

Results	Category	Title of Entry	Agency	Advertiser	Country
Bronze	Data & Analytics - DAA01 - Web Analytics	Beating the Big Banks in the Big Data game	CHE Proximity	GE Capital	Australia
Bronze	Data & Analytics - DAA03 - Data Mining - Audience Association and Clustering Analysis	Finding Intel Qualified Prospects in Real Time	OMD	Intel	China
Bronze	Data & Analytics - DAA03 - Data Mining - Audience Association and Clustering Analysis	Volkswagen dCRM Project	HackerAgency	Volkswagen (China) Investment Co., Ltd	China
Silver	Data & Analytics - DAS01 - Audience Segmentation	In It For Life	Twenty	AA Insurance	New Zealand
Bronze	Data & Analytics - DAS05 - Single Customer View at Scale	Annuity Acceleration Initiative: Single View of the Customer Drives Automated Proactive Data-Driven Demand Generation	Cisco	Cisco	Hong Kong S.A.R., China
Bronze	Data & Analytics - DAS06 - Multiple Data Sourcing/Merging	I Know Which Half of My Advertising is a Waste	Maxus	Maxus	India
Bronze	Data & Analytics - DAU01 - Analytics Innovation	Optimising digital marketing spend at Telstra through custom media attribution	DataLicious	Telstra	Australia
Silver	Data & Analytics - DAU01 - Analytics Innovation	Wall Street Meets Madison Avenue	Dentsu Aegis Network	Resorts World at Sentosa	Singapore
Gold	Data & Analytics - DAU02 - Database Application	Kan Khajura Tesan	PHD India	Hindustan Unilever	India
Platinum	Data & Analytics - DAU03 - Customer Intelligence (CI)	Castrol Drive On	Low Vietnam	Castrol Vietnam	Vietnam
Bronze	Data & Analytics - DAU03 - Customer Intelligence (CI)	Kan Khajura Tesan	PHD India	Hindustan Unilever	India
Bronze	Data & Analytics - DAU04 - Business Intelligence (BI)	Retail Expansion Contraction	Maxus	maxus	India
Gold	Data & Analytics - DAU06 - Innovative use of Data Technology	Governing the Self-Sustaining Town	Dentsu Inc.	GRAND FRONT OSAKA TMO General Incorporated association	Japan
Bronze	Data & Analytics - DAU06 - Innovative use of Data Technology	Volkswagen dCRM Project	HackerAgency	Volkswagen (China) Investment Co., Ltd	China
Bronze	Digital Strategy - DSP01 - Non-Alcoholic Beverages	Lyric Coke	Isobar China group	Coca-Cola	China
Bronze	Digital Strategy - DSP02 - Alcoholic Beverages & Tobacco	3D on the Rocks	TBWA/HAKUHODO	Suntory Holdings Limited	Japan
Silver	Digital Strategy - DSP02 - Alcoholic Beverages & Tobacco	Johnnie Walker Blue Label - The Gentlemen's Wager	PHD Singapore	Diageo	Singapore
Silver	Digital Strategy - DSP03 - Food Products	Aussie Builders	Clemenger BBDO	MARS Chocolate Australia	Australia
Silver	Digital Strategy - DSP05 - Pharmaceuticals, Beauty Products, Cosmetics & Toiletries	BANDAID - Heal with Love	BBDO/PROXIMITY CHINA	Shanghai Johnson & Johnson Pharmaceuticals, Ltd	China
Bronze	Digital Strategy - DSP06 - Other Consumer Products (Including Durable Goods)	KINDLE: MAKING CHINA FALL IN LOVE WITH READING AGAIN	Weber Shandwick	AMAZON	China
Silver	Digital Strategy - DSP07 - Cars & Automotive Services	BMW R nineT Custom Project	Proximity Japan	BMW Motorrad Japan	Japan
Bronze	Digital Strategy - DSP07 - Cars & Automotive Services	Virtual Land Rover Experience	Wunderman Shanghai	Land Rover China	China
Bronze	Digital Strategy - DSP08 - Lifestyle	I Hate Thailand	The Leo Burnett Group Thailand	Tourism Authority of Thailand	Thailand
Gold	Digital Strategy - DSP09 - Financial Services, Commercial Public Services, Business Products & Services	Visa_Get Lost	BBDO/PROXIMITY CHINA	Visa China	China
Silver	Digital Strategy - DSP10 - Publications & Media	Bring Down The King	DDB NZ	SKY Television NZ	New Zealand
Gold	Digital Strategy - DSP12 - Charities, Public Health & Safety & Public Awareness Messages	Share For Dogs	Colenso BBDO	MARS	New Zealand
Gold	Digital Strategy - DSP12 - Charities, Public Health & Safety & Public Awareness Messages	The Red Cross Connection	MRM//McCANN Singapore	Singapore Red Cross	Singapore
Silver	Digital Strategy - DS01 - Search	AirAsia - Escape the Haze - iWeather	iProspect Singapore	AirAsia	Singapore
Silver	Digital Strategy - DS02 - Website & Microsites	BANDAID - Heal with Love	BBDO/PROXIMITY CHINA	Shanghai Johnson & Johnson Pharmaceuticals, Ltd	China
Bronze	Digital Strategy - DS02 - Website & Microsites	Netease - Your Opinion Is Your Weapon	BBDO/PROXIMITY CHINA	NetEase, Inc	China
Silver	Digital Strategy - DS02 - Website & Microsites	Virtual Land Rover Experience	Wunderman Shanghai	Land Rover China	China
Gold	Digital Strategy - DS03 - Mobile (including Apps)	The Red Cross Connection	MRM//McCANN Singapore	Singapore Red Cross	Singapore
Gold	Digital Strategy - DS05 - Video	Aussie Builders	Clemenger BBDO	MARS Chocolate Australia	Australia
Silver	Digital Strategy - DS05 - Video	I Hate Thailand	The Leo Burnett Group Thailand	Tourism Authority of Thailand	Thailand
Silver	Digital Strategy - DS05 - Video	Visa_Get Lost	BBDO/PROXIMITY CHINA	Visa China	China
Silver	Digital Strategy - DS06 - Social	Bring Down The King	DDB NZ	SKY Television NZ	New Zealand
Bronze	Digital Strategy - DS06 - Social	HAIRTAG PROJECT	BBDO and Proximity Thailand	The Lounge Hair Salon	Thailand
Bronze	Digital Strategy - DS06 - Social	Pitch Purrfect	BBDO Malaysia	MARS Foods Malaysia	Malaysia
Gold	Digital Strategy - DS06 - Social	The Red Cross Connection	MRM//McCANN Singapore	Singapore Red Cross	Singapore
Silver	Digital Strategy - DS06 - Social	Van Heusen Rewarding Fashion	Mindshare	Madura Garments	India
Bronze	Digital Strategy - DS06 - Social	Win Richard's Points	Clemenger BBDO	Virgin Australia	Australia
Bronze	Digital Strategy - DS07 - Online Content (excluding Video Content)	BANDAID - Heal with Love	BBDO/PROXIMITY CHINA	Shanghai Johnson & Johnson Pharmaceuticals, Ltd	China
Bronze	Digital Strategy - DS07 - Online Content (excluding Video Content)	World Under Water	BBDO Singapore	CarbonStory	Singapore
Gold	Digital Strategy - DS08 - Other Digital Solutions	'Know Your English' Web Banners	Grey Group Singapore	British Council	Singapore
Bronze	Digital Strategy - DS09 - Digital Innovation	3D on the Rocks	TBWA/HAKUHODO	Suntory Holdings Limited	Japan
Platinum	Digital Strategy - DS09 - Digital Innovation	Penny The Pirate	Saatchi & Saatchi Sydney	Luxottica	Australia
Silver	Digital Strategy - DS09 - Digital Innovation	Share For Dogs	Colenso BBDO	MARS	New Zealand
Silver	Digital Strategy - DS10 - Digitally Integrated Campaign	How To Drink Properly	Clemenger BBDO	DrinkWise Australia	Australia
Silver	Digital Strategy - DS10 - Digitally Integrated Campaign	Visa_Get Lost	BBDO/PROXIMITY CHINA	Visa China	China
Silver	e-Commerce - ECP02 - Finance (Including Financial Services, Commercial Public Services Business Products and Services)	Tata Value Homes - NHB	Everest Y&R	Tata Value Homes	India
Bronze	e-Commerce - ECP04 - Pharmaceutical, Health and Beauty (Including Cosmetics and Toiletries)	Man Moment Man Look	@comm	P&G (China) Sales Co. Ltd	China
Bronze	e-Commerce - EC01 - User Experience	McDelivery	DDB Group Singapore	McDonald's APMEA	Singapore
Bronze	e-Commerce - EC02 - Innovation	Leveraging e-Commerce to drive targeted sampling for premium FMCG brands	Mindshare	Hindustan Unilever Ltd.	India
Bronze	Effectiveness - EFP01 - Non-Alcoholic Beverages	Lyric Coke	Isobar China group	Coca Cola	China
Bronze	Effectiveness - EFP01 - Non-Alcoholic Beverages	Slurpee Xpandinator	Leo Burnett Melbourne	7-Eleven	Australia
Gold	Effectiveness - EFP02 - Alcoholic Beverages & Tobacco	Tui Catch a Million	Saatchi & Saatchi New Zealand	Heineken New Zealand	New Zealand
Gold	Effectiveness - EFP03 - Food Products	#SPCSunday	Leo Burnett Melbourne	SPC Ardmona	Australia
Bronze	Effectiveness - EFP03 - Food Products	Kissan - Little Farmers of Kissanpur	Low Lintas + Partners, India	Hindustan Unilever Limited	India
Silver	Effectiveness - EFP04 - Home Furnishing, Appliances, Maintenance & Household Products	Havells - Respect Women (EFP04)	Low Lintas + Partners, India	Havells India Ltd.	India
Bronze	Effectiveness - EFP04 - Home Furnishing, Appliances, Maintenance & Household Products	THIS IS LIVING EXPERIENTIAL PLATFORM	Leo Burnett Vietnam	SAMSUNG	Vietnam
Bronze	Effectiveness - EFP05 - Pharmaceuticals, Beauty Products, Cosmetics & Toiletries	Rexona "Pa-simple Moves"	Low Philippines	Unilever Philippines	Philippines
Bronze	Effectiveness - EFP06 - Other Consumer Products (Including Durable Goods)	The Waterless Project	BBDO Malaysia	Levi Strauss (M) Sdn Bhd	Malaysia
Bronze	Effectiveness - EFP07 - Cars & Automotive Services	Castrol Drive On	Low Vietnam	Castrol Vietnam	Vietnam
Bronze	Effectiveness - EFP08 - Lifestyle	Sabse Saste Din: License to squeeze	DDB Mudra Group	Future Retail Limited	India
Bronze	Effectiveness - EFP09 - Financial Services, Commercial Public Services, Business Products & Services	Cebuana Luillier Re-Meet	Ace Saatchi & Saatchi	Cebuana Luillier	Philippines
Gold	Effectiveness - EFP09 - Financial Services, Commercial Public Services, Business Products & Services	Fuji Xerox - Haus of Versant	Republik New Zealand	Fuji Xerox New Zealand	New Zealand
Silver	Effectiveness - EFP09 - Financial Services, Commercial Public Services, Business Products & Services	Idea - No Ullu Banaoing	Low Lintas + Partners, India	Idea Cellular Limited	India
Bronze	Effectiveness - EFP09 - Financial Services, Commercial Public Services, Business Products & Services	Save Retirement	Clemenger BBDO	MLC	Australia
Silver	Effectiveness - EFP09 - Financial Services, Commercial Public Services, Business Products & Services	Visa_Get Lost	BBDO/PROXIMITY CHINA	Visa China	China
Silver	Effectiveness - EFP10 - Publications & Media	Bring Down The King	DDB NZ	SKY Television NZ	New Zealand
Silver	Effectiveness - EFP10 - Publications & Media	THE NEWSPAPER THAT STOPPED DENGUE IN ITS TRACKS	Leo Burnett Solutions Inc.	Ceylon Newspapers (Pvt) Limited	Sri Lanka
Bronze	Effectiveness - EFP11 - Corporate Image & Information	Attention Powered Car	JWT Sydney	The Royal Automobile Club, Western Australia	Australia
Silver	Effectiveness - EFP12 - Charities, Public Health & Safety & Public Awareness Messages	Mistakes	Clemenger BBDO	New Zealand Transport Agency (NZTA)	New Zealand
Bronze	Effectiveness - EFP12 - Charities, Public Health & Safety & Public Awareness Messages	Share my Dabba	McCann India Pvt. Ltd.	HappyLife Welfare Org.	India
Bronze	Effectiveness - EFP12 - Charities, Public Health & Safety & Public Awareness Messages	Tata Tea - Power of 49	Low Lintas + Partners, India	Tata Global Beverages Ltd.	India
Bronze	Effectiveness - EFP12 - Charities, Public Health & Safety & Public Awareness Messages	The Campaign That Created History	Soho Square	Bharatiya Janata Party	India
Gold	Effectiveness - EFS01 - Innovative Use of Media	Bring Down The King	DDB NZ	SKY Television NZ	New Zealand
Gold	Effectiveness - EFS01 - Innovative Use of Media	Not A Bug Splat	BBDO Pakistan	Reprieve / Foundation for Fundamental Rights	Pakistan
Gold	Effectiveness - EFS01 - Innovative Use of Media	Penny The Pirate	Saatchi & Saatchi Sydney	Luxottica	Australia
Bronze	Effectiveness - EFS01 - Innovative Use of Media	Share For Dogs	Colenso BBDO	MARS	New Zealand
Bronze	Effectiveness - EFS02 - Branded Content	Aussie Builders	Clemenger BBDO	MARS Chocolate Australia	Australia
Bronze	Effectiveness - EFS02 - Branded Content	Deep Dive	DDB NZ	Lion	New Zealand
Gold	Effectiveness - EFS02 - Branded Content	Penny The Pirate	Saatchi & Saatchi Sydney	Luxottica	Australia
Silver	Effectiveness - EFS03 - Sponsorship and Event Marketing	Fuji Xerox - Haus of Versant	Republik New Zealand	Fuji Xerox New Zealand	New Zealand
Silver	Effectiveness - EFS03 - Sponsorship and Event Marketing	Tata Prima - Giants Unleashed	Reddiffusion Y&R	Tata Motors Limited	India
Gold	Effectiveness - EFS03 - Sponsorship and Event Marketing	Tui Catch a Million	Saatchi & Saatchi New Zealand	Heineken New Zealand	New Zealand
Bronze	Effectiveness - EFS04 - Insights / Strategic Thinking	Aussie Builders	Clemenger BBDO	MARS Chocolate Australia	Australia
Bronze	Effectiveness - EFS04 - Insights / Strategic Thinking	DESIGN FACEPACK	Dentsu Inc.	Isshin-Do Honpo, Inc	Japan
Bronze	Effectiveness - EFS04 - Insights / Strategic Thinking	Havells - Respect Women	Low Lintas + Partners, India	Havells India Limited	India
Bronze	Effectiveness - EFS04 - Insights / Strategic Thinking	Idea - No Ullu Banaoing	Low Lintas + Partners, India	Idea Cellular Limited	India
Silver	Effectiveness - EFS04 - Insights / Strategic Thinking	Mistakes	Clemenger BBDO	New Zealand Transport Agency (NZTA)	New Zealand
Bronze	Effectiveness - EFS04 - Insights / Strategic Thinking	OMO Reunion Champs	Low Singapore	Unilever	Singapore
Bronze	Effectiveness - EFS04 - Insights / Strategic Thinking	Whisper, Touch the Pickle	BBDO India	Procter & Gamble Hygiene & Health Care Limited	India
Gold	Effectiveness - EFS05 - Small Budget Marketing Campaign	Fuji Xerox - Haus of Versant	Republik New Zealand	Fuji Xerox New Zealand	New Zealand
Gold	Effectiveness - EFS05 - Small Budget Marketing Campaign	Not A Bug Splat	BBDO Pakistan	Reprieve / Foundation for Fundamental Rights	Pakistan
Bronze	Effectiveness - EFS05 - Small Budget Marketing Campaign	Project Polo - turning probationary drivers into professional ones	DDB Group Hong Kong	Volkswagen Hong Kong Limited	Hong Kong S.A.R., China
Silver	Effectiveness - EFS05 - Small Budget Marketing Campaign	Stop Small Problems Getting Big	Clemenger BBDO	Good Shepherd Microfinance/NAB	Australia
Silver	Effectiveness - EFS05 - Small Budget Marketing Campaign	Win Richard's Points	Clemenger BBDO	Virgin Australia	Australia
Bronze	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	adidas Originals #thisism campaign	TBWA/Shanghai	adidas China	China
Silver	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	Havells - Respect Women	Low Lintas + Partners, India	Havells India Limited	India
Bronze	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	Lyric Coke	Isobar China group	Coca Cola	China
Bronze	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	OMO Reunion Champs	Low Singapore	Unilever	Singapore
Silver	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	Save Retirement	Clemenger BBDO	MLC	Australia
Bronze	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	Tata Tea - Power of 49	Low Lintas + Partners, India	Tata Global Beverages Ltd.	India
Silver	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	Tui Catch a Million	Saatchi & Saatchi New Zealand	Heineken New Zealand	New Zealand
Bronze	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	Visa_Get Lost	BBDO/PROXIMITY CHINA	Visa China	China
Bronze	Effectiveness - EFS07 - Marketing Campaign for National Brand Development	Whisper, Touch the Pickle	BBDO India	Procter & Gamble Hygiene & Health Care Limited	India
Silver	Effectiveness - EFS08 - Sustained Success	Lifebuoy - Help A Child Reach 5	Low Lintas + Partners, India	Hindustan Unilever Limited	India
Silver	Effectiveness - EFS08 - Sustained Success	OMO - Make dirt speak Vietnamese	Low Singapore	Unilever	Singapore
Bronze	Effectiveness - EFS08 - Sustained Success	Tata Tea - Jaago Re	Low Lintas + Partners, India	Tata Global Beverages Ltd.	India
Silver	Effectiveness - EFS09 - Integrated Marketing Campaign	Deep Dive	DDB NZ	Lion	New Zealand
Silver	Effectiveness - EFS09 - Integrated Marketing Campaign	Tui Catch a Million	Saatchi & Saatchi New Zealand	Heineken New Zealand	New Zealand
Bronze	Effectiveness - EFS09 - Integrated Marketing Campaign	Visa_Get Lost	BBDO/PROXIMITY CHINA	Visa China	China
Bronze	Effectiveness - EFS09 - Integrated Marketing Campaign	Whisper, Touch the Pickle	BBDO India	Procter & Gamble Hygiene & Health Care Limited	India
Silver	Media Strategy - MSP01 - Non-Alcoholic Beverages	Tata Tea - Power of 49 : The media movement that changed the role of women in Indian elections	Maxus	Tata Global Beverages	India
Silver	Media Strategy - MSP02 - Alcoholic Beverages & Tobacco	Johnnie Walker Blue Label - The Gentlemen's Wager	PHD Singapore	Diageo	Singapore
Bronze	Media Strategy - MSP03 - Food Products	Gum Messages	BBDO/PROXIMITY CHINA	Wrigley Confectionery (China) Limited	China
Silver	Media Strategy - MSP04 - Home Furnishing, Appliances, Maintenance & Household Products	IKEA Catalogue Launch - 'Results by Design'	Match Media	IKEA	Australia
Gold	Media Strategy - MSP08 - Lifestyle	#sydneygoespop	UM Sydney	NSW Government	Australia
Bronze	Media Strategy - MSP09 - Financial Services, Commercial Public Services, Business Products & Services	Visa_Get Lost	BBDO/PROXIMITY CHINA	Visa	China
Bronze	Media Strategy - MSP11 - Corporate Image & Information	NeighboursFirst.SG - Your Neighbourhood. Redefined.	Havas Media	DBS	Singapore
Silver	Media Strategy - MSP12 - Charities, Public Health & Safety & Public Awareness Messages	Lace It Up	Mindshare	Youth Off The Streets	Australia
Gold	Media Strategy - MSP12 - Charities, Public Health & Safety & Public Awareness Messages	Not A Bug Splat	BBDO Pakistan	Reprieve / Foundation for Fundamental Rights	Pakistan
Bronze	Media Strategy - MSP12 - Charities, Public Health & Safety & Public Awareness Messages	Search for a Cure	SparkPHD	Leukaemia & Blood Cancer Foundation NZ	New Zealand
Bronze	Media Strategy - MSS01 - Branded Content	BLINDTASTE	BBDO and Proximity Thailand	Thailand Association of The Blind	Thailand
Silver	Media Strategy - MSS01 - Branded Content	Kan Khajura Tesan	PHD India	Hindustan Unilever	India
Platinum	Media Strategy - MSS01 - Branded Content	Penny The Pirate	Saatchi & Saatchi Sydney	Luxottica	Australia
Silver	Media Strategy - MSS03 - Digital Media	Bring Down The King	DDB NZ	SKY Television NZ	New Zealand
Gold	Media Strategy - MSS03 - Digital Media	'Know Your English' Web Banners	Grey Group Singapore	British Council	Singapore
Gold	Media Strategy - MSS04 - Mobile	Kan Khajura Tesan	PHD India	Hindustan Unilever	India
Gold	Media Strategy - MSS05 - Social	Bring Down The King	DDB NZ	SKY Television NZ	New Zealand
Bronze	Media Strategy - MSS05 - Social	PHThankYou	BBDO Guerrero	Philippine Department of Tourism	Philippines
Bronze	Media Strategy - MSS05 - Social	Van Heusen Rewarding Fashion	Mindshare	Madura Garments	India
Silver	Media Strategy - MSS06 - Media Innovation	'Know Your English' Web Banners	Grey Group Singapore	British Council	Singapore
Silver	Media Strategy - MSS06 - Media Innovation	Not A Bug Splat	BBDO Pakistan	Reprieve / Foundation for Fundamental Rights	Pakistan
Gold	Media Strategy - MSS06 - Media Innovation	Penny The Pirate	Saatchi & Saatchi Sydney	Luxottica	Australia
Bronze	Media Strategy - MSS07 - Integrated Use of Media	A Story of how a Bottle Cap brought nature into the lives of kids	Mindshare	Hindustan Unilever Limited	India
Gold	Media Strategy - MSS07 - Integrated Use of Media	IKEA Catalogue Launch - 'Results by Design'	Match Media	IKEA	Australia
Silver	Media Strategy - MSS07 - Integrated Use of Media	Tata Tea - Power of 49 : The media movement that changed the role of women in Indian elections	Maxus	Tata Global Beverages	India
Gold	Media Strategy - MSS08 - Small Budget Media Campaign	Not A Bug Splat	BBDO Pakistan	Reprieve / Foundation for Fundamental Rights	Pakistan
Bronze	Media Strategy - MSS08 - Small Budget Media Campaign	Search for a Cure	SparkPHD	Leukaemia & Blood Cancer Foundation NZ	New Zealand
Bronze	Media Strategy - MSS10 - Media Strategy for National Brand Development	Sunlight Festival of Light	Mindshare	Unilever	Sri Lanka
Bronze	Media Strategy - MSS10 - Media Strategy for National Brand Development	Tata Tea - Power of 49 : The media movement that changed the role of women in Indian elections	Maxus	Tata Global Beverages	India
Bronze	Media Strategy - MSS10 - Media Strategy for National Brand Development	Visa_Get Lost	BBDO/PROXIMITY CHINA	Visa China	China