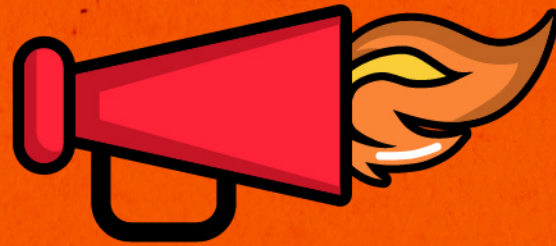


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IMPLEMENTATION SUB-CATEGORIES
CATEGORY PR01: CORPORATE IMAGE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR01/006	WE'RE HIRING...BASED ON LOOKS!	KISSME	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GOLD
PR01/010	THE LAST DAY OF SUSHI	EUGLENA	DENTSU INC., TOKYO	DENTSU INC., TOKYO	SILVER
PR01/012	THE QUIET TAXI	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	BRONZE
PR01/011	MORE THAN LIKES	Y!MOBILE	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST

CATEGORY PR02: CRISIS MANAGEMENT

NO AWARD

CATEGORY PR03: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR03/008	AURA INCENSE BARRICADE	AURA	TBWA\SRI LANKA, COLOMBO	TBWA\SRI LANKA, COLOMBO	GOLD
PR03/016	#STOPMITHANI	HDFC BANK	LEO BURNETT MUMBAI, MUMBAI	LEO BURNETT, MUMBAI	SILVER
PR03/022	SOLAR BOAT : CLEAN UP MEKONG	HANWHA	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	BRONZE
PR03/005	THE HAIRY TALE	PANTENE	GREY TOKYO, TOKYO/GREY WEST, VENICE/ GREY WEST, CALIFORNIA	GREY JAPAN, TOKYO	FINALIST
PR03/010	7:1 FURNITURE COLLECTION	HOMEPRO	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
PR03/014	STOP THE DRAMA	MANULIFE SINGAPORE X SINGAPORE HEART FOUNDATION	TBWA\SINGAPORE, SINGAPORE	TBWA SINGAPORE PTE LTD, SINGAPORE	FINALIST
PR03/017	THE LAST DAY OF SUSHI	EUGLENA	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
PR03/025	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	FINALIST

CATEGORY PR04: USE OF MEDIA RELATIONS

NO AWARD

CATEGORY PR05: USE OF EVENTS & STUNTS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR05/004	A TEAM OF ONE	CHINA ORGAN DONATION	LOONG, BEIJING	LOONG, BEIJING	GOLD
PR05/005	THE RESTAURANT OF MISTAKEN ORDERS	THE RESTAURANT OF MISTAKEN ORDERS	TBWA\HAKUHODO, TOKYO/ OGUNISHIRO OFFICE, TOKYO	TBWA\HAKUHODO INC., TOKYO	BRONZE

CATEGORY PR06: USE OF TALENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR06/006	#STOPMITHANI	HDFC BANK	LEO BURNETT MUMBAI, MUMBAI	LEO BURNETT, MUMBAI	GOLD
PR06/004	STOP THE DRAMA	MANULIFE SINGAPORE X SINGAPORE HEART FOUNDATION	TBWA\SINGAPORE, SINGAPORE	TBWA SINGAPORE PTE LTD, SINGAPORE	FINALIST
PR06/005	BRING ON WINTER	AIR NEW ZEALAND	HOST/HAVAS, SYDNEY	HOST/HAVAS, SYDNEY	FINALIST

CATEGORY PR07: SPONSORSHIP & PARTNERSHIP

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR07/003	CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	SILVER

CATEGORY PR08: LAUNCH/RE-LAUNCH

NO AWARD

CATEGORY PR09: BRAND VOICE & STRATEGIC STORYTELLING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR09/012	THE LAST DAY OF SUSHI	EUGLENA	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRONZE

CATEGORY PR10: CONTENT-LED ENGAGEMENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR10/003	100 WORDS PAIN_TING	SAVE THE CHILDREN	OVERMAN, SEOUL	OVERMAN, SEOUL	SILVER

DIGITAL & SOCIAL SUB-CATEGORIES
CATEGORY PR11: USE OF DIGITAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR11/004	CODE NAME: URI	URI- THE SURGICAL STRIKE	DENTSU WEBCHUTNEY, MUMBAI/ TRIGGER HAPPY ENTERTAINMENT, MUMBAI	DENTSU WEBCHUTNEY, MUMBAI	BRONZE

CATEGORY PR12: USE OF SOCIAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR12/008	EVA STORIES	K'S GALLERIES	LEO BURNETT ISRAEL, TEL AVIV	K'S GALLERIES, TEL AVIV	SILVER
PR12/011	#BPM100 DANCE PROJECT	#BPM100 DANCE PROJECT	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	BRONZE

CATEGORY PR13: USE OF TECHNOLOGY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR13/008	THE QUIET TAXI	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	SILVER
PR13/009	SOLAR BOAT : CLEAN UP MEKONG	HANWHA	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	SILVER

DATA SUB-CATEGORIES
CATEGORY PR14: PR EFFECTIVENESS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR14/001	100 WORDS PAIN_TING	SAVE THE CHILDREN	OVERMAN, SEOUL	OVERMAN, SEOUL	BRONZE

CATEGORY PR15: RESEARCH, DATA ANALYTICS & INSIGHT GENERATION

NO AWARD

INTEGRATED CAMPAIGN SUB-CATEGORY
CATEGORY PR16: INTEGRATED PR CAMPAIGN

NO AWARD