

Creative Effectiveness Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Location	Idea Creation	Production	Media	PR	Additional
A01 (Creative Effectiveness)											
A01/001	00004	HAIR TALK	SUNSILK UNILEVER	SUNSILK	WUNDERMAN THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK	JUMP FILM Bangkok			
A01/005	00001	SELFISTIX	MARS	DENTASTIX	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland	BLOCKHEAD VFX Auckland / COLLECTIVE FORCE Auckland / DEPARTMENT OF POST Auckland / FINCH Auckland / FRANKLIN RD Auckland	WAVEMAKER Auckland		MARS NEW ZEALAND Auckland
A01/007	00015	RE:SCAM - THE WORLD'S MOST UNHELPFUL CHATBOT	NETSAFE	RE:SCAM	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	DDB NEW ZEALAND Auckland		MANGO Auckland	
A01/008	00006	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE	DDB MUDRA Mumbai	INDIA	DDB MUDRA Mumbai	DDB MUDRA Mumbai / JOHNSON & JOHNSON Mumbai	DDB MUDRA Mumbai / JOHNSON & JOHNSON Mumbai	DDB MUDRA Mumbai / JOHNSON & JOHNSON Mumbai	
A01/015	00025	SINDOOR KHELA - #NOCONDITIONSAPPLY	THE TIMES OF INDIA	NEWSPAPER	FCB INDIA Delhi	INDIA	FCB INDIA Delhi				
A02 (Creative Effectiveness for Good)											
A02/002	00014	FOR EVERY BACHELOR AND BACHELORETTE	MARRIAGE EQUALITY AUSTRALIA	MARRIAGE EQUALITY	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	AIRBAG Melbourne / ARC EDIT Melbourne / MANIMAL POST Melbourne / NYLON Melbourne			
A02/003	00005	UNFORGETTABLE BAG	TESCO	TESCO	GREY MALAYSIA Petaling Jaya	MALAYSIA	GREY MALAYSIA Petaling Jaya	MOTION ROM Petaling Jaya	GREY MALAYSIA Petaling Jaya		
A02/004	00007	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE	DDB MUDRA Mumbai	INDIA	DDB MUDRA Mumbai	DDB MUDRA Mumbai / JOHNSON & JOHNSON Mumbai	DDB MUDRA Mumbai / JOHNSON & JOHNSON Mumbai	DDB MUDRA Mumbai / JOHNSON & JOHNSON Mumbai	
A02/007	00032	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	ALI XEESHAN THEATRE STUDIO Lahore	BBDO PAKISTAN Lahore	MINT PR Lahore	UN WOMEN Islamabad
A02/008	00026	SINDOOR KHELA - #NOCONDITIONSAPPLY	THE TIMES OF INDIA	NEWSPAPER	FCB INDIA Delhi	INDIA	FCB INDIA Delhi				