

Shortlist (Branded Content & Entertainment)							
Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Fiction: series or film)							
A01/002	00009	BLAZED	NEW ZEALAND TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO Wellington	NEW ZEALAND	CLEMENGER BBDO Wellington
A01/004	00043	WIND CHIMES IN A BAKERY	SAMSUNG ELECTRONICS MALAYSIA	SAMSUNG GALAXY S4	LEO BURNETT Kuala Lumpur	MALAYSIA	LEO BURNETT Kuala Lumpur
A01/010	00156	TISSUE ANIMALS	OJI NEPIA	CSR	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A01/013	00107	SECRETS	O.P. NATURAL PRODUCTS	ORIENTAL PRINCESS	JWT BANGKOK	THAILAND	JWT BANGKOK
A02 (Non-Fiction: series or film)							
A02/005	00014	AIA REAL LIFE CHEER UP PROJECT	AMERICAN INTERNATIONAL ASSURANCE KOREA	FINANCE/LIFE ASSURANCE	ADQUA INTERACTIVE Seoul	SOUTH KOREA	ADQUA INTERACTIVE Seoul
A02/010	00143	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A02/013	00038	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A02/017	00120	MY BEAUTIFUL WOMAN	THAI WACOAL	WACOAL	CJ WORX Bangkok	THAILAND	CJ WORX Bangkok
A02/018	00139	RADIANT RETURN	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A03 (Brand or Product Integration into an existing programme or platform)							
A03/002	00053	ZZZ RADIO	P&G DISTRIBUTING PHILIPPINES	PAMPERS DIAPERS	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila
A03/005	00081	THE KAN KHAJURA STATION	UNILEVER INDIA	AN ON DEMAND ENTERTAINMENT CHANNEL ON A MOBILE PHONE.	LOWE LINTAS AND PARTNERS Mumbai	INDIA	LOWE AND PARTNERS / PHD INDIA Mumbai / OZONTEL Hyderabad
A04 (Use or Integration of User-generated Content)							
A04/008	00144	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A04/009	00170	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Bangalore	INDIA	JWT INDIA Bangalore
A05 (Live Experience)							
A05/001	00003	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE
A05/005	00023	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	A POLLONATION Auckland	NEW ZEALAND	A POLLONATION Auckland / SAATCHI &
A05/009	00030	MOTEL BURGER KING	BURGER KING	NEW TENDERCRISP CHICKEN BURGERS	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A05/012	00035	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A05/018	00079	PHUBBING	MACQUARIE DICTIONARY	DICTIONARY	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
A05/029	00124	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU Tokyo	JAPAN	DENTSU KANSAI TOKYO ROOM
A05/031	00137	EYES ON THE ROAD	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA	OGILVY BEIJING
A05/038	00178	NIKE HOUSE OF MAMBA	NIKE SHANGHAI	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA SHANGHAI Shanghai / RHIZOMATIKS
A06 (Use or Integration of Music)							
A06/005	00031	K9FM	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A06/012	00164	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER PREVENTION	JWT Sydney	AUSTRALIA	JWT Sydney
A07 (Use or Integration of Printed Content)							
A07/004	00155	MAWBIMA-MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo
A08 (Original Game or use of Gaming)							
A08/002	00036	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A08/004	00110	GAME ON	KIA MOTORS AUSTRALIA	AUSTRALIAN TENNIS OPEN SPONSORSHIP	INNOCEAN WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	
A09 (Use or Integration of Digital or Social media)							
A09/002	00022	BRING DOWN THE KING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A09/005	00037	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A09/023	00145	FOOTIFY FM	NATIONAL AUSTRALIA BANK	FOOTIFY FM	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A09/024	00146	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A09/025	00153	WORLD UNDER WATER	CARBONSTORY	SOCIAL PLATFORM FOR REDUCING CARBON FOOTPRINT	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
A09/026	00171	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Bangalore	INDIA	JWT INDIA Bangalore
A09/030	00105	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A09/032	00140	RADIANT RETURN	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A10 (Integrated Campaign)							
A10/001	00018	TUI BEER PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland / PORTER
A10/014	00165	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER PREVENTION	JWT Sydney	AUSTRALIA	JWT Sydney
A10/018	00141	RADIANT RETURN	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
Total Entries:			37				