

Shortlist (PR)							
Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Corporate Reputation & Communication)							
A01/007	00127	GIVING	REAL MOVE	TRUEMOVE H	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
A02 (Corporate Responsibility)							
A02/002	00090	DUPÉ	YARRA VALLEY WATER	WATER UTILITIES	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE
A02/004	00079	LIGHT AFTER SCHOOL	HAIER	LIGHTING	PUBLICIS SHANGHAI	CHINA	PUBLICIS SHANGHAI
A02/005	00071	THE SEATBELT CREW	CHANNEL V / STAR TV	ROAD SAFETY AWARENESS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai
A02/008	00067	AID COUTURE	PROCTER & GAMBLE	ARIEL & DOWNY PARFUM	LEO BURNETT MANILA	THE PHILIPPINES	LEO BURNETT MANILA
A02/016	00217	MAWBIMA-MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo / ARC WORLDWIDE SRI LANKA Colombo
A03 (Public Affairs & Lobbying)							
A03/002	00170	ILLEGAL SAND MINING	AWAAZ FOUNDATION	ENVIRONMENTAL AWARENESS	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
A03/003	00184	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
A05 (Media Relations)							
A05/006	00178	DOKONO PIZZA?!	DOMINO'S PIZZA JAPAN	PIZZA	ASATSU-DK Tokyo	JAPAN	ASATSU-DK Tokyo / INITIAL Tokyo
A06 (Events & Experiential (incl. stunts))							
A06/003	00089	DUPÉ	YARRA VALLEY WATER	WATER UTILITIES	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE
A06/008	00038	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	APOLLONATION Auckland	NEW ZEALAND	APOLLONATION Auckland / SAATCHI &
A06/014	00058	NO CHILD BRIDES	CHILD SURVIVAL INDIA	CHILD SURVIVAL INDIA	HAVAS WORLDWIDE INDIA Gurgaon	INDIA	HAVAS WORLDWIDE INDIA Gurgaon
A06/023	00185	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
A06/024	00098	THE LAB EXPERIMENT	BEST&LESS	FASHION	EDELMAN Sydney	AUSTRALIA	EDELMAN Sydney
A06/029	00206	AUSSIE BUILDERS	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE /
A07 (Celebrity Endorsement)							
A07/007	00190	SCANDAL SHAVE	P&G CHINA	GILLETTE	BBDO CHINA Shanghai	CHINA	BBDO CHINA Shanghai / @PR Shanghai
A08 (Sponsorship)							
A08/001	00002	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN/TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN/TBWA GROUP MELBOURNE / ELEVEN
A08/003	00039	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	APOLLONATION Auckland	NEW ZEALAND	APOLLONATION Auckland / SAATCHI &
A09 (Launch or re-launch)							
A09/002	00045	DON'T LET GO	SAMSUNG NEW ZEALAND	NOTE 3.0/GALAXY GEAR	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A09/005	00126	THE BOTTLED WALKMAN	SONY NEW ZEALAND	WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A09/013	00166	NOU-IKUMIN	P&G	PAMPERS	BLUECURRENT JAPAN Tokyo	JAPAN	BLUECURRENT JAPAN Tokyo / DENTSU Osaka
A10 (Brand voice (incl. strategic storytelling))							
A10/005	00167	NOU-IKUMIN	P&G	PAMPERS	BLUECURRENT JAPAN Tokyo	JAPAN	BLUECURRENT JAPAN Tokyo / DENTSU Osaka
A10/006	00175	WHERE ARE MY CHEEKS?!	KUMAMOTO PREFECTURAL GOVERNMENT	LOCAL GOVERNMENT	DENTSU PUBLIC RELATIONS Tokyo	JAPAN	DENTSU PUBLIC RELATIONS Tokyo / DENTSU KYUSHU Fukuoka
A10/010	00094	#SPCSUNDAY	SPC ARDMONA	FMCG FOOD (TINNED FRUIT, BAKED BEANS AND SPAGHETTI)	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE / OPEN HAUS Paddington
B01 (Fast Moving Consumer Goods)							
B01/001	00040	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	APOLLONATION Auckland	NEW ZEALAND	APOLLONATION Auckland / SAATCHI &
B01/007	00017	WATER EYE PERFORMANCE	GLAXOSMITHKLINE SINGAPORE	EYE MO	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore / COHN & WOLFE XPR
B03 (Consumer Services)							
B03/001	00003	ANZ GAYTMS	ANZ	ANZ BANK	WHYBIN/TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN/TBWA GROUP MELBOURNE / ELEVEN
B03/009	00220	MAWBIMA-MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo / ARC WORLDWIDE SRI LANKA Colombo
B04 (Fundraising, charities, appeals, non-profit organisations, public health & safety, public awareness)							
B04/003	00035	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland /
B04/012	00186	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
B04/015	00209	HOW TO DRINK PROPERLY	DRINKWISE AUSTRALIA	DRINKWISE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE / MAGNUM
B04/021	00246	THE LIGHT BAG	SALAAM BAALAK TRUST	SALAAM BAALAK TRUST	CHEIL WORLDWIDE (INDIA) Gurgaon	INDIA	CHEIL INDIA Gurgaon
B04/022	00251	UNGIVEN GIFTS	TRANSPORT ACCIDENT COMMISSION	ROAD SAFETY	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
C01 (Use of Digital in a PR campaign)							
C01/002	00043	SNOWY ROADS ARE SCARY	AUTOWAY	WINTER TIRES	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo
C01/004	00061	RICE-CODE	INAKADATE VILLAGE	RICE-CODE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
C01/014	00102	GAME OF PHONES	VIRGIN MOBILE AUSTRALIA	TELECOMMUNICATIO NS	ONE GREEN BEAN Sydney	AUSTRALIA	ONE GREEN BEAN Sydney
C01/019	00228	SAMSUNG POWER SLEEP	SAMSUNG	BRANDING & SOCIAL RESPONSIBILITY	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / CHEIL AUSTRIA Vienna
C02 (Use of Social in a PR campaign)							
C02/003	00006	BANANA TROPHY	DOLE JAPAN	DOLE BANANA	DENTSU Y&R Tokyo	JAPAN	DENTSU Y&R Tokyo / PLATINUM Tokyo
C02/005	00037	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland /
C02/006	00169	THE VOICE DONOR	TENCENT	WECHAT	PUBLICIS SHANGHAI	CHINA	PUBLICIS GUANGZHOU
C02/012	00073	MESSAGE BARTER	THE AKANKSHA FOUNDATION	THE AKANKSHA FOUNDATION SCHOOLS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai
C02/024	00092	A DIFFERENT BALL GAME	MELBOURNE ACES	BASEBALL TEAM	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE
D01 (Integrated Campaign led by PR)							
D01/006	00108	VOLVO CONSTRUCTION EQUIPMENT: OPERATOR IDOL	VOLVO CONSTRUCTION EQUIPMENT	CONSTRUCTION EQUIPMENT	EDELMAN Shanghai	CHINA	EDELMAN Shanghai
D01/016	00241	ATTENTION POWERED CAR	RAC	ATTENTION POWERED CAR	JWT Sydney	AUSTRALIA	JWT Sydney / ADHESIVE PR Sydney
Total Entries:			44				