

MEDIA STRATEGY – PRODUCTS & SERVICES

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
MSP01. FOOD & BEVERAGES			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
MSP02. CONSUMER ELECTRONICS & ACCESSORIES			
<i>There are no shortlisted entries in this category.</i>			
MSP03. HOUSEHOLD PRODUCTS & SERVICES			
Brighter Homes, Brighter Kids	AkzoNobel - Dulux	MediaCom	China
Less Screen Time, More Play Time	OMO	Mindshare	Vietnam
MSP04. PHARMACEUTICALS, BEAUTY PRODUCTS, COSMETICS & TOILETRIES			
Always Come Prepared	Durex	Initiative	Philippines
JLG's A.I. Baby Expert	JingLingGuan (JLG)	Mindshare	China
The Adaptive Data Lighthouse	Lifebuoy	Mindshare	India
MSP05. OTHER FMCG			
<i>There are no shortlisted entries in this category.</i>			
MSP06. AUTOMOTIVE PRODUCTS & SERVICES			
<i>There are no shortlisted entries in this category.</i>			
MSP07. ENTERTAINMENT, LIFESTYLE & RECREATION			
Monty: The World's First AI Predictive Commentator	Fox Cricket	Mindshare	Australia
EFP08. CONSUMER & B2B SERVICES			
NRMA Safety Hub	NRMA	CHE Proximity	Australia
EFP09. CORPORATE IMAGE & INFORMATION			
<i>There are no shortlisted entries in this category.</i>			
EFP10. CHARITIES, PUBLIC SERVICES & AWARENESS MESSAGES			
Men, you're not talking, so try ticking.	The Movember Foundation	BCF Dentsu	New Zealand

MEDIA STRATEGY – SPECIALISTS

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
MSS01. BRANDED CONTENT			
JLG's A.I. Baby Expert	JingLingGuan (JLG)	Mindshare	China
MSS02. SPONSORSHIP & EVENT MARKETING			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
MSS03. DIGITAL MEDIA			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
Monty: The World's First AI Predictive Commentator	Fox Cricket	Mindshare	Australia
The Algorithm Agent	Standard Chartered Bank	TBWA\Worldwide	Hong Kong
MSS04. MOBILE			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
Domex Certified Clean Toilets	Domex	Mindshare	Philippines
HsuFuChi Chinese New Year Memory Train	HsuFuChi	Mindshare	China
NRMA Safety Hub	NRMA	CHE Proximity	Australia
The Adaptive Data Lighthouse	Lifebuoy	Mindshare	India
MSS05. SOCIAL			
Always Come Prepared	Durex	Initiative	Philippines
Nescafe – From Tianyi With Love	Nestlé Smoovlatté	Mindshare	China
Project Unfriend	Project Unfriend	Ace Saatchi & Saatchi	Philippines
Sangobion Symptom Patrol	Sangobion IRON+	Ace Saatchi & Saatchi	Philippines
MSS06. MEDIA INNOVATION			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
Monty: The World's First AI Predictive Commentator	Fox Cricket	Mindshare	Australia
Tesco - Unforgettable Bag	TESCO	Grey Worldwide	Malaysia
The Algorithm Agent	Standard Chartered Bank	TBWA\Worldwide	Hong Kong

MSS07. INTEGRATED USE OF MEDIA

Ovaltine – Empower Kids' Happy Exploration	Ovaltine	Mindshare	Vietnam
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MS08. SMALL BUDGET MEDIA CAMPAIGN

Break in Case of Life's Little Emergencies	KitKat	McCann Worldgroup	Philippines
JLG's A.I. Baby Expert	JingLingGuan (JLG)	Mindshare	China
Project Unfriend	Project Unfriend	Ace Saatchi & Saatchi	Philippines

MSS09. MEDIA STRATEGY FOR REGIONAL BRAND DEVELOPMENT

There are no shortlisted entries in this category.

MSS10. MEDIA STRATEGY FOR NATIONAL BRAND DEVELOPMENT

LEGO City: Artic Adventure	LEGO	Initiative	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!