

SPIKES ASIA INNOVATION SHORTLIST 2014

Title	Client	Entrant Company	Country
TXTBKS	SMART COMMUNICATIONS	DDB/DM9JAYMESYFU/DIGIT MAKATI CITY	THE PHILIPPINES
COKE 2ND LIFE CAPS	COCA-COLA	OGILVY BEIJING	CHINA
CLEVER BUOY	OPTUS	M&C SAATCHI SYDNEY	AUSTRALIA
SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	DENTSU TOKYO	JAPAN
POCKET FIRE EXTINGUISHER	CITY OF LAS PINAS	DDB/DM9JAYMESYFU/DIGIT MAKATI CITY	THE PHILIPPINES
THE GOOD ROAD	CASTROL ACTIV, BANGALORE TRAFFIC POLICE	OGILVY & MATHER BANGALORE	INDIA
VISION SHIFT SYSTEM	SONY MARKETING	DENTSU TOKYO	JAPAN
SAFE DRIVING PROGRAM	SAMSUNG	LEO BURNETT SYDNEY	AUSTRALIA
ATTENTION-POWERED CAR	ROYAL AUTOMOBILE CLUB OF WESTERN AUSTRALIA	FINCH SYDNEY	AUSTRALIA
SAMSUNG POWER SLEEP	SAMSUNG	CHEIL WORLDWIDE SEOUL	SOUTH KOREA