

Shortlist (Healthcare)							
Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (OTC Oral Medicines)							
A01/12001	00166	COMBANTRIN	JOHNSON & JOHNSON	CHILDREN'S WORMING TABLETS	JWT Sydney	AUSTRALIA	JWT Sydney
A01/14001	00015	MOVE - HUMAN CALLIGRAPHY	GLAXOSMITHKLINE HONG KONG	PANADOL JOINT	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
A01/15001	00016	MOVE - HUMAN CALLIGRAPHY	GLAXOSMITHKLINE HONG KONG	PANADOL JOINT	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
A02 (OTC Applications)							
A02/15001	00018	WATER EYE PERFORMANCE	GLAXOSMITHKLINE SINGAPORE	EYE MO	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
A02/15007	00168	BAN LICE CABLE CAR	JOHNSON & JOHNSON	HEAD LICE TREATMENT	JWT Sydney	AUSTRALIA	JWT Sydney
A02/15008	00169	BAN LICE BRIDGE	JOHNSON & JOHNSON	HEAD LICE TREATMENT	JWT Sydney	AUSTRALIA	JWT Sydney
A02/16001	00019	WATER EYE PERFORMANCE	GLAXOSMITHKLINE SINGAPORE	EYE MO	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
A02/19001	00020	WATER EYE PERFORMANCE	GLAXOSMITHKLINE SINGAPORE	EYE MO	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore / COHN & WOLFE XPR
A03 (OTC Products/Devices)							
A03/18001	00070	DUREX TOUCH	RECKITT BENCKISER	DUREX	LEO BURNETT Kuala Lumpur	MALAYSIA	LEO BURNETT Kuala Lumpur
A04 (Nutraceuticals)							
A04/12004	00058	BATTING PRACTICE CENTER FOUL	MURATA KAMPO CHINESEHERBAL MEDICINE	BAIKA GOFUKU GAN	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka
A04/12005	00059	BATTING PRACTICE CENTER PITCHING	MURATA KAMPO CHINESEHERBAL MEDICINE	BAIKA GOFUKU GAN	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka
A04/12006	00060	BATTING PRACTICE CENTER JUMP	MURATA KAMPO CHINESEHERBAL MEDICINE	BAIKA GOFUKU GAN	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka
A04/14001	00099	KINDERGARTEN	NBTY(CHINA)	NEURO-PS	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA Beijing
A04/14002	00102	PRIMARY SCHOOL	NBTY(CHINA)	NEURO-PS	GREY GROUP CHINA Beijing	CHINA	GREY GROUP CHINA Beijing
A04/16002	00062	SEE THE EFFECT	SUNTORY	BLACK OOLONG TEA	McCANN HEALTH SHANGHAI Shanghai	CHINA	McCANN HEALTH SHANGHAI Shanghai
B01 (Education & Awareness)							
B01/12002	00041	LIVE ON	MALAYSIAN SOCIETY OF TRANSPLANTATION	ORGAN DONATION DRIVE	TBWA/KUALA LUMPUR	MALAYSIA	TBWA/KUALA LUMPUR
B01/14001	00004	MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU CHUBU Nagoya	JAPAN	DENTSU CHUBU Nagoya / LENS ASSOCIATES
B01/14004	00153	MAWBIMA-MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo
B01/15008	00049	TURNING PACKAGING INTO EDUCATION - YOUR DIGESTIVE SYSTEM	COLGATE PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon
B01/15009	00074	SUPPORTIVE BALLOONS	ASSOCIATION OF PERSONS WITH PHYSICAL DISABILITY INTERNATIONAL	ASSOCIATION OF PERSONS WITH PHYSICAL DISABILITY INTERNATIONAL	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok
B01/16004	00039	8 LIVES	NATIONAL TRANSPLANT RESOURCE CENTRE (NTRC)	ORGAN DONATION	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
B01/16009	00154	MAWBIMA-MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo
B01/18004	00103	RED CROSS CONNECTION	SINGAPORE RED CROSS	BLOOD DONATION	McCANN HEALTHCARE SINGAPORE	SINGAPORE	McCANN HEALTHCARE SINGAPORE / MRM //
B01/18005	00146	HEARING AIDE	THE SINGAPORE ASSOCIATION FOR THE DEAF	THE SINGAPORE ASSOCIATION FOR THE DEAF	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
B01/18006	00157	SAMSUNG POWER SLEEP	SAMSUNG	SAMSUNG POWER SLEEP	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / CHEIL AUSTRIA Vienna
B01/19003	00073	10M ² OF LOVE	UNICEF CHINA	BREAST IS BEST	Y&R BEIJING	CHINA	Y&R BEIJING
B01/19004	00142	END ALS	THE END ALS ASSOCIATION	END ALS	McCANN ERICKSON JAPAN Tokyo	JAPAN	McCANN ERICKSON JAPAN Tokyo
B01/20002	00167	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER PREVENTION	JWT Sydney	AUSTRALIA	JWT Sydney
B02 (Clinics, Hospitals, Retail & Facilities)							
B02/14004	00124	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
B02/16001	00005	MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU CHUBU Nagoya	JAPAN	DENTSU CHUBU Nagoya / LENS ASSOCIATES
B02/18001	00125	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
B02/20002	00133	BUY THE SKY	ROYAL FLYING DOCTOR SERVICE	ROYAL FLYING DOCTOR SERVICE	HAVAS MEDIA Sydney	AUSTRALIA	HAVAS MEDIA Sydney / RED AGENCY Sydney
C01 (Pharma, Vaccines & Biotech aimed at Healthcare Professionals)							
C01/1200	00009	KEN	JANSSEN	SIMPONI	McCANN HEALTH Sydney	AUSTRALIA	McCANN HEALTH Sydney
C01/1200	00010	SARAH	JANSSEN	SIMPONI	McCANN HEALTH Sydney	AUSTRALIA	McCANN HEALTH Sydney
C01/2000	00008	HARDLY NOTICE	JANSSEN	SIMPONI	McCANN HEALTH Sydney	AUSTRALIA	McCANN HEALTH Sydney
C03 (Devices/Diagnostics)							
C03/1800	00040	ART-TO-HEART	STAEDTLER	COLOR CRAYONS	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG
C04 (Education & Services aimed at Healthcare Professionals)							
C04/1800	00053	VIRTUAL WAITING ROOM	ELI LILLY JAPAN	DIGITAL PLATFORM FOR MR	McCANN HEALTH JAPAN Tokyo	JAPAN	McCANN HEALTH JAPAN Tokyo
C05 (Education & Services aimed at Non-Healthcare Professionals)							
C05/2000	00128	SPAF DISEASE AWARENESS CAMPAIGN	BAYER YAKUHIN	SPAF DISEASE AWARENESS CAMPAIGN (XARELTO)	TARGIS GROUP Tokyo	JAPAN	TARGIS GROUP Tokyo
Total Entries: 38							