

2024
Winners



Creative Strategy

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (Consumer Goods)						
UN-AUSTRALIA	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	SILVER SPIKE	SILVER SPIKE
A03 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)						
SHOP ALDI FIRST	ALDI AUSTRALIA	ALDI AUSTRALIA	BMF, Sydney	AUSTRALIA	SILVER SPIKE	SILVER SPIKE
MCDONALD'S COFFEE RETIREMENT	MCCAFÉ HONG KONG	MCCAFÉ COFFEE	DDB, Hong Kong		BRONZE SPIKE	BRONZE SPIKE
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	GRAND PRIX	GRAND PRIX
C01 (Challenger Brand Strategy)						
THE GREAT OUTDOORS	CANADIAN CLUB	CANADIAN CLUB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE
C02 (Breakthrough on a Budget)						
SKINNY PHONE IT IN	SKINNY	SKINNY	COLENZO BBDO, Auckland	NEW ZEALAND	SILVER SPIKE	SILVER SPIKE
C04 (Long-term Strategy)						
SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL	DETERGENT	BBDO INDIA, Mumbai	INDIA	GOLD SPIKE	GOLD SPIKE
C05 (Corporate Purpose & Social Responsibility)						
EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	MCDONALDS - MCDelivery APPLICATION & WEBSITE	DDB MUDRA, Mumbai	INDIA	BRONZE SPIKE	BRONZE SPIKE
EXTRA LIME COMPANY	CORONA	LIME INDUSTRY	AB INBEV, Shanghai / DAVID, Bogotá / AB INBEV, Shanghai / TBWA/BOLT SHANGHAI		BRONZE SPIKE	BRONZE SPIKE
D01 (Brave Brands)						
SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL	DETERGENT	BBDO INDIA, Mumbai	INDIA	BRONZE SPIKE	BRONZE SPIKE
D02 (Partnerships & Sponsorship)						
PROPILOT MOP	NISSAN MOTOR CO., LTD.	PROPILOT 2.0	TBWA\HAKUHODO INC., Tokyo	JAPAN	BRONZE SPIKE	BRONZE SPIKE
E03 (Use of Social & Digital Platforms)						
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES	SILVER SPIKE	SILVER SPIKE
E04 (Live Brand Experience)						
I AM NOT KING	BURGER KING KOREA	HAMBURGER	INNORED, Seoul	SOUTH KOREA	BRONZE SPIKE	BRONZE SPIKE
PROPILOT MOP	NISSAN MOTOR CO., LTD.	PROPILOT 2.0	TBWA\HAKUHODO INC., Tokyo	JAPAN	GOLD SPIKE	GOLD SPIKE
E06 (360 Integrated Brand Strategy)						
MATES MAKE IT MACCA'S	MCDONALD'S	RECRUITMENT	AKCELO, Sydney	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE