

Campaign Title	Entrant Company	Advertiser	Credit Country
A01. Beverages (non-alcoholic & alcoholic)			
Kanu : The Smallest Café in the World	Cheil worldwide	Dongsuh Food	South Korea
Giving Aussie Blokes Back Their National Icon	Clemenger BBDO Melbourne	Carlton & United Breweries	Australia
Sorry About the Twigs, Folks	Colenso BBDO/Proximity New Zealand	DB Breweries	New Zealand
The Wine Is Over	Colenso BBDO/Proximity New Zealand	DB Breweries	New Zealand
Beyond the Wall	Colenso BBDO/Proximity New Zealand	Frucor Beverages	New Zealand
Pacquiao Positive	DDB Philippines	Pepsico International	Philippines
Tiger Thumb Wrestling Federation	JWT Bangkok	TAPT	Thailand
How Behaving Like a Fashion Brand Has Grown Mount Franklin Lightly Sparkling by 69%	McCann	Coca Cola Amatil	Australia
Campaign Title	Entrant Company	Advertiser	Credit Country
A03. Home Furnishing, Appliances, Maintenance & Household Products			
The 2012 IKEA Catalogue - A Roommate Worth Having	303Lowe	IKEA Western Australia and South Australia	Australia
Dip, Dab, Drop	Lowe Asia Pacific	Unilever	Singapore
Campaign Title	Entrant Company	Advertiser	Credit Country
A04. Pharmaceuticals, Beauty Products, Cosmetics & Toiletries			
Let Love Rule	Lowe Vietnam	Unilever	Vietnam
Campaign Title	Entrant Company	Advertiser	Credit Country
A07. Cars & Automotive Services			
After Dark Campaign	Ogilvy Beijing	Mercedes-Benz China	China
Hover Car	Proximity China	Volkswagen Group China	China
Campaign Title	Entrant Company	Advertiser	Credit Country
A08. Travel, Entertainment, Leisure & Retail (Including E-Commerce & Restaurants)			
Pizza Roulette	Barnes, Catmur & Friends	Hell Pizza	New Zealand
It's More Fun In The Philippines	BBDO Guerrero	Philippines Department of Tourism	Philippines
I'm Amazing	DDB Group Hong Kong	McDonald's	Hong Kong SAR
Campaign Title	Entrant Company	Advertiser	Credit Country
A09. Financial Services, Commercial Public Services, Business Products & Services			
From Big Ticket Expense to Daily Essential	BBH Asia Pacific	NTUC Income	Singapore
New Rules for Sponsorship, One Fan at a Time	Clemenger BBDO Melbourne	National Australia Bank	Australia
How Brad Pitt's Brother Helped Virgin Mobile Redefine Retention Marketing	Havas Worldwide Sydney	Virgin Mobile Australia	Australia
Even Gods Can Feel Insecure	JWT Mumbai	Birla Sun Life Insurance	India
DiGilympics	Naga DDB	DiGi Telecommunications	Malaysia
Made for You	Ogilvy & Mather	Vodafone India	India
Be the dad your dad never was.	Ogilvy & Mather	IDBI Federal Life Insurance	India
Driving Action Through One of the Most Powerful Emotions – Guilt.	Ogilvy & Mather	Taiwan High Speed Rail	Taiwan
Shift the Focus From the Agents Themselves to the Good Things They Do	Ogilvy & Mather Thailand	Thai Life Insurance	Thailand
Go West – The Journey Of Terracotta Warrior To The U.S.	Ogilvy Shanghai	United Parcel Service General Services	China
Virgin Mobile Fair Go Bro	Starcom MediaVest Group	Virgin Mobile	Australia
Campaign Title	Entrant Company	Advertiser	Credit Country
A11. Corporate Image & Information			
Moving SingTel's image From a Traditional Telco to More Innovative Than Google, More Relevant Facebook.	BBDO Singapore	SingTel Telecommunications	Singapore
Prudential Corporation Asia, Cha-Ching Money Smart Kids	Prudential Corporation Asia	Prudential Corporation Asia	Hong Kong SAR
Pump It Forward	Vitamine	Johnson & Johnson China	China

Campaign Title	Entrant Company	Advertiser	Credit Country
A12. Charities, Public Health & Safety & Public Awareness Messages			
Dumb Ways to Die	McCann	Metro Trains	Australia
"Smoking Kid" Inside Out Reflection: A Personal Message to the Smokers	Ogilvy & Mather Thailand	Thai Health Promotion Foundation	Thailand
Old Parts For New	Project ORBIS International	Project ORBIS International	Hong Kong SAR
Campaign Title	Entrant Company	Advertiser	Credit Country
B01. Most Innovative Use of Media			
Bedtime	BBDO / Proximity Malaysia	Johnson & Johnson	Malaysia
World's Youngest Job Applicant	BBDOIndia	Plan India	India
Kanu : The Smallest Café in the World	Cheil worldwide	Dongsuh Food	South Korea
New Rules for Sponsorship, One Fan at a Time	Clemenger BBDO Melbourne	National Australia Bank	Australia
The Wine Is Over	Colenso BBDO/Proximity New Zealand	DB Breweries	New Zealand
A Million Reasons to Believe in Thailand	Initiative	Coca-Cola	Thailand
Volunteer to Promote Volunteering	Leo Burnett Melbourne	SEEK Volunteer	Australia
Eat, Play, Love	Maxus Hong Kong	Maxim's Caterers	Hong Kong SAR
After Dark Campaign	Ogilvy Beijing	Mercedes-Benz (China)	China
IKEA Sukima Gallery	TBWA \Hakuhodo	IKEA Japan	Japan
Boysen KNOxOUT Project EDSA	TBWA \Santiago Mangada Puno	Pacific Paint (Boysen) Philippines	Philippines
Campaign Title	Entrant Company	Advertiser	Credit Country
B02. Most Effective Use of Branded Content			
The "Everyday" Soldier – Or, How Gillette Leveraged its Brand Values to Ignite a Social Awakening	BBDO India	P&G India	India
Dumb Ways to Die	McCann	Metro Trains	Australia
Campaign Title	Entrant Company	Advertiser	Credit Country
B03. Most Effective use of Sponsorship and Event Marketing			
Grow an Apple Tree	Alpha 245	Carlsberg Malaysia	Malaysia
Thank You Mom – Because the Hardest Job in the World is the Best Job in the World	BBDO India	P&G India	India
Moving SingTel's Image From a Traditional Telco to More Innovative Than Google, More Relevant Facebook	BBDO Singapore	SingTel Telecommunications	Singapore
Kanu : The Smallest Café in the World	Cheil worldwide	Dongsuh Food	South Korea
New Rules for Sponsorship, One Fan at a Time	Clemenger BBDO Melbourne	National Australia Bank	Australia
I'm Amazing	DDB Group Hong Kong	McDonald's	Hong Kong SAR
Dreams Never Get Old	Inspire Activation	Hondao Senior Citizen'S Welfare Foundation And JT Tobacco International Taiwan Corp	Taiwan
Turning an Event Sponsorship into a National Movement	JWT	Indosat	Indonesia
Close Up White Now - Switch on Instant Beauty	Lowe and Partners Thailand	Unilever Thailand	Thailand
Faster Than the Fastest	Lowe Asia Pacific	Unilever	Singapore
Snowfalls	Lowe Vietnam	Unilever Vietnam	Vietnam
Ben & Jerry's Sundae Sessions	Mindshare	Ben & Jerry's	Australia
The Thrill Machine	Ogilvy & Mather Advertising	Mattel Toys (India)	India
Smarter Cities Connect	Ogilvy & Mather Singapore	IBM Corporation	Singapore
Castrol CRB Plus 'Ayushman Bhava'	Ogilvy Action	Castrol India	India
IBM Japan Transformation Plan	Ogilvy & Mather Japan	IBM Japan	Japan
Mizone the Cube	OMD	Danone	China
Bonded by Cheers – Maemuki Relay	TBWA\Hakuhodo	American Home Assurance Company	Japan
Times of India Literary Carnival 2012	Times of India	Times Red Cell - BCCL	India
Portraits	Wunderman Sydney	Art Gallery Society NSW	Australia

Campaign Title	Entrant Company	Advertiser	Credit Country
B04. Most Effective Use of Public Relations			
Shave Sexy	BBDO China	P&G China	China
The "Everyday" Soldier – Or, How Gillette Leveraged its Brand Values to Ignite a Social Awakening	BBDO India	P&G India	India
Kanu : The Smallest Café in the World	Cheil worldwide	Dongsuh Food	South Korea
Giving Aussie Blokes Back Their National Icon	Clemenger BBDO Melbourne	Carlton & United Breweries	Australia
Pacquiao Positive	DDB Philippines	PepsiCo International	Philippines
Turning Around A Tech Giant	Edelman Singapore	Hewlett Packard	Singapore
A Million Reasons to Believe in Thailand	Initiative	Coca-Cola	Thailand
Hidden Idols	Lowe Vietnam	Unilever Vietnam	Vietnam
BenNaNa Brings Magical Fun	Ogilvy Beijing	Nestlé China	China
Pambassador	Ogilvy Public Relations	Chengdu Municipal Government	China
Fair Go Bro	One Green Bean	Virgin Mobile Australia	Australia
Hover Car	Proximity China	Volkswagen Group China	China
Bonded by Cheers – Maemuki Relay	TBWA\HAKUHODO	American Home Assurance Company	Japan
Hair for Hope	Leo Burnett Group Thailand	Chulabhorn Hospital	Thailand
Campaign Title	Entrant Company	Advertiser	Credit Country
B05. Most Effective Use of Eco / Green Marketing			
Boysen KNOxOUT Project EDSA	TBWA \Santiago Mangada Puno	Pacific Paint (Boysen) Philippines	Philippines
The Future of Japan Project	TBWA\HAKUHODO	TBWA\Hakuhodo	Japan
Campaign Title	Entrant Company	Advertiser	Credit Country
B06. Most Effective Use of Social Media Marketing			
National Night	BBH Asia Pacific	Perfetti Van Melle	Singapore
New Rules for Sponsorship, One Fan at a Time	Clemenger BBDO Melbourne	National Australia Bank	Australia
Boosted Inspiration Series	Droga5	Mondelez	Australia
The Unleash Deadly Challenge	iris Worldwide Singapore	adidas	Singapore
Volunteer to Promote Volunteering	Leo Burnett Melbourne	SEEK Volunteer	Australia
Dumb Ways to Die	McCann	Metro Trains	Australia
Mom's Catered Banquet Dish	McCann	Taiwan Beer	Taiwan
Pambassador	Ogilvy & Mather	Chengdu Municipal Government	Hong Kong SAR
Hover Car	Proximity China	Volkswagen Group China	China
Weight Loss is Network's Gain – Welcome to the Million Kilo Challenge	Starcom MediaVest Group	Network Ten	Australia
Campaign Title	Entrant Company	Advertiser	Credit Country
B07. Most Effective Use of Digital Media			
Beyond the Wall	Colenso BBDO/Proximity New Zealand	Frucor Beverages	New Zealand
Volunteer to Promote Volunteering	Leo Burnett Melbourne	SEEK Volunteer	Australia
Campaign Title	Entrant Company	Advertiser	Credit Country
B08. Most Effective Use of Technology			
Beyond the Wall	Colenso BBDO/Proximity New Zealand	Frucor Beverages	New Zealand
Campaign Title	Entrant Company	Advertiser	Credit Country
B09. Best Small Budget Marketing Campaign			
World's Youngest Job Applicant	BBDOIndia	Plan India	India
"Smoking Kid" Inside Out Reflection: A Personal Message to the Smokers	Ogilvy & Mather Thailand	Thai Health Promotion Foundation	Thailand
Shoe Dating	Ogilvy Malaysia	Heart and Sole	Malaysia
Old Parts For New	Project ORBIS International	Project ORBIS International	Hong Kong SAR
Camera Tastes The Food Before Mouth Does	Vitamine	Johnson & Johnson China	China

Campaign Title	Entrant Company	Advertiser	Credit Country
B11. Best Non-traditional Thinking / Non-advertising Idea			
Dumb Ways to Die	McCann	Metro Trains	Australia
Augmented Reality Mugs	OgilvyAction	Philips	Taiwan
Campaign Title	Entrant Company	Advertiser	Credit Country
B12. Best Marketing Campaign for Regional Brand Development			
You're Not You When You're Hungry	BBDO	Mars Foods	Hong Kong SAR
The '+' Project by Philips	OneVoice (Fleishman-Hillard)	Philips	Singapore
Campaign Title	Entrant Company	Advertiser	Credit Country
B13. Best Marketing Campaign for National Brand Development			
The "Everyday" Soldier – Or, How Gillette Leveraged its Brand Values to Ignite a Social Awakening	BBDO India	P&G India	India
Dove Master Brand	Beijing DDB Needham Advertising Shanghai	Unilever	China
Cornetto Dive into Love	Beijing DDB Needham Advertising Shanghai	Unilever	China
Levis Ballet	DDB Group Korea	Levi Strauss Korea	South Korea
Dirty T-Shirt Tales	Lowe Singapore	Unilever	Singapore
Go Wild	Ogilvy Shanghai	VF Asia	China
Go West – The Journey Of Terracotta Warrior To The U.S.	Ogilvy Shanghai	United Parcel Service General Services	China
Lee: Free Your Night Side	Ogilvy Shanghai	VF Group China	China
The Smarter Way to Shop	Ogilvy Shanghai	Yihaodian	China
Wyeth Learning Surprise Video Library	OMD Hong Kong	Wyeth Nutrition Hong Kong	Hong Kong SAR
adidas Originals	wwwins Isobar	adidas	China
Free Lunch	Y&R Guangzhou	Arawana Rice	China
Campaign Title	Entrant Company	Advertiser	Credit Country
B14. Best Insights / Strategic Thinking			
Shave Sexy	BBDO China	P&G China	China
The "Everyday" Soldier – Or, How Gillette Leveraged its Brand Values to Ignite a Social Awakening	BBDO India	P&G India	India
Kanu : The Smallest Café in the World	Cheil worldwide	Dongsuh Food	South Korea
Chocolate's Dysfunctional Family	Clemenger BBDO Melbourne	Mars Chocolate Australia	Australia
New Rules for Sponsorship, One Fan at a Time	Clemenger BBDO Melbourne	National Australia Bank	Australia
Giving the VB Brand Back to the People	Clemenger BBDO Melbourne	Carlton & United Breweries	Australia
Sorry About the Twigs, Folks	Colenso BBDO/Proximity New Zealand	DB Breweries	New Zealand
I'm Amazing	DDB Group Hong Kong	McDonald's	Hong Kong SAR
Shining out of the Shadow of Yesterday's Success – Solvil et Titus	McCann Worldgroup Hong Kong	City Chain	Hong Kong SAR
Gillette You Shave I Shave	Mediacom	P&G	India
"Smoking Kid" Inside Out Reflection: A Personal Message to the Smokers	Ogilvy & Mather Thailand	Thai Health Promotion Foundation	Thailand
Take a Chance	Ogilvy & Mather Thailand	Coca-Cola Thailand	Thailand
Go West – The Journey Of Terracotta Warrior To The U.S.	Ogilvy Shanghai	United Parcel Service General Services	China
Go Wild	Ogilvy Shanghai	VF Asia	China
Campaign Title	Entrant Company	Advertiser	Credit Country
B15. Best Sustained Success			
Dip, Dab, Drop	Lowe Asia Pacific	Unilever	Singapore
Lifebuoy Global Handwashing Day: Saving Lives	Lowe Lintas & Partners	Unilever	India

Campaign Title	Entrant Company	Advertiser	Credit Country
B16. Best Integrated Marketing Campaign			
New Rules for Sponsorship, One Fan at a Time	Clemenger BBDO Melbourne	National Australia Bank	Australia
A Million Reasons to Believe in Thailand	Initiative	Coca-Cola	Thailand
Volunteer to Promote Volunteering	Leo Burnett Melbourne	SEEK Volunteer	Australia
Dumb Ways to Die	McCann	Metro Trains	Australia