

Campaign	Advertiser	Agency	Country
EFP01 - Non-Alcoholic Beverages			
The Massive Hit That Improved V More Than A Bit	Frucor	Clemenger BBDO Sydney	Australia
Doi Kham: The Fruits of his Labour	Doi Kham	IPG Mediabrands	Thailand
Coca-Cola: A New Beginning	Coca-Cola	Ki Saigon	Vietnam
That's Gold: 2016 Coca-Cola China Olympics	Coca-Cola	McCann Worldgroup Shanghai	China
EFP02 – Alcoholic Beverages & Tobacco			
Rum-Hi House	Bacardi	BBDO	Japan
EFP03 – Food Products			
Pass A Smile	Lay's (PepsiCo)	BBDO	Pakistan
M&M's - Voting Colors for Fun	Mars	BBDO	Taiwan
Snickers Hungerithm	Mars	Clemenger BBDO Melbourne	Australia
EFP03 – Home Furnishing, Appliances, Maintenance & Household Products			
Dads #ShareTheLoad	Procter & Gamble	BBDO	India
Getting India to say good k'night' even in the mornings	Godrej Consumer Products	J. Walter Thompson Mumbai	India
The Time When A Laundry Brand Launched A Best-Selling Perfume	Unilever	Ogilvy & Mather	Singapore
The Giant Demo of Strength	Ambuja Cements	Publicis Communications	India

Campaign	Advertiser	Agency	Country
EFPO5 - Pharmaceuticals, Beauty Products, Cosmetics & Toiletries			
Prospan - Don't Ignore a Cough	Flordis	Affinity	Australia
Canesten Gyne "Sing it Out"	Bayer Healthcare	J. Walter Thompson	Hong Kong
Laser or L'Oreal	L'Oreal	McCann Melbourne	Australia
Pond's Acne Clear: Break Up with Break-outs!	Unilever	Ogilvy & Mather	Singapore
Midnight Sun	SSUP Bangkok 1991	Ogilvy & Mather	Thailand
The Beautiful Truth	Splash Corporation	Publicis JimenezBasic	Philippines
EFPO6 - Other Consumer Products (Incl. Durable Goods)			
Power of Play	Mattel	BBDO	Hong Kong
Be a Family Person	BenQ	BBDO	Taiwan
The Boys	Bonds	Clemenger BBDO Melbourne	Australia
BIC Champenships	BIC	McCann Melbourne	Australia
I Do Anniversary	Hiersun	Ogilvy & Mather Beijing	China
Biti's Hunter - Going Far To Be Truly Back	Biti's	Redder Advertising	Vietnam
Adidas Olympics 2016 'Three Fingers'	Adidas	TBWA\ Shanghai	China

Campaign	Advertiser	Agency	Country
EFP07 - Cars & Automotive Services			
Bright Side of the Rain	The Shell Company of Thailand	J. Walter Thompson	Thailand
BMW Bill Folder	BMW	Initiative	Indonesia
EFP08 - Lifestyle			
Backyard Burger King	Burger King	Colenso BBDO	New Zealand
How Pizza Hut turns itself into the social enablers for gamers in China	Yum	Mindshare	China
Finger Lickin' Good Edible Nail Polish	Birdland	Ogilvy & Mather	Hong Kong
EFP09 - Financial Services, Commercial Public Services, Business Products & Services			
Visa The Chase	Visa	BBDO and Proximity	China
NAB Mini Legends	National Australia Bank (NAB)	Clemenger BBDO Melbourne	Australia
Crusader Home Turf	Bank of New Zealand	Colenso BBDO	New Zealand
The Cognitive Collection	IBM	Ogilvy & Mather	Singapore
Travel Bravely	Singapore Telecommunications	Ogilvy & Mather	Singapore
Unitec Takes The Classroom To The People	Unitec	Republik Communications	New Zealand
EFP11 – Corporate Image & Information			
Accepted	Smart Communications	Dentsu Jayme Syfu	Philippines
Petronas Chinese New Year 2016 - 'Rubber Boy'	Petroleum Nasional	Leo Burnett	Malaysia

Campaign	Advertiser	Agency	Country
Rogue One Mask	Globe Telecom	Publicis JimenezBasic	Philippines
Troublemakers	SapientNitro	SapientRazorfish	India
EFP12 - Charities, Public Health & Safety and Public Awareness Messages			
How the world met Graham	Transport Accident Commission (TAC) Victoria	Clemenger BBDO Melbourne	Australia
Reword	Headspace	Leo Burnett Melbourne	Australia
A Table to End Hunger	The Hunger Project	McCann Worldgroup Sydney	Australia
EFS01 – Innovative Use of Media			
Dads #ShareTheLoad	Procter & Gamble	BBDO	India
Visa The Chase	Visa	BBDO and Proximity	China
South Africans found their Adam on Valentines	General Motors	Carat	Singapore
How the world met Graham	Transport Accident Commission (TAC) Victoria	Clemenger BBDO Melbourne	Australia
Snickers Hungerithm	Mars	Clemenger BBDO Melbourne	Australia
The Boys	Bonds	Clemenger BBDO Melbourne	Australia
Amnesty Unblocker	Amnesty International	Colenso BBDO	New Zealand
Anchor X-Ray Casts	Fonterra	Colenso BBDO	New Zealand
Netflix: The Crown	Netflix	Havas	Singapore
Resesh Binaurally Viral Videos	Kao Corporation	I&S BBDO	Japan

Campaign	Advertiser	Agency	Country
Maybelline Proves E-Commerce and Livestreaming Were Made For Each Other	L'Oreal	Mindshare	China
Outshout or Outsmart?	Hindustan Unilever	Mindshare	India
The Levi's® Campaign That Levi's® Didn't Create	Levi's	OMD	China
Unitec Takes The Classroom To The People	Unitec	Republik Communications	New Zealand
EFS02 – Branded Content			
Dads #ShareTheLoad	Procter & Gamble	BBDO	India
Be a Family Person	BenQ	BBDO	Taiwan
Visa The Chase	Visa	BBDO and Proximity	China
The Boys	Bonds	Clemenger BBDO Melbourne	Australia
EFS03 – Sponsorship & Event Marketing			
NAB Mini Legends	National Australia Bank (NAB)	Clemenger BBDO Melbourne	Australia
And The LUX Golden Rose Award Goes to...	Unilever	Mindshare	India
The Cognitive Collection	IBM	Ogilvy & Mather	Singapore
EFS04 – Insights / Strategic Thinking			
Prospan - Don't Ignore a Cough	Flordis	Affinity	Australia
Dads #ShareTheLoad	Procter & Gamble	BBDO	India
Anchor No Excuses	Fonterra Brands	BBDO	Singapore

Campaign	Advertiser	Agency	Country
Be a Family Person	BenQ	BBDO	Taiwan
M&M's - Voting Colors for Fun	Mars	BBDO	Taiwan
Defeating Exam Hunger	Mars Food	BBDO and Proximity	China
How the world met Graham	Transport Accident Commission (TAC) Victoria	Clemenger BBDO Melbourne	Australia
Snickers Hungerithm	Mars	Clemenger BBDO Melbourne	Australia
The Boys	Bonds	Clemenger BBDO Melbourne	Australia
The Good Experiment	Unilever	Dentsu Jayme Syfu	Philippines
Doi Kham: The Fruits of his Labour	Doi Kham	IPG Mediabrands	Thailand
Getting India to say good k'night' even in the mornings	Godrej Consumer Products	J. Walter Thompson Mumbai	India
MMDA's IsThereAProblemOfficer.ph	Metro Manila Development Authority	McCann Worldgroup	Philippines
Outcomes Based Digital Marketing Creating Sustainable Business for Grab	Grab	MEC	Vietnam
Reinventing the Athlete Tour	Nike	Mindshare	China
Behind the Leather	People for the Ethical Treatment of Animals	Ogilvy & Mather	Thailand
I Do Anniversary	Hiersun	Ogilvy & Mather Beijing	China
Fighting The Silent Player	Kimberly Clark	Ogilvy & Mather Shanghai	China
H&M Social Intelligence	Hennes & Mauritz	Ogilvy & Mather Shanghai	China
Correcting History	Campaign Against the Return of the Marcoses to Malacañang (CARMMA)	TBWA\Santiago Mangada Puno	Philippines

Campaign	Advertiser	Agency	Country
EFS05 – Small Budget Marketing Campaign			
Anmum and Dad	Fonterra Brands	BBDO	Singapore
Reword	Headspace	Leo Burnett Melbourne	Australia
Free Puppies Forever	Vision Australia	McCann Melbourne	Australia
Biti's Hunter - Going Far To Be Truly Back	Biti's	Redder Advertising	Vietnam
EFS07 - Marketing Campaign for National Brand Development			
Dads #ShareTheLoad	Procter & Gamble	BBDO	India
Anchor No Excuses	Fonterra Brands	BBDO	Singapore
Defeating Exam Hunger	Mars Food	BBDO and Proximity	China
Coca-Cola: A New Beginning	Coca-Cola	Ki Saigon	Vietnam
The Giant Demo of Strength	Ambuja Cements	Publicis Communications	India
EFS08 – Sustained Success			
How Epson went from third to first, by diving into the blue ocean	Epson	Ogilvy & Mather	Singapore
EFS09 – Integrated Marketing Campaign			
Dads #ShareTheLoad	Procter & Gamble	BBDO	India
Adidas Z.N.E	Adidas	BBDO and Proximity	China
How the world met Graham	Transport Accident Commission (TAC) Victoria	Clemenger BBDO Melbourne	Australia

Campaign	Advertiser	Agency	Country
The Boys	Bonds	Clemenger BBDO Melbourne	Australia
The Give Registry	Myer	Clemenger BBDO Melbourne	Australia
Backyard Burger King	Burger King	Colenso BBDO	New Zealand