

# 2024 Shortlist



## Integrated

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Integrated)				
FRIES BEAT	MCDONALD'S	MCFRY	DENTSU INC, Tokyo	JAPAN
ARTIFICIAL TASTE TESTERS	AUSTRALIAN ORGANIC FOOD CO.	ORGANIC PACKAGED FOOD AND DRINK	CHEP NETWORK, Sydney	AUSTRALIA
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA
SECOND CHANCE CHAMPIONS	TRANSPLANT AUSTRALIA	TRANSPLANT AUSTRALIA	DENTSU CREATIVE, Sydney	AUSTRALIA
AUTOTRANSLATE	MYCAR TYRE AND AUTO	UTILITY	TBWA SYDNEY	AUSTRALIA
SPRITE YELLOW CARDS	THE COCA-COLA COMPANY	SPRITE	OGILVY, Shanghai	