

EFFECTIVENESS – PRODUCTS & SERVICES

| CAMPAIGN TITLE | ADVERTISER | ENTRANT COMPANY | COUNTRY |
|------------------------------------|------------------|--------------------|-------------|
| EFP01. FOOD & BEVERAGES | | | |
| Calci-Add with Parmesan | Hiroshima Oyster | Wunderman Thompson | Japan |
| Coca-Cola Faces of the City | Coca-Cola Coke | McCann Worldgroup | China |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| The McDelivery Pin | McDonald's | Leo Burnett Group | Philippines |

EFP02. CONSUMER ELECTRONICS & ACCESSORIES

There are no shortlisted entries in this category.

EFP03. HOUSEHOLD PRODUCTS & SERVICES

| | | | |
|------------------------------|---------|-------------------|-------|
| #STANDBYTOUGHMOMS | ALL OUT | BBDO Worldwide | India |
| The Long Awaited First Touch | Pampers | Saatchi & Saatchi | China |

EFP04. PHARMACEUTICALS, BEAUTY PRODUCTS, COSMETICS & TOILETRIES

| | | | |
|------------------------------|----------|--------------|-------|
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
| Washable Book | Angfa | McCann Heath | Japan |

EFP05. OTHER FMCG

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|-------------------------------|------|----------------|-----------|
| Myer - Naughty or Nice Bauble | Myer | Clemenger BBDO | Australia |
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EFP06. AUTOMOTIVE PRODUCTS & SERVICES

There are no shortlisted entries in this category.

EFP07. ENTERTAINMENT, LIFESTYLE & RECREATION

| | | | |
|--------------------------|-------|----------------|----------|
| Tesco- Unforgettable Bag | Tesco | Grey Worldwide | Malaysia |
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EFP08. CONSUMER & B2B SERVICES

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|---|-------------------------|----------------|-----------|
| NRMA Safety Hub | NRMA | CHE Proximity | Australia |
| RACV Pet Insurance "Cover for their overconfidence" | RACV | CHE Proximity | Australia |
| The Algorithm Agent | Standard Chartered Bank | TBWA\Worldwide | Hong Kong |

EFP09. CORPORATE IMAGE & INFORMATION

There are no shortlisted entries in this category.

EFP10. CHARITIES, PUBLIC SERVICES & AWARENESS MESSAGES

There are no shortlisted entries in this category.

EFFECTIVENESS – SPECIALISTS

| CAMPAIGN TITLE | ADVERTISER | ENTRANT COMPANY | COUNTRY |
|--|---------------------|--------------------|-------------|
| EFS01. INNOVATIVE USE OF MEDIA | | | |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| RACV Pet Insurance “Cover for their overconfidence” | RACV | CHE Proximity | Australia |
| Rethinking Volvo Cars with Omtanke | Volvo Cars | whiteGREY | Australia |
| Targeted Ads | JD Central | BBDO Worldwide | Thailand |
| Tesco- Unforgettable Bag | Tesco | Grey Worldwide | Malaysia |
| The McDelivery Pin | McDonald's | Leo Burnett Group | Philippines |
| EFS02. BRANDED CONTENT | | | |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| RACV Pet Insurance “Cover for their overconfidence” | RACV | CHE Proximity | Australia |
| EFS03. SPONSORSHIP & EVENT MARKETING | | | |
| The Art of Technology | Google | BBH CHINA | China |
| WALK by Johnnie Walker | Diageo Moet Henessy | Storyteller | Thailand |
| EFS04. INSIGHTS / STRATEGY THINKING | | | |
| #STANDBYTOUGHMOMS | ALL OUT | BBDO Worldwide | India |
| Calci-Add with Parmesan | Hiroshima Oyster | Wunderman Thompson | Japan |
| McDonald's – A Tale of “Name Change” in Chinese New Year | McDonald's | BBDO Worldwide | China |
| NRMA Safety Hub | NRMA | CHE Proximity | Australia |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| RACV Pet Insurance “Cover for their overconfidence” | RACV | CHE Proximity | Australia |
| Rethinking Volvo Cars with Omtanke | Volvo Cars | whiteGREY | Australia |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
| EFS05. SMALL BUDGET MARKETING CAMPAIGN | | | |
| Care Label | GU Fashion | Dentsu Shanghai | China |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| The McDelivery Pin | McDonald's | Leo Burnett Group | Philippines |
| Washable Book | Angfa | McCann Health | Japan |

EFS06. MARKETING CAMPAIGN FOR REGIONAL BRAND DEVELOPMENT

There are no shortlisted entries in this category.

EFS07. MARKETING CAMPAIGN FOR NATIONAL BRAND DEVELOPMENT

| | | | |
|------------------------------------|----------------|-----------------|-----------|
| A Revelation of Trends | Alibaba/TMALLI | BBDO Worldwide | China |
| Coca-Cola Faces of the City | Coca-Cola Coke | McCann Shanghai | China |
| Myer - Naughty or Nice Bauble | Myer | Clemenger BBDO | Australia |
| Rethinking Volvo Cars with Omtanke | Volvo Cars | whiteGREY | Australia |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |

EFS08. SUSTAINED SUCCESS

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|---|----------------|----------------|-----------|
| Overtaking the classics to become Australia's favorite beer | Great Northern | Clemenger BBDO | Australia |
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EFS09. INTEGRATED MARKETING CAMPAIGN

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| Myer - Naughty or Nice Bauble | Myer | Clemenger BBDO | Australia |
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CONGRATULATIONS TO ALL THE SHORTLISTED ENTRIES!

It was a close fight!

See you at the awards ceremony!