TOURISM NEW ZEALAND | NEW ZEALAND TOURISM | SPECIAL GROUP Auckland | NEW ZEALAND | SPECIAL GROUP Auckland / SPECIAL GROUP Sydney | NEW ZEALAND / AUSTRALIA |
| B05 Content Discovery & Amplification | | | | | | |
| MICHELIN IMPOSSIBLE | KFC | KENTUCKY FRIED CHICKEN | OGILVY AUSTRALIA Sydney | AUSTRALIA | OGILVY AUSTRALIA Sydney / OPR AGENCY 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 / HAKUHODO INC. Tokyo | JAPAN |
| B06 Innovative Use of Influencers | | | | | | |
| MAZU ON HOLIDAY | CHIAOHSI ROYAL HOTEL | TRAVEL & ACCOMMODATION | OGILVY Taipei City | TAIWAN | OGILVY Taipei City | TAIWAN |
| D02 Use of Events & Stunts | | | | | | |
| MICHELIN IMPOSSIBLE | KFC | KENTUCKY FRIED CHICKEN | OGILVY AUSTRALIA Sydney | AUSTRALIA | OGILVY AUSTRALIA Sydney / OPR AGENCY Sydney | AUSTRALIA |
| BURNT CHRISTMAS TREE | AUSTRALIAN RED CROSS | DISASTER RELIEF FUND | DDB SYDNEY | AUSTRALIA | DDB SYDNEY | AUSTRALIA |
| KFC WEDDINGS | KFC | KENTUCKY FRIED CHICKEN | OGILVY AUSTRALIA Sydney | AUSTRALIA | OGILVY AUSTRALIA Sydney / OPR AGENCY Sydney | AUSTRALIA |
| NZ SAYS '39' | TOURISM NEW ZEALAND | NEW ZEALAND TOURISM | SPECIAL GROUP Auckland | NEW ZEALAND | SPECIAL GROUP Auckland / SPECIAL GROUP Sydney | NEW ZEALAND / AUSTRALIA |
| 2020 IN A CAN | JIMMY BRINGS | FOOD AND BEVERAGE DELIVERY | R/GA SYDNEY | AUSTRALIA | R/GA SYDNEY | AUSTRALIA |
| THE PUNISHING SIGNAL | MUMBAI POLICE | THE PUNISHING SIGNAL | FCB INDIA Delhi | INDIA | FCB INDIA Delhi | INDIA |
| D03 Launch / Re-launch | | | | | | |
| PIZZA HUT X IKEA SÄVA | PIZZA HUT HONG KONG | PIZZA HUT | OGILVY HONG KONG | HONG KONG | OGILVY HONG KONG | HONG KONG |
| D04 Brand Voice & Strategic Storytelling | | | | | | |
| TIMES OUT & PROUD CLASSIFIEDS | THE TIMES OF INDIA | THE TIMES OF INDIA | FCB INDIA Delhi | INDIA | FCB INDIA Delhi | INDIA |
| D05 Use of Technology | | | | | | |
| AVATAR ROBOT CAFE | ORY LABORATORY | ORIHIME / ORIHIME-D | ADK CREATIVE ONE Tokyo | JAPAN | ADK CREATIVE ONE Tokyo | JAPAN |
| E01 Corporate Image, Communication & Reputation Management | | | | | | |
| NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION | TELENOR PAKISTAN | INTERNET & TELECOMMUNICATIONS | OGILVY PAKISTAN Islamabad | PAKISTAN | OGILVY PAKISTAN Islamabad / TELENOR PAKISTAN Islamabad | PAKISTAN |
| E02 Public Affairs & Lobbying | | | | | | |

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| YOUR PLASTIC DIET | WWF | PLASTIC DIET | GREY MALAYSIA Petaling Jaya | MALAYSIA | GREY MALAYSIA Petaling Jaya | MALAYSIA |
| E04 Internal Communications & Employee Engagement | | | | | | |
| CHECKUP CHAMPIONSHIP | HDY HOLDINGS, THE UNIVERSITY OF TOKYO, ADVANCED INDUSTRIAL SCIENCE & TECHNOLOGY | HEALTH IMPROVEMENT PROGRAM | HAKUHODO KETTLE INC. Tokyo | JAPAN | HAKUHODO KETTLE INC. Tokyo / HAKUHODO INC. Tokyo | JAPAN |
| E05 Sponsorship & Brand Partnership | | | | | | |
| HOPE TAPE | KOREAN NATIONAL POLICE AGENCY | HOPE TAPE | CHEIL WORLDWIDE Seoul | SOUTH KOREA | CHEIL WORLDWIDE Seoul / BOUNCE CREATIVE Seoul | SOUTH KOREA |
| CURING HOMESICKNESS | SYDNEY CHILDREN'S HOSPITALS FOUNDATION | FUNDRAISING INITIATIVE | CHE PROXIMITY Melbourne | AUSTRALIA | CHE PROXIMITY Melbourne | AUSTRALIA |
| F01 Integrated Campaign led by PR | | | | | | |
| MICHELIN IMPOSSIBLE | KFC | KENTUCKY FRIED CHICKEN | OGILVY AUSTRALIA Sydney | AUSTRALIA | OGILVY AUSTRALIA Sydney / OPR AGENCY Sydney | AUSTRALIA |
| GENERATION INTERVENTION | FOUR SEASONS | CONDOMS | CHE PROXIMITY Melbourne | AUSTRALIA | CHE PROXIMITY Melbourne | AUSTRALIA |
| G03 Single-market Campaign | | | | | | |
| WORLD'S MOST REPORTED TRAILER | TRIGGER HAPPY | THAPPAD | DENTSU WEBCHUTNEY Mumbai | INDIA | DENTSU WEBCHUTNEY Mumbai | INDIA |
| AVATAR ROBOT CAFE | ORY LABORATORY | ORIHIME / ORIHIME-D | ADK CREATIVE ONE Tokyo | JAPAN | ADK CREATIVE ONE Tokyo | JAPAN |
| G04 Social Behaviour | | | | | | |
| MEDDLE IN THE NEW ZEALAND ELECTION | EVERY KIWI VOTE COUNTS | EVERY KIWI VOTE COUNTS | SPECIAL GROUP Auckland | NEW ZEALAND | SPECIAL GROUP Auckland | NEW ZEALAND |
| WORLD'S MOST REPORTED TRAILER | TRIGGER HAPPY | THAPPAD | DENTSU WEBCHUTNEY Mumbai | INDIA | DENTSU WEBCHUTNEY Mumbai | INDIA |
| TIMES OUT & PROUD CLASSIFIEDS | THE TIMES OF INDIA | THE TIMES OF INDIA | FCB INDIA Delhi | INDIA | FCB INDIA Delhi | INDIA |
| G05 Cultural Insight | | | | | | |
| AI MANGA ~TEZUKA2020~ | KIOXIA CORPORATION | CORPORATION ADVERTISEMENT | WUNDERMAN THOMPSON TOKYO | JAPAN | WUNDERMAN THOMPSON TOKYO | JAPAN |
| NRMA INSURANCE - PROTECT WHAT'S PRECIOUS | NRMA | INSURANCE | THINKERBELL Melbourne | AUSTRALIA | THINKERBELL Melbourne / COLENZO BBDO Auckland | AUSTRALIA / NEW ZEALAND |
| WORLD'S MOST REPORTED TRAILER | TRIGGER HAPPY | THAPPAD | DENTSU WEBCHUTNEY Mumbai | INDIA | DENTSU WEBCHUTNEY Mumbai | INDIA |
| G06 Breakthrough on a Budget | | | | | | |
| MEDDLE IN THE NEW ZEALAND ELECTION | EVERY KIWI VOTE COUNTS | EVERY KIWI VOTE COUNTS | SPECIAL GROUP Auckland | NEW ZEALAND | SPECIAL GROUP Auckland | NEW ZEALAND |
| G07 Corporate Purpose & Social Responsibility | | | | | | |
| NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION | TELENOR PAKISTAN | INTERNET & TELECOMMUNICATIONS | OGILVY PAKISTAN Islamabad | PAKISTAN | OGILVY PAKISTAN Islamabad / TELENOR PAKISTAN Islamabad | PAKISTAN |
| #KIREMES – NOT DIRTY | COSMOPOLITAN KAZAKHSTAN | COSMOPOLITAN KAZAKHSTAN | BBDO Almaty | KAZAKHSTAN | BBDO Almaty | KAZAKHSTAN |
| CURING HOMESICKNESS | SYDNEY CHILDREN'S HOSPITALS FOUNDATION | FUNDRAISING INITIATIVE | CHE PROXIMITY Melbourne | AUSTRALIA | CHE PROXIMITY Melbourne | AUSTRALIA |
| NZAF - SPERM POSITIVE | NEW ZEALAND AIDS FOUNDATION | HIV PREVENTION | DDB NEW ZEALAND Auckland | NEW ZEALAND | DDB NEW ZEALAND Auckland | NEW ZEALAND |