

Integrated Shortlist



Title	Advertiser/Client	Product/Service	Entrant Company	Country
WAKE UP SERVICE	UNILEVER JAPAN	AXE DEODORANT	BBH ASIA PAC, Singapore	SINGAPORE
MANIKAKO	MANIKAKO	DO-IT-YOURSELF DOLL KIT	Y&R PHILIPPINES, Manila	THE PHILIPPINES
I AM NINYOY PROJECT YELLOW CAMPAIGN	BENIGNO S. AQUINO FOUNDATION (BSAF)	NGO-HUMAN RIGHTS EDUCATION	McCANN WORLDGROUP PHILIPPINES, Makati City	THE PHILIPPINES
ZOOZOOS	VODAFONE ESSAR	TELECOMMUNICATION SERVICE PROVIDER	OGILVY & MATHER, Mumbai	INDIA
PEACE MIRROR	SHISEIDO	D PROGRAM SKINCARE	HAKUHODO KETTLE, Tokyo	JAPAN
DONKEY THRASHES TIGER	SANCTUARY ASIA	SANCTUARY ASIA MAGAZINE	CONTRACT ADVERTISING INDIA, Mumbai	INDIA
TEACH INDIA	BENNETT, COLEMAN & CO.	THE TIMES OF INDIA	JWT INDIA, Mumbai	INDIA
COTO-TAMA	NHK ENTERPRISES, INC.	DIGITAL ART FESTIVAL TOKYO 2008	HAKUHODO, Tokyo	JAPAN
HATE LATE	PIZZA HUT	PIZZA	BBDO GUERRERO/PROXIMITY PHILIPPINES, Makati City	THE PHILIPPINES
BASKETBALL DISCIPLES	NIKE CHINA	SPORTS APPAREL	WIEDEN+KENNEDY, Shanghai	CHINA
LET GANDHI TALK - INTEGRATED	IN GANDHI'S SHOES	NON-GOVERNMENT ORGANISATION	PUBLICIS INDIA, Gurgaon	INDIA
FLIRTING WITH SOUND	MTRC	ELEMENTS MALL	McCANN WORLDGROUP, Hong Kong	HONG KONG