

Shortlist (Outdoor)							
Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Foods)							
A01/006	00615	TANGERINE	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
A01/007	00617	MANGO	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
A01/008	00619	PEAR	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
A02 (Drinks (Alcoholic & Non-Alcoholic))							
A02/008	00401	BACKYARD	BROWN-FORMAN AUSTRALIA	ALCOHOLIC BEVERAGES	ARNOLD FURNACE Sydney	AUSTRALIA	ARNOLD FURNACE Sydney
A02/009	00402	BEACH BAR	BROWN-FORMAN AUSTRALIA	ALCOHOLIC BEVERAGES	ARNOLD FURNACE Sydney	AUSTRALIA	ARNOLD FURNACE Sydney
A03 (Household)							
A03/011	00565	TABLET VS TREE	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City
A03/013	00569	MOBILE VS SAND	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City
A03/016	00599	CAT MILK	PREMIER TISSUES	KITCHEN TISSUE ROLLS	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
A03/017	00601	BEAR HONEY	PREMIER TISSUES	KITCHEN TISSUE ROLLS	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
A03/018	00603	CAMEL WATER	PREMIER TISSUES	KITCHEN TISSUE ROLLS	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
A04 (Home Appliances, Furnishings, Electronics & Audio-Visual)							
A04/003	00263	A CUT ABOVE	ZHANG XIAO QUAN INDUSTRY GROUP	ZHANG XIAO QUAN KITCHEN KNIVES	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
A05 (Cosmetics & Beauty, Toiletries & Pharmacy)							
A05/005	00146	FERRET	SCHICK	TOILETRIES	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
A05/006	00147	STOAT	SCHICK	TOILETRIES	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
A05/007	00148	WEASEL	SCHICK	TOILETRIES	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
A06 (Clothing, Footwear & Accessories)							
A06/008	00121	SAMMIES BEAR	SAMSONITE	SUITCASE	JWT SHANGHAI	CHINA	JWT SHANGHAI
A06/009	00122	SAMMIES ROBOT	SAMSONITE	SUITCASE	JWT SHANGHAI	CHINA	JWT SHANGHAI
A08 (Cars & Automotive Services)							
A08/007	00411	911 REAR HORSEPOWER 1	PORSCHE (CHINA) MOTORS	911	FRED & FARID SHANGHAI	CHINA	FRED & FARID SHANGHAI
A08/008	00413	911 REAR HORSEPOWER 2	PORSCHE (CHINA) MOTORS	911	FRED & FARID SHANGHAI	CHINA	FRED & FARID SHANGHAI
A08/009	00415	911 REAR HORSEPOWER 3	PORSCHE (CHINA) MOTORS	911	FRED & FARID SHANGHAI	CHINA	FRED & FARID SHANGHAI
A08/010	00417	911 REAR HORSEPOWER 4	PORSCHE (CHINA) MOTORS	911	FRED & FARID SHANGHAI	CHINA	FRED & FARID SHANGHAI
A08/016	00207	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
B01 (Foods)							
B01/001	00086	CURES HOME SICKNESS	CAMPBELL'S SOUP SOUTHEAST ASIA	CAMPBELL'S SOUP	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
B01/002	00087	ENDS SLEEPLESS NIGHTS	CAMPBELL'S SOUP SOUTHEAST ASIA	CAMPBELL'S SOUP	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
B01/006	00091	URNS MONDAYS INTO FRIDAYS	CAMPBELL'S SOUP SOUTHEAST ASIA	CAMPBELL'S SOUP	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
B02 (Drinks (Alcoholic & Non-Alcoholic))							
B02/014	00545	CINQ	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
B02/015	00546	DEUX	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
B02/016	00547	QUATRE	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
B02/017	00548	TROIS	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
B02/018	00549	UN	ASIA PACIFIC BREWERIES SINGAPORE	GUINNESS	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
B03 (Household)							
B03/010	00226	TORCH 'SQUEEZE'	THE PROCTER & GAMBLE COMPANY	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai
B03/011	00228	CHOO-CHOO	PROCTER & GAMBLE	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai
B03/012	00229	REMOTE CONTROL	PROCTER & GAMBLE	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai
B03/013	00230	CAMERA	PROCTER & GAMBLE	DURACELL BATTERIES	GREY WORLDWIDE INDIA Mumbai	INDIA	GREY WORLDWIDE INDIA Mumbai
B03/026	00566	TABLET VS TREE	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City
B03/028	00570	MOBILE VS SAND	UNILEVER	OMO	LOWE VIETNAM Ho Chi Minh City	VIETNAM	LOWE VIETNAM Ho Chi Minh City
B03/029	00600	CAT MILK	PREMIER TISSUES	KITCHEN TISSUE ROLLS	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
B03/031	00604	CAMEL WATER	PREMIER TISSUES	KITCHEN TISSUE ROLLS	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
B04 (Home Appliances, Furnishings, Electronics & Audio-Visual)							
B04/006	00123	GATSBY	DENON	ELECTRONICS	JWT SHANGHAI	CHINA	JWT SHANGHAI
B04/007	00124	KING KONG	DENON	ELECTRONIC	JWT SHANGHAI	CHINA	JWT SHANGHAI
B04/022	00584	HOUSE	GODREJ	SECURITY SOLUTIONS	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai
B04/023	00585	ANTIQUA STORE	GODREJ	SECURITY SOLUTIONS	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai
B04/024	00586	MUSIC STORE	GODREJ	SECURITY SOLUTIONS	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai
B04/027	00264	A CUT ABOVE	ZHANG XIAO QUAN INDUSTRY GROUP	ZHANG XIAO QUAN KITCHEN KNIVES	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
C01 (Adapted billboards and outdoor posters)							
C01/002	00150	TURNING PACKAGING INTO EDUCATION - CAVITIES ATTACK AT NIGHT	COLGATE PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon
C01/003	00151	TURNING PACKAGING INTO EDUCATION - GOOD FOOD VS BAD FOOD	COLGATE PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon
C01/004	00152	TURNING PACKAGING INTO EDUCATION - GRANDPA'S TEETH	COLGATE PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon
C02 (Adapted indoor posters)							
C02/005	00174	SMART CABRIO ALLEY	MERCEDES-BENZ	SMART CABRIO	BBDO CHINA Beijing	CHINA	BBDO CHINA Beijing / PROXIMITY BEIJING
D01 (Non-standard indoor advertising)							
D01/001	00162	THE SELF-LESS MIRROR	HEINEKEN BROUWERIJEN TAIWAN BRANCH	HEINEKEN	LEO BURNETT TAIWAN Taipei	CHINESE TAIPEI	LEO BURNETT TAIWAN Taipei
D01/004	00319	HOME FOR HOPE	SAVE OUR STREET DOGS (SOSD)	PET ADOPTION PROGRAM	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
D01/005	00328	LIGHT AFTER SCHOOL	HAIER	LIGHTING	PUBLICIS SHANGHAI	CHINA	PUBLICIS SHANGHAI
Total Entries:			50				