

2024 Shortlist



Brand Experience & Activation

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Consumer Goods)				
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
A03 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)				
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN
AUTOTRANSLATE	MYCAR TYRE AND AUTO	UTILITY	TBWA/SYDNEY, Sydney	AUSTRALIA
RIDE THE ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
A04 (Media / Entertainment)				
EAT WHAT YOU WATCH	VIU	VIU	DDB, Singapore	SINGAPORE
THE SMELL OF MONEY	PRIME VIDEO	FARZI SEASON 1	AMAZON SELLER SERVICES INDIA, Mumbai / MANJA BRANDWORKS, Mumbai / WHITE TURTLE STUDIOS, Mumbai / ONE HAND CLAP, Mumbai	INDIA
A05 (Consumer Services / Business to Business)				
MONEY DREAM	HANA BANK	HANA 1Q (HANA BANK'S ONLINE BANKING APP)	THE WATERMELON, Seoul	SOUTH KOREA
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
A06 (Not-for-profit / Charity / Government)				
CLIMATE DOCTOR'S CERTIFICATE	SCHOOL STRIKES 4 CLIMATE	CLIMATE DOCTOR'S CERTIFICATE	CHEP NETWORK, Melbourne	AUSTRALIA
REP YOUR SUBURB	WHĀNAU ORA	NZ GOVERNMENT CENSUS	WHANAU ORA, Auckland / MOTION SICKNESS, Auckland	NEW ZEALAND
SHIFT 20 INITIATIVE	SHIFT 20 INITIATIVE	VISIBILITY IN ADVERTISING	SPECIAL, Sydney / DYLAN ALCOTT FOUNDATION, Melbourne	AUSTRALIA
B01 (Small Scale Media)				
MILK MANGA	SEKI MILK	MILK	VML OGILVY JAPAN, Tokyo	JAPAN
MONEY DREAM	HANA BANK	HANA 1Q (HANA BANK'S ONLINE BANKING APP)	THE WATERMELON, Seoul	SOUTH KOREA
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA
B02 (Large Scale Media)				
YELLOW CANTEN	DULUX	DULUX	INNOCEAN INDONESIA, Jakarta	INDONESIA
THIS IS AN IKEA STORE	IKEA	IKEA FURNITURE	OGILVY, Makati City	THE PHILIPPINES
B03 (Use of Broadcast)				
SHIFT 20 INITIATIVE	SHIFT 20 INITIATIVE	VISIBILITY IN ADVERTISING	SPECIAL, Sydney / DYLAN ALCOTT FOUNDATION, Melbourne	AUSTRALIA
C01 (Guerrilla Marketing & Stunts)				
CLIMATE DOCTOR'S CERTIFICATE	SCHOOL STRIKES 4 CLIMATE	CLIMATE DOCTOR'S CERTIFICATE	CHEP NETWORK, Melbourne	AUSTRALIA
THE DIRTY LAUNCH	CHEVROLET	CHEVROLET EQUINOX	McCANN, Shanghai	
TOTAL SPORTS AND FITNESS HOTEL	TOTAL SPORTS & FITNESS	SPORTS RETAIL	BBDO INDIA, Mumbai	INDIA
HEINEKEN H*AI	HEINEKEN	HEINEKEN BEER	PUBLICIS SHANGHAI / BBH, Shanghai	
C03 (Exhibitions / Installations)				
HELL STATION	BLIZZARD ENTERTAINMENT	DIABLO IV	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
JUST LIKE HOME MADE WITH DISCOVERIES FROM MERCARI	MERCARI	MERCARI	MERCARI, Tokyo / THAW INC., Tokyo / EPOCH, Tokyo / PLATINUM INC., Tokyo	JAPAN
BANTAYOG STREET MEMORIALS	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	DENTSU CREATIVE, Makati City	THE PHILIPPINES
C04 (Competitions & Promotional Games)				
LOUIE THE FLY HUNT	MORTEIN	MORTEIN	HAVAS HOST, Sydney	AUSTRALIA
SECOND FAVOURITE BEER	MATILDA BAY	HAZY LAGER	HOWATSON+COMPANY, Sydney	AUSTRALIA
RIP CURL VIRTUAL PRO	RIP CURL	RIP CURL	VML, Sydney	AUSTRALIA
C05 (Customer Retail / In-Store Experience)				
TOTAL SPORTS AND FITNESS HOTEL	TOTAL SPORTS & FITNESS	SPORTS RETAIL	BBDO INDIA, Mumbai	INDIA
C06 (360 integrated Brand Experience)				
HEINEKEN: THE GHOSTED BAR	HEINEKEN	HEINEKEN	LEPUB, Singapore	SINGAPORE
THE GREENPRINT	VOLKSWAGEN	EKOMBI	DDB NEW ZEALAND, Auckland	NEW ZEALAND
FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	AJINOMOTO "GYOZA"	HONDA OFFICE, Tokyo / I&CO, Tokyo	JAPAN
C07 (Customer Acquisition & Retention)				
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
TRY GALAXY FOLD EXPERIENCE	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE, Seoul / CHEIL WORLDWIDE, Dubai	SOUTH KOREA
WI-FRIES	MCDONALD'S	MCDONALD'S FRENCH FRIES	VML, Jakarta / WUNDERMAN THOMPSON, Jakarta	INDONESIA
D01 (Tech-led Brand Experience)				
FAX-4-KIWIBURGER	MCDONALD'S	KIWIBURGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND
RIP CURL VIRTUAL PRO	RIP CURL	RIP CURL	VML, Sydney	AUSTRALIA
THE EVERYTHING BOOK	VEDANTU	THE EVERYTHING BOOK	DENTSU CREATIVE, Gurgaon	INDIA
4DISH POT	NETFLIX	REPLACING CHEF CHICO	GIGIL, Taguig	THE PHILIPPINES

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D02 (Use of Mobile & Devices)				
TRY GALAXY FOLD EXPERIENCE	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE, Seoul / CHEIL WORLDWIDE, SOUTH KOREA Dubai	
PERFECT DAYS	PERFECT DAYS	PERFECT DAYS	MOUNT, Tokyo / DENTSU INC, Tokyo	JAPAN
AUTOTRANSLATE	MYCAR TYRE AND AUTO	UTILITY	TBWA/SYDNEY, Sydney	AUSTRALIA
RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	RANGER BUDDIES QUEST	MEDIA.MONKS, Singapore / PICO ART INTERNATIONAL, Singapore	SINGAPORE
D03 (Use of Social & Digital Platforms)				
LAMIANFAN: NOODLES "FORBES"	JINMAILANG	LAMIANFAN	BLUEFOCUS PR CONSULTING, Beijing	
THE WEDDING THAT FANS BUILT	BUNDEBERG RUM	BUNDEBERG RUM	LEO BURNETT, Sydney	AUSTRALIA
PERFECT DAYS	PERFECT DAYS	PERFECT DAYS	MOUNT, Tokyo / DENTSU INC, Tokyo	JAPAN
HEINEKEN H*AI	HEINEKEN	HEINEKEN BEER	PUBLICIS SHANGHAI / BBH, Shanghai	
IKEA SKIP ADS THAT SAVE TIME	IKEA	IKEA	LEO BURNETT, Mumbai	INDIA
D05 (Metaverse, New Realities & Emerging Tech)				
HELLO CHRISTMAS	TELSTRA	TELECOMMUNICATIONS	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA
D07 (Branded Tech)				
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA
D08 (Experience Transformation)				
THE EVERYTHING BOOK	VEDANTU	THE EVERYTHING BOOK	DENTSU CREATIVE, Gurgaon	INDIA
AUTOTRANSLATE	MYCAR TYRE AND AUTO	UTILITY	TBWA/SYDNEY, Sydney	AUSTRALIA
E01 (Launch / Re-launch)				
TOOHEYS BLACK MARKET	TOOHEYS EXTRA DRY	TOOHEYS EXTRA DRY PLATINUM	THINKERBELL, Sydney	AUSTRALIA
E02 (Sponsorship & Brand Partnership)				
MAIL OLD MEDS	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN, Seoul	SOUTH KOREA
IN HER BOOTS	JOHNNIE WALKER	JOHNNIE WALKER WHISKEY	LEO BURNETT, Sydney	AUSTRALIA
SHIFT 20 INITIATIVE	SHIFT 20 INITIATIVE	VISIBILITY IN ADVERTISING	SPECIAL, Sydney / DYLAN ALCOTT FOUNDATION, Melbourne	AUSTRALIA
POSTCODES OF ORIGIN	XXXX	XXXX	THINKERBELL, Melbourne	AUSTRALIA
F01 (Integrated Campaign led by Brand Experience & Activation)				
2DEGREES: GOOD THINGS	2DEGREES	THE FIRST PHONE PROGRAMME	TBWA/NEW ZEALAND, Auckland	NEW ZEALAND
A MILLION LOGOS	COLGATE	COLGATE TOOTHPASTE	OGILVY, Kuala Lumpur	MALAYSIA
G01 (Local Brand)				
TOTAL SPORTS AND FITNESS HOTEL	TOTAL SPORTS & FITNESS	SPORTS RETAIL	BBDO INDIA, Mumbai	INDIA
G03 (Single-market Campaign)				
THE CLEFT CHOIR	LISTERINE	LISTERINE	BBDO BANGKOK, Bangkok	THAILAND
HEINEKEN STAR ICE	HEINEKEN	HEINEKEN BEER	VML, Bangkok / WUNDERMAN THOMPSON, Bangkok	THAILAND
THE EVERYTHING BOOK	VEDANTU	THE EVERYTHING BOOK	DENTSU CREATIVE, Gurgaon	INDIA
THE BIOCHAR PROJECT	LAY'S	POTATO CHIPS	LEO BURNETT, Mumbai	INDIA
G04 (Social Behaviour)				
LUX CHANGE THE ANGLE	LUX	LUX	VML, Singapore / WUNDERMAN THOMPSON, Singapore	SINGAPORE
OPEN ALL AGES	MUNICIPALITY OF SHANGHAI	MORNING SHANGHAI PROJECT	OGILVY, Shanghai	
RIDE THE ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
IKEA SKIP ADS THAT SAVE TIME	IKEA	IKEA	LEO BURNETT, Mumbai	INDIA
G05 (Cultural Insight)				
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA
PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY & PATIENT AUTONOMY PROMOTION CENTER	PAPER ORGANS	LEO BURNETT, Taipei	CHINESE TAIPEI
1982 SPRITE	THE COCA-COLA COMPANY	SPRITE	OGILVY, Shanghai	
WORDS OF PRIDE	DISNEY STAR	MEDIA/ENTERTAINMENT	DDB MUDRA, Mumbai	INDIA
G06 (Breakthrough on a Budget)				
DIRTY DISPLAYS	ARMOR ALL	ARMOR ALL	HAVAS MALAYSIA, PETALING JAYA	MALAYSIA
G07 (Corporate Purpose & Social Responsibility)				
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY
KFC BONE TIE	KFC THAILAND	KFC	VML, Bangkok / WUNDERMAN THOMPSON, Bangkok	THAILAND
THROUGH THEIR EYES	MAYBELLINE NEW YORK	BEAUTY	HERO, Prahran / McCANN, Melbourne	AUSTRALIA
HEROES' BELATED GRADUATION	BINGGRAE	BINGGRAE	DMINUSONE, Seoul	SOUTH KOREA
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA
EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	MCDONALDS - MCDELIVERY APPLICATION & WEBSITE	DDB MUDRA, Mumbai	INDIA
WORDS OF PRIDE	DISNEY STAR	MEDIA/ENTERTAINMENT	DDB MUDRA, Mumbai	INDIA
THE BIOCHAR PROJECT	LAY'S	POTATO CHIPS	LEO BURNETT, Mumbai	INDIA
G08 (Market Disruption)				

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ENGLAND BITTER	VICTORIA BITTER	BEER	THE MONKEYS, PART OF ACCENTURE SONG, Melbourne	AUSTRALIA
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA