

<b>Shortlist (Digital)</b>							
Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Corporate Information/Business Products &amp; Services)</b>							
A01/003	00230	JUST DO IT	NIKE JAPAN	KICKSTARTER FOR ATHLETES	AKQA TOKYO	JAPAN	AKQA TOKYO
<b>A02 (Fast Moving Consumer Goods)</b>							
A02/002	00070	AJAX SOCIAL WIPES	COLGATE PALMOLIVE	AJAX SPRAY N' WIPE	VML Sydney	AUSTRALIA	VML Sydney
A02/006	00380	RADIANT RETURN	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A02/010	00065	TUI PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SPARK PHD Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
<b>A04 (Other Consumer Products)</b>							
A04/002	00071	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney
A04/003	00130	PLEASE TAKE ME HOME	SOARGON	SOARGON	CHEIL OPENTIDE Beijing	CHINA	CHEIL OPENTIDE Beijing
A04/007	00368	MAKE EVERY YARD COUNT	NIKE INDIA	NIKE CRICKET	MINDSHARE Bangalore	INDIA	
<b>A05 (Consumer Services)</b>							
A05/002	00051	BRING DOWN THE KING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A05/003	00066	CLEVER BUOY	OPTUS	CLEVER BUOY	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
A05/006	00390	FOOTIFY FM	NATIONAL AUSTRALIA BANK	FOOTIFY FM	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A05/007	00391	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	MELBOURNE REMOTE CONTROL TOURIST	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
<b>A06 (Fundraising, charities, appeals, non-profit organisations, public health &amp; safety, public awareness)</b>							
A06/001	00052	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A06/003	00416	WORLD UNDER WATER	CARBONSTORY	SOCIAL PLATFORM FOR REDUCING CARBON FOOTPRINT	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
<b>B01 (Websites)</b>							
B01/004	00078	EMOTIONSCAN	BANK OF NEW ZEALAND	BNZ MONEYREVIEW	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland
<b>B02 (Microsites)</b>							
B02/009	00344	3D ON THE ROCKS	SUNTORY HOLDINGS	SUNTORY WHISKY	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo
B02/011	00359	THE 3D PHOTO MADE BY EVERYONE	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU Tokyo	JAPAN	DENTSU KANSAI TOKYO ROOM
B02/014	00392	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
B02/015	00417	WORLD UNDER WATER	CARBONSTORY	SOCIAL PLATFORM FOR REDUCING CARBON FOOTPRINT	BBDO PROXIMITY SINGAPORE	SINGAPORE	BBDO PROXIMITY SINGAPORE
B02/027	00466	CUBA UNDERGROUND	PARLE AGRO	CAFE CUBA	CREATIVELAND ASIA Mumbai	INDIA	CREATIVELAND ASIA Mumbai
<b>C01 (Web Banner)</b>							
C01/002	00099	KNOW YOUR ENGLISH	BRITISH COUNCIL SINGAPORE	PRIVATE EDUCATION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
C01/005	00128	BANNER SWAP	TIME OUT	MAGAZINE	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG
<b>D01 (Online Video)</b>							
D01/003	00018	SMARTPHONE CASE N	HONDA MOTOR CO	N-WGN	DENTSU Tokyo	JAPAN	DENTSU Tokyo
D01/006	00057	TO SEE	MENICON	MIRU	MORI Tokyo	JAPAN	MORI Tokyo / DENTSU Tokyo
D01/012	00096	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
D01/013	00107	PACKED COUPLE	SEA ROAD INTERNATIONAL CORPORATION	CONDOMANIA	OGILVY & MATHER JAPAN Tokyo	JAPAN	OGILVY & MATHER JAPAN Tokyo
D01/034	00381	EPISODE 1 MOVING TARGET	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
D01/035	00382	EPISODE 2 TACKLING PRACTICE	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
D01/036	00383	EPISODE 3 BIN DIVING	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
D01/037	00384	EPISODE 4 THE PIGGERY	PZ CUSSONS	LAUNDRY DETERGENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
D01/038	00393	AUSSIE BUILDERS	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
D01/039	00394	FOOTIFY FM	NATIONAL AUSTRALIA BANK	FOOTIFY FM	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
D01/047	00037	TUI BEER PLUMBER	HEINEKEN NEW ZEALAND	TUI BEER	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
D01/065	00236	POKEMON CHALLENGE	GOOGLE	GOOGLE MAPS	HAKUHODO Tokyo	JAPAN	SIX Tokyo / HAKUHODO Tokyo
D01/077	00448	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Bangalore	INDIA	JWT INDIA Bangalore
<b>E01 (Social)</b>							
E01/004	00047	ZOMBIE FOLLOWERS	FOXTEL	THE WALKING DEAD	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY
E01/005	00049	#WINRICHARDSPOINTS	VELOCITY	FREQUENT FLYER REWARDS CARD	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY
E01/006	00053	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
E01/007	00054	BRING DOWN THE KING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
E01/008	00081	COCA-COLA HAPPY STADIUM	COCA-COLA JAPAN COMPANY	COCA-COLA	DENTSU Tokyo	JAPAN	DENTSU Tokyo
E01/021	00397	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
E01/033	00123	MESSAGE BARTER	THE AKANKSHA FOUNDATION	THE AKANKSHA FOUNDATION	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai
E01/035	00142	SHARE IT TO END IT	CABCY	CABCY	JWT SINGAPORE	SINGAPORE	JWT SINGAPORE
E01/064	00449	MAKE EVERY YARD COUNT	NIKE	NIKE CRICKET	JWT INDIA Bangalore	INDIA	JWT INDIA Bangalore
E01/065	00456	#UNSELFIE	TYPHOON YOLANDA APPEAL	FUNDRAISING	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City
E01/069	00241	PHUBBING	MACQUARIE DICTIONARY	DICTIONARY	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
E01/071	00258	BUY THE SKY	ROYAL FLYING DOCTOR SERVICE	ROYAL FLYING DOCTOR SERVICE	HAVAS MEDIA Sydney	AUSTRALIA	HAVAS MEDIA Sydney / RED AGENCY Sydney
<b>G01 (Games)</b>							
G01/003	00324	GAME ON	KIA AUSTRALIA	AUSTRALIAN TENNIS OPEN SPONSORSHIP	INNOCEAN WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	INNOCEAN WORLDWIDE AUSTRALIA Sydney
G01/014	00237	POKEMON CHALLENGE	GOOGLE	GOOGLE MAPS	HAKUHODO Tokyo	JAPAN	SIX Tokyo / HAKUHODO Tokyo
<b>H01 (Branded tech (online))</b>							
H01/003	00100	KNOW YOUR ENGLISH	BRITISH COUNCIL SINGAPORE	PRIVATE EDUCATION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
H01/005	00360	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU Tokyo	JAPAN	DENTSU KANSAI TOKYO ROOM
<b>H02 (Branded tech (off-line))</b>							
H02/004	00067	CLEVER BUOY	OPTUS	CLEVER BUOY	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
H02/005	00073	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney
H02/006	00097	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
H02/020	00231	THE GOOD ROAD	CASTROL ACTIVE/ BANGALORE TRAFFIC POLICE	ROAD SAFETY AWARENESS	OGILVY & MATHER Bangalore	INDIA	OGILVY & MATHER Bangalore
H02/022	00457	NIKE HOUSE OF MAMBA	NIKE SHANGHAI	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AIS London / AKQA SHANGHAI Shanghai
H02/027	00386	CARS THAT FEEL	TOYOTA	PRIUS	SOAP CREATIVE Sydney	AUSTRALIA	SOAP CREATIVE Sydney
<b>I01 (Integrated Multi-Platform Campaign)</b>							
I01/003	00055	ANIMAL STRIKE	PAW JUSTICE	CHARITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
I01/004	00056	BRING DOWN THE KING	SKY TELEVISION	GAME OF THRONES SEASON 4 LAUNCH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
I01/005	00105	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
I01/010	00400	MELBOURNE REMOTE CONTROL TOURIST	TOURISM VICTORIA	TOURISM VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
<b>J01 (User experience (UX))</b>							
J01/001	00009	BANANA TROPHY	DOLE JAPAN	DOLE BANANA	DENTSU Y&R Tokyo	JAPAN	DENTSU Y&R Tokyo
J01/003	00074	COMMONWEALTH BANK RELAUNCH	COMMONWEALTH BANK OF AUSTRALIA	BANKING	VML Sydney	AUSTRALIA	VML Sydney
J01/007	00328	FUNFAIR IN YOUR MOUTH CAMPAIGN	EBARA FOODS INDUSTRY	EBARA VEGETABLE PICKLING BASE	BEACON/LEO BURNETT TOKYO Tokyo	JAPAN	BEACON/LEO BURNETT TOKYO Tokyo
J01/010	00362	THE 3D PHOTO MADE BY EVERYONE	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU Tokyo	JAPAN	DENTSU KANSAI TOKYO ROOM
J01/018	00271	PAPER CRAFT SEARCH ENGINE	3M JAPAN	SCOTCH®	ASATSU-DK Tokyo	JAPAN	ASATSU-DK Tokyo
<b>J02 (Overall aesthetic design)</b>							
J02/006	00347	3D ON THE ROCKS	SUNTORY HOLDINGS	SUNTORY WHISKY	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo
<b>J03 (Storytelling)</b>							
J03/002	00088	A FAMILY STORY	THE SHINANO MINICHI SHIMBUN	NEWSPAPER	FRONTAGE Tokyo	JAPAN	FRONTAGE Tokyo
J03/003	00106	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
J03/005	00363	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU Tokyo	JAPAN	DENTSU KANSAI TOKYO ROOM
<b>J04 (Innovative use of technology)</b>							
J04/005	00068	CLEVER BUOY	OPTUS	CLEVER BUOY	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
J04/007	00076	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney
J04/009	00098	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo
J04/010	00101	KNOW YOUR ENGLISH	BRITISH COUNCIL SINGAPORE	PRIVATE EDUCATION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
J04/013	00364	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU Tokyo	JAPAN	DENTSU KANSAI TOKYO ROOM
J04/030	00458	NIKE HOUSE OF MAMBA	NIKE SHANGHAI	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AIS London / AKQA SHANGHAI Shanghai
J04/034	00453	BECK'S MAKES MUSIC OUT OF BEER - LITERALLY!	LION BREWERIES NZ	BECK'S	ZENITHOPTIMEDIA Auckland	NEW ZEALAND	SHINE LIMITED Auckland
J04/036	00388	CARS THAT FEEL	TOYOTA	PRIUS	SOAP CREATIVE Sydney	AUSTRALIA	SOAP CREATIVE Sydney
<b>Total Entries:</b>			<b>77</b>				