

Promo & Activation Shortlist							
Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
A01/001	00001	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE
A01/010	00073	BRING DOWN THE KING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A01/012	00079	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	APOLLONATION Auckland	NEW ZEALAND	APOLLONATION Auckland / SAATCHI & SAATCHI Auckland
A01/013	00083	ZOO JEANS	KAMINE ZOOLOGICAL SUPPORT ASSOCIATION MINEKO-CLUB	ZOO JEANS	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo
A01/020	00143	JUMP PUMP	HINDUSTAN UNILEVER	TOILET SOAP	GEOMETRY GLOBAL Mumbai	INDIA	GEOMETRY GLOBAL Mumbai
A01/022	00188	HONDA H2O	HONDA	HONDA FCX	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
A01/034	00332	DREAM2ADVANCE	VISA	WWW.DREAM2ADVANCE.COM	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
A01/036	00336	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU Tokyo	JAPAN	DENTSU KANSAI TOKYO ROOM
A01/049	00367	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	MELBOURNE REMOTE CONTROL TOURIST	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A01/052	00426	NIKE HOUSE OF MAMBA	NIKE SHANGHAI	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA SHANGHAI Shanghai
A01/059	00176	CEBUANA REMEET	CEBUANA LHUILLIER	MONEY REMITTANCE	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila
A01/060	00431	WIPE OFF 5	TRANSPORT ACCIDENT COMMISSION	ROAD SAFETY	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
A02/001	00002	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE
A02/002	00047	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	OGILVY BEIJING	CHINA	OGILVY BEIJING
A02/005	00113	NO CHILD BRIDES	CHILD SURVIVAL INDIA	CHILD SURVIVAL INDIA	HAVAS WORLDWIDE INDIA Gurgaon	INDIA	HAVAS WORLDWIDE INDIA Gurgaon
A02/012	00308	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
A02/013	00320	SADDLE BLOSSOMS	COGOO / CLEAN CITY ORGANIZATION	STOP ABANDONING BICYCLES	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo
A02/024	00429	UNGIVEN GIFTS	TRANSPORT ACCIDENT COMMISSION	ROAD SAFETY	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
A03/003	00041	MOZZIE BOX	SP BREWERY	SP LAGER	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
A03/004	00048	COKE 2ND LIFE CAPS	COCA-COLA	COKE 2ND LIFE FREE BOTTLE CAPS	OGILVY BEIJING	CHINA	OGILVY BEIJING
A03/006	00054	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG
A03/015	00267	CHANGE THE BOTTLE, CHANGE THE GAME	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A04/009	00232	THE BOTTLED WALKMAN	SONY NEW ZEALAND	PRODUCT LAUNCH - RETAIL ADVERTISING	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A04/013	00359	RADIANT RETURN	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A06/003	00309	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
A07/007	00107	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A07/012	00302	S-DRIVE	SAMSUNG	S_DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A07/017	00402	THE MELBOURNE TWITTER CUP	TABCORP HOLDINGS	ONLINE BETTING	WHYBINTBWA GROUP SYDNEY	AUSTRALIA	WHYBINTBWA GROUP SYDNEY
A07/021	00415	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Bangalore	INDIA	JWT INDIA Bangalore
A08/010	00148	OFFLINE BOOK	MATH PAPER PRESS	PRINTED BOOKS	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
A08/015	00199	ALERT SHIRT	FOXTEL	FOXTEL SPORTS PACKAGE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne
A08/018	00108	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
A08/023	00279	HIBIKI GLASS	SUNTORY HOLDINGS	SUNTORY WHISKY HIBIKI	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO Tokyo / HAKUHODO Tokyo
A08/027	00322	3D ON THE ROCKS	SUNTORY HOLDINGS	SUNTORY WHISKY	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo
A08/029	00360	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A08/032	00369	VIDEO STAMP	AUSTRALIA POST	VIDEO STAMP	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A08/033	00115	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A09/006	00074	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A09/011	00190	LEARNINGS FROM SEEK LEARNINGS	SEEK	ONLINE EDUCATION PROVIDER	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
A09/024	00243	PHUBBING	MACQUARIE DICTIONARY	DICTIONARY	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
A09/033	00363	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A09/034	00371	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	MELBOURNE REMOTE CONTROL TOURIST	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A09/035	00416	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Bangalore	INDIA	JWT INDIA Bangalore
A09/041	00370	FOOTIFY FM	NATIONAL AUSTRALIA BANK	FOOTIFY FM	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
B01/005	00126	PLASTIC BOTTLE LIFE VEST	NUTIFOOD	NUTRITION PRODUCTS	Y&R VIETNAM Ho Chi Minh City	VIETNAM	Y&R VIETNAM Ho Chi Minh City
B01/013	00383	#THEWORLDS1STCROWDSOURCED3DPRI NTEDQRCODELIVESTREAMEDIAGOPROTOSMARTPHONEDRON EDEL	ADMA	CREATIVE FUEL	CUMMINS & PARTNERS Melbourne	AUSTRALIA	CUMMINS & PARTNERS Melbourne
B02/003	00042	MOZZIE BOX	SP BREWERY	SP LAGER	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
B02/004	00049	COKE 2ND LIFE CAPS	COCA-COLA	COKE 2ND LIFE FREE BOTTLE CAPS	OGILVY BEIJING	CHINA	OGILVY BEIJING
B02/005	00062	TUI BEER PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
B02/006	00080	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	APOLLONATION Auckland	NEW ZEALAND	APOLLONATION Auckland / SAATCHI & SAATCHI Auckland
B02/012	00280	HIBIKI GLASS	SUNTORY HOLDINGS	SUNTORY WHISKY HIBIKI	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO Tokyo / HAKUHODO Tokyo
B02/015	00323	3D ON THE ROCKS	SUNTORY HOLDINGS	SUNTORY WHISKY	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo
B02/022	00361	RADIANT RETURN	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
B02/028	00110	KFC PHONE STACK	KFC	KFC BRAND	BBDO PROXIMITY MALAYSIA Kuala Lumpur	MALAYSIA	BBDO PROXIMITY MALAYSIA Kuala Lumpur
B03/003	00192	HONDA H2O	HONDA	HONDA FCX	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
B03/008	00379	REINVENTING THE AUTOGRAPH	ADIDAS	SPORTSWEAR	TBWAISINGAPORE	SINGAPORE	TBWAISINGAPORE
B03/012	00117	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
B03/013	00418	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Bangalore	INDIA	JWT INDIA Bangalore
B04/001	00004	ANZ GAYTMS	ANZ	ANZ BANK	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE
B04/007	00056	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG
B04/008	00075	BRING DOWN THE KING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B04/013	00149	OFFLINE BOOK	MATH PAPER PRESS	PRINTED BOOKS	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
B04/022	00388	MAWBIMA-MOSQUITO REPELLANT PAPER	CEYLON NEWSPAPERS	MAWBIMA	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo
B04/028	00373	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	MELBOURNE REMOTE CONTROL TOURIST	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
B05/004	00050	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	OGILVY BEIJING	CHINA	OGILVY BEIJING
B05/009	00076	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B05/012	00114	NO CHILD BRIDES	CHILD SURVIVAL INDIA	CHILD SURVIVAL INDIA	HAVAS WORLDWIDE INDIA Gurgaon	INDIA	HAVAS WORLDWIDE INDIA Gurgaon
B05/023	00128	AID COUTURE	PROCTER & GAMBLE	ARIEL & DOWNY PARFUM	LEO BURNETT MANILA	THE PHILIPPINES	LEO BURNETT MANILA
B05/025	00186	DUPÉ	YARRA VALLEY WATER	WATER UTILITIES	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE
B05/027	00310	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
B05/030	00385	WORLD UNDER WATER	CARBONSTORY	SOCIAL PLATFORM FOR REDUCING CARBON FOOTPRINT	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
B05/033	00362	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
B05/034	00297	DREAM2ADVANCE	VISA	WWW.DREAM2ADVANCE.COM	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
B05/040	00424	#UNSELFIE	TYPHOON YOLANDA APPEAL	FUNDRAISING	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City
B05/045	00437	SHARE MY DABBA	HAPPY LIFE WELFARE & DABBAWALA FOUNDATION	SHARE MY DABBA	McCANN WORLDGROUP Mumbai	INDIA	McCANN WORLDGROUP Mumbai
C01/002	00032	HEART RACING	HOLDEN NZ	BARINA RS	OGILVY & MATHER Auckland	NEW ZEALAND	OGILVY & MATHER Auckland
C01/005	00052	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	OGILVY BEIJING	CHINA	OGILVY BEIJING
C01/007	00081	TUI CATCH A MILLION	HEINEKEN NEW ZEALAND	TUI BEER	APOLLONATION Auckland	NEW ZEALAND	APOLLONATION Auckland / SAATCHI & SAATCHI Auckland
C01/017	00305	SAFE DRIVING PROGRAM	SAMSUNG	S_DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
C01/027	00129	AID COUTURE	PROCTER & GAMBLE	ARIEL & DOWNY PARFUM	LEO BURNETT MANILA	THE PHILIPPINES	LEO BURNETT MANILA
<b>Total Entries:</b>			<b>80</b>				