



CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
<b>MS02. ALCOHOLIC BEVERAGES &amp; TOBACCO</b>			
DB: Beer Bottle Sand	DB Export	PHD	New Zealand
<b>MSP04. HOME FURNISHING APPLIANCES, MAINTENANCE &amp; HOUSEHOLD PRODUCTS</b>			
Hotel Highway	Sleepdays	Hakuhodo	Japan
<b>MSP05. PHARMACEUTICALS, BEAUTY PRODUCTS, COSMETICS &amp; TOILETRIES</b>			
The Hearing Test in Disguise	Cochlear	CHE Proximity	Australia
Rexona Waze Mobile Voice Pack	Rexona Deodorant	Lowe Inc.	Philippines
The Flixonase Allergy Monitor	Flixonase	MediaCom	China
Power to the Queens	Maybelline New York	Mindshare	China
<b>MSP06. OTHER CONSUMER PRODUCTS (INCL. DURABLE GOODS)</b>			
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China
<b>MSP08. LIFESTYLE</b>			
The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
<b>MSP09. FINANCIAL SERVICES, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS &amp; SERVICES</b>			
Skinny: The best 'Freekend' Christmas ever!	Skinny Mobile	PHD	New Zealand
<b>MSP10. PUBLICATIONS &amp; MEDIA</b>			
The Prison Rat that Stole No.1	Foxtel: Showcase	Mindshare	Australia
Nayi Soch (New Thinking)	Star Plus	Mindshare	India
<b>MSP12. CHARITIES, PUBLIC HEALTH &amp; SAFETY AND PUBLIC AWARENESS MESSAGES</b>			
Rhythm of Love Wall	7-Eleven	ADK	Taiwan
<b>MSS01. BRANDED CONTENT</b>			
The Hearing Test in Disguise	Cochlear	CHE Proximity	Australia
The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
Nicotex - I Can You Can	Nicotex	Mindshare	India
Breaking the deafening silence – Mirinda Release the pressure	Mirinda	Mindshare	India

**MSS02. SPONSORSHIP & EVENT MARKETING**

Sangobion Bloody Concert	Sangobion IRON+	Ace Saatchi & Saatchi	Philippines
Hotel Highway	Sleepdays	Hakuhodo	Japan
Snickers Air	Snickers	MediaCom	China
Got Next – Nike High Basketball League	Nike	Mindshare	China

**MSS03. DIGITAL MEDIA**

The Hearing Test in Disguise	Cochlear	CHE Proximity	Australia
The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
Turning KFC into gamers' playground	KFC	Mindshare	China
Rexona's Data-driven Drama, Resolves a Social Stench	Rexona Men	PHD	Hong Kong

**MSS04. MOBILE**

Rexona Waze Mobile Voice Pack	Rexona Deodorant	Lowe Inc.	Philippines
The Flixonase Allergy Monitor	Flixonase	MediaCom	China
Turning KFC into gamers' playground	KFC	Mindshare	China
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China

**MSS05. SOCIAL**

The Prison Rat That Stole No. 1	Foxtel: Showcase	Mindshare	Australia
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**MSS06. MEDIA INNOVATION**

The Prison Rat That Stole No. 1	Foxtel: Showcase	Mindshare	Australia
Rhythm of Love Wall	7-Eleven	ADK	Taiwan

**MSS07. INTEGRATED USE OF MEDIA**

Rhythm of Love Wall	7-Eleven	ADK	Taiwan
The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	Australia
Breaking the deafening silence – Mirinda Release the pressure	Mirinda	Mindshare	India
Power to the Queens	Maybelline New York	Mindshare	China
Huggies defies cultural tide with an embrace	Huggies	Mindshare	Vietnam
DB: Beer Bottle Sand	DB Export	PHD	New Zealand
Skinny: The best 'Freekend' Christmas ever!	Skinny Mobile NZ	PHD	New Zealand



**MSS08. SMALL BUDGET MEDIA CAMPAIGN**

Take it Easy, FRESTEA Worth the Wait”	Frestea	MediaCom	Indonesia
Turning KFC into gamers' playground	KFC	Mindshare	China
Cornetto- Say the Unsaid	Cornetto Ice Cream	Mindshare	India

**MSS10. MEDIA STRATEGY FOR NATIONAL BRAND DEVELOPMENT**

DB: Beer Bottle Sand	DB Export	PHD	New Zealand
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