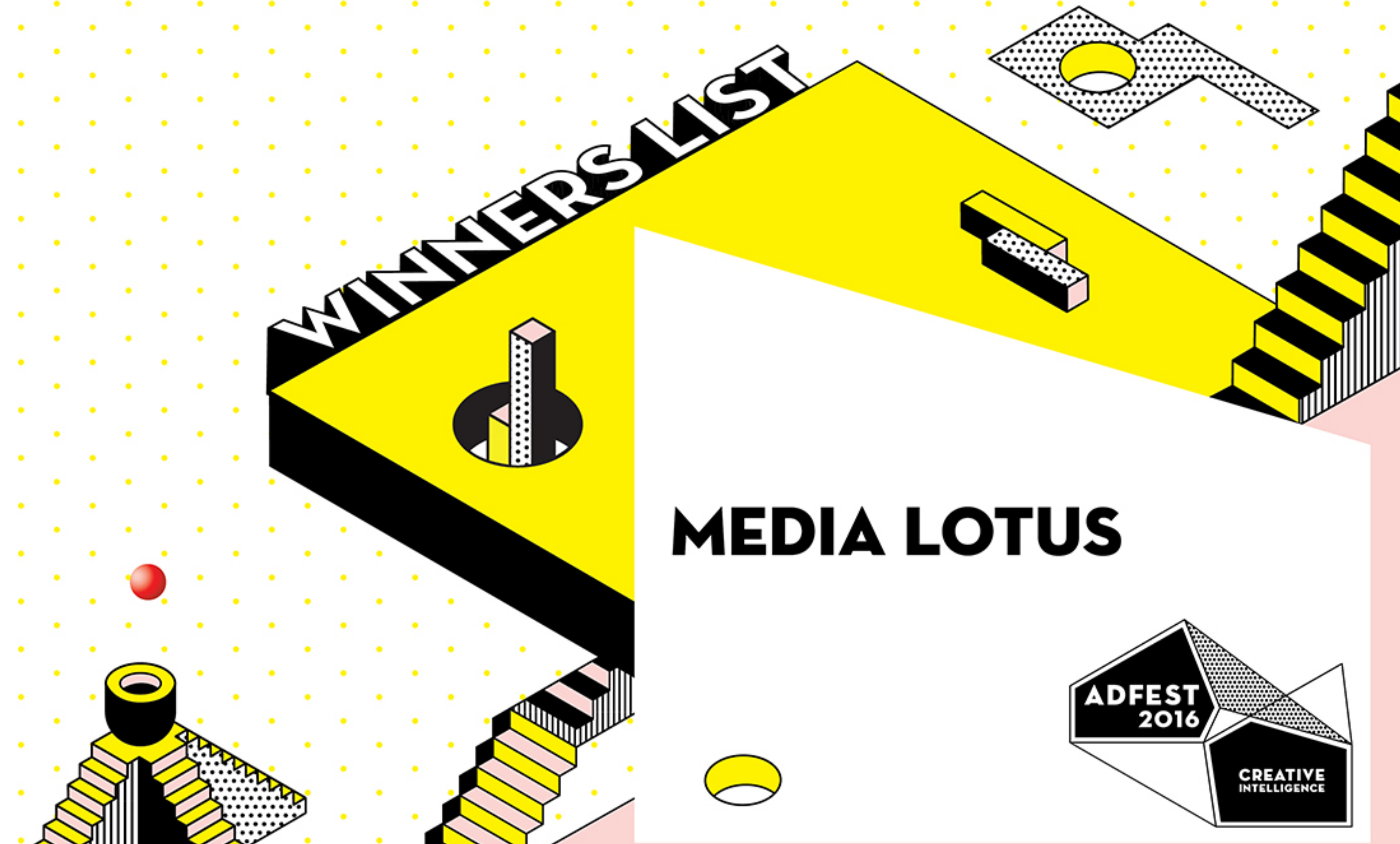


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CATEGORY ME01 : BEST USE OF SCREENS & DISPLAYS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME01/002	INTERACTIVE SHOP WINDOW LOOKS	AINZ&TULPE	PUZZLE INC.	TOKYO	FINALIST

CATEGORY ME02 : BEST USE OF RADIO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME02/001	SURFIFY	SURFAID	BWM DENTSU	SYDNEY	SILVER
ME02/005	LISTENING TO HOPE	CHULABHRON HOSPITAL	THE LEO BURNETT GROUP THAILAND	BANGKOK	BRONZE

NO AWARD

CATEGORY ME03 : BEST USE OF PRINT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME03/003	SHOWROOM HOME DELIVERY	AUDI A3	TOW CO.,LTD	TOKYO	SILVER
ME03/005	JOB IN THE FANTASY	TOKYO GHOUL (COMIC BOOK)	HAKUHODO INC.	TOKYO	BRONZE

CATEGORY ME04 : BEST USE OF OUTDOOR & TRANSIT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME04/010	THE WORLD'S FIRST SOAP BUS TICKET	ASIRI GROUP OF HOSPITALS	LEO BURNETT SOLUTIONS INC	COLOMBO	SILVER
ME04/001	THE FACE OF LITTER	HONG KONG CLEANUP	OGILVY & MATHER GROUP HK	HONG KONG	BRONZE
ME04/004	HEALTHY EVERYDAY	YILI MEIYITIAN	CHEIL PENGTAI	BEIJING	FINALIST

CATEGORY ME05 : BEST USE OF AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME05/014	SHELL WE MOVE?	SUUMO	HAKUHODO KETTLE .INC	TOKYO	GOLD
ME05/015	SHARE THE LOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	SILVER

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
MEO5/019	MOTO REPELLENT	DUANG PRATEEP FOUNDATION	BBDO BANGKOK LTD	BANGKOK	BRONZE
MEO5/025	DONAIL	WWF JAPAN	ADK JAPAN	TOKYO	BRONZE
MEO5/028	GREEN NEWSPAPER	GREEN NEWSPAPER	DENTSU INC.	TOKYO	BRONZE
MEO5/005	KIPPU KAT	KIT KAT	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
MEO5/016	MORNING LIKE A KING	BURGER KING	CHEIL WORLDWIDE	SEOUL	FINALIST
MEO5/023	THE WORLD'S FIRST SOAP BUS TICKET	ASIRI GROUP OF HOSPITALS	LEO BURNETT SOLUTIONS INC	COLOMBO	FINALIST
MEO5/024	MASK OF SOCIABILITY	SMIRNOFF ICE	BEACON COMMUNICATIONS K.K.	TOKYO	FINALIST
MEO5/026	THE TATTOO FLYER	TOURISM AUTHORITY OF THAILAND	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST

CATEGORY ME06 : BEST USE OF AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
MEO6/002	A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL	GOLD
MEO6/010	OPENROAD PROJECT	I-ROAD	DENTSU INC.	TOKYO	GOLD
MEO6/013	PIANO OF UNIFICATION	MINISTRY OF UNIFICATION	CHEIL WORLDWIDE	SEOUL	SILVER
MEO6/004	THE FRESHEST BILLBOARDS	3M ZIPPER BAGS	CREATIVE JUICE\BANGKOK	BANGKOK	BRONZE
MEO6/003	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	FINALIST
MEO6/011	BREAKER BENCHES	KIT KAT	J. WALTER THOMPSON PH	MANILA	FINALIST
MEO6/015	MENTOS FRESH! SKYDIVE	MENTOS	ADK JAPAN	TOKYO	FINALIST
MEO6/016	TOYOTA BARISTA	TOYOTA HYBRID	ADK JAPAN	TOKYO	FINALIST

CATEGORY ME07 : BEST USE OF EXPERIENTIAL/GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
MEO7/026	THE MESSAGE FROM THE LUNGS	ANTI SMOKING CAMPAIGN	BBDO BANGKOK LTD	BANGKOK	GOLD
MEO7/037	TOYOTA BARISTA	TOYOTA HYBRID	ADK JAPAN	TOKYO	GOLD

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
MEO7/002	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	SILVER
MEO7/010	SHARK DIVE IN THE DESERT	GEAR VR	LEO BURNETT, SYDNEY	SYDNEY	FINALIST
MEO7/018	SHELL WE MOVE?	SUUMO	HAKUHODO KETTLE .INC	TOKYO	FINALIST
MEO7/024	CANDY ROCKET PROJECT	"PUCCHO" CANDY	PYRAMID FILM INC.	TOKYO	FINALIST

CATEGORY ME08 : BEST USE OF DIGITAL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
MEO8/004	BUYLIGHT, THE INSTANT BUY BANNER	TOKOPEDIA	IRIS WORLDWIDE INDONESIA	JAKARTA	SILVER
MEO8/002	LIVE NEWSFLASH BANNERS	HAKONE EKIDEN	HAKUHODO DY MEDIA PARTNERS INCORPORATED	TOKYO	BRONZE
MEO8/009	SUPER PLAYABLE PRE-ROLLS	MOUNTAIN DEW	BBDO GUERRERO	MANILA	FINALIST

CATEGORY ME09 : BEST USE OF MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
MEO9/005	SECRET STAGE	KKBOX	CHEIL	HONG KONG	GOLD
MEO9/011	PEDIGREE FOUND	PEDIGREE	COLENZO BBDO	AUCKLAND	SILVER
MEO9/004	KIT MAIL HOLOGRAM	KIT KAT	J. WALTER THOMPSON JAPAN	TOKYO	BRONZE
MEO9/008	SOUTH KOREAN-NORTH KOREAN TRANSLATOR	DREAM TOUCH FOR ALL	CHEIL WORLDWIDE	SEOUL	BRONZE
MEO9/002	PLAY-PAUSE HANDS UP! MUSIC VIDEO	PLAY-PAUSE HANDS UP! MUSIC VIDEO	DENTSU INC.	TOKYO	FINALIST
MEO9/009	¥10 TALE OF FORGOTTEN VETERANS	TENCENT CHARITY	J. WALTER THOMPSON BEIJING	BEIJING	FINALIST

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CATEGORY ME10 : BEST USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME10/O14	KEEP THE FLAME ALIVE	JOHNNIE WALKER	LEO BURNETT BEIRUT	BEIRUT	GRANDE
ME10/O11	TOUCH THE PICKLE	WHISPER	BBDO INDIA	MUMBAI	GOLD
ME10/O06	FUEL THE FIRE	GIO INSURANCE	LEO BURNETT, SYDNEY	SYDNEY	SILVER
ME10/O15	SAUDI WOMEN'S ONLINE MARCH	ALWAYS	LEO BURNETT BEIRUT	BEIRUT	SILVER
ME10/O04	SACRED GROUND	ADIDAS	WHYBIN\TBWA GROUP MELBOURNE	MELBOURNE	BRONZE
ME10/O12	SHARE THE LOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BRONZE
ME10/O05	WALL OF JORDAN	JORDAN	AKQA SHANGHAI	SHANGHAI	FINALIST
ME10/O13	ARTLOTTO	E. ZOBEL FOUNDATION	PUBLICIS JIMENEZ BASIC	MANILA	FINALIST

CATEGORY ME11 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME11/O20	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE .INC	TOKYO	GOLD
ME11/O01	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	SILVER
ME11/O21	SAMSUNG MEMORY RECALLER	SAMSUNG GALAXY	BBDO BANGKOK LTD	BANGKOK	SILVER
ME11/O11	CELEBRITY TANTRUM	SAMSUNG GALAXY TAB S 2	LEO BURNETT, SYDNEY	SYDNEY	BRONZE
ME11/O13	WEARABLE_BANANA	DOLE RUNNER'S BANANA	DENTSU YOUNG & RUBICAM INC.	TOKYO	BRONZE
ME11/O05	KIT MAIL HOLOGRAM	KIT KAT	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST

CATEGORY ME12 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME12/O27	GAME OF BALLS	TESTICULAR CANCER AWARENESS	M&C SAATCHI	SYDNEY	GOLD
ME12/O01	PLAY THE PINGPONG	TABLE TENNIS	DENTSU INC.	TOKYO	SILVER

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME12/O11	CELEBRITY TANTRUM	SAMSUNG GALAXY TAB S 2	LEO BURNETT, SYDNEY	SYDNEY	BRONZE
ME12/O24	HOUSE OF LITTLE MOMENTS	UNI NOODLE	ADK TAIWAN	TAIPEI	BRONZE
ME12/O03	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	FINALIST
ME12/O16	SHARE THE LOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	FINALIST
ME12/O18	EVEREADY BOOK OF PLAY	EVEREADY	TBWA\KUALA LUMPUR SDN BHD	KUALA LUMPUR	FINALIST

CATEGORY ME13: BEST INTEGRATED MEDIA CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARDS
ME13/O06	#MYFAMILYCAN	SPC CANNED FRUITS AND VEGETABLES	LEO BURNETT MELBOURNE	MELBOURNE	SILVER
ME13/O08	TOUCH THE PICKLE	WHISPER	BBDO INDIA	MUMBAI	SILVER
ME13/O07	SHARE THE LOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	FINALIST
ME13/O16	KNOCKOUT DOMESTIC VIOLENCE	PHILIPPINE COMMISSION ON WOMEN	DDB PHILIPPINES	MANILA	FINALIST
ME13/O18	HEARTBEAT	RC F	M&C SAATCHI	SYDNEY	FINALIST

AS OF 14 MARCH 2016