

## 2017 Kam Fan Awards - List of Finalists

### CATEGORY A - PRINT

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#### Print - not including Poster - Print Single - Beverages, Food, Snacks, Confectionery

Ref No.	Entry Title	Advertiser	Entrant
A-2-0016	Straw	Mondelez Hong Kong Ltd	Ogilvy & Mather Group HK

#### Print - not including Poster - Print Single - Electronics

Ref No.	Entry Title	Advertiser	Entrant
A-5-0244	BLOCK OUT THE CHAOS: BABIES	JBL	Cheil Worldwide, Hong Kong
A-5-0265	BLOCK OUT THE CHAOS: DOGS	JBL	Cheil Worldwide, Hong Kong
A-5-0276	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	Cheil Worldwide, Hong Kong

#### Print - not including Print Poster - Print Campaign

Ref No.	Entry Title	Advertiser	Entrant
A-17-0439	BLOCK OUT THE CHAOS: BABIES / DOGS / WIFE & DAUGHTER	JBL	Cheil Worldwide, Hong Kong

## **CATEGORY B - OUTDOORS**

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### **Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
B-19-0017	Straw	Mondelez Hong Kong Ltd	Ogilvy & Mather Group HK
B-19-0022	Facekini 1	Ngau Saam Gun	Ogilvy & Mather Group HK
B-19-0023	Facekini 2	Ngau Saam Gun	Ogilvy & Mather Group HK

### **Outdoors - Poster Single - Electronics**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
B-22-0245	BLOCK OUT THE CHAOS: BABIES	JBL	Cheil Worldwide, Hong Kong
B-22-0266	BLOCK OUT THE CHAOS: DOGS	JBL	Cheil Worldwide, Hong Kong
B-22-0278	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	Cheil Worldwide, Hong Kong

### **Outdoors - Poster Campaign**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
B-34-0025	Made in China	Ngau Saam Gun	Ogilvy & Mather Group HK
B-34-0243	BLOCK OUT THE CHAOS: BABIES / DOGS / WIFE & DAUGHTER	JBL	Cheil Worldwide, Hong Kong

### **Outdoors - Outdoors Campaign - Creative Use of Standard Outdoor Billboard Space**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
B-35-0297	Hong Kong Decoded	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited

### **Outdoors - Outdoors Campaign - Creative Use of Outdoor Ambient**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
B-36-0199	Rainbow Lions	HSBC	Grey Advertising Hong Kong Limited
B-36-0325	Wardrobe Apartment	Society for Community Organization	BBDO Hong Kong

## **CATEGORY C - DIRECT**

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### **Direct - Direct Single - Use of ambient media (large physical scale)**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-41-0201	Rainbow Lions	HSBC	Grey Advertising Hong Kong Limited
C-41-0336	Wardrobe Apartment	Society for Community Organization	BBDO Hong Kong

### **Direct - Direct Single - Field Marketing**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-42-0018	Golden Fortune Bucket	Birdland (Hong Kong) Ltd	Ogilvy & Mather Group HK

### **Direct - Direct Single - Use of Mobile**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-46-0107	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

### **Direct - Direct Single - Use of Social Platforms**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-47-0116	Rex Tso TKO	Huawei Device (Hong Kong) Co Ltd	Ogilvy & Mather Group HK
C-47-0210	Captured by Old Town Central Dogs	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited

### **Direct - Direct Single - Real-Time Activity**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-48-0165	Rex Tso TKO	Huawei Device (Hong Kong) Co Ltd	Ogilvy & Mather Group HK

**Direct - Direct Single - Co-Creation & User Generated Content**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-49-0080	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER

**Direct - Direct Single - Use of Technology**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-50-0081	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
C-50-0190	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

**Direct - Direct Single - Use of Data**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-51-0327	The Artmap	Cathay Pacific Airways	McCann Worldgroup HK

**Direct - Direct Campaign - Best Integrated Direct Campaign**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
C-52-0146	#MyRealCareerLine	The Women's Foundation Limited	J. Walter Thompson Hong Kong

## **CATEGORY D - FILM**

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### **Film - TVC Film Single - Beverages, Food, Snacks, Confectionery**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
D-54-0235	Not Overdone	Vitasoy International Holdings Ltd.	BBDO Hong Kong

### **Film - TVC Film Campaign**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
D-69-0123	Enneagram of Personality	Tai Pan Bread & Cakes Company Limited	FAQ Comms Ltd
D-69-0356	MEHK_Ta Da I Ma_4 Episodes	Mitsubishi Electric (Hong Kong) Limited	Dentsu Hong Kong

### **Film - Other Screens / Non-TV Broadcast Film / Webisode Single**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
D-70-0211	Captured by Old Town Central Dogs	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited
D-70-0217	The most extreme hair test in the world	Procter and Gamble HK	Grey Advertising Hong Kong Limited

### **Film - Social and Interactive Video Single - Social Video**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
D-72-0166	Rex Tso TKO	Huawei Device (Hong Kong) Co Ltd	Ogilvy & Mather Group HK
D-72-0212	Captured by Old Town Central Dogs	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited
D-72-0218	The most extreme hair test in the world	Procter and Gamble HK	Grey Advertising Hong Kong Limited
D-72-0352	Ovarian Health Action - Every Woman's Story	AstraZeneca	Mindshare Hong Kong
D-72-0367	Power Of Play	Mattel East Asia Ltd.	BBDO Hong Kong

## **CATEGORY E - RADIO & AUDIO**

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### **Radio & Audio - Radio Commercial Single**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
E-75-0009	Ang	Orbis	Ogilvy & Mather Group HK
E-75-0010	Taj	Orbis	Ogilvy & Mather Group HK
E-75-0011	Vat	Orbis	Ogilvy & Mather Group HK

### **Radio & Audio - Radio Commercial Campaign**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
E-76-0012	Sightseeing	Orbis	Ogilvy & Mather Group HK

## **CATEGORY F - CYBER**

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### **Cyber - Digital & Interactive & Mobile - Web Platform Single - Microsite**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
F-80B-0150	Unserious Flu Mask	Epic Medical Diagnostic Centre	DDB Group Hong Kong

### **Cyber - Digital & Interactive & Mobile - Web Platform Single - Web Service / Apps**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
F-80C-0193	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

### **Cyber - Digital & Interactive & Mobile - Social Single - Social Purpose**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
F-82B-0162	#MyRealCareerLine	The Women's Foundation Limited	J. Walter Thompson Hong Kong

### **Cyber - Digital & Interactive & Mobile - Social Single - Response / Real-time ActivityResponse / Real-time Activity**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
F-82C-0167	Rex Tso TKO	Huawei Device (Hong Kong) Co Ltd	Ogilvy & Mather Group HK

### **Cyber - Digital & Interactive & Mobile - Social Single - Influencer / Talent**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
F-82E-0083	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
F-82E-0168	Rex Tso TKO	Huawei Device (Hong Kong) Co Ltd	Ogilvy & Mather Group HK
F-82E-0194	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

[Cyber - Digital & Interactive & Mobile - Branded Games Single - Social](#)

Ref No.	Entry Title	Advertiser	Entrant
F-83B-0100	2-second Riddle Trailer	PCCW Media Limited	Havas Hong Kong

[Cyber - Digital & Interactive & Mobile - Branded Tech Single - Tangible Tech](#)

Ref No.	Entry Title	Advertiser	Entrant
F-84A-0084	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
F-84A-0214	Captured by Old Town Central Dogs	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited
F-84A-0322	Homebound Pendant	Dawn Jewellery (HK) Limited	DDB Group Hong Kong

[Cyber - Digital & Interactive & Mobile - Mobile Single - Technology](#)

Ref No.	Entry Title	Advertiser	Entrant
F-85A-0196	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

[Cyber - Digital & Interactive & Mobile - Mobile Single - Apps](#)

Ref No.	Entry Title	Advertiser	Entrant
F-85C-0173	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	Cheil Worldwide, Hong Kong
F-85C-0198	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

[Cyber - Digital & Interactive & Mobile - Best Cyber Campaign](#)

Ref No.	Entry Title	Advertiser	Entrant
F-86-0164	#MyRealCareerLine	The Women's Foundation Limited	J. Walter Thompson Hong Kong



## **CATEGORY G - DESIGN & CRAFT**

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### **Design & Crafts - Design Single - Promotional Item Design**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
G-89-0043	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER

### **Design & Crafts - Design Single - Point of Sales**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
G-90-0393	200% Edible	Birdland (Hong Kong) Ltd	Ogilvy & Mather Group HK

### **Design & Crafts - Design Single - Brand Environments and Space Design**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
G-91-0130	Walk Your Fashion	Hang Lung Properties Limited	McCann Worldgroup HK - McCANN & SPENCER
G-91-0202	Rainbow Lions	HSBC	Grey Advertising Hong Kong Limited
G-91-0299	Hong Kong Decoded	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited

### **Design & Crafts - Design Single - Self Promotion**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
G-92-0328	Mei Zou	McCANN & Spencer	McCann Worldgroup HK - McCANN & SPENCER

**Design & Crafts - Design Single - Advertising Posters Design**

Ref No.	Entry Title	Advertiser	Entrant
G-93-0153	Earworm Billboards	3M	Cheil Worldwide, Hong Kong
G-93-0246	BLOCK OUT THE CHAOS: BABIES	JBL	Cheil Worldwide, Hong Kong
G-93-0269	BLOCK OUT THE CHAOS: DOGS	JBL	Cheil Worldwide, Hong Kong
G-93-0282	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	Cheil Worldwide, Hong Kong
G-93-0300	Hong Kong Decoded	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited

**Design & Crafts - Design Single - Digital and Interactive Design**

Ref No.	Entry Title	Advertiser	Entrant
G-95-0178	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	Cheil Worldwide, Hong Kong

**Design & Crafts - Design Single - Sound Design**

Ref No.	Entry Title	Advertiser	Entrant
G-96-0222	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

**Design & Crafts - Design Single - Packaging Design**

Ref No.	Entry Title	Advertiser	Entrant
G-97-0394	200% Edible	Birdland (Hong Kong) Ltd	Ogilvy & Mather Group HK

**Design & Crafts - Design Single - Consumer Product Design**

Ref No.	Entry Title	Advertiser	Entrant
G-98-0079	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
G-98-0324	The Altitude Brew	Cathay Pacific Airways	McCann Worldgroup HK
G-98-0368	Origami Tea Timer	TeaCha	BBDO Hong Kong

[Design & Crafts - Print Crafts Single - Typography](#)

Ref No.	Entry Title	Advertiser	Entrant
G-100-0157	Earworm Billboards	3M	Cheil Worldwide, Hong Kong

[Design & Crafts - Print Crafts Single - Illustration](#)

Ref No.	Entry Title	Advertiser	Entrant
G-101-0247	BLOCK OUT THE CHAOS: BABIES	JBL	Cheil Worldwide, Hong Kong
G-101-0270	BLOCK OUT THE CHAOS: DOGS	JBL	Cheil Worldwide, Hong Kong
G-101-0284	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	Cheil Worldwide, Hong Kong
G-101-0302	Hong Kong Decoded	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited

[Design & Crafts - Print Crafts Single - Computer Generated Imagery, Retouch & Image Manipulation](#)

Ref No.	Entry Title	Advertiser	Entrant
G-103-0248	BLOCK OUT THE CHAOS: BABIES	JBL	Cheil Worldwide, Hong Kong
G-103-0272	BLOCK OUT THE CHAOS: DOGS	JBL	Cheil Worldwide, Hong Kong
G-103-0285	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	Cheil Worldwide, Hong Kong

[Design & Crafts - Print Crafts Single - Art Direction](#)

Ref No.	Entry Title	Advertiser	Entrant
G-104-0249	BLOCK OUT THE CHAOS: BABIES	JBL	Cheil Worldwide, Hong Kong
G-104-0273	BLOCK OUT THE CHAOS: DOGS	JBL	Cheil Worldwide, Hong Kong
G-104-0286	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	Cheil Worldwide, Hong Kong

[Design & Crafts - Film Craft Single - Editing](#)

Ref No.	Entry Title	Advertiser	Entrant
G-106-0115	World's Stages Gateway	Hong Kong International Airport	Havas Hong Kong

[Design & Crafts - Film Craft Single - Directing](#)

Ref No.	Entry Title	Advertiser	Entrant
G-107-0069	Dark Cuisine	HK Television Entertainment Company Limited	HK Television Entertainment Company Limited
G-107-0070	CNY	HK Television Entertainment Company Limited	HK Television Entertainment Company Limited
G107-0445	White Christmas	HK Television Entertainment Company Limited	HK Television Entertainment Company Limited
G-107-0358	MEHK_Ta Da I Ma_Dehumidifier	Mitsubishi Electric (Hong Kong) Limited	Dentsu Hong Kong

[Design & Crafts - Film Craft Single - Use of Original Music](#)

Ref No.	Entry Title	Advertiser	Entrant
G-109-0119	World's Stages Gateway	Hong Kong International Airport	Havas Hong Kong

[Design & Crafts - Film Craft Single - Special Effects & Animation](#)

Ref No.	Entry Title	Advertiser	Entrant
G-111-0015	Dick the Dog	MTV Staying Alive Foundation	Ogilvy & Mather Group HK
G-111-0076	Mix	Xiaomi	Digit Digit Ltd

[Design & Crafts - Copy Crafts Single - Best Chinese Slogan](#)

Ref No.	Entry Title	Advertiser	Entrant
G-113-0437	Mei Zou	McCann & Spencer	McCann WorldGroup HK - McCann & Spencer

## CATEGORY H - MEDIA

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### Media - Media Single - Best Use of Audio

Ref No.	Entry Title	Advertiser	Entrant
H-118-0085	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
H-118-0343	Keep Your Flame Burning	Suntory Beverage & Food Hong Kong Ltd.	J. Walter Thompson Hong Kong

### Media - Media Single - Best Use of Ambient

Ref No.	Entry Title	Advertiser	Entrant
H-120-0132	Walk Your Fashion	Hang Lung Properties Limited	McCann Worldgroup HK - McCANN & SPENCER
H-120-0204	Rainbow Lions	HSBC	Grey Advertising Hong Kong Limited
H-120-0344	Wardrobe Apartment	Society for Community Organization	BBDO Hong Kong

### Media - Media Single - Best of Digital

Ref No.	Entry Title	Advertiser	Entrant
H-121-0340	Send a Smile in the Pie	McDonald's Hong Kong	DDB Group Hong Kong

### Media - Media Single - Best Use of Social Media

Ref No.	Entry Title	Advertiser	Entrant
H-122-0125	2-second Riddle Trailer	PCCW Media Limited	Havas Hong Kong
H-122-0215	Captured by Old Town Central Dogs	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited
H-122-0220	The most extreme hair test in the world	Procter and Gamble HK	Grey Advertising Hong Kong Limited

**Media - Media Single - Best Use of Mobile Devices**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
H-123-0135	Homebound Pendant	Dawn Jewellery (HK) Limited	DDB Group Hong Kong
H-123-0181	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	Cheil Worldwide, Hong Kong
H-123-0225	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong
H-123-0405	Send a Smile in the Pie	McDonald's Hong Kong	DDB Group Hong Kong
H-123-0446	Golden Fortune Bucket	Birdland (Hong Kong) Ltd	Ogilvy & Mather Group HK

**Media - Media Single - Best Use of Technology**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
H-124-0087	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
H-124-0136	Homebound Pendant	Dawn Jewellery (HK) Limited	DDB Group Hong Kong
H-124-0226	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

**Media - Media Single - Best Use of Events**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
H-125-0170	Rex Tso TKO	Huawei Device (Hong Kong) Co Ltd	Ogilvy & Mather Group HK

**Media - Media Single - Best Use of Stunts**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
H-126-0169	#MyRealCareerLine	The Women's Foundation Limited	J. Walter Thompson Hong Kong
H-126-0205	Rainbow Lions	HSBC	Grey Advertising Hong Kong Limited
H-126-0221	The most extreme hair test in the world	Procter and Gamble HK	Grey Advertising Hong Kong Limited

**Media - Media Single - Best Use of Data Driven Insight**

Ref No.	Entry Title	Advertiser	Entrant
H-127-0133	Walk Your Fashion	Hang Lung Properties Limited	McCann Worldgroup HK - McCANN & SPENCER

**Media - Media Single - Use of Co-creation and Use Generated Content**

Ref No.	Entry Title	Advertiser	Entrant
H-131-0089	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER

**Media - Media Single - Best use of Small Budget ( Up to HK\$0.2M Media Spending )**

Ref No.	Entry Title	Advertiser	Entrant
H-132-0126	2-second Riddle Trailer	PCCW Media Limited	Havas Hong Kong
H-132-0171	#MyRealCareerLine	The Women's Foundation Limited	J. Walter Thompson Hong Kong
H-132-0182	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	Cheil Worldwide, Hong Kong
H-132-0348	Wardrobe Apartment	Society for Community Organization	BBDO Hong Kong
H-132-0395	200% Edible	Birdland (Hong Kong) Ltd	Ogilvy & Mather Group HK

**Media - Media Campaign - Best Integrated Media Campaign**

Ref No.	Entry Title	Advertiser	Entrant
H-133-0174	#MyRealCareerLine	The Women's Foundation Limited	J. Walter Thompson Hong Kong
H-133-0350	Wardrobe Apartment	Society for Community Organization	BBDO Hong Kong

## **CATEGORY I - PROMO & ACTIVATION**

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### **Promo & Activation - Promo & Activation Single - Use of Ambient (Small Physical Scale)**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
I-134-0396	200% Edible	Birdland (Hong Kong) Ltd	Ogilvy & Mather Group HK

### **Promo & Activation - Promo & Activation Single - Use of Ambient (Large Physical Scale)**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
I-135-0141	Walk Your Fashion	Hang Lung Properties Limited	McCann Worldgroup HK - McCANN & SPENCER
I-135-0207	Rainbow Lions	HSBC	Grey Advertising Hong Kong Limited
I-135-0359	Wardrobe Apartment	Society for Community Organization	BBDO Hong Kong

### **Promo & Activation - Promo & Activation Single - Use of Standard Outdoor Space**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
I-138-0160	Earworm Billboards	3M	Cheil Worldwide, Hong Kong

### **Promo & Activation - Promo & Activation Single - Use of In-Store Customer Experience**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
I-139-0001	Veggie Mahjong	General Mills Foods Asia Limited	havas hong kong

### **Promo & Activation - Promo & Activation Single - Use of Field Marketing & Event**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
I-140-0208	Rainbow Lions	HSBC	Grey Advertising Hong Kong Limited
I-140-0312	What Makes Great Coffee?	McDonald's Hong Kong	DDB Group Hong Kong
I-140-0360	Wardrobe Apartment	Society for Community Organization	BBDO Hong Kong



**Promo & Activation - Promo & Activation Single - Use of Digital Platform**

Ref No.	Entry Title	Advertiser	Entrant
I-141-0227	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong

**Promo & Activation - Promo & Activation Single - Use of Mobile Marketing and Technology**

Ref No.	Entry Title	Advertiser	Entrant
I-142-0091	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
I-142-0185	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	Cheil Worldwide, Hong Kong
I-142-0228	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong
I-142-0303	Hong Kong Decoded	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited

**Promo & Activation - Promo & Activation Single - Use of Social Networks**

Ref No.	Entry Title	Advertiser	Entrant
I-143-0175	#MyRealCareerLine	The Women's Foundation Limited	J. Walter Thompson Hong Kong
I-143-0216	Captured by Old Town Central Dogs	Hong Kong Tourism Board	Grey Advertising Hong Kong Limited

**Promo & Activation - Promo & Activation Single - Use of Data**

Ref No.	Entry Title	Advertiser	Entrant
I-144-0320	Walk Your Fashion	Hang Lung Properties Limited	McCann Worldgroup HK - McCANN & SPENCER

**Promo & Activation - Promo & Activation Single - Use of Product and Package Design**

Ref No.	Entry Title	Advertiser	Entrant
I-145-0002	Veggie Mahjong	General Mills Food Asia Limited	havas hong kong
I-145-0021	Golden Fortune Bucket	Birdland (Hong Kong) Ltd	Ogilvy & Mather Group HK
I-145-0092	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
I-145-0229	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong
I-145-0370	Origami Tea Timer	TeaCha	BBDO Hong Kong
I-145-0397	200% Edible	Birdland (Hong Kong) Ltd	Ogilvy & Mather Group HK

## **CATEGORY J - INTEGRATED**

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### **Integrated - Best Integrated Campaign**

<b>Ref No.</b>	<b>Entry Title</b>	<b>Advertiser</b>	<b>Entrant</b>
J-146-0093	Singing Bottle	Coca-Cola China Limited	McCann Worldgroup HK - McCANN & SPENCER
J-146-0177	#MyRealCareerLine	The Women's Foundation Limited	J. Walter Thompson Hong Kong
J-146-0230	One Stage For All	Vitasoy International Holdings Ltd.	BBDO Hong Kong
J-146-0362	Wardrobe Apartment	Society for Community Organization	BBDO Hong Kong