

2024
Winners



Print & Publishing

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Consumer Goods)						
COMMA	KITKAT	KITKAT	VML, Manila / WUNDERMAN THOMPSON, Makati	THE PHILIPPINES	SILVER SPIKE CAMPAIGN	SILVER SPIKE
EM DASH	KITKAT	KITKAT	VML, Manila / WUNDERMAN THOMPSON, Makati	THE PHILIPPINES	SILVER SPIKE CAMPAIGN	
ELLIPSIS	KITKAT	KITKAT	VML, Manila / WUNDERMAN THOMPSON, Makati	THE PHILIPPINES	SILVER SPIKE CAMPAIGN	
A04 (Media / Entertainment)						
SEAL ALARM	THE TIMES OF INDIA	THE TIMES OF A BETTER INDIA	VML, Mumbai / WUNDERMAN THOMPSON, Mumbai	INDIA	GRAND PRIX	GRAND PRIX
A06 (Not-for-profit / Charity / Government)						
THE SMALL ISSUE FRONT-PAGE	WOMEN AND MEN PROGRESSIVE MOVEMENT FOUNDATION	NON-PROFIT ORGANIZATION	SPA-HAKUHODO, Bangkok	THAILAND	BRONZE SPIKE	BRONZE SPIKE
C03 (Single-market Campaign)						
THE UNWRITTEN STORIES	BIDYANONDO PUBLICATION	PUBLICATION	ASIATIC MARKETING COMMUNICATION LTD., Dhaka	BANGLADESH	GOLD SPIKE	GOLD SPIKE