

# 2024 Shortlist



# Direct

Title	Brand	Product / Service	Entrant / Idea Creation	Location
<b>A01 (Consumer Goods)</b>				
LUX CHANGE THE ANGLE	LUX	LUX	VML, Singapore / WUNDERMAN THOMPSON, Singapore	SINGAPORE
TIGER SUMMER PUFFER	TIGER BEER	TIGER BEER	BBH SINGAPORE, Singapore / LEPUB, Singapore	SINGAPORE
ELECTRIC TRADE IN	VOLKSWAGEN	ID4 AND ID5	DDB NEW ZEALAND, Auckland	NEW ZEALAND
THE GREENPRINT	VOLKSWAGEN	EKOMBI	DDB NEW ZEALAND, Auckland	NEW ZEALAND
<b>A02 (Healthcare)</b>				
PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY & PATIENT AUTONOMY PROMOTION CENTER	PAPER ORGANS	LEO BURNETT, Taipei	CHINESE TAIPEI
<b>A03 (Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains)</b>				
LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	MANDARIN ORIENTAL, SINGAPORE	FORSMAN & BODENFORS, Singapore	SINGAPORE
WI-FRIES	MCDONALD'S	MCDONALD'S FRENCH FRIES	VML, Jakarta / WUNDERMAN THOMPSON, Jakarta	INDONESIA
<b>A05 (Consumer Services / Business to Business)</b>				
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
<b>A06 (Not-for-profit / Charity / Government)</b>				
THE PILL-BOARD	CHILDFUND KOREA	CHILDFUND KOREA	DMINUSONE, Seoul	SOUTH KOREA
<b>B02 (Small Scale Media)</b>				
MILK MANGA	SEKI MILK	MILK	VML OGILVY JAPAN, Tokyo	JAPAN
ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA
2DEGREES: GOOD THINGS	2DEGREES	THE FIRST PHONE PROGRAMME	TBWAINEW ZEALAND, Auckland	NEW ZEALAND
<b>B03 (Large Scale Media)</b>				
YELLOW CANTEEN	DULUX	DULUX	INNOCEAN INDONESIA, Jakarta	INDONESIA
<b>B05 (Use of Print / Outdoor)</b>				
THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER, Bangkok	THAILAND
<b>B06 (Use of Technology)</b>				
HELLO CHRISTMAS	TELSTRA	TELECOMMUNICATIONS	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA
<b>C01 (Use of Social / Digital Platforms)</b>				
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND
SKINS FOR SKIN	VASELINE	VASELINE HEALING JELLY	OGILVY, Singapore	SINGAPORE
<b>C02 (Use of Mobile &amp; Devices)</b>				
UNDERCOVER	WOMEN HELPING WOMEN ASIA	WOMEN HELPING WOMEN	OGILVY, Hong Kong	
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC, Tokyo	JAPAN
TRY GALAXY FOLD EXPERIENCE	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE, Seoul / CHEIL WORLDWIDE, Dubai	SOUTH KOREA
HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION CENTER	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION CENTER	LEO BURNETT, Taipei	CHINESE TAIPEI
<b>C03 (Real-time Response)</b>				
ENGLAND BITTER	VICTORIA BITTER	BEER	THE MONKEYS, PART OF ACCENTURE SONG, Melbourne	AUSTRALIA
CLIMATE DOCTOR'S CERTIFICATE	SCHOOL STRIKES 4 CLIMATE	CLIMATE DOCTOR'S CERTIFICATE	CHEP NETWORK, Melbourne	AUSTRALIA
<b>D01 (Data Strategy)</b>				
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA
<b>D02 (Data-driven Targeting)</b>				
RIP CURL VIRTUAL PRO	RIP CURL	RIP CURL	VML, Sydney	AUSTRALIA
<b>E01 (Acquisition &amp; Retention)</b>				
SECOND FAVOURITE BEER	MATILDA BAY	HAZY LAGER	HOWATSON+COMPANY, Sydney	AUSTRALIA
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA
<b>F01 (Integrated Campaign Led by Direct)</b>				
THE GREENPRINT	VOLKSWAGEN	EKOMBI	DDB NEW ZEALAND, Auckland	NEW ZEALAND
<b>G01 (Local Brand)</b>				
MILK MANGA	SEKI MILK	MILK	VML OGILVY JAPAN, Tokyo	JAPAN
<b>G02 (Challenger Brand)</b>				
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
<b>G03 (Single-market Campaign)</b>				
HEINEKEN STAR ICE	HEINEKEN	HEINEKEN BEER	VML, Bangkok / WUNDERMAN THOMPSON, Bangkok	THAILAND
<b>G04 (Social Behaviour)</b>				
LUX CHANGE THE ANGLE	LUX	LUX	VML, Singapore / WUNDERMAN THOMPSON, Singapore	SINGAPORE
HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION CENTER	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION CENTER	LEO BURNETT, Taipei	CHINESE TAIPEI

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
<b>G05 (Cultural Insight)</b>				
PARK O'CLOCK	PLUGLINK	PLUGLINK	PLUGLINK, Seoul / IDEOT, Seoul	SOUTH KOREA
<b>G06 (Breakthrough on a Budget)</b>				
LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	MANDARIN ORIENTAL, SINGAPORE	FORSMAN & BODENFORS, Singapore	SINGAPORE
<b>G07 (Corporate Purpose &amp; Social Responsibility)</b>				
CLIMATE DOCTOR'S CERTIFICATE	SCHOOL STRIKES 4 CLIMATE	CLIMATE DOCTOR'S CERTIFICATE	CHEP NETWORK, Melbourne	AUSTRALIA
THE GREENPRINT	VOLKSWAGEN	EKOMBI	DDB NEW ZEALAND, Auckland	NEW ZEALAND
THE EVERYTHING BOOK	VEDANTU	THE EVERYTHING BOOK	DENTSU CREATIVE, Gurgaon	INDIA
<b>G08 (Market Disruption)</b>				
ELECTRIC TRADE IN	VOLKSWAGEN	ID4 AND ID5	DDB NEW ZEALAND, Auckland	NEW ZEALAND
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA