

Integrated Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Location	Idea Creation	Production	Media	PR	Additional
A01 (Integrated)											
A01/005	00003	THE HALF BISCUIT	LEGACY AUSTRALIA & RSA NEW ZEALAND	THE HALF BISCUIT	VMLY&R MELBOURNE	AUSTRALIA	VMLY&R MELBOURNE	HELL STUDIOS Melbourne	WAVEMAKER Melbourne	PPR Melbourne	
A01/008	00010	MORE THAN LIKES	SOFTBANK CORP.	YIMOBILE	HAKUHODO KETTLE INC	Tokyo JAPAN	HAKUHODO INC. Tokyo / HAKUHODO KETTLE INC Tokyo	AOI PRO. INC. Tokyo / BABEL LABEL Tokyo	HAKUHODO INC. Tokyo	HAKUHODO KETTLE INC Tokyo	
A01/009	00011	RED RESTAURANTS LIST	TAKASAKI CITY	CITY PROMOTION	HAKUHODO KETTLE INC	Tokyo JAPAN	HAKUHODO KETTLE INC Tokyo	TAIYO KIKAKU CO., LTD. Tokyo / TOKYO AD DESIGNERS Tokyo / TOW CO.,LTD Tokyo	HAKUHODO INC. Tokyo	MATERIAL Tokyo	TBWA\HAKUHODO INC. Tokyo
A01/015	00025	NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	CREATOR GLOBAL Melbourne	IKON Southbank	ROMANO BLACK Melbourne	MYER Docklands / WAVE DIGITAL Melbourne
A01/019	00033	ALL HAIL PATRICKS	ASIA PACIFIC BREWERIES	GUINNESS	IRIS SINGAPORE	SINGAPORE	IRIS SINGAPORE	SUNSHINE NATION Singapore / TAPROD Bangkok	RED STAR Singapore	IRIS SINGAPORE	
A01/031	00035	KECAP ABC - REAL HUSBANDS COOK	KRAFT HEINZ	KECAP ABC	VMLY&R Jakarta	INDONESIA	VMLY&R Jakarta	HOGARTH WORLDWIDE Jakarta			GEOMETRY INDONESIA Jakarta / OGILVY ADVERTISING JAKARTA
A01/036	00030	THE BUCKET	APPLE	APPLE	TBWA\MEDIA ARTS LAB	Shanghai CHINA	TBWA\MEDIA ARTS LAB Shanghai		OMD Shanghai		