

2023 ONE ASIA CREATIVE AWARDS WINNERS



The One Club for Creativity is pleased to present the winners of the 2023 ONE Asia Creative Awards.

We wish to express our heartfelt appreciation to all our judges who generously invested their time to make sure that every entry received its due attention. To all entrants, rest assured that we took every measure to maintain the high standards that everyone has come to expect from ONE Asia. We take the trust that you put in us very seriously.

This list includes all winning entries, winning works can be viewed in the Awards Showcase Website at <https://www.oneclub.org/oneasia/showcase/>.

Congratulations to all of our winners! Thank you for your support of ONE Asia 2023 and The One Club for Creativity.

Best of Show

/	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song / Sydney Collider / Sydney + Thrive PR + Communications / Sydney + MassiveMusic / Sydney	/	Best of Show
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Best of Discipline

OA-60982	Airtel 175	Airtel	Leo Burnett India Airtel + Prodigious	Branded Entertainment	Best of Discipline
OA-60707	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song / Sydney Collider / Sydney + Thrive PR + Communications / Sydney + MassiveMusic / Sydney	Creative Effectiveness	Best of Discipline
OA-60411	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	Creative Use of Data	Best of Discipline
OA-60287	Milk Manga	Seki Milk	VML OGILVY JAPAN / Tokyo	Design	Best of Discipline
OA-60922	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	Direct Marketing	Best of Discipline
OA-60900	A Train of Memories	Sotetsu Holdings	SIX inc. / Tokyo good design company / Tokyo + Hakuodo / Tokyo + Hakuodo Kettle / Tokyo	Film & Video	Best of Discipline
OA-60925	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	Gaming	Best of Discipline
OA-60406	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	Interactive, Online & Mobile	Best of Discipline
OA-60902	A Train of Memories	Sotetsu Holdings	SIX inc. / Tokyo good design company / Tokyo + Hakuodo / Tokyo + Hakuodo Kettle / Tokyo	Moving Image Craft & Production	Best of Discipline
OA-60564	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song / Sydney Collider / Sydney + Thrive PR + Communications / Sydney + MassiveMusic / Sydney	Public Relations	Best of Discipline
OA-60927	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	Social Media	Best of Discipline

Special Awards

OA-60970	#LetHerGrow	Unilever - Dove	Edelman Thailand / Bangkok Unilever Thailand / Bangkok + Mindshare Thailand / Bangkok + Select Start / Bangkok	CD_01: Cultural Driver Award	Cultural Driver Award
OA-60758	KFC Fried Chicken Incense Sticks	KFC Thailand	Wundermanthompson Thailand / Bangkok KFC Thailand / Bangkok + Bob Eye View Studio / Bangkok + Scent & Sense Laboratory Co.,Ltd. / Bangkok	CD_01: Cultural Driver Award	Cultural Driver Award
OA-60998	The Biochar Project	Pepsico Lay's	Leo Burnett India PepsiCo India Holdings Pvt. Ltd	GR_01: Green Award	Green Award
OA-60921	Beancense	Coffee Project	Dentsu Creative Manila / Makati City	SD_01: Sustainable Development Goals Award	SDG Award
OA-60135	Solar Beehive	Hanwha	Hanwha / Seoul INNOCEAN / Seoul + PLANIT PRODUCTION / Seoul	SD_01: Sustainable Development Goals Award	SDG Award

Brand-Side / In-House

OA-60655	PROUD LIBERICA COFFEE	LIFULL	LIFULL / Tokyo QAHWA / Tokyo + peak / Tokyo	BS_01: Brand-Side Initiated & Originated Projects	Silver Award
OA-60613	THE WORLD'S FIRST LEGO SUPERCAR SHOW	LEGO	Our LEGO Agency / Shanghai	BS_01: Brand-Side Initiated & Originated Projects	Merit Award
OA-60532	Show up for IWD	Fuck The Cupcakes	Innocean / Sydney	BS_03: Social Impact	Bronze Award
OA-60656	PROUD LIBERICA COFFEE	LIFULL	LIFULL / Tokyo QAHWA / Tokyo + peak / Tokyo	BS_09: Innovation in Brand-Side	Merit Award

Branded Entertainment

OA-60417	FURSAT - Shot on iPhone 14 Pro	APPLE	TBWA\Media Arts Lab APAC APPLE + ABSOLUTE STUDIOS PRIVATE LIMITED / Mumbai	BE_01: Video & Film	Merit Award
OA-60467	Maya. The Hit Song That was Actually a Bank	Maya	Ogilvy - Bates CHI&Partners / Makati City Film Pabrika Inc + The Acid House + Touch XDA	BE_02: Music Content	Merit Award
OA-60288	The Cleft Choir	Johnson & Johnson Consumer (Thailand) Ltd. / Listerine	BBDO Bangkok / Bangkok Unboxnow / Bangkok + The flying Tomato Music / Bangkok	BE_02: Music Content	Silver Award
OA-60982	Airtel 175	Airtel	Leo Burnett India Airtel + Prodigious	BE_05: Experiential	Gold Award

OA-61020	#BRINGBACK2011	Oreo	Leo Burnett India Oreo India + Wavemaker India	BE_07: Talents & Influencer	Merit Award
OA-61002	The Great Celebrity Hack	Burger King	Leo Burnett India Burger King	BE_07: Talents & Influencer	Merit Award
OA-60983	Airtel 175	Airtel	Leo Burnett India Airtel + Prodigious	BE_07: Talents & Influencer	Gold Award
OA-60442	Stump Cam	Coca-Cola India Pvt. Ltd.	Ogilvy Gurgaon / India	BE_08: Brand Partnerships	Bronze Award
OA-60205	Eat What You Watch	Viu	DDB Group Singapore / Singapore	BE_08: Brand Partnerships	Bronze Award
OA-60860	LUX - CHANGE THE ANGLE	LUX, UNILEVER	WUNDERMAN THOMPSON SINGAPORE / Singapore Unilever, Lux / Singapore + Ogilvy Singapore / Singapore + For The Right Reasons / Amsterdam	BE_09: Live Broadcast	Silver Award
OA-60076	Critical Core	Game to Grow / Critical Core Tabletop RPG Game	Dentsu Creative / Hong Kong	BE_10: Innovation in Branded Entertainment	Merit Award

Creative Effectiveness

OA-61021	#BRINGBACK2011	Oreo	Leo Burnett India Oreo India + Wavemaker India	CE_01: Consumer / Brand	Bronze Award
OA-60799	See the Signs #ShareTheLoad	P&G India - Ariel	BBDO India / Mumbai P&G India / Mumbai	CE_01: Consumer / Brand	Merit Award
OA-60103	Winterlands Code Hunt	Google Play	Toaster Singapore	CE_01: Consumer / Brand	Merit Award
OA-60707	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song / Sydney Collider / Sydney + Thrive PR + Communications / Sydney + MassiveMusic / Sydney	CE_02: Non-Profit / Charity	Gold Award
OA-60854	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	CE_03: Small Budget	Silver Award

Creative Use of Data

OA-60987	Airtel 175	Airtel	Leo Burnett India Airtel + Prodigious	CU_01: Data Visualization	Silver Award
OA-60972	Smart Farm	Pepsico Lay's	Leo Burnett India PepsiCo India Holdings Pvt. Ltd + Cropln	CU_01: Data Visualization	Merit Award
OA-60411	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	CU_03: Social Media	Gold Award
OA-60973	Smart Farm	Pepsico Lay's	Leo Burnett India Cropln + PepsiCo India Holdings Pvt. Ltd	CU_05: Use of Technology	Bronze Award
OA-60413	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	CU_07: Innovation in Creative Use of Data	Silver Award

Design

OA-60305	Heinekicks	Heineken	BBH Singapore / Singapore Le Pub	DE_01: Brand Collateral	Merit Award
OA-60131	Eat Like No One's Watching	Full'r	Landor / India	DE_01: Brand Collateral	Merit Award
OA-60287	Milk Manga	Seki Milk	VML OGIIVY JAPAN / Tokyo	DE_03: Packaging Design	Gold Award
OA-60653	PROUD LIBERICA COFFEE	LIFULL	LIFULL / Tokyo QAHWA / Tokyo + peak / Tokyo	DE_05: Design for Good / Green	Merit Award
OA-60144	Donation Wallpaper	MCDONALD'S PROSPECT HOSPITALITY	Leo Burnett Taiwan / Taipei	DE_05: Design for Good / Green	Merit Award
OA-60112	Solar Beehive	Hanwha	Hanwha / Seoul INNOCEAN / Seoul + PLANIT PRODUCTION / Seoul	DE_05: Design for Good / Green	Silver Award
OA-60436	Undercover	Women Helping Women Asia	Ogilvy / Hong Kong	DE_06: UI / UX Design	Gold Award
OA-60687	Boysen Plants Campaign	Pacific Paint (Boysen) Philippines Inc.	TBWA/SMP / Makati Pacific Paint (Boysen) Philippines Inc. / Taguig City	DE_10: Posters	Bronze Award
OA-60031	A Step Forward	Biti's	Dentsu Creative Vietnam	DE_10: Posters	Bronze Award

OA-60023	A Step Forward	Biti's	Dentsu Creative Vietnam	DE_11: Moving Image	Merit Award
OA-60114	Solar Beehive	Hanwha	Hanwha / Seoul INNOCEAN / Seoul + PLANIT PRODUCTION / Seoul	DE_14: Innovation in Design	Silver Award

Direct Marketing

OA-60922	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	DM_01: Digital & Online	Gold Award
OA-60408	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	DM_01: Digital & Online	Silver Award
OA-60409	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	DM_03: Targeted Video	Bronze Award
OA-60312	Heinekicks	Heineken	BBH Singapore / Singapore Le Pub	DM_06: Experiential	Merit Award
OA-60286	Milk Manga	Seki Milk	VML OGIILVY JAPAN / Tokyo	DM_06: Experiential	Gold Award
OA-60867	The Ghosted Bar	Heineken	Le Pub APAC Heineken + DaHouse Audio + Unboxnow	DM_08: Social Media	Merit Award
OA-60923	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	DM_09: Innovation in Direct Marketing	Bronze Award
OA-60410	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	DM_09: Innovation in Direct Marketing	Silver Award

Experiential & Immersive

OA-61022	#BRINGBACK2011	Oreo	Leo Burnett India Oreo India + Wavemaker India	EX_01: Events / Stunts / Competitions	Silver Award
OA-61004	The Great Celebrity Hack	Burger King	Leo Burnett India Burger King	EX_01: Events / Stunts / Competitions	Merit Award
OA-60924	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	EX_01: Events / Stunts / Competitions	Gold Award
OA-60864	LUX - CHANGE THE ANGLE	LUX, UNILEVER	WUNDERMAN THOMPSON SINGAPORE / Singapore Unilever, Lux / Singapore + Ogilvy Singapore / Singapore + For The Right Reasons / Amsterdam	EX_01: Events / Stunts / Competitions	Merit Award

OA-60359	Scrapboards	Mountain Dew	BBDO Guerrero / Makati	EX_01: Events / Stunts / Competitions	Merit Award
OA-60737	Hunger Restaurant	Netflix Thailand	Wundermanthompson Thailand / Bangkok Choux Lab + Wavemaker Thailand + Hill+Knowlton Strategies & Stirr BKK	EX_04: Immersive Spaces	Bronze Award
OA-60917	Voice Watch	Toyota Mobility Foundation	DENTSU INC. / Tokyo Data Artist Inc. / Tokyo + DENTSU LIVE INC. / Tokyo + SHINDII, LLC. / Tokyo	EX_06: Experiential Audio	Merit Award
OA-60659	KFC Re:Store	Yum China	DENTSU CREATIVE China TiMi Studio Group + Tencent Advertising + Shanghai Gaoding Culture Communication Co.,Ltd	EX_08: Metaverse	Merit Award

Film & Video

OA-60621	The Oily Warrior	Pond's Men	Ogilvy Singapore / Singapore	FI_01: Television	Merit Award
OA-60583	Weather Anything	Macpac	The Monkeys, part of Accenture Song / Melbourne Squeak E Clean Studios + Sweetshop	FI_01: Television	Bronze Award
OA-60490	As Close as You Can Get – Concert	PRISM+	MullenLowe Singapore / Singapore FACTORY01 / Bangkok + THEQUIETLAB / Singapore	FI_02: Cinema Advertising	Bronze Award
OA-60487	As Close as You Can Get – Cooking	PRISM+	MullenLowe Singapore / Singapore FACTORY01 / Bangkok + THEQUIETLAB / Singapore	FI_02: Cinema Advertising	Merit Award
OA-60900	A Train of Memories	Sotetsu Holdings	SIX inc. / Tokyo good design company / Tokyo + HakuHodo / Tokyo + HakuHodo Kettle / Tokyo	FI_04: Online Film & Video	Gold Award
OA-60872	Shot on iPhone 14 Pro - Through the Five Passes	Apple	TBWA\Media Arts Lab / Shanghai	FI_04: Online Film & Video	Merit Award
OA-60586	A Little Sweet. A Lot of Love.	Dutch Mill Co., Ltd. / Delight	Ogilvy Thailand / Bangkok Suneta House / Bangkok	FI_04: Online Film & Video	Merit Award
OA-60540	As Close as You Can Get – Concert	PRISM+	MullenLowe Singapore / Singapore FACTORY01 / Bangkok + THEQUIETLAB / Singapore	FI_04: Online Film & Video	Bronze Award
OA-60348	The Air Drummer	Robinson Department Store	Wolf BKK / Bangkok	FI_04: Online Film & Video	Gold Award
OA-60708	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song / Sydney Collider / Sydney + Thrive PR + Communications / Sydney + MassiveMusic / Sydney	FI_08: Innovation in Film	Merit Award

Gaming					
OA-60925	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	GA_02: Brand Integration / Placement	Gold Award
OA-60147	The Taiwanese World of Warcraft	Activision Blizzard	Dentsu Creative Taiwan / Taipei Pili International Multimedia Co.,Ltd / Taipei	GA_07: Game Marketing	Bronze Award
Integrated					
OA-61023	#BRINGBACK2011	Oreo	Leo Burnett India Oreo India + Wavemaker India	IG_02: Integrated Campaign	Gold Award
OA-60801	See the Signs #ShareTheLoad	P&G India - Ariel	BBDO India / Mumbai P&G India / Mumbai	IG_02: Integrated Campaign	Merit Award
OA-60548	Under Armour: Listen! Don't Run	Under Armour	BlueFocus	IG_02: Integrated Campaign	Merit Award
OA-60469	Maya. The Hit Song That was Actually a Bank	Maya	Ogilvy - Bates CHI&Partners / Makati City Film Pabrika Inc + The Acid House + Touch XDA	IG_02: Integrated Campaign	Bronze Award
OA-60976	Smart Farm	Pepsico Lay's	Leo Burnett India PepsiCo India Holdings Pvt. Ltd + Cropln	IG_04: Brand Transformation / Repositioning	Silver Award
OA-60658	KFC Re:Store	Yum China	DENTSU CREATIVE / Shanghai Tencent Advertising / Shanghai + Shanghai Gao-ding Culture Communication Co.,Ltd / Shanghai + TiMi Studio Group / Shenzhen	IG_04: Brand Transformation / Repositioning	Merit Award
Interactive & Mobile Craft					
OA-60614	Hey, Mercedes	Mercedes Benz	Ogilvy Beijing / Beijing	IC_03: Visual Effects & Animation	Merit Award
OA-60362	HEALTHY AR STREAMERS	ZESPRI INTERNATIONAL JAPAN/ FOOD	Dentsu / Tokyo Abstract Engine / Tokyo + AOI Pro. / Tokyo + Flowplateaux / Tokyo	IC_07: Use of Technology	Merit Award

Interactive, Online & Mobile

OA-60660	KFC Re:Store	Yum China	DENTSU CREATIVE China Tencent Advertising / Shanghai + Shanghai Gao-ding Culture Communication Co.,Ltd / Shanghai + TiMi Studio Group / Shenzhen	IO_04: Ecommerce	Merit Award
OA-60438	Undercover	Women Helping Women Asia	Ogilvy / Hong Kong	IO_05: Mobile Applications	Merit Award
OA-60101	Project Relate	Google India	Toaster Singapore	IO_05: Mobile Applications	Merit Award
OA-60365	HEALTHY AR STREAMERS	ZESPRI INTERNATIONAL JAPAN/ FOOD	Dentsu / Tokyo Abstract Engine / Tokyo + AOI Pro. / Tokyo + Flowplateaux / Tokyo	IO_06: Augmented, Virtual and Mixed Reality (AR, VR, MR)	Merit Award
OA-60661	KFC Re:Store	Yum China	DENTSU CREATIVE China Tencent Advertising / Shanghai + Shanghai Gao-ding Culture Communication Co.,Ltd / Shanghai + TiMi Studio Group / Shenzhen	IO_11: Metaverse or NFTs	Merit Award
OA-61000	Airtel 175	Airtel	Leo Burnett India Airtel + Prodigious	IO_12: Innovation in Interactive, Online & Mobile	Merit Award
OA-60926	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	IO_12: Innovation in Interactive, Online & Mobile	Silver Award
OA-60406	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	IO_12: Innovation in Interactive, Online & Mobile	Gold Award

IP & Product Design

OA-60422	Milk Manga	Seki Milk	VML OGILVY JAPAN / Tokyo	IP_01: Physical Product	Bronze Award
OA-60314	Heinekicks	Heineken	BBH Singapore / Singapore Le Pub	IP_01: Physical Product	Merit Award
OA-60081	Critical Core	Game to Grow / Critical Core Tabletop RPG Game	Dentsu Creative / Hong Kong	IP_01: Physical Product	Bronze Award
OA-60104	Project Relate	Google India	Toaster Singapore	IP_04: Experimental / Internal Projects / R&D	Gold Award

Moving Image Craft & Production

OA-60902	A Train of Memories	Sotetsu Holdings	SIX inc. / Tokyo good design company / Tokyo + Hakuodo / Tokyo + Hakuodo Kettle / Tokyo	IM_01: Direction	Gold Award
OA-60873	Shot on iPhone 14 Pro - Through the Five Passes	Apple	TBWA\Media Arts Lab / Shanghai	IM_01: Direction	Merit Award
OA-60084	A Bit Precarious	Macpac	The Sweetshop / Melbourne The Monkeys, part of Accenture Song / Melbourne + Super Retail Group, Macpac	IM_01: Direction	Merit Award
OA-60905	A Train of Memories	Sotetsu Holdings	SIX inc. / Tokyo good design company / Tokyo + Hakuodo / Tokyo + Hakuodo Kettle / Tokyo	IM_03: Writing	Merit Award
OA-60332	Stories of Change	New Taipei City Government	Dentsu Creative Taiwan / Taipei	IM_03: Writing	Merit Award
OA-60874	Shot on iPhone 14 Pro - Through the Five Passes	Apple	TBWA\Media Arts Lab / Shanghai	IM_04: Cinematography	Bronze Award
OA-60420	FURSAT - Shot on iPhone 14 Pro	APPLE	TBWA\Media Arts Lab APAC APPLE + ABSOLUTE STUDIOS PRIVATE LIMITED / Mumbai	IM_04: Cinematography	Silver Award
OA-60903	A Train of Memories	Sotetsu Holdings	SIX inc. / Tokyo good design company / Tokyo + Hakuodo / Tokyo + Hakuodo Kettle / Tokyo	IM_05: Production Design	Silver Award
OA-60610	MAKE DREAM CARS REAL	LEGO	Our LEGO Agency / Shanghai Shooting Gallery Asia / Shanghai	IM_05: Production Design	Merit Award
OA-60904	A Train of Memories	Sotetsu Holdings	SIX inc. / Tokyo good design company / Tokyo + Hakuodo / Tokyo + Hakuodo Kettle / Tokyo	IM_07: Visual Effects	Bronze Award
OA-61027	Summer Never Sleeps	Kathmandu	Scoundrel Special Group New Zealand	IM_09: Sound Design / Mixing / Editing	Merit Award
OA-60102	Duel	NRMA	Rumble Studios / Sydney Bear Meets Eagle On Fire / Sydney + Revolver / Sydney	IM_09: Sound Design / Mixing / Editing	Merit Award

OA-60421	FURSAT - Shot on iPhone 14 Pro	APPLE	TBWA\Media Arts Lab APAC APPLE + ABSOLUTE STUDIOS PRIVATE LIMITED / Mumbai	IM_11: Original Music	Silver Award
OA-60162	India Moves on Exide – The Moving Canvas	Exide Industries	Subhajt Mukherjee / Mumbai Wunderman Thompson / Kolkata	IM_11: Original Music	Merit Award
OA-61001	Airtel 175	Airtel	Leo Burnett India Airtel	IM_13: Innovation in Moving Image Craft & Production	Bronze Award
OA-60844	Kiyosumi-Shirakawa BASE Promotion-Movie “drive”	Sony PCL Inc.	Sony PCL Inc. / Tokyo TYO.inc / Tokyo	IM_13: Innovation in Moving Image Craft & Production	Silver Award
Out of Home					
OA-60753	Hunger Restaurant	Netflix Thailand	Wundermanthompson Thailand / Bangkok Choux Lab + Wavemaker Thailand + Hill+Knowlton Strategies & Stirr BKK	OH_02: Experiential & Installations	Gold Award
OA-60333	The Great Wall Of Poetry	China UnionPay	Shanghai Tian Yu Kong Advertising Agency / Shanghai	OH_02: Experiential & Installations	Merit Award
OA-60115	Solar Beehive	Hanwha	Hanwha / Seoul INNOCEAN / Seoul + PLANIT PRODUCTION / Seoul	OH_02: Experiential & Installations	Merit Award
OA-60785	Boysen Plants Campaign	Pacific Paint (Boysen) Philippines Inc.	TBWA/SMP / Makati Pacific Paint (Boysen) Philippines Inc. / Taguig City	OH_05: Craft - Art Direction	Bronze Award
OA-60936	Black & White	Greenpeace Southeast Asia - Philippines	Greenpeace Southeast Asia - Philippines Dentsu Creative Manila / Makati City	OH_08: Craft - Photography	Bronze Award
OA-60370	Scrapboards	Mountain Dew	BBDO Guerrero / Makati	OH_10: Craft - Printing & Production	Silver Award
OA-60116	Solar Beehive	Hanwha	Hanwha / Seoul INNOCEAN / Seoul + PLANIT PRODUCTION / Seoul	OH_11: Use of Technology	Silver Award

Print & Promotional

OA-60929	Black & White	Greenpeace Southeast Asia - Philippines	Greenpeace Southeast Asia - Philippines Dentsu Creative Manila / Makati City	PT_01: Newspaper & Magazine	Merit Award
OA-60781	Boysen Plants Campaign	Pacific Paint (Boysen) Philippines Inc.	TBWA/SMP / Makati Pacific Paint (Boysen) Philippines Inc. / Taguig City	PT_02: Posters	Merit Award
OA-60576	'Til It's Done	Football Australia - The Matildas	Ogilvy Australia / Melbourne Football Australia + Group M	PT_02: Posters	Gold Award
OA-60387	Stop The Spread	Biosol	Ogilvy / Jakarta Illusion CGI Studio / Bangkok	PT_02: Posters	Merit Award
OA-60782	Boysen Plants Campaign	Pacific Paint (Boysen) Philippines Inc.	TBWA/SMP / Makati Pacific Paint (Boysen) Philippines Inc. / Taguig City	PT_05: Craft - Art Direction	Merit Award
OA-60391	Stop The Spread	Biosol	Ogilvy / Jakarta Illusion CGI Studio / Bangkok	PT_05: Craft - Art Direction	Bronze Award
OA-60722	PUNCTUATION BREAKS	NESTLE PHILIPPINES	Wunderman Thompson Philippines / Makati	PT_06: Craft - Writing	Silver Award

Public Relations

OA-60428	Buick Nail Clipper	Buick	Ogilvy Shanghai / Shanghai SAIC General Motors / Shanghai + MILE (Shanghai) Film and Television Planning Co. Ltd / Shanghai	PR_02: Reputation Management	Merit Award
OA-60136	Solar Beehive	Hanwha	Hanwha / Seoul INNOCEAN / Seoul + PLANIT PRODUCTION / Seoul	PR_02: Reputation Management	Merit Award
OA-61024	#BRINGBACK2011	Oreo	Leo Burnett India Oreo India + Wavemaker India	PR_03: Events & Experiential	Silver Award
OA-60564	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song / Sydney Collider / Sydney + Thrive PR + Communications / Sydney + MassiveMusic / Sydney	PR_03: Events & Experiential	Gold Award
OA-60595	'Til It's Done	Football Australia	Ogilvy Australia / Melbourne Football Australia + Group M	PR_05: Brand Voice	Merit Award
OA-60315	Heinekicks	Heineken	BBH Singapore / Singapore Le Pub	PR_05: Brand Voice	Merit Award
OA-60969	#LetHerGrow	Unilever - Dove	Edelman Thailand / Bangkok Unilever Thailand / Bangkok + Mindshare Thailand / Bangkok + Select Start / Bangkok	PR_06: Community Building	Silver Award

OA-60028	A Step Forward	Biti's	Dentsu Creative Vietnam	PR_06: Community Building	Merit Award
OA-60137	Solar Beehive	Hanwha	Hanwha / Seoul INNOCEAN / Seoul + PLANIT PRODUCTION / Seoul	PR_09: Innovation in Public Relations	Merit Award

Public Service / Non-Profit

OA-61009	Gram Health Locket	Keshav Srushtee	Brandcare Medical Advertising and Consultancy / Mumbai Dr Suresh Saravdekar / Mumbai + Amit Gavathe / Mumbai	PS_01: Non-Profit	Merit Award
OA-60818	I am not a Robot	Amnesty International Taiwan / Online petition for human rights	TAIWAN HAKUHODO INC. / Taipei	PS_01: Non-Profit	Merit Award
OA-60235	Mammo Art	Breast Cancer Foundation	DDB Group Singapore / Singapore Fuse Adventures in Audio + The Republic Studios	PS_01: Non-Profit	Merit Award

Radio & Audio

OA-60713	PUNCTUATION BREAKS	NESTLE PHILIPPINES	Wunderman Thompson Philippines / Makati Hit Productions Inc. / Makati	RA_01: Branded Audio or Broadcast	Merit Award
OA-60563	The Loudest Call	Whitelion Youth	Ogilvy Australia / Sydney Whitelion Youth	RA_04: Experiential Radio & Audio	Bronze Award

Social Media

OA-60927	Unbranded Menu	McDonald's	Leo Burnett Group Manila / Makati Golden Arches Development Corporation (McDonald's Philippines) / Makati	SM_06: Community Building / Managing	Gold Award
OA-60650	KFC Re:Store	Yum China	DENTSU CREATIVE China Tencent Advertising / Shanghai + Shanghai Gading Culture Communication Co.,Ltd / Shanghai + TiMi Studio Group / Shenzhen	SM_06: Community Building / Managing	Merit Award
OA-60402	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	SM_07: Use of Social Data & Insights	Gold Award
OA-60369	HEALTHY AR STREAMERS	ZESPRI INTERNATIONAL JAPAN/FOOD	Dentsu / Tokyo Abstract Engine / Tokyo + AOI Pro. / Tokyo + Flowplateaux / Tokyo	SM_08: Livestream	Merit Award
OA-61025	#BRINGBACK2011	Oreo	Leo Burnett India Oreo India + Wavemaker India	SM_09: Influencer Marketing	Bronze Award
OA-60065	Flipvertising	Samsung	CHEP Network Sonar Music / Sydney + The Editors / Sydney + The Sweetshop / Sydney	SM_11: Innovation in Social Media	Bronze Award