

TV/Cinema Shortlist



Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Food Products						
DOCTOR	PERFETTI VAN MELLE	LOLLIPOP	BBH ASIA PAC, Singapore *	SINGAPORE	SOFT CITIZEN, Toronto	CANADA
EUROPEAN GIRLFRIEND	PERFETTI VAN MELLE	LOLLIPOP	BBH ASIA PAC, Singapore *	SINGAPORE	SOFT CITIZEN, Toronto	CANADA
LECTURER	LOTTE CO.	ACUO GUM	DENTSU, Tokyo *	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
BALLOONS	VINAMILK VIETNAM	MILK	LOWE VIETNAM, Ho Chi Minh City *	VIETNAM	SUDEST PRODUCTION, Ho Chi Minh City	VIETNAM
FIRE EXTINGUISHER	PACIFIC FOOD PRODUCTS	MAMEE SLLRRRP INSTANT NOODLE	NAGA DDB/RAPP MALAYSIA SELANGOR *	MALAYSIA	WHACK FILMS, Selangor	MALAYSIA
SWOLLEN NOODLES	THAI PRESERVED FOOD FACTORY CO.	WAIWAI INSTANT NOODLE	Y&R THAILAND, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
BBQ PORK	THAI PRESERVED FOOD FACTORY CO.	WAIWAI INSTANT NOODLE	Y&R THAILAND, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
ELEPHANT	PERFETTI VAN MELLE INDIA	HAPPYDENT - TEETH WHITENING GUM	McCANN ERICKSON INDIA, Mumbai *	INDIA	BLACK MAGIC MOTION PICTURES, Mumbai	INDIA
A02 Beverages - Alcoholic & Non-Alcoholic						
HISTORICAL FILM	TAKAHASHI SHUZOH CO.	SHIRO (JAPANESE SAKE)	OGILVY & MATHER JAPAN, Tokyo *	JAPAN	PARADISE CAFE, Tokyo	JAPAN
DETECTIVE FILM	TAKAHASHI SHUZOH CO.	SHIRO (JAPANESE SAKE)	OGILVY & MATHER JAPAN, Tokyo *	JAPAN	PARADISE CAFE, Tokyo	JAPAN
LORD	COCA-COLA COMPANY (JAPAN)	CHACA GREEN TEA	DENTSU, Tokyo *	JAPAN	DENTSU TEC, Tokyo	JAPAN
BLACK SHIP	COCA-COLA COMPANY (JAPAN)	CHACA GREEN TEA	DENTSU, Tokyo *	JAPAN	DENTSU TEC, Tokyo	JAPAN
IVY FACTORY	I.P. TRADING	IVY THAI TRADITIONAL COFFEE	McCANN WORLDGROUP THAILAND, Bangkok	THAILAND	SKY EXITS, Bangkok	THAILAND
SIDE MIRROR	I.P. TRADING	IVY CHRYSANTHEMUM AND LO HAN GUO DRINK	McCANN ERICKSON THAILAND, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
HUGS	ABSOLUT	VODKA	TBWAISANTIAGO MANGADA PUNO, Makati City *	THE PHILIPPINES	PERSON FILMS, Culver City	USA
A03 Home Furnishing, Appliances, Maintenance & Household Products						
CORN	THE THAI OLYMPIC FIBRE-CEMENT CO.	CORROSHIELD ROOF TILES	THINK FACTORY, Bangkok *	THAILAND	MUM FILMS, Bangkok	THAILAND
LIPSTICK	PROCTOR & GAMBLE	TIDE DETERGENTS	LEO BURNETT INDIA, Mumbai *	INDIA	RISING SUN FILMS, Mumbai	INDIA
THE GAME	GODREJ SARALEE	INSECTICIDES	JWT INDIA, Mumbai	INDIA	KEROSCENE FILMS, Mumbai *	INDIA
A04 Consumer Electronics						
NINJA	LG CHINA	LG TV	FIRSTELL COMMUNICATIONS SHANGHAI *	CHINA	MILLENNIUM FILM, Beijing	CHINA
SEICHO YASHABUROU BUSHI	HITACHI MAXELL	MAXELL ELECTRONICS	ADK, Tokyo *	JAPAN	AOI ADVERTISING PROMOTION, Tokyo	JAPAN
18 YEAR OLD TRADITIONAL SINGER	HITACHI MAXELL	MAXWELL ELECTRONICS	ADK, Tokyo *	JAPAN	AOI ADVERTISING PROMOTION, Tokyo	JAPAN
DOMINO CITY	SONY ELECTRONIC ASIA PACIFIC	SONY BRAVIA	BATES 141 SINGAPORE *	SINGAPORE	FILM CONSTRUCTION, Auckland	NEW ZEALAND / SINGAPORE
MATCH	NOKIA	NOKIA N96 BRUCE LEE MOBILE	JWT BEIJING *	CHINA	JQK PRODUCTION HOUSE, Beijing	CHINA
PING PONG	NOKIA	NOKIA N96 BRUCE LEE MOBILE	JWT BEIJING *	CHINA	JQK PRODUCTION HOUSE, Beijing	CHINA
A05 Pharmaceuticals, Beauty Products, Cosmetics & Toiletries						
HUMAN MACHINE	EMAMI	HIMANI FAST PAIN RELIEF	PUBLICIS AMBIENCE, Mumbai *	INDIA	EQUINOX FILMS, Mumbai	INDIA
WARRIORS	BERTRAM CHEMICAL (1982) CO.	SIANG PURE MEDICATED OIL	ONGOING CO., Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
FIGHT IT 1	DK HEALTH PRODUCT	NATUREGIFT HEALTH PRODUCTS	OGILVY & MATHER, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
FIGHT IT 2	DK HEALTH PRODUCT	NATUREGIFT HEALTH PRODUCTS	OGILVY & MATHER, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
FIGHT IT 3	DK HEALTH PRODUCT	NATUREGIFT HEALTH PRODUCTS	OGILVY & MATHER, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
A06 Clothing, Footwear & Accessories						
GYMNASTIC	SEMIR	SEMIR CLOTHING	OGILVY SHANGHAI *	CHINA	PHENOMENA, Bangkok	THAILAND

EVERY TEAM NEEDS THE SPARK	ADIDAS INTERNATIONAL	SPORTSWEAR	180 AMSTERDAM *	THE NETHERLANDS	MJZ, London	UNITED KINGDOM / JAPAN
A08 Cars & Automotive Services						
PARKING	TOYOTA MOTOR CORPORATION	TOYOTA IQ	DENTSU, Tokyo *	JAPAN	PICT, Tokyo	JAPAN
CLEAN UP	TOYOTA MOTOR CORPORATION	TOYOTA IQ	DENTSU, Tokyo *	JAPAN	PICT, Tokyo	JAPAN
CATCH	TOYOTA MOTOR CORPORATION	TOYOTA IQ	DENTSU, Tokyo *	JAPAN	PICT, Tokyo	JAPAN
NO-SENSE-OF-DIRECTION SAMURAI	PANASONIC CORPORATION	PANASONIC STRADA POCKET GPS	HAKUHODO ARCHITECT, Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo *	JAPAN
A09 Retail Outlets, Fast Food Outlets & Restaurants						
FATHER & DAUGHTER	THE DAIRY FARM CO.	WELLCOME SUPERMARKET	McCANN WORLDGROUP, Hong Kong *	HONG KONG	OFF-LO-HI, Hong Kong	HONG KONG
A10 Sports, Entertainment, Travel & Leisure						
LOST CHANCE	NATIONAL AGENCY FOR THE ADVANCEMENT OF SPORTS AND HEALTH	LOTTERY "BIG"	DENTSU, Tokyo *	JAPAN	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
TRUCK	MATTEL CONTINENTAL ASIA	MATCHBOX TOY CARS	OGILVY & MATHER, Hong Kong *	HONG KONG	POST PRODUCTION OFFICE, Hong Kong	HONG KONG
CHASE	MATTEL CONTINENTAL ASIA	MATCHBOX TOY CARS	OGILVY & MATHER, Hong Kong *	HONG KONG	POST PRODUCTION OFFICE, Hong Kong	HONG KONG
A11 Publications & Media						
SOAP OPERA	AVEX GROUP HOLDINGS	BEETV MOBILE BROADCASTER	DENTSU, Tokyo *	JAPAN	LIFT CORPORATION, Tokyo	JAPAN
LALA REPORTS #1	HAKUSENSHA	LALA GIRL'S COMIC MAGAZINE	ADK, Tokyo *	JAPAN	SASSO FILMS, Tokyo	JAPAN
LALA REPORTS #2	HAKUSENSHA	LALA GIRL'S COMIC MAGAZINE	ADK, Tokyo *	JAPAN	SASSO FILMS, Tokyo	JAPAN
LALA REPORTS #3	HAKUSENSHA	LALA GIRL'S COMIC MAGAZINE	ADK, Tokyo *	JAPAN	SASSO FILMS, Tokyo	JAPAN
LALA REPORTS #4	HAKUSENSHA	LALA GIRL'S COMIC MAGAZINE	ADK, Tokyo *	JAPAN	SASSO FILMS, Tokyo	JAPAN
SYNCHRONICITY	MULTISCREEN MEDIA	MAX TELEVISION	TBWA/INDIA, Mumbai *	INDIA	FOOTCANDLES, Mumbai	INDIA
A DAY IN THE LIFE OF CHENNAI	BENNET COLEMAN & CO.	THE TIMES OF INDIA	JWT INDIA, Mumbai *	INDIA	GOOD MORNING FILMS, Mumbai	INDIA
A12 Financial Products & Services						
A LOT	KASIKORNBANKGROUP	K - SME CREDIT	OGILVY & MATHER, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
LONG	KASIKORNBANKGROUP	K - SME CREDIT	OGILVY & MATHER, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
QUICK	KASIKORNBANKGROUP	K - SME CREDIT	OGILVY & MATHER, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
A14 Commercial Public Services						
ALWAYS REMEMBER	MOBITEL	MOBITEL SMART MOBILE COMMUNICATIONS	LEO BURNETT SOLUTIONS, Colombo *	SRI LANKA	24 FRAMES, Colombo	SRI LANKA
ARJUNA THE ARCHER	SULEKHA.COM	SULEKHA.COM ONLINE YELLOW PAGES	JWT INDIA, Mumbai *	INDIA	FAMOUS HOUSE OF ANIMATION, Mumbai	INDIA
A15 Corporate Image						
BOND YOUR SPARKS	THREEBOND CO.	THREEBOND GLUE CO.	I&S BBDO, Tokyo *	JAPAN	KIRAMEKI, Tokyo	JAPAN
OFFICE	KOHARA GEAR INDUSTRY CO.	GEARS	BUILD CREATIVEHAUS, Tokyo	JAPAN	DENTSU CREATIVE X, Tokyo *	JAPAN
HUMAN BODY CAR	FORD	FORD FOCUS CUP RACING	JWT SHANGHAI *	CHINA	HAPPINESS PRODUCTION, Shanghai	CHINA
BIG DADDY	BERTRAM CHEMICAL (1982) CO.	SIANG PURE MEDICATED OIL	ONGOING CO., Bangkok *	THAILAND	SUNSHINE ETCETERA, Bangkok	THAILAND
COUNTING	PEPSICO CHINA	GATORADE	DDB CHINA GROUP, Shanghai *	CHINA	MOTION LOGIX, Beijing	CHINA
MELODY OF LIFE	THAI LIFE INSURANCE CO.	THAI LIFE INSURANCE	OGILVY & MATHER, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
A16 Public Service, Charity & Fund Raising						
COAL STORY	GREENPEACE	GREENPEACE	OGILVY BEIJING *	CHINA	VIGORTIME, Beijing	CHINA
FUNERAL	MINISTRY OF COMMUNITY DEVELOPMENT, YOUTH AND SPORTS	FAMILY AWARENESS	LEO BURNETT/ARC WORLDWIDE SINGAPORE *	SINGAPORE	DRAGONSGATE STUDIO, Singapore	SINGAPORE
RULES	U.P ALUMNI ASSOCIATION	ANTI-CORRUPTION MESSAGE	TBWA/SANTIAGO MANGADA PUNO, Makati City *	THE PHILIPPINES	ABRACADABRA, Makati City	THE PHILIPPINES
DREAMS	YAYASAN JURNAL PEREMPUAN	FEMALE DISCRIMINATION AWARENESS	ADVANTAGE ADVERTISING, Jakarta *	INDONESIA	RT FILMS, Jakarta	INDONESIA
SHAN SHUI	CEPF (THE CHINA ENVIRONMENT PROTECTION FUND)	ENVIRONMENTAL AWARENESS	JWT SHANGHAI *	CHINA	ONE PRODUCTION, Beijing	CHINA

UNITY	ROYAL THAI ARMY	NATIONAL VIRTUES PROJECT	MONDAY, Bangkok *	THAILAND	PHENOMENA, Bangkok	THAILAND
WRONG DIRECTION	THAI HEALTH PROMOTION FOUNDATION	ACCIDENT CAMPAIGN	MONDAY, Bangkok *	THAILAND	MUM FILMS, Bangkok	THAILAND
KINDNESS	CHRISTINA NOBLE CHILDREN'S FOUNDATION	NGO IN HELPING STREET CHILDREN	LEO BURNETT, Hong Kong *	HONG KONG	PHENOMENA, Bangkok	THAILAND
AIRBAG	HARMONY HOUSE	WOMEN PROTECTION HOTLINE	LEO BURNETT, Hong Kong *	HONG KONG	PHENOMENA, Bangkok	THAILAND
LUCKY US	UNHCR	CHARITY	LEO BURNETT, Hong Kong *	HONG KONG	DIRECTOR'S THINK TANK, Kuala Lumpur	MALAYSIA
CRICKETERS	BREAKTHROUGH TRUST	BREAKTHROUGH - WOMEN'S RIGHTS	OGILVY & MATHER, Mumbai *	INDIA	LITTLE LAMB FILMS, Mumbai	INDIA
BIKE OWNER	BREAKTHROUGH TRUST	BREAKTHROUGH - WOMEN'S RIGHTS	OGILVY & MATHER, Mumbai *	INDIA	LITTLE LAMB FILMS, Mumbai	INDIA