



CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
ANALYTICS & INSIGHTS			
DAA01. WEB ANALYTICS			
Propensity to DJ	Serato	MBM	New Zealand
DAA03. DATA MINING - AUDIENCE ASSOCIATION & CLUSTERING ANALYSIS			
How KFC used data to win the burger wars	KFC	Society	Malaysia
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China
STRATEGY & TECHNIQUE			
DAS01. AUDIENCE SEGMENTATION			
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China
DAS02. RESPONSE / REAL TIME DATA			
How KFC used data to double down McGoliath	KFC	Society	Malaysia
DAS03. DATA STORYTELLING			
CEREBRO: The Video Recommendation & Personalisation Wizard	Krispy	Mindshare	India
Exploring the Power of Emotion	Huawei Explorers	BBC World	Singapore
Rexona's Data-driven Drama, Resolves a Social Stench	Rexona Men	PHD	Hong Kong
The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
DAS04. PERSONALISATION			
3M Life Hacks	3M	McCann Worldgroup	Singapore
The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
DAS06. MULTIPLE DATA SOURCING / MERGING			
Closing the online-to-offline data loop for Shell Fuels	Shell	MediaCom	Malaysia
Lifebuoy First Line of Defence	Lifebuoy Soap	Mindshare	Indonesia
The Hearing Test in Disguise	Cochlear	CHE Proximity	Australia
Rexona's Data-driven Drama, Resolves a Social Stench	Rexona Men	PHD	Hong Kong
USE OF DATA TECHNOLOGIES & TOOLS			
DAU04. BUSINESS INTELLIGENCE			
The Non-Human Data Scientist	Vaseline	Mindshare	India
DAU06. INNOVATION USE OF DATA TECHNOLOGY			
HKJC Striding On With A.I Image Recognition	The Hong Kong Jockey Club	PHD	Hong Kong