

2024  
Winners



# Brand Experience & Activation

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>A01 (Consumer Goods)</b>						
ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	SILVER SPIKE	SILVER SPIKE
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA	SILVER SPIKE	SILVER SPIKE
<b>A03 (Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains)</b>						
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC, Tokyo	JAPAN	SILVER SPIKE	SILVER SPIKE
RIDE THE ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES	BRONZE SPIKE	BRONZE SPIKE
<b>A04 (Media / Entertainment)</b>						
EAT WHAT YOU WATCH	VIU	VIU	DDB, Singapore	SINGAPORE	BRONZE SPIKE	BRONZE SPIKE
<b>A05 (Consumer Services / Business to Business)</b>						
AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	GOLD SPIKE	GOLD SPIKE
<b>B01 (Small Scale Media)</b>						
MILK MANGA	SEKI MILK	MILK	VML OGILVY JAPAN, Tokyo	JAPAN	BRONZE SPIKE	BRONZE SPIKE
<b>B03 (Use of Broadcast)</b>						
SHIFT 20 INITIATIVE	SHIFT 20 INITIATIVE	VISIBILITY IN ADVERTISING	SPECIAL, Sydney / DYLAN ALCOTT FOUNDATION, Melbourne	AUSTRALIA	SILVER SPIKE	SILVER SPIKE
<b>C01 (Guerrilla Marketing &amp; Stunts)</b>						
CLIMATE DOCTOR'S CERTIFICATE	SCHOOL STRIKES 4 CLIMATE	CLIMATE DOCTOR'S CERTIFICATE	CHEP NETWORK, Melbourne	AUSTRALIA	SILVER SPIKE	SILVER SPIKE
TOTAL SPORTS AND FITNESS HOTEL	TOTAL SPORTS & FITNESS	SPORTS RETAIL	BBDO INDIA, Mumbai	INDIA	BRONZE SPIKE	BRONZE SPIKE
HEINEKEN H*AI	HEINEKEN	HEINEKEN BEER	BBH, Shanghai		SILVER SPIKE	SILVER SPIKE
<b>C04 (Competitions &amp; Promotional Games)</b>						
RIP CURL VIRTUAL PRO	RIP CURL	RIP CURL	VML, Sydney	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE
<b>C06 (360 integrated Brand Experience )</b>						
THE GREENPRINT	VOLKSWAGEN	EKOMBI	DDB NEW ZEALAND, Auckland	NEW ZEALAND	SILVER SPIKE	SILVER SPIKE
FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	AJINOMOTO "GYOZA"	HONDA OFFICE, Tokyo / I&CO, Tokyo	JAPAN	GOLD SPIKE	GOLD SPIKE
<b>C07 (Customer Acquisition &amp; Retention)</b>						
TRY GALAXY FOLD EXPERIENCE	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE, Seoul / CHEIL WORLDWIDE, Dubai	SOUTH KOREA	SILVER SPIKE	SILVER SPIKE
<b>D01 (Tech-led Brand Experience)</b>						
FAX-4-KIWIBURGER	MCDONALD'S	KIWIBURGER	DDB NEW ZEALAND, Auckland	NEW ZEALAND	SILVER SPIKE	SILVER SPIKE
<b>D02 (Use of Mobile &amp; Devices)</b>						
TRY GALAXY FOLD EXPERIENCE	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE, Seoul / CHEIL WORLDWIDE, Dubai	SOUTH KOREA	GOLD SPIKE	GOLD SPIKE
PERFECT DAYS	PERFECT DAYS	PERFECT DAYS	MOUNT, Tokyo / DENTSU INC, Tokyo	JAPAN	BRONZE SPIKE	BRONZE SPIKE
<b>D05 (Metaverse, New Realities &amp; Emerging Tech)</b>						
HELLO CHRISTMAS	TELSTRA	TELECOMMUNICATIONS	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE
<b>D08 (Experience Transformation )</b>						
THE EVERYTHING BOOK	VEDANTU	THE EVERYTHING BOOK	DENTSU CREATIVE, Gurgaon	INDIA	BRONZE SPIKE	BRONZE SPIKE
AUTO TRANSLATE	MYCAR TYRE AND AUTO	UTILITY	TBWA SYDNEY	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE
<b>E02 (Sponsorship &amp; Brand Partnership)</b>						
IN HER BOOTS	JOHNNIE WALKER	JOHNNIE WALKER WHISKEY	LEO BURNETT, Sydney	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE
SHIFT 20 INITIATIVE	SHIFT 20 INITIATIVE	VISIBILITY IN ADVERTISING	SPECIAL, Sydney / DYLAN ALCOTT FOUNDATION, Melbourne	AUSTRALIA	GOLD SPIKE	GOLD SPIKE
<b>F01 (Integrated Campaign led by Brand Experience &amp; Activation)</b>						
2DEGREES: GOOD TINGS	2DEGREES	THE FIRST PHONE PROGRAMME	TBWA NEW ZEALAND, Auckland	NEW ZEALAND	BRONZE SPIKE	BRONZE SPIKE
A MILLION LOGOS	COLGATE	COLGATE TOOTHPASTE	OGILVY, Kuala Lumpur	MALAYSIA	BRONZE SPIKE	BRONZE SPIKE
<b>G03 (Single-market Campaign)</b>						
THE EVERYTHING BOOK	VEDANTU	THE EVERYTHING BOOK	DENTSU CREATIVE, Gurgaon	INDIA	BRONZE SPIKE	BRONZE SPIKE
<b>G04 (Social Behaviour)</b>						
OPEN ALL AGES	MUNICIPALITY OF SHANGHAI	MORNING SHANGHAI PROJECT	OGILVY, Shanghai		BRONZE SPIKE	BRONZE SPIKE
<b>G05 (Cultural Insight)</b>						
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA	BRONZE SPIKE	BRONZE SPIKE
PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY & PATIENT AUTONOMY PROMOTION CENTER	PAPER ORGANS	LEO BURNETT, Taipei	CHINESE TAIPEI	BRONZE SPIKE	BRONZE SPIKE
<b>G06 (Breakthrough on a Budget)</b>						
DIRTY DISPLAYS	ARMOR ALL	ARMOR ALL	HAVAS MALAYSIA, PETALING JAYA	MALAYSIA	SILVER SPIKE	SILVER SPIKE
<b>G07 (Corporate Purpose &amp; Social Responsibility)</b>						
THROUGH THEIR EYES	MAYBELLINE NEW YORK	BEAUTY	HERO, Prahran / McCANN, Melbourne	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE
HEROES' BELATED GRADUATION	BINGGRAE	BINGGRAE	DMINUSONE, Seoul	SOUTH KOREA	SILVER SPIKE	SILVER SPIKE

2024  
Winners



# Brand Experience & Activation

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
WORDS OF PRIDE	DISNEY STAR	MEDIA/ENTERTAINMENT	DDB MUDRA, Mumbai	INDIA	SILVER SPIKE	SILVER SPIKE
G08 (Market Disruption)						
ENGLAND BITTER	VICTORIA BITTER	BEER	THE MONKEYS, PART OF ACCENTURE SONG, Melbourne	AUSTRALIA	BRONZE SPIKE	BRONZE SPIKE
FITCHIX	HONEST EGGS CO.	HONEST EGGS CO.	VML, Melbourne	AUSTRALIA	GRAND PRIX	GRAND PRIX