**DATA & ANALYTICS – ANALYTICS & INSIGHT**

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| **CAMPAIGN TITLE** | **ADVERTISER** | **ENTRANT COMPANY** | **COUNTRY** |
| **DAA03. DATA MINING** | | | |
| From the couch to the Coast: Shifting perception for unprecedented ROI | Tourism Central Coast | AFFINITY | Australia |
| *\* There is no other shortlisted entry in this section.* | | | |

**DATA & ANALYTICS – STRATEGY & TECHNOLOGIES**

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| **CAMPAIGN TITLE** | **ADVERTISER** | **ENTRANT COMPANY** | **COUNTRY** |
| **DAS01. AUDIENCE SEGMENTATION** | | | |
| AIA - The Healthy Living Kid's Conference | AIA | BBDO Worldwide | Singapore |
| From the couch to the Coast: Shifting perception for unprecedented ROI | Tourism Central Coast | AFFINITY | Australia |
| NRMA Safety Hub | NRMA | CHE Proximity | Australia |
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| **DAS02. RESPONSE / REAL-TIME DATA** | | | |
| Colonel KI  - The First Colonel to Conquer e-Sports | KFC | Mindshare | China |
| Simply Cash - The Algorithm Agent | Standard Chartered Bank | iProspect | Hong Kong |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
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| **DAS03. DATA STORYTELLING** | | | |
| A Revelation of Trends | Alibaba/TMall | BBDO Worldwide | China |
| From the couch to the Coast: Shifting perception for unprecedented ROI | Tourism Central Coast | AFFINITY | Australia |
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| **DAS04. PERSONALISATION** | | | |
| Simply Cash - The Algorithm Agent | Standard Chartered Bank | iProspect | Hong Kong |
| Targeted Ads | JD Central | BBDO Worldwide | Thailand |
| **DAS05. SINGLE CUSTOMER VIEW AT SCALE** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **DAS06. MULTIPLE DATA SOURCING / MERGING** | | | |
| Otrivin - Cold and Flu Predictor | Otrivin | Mindshare | India |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |

**DATA & ANALYTICS – USE OF DATA TECHNOLOGIES & TOOLS**

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| **CAMPAIGN TITLE** | **ADVERTISER** | **ENTRANT COMPANY** | **COUNTRY** |
| **DAU01. ANALYTICS INNOVATION** | | | |
| Connecting the Dots to Measure Marketing Impact | BBC Global News | BBC Global News | Singapore |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
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| **DAU02. DATA APPLICATION** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **DAU03. CUSTOMER INTELLIGENCE** | | | |
| From the couch to the Coast: Shifting perception for unprecedented ROI | Tourism Central Coast | AFFINITY | Australia |
| NRMA Safety Hub | NRMA | CHE Proximity | Australia |
| Simply Cash - The Algorithm Agent | Standard Chartered Bank | iProspect | Hong Kong |
|  |  |  |  |
| **DAU04. BUSINESS INTELLIGENCE** | | | |
| *There are no shortlisted entries in this category.* | | | |
|  |  |  |  |
| **DAU05. DATA VISUALISATION** | | | |
| *There are no shortlisted entries in this category.* | | | |
|  |  |  |  |
| **DAU06. INNOVATIVE USE OF DATA TECHNOLOGY** | | | |
| Colonel KI  - The First Colonel to Conquer e-Sports | KFC | Mindshare | China |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |