

Campaign	Advertiser	Agency	Country
DAA02 - Social Analytics			
6 Pack Band	Hindustan Unilever	Mindshare	India
Change The Rhyme : From Insight to Inspiration to Impact	Hindustan Unilever	Mindshare	India
DAA03 - Data Mining - Audience Association and Clustering Analysis			
Prospan - Don't Ignore a Cough	Flordis	Affinity	Australia
DAS01 - Audience Segmentation			
I Do Anniversary	Hiersun	Ogilvy & Mather Beijing	China
Changan Ford Leads Priority Distribution Management	Changan Ford	Wunderman	China
DAS02 - Response / Real Time Data			
Prospan - Don't Ignore a Cough	Flordis	Affinity	Australia
Air Pollution Discount	Shanghai KOBAYASHI Daily Chemicals	Beijing Dentsu Advertising	China
How Mastercard Used Real-Time Trends To Win Hearts and Wallets in India	Mastercard	Digital Arts Network	India
How BMW Hijacked Audi A4's Launch with Real-Time Search Predictions	BMW	Isobar	India
MMDA's IsThereAProblemOfficer.ph	Metro Manila Development Authority	McCann Worldgroup	Philippines
The Voice	Google	Omnicom Media Group	Taiwan

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DAS03 - Data Storytelling			
6 Pack Band	Hindustan Unilever	Mindshare	India
90 Ways to Say \$1 Chips	KFC	Ogilvy & Mather	Australia
DAS04 - Personalisation			
Spa Indulgence Offer Personalisation	Shangri-La International Hotel	DigitasLbi	Hong Kong
DAS05 - Single Customer View at Scale			
How Mercedes-Benz optimised an already best-in-class repurchase reminder	Mercedes-Benz	Clemenger BBDO Melbourne	Australia
DAS06 - Multiple Data Sourcing / Merging			
2016 IBM Data Marketing - Quantitative evaluation of client information based on cognitive computing technology	IBM	Ogilvy & Mather Beijing	China
Making Parental Journey More Enjoyable with Big Data	Wyeth Nutrition	OMD	Hong Kong
DAU01 - Analytics Innovation			
How Mercedes-Benz optimised an already best-in-class repurchase reminder	Mercedes-Benz	Clemenger BBDO Melbourne	Australia
DAU03 - Customer Intelligence			
Prospan - Don't Ignore a Cough	Flordis	Affinity	Australia
Growing hair and sales with customer intelligence	ANGFA	I&S BBDO	Japan
H&M Social Intelligence	Hennes & Mauritz	Ogilvy & Mather Shanghai	China

Campaign

Advertiser

Agency

Country

DAU04 - Business Intelligence

Outcomes-based Digital Marketing Creating
Sustainable Business for GRAB

Grab

MEC

Vietnam