

# 2024 Shortlist



# Film Craft

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
<b>A01 (Direction)</b>					
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / SIX INC., Tokyo	JAPAN	SPOON, Tokyo
ANSWER ME	TENCENT SUSTAINABLE SOCIAL VALUE ORGANIZATION	TENCENT CSR	BANANA BALLOON, Shenzhen		LINKFILMS, Shanghai
PLAY IT SAFE	SYDNEY OPERA HOUSE	SYDNEY OPERA HOUSE 50TH ANNIVERSARY	REVOLVER, Sydney / THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	REVOLVER, Sydney / SOMESUCH, London
AUSTRALIA'S NATIONAL SPORT IS...	TAB	TAB	FINCH, Sydney / THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	FINCH, Sydney
1 SQUARE METER	HORNBACK AG	HORNBACK AG	REVOLVER, Sydney / HEIMAT/TBWA, Berlin	AUSTRALIA	TONY PETERSEN FILM, Hamburg / REVOLVER, Sydney
A BIT PRECARIOUS	MACPAC	MACPAC	THE SWEETSHOP, Sydney / THE MONKEYS, PART OF ACCENTURE SONG, Melbourne	AUSTRALIA	THE SWEETSHOP, Sydney
IMPERFECT YOU	NIKE JAPAN	'REIMAGINE VICTORY' CAMPAIGN	AOI PRO. INC., Tokyo / WIEDEN+KENNEDY, Tokyo	JAPAN	AOI PRO. INC., Tokyo
SHOT ON IPHONE 14 PRO - THROUGH THE FIVE PASSES	APPLE	APPLE	TBWA/MEDIA ARTS LAB, Shanghai		
THIS IS FOOTY COUNTRY	TELSTRA	TELSTRA	EXIT FILMS, Sydney / THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	EXIT FILMS, Sydney
CHOOSE HAPPY	LES MILLS	LES MILLS	REVOLVER, Sydney / NICE & FRANK, New York	AUSTRALIA	REVOLVER, Sydney / BISCUIT FILMWORKS, Los Angeles
WILD MOMENT	TOYOTA	TOYOTA	SIX INC., Tokyo	JAPAN	AOI PRO. INC., Tokyo
"MOVE"	HONDA MOTOR CO., LTD.	GLOBAL CORPORATE ADVERTISEMENT	DENTSU CREATIVE X INC., Tokyo / DENTSU INC, Tokyo	JAPAN	DENTSU CREATIVE X INC., Tokyo / THINK & CRAFT, Tokyo
FIRST GENERATION	KRUNGSRI FIRST CHOICE	CONSUMER SERVICES	LEO BURNETT, Bangkok	THAILAND	FACTORY01, Bangkok
<b>A02 (Script)</b>					
AUSTRALIA'S NATIONAL SPORT IS...	TAB	TAB	FINCH, Sydney / THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	FINCH, Sydney
UNDER MY SKIN	THAI LIFE INSURANCE	THAI LIFE INSURANCE	O'GILVY, Bangkok	THAILAND	PHENOMENA, Bangkok
<b>A03 (Casting)</b>					
AS CLOSE AS YOU CAN GET - CONCERT	PRISM+	PRISM+ Q SERIES	MULLENLOWE SINGAPORE, Singapore	SINGAPORE	FACTORY01, Bangkok
WPL - TERA NAAM	JIOCINEMA AND SPORTS18	INDIA'S FIRST WOMEN'S PREMIER LEAGUE 2023	GOOD MORNING FILMS, Mumbai / O'GILVY, Mumbai	INDIA	GOOD MORNING FILMS, Mumbai
A JEST, SURELY	AUSTRALIAN BROADCASTING CORPORATION	ABC IVIEW	FINCH, Sydney / HOWATSON+COMPANY, Sydney	AUSTRALIA	FINCH, Sydney
THERE'S NO ONE LIKE ME	STRENGTH TO GIVE	STEM CELL DONATION	COLLIDER, Sydney / SUPERSOLID, Sydney	AUSTRALIA	COLLIDER, Sydney
UNDER MY SKIN	THAI LIFE INSURANCE	THAI LIFE INSURANCE	O'GILVY, Bangkok	THAILAND	PHENOMENA, Bangkok
<b>A04 (Production Design / Art Direction)</b>					
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / SIX INC., Tokyo	JAPAN	SPOON, Tokyo
EVERYBODY HAS A THING	EBAY	EBAY	REVOLVER, Sydney / SPECIAL, Sydney	AUSTRALIA	REVOLVER, Sydney / SOMESUCH, London
1 SQUARE METER	HORNBACK AG	HORNBACK AG	REVOLVER, Sydney / HEIMAT/TBWA, Berlin	AUSTRALIA	TONY PETERSEN FILM, Hamburg / REVOLVER, Sydney
SHOT ON IPHONE 14 PRO - THROUGH THE FIVE PASSES	APPLE	APPLE	TBWA/MEDIA ARTS LAB, Shanghai		
PLAY HAS NO LIMITS FEAT. KING GNU	PLAYSTATION	PLAYSTATION	SIX INC., Tokyo	JAPAN	GEEK PICTURES INC., Tokyo
FIRST GENERATION	KRUNGSRI FIRST CHOICE	CONSUMER SERVICES	LEO BURNETT, Bangkok	THAILAND	FACTORY01, Bangkok
<b>A05 (Cinematography)</b>					
VEIL OF JAPAN	HIDAKAWASHI CO., LTD.	TOSATENGUJO PAPER	HIDAKAWASHI, Kochi / DEPART./TOKYU AGENCY INC., Tokyo	JAPAN	DEPART./TOKYU AGENCY INC., Tokyo / TOKYU AGENCY INC., Tokyo / UN, Tokyo
FILM IN THE DARK: FAITH	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEL WORLDWIDE, Seoul	SOUTH KOREA	FORGED FILM, Seoul / PLANIT PRODUCTION, Seoul
SHOT ON IPHONE 14 PRO - THROUGH THE FIVE PASSES	APPLE	APPLE	TBWA/MEDIA ARTS LAB, Shanghai		
WILD MOMENT	TOYOTA	TOYOTA	SIX INC., Tokyo	JAPAN	AOI PRO. INC., Tokyo
<b>A06 (Use of Original Music)</b>					
SHOT ON IPHONE 14 PRO - FURSAT	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Singapore / TBWA/SINGAPORE, Singapore	SINGAPORE	ABSOLUTE PRODUCTIONS, Mumbai
WPL - TERA NAAM	JIOCINEMA AND SPORTS18	INDIA'S FIRST WOMEN'S PREMIER LEAGUE 2023	GOOD MORNING FILMS, Mumbai / O'GILVY, Mumbai	INDIA	GOOD MORNING FILMS, Mumbai
PLAY IT SAFE	SYDNEY OPERA HOUSE	SYDNEY OPERA HOUSE 50TH ANNIVERSARY	REVOLVER, Sydney / THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	REVOLVER, Sydney / SOMESUCH, London
<b>A07 (Use of Licensed / Adapted Music)</b>					
EVERYBODY HAS A THING	EBAY	EBAY	REVOLVER, Sydney / SPECIAL, Sydney	AUSTRALIA	REVOLVER, Sydney / SOMESUCH, London
FRIES BEAT	MCDONALD'S	MCFRY	DENTSU INC, Tokyo	JAPAN	GEEK PICTURES INC., Tokyo
"MOVE"	HONDA MOTOR CO., LTD.	GLOBAL CORPORATE ADVERTISEMENT	DENTSU CREATIVE X INC., Tokyo / DENTSU INC, Tokyo	JAPAN	DENTSU CREATIVE X INC., Tokyo / THINK & CRAFT, Tokyo
<b>A08 (Achievement in Production)</b>					
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / SIX INC., Tokyo	JAPAN	SPOON, Tokyo
MICRO MIRACLE	SAMSUNG ELECTRONICS	SAMSUNG SEMICONDUCTOR	CHEL WORLDWIDE, Seoul / BMB, London	SOUTH KOREA	CYLNR, London / NANO SCRIBE, Eggenstein-Leopoldshafen
WILD MOMENT	TOYOTA	TOYOTA	SIX INC., Tokyo	JAPAN	AOI PRO. INC., Tokyo
"MOVE"	HONDA MOTOR CO., LTD.	GLOBAL CORPORATE ADVERTISEMENT	DENTSU CREATIVE X INC., Tokyo / DENTSU INC, Tokyo	JAPAN	DENTSU CREATIVE X INC., Tokyo / THINK & CRAFT, Tokyo
<b>B01 (Editing)</b>					
EVERYBODY HAS A THING	EBAY	EBAY	REVOLVER, Sydney / SPECIAL, Sydney	AUSTRALIA	REVOLVER, Sydney / SOMESUCH, London
TELSTRA NRL/AFL	TELSTRA	TELSTRA	THE EDITORS, Sydney / THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	EXIT FILMS, Sydney
THE PUBLIC DIAGNOSIS	THE BRAIN CANCER CENTRE	THE BRAIN CANCER CENTRE	FINCH, Sydney / THE ROYALS, Sydney	AUSTRALIA	FINCH, Sydney
BE FLUID.	KANEBO	KANEBO COSMETICS	KAO CORPORATION, Tokyo / DENTSU INC, Tokyo	JAPAN	TYO INC., Tokyo
IMPERFECT YOU	NIKE JAPAN	'REIMAGINE VICTORY' CAMPAIGN	AOI PRO. INC., Tokyo / WIEDEN+KENNEDY, Tokyo	JAPAN	AOI PRO. INC., Tokyo
"PLAY IT SAFE"	SYDNEY OPERA HOUSE	SYDNEY OPERA HOUSE 50	ARC EDIT + ARC FILM, Sydney / THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	REVOLVER, Sydney
THE CHASE OF CARRERA	TAG HEUER	CARRERA	ARC EDIT + ARC FILM, Sydney / DDB, Paris	AUSTRALIA	COLLIDER, Sydney

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
FEELS GOOD TO MOVE	CATHAY PACIFIC	CATHAY PACIFIC	LEO BURNETT HONG KONG		LEO BURNETT HONG KONG
THE BOXER	COLGATE	COLGATE	SOHO SQUARE BANGKOK	THAILAND	HOGARTH THAILAND, Bangkok / UNDERDOC FILM, Bangkok
<b>B03 (Sound Design)</b>					
COKE STUDIO BHARAT - APNA SUNAO	THE COCA-COLA COMPANY	COKE STUDIO	GOOD MORNING FILMS, Mumbai / OGILVY, Mumbai	INDIA	GOOD MORNING FILMS, Mumbai
DARKNESS FOLLOWS	CHILD SAFETY ON!	CHILD SAFETY ON!	LIQUID STUDIOS, Auckland / FLUX, Auckland	NEW ZEALAND	FLUX, Auckland
THE MOVING CANVAS	EXIDE	EXIDE AUTOMOTIVE BATTERIES	VML, Mumbai / WUNDERMAN THOMPSON, Mumbai	INDIA	VML, Mumbai
MAIDAAAN CALLED INDIA	CULT.SPORT	CULT.SPORT SHOES	VML, Mumbai / WUNDERMAN THOMPSON, Mumbai	INDIA	THINKPOT, Bangalore
<b>B04 (Animation)</b>					
SCUFFING SONG	OTSUKA PHARMACEUTICAL CO., LTD.	POCARI SWEAT RETURNABLE BOTTLE PROJECT	SPOON, Tokyo / DENTSU INC, Tokyo	JAPAN	SPOON, Tokyo
LOVE CONFESSION	VIVO	VIVO X90	VIVO MOBILE COMMUNICATION, Dongguan City / KARMA ADVERTISING, Shanghai		FINAL FRONTIER, Shanghai
PLAY HAS NO LIMITS FEAT. KING GNU	PLAYSTATION	PLAYSTATION	SIX INC., Tokyo	JAPAN	GEEK PICTURES INC., Tokyo
TALES FROM THE TRACK	QUEENSLAND RAIL	RAIL SAFETY	VML, Brisbane	AUSTRALIA	3P STUDIO, Brisbane
RESIDENT EVIL MASTERPIECE THEATER	RESIDENT EVIL4	RESIDENT EVIL 4	YOMIKO ADVERTISING, Tokyo	JAPAN	
LG - BETTER CHOICES MAKE A BETTER WORLD - BRAND	LG	LG	LOBO, New York / TBWA\CHIAT\DAY, New York / LG Korea	USA	LOBO, New York
<b>B05 (Visual Effects)</b>					
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / SIX INC., Tokyo	JAPAN	SPOON, Tokyo
BORN TO SYNC	KARTRIDER DRIFT	KARTRIDER DRIFT	CHERRY, Tokyo	JAPAN	TAIYO KIKAKU CO. LTD., Tokyo
PLAY HAS NO LIMITS FEAT. KING GNU	PLAYSTATION	PLAYSTATION	SIX INC., Tokyo	JAPAN	GEEK PICTURES INC., Tokyo
"MOVE"	HONDA MOTOR CO., LTD.	GLOBAL CORPORATE ADVERTISEMENT	DENTSU CREATIVE X INC., Tokyo / DENTSU INC, Tokyo	JAPAN	DENTSU CREATIVE X INC., Tokyo / THINK & CRAFT, Tokyo