

**DIGITAL STRATEGY – PRODUCTS & SERVICES**

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
<b>DSP01. FOOD &amp; BEVERAGES</b>			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
<b>DSP02. CONSUMER ELECTRONICS &amp; ACCESSORIES</b>			
<i>There are no shortlisted entries in this category.</i>			
<b>DSP03. HOUSEHOLD PRODUCTS &amp; SERVICES</b>			
<i>There are no shortlisted entries in this category.</i>			
<b>EFP04. PHARMACEUTICALS, BEAUTY PRODUCTS, COSMETICS &amp; TOILETRIES</b>			
<i>There are no shortlisted entries in this category.</i>			
<b>DSP05. OTHER FMCG</b>			
<i>There are no shortlisted entries in this category.</i>			
<b>DSP06. AUTOMOTIVE PRODUCTS &amp; SERVICES</b>			
<i>There are no shortlisted entries in this category.</i>			
<b>DSP07. ENTERTAINMENT, LIFESTYLE &amp; RECREATION</b>			
From the couch to the Coast: Shifting perception for unprecedented ROI	Tourism Central Coast	AFFINITY	Australia
<b>DSP08. CONSUMER &amp; B2B SERVICES</b>			
Game on for banking: Tapping the passions of fandoms through hypertargeting	RCBC My Wallet	TBWA\Santiago Mangada Puno	Philippines
HSBC Visa Platinum Credit Card Re-launch Campaign "Make Family Time More Fulfilling"	HSBC	Wunderman Thompson	Singapore
NRMA Safety Hub	NRMA	CHE Proximity	Australia
<b>EFP09. CORPORATE IMAGE &amp; INFORMATION</b>			
<i>There are no shortlisted entries in this category.</i>			
<b>EFP10. CHARITIES, PUBLIC SERVICES &amp; AWARENESS MESSAGES</b>			
Movement for Movement	Rexona	Mindshare	Indonesia
Project Unfriend	Project Unfriend	Ace Saatchi & Saatchi	Philippines
The Unbeatables	Singapore Tourism Board	TBWA\Worldwide	Singapore

**DIGITAL STRATEGY – SPECIALISTS**

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
<b>DSS01. SEARCH</b>			
JLG's A.I. Baby Expert	JingLingGuan (JLG)	Mindshare	China
<b>DSS02. WEBSITE &amp; MICROSITES</b>			
VMware Cloud Website	VMware Cloud	Apparent	Australia
<b>DSS03. MOBILE</b>			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
Domex Certified Clean Toilets	Domex	Mindshare	Philippines
Influence the Influencer	Castrol	Mindshare	China
Movement for Movement	Rexona	Mindshare	Indonesia
Nike All-Star Weekend: Better than Broadcast	Nike	Mindshare	China
Nike World Cup: Daring China's teenage footballers to be the best!	Nike	Mindshare	China
NRMA Safety Hub	NRMA	CHE Proximity	Australia
<b>DSS04. GAMING</b>			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
<b>DSS05. VIDEO</b>			
Nike World Cup: Daring China's teenage footballers to be the best!	Nike	Mindshare	China
Project Unfriend	Project Unfriend	Ace Saatchi & Saatchi	Philippines
SPAM® Recipeoke	SPAM® Brand	BBDO Guerrero	Philippines
The Algorithm Agent	Standard Chartered Bank	TBWA\Worldwide	Hong Kong
<b>DSS06. SOCIAL / INFLUENCERS</b>			
Project Unfriend	Project Unfriend	Ace Saatchi & Saatchi	Philippines
Sangobion Symptom Patrol	Sangobion IRON+	Ace Saatchi & Saatchi	Philippines
SPAM® Recipeoke	SPAM® Brand	BBDO Guerrero	Philippines

**DSS07. ONLINE CONTENT**

*There are no shortlisted entries in this category.*

**MS08. OTHER DIGITAL SOLUTIONS**

*There are no shortlisted entries in this category.*

**DSS09. DIGITAL INNOVATION**

From the couch to the Coast: Shifting perception for unprecedented ROI	Tourism Central Coast	AFFINITY	Australia
Hitting the Bull's-eye with V-Power Dynamic OOH	Shell V-Power	MediaCom	Malaysia
Nike All-Star Weekend: Better than Broadcast	Nike	Mindshare	China
The World's First Smart 1Question Job Interview Bot	Teleperformance Philippines	SVEN	Philippines

**DSS10. DIGITALLY INTEGRATED CAMPAIGN**

Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare China	China
Data Driven Emotion Mapping	Clear Men	Mindshare	Vietnam
HSBC Visa Platinum Credit Card Re-launch Campaign "Make Family Time More Fulfilling"	HSBC	Wunderman Thompson	Singapore
Movement for Movement	Rexona	Mindshare	Indonesia

**CONGRATULATIONS TO ALL THE SHORTLISTED ENTRIES!**

It was a close fight!

See you at the awards ceremony!