

Shortlist (Media)							
Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Use of Screens)							
A01/007	00254	GAME ON	KIA	KIA	INITIATIVE Sydney	AUSTRALIA	
A01/013	00334	EYES ON THE ROAD	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA	OGILVY BEIJING
A02 (Use of Magazines/Newspapers)							
A02/005	00127	NEROLAC PAINTS CMYK	KANSAI NEROLAC PAINTS	NEROLAC PAINTS	UM LODESTAR Mumbai	INDIA	
A02/006	00128	MIRROR	WIJAYA NEWS PAPERS LIMITED	NEWS PAPER	SARVA INTEGRATED Colombo	SRI LANKA	SARVA INTEGRATED Colombo
A02/011	00360	MAWBIMA-MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo
A03 (Use of Outdoor)							
A03/001	00001	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE
A03/005	00091	SAVE THE SUNDAE CONE	GOLDEN ARCHES RESTAURANT	McDONALD'S SUNDAE CONE	LEO BURNETT Kuala Lumpur	MALAYSIA	LEO BURNETT Kuala Lumpur
A03/007	00382	HALONIX SAFER CITY PROJECT	HALONIX	INDOOR AND OUTDOOR LIGHTING SOLUTIONS	CHEIL WORLDWIDE (INDIA) Gurgaon	INDIA	CHEIL INDIA Gurgaon
A04 (Use of Ambient Media: Small Scale)							
A04/001	00013	BANANA TROPHY	DOLE JAPAN	DOLE BANANA	DENTSU Y&R Tokyo	JAPAN	DENTSU Y&R Tokyo
A04/003	00033	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG
A04/006	00108	AIR-OIL	PHILIPS	PHILIPS AIR FRYER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A04/013	00176	UNICEF ROLY-POLY DONATION BOX #2	KOREAN COMMITTEE FOR UNICEF	KOREAN COMMITTEE FOR UNICEF	DAEHONG COMMUNICATIONS Seoul	SOUTH KOREA	DAEHONG COMMUNICATIONS Seoul
A04/016	00229	THE BOTTLED WALKMAN	SONY NEW ZEALAND	PRODUCT LAUNCH - RETAIL ADVERTISING	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A04/017	00129	REVERSIBLE BARCODE	LIFE NUTRITION	HEALTH SUPPLEMENTS	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG
A04/019	00258	CHANGE THE BOTTLE, CHANGE THE GAME	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A04/025	00368	INVISIBLE PEOPLE	UNHCR	A REFUGEE EXHIBITION CAMPAIGN	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
A04/026	00383	THE LIGHT BAG	SALAAM BAALAK TRUST	SALAAM BAALAK TRUST	CHEIL WORLDWIDE (INDIA) Gurgaon	INDIA	CHEIL INDIA Gurgaon
A04/030	00230	FOOD PHOTOS SAVE LIVES	UNICEF	CHARITY	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A05 (Use of Ambient Media: Large Scale)							
A05/001	00002	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE
A05/010	00290	IKEA HAPPY TRANSIT	IKEA	TACHIKAWA NEW STORE LAUNCH	TBWA/HAKUHODO Tokyo	JAPAN	TBWA/HAKUHODO Tokyo
A05/014	00276	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
A05/020	00272	SAFE DRIVING PROGRAM - CAR CRASH	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A06 (Use of Special Events And Stunt/Live Advertising)							
A06/002	00014	BANANA TROPHY	DOLE JAPAN	DOLE BANANA	DENTSU Y&R Tokyo	JAPAN	DENTSU Y&R Tokyo
A06/007	00051	BRING DOWN THE KING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A06/010	00064	TUI CRICKET	HEINEKEN NEW ZEALAND	TUI BEER	SPARK PHD Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
A06/015	00095	AID COUTURE	PROCTER & GAMBLE	ARIEL & DOWNY PARFUM	LEO BURNETT MANILA	THE PHILIPPINES	LEO BURNETT MANILA
A06/029	00271	CREAM SILK HAIR SONATA	UNILEVER PHILIPPINES	CREAM SILK HAIR FALL DEFENSE	JWT MANILA	THE PHILIPPINES	JWT MANILA
A06/045	00391	HAPPINESS CREATOR	COCA-COLA	COCA-COLA	MEDIACOM Singapore	SINGAPORE	GEOMETRY GLOBAL Penang
A06/046	00410	UNGIVEN GIFTS	TRANSPORT ACCIDENT COMMISSION	ROAD SAFETY	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
A06/048	00335	EYES ON THE ROAD	VOLKSWAGEN	VOLKSWAGEN	OGILVY BEIJING	CHINA	OGILVY BEIJING
A06/052	00421	HELP HER, HELP HER BABY	KOREAN UNWED MOTHERS SUPPORT NETWORK	KOREAN UNWED MOTHERS SUPPORT NETWORK	HS AD Seoul	SOUTH KOREA	HS AD Seoul
A06/055	00293	MTV SENT THE YOUTH IN INDIA TO POLLING BOOTHS!	MTV INDIA	TV CHANNEL	VIZEUM Mumbai	INDIA	
A07 (Use of Digital in a Media Campaign)							
A07/004	00059	BANANA REPUBLIC	BANANA REPUBLIC	CHARITY	IRIS WORLDWIDE INDONESIA Jakarta	INDONESIA	IRIS WORLDWIDE INDONESIA Jakarta
A07/005	00065	ANTI PRE ROLL	BURGER KING	STUNNER MEAL DEALS	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A07/008	00077	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A07/009	00085	SMOG HIJACK	WWF CHINA	DIGITAL EARTH HOUR	BBH CHINA Shanghai	CHINA	BBH CHINA Shanghai
A07/019	00231	BANK JOB	BROTHERS IN ARMS	MENTORING SERVICE	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A07/026	00082	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A07/027	00373	KAN KHAJURA TESAN	HINDUSTAN UNILEVER	KAN KHAJURA TESAN	PHD INDIA Mumbai	INDIA	
B01 (Corporate Image & Information)							
B01/005	00139	LITER OF LIGHT AT NIGHT	PEPSICO INTERNATIONAL/ MYSHELTER FOUNDATION	BOTTLE LIGHT	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City
B01/013	00393	AIR RESCUE	WESTPAC	FINANCIAL/BANKING SERVICES	MEDIACOM Sydney	AUSTRALIA	
B02 (Fast Moving Consumer Goods)							
B02/007	00039	IT'S HAIR ADVERTISING, BUT WHERE'S THE HAIR?!	UNILEVER MALAYSIA	HAIR CARE PRODUCTS	MINDSHARE MALAYSIA Kuala Lumpur	MALAYSIA	MINDSHARE MALAYSIA Kuala Lumpur
B02/008	00132	REVERSIBLE BARCODE	LIFE NUTRITION	HEALTH SUPPLEMENTS	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG
B02/017	00225	DR LIFEBOUY	UNILEVER	LIFEBOUY	MINDSHARE Singapore	SINGAPORE	TURNER BROADCASTING SYSTEM ASIA PACIFIC Hong Kong
B02/018	00283	FUNFAIR IN YOUR MOUTH CAMPAIGN	EBARA FOODS INDUSTRY	EBARA VEGETABLE PICKLING BASE	BEACON/LEO BURNETT TOKYO Tokyo	JAPAN	BEACON/LEO BURNETT TOKYO Tokyo
B02/021	00377	KAN KHAJURA TESAN	HINDUSTAN UNILEVER	KAN KHAJURA TESAN	PHD INDIA Mumbai	INDIA	
B02/026	00146	VOTE MOTHER	DALDA FOODS	DALDA FOODS	MINDSHARE PAKISTAN Karachi	PAKISTAN	LOWE AND RAUF Karachi
B03 (Consumer Products (incl. durable goods))							
B03/004	00110	AIR-OIL	PHILIPS	PHILIPS AIR FRYER	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
B03/007	00256	GAME ON	KIA	KIA	INITIATIVE Sydney	AUSTRALIA	
B04 (Consumer Services)							
B04/001	00003	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE
B04/007	00066	ANTI PRE ROLL	BURGER KING	STUNNER MEAL DEALS	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
B04/017	00243	ASB LIKE LOAN	ASB BANK	HOME LOANS	CARAT Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
B04/025	00345	VIDEO STAMP	AUSTRALIA POST	VIDEO STAMP	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
B04/026	00361	MAWBIMA-MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo
B04/030	00413	MTS BITTORRENT BABY	MTS INDIA	MOBILE DATA TELEPHONY	CREATIVELAND ASIA Mumbai	INDIA	CREATIVELAND ASIA Mumbai
Total Entries:			55				