**EFFECTIVENESS – PRODUCTS & SERVICES**

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| **CAMPAIGN TITLE** | **ADVERTISER** | **ENTRANT COMPANY** | **COUNTRY** |
| **EFP01. FOOD & BEVERAGES** | | | |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| The McDelivery Pin | McDonald’s | Leo Burnett Group | Philippines |
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| **EFP02. CONSUMER ELECTRONICS & ACCESSORIES** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **EFP03. HOUSEHOLD PRODUCTS & SERVICES** | | | |
| #STANDBYTOUGHMOMS | ALL OUT | BBDO Worldwide | India |
| The Long Awaited First Touch | Pampers | Saatchi & Saatchi | China |
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| **EFP04. PHARMACEUTICALS, BEAUTY PRODUCTS, COSMETICS & TOILETRIES** | | | |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
| Washable Book | Angfa | McCann Heath | Japan |
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| **EFP05. OTHER FMCG** | | | |
| Myer - Naughty or Nice Bauble | Myer | Clemenger BBDO | Australia |
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| **EFP06. AUTOMOTIVE PRODUCTS & SERVICES** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **EFP07. ENTERTAINMENT, LIFESTYLE & RECREATION** | | | |
| Tesco- Unforgettable Bag | Tesco | Grey Worldwide | Malaysia |
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| **EFP08. CONSUMER & B2B SERVICES** | | | |
| NRMA Safety Hub | NRMA | CHE Proximity | Australia |
| RACV Pet Insurance “Cover for their overconfidence” | RACV | CHE Proximity | Australia |
| The Algorithm Agent | Standard Chartered Bank | TBWA\Worldwide | Hong Kong |
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| **EFP09. CORPORATE IMAGE & INFORMATION** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **EFP10. CHARITIES, PUBLIC SERVICES & AWARENESS MESSAGES** | | | |
| *There are no shortlisted entries in this category.* | | | |

**EFFECTIVENESS – SPECIALISTS**

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| **CAMPAIGN TITLE** | **ADVERTISER** | **ENTRANT COMPANY** | **COUNTRY** |
| **EFS01. INNOVATIVE USE OF MEDIA** | | | |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| RACV Pet Insurance “Cover for their overconfidence” | RACV | CHE Proximity | Australia |
| Rethinking Volvo Cars with Omtanke | Volvo Cars | whiteGREY | Australia |
| Targeted Ads | JD Central | BBDO Worldwide | Thailand |
| Tesco- Unforgettable Bag | Tesco | Grey Worldwide | Malaysia |
| The McDelivery Pin | McDonald's | Leo Burnett Group | Philippines |
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| **EFS02. BRANDED CONTENT** | | | |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| RACV Pet Insurance “Cover for their overconfidence” | RACV | CHE Proximity | Australia |
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| **EFS03. SPONSORSHIP & EVENT MARKETING** | | | |
| The Art of AI | Google | BBH CHINA | China |
| WALK by Johnnie Walker | Diageo Moet Henessy | Storyteller | Thailand |
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| **EFS04. INSIGHTS / STRATEGY THINKING** | | | |
| #STANDBYTOUGHMOMS | ALL OUT | BBDO Worldwide | India |
| McDonald’s – A Tale of “Name Change” in Chinese New Year | McDonald’s | BBDO Worldwide | China |
| NRMA Safety Hub | NRMA | CHE Proximity | Australia |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| RACV Pet Insurance “Cover for their overconfidence” | RACV | CHE Proximity | Australia |
| Rethinking Volvo Cars with Omtanke | Volvo Cars | whiteGREY | Australia |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
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| **EFS05. SMALL BUDGET MARKETING CAMPAIGN** | | | |
| Care Label | GU Fashion | Dentsu Shanghai | China |
| Oyster Kanji Dictation | Hiroshima Oyster | I&S BBDO | Japan |
| The McDelivery Pin | McDonald's | Leo Burnett Group | Philippines |
| Washable Book | Angfa | McCann Health | Japan |

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| **EFS06. MARKETING CAMPAIGN FOR REGIONAL BRAND DEVELOPMENT** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **EFS07. MARKETING CAMPAIGN FOR NATIONAL BRAND DEVELOPMENT** | | | |
| A Revelation of Trends | Alibaba/TMALLl | BBDO Worldwide | China |
| Coca-Cola Faces of the City | Coca-Cola Coke | McCann Shanghai | China |
| Myer - Naughty or Nice Bauble | Myer | Clemenger BBDO | Australia |
| Rethinking Volvo Cars with Omtanke | Volvo Cars | whiteGREY | Australia |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
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| **EFS08. SUSTAINED SUCCESS** | | | |
| Overtaking the classics to become Australia's favorite beer | Great Northern | Clemenger BBDO | Australia |
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| **EFS09. INTEGRATED MARKETING CAMPAIGN** | | | |
| Myer - Naughty or Nice Bauble | Myer | Clemenger BBDO | Australia |