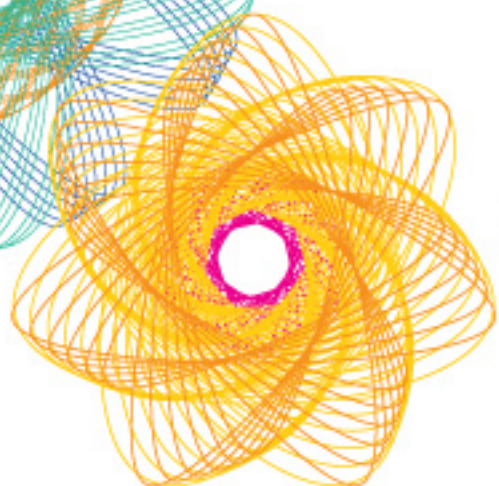


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CATEGORY DM01 : FLAT MAIL & PRINT

NO AWARD

CATEGORY DM02 : DIMENSIONAL MAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM02/007	ONE BAHT FLYER	TMB NO FIXED	THE LEO BURNETT GROUP THAILAND	BANGKOK	SILVER
DM02/006	NIGHT LIGHT	PEPSI	BBDO GUERRERO	MANILA	BRONZE
DM02/011	AIR FORCE FM	AUSTRALIAN DEFENCE FORCE	GEORGE PATTERSON Y&R	MELBOURNE	BRONZE

CATEGORY DM03 : LOW BUDGET MAILER

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM03/003	ONE BAHT FLYER	TMB NO FIXED	THE LEO BURNETT GROUP THAILAND	BANGKOK	SILVER
DM03/002	HEALTH CAPITAL	ROTRACT CLUB OF MUMBAI SHIVAJI PARK	JWT INDIA	MUMBAI	BRONZE

CATEGORY DM04 : FILM & INFOMERCIALS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM04/003	MANUAL	DOCOMO D-VIDEO	MORI INC.	TOKYO	GOLD
DM04/008 MOVE FROM DM11/032	FAMILY REMEET	CEBUANA LHUILLIER	ACE SAATCHI & SAATCHI MANILA	MANILA	SILVER
DM04/004	RECRUITING PROGRAM	CATHAY LIFE INSURANCE	OGILVY & MATHER ADVERTISING TAIWAN	TAIPEI	FINALIST

CATEGORY DM05 : RADIO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM05/002	ZZZ RADIO	PAMPERS DIAPER	ACE SAATCHI & SAATCHI MANILA	MANILA	GOLD

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CATEGORY DM06 : DIRECT AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM06/009	SAY IT WITH CHOCOLATE	CADBURY DAIRY MILK	GEOMETRY GLOBAL MALAYSIA	KUALA LUMPUR	SILVER
DM06/003	RENT FOR HOPE	ANIMAL WELFARE	NAGA DDB MALAYSIA	PETALING JAYA	BRONZE
DM06/008	THE SOIL RESTAURANT	100% ORGANIC SOIL	TBWA HAKUHODO	TOKYO	BRONZE
DM06/006	TAPE FOR WILDLIFE	KOREA WILDLIFE MANAGEMENT ASSOCIATION	INNOCEAN WORLDWIDE	SEOUL	FINALIST

CATEGORY DM07 : DIRECT AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM07/027	RICE-CODE	INAKADATE VILLAGE	HAKUHODO INC.	TOKYO	GOLD
DM07/009	THE HIGHEST GOAL	ADIDAS FOOTBALL	TBWA HAKUHODO	TOKYO	BRONZE
DM07/026	THE SPLASH VENDING MACHINE	SPRITE	TAIYO KIKAKU CO., LTD.	TOKYO	BRONZE
DM07/004	PATROL VS BEETHOVEN	NISSAN MOTOR CO AUSTRALIA	WHYBIN/TBWA	MELBOURNE	FINALIST
DM07/005	HAIR QUARTET	CREAM SILK	JWT SINGAPORE	SINGAPORE	FINALIST
DM07/007	THE PHOTOGENIC BEER	KIRIN ICHIBAN	HAKUHODO INC.	TOKYO	FINALIST
DM07/014	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	FINALIST
DM07/019	FUNFAIR IN YOUR MOUTH	EBARA VEGETABLE MARINADE (ASAZUKE NO MOTO)	BEACON COMMUNICATIONS K.K.	TOKYO	FINALIST
DM07/020	DEAD BATTERIES FOR DEAD BATTERIES	VITAMILK	BBDO AND PROXIMITY THAILAND	BANGKOK	FINALIST
DM07/029 MOVE FROM DM06/005	HOUSE OF MUD	HOUSE OF MUD	JWT JAKARTA	JAKARTA	FINALIST

CATEGORY DM08 : ONLINE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM08/001	TELEKINIZE THE RAINBOW	SKITTLES	CLEMENGER BBDO SYDNEY	SYDNEY	GOLD
DM08/006	THE NEGOTIATION	HEINEKEN	TEQUILA\SINGAPORE (TBWA)	SINGAPORE	FINALIST
DM08/008	BANK JOB	BROTHERS IN ARMS	DRAFTFCB NEW ZEALAND	AUCKLAND	BRONZE
DM08/012	HANDS ON SEARCH	YAHOO! JAPAN	HAKUHODO KETTLE	TOKYO	BRONZE

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CATEGORY DM09 : MOBILE MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM09/008	PHONE STACK	KFC BRAND	BBDO PROXIMITY MALAYSIA	KUALA LUMPUR	SILVER
DM09/004	SAFE TRACKS	ETIQA INSURANS & TAKAFUL	TBWA KUALA LUMPUR	KUALA LUMPUR	BRONZE
DM09/022	RICE-CODE	INAKADATE VILLAGE	HAKUHODO INC.	TOKYO	BRONZE
DM09/003	FACEBOOK CALLER ID HIJACK	MYBURGERLAB	DRAFTFCB MALAYSIA	KUALA LUMPUR	FINALIST
DM09/006	SELF	GENDER EQUALITY ADVOCACY GROUP	LOWE SINGAPORE	SINGAPORE	FINALIST
DM09/009	LEND AN EYE	AWARENESS	GREY GROUP SINGAPORE	SINGAPORE	FINALIST
DM09/012	RUN THAT TOWN	CENSUS	LEO BURNETT	SYDNEY	FINALIST
DM09/018	DRIVE AWAKE	CAFE' AMAZON	BBDO AND PROXIMITY THAILAND	BANGKOK	FINALIST

CATEGORY DM10 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM10/011	UNSELFIE	TYPHOON YOLANDA APPEAL	BBDO GUERRERO	MANILA	GOLD
DM10/014	TRIAL BY TIMELINE	PROTECT THE HUMAN	COLENZO BBDO/PROXIMITY NEW ZEALAND	AUCKLAND	SILVER
DM10/001	TELEKINIZE THE RAINBOW	SKITTLES	CLEMENGER BBDO SYDNEY	SYDNEY	FINALIST
DM10/013	THE SMART PHONE LINE	SAMSUNG NEW ZEALAND	COLENZO BBDO/PROXIMITY NEW ZEALAND	AUCKLAND	FINALIST

CATEGORY DM11 : FIELD MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM11/004	PATROL VS BEETHOVEN	NISSAN MOTOR CO AUSTRALIA	WHYBIN/TBWA	MELBOURNE	GOLD
DM11/005	HAIR QUARTET	CREAM SILK	JWT SINGAPORE	SINGAPORE	BRONZE
DM11/003	WATERDROP AD	DOMINO'S PIZZA	INNOCEAN WORLDWIDE	SEOUL	FINALIST
DM11/016	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	FINALIST
DM11/021	MOVING WIFI	DTAC WIFI	CREATIVE JUICE\BANGKOK	BANGKOK	FINALIST
DM11/023	DEAD BATTERIES FOR DEAD BATTERIES	VITAMILK	BBDO AND PROXIMITY THAILAND	BANGKOK	FINALIST
DM11/033	THE SPLASH VENDING MACHINE	SPRITE	TAIYO KIKAKU CO., LTD.	TOKYO	FINALIST

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CATEGORY DM12 : DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM12/005	FACEBOOK CALLER ID HIJACK	MYBURGERLAB	DRAFTFCB MALAYSIA	KUALA LUMPUR	FINALIST

CATEGORY DM13 : BEST INTEGRATED DIRECT CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
DM13/007	THE PHOTOGENIC BEER	KIRIN ICHIBAN	HAKUHODO INC.	TOKYO	GRANDE
DM13/011	ROAD TO RECOVERY	BUNDABERG RUM	LEO BURNETT	SYDNEY	SILVER
DM13/004	WHAT'S SIMPLE NOW WON'T BE SIMPLE WHEN YOU RETIRE	MANULIFE RETIREMENT PLANNING	DDB GROUP HONG KONG	HONG KONG	BRONZE
DM13/002	NODOGOSHI DREAMS	NODOGOSHI	DENTSU INC.	TOKYO	FINALIST
DM13/010	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	FINALIST
DM13/018	THE NINTH WATCH	THE UNIVERSITY OF QUEENSLAND	CLEMENGER BBDO	BRISBANE	FINALIST
DM13/022	THE FARMER FAMILY	TIMES OF INDIA	TAPROOT INDIA	MUMBAI	FINALIST

AS OF 5 MAR 2014