

APPIES APAC 2016 SHORTLISTED CAMPAIGNS

CATEGORY – BUSINESS SERVICES

Campaign Title	:	99% SME
Brand	:	Singapore Telecommunications Limited (Singtel)
Agency	:	Ogilvy & Mather
Country	:	Singapore
Campaign Title	:	PayTM– Giving India a New Currency
Brand	:	Paytm
Agency	:	McCann World Group
Country	:	India
Campaign Title	:	RE: Change that inspires Change
Brand	:	RE: Corporate supported Startup Accelerator Program
Agency	:	MullenLowe
Country	:	Malaysia
Campaign Title	:	UPS MADE IN CHINA 2.0
Brand	:	UPS
Agency	:	Ogilvy Group
Country	:	Singapore, China
Campaign Title	:	ZipSip
Brand	:	Aditya Birla Money - My Universe
Agency	:	Taproot Dentsu India Communication Pvt. Ltd.
Country	:	India

CATEGORY - CONSUMER DURABLES

Campaign Title	:	A Drive Back In Time
Brand	:	Audi
Agency	:	Publicis Singapore
Country	:	Singapore
Campaign Title	:	IKEA GET CHERAS TO CHERAS
Brand	:	IKEA
Agency	:	BARTLE BOGLE HEGARTY
Country	:	Malaysia
Campaign Title	:	Philips Air Purifiers: Bringing air pollution closer to people's lives.
Brand	:	Philips Air Purifiers
Agency	:	BBH Communications India Private Limited
Country	:	India

CATEGORY - CONSUMER SERVICES

Campaign Title : 100 and Running
 Brand : Nestle India Ltd.
 Agency : SapientNitro
 Country : India

Campaign Title : A Different Paris
 Brand : Airbnb
 Agency : TBWA\Singapore Pte Ltd
 Country : China, Japan and Korea

Campaign Title : Adviser Connect: Virtual hook-ups for insurance advisers
 Brand : NTUC Income
 Agency : BBH Asia Pacific
 Country : Singapore

Campaign Title : AIA Savest™
 Brand : AIA Singapore
 Agency : Bates CHI&Partners
 Country : Singapore

Campaign Title : CAT STREET VIEW
 Brand : Onomichi-city
 Agency : I&S BBDO/BBDO Japan/BBDO J WEST/KOO-KI
 Country : JAPAN

Campaign Title : DIGI – BRINGING BACK THE MIGRANT LOVE
 Brand : DIGI TELECOMMUNICATIONS SDN BHD
 Agency : NAGA DDB
 Country : MALAYSIA

Campaign Title : Fuelled by Love Campaign
 Brand : British Airways
 Agency : SapientNitro
 Country : India

Campaign Title : HUAWEI BEST 'WEI'
 Brand : HUAWEI 'MATE S'
 Agency : VIZEUM MEDIA SERVICES (M) SDN. BHD.
 Country : Malaysia

Campaign Title : Independence Day
 Brand : MasterCard
 Agency : Digital Arts Network (DAN) Singapore
 Country : India

Campaign Title	:	Light up a village
Brand	:	Western Union
Agency	:	McCann Worldgroup India
Country	:	India
Campaign Title	:	London, Paris here I come...
Brand	:	BSN Personal Finance
Agency	:	MullenLowe Malaysia
Country	:	Malaysia
Campaign Title	:	Matrix
Brand	:	Scoot
Agency	:	Publicis Singapore
Country	:	Singapore
Campaign Title	:	OrangeAid presents "Last Day of School"
Brand	:	NTUC Income
Agency	:	BBH Asia Pacific
Country	:	Singapore
Campaign Title	:	Reimagining Guest Experience for Taj Hotels
Brand	:	Taj Group of Hotels
Agency	:	SapientNitro
Country	:	India
Campaign Title	:	The Road to Milan
Brand	:	MasterCard
Agency	:	Digital Arts Network (DAN) Singapore
Country	:	Vietnam
Campaign Title	:	Unifi: For the Makers of Tomorrow
Brand	:	Unifi
Agency	:	MullenLowe Malaysia
Country	:	Malaysia
Campaign Title	:	WOW YOUR LIFE!
Brand	:	CJ WOW SHOP
Agency	:	CREATIVE JUICE \ KUALA LUMPUR
Country	:	MALAYSIA

CATEGORY - FOOD & BEVERAGE (F&B)

Campaign Title	:	#WELCOMEBACK MAGGI
Brand	:	MAGGI
Agency	:	McCann Worldgroup
Country	:	INDIA

Campaign Title	:	Big Mac Dubsmash Chant Challenge
Brand	:	Big Mac
Agency	:	Leo Burnett/ Arc Worldwide
Country	:	Malaysia
Campaign Title	:	Can Shrimps Swim Upstream?
Brand	:	McDonald's
Agency	:	DDB Singapore
Country	:	Singapore
Campaign Title	:	COCA-COLA: WINNING THE PREFERENCE BATTLE WITH INDIAN TEENS
Brand	:	COCA-COLA
Agency	:	McCANN WORLDGROUP
Country	:	INDIA
Campaign Title	:	Desperados Breaknormal Rave
Brand	:	Desperados
Agency	:	Celebrity Trainer Pte. Ltd.
Country	:	Singapore
Campaign Title	:	Desperados Hijack Zoukout
Brand	:	Desperados
Agency	:	Celebrity Trainer Pte. Ltd.
Country	:	Singapore
Campaign Title	:	Feed Your Inner Samurai
Brand	:	McDonald's
Agency	:	DDB Group Singapore
Country	:	Singapore
Campaign Title	:	Hennessy Classivm Urban Playground
Brand	:	Urban Playground
Agency	:	SapientNitro
Country	:	China
Campaign Title	:	HOW NESCAFE REDEFINED THE ROLE FOR COFFEE IN INDIA
Brand	:	Nescafe
Agency	:	McCann WorldGroup
Country	:	India
Campaign Title	:	How Wonda Owned A Day
Brand	:	Wonda Coffee
Agency	:	Dentsu LHS
Country	:	Malaysia
Campaign Title	:	Hungry Slip Ups
Brand	:	Snickers
Agency	:	BBDO
Country	:	Hong Kong

Campaign Title	:	KFC's Hot & Cheezy
Brand	:	KFC
Agency	:	Ensemble Worldwide
Country	:	Malaysia
Campaign Title	:	McDelivery: How Predictive Logic can sell a lot, lot, lot more Hamburgers
Brand	:	McDelivery
Agency	:	Tasseologic
Country	:	Singapore
Campaign Title	:	Mountain Dew Neonizes Malaysia
Brand	:	Mountain Dew
Agency	:	Dentsu LHS
Country	:	Malaysia
Campaign Title	:	SYUKUR SELALU: NESCAFE
Brand	:	NESCAFE CLASSIC
Agency	:	MINDSHARE MALAYSIA
Country	:	Malaysia
Campaign Title	:	The Delicious Wedding of Chitato Indomie Goreng
Brand	:	Chitato
Agency	:	RED Communication Digital Agency
Country	:	Indonesia
Campaign Title	:	Wonda Restarts Your Day
Brand	:	Wonda Coffee
Agency	:	Dentsu LHS
Country	:	Malaysia

CATEGORY - GOVERNMENT, CULTURAL, SOCIAL AND ENVIRONMENT

Campaign Title	:	DETTOL: CLEANING UP INDIA
Brand	:	DETTOL
Agency	:	McCANN WORLDGROUP
Country	:	INDIA
Campaign Title	:	DUNK THAT JUNK
Brand	:	MTV
Agency	:	MTV / VIACOM18
Country	:	INDIA
Campaign Title	:	Fair Sex Fair Say
Brand	:	iCan
Agency	:	McCann Worldgroup India
Country	:	INDIA

Campaign Title	:	HOME BY HOMES
Brand	:	STARHUB
Agency	:	DDB GROUP SINGAPORE
Country	:	SINGAPORE
Campaign Title	:	HOW TM GAMIFIED A TVC TO HELP THOSE IN NEED
Brand	:	TELEKOM MALAYSIA BERHAD
Agency	:	UNIVERSAL MCCANN
Country	:	MALAYSIA
Campaign Title	:	LEGO: GIVE THE GIFT OF PLAY
Brand	:	LEGO
Agency	:	GEOMETRY GLOBAL
Country	:	SINGAPORE
Campaign Title	:	Maxis Safe Mode
Brand	:	Maxis
Agency	:	Ensemble Worldwide
Country	:	Malaysia
Campaign Title	:	National Steps Challenge
Brand	:	Health Promotion Board
Agency	:	DDB Group Singapore
Country	:	Singapore
Campaign Title	:	NOW EVERYONE CAN BREASTFEED A CHILD
Brand	:	START HEALTHY STAY HEALTHY
Agency	:	McCANN WORLDGROUP
Country	:	INDIA
Campaign Title	:	Plaster the silence
Brand	:	Samaritans of Singapore (SOS)
Agency	:	TBWA\Singapore
Country	:	Singapore
Campaign Title	:	Protect Her Heart
Brand	:	Saffola
Agency	:	McCann Worldgroup India
Country	:	India
Campaign Title	:	THE EMOTIONAL TRAILER
Brand	:	MELBOURNE INTERNATIONAL FILM FESTIVAL
Agency	:	McCANN Melbourne
Country	:	AUSTRALIA

CATEGORY - NON-FOOD FMCG

Campaign Title	:	COMFORT'S PURE SOFTTEST
Brand	:	COMFORT
Agency	:	OGILVY & MATHER SINGAPORE
Country	:	SINGAPORE
Campaign Title	:	DETTOL- COINING A NEW CULTURAL CURRENCY FOR HYGIENE IN INDIA
Brand	:	DETTOL
Agency	:	McCANN WORLDGROUP
Country	:	INDIA
Campaign Title	:	DETTOL SQUEEZY- TEACHING INDIA HAND WASHING
Brand	:	DETTOL
Agency	:	McCANN WORLDGROUP
Country	:	INDIA
Campaign Title	:	Fair and Handsome – Look Handsome in just a splash
Brand	:	Fair and Handsome Instant Fairness Face Wash
Agency	:	Situations Advertising and Vox Parables
Country	:	INDIA
Campaign Title	:	Fair Sex Fair Say
Brand	:	iCan
Agency	:	McCann Worldgroup India
Country	:	INDIA
Campaign Title	:	Flower Shock Experience
Brand	:	Resesh
Agency	:	I&S BBDO
Country	:	JAPAN
Campaign Title	:	How a tiny toothpaste turned its loyalists into its sales force
Brand	:	Dabur Meswak
Agency	:	McCann WorldGroup India
Country	:	India
Campaign Title	:	Khul ke Khelo Holi (Open up to the carnival of Holi)
Brand	:	Parachute Advansed Coconut Hair Oil
Agency	:	MCCANN Worldgroup
Country	:	INDIA
Campaign Title	:	Lo Kar Lo Baat
Brand	:	Active Wheel
Agency	:	PHD India
Country	:	India

Campaign Title	:	Mom, You're Beautiful
Brand	:	Dove
Agency	:	SapientNitro
Country	:	China
Campaign Title	:	Nihar Naturals PCN: a hair oil brand to a cultural brand.
Brand	:	Nihar Naturals PCN
Agency	:	BBH Communications India Private Limited
Country	:	India
Campaign Title	:	Parachute Advansed Ayurvedic Hair Oil
Brand	:	Parachute Advansed Ayurvedic Hair Oil
Agency	:	BBH India Pvt. Ltd.
Country	:	India
Campaign Title	:	PhoDOGrapher
Brand	:	All pet care brands
Agency	:	BBDO JAPAN
Country	:	JAPAN
Campaign Title	:	Polis Evo
Brand	:	Polis Evo
Country	:	Malaysia
Campaign Title	:	Pregnant Together
Brand	:	iCan
Agency	:	McCann Worldgroup
Country	:	INDIA
Campaign Title	:	Rin Career Ready Academy
Brand	:	Rin
Agency	:	PHD India
Country	:	India
Campaign Title	:	Swimming Salmon Fillet
Brand	:	SBS (Shizuoka Broadcasting System)
Agency	:	BBDO JAPAN
Country	:	JAPAN
Campaign Title	:	The Condom that took on a Porn Star
Brand	:	Skore
Agency	:	McCANN WORLDGROUP
Country	:	INDIA
Campaign Title	:	Worst Face Scenario
Brand	:	Vaseline Men
Agency	:	BBH Asia Pacific
Country	:	Thailand