

2024 Shortlist



Creative Strategy

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Consumer Goods)				
UN-AUSTRALIA	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA
SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL	DETERGENT	BBDO INDIA, Mumbai	INDIA
A02 (Healthcare)				
THE NOT-SO-FANCY OFFER	HCF	HEALTH INSURANCE	CLEMENGER BBDO, Sydney	AUSTRALIA
A03 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)				
SHOP ALDI FIRST	ALDI AUSTRALIA	ALDI AUSTRALIA	BMF, Sydney	AUSTRALIA
MCDONALD'S COFFEE RETIREMENT	MCCAFÉ HONG KONG	MCCAFÉ COFFEE	DDB, Hong Kong	
A05 (Consumer Services / Business to Business)				
WHY NOT UBER EATS?	UBER EATS JAPAN	ONLINE FOOD DELIVERY	SPECIAL, Sydney	AUSTRALIA
A06 (Not-for-profit / Charity / Government)				
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	THE FIRST DIGITAL NATION	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA
OPEN ALL AGES	MUNICIPALITY OF SHANGHAI	MORNING SHANGHAI PROJECT	OGILVY, Shanghai	
HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION CENTER	N/A	LEO BURNETT, Taipei	CHINESE TAIPEI
B01 (Data & Analytics & Insight)				
VI HUMAN NETWORK TESTING NETWORK	VODAFONE IDEA LTD.	VODAFONE IDEA TELECOM NETWORK	OGILVY, Mumbai	INDIA
C01 (Challenger Brand Strategy)				
THE GREAT OUTDOORS	CANADIAN CLUB	CANADIAN CLUB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA
THE NOT-SO-FANCY OFFER	HCF	HEALTH INSURANCE	CLEMENGER BBDO, Sydney	AUSTRALIA
C02 (Breakthrough on a Budget)				
UN-AUSTRALIA	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA
REP YOUR SUBURB	WHĀNAU ORA	NZ GOVERNMENT CENSUS	WHĀNAU ORA, Auckland / MOTION SICKNESS, Auckland	NEW ZEALAND
SKINNY PHONE IT IN	SKINNY	SKINNY	COLENZO BBDO, Auckland	NEW ZEALAND
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
C04 (Long-term Strategy)				
SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL	DETERGENT	BBDO INDIA, Mumbai	INDIA
C05 (Corporate Purpose & Social Responsibility)				
SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN
OPEN ALL AGES	MUNICIPALITY OF SHANGHAI	MORNING SHANGHAI PROJECT	OGILVY, Shanghai	
EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	MCDONALDS - MCDELIVERY APPLICATION & WEBSITE	DDB MUDRA, Mumbai	INDIA
EXTRA LIME COMPANY	CORONA	LIME INDUSTRY	AB INBEV, Shanghai / DAVID, Bogotá / AB INBEV, Shanghai / TBWA\BOLT SHANGHAI	
C06 (Market Disruption)				
SHOULD I STAY OR SHOULD I GO?	ANZ BANK NEW ZEALAND	ANZ HOME LOANS	TBWA\NEW ZEALAND, Auckland / ANZ CENTRE, Auckland	NEW ZEALAND
EXTRA LIME COMPANY	CORONA	LIME INDUSTRY	AB INBEV, Shanghai / DAVID, Bogotá / AB INBEV, Shanghai / TBWA\BOLT SHANGHAI	
D01 (Brave Brands)				
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL	DETERGENT	BBDO INDIA, Mumbai	INDIA
D02 (Partnerships & Sponsorship)				
PROPILOT MOP	NISSAN MOTOR CO., LTD.	PROPILOT 2.0	TBWA\HAKUHODO INC., Tokyo	JAPAN
E02 (Use of Mobile & Devices)				
EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	MCDONALDS - MCDELIVERY APPLICATION & WEBSITE	DDB MUDRA, Mumbai	INDIA
E03 (Use of Social & Digital Platforms)				
MCDONALD'S COFFEE RETIREMENT	MCCAFÉ HONG KONG	MCCAFÉ COFFEE	DDB, Hong Kong	
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
E04 (Live Brand Experience)				
I AM NOT KING	BURGER KING KOREA	HAMBURGER	INNORED, Seoul	SOUTH KOREA
PROPILOT MOP	NISSAN MOTOR CO., LTD.	PROPILOT 2.0	TBWA\HAKUHODO INC., Tokyo	JAPAN
E05 (Tech-led Strategy)				
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	THE FIRST DIGITAL NATION	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA
E06 (360 Integrated Brand Strategy)				
MATES MAKE IT MACCA'S	MCDONALD'S	RECRUITMENT	AKCELO, Sydney	AUSTRALIA
THE GREAT DEBATE	TAB	GAMBLING	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA