

DSP03. FOOD PRODUCTS

Turning KFC into gamers' playground	KFC	Mindshare	China
Kissan Tiffin Timetable	Kissan Ketchup & Jam	Mindshare	India

DSP05. PHARMACEUTICALS, BEAUTY PRODUCTS, COSMETICS & TOILETRIES

The Hearing Test in Disguise	Cochlear	CHE Proximity	Australia
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DSP06. OTHER CONSUMER PRODUCTS (INCL. DURABLE GOODS)

VANS: enhancing brand identity in the New	VANS	Accenture	Singapore
Creating a new source of growth for Alienware	Alienware	MediaCom	China
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China

DSP05. LIFESTYLE

The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
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DSP010. PUBLICATIONS & MEDIA

Helping Newshub Win the Election	Newshub	PHD	New Zealand
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DSP012. CHARITIES, PUBLIC HEALTH & SAFETY AND PUBLIC AWARENESS MESSAGES

#PowerlessQueen	Project Nanhi Kali	WATConsult	India
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DSS02. WEBSITES & MICROSITES

The Hearing Test in Disguise	Cochlear	CHE Proximity	Australia
#PowerlessQueen	Project Nanhi Kali	WATConsult	India

DSS03. MOBILE

The Golden McNuggets Heist	McDonald's	DDB Group	Hong Kong
HBO's Suicide Squad On WhatsApp	HBO India	FoxyMoron Media Solutions	India
The Flixonase Allergy Monitor	Flixonase	MediaCom	China
Shell Helix Helped Malaysians Drive Back Home Safely By Utilizing Crowd-Sourced Data	Shell Helix	MediaCom	Malaysia
Pepsi Sing Your Own Music Moment	Pepsi	Mindshare	Vietnam
Turning KFC into gamers' playground	KFC	Mindshare	China
Neutrogena Free Under the Sun	Neutrogena	UM	China
Chocopie Summer 2017	Chocopie	Wavemaker	Vietnam
Watson's Thirst For Loyalty	Watson's Water	Wunderman	China

DSS04. GAMING

The Golden McNugget Heist	McDonald's	DDB Group	Hong Kong
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DSS05. VIDEO

The Hearing Test in Disguise	Cochlear	CHE Proximity	Australia
The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
The Taste That Grabs You	Heinz Tomato Ketchup	FoxyMoron Media Solutions	India
Stand Up	Manulife	J. Walter Thompson	Philippines
#SelaluTauMusik - ABC OK Google	Google Search App	Lion Digital	Indonesia
Axelerating AXE Positioning	AXE Deodorant	Mindshare	Indonesia
The Sunsilk Cheerkada	Sunsilk Philippines	Mindshare	Philippines
Rexona's Data-driven Drama, Resolves a Social Stench	Rexona Men	PHD	Hong Kong

DSS07. ONLINE CONTENT (EXCL. VIDEO CONTENT)

Hong Kong Tourism Board - My Hong Kong Buddy	Tourism	DDB Group	Hong Kong
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DSS08. OTHER DIGITAL SOLUTIONS

Rhythm of Love Wall	7-Eleven	ADK	Taiwan
Pond's Gains Ground by Train	Pond's	Mindshare	Indonesia

DSS09. DIGITAL INNOVATION

HKJC Striding On With A.I Image Recognition	The Hong Kong Jockey Club	PHD	Hong Kong
Genesis: Reading more than the weather	Genesis Energy	PHD	New Zealand
Helping Newshub Win the Election	Newshub	PHD	New Zealand

DSS10. DIGITALLY INTEGRATED CAMPAIGN

Adidas Sports Base: Innovative technology to create exciting experiences.	adidas	Accenture	Singapore
VANS: increasing customer experience through customisation and digital engagement	VANS	Accenture	Singapore
The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
The Hearing Test in Disguise	Cochlear	CHE Proximity	Australia
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China
Power to the Queens	Maybelline New York	Mindshare	China
Iron Man Experience	Hong Kong Disneyland	Mindshare	Hong Kong