**MEDIA STRATEGY – PRODUCTS & SERVICES**

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| **CAMPAIGN TITLE** | **ADVERTISER** | **ENTRANT COMPANY** | **COUNTRY** |
| **MSP01. FOOD & BEVERAGES** | | | |
| Colonel KI  - The First Colonel to Conquer e-Sports | KFC | Mindshare | China |
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| **MSP02. CONSUMER ELECTRONICS & ACCESSORIES** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **MSP03. HOUSEHOLD PRODUCTS & SERVICES** | | | |
| Brighter Homes, Brighter Kids | AkzoNobel - Dulux | MediaCom | China |
| Less Screen Time, More Play Time | OMO | Mindshare | Vietnam |
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| **MSP04. PHARMACEUTICALS, BEAUTY PRODUCTS, COSMETICS & TOILETRIES** | | | |
| Always Come Prepared | Durex | Initiative | Philippines |
| JLG’s A.I. Baby Expert | JingLingGuan (JLG) | Mindshare | China |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
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| **MSP05. OTHER FMCG** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **MSP06. AUTOMOTIVE PRODUCTS & SERVICES** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **MSP07. ENTERTAINMENT, LIFESTYLE & RECREATION** | | | |
| Monty: The World's First AI Predictive Commentator | Fox Cricket | Mindshare | Australia |
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| **EFP08. CONSUMER & B2B SERVICES** | | | |
| NRMA Safety Hub | NRMA | CHE Proximity | Australia |
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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** | | | |
| Men, you're not talking, so try ticking. | The Movember Foundation | BCF Dentsu | New Zealand |

**MEDIA STRATEGY – SPECIALISTS**

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| **CAMPAIGN TITLE** | **ADVERTISER** | **ENTRANT COMPANY** | **COUNTRY** |
| **MSS01. BRANDED CONTENT** | | | |
| JLG’s A.I. Baby Expert | JingLingGuan (JLG) | Mindshare | China |
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| **MSS02. SPONSORSHIP & EVENT MARKETING** | | | |
| Colonel KI  - The First Colonel to Conquer e-Sports | KFC | Mindshare | China |
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| **MSS03. DIGITAL MEDIA** | | | |
| Colonel KI  - The First Colonel to Conquer e-Sports | KFC | Mindshare | China |
| Monty: The World's First AI Predictive Commentator | Fox Cricket | Mindshare | Australia |
| The Algorithm Agent | Standard Chartered Bank | TBWA\Worldwide | Hong Kong |
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| **MSS04. MOBILE** | | | |
| Colonel KI - The First Colonel to Conquer e-Sports | KFC | Mindshare | China |
| Domex Certified Clean Toilets | Domex | Mindshare | Philippines |
| HsuFuChi Chinese New Year Memory Train | HsuFuChi | Mindshare | China |
| NRMA Safety Hub | NRMA | CHE Proximity | Australia |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |
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| **MSS05. SOCIAL** | | | |
| Always Come Prepared | Durex | Initiative | Philippines |
| Nescafe – From Tianyi With Love | Nestlé Smoovlatté | Mindshare | China |
| Project Unfriend | Project Unfriend | Ace Saatchi & Saatchi | Philippines |
| Sangobion Symptom Patrol | Sangobion IRON+ | Ace Saatchi & Saatchi | Philippines |
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| **MSS06. MEDIA INNOVATION** | | | |
| Colonel KI  - The First Colonel to Conquer e-Sports | KFC | Mindshare | China |
| Monty: The World's First AI Predictive Commentator | Fox Cricket | Mindshare | Australia |
| Tesco - Unforgettable Bag | TESCO | Grey Worldwide | Malaysia |
| The Algorithm Agent | Standard Chartered Bank | TBWA\Worldwide | Hong Kong |

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| **MSS07. INTEGRATED USE OF MEDIA** | | | |
| Ovaltine  – Empower Kids’ Happy Exploration | Ovaltine | Mindshare | Vietnam |
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| **MS08. SMALL BUDGET MEDIA CAMPAIGN** | | | |
| Break in Case of Life’s Little Emergencies | KitKat | McCann Worldgroup | Philippines |
| JLG’s A.I. Baby Expert | JingLingGuan (JLG) | Mindshare | China |
| Project Unfriend | Project Unfriend | Ace Saatchi & Saatchi | Philippines |
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| **MSS09. MEDIA STRATEGY FOR REGIONAL BRAND DEVELOPMENT** | | | |
| *There are no shortlisted entries in this category.* | | | |
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| **MSS10. MEDIA STRATEGY FOR NATIONAL BRAND DEVELOPMENT** | | | |
| LEGO City: Artic Adventure | LEGO | Initiative | China |
| The Adaptive Data Lighthouse | Lifebuoy | Mindshare | India |