

DATA & ANALYTICS – ANALYTICS & INSIGHT

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
DAA03. DATA MINING			
From the couch to the Coast: Shifting perception for unprecedented ROI	Tourism Central Coast	AFFINITY	Australia

* There is no other shortlisted entry in this section.

DATA & ANALYTICS – STRATEGY & TECHNOLOGIES

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
DAS01. AUDIENCE SEGMENTATION			
AIA - The Healthy Living Kid's Conference	AIA	BBDO Worldwide	Singapore
From the couch to the Coast: Shifting perception for unprecedented ROI	Tourism Central Coast	AFFINITY	Australia
NRMA Safety Hub	NRMA	CHE Proximity	Australia

DAS02. RESPONSE / REAL-TIME DATA			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
Simply Cash - The Algorithm Agent	Standard Chartered Bank	iProspect	Hong Kong
The Adaptive Data Lighthouse	Lifebuoy	Mindshare	India

DAS03. DATA STORYTELLING			
A Revelation of Trends	Alibaba/TMall	BBDO Worldwide	China
From the couch to the Coast: Shifting perception for unprecedented ROI	Tourism Central Coast	AFFINITY	Australia

DAS04. PERSONALISATION			
Simply Cash - The Algorithm Agent	Standard Chartered Bank	iProspect	Hong Kong
Targeted Ads	JD Central	BBDO Worldwide	Thailand

DAS05. SINGLE CUSTOMER VIEW AT SCALE			
<i>There are no shortlisted entries in this category.</i>			

DAS06. MULTIPLE DATA SOURCING / MERGING			
Otrivin - Cold and Flu Predictor	Otrivin	Mindshare	India
The Adaptive Data Lighthouse	Lifebuoy	Mindshare	India

DATA & ANALYTICS – USE OF DATA TECHNOLOGIES & TOOLS

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
DAU01. ANALYTICS INNOVATION			
Connecting the Dots to Measure Marketing Impact	BBC Global News	BBC Global News	Singapore
The Adaptive Data Lighthouse	Lifebuoy	Mindshare	India
DAU02. DATA APPLICATION			
<i>There are no shortlisted entries in this category.</i>			
DAU03. CUSTOMER INTELLIGENCE			
From the couch to the Coast: Shifting perception for unprecedented ROI	Tourism Central Coast	AFFINITY	Australia
NRMA Safety Hub	NRMA	CHE Proximity	Australia
Simply Cash - The Algorithm Agent	Standard Chartered Bank	iProspect	Hong Kong
DAU04. BUSINESS INTELLIGENCE			
<i>There are no shortlisted entries in this category.</i>			
DAU05. DATA VISUALISATION			
<i>There are no shortlisted entries in this category.</i>			
DAU06. INNOVATIVE USE OF DATA TECHNOLOGY			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
The Adaptive Data Lighthouse	Lifebuoy	Mindshare	India

CONGRATULATIONS TO ALL THE SHORTLISTED ENTRIES!

It was a close fight!

See you at the awards ceremony!