

2024 Winners



Direct

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A02 (Healthcare)						
PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY & PATIENT AUTONOMY PROMOTION CENTER	PAPER ORGANS	LEO BURNETT, Taipei	CHINESE TAIPEI	BRONZE SPIKE	BRONZE SPIKE
A06 (Not-for-profit / Charity / Government)						
THE PILL-BOARD	CHILDFUND KOREA	CHILDFUND KOREA	DMINUSONE, Seoul	SOUTH KOREA	BRONZE SPIKE	BRONZE SPIKE
B02 (Small Scale Media)						
MILK MANGA	SEKI MILK	MILK	VML OGLIVY JAPAN, Tokyo	JAPAN	BRONZE SPIKE	BRONZE SPIKE
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA	GOLD SPIKE	GOLD SPIKE
2DEGREES: GOOD TINGS	2DEGREES	THE FIRST PHONE PROGRAMME	TBWA/NEW ZEALAND, Auckland	NEW ZEALAND	BRONZE SPIKE	BRONZE SPIKE
C02 (Use of Mobile & Devices)						
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC, Tokyo	JAPAN	GRAND PRIX	GRAND PRIX
TRY GALAXY FOLD EXPERIENCE	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE, Seoul / CHEIL WORLDWIDE, Dubai	SOUTH KOREA	BRONZE SPIKE	BRONZE SPIKE
D02 (Data-driven Targeting)						
RIP CURL VIRTUAL PRO	RIP CURL	RIP CURL	VML, Sydney	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE
E01 (Acquisition & Retention)						
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA	SILVER SPIKE	SILVER SPIKE
G01 (Local Brand)						
MILK MANGA	SEKI MILK	MILK	VML OGLIVY JAPAN, Tokyo	JAPAN	SILVER SPIKE	SILVER SPIKE
G04 (Social Behaviour)						
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	SILVER SPIKE	SILVER SPIKE
G05 (Cultural Insight)						
PARK O'CLOCK	PLUGLINK	PLUGLINK	PLUGLINK, Seoul / IDEOT, Seoul	SOUTH KOREA	BRONZE SPIKE	BRONZE SPIKE
G06 (Breakthrough on a Budget)						
LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	MANDARIN ORIENTAL, SINGAPORE	FORSMAN & BODENFORS, Singapore	SINGAPORE	SILVER SPIKE	SILVER SPIKE
G07 (Corporate Purpose & Social Responsibility)						
THE GREENPRINT	VOLKSWAGEN	EKOMBI	DDB NEW ZEALAND, Auckland	NEW ZEALAND	SILVER SPIKE	SILVER SPIKE
G08 (Market Disruption)						
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA	GOLD SPIKE	GOLD SPIKE