

2024 Winners



Innovation

| Title | Brand | Product / Service | Entrant / Idea Creation | Location | Prize | Award |
|---|------------------------------------|---------------------------|---------------------------|-----------|--------------|--------------|
| A02 (Applied Innovation) | | | | | | |
| AIZOME ULTRA™ - AN INNOVATIVE METHOD TO CREATE TEXTILES WITH LASTING HEALTH BENEFITS. | AIZOME | TEXTILE DYEING TECHNOLOGY | SERVICEPLAN, Munich | GERMANY | GOLD SPIKE | GOLD SPIKE |
| GUIDE PLAY | JBL | JBL | BLKJ HAVAS, Singapore | SINGAPORE | BRONZE SPIKE | BRONZE SPIKE |
| SHELLMET | KOUSHI CHEMICAL INDUSTRY CO., LTD. | SHELLMET | TBWA HAKUHODO INC., Tokyo | JAPAN | GRAND PRIX | GRAND PRIX |
| A03 (Scalable Innovation) | | | | | | |
| LAY'S SMART FARM | LAY'S | LAY'S | LEO BURNETT, Mumbai | INDIA | SILVER SPIKE | SILVER SPIKE |