

Type of Award	Bronze
Category	Regional Large Billboard
Title	Aircel Boat Innovation
Client/Product	Aircel/mobile phone service
Media	-
Agency	Aircel Ltd
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Silver
Category	Regional Large Billboard
Title	Uneven Playing Fields - Tennis
Client/Product	Skins/Skins Compression
Media	-
Agency	The Furnace, Sydney
Creative Director	Rob Martin Murphy (ECD)
Art Director	Luke Duggan
Copywriter	Paul Bootlis
Photographer/Illustrator	Paul Fenton (Head of Art)
Retoucher	Electric Art
Production Company	-

Type of Award	Gold
Category	Regional Large Billboard
Title	The Wall Sale
Client/Product	Sony Marketing Japan/Sony Recycle Project JEANS
Media	-
Agency	HAKUHODO Inc./HAKUHODO Kettle Inc.
Creative Director	Kentaro Kimura/Ryuichiro Takase
Art Director	Ken Funaki/Norihisa Yamaguchi
Copywriter	Koichiro Iizuka/Kazuaki Hashida
Photographer/Illustrator	Yusuke Shimizu/Misato Noro/Sayaka Sakata/Shingo Kato
Retoucher	Kei Mizuta/Akio Koda/Yoshikazu Majima/Takehiko Kawakubo/ Toshiya Hiramatsu/Takanori Sato
Production Company	TwoPlatoon + Takaya Textile + IZM + Antil

Type of Award	Bronze
Category	Regional Bus Shelter (Single Ad)
Title	Quarter Pounder With Cheese - No Nonsense Burger
Client/Product	McDonald's Restaurants (HK) Ltd./Quarter Pounder With Cheese
Media	-
Agency	OMD Hong Kong/DDB
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Regional Train Station (Concourse or Platform)
Title	LG Subway Storm
Client/Product	LG/All Product (mobile phone, DD, DA)
Media	-
Agency	Kinetic China/MindShare/Bates and LG Advertising
Creative Director	-
Art Director	-
Copywriter	Jingyu
Photographer/Illustrator	-
Retoucher	-
Production Company	JCD

Type of Award	Bronze
Category	Regional Train Station (Concourse or Platform)
Title	Carefree "Take It Off" Campaign
Client/Product	Johnson's & Johnson's - Carefree
Media	-
Agency	OMD Hong Kong/Lowe Hong Kong
Creative Director	Emma Chan
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Regional Train Station (Concourse or Platform)
Title	Its Dead Fruity!
Client/Product	Vitasoy/Juice Drinks
Media	-
Agency	PHD Hong Kong/DDB Hong Kong
Creative Director	Karen Wong/Ruth Lee
Art Director	Lik Ho/Claudia Wong
Copywriter	Joe Chan
Photographer/Illustrator	Mathias Pares
Retoucher	Arra Tang
Production Company	Gary Wong

Type of Award	Silver
Category	Regional Train Carriage (Campaign)
Title	Full Train Vinyl Wrap
Client/Product	Indian Railways/Train
Media	-
Agency	Peacock Media
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	Peacock Media

Type of Award	Bronze
Category	Regional Bus Back/Side Panels
Title	Chill-in
Client/Product	Singer Sri Lanka/Sisil World
Media	-
Agency	Triad (Pvt) Ltd
Creative Director	Triad Team
Art Director	Triad Team
Copywriter	Triad Team
Photographer/Illustrator	-
Retoucher	-
Production Company	Triad Total

Type of Award	Bronze
Category	Regional Ambient/Guerilla (Single item or event)
Title	The Wall Sale
Client/Product	Sony Marketing Japan/Sony Recycle Project JEANS
Media	-
Agency	HAKUHODO Inc./HAKUHODO Kettle Inc.
Creative Director	Kentaro Kimura/Ryuichiro Takase
Art Director	Ken Funaki/Norihisa Yamaguchi
Copywriter	Koichiro Iizuka/Kazuaki Hashida
Photographer/Illustrator	Yusuke Shimizu/Misato Noro/Sayaka Sakata/Shingo Kato
Retoucher	Kei Mizuta/Akio Koda/Yoshikazu Majima/ Takehiko Kawakubo/Toshiya Hiramatsu/Takanori Sato
Production Company	TwoPlatoon + Takaya Textile + IZM + Antil

Type of Award	Bronze
Category	Regional Ambient/Guerilla (Single item or event)
Title	Backpocketing
Client/Product	Mumbai Railway Police/Pickpocket Awareness for Commuters
Media	-
Agency	Leo Burnett India
Creative Director	KV Sridhar/KB Vinod/Rajit Chaudhuri
Art Director	Jyoti Lad
Copywriter	Santosh Ramakrishnan/Naomi Thommy
Photographer/Illustrator	Pramod Kadam
Retoucher	-
Production Company	-

Type of Award	Silver
Category	Regional Ambient/Guerilla (Single item or event)
Title	Handwritten Newspaper
Client/Product	Schwan-STABILO Marketing Sdn Bhd/Stabilo Marathon Pen
Media	-
Agency	Naga DDB/Rapp
Creative Director	Ted Lim
Art Director	Wong Shu Kor
Copywriter	Grenville Francis/Ted Lim
Photographer/Illustrator	Foo Song Pe
Retoucher	-
Production Company	-

Type of Award	Silver
Category	Regional Ambient/Guerilla (Single item or event)
Title	Street Sweeper
Client/Product	Procter & Gamble Japan K.K./Braun Oral-B Electric Toothbrush
Media	-
Agency	beacon communications k.k.
Creative Director	Mitsushi Abe (ECD)/Richard Irvine (ECD)/Keizo Mugita
Art Director	Daishi Moriya/Hisamichi Takase
Copywriter	Mitsushi Abe
Photographer/Illustrator	-
Retoucher	-
Production Company	entertainment bowl

Type of Award	Gold
Category	Regional Ambient/Guerilla (Single item or event)
Title	Tide Stainbroidery
Client/Product	Procter & Gamble/Tide Detergent
Media	-
Agency	Leo Burnett India
Creative Director	KV Sridhar/KB Vinod
Art Director	Deepak Singh/Nishant Jethi
Copywriter	KB Vinod
Photographer/Illustrator	Nishant Jethi
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Regional Ambient/Guerilla (Campaign)
Title	Its Dead Fruity!
Client/Product	Vitasoy/Juice Drinks
Media	-
Agency	PHD Hong Kong/DDB Hong Kong
Creative Director	Karen Wong/Ruth Lee
Art Director	Lik Ho/Claudia Wong
Copywriter	Joe Chan
Photographer/Illustrator	Mathias Pares
Retoucher	Arra Tang
Production Company	PO

Type of Award	Bronze
Category	Regional Point of Purchase (POP): Showcard or poster
Title	Foot & Hand
Client/Product	Planet Yoga
Media	-
Agency	Leo Burnett Hong Kong
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Regional Point of Purchase (POP): Showcard or poster
Title	Tide Ketchup
Client/Product	Proctor & Gamble/Detergent
Media	-
Agency	Leo Burnett India
Creative Director	KV Sridhar/KB Vinod
Art Director	Deepak Singh
Copywriter	KB Vinod
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Silver
Category	Regional Point of Purchase (POP): Showcard or poster
Title	Tide Ink
Client/Product	Proctor & Gamble/Detergents
Media	-
Agency	Leo Burnett India
Creative Director	KV Sridhar/KB Vinod
Art Director	Deepak Singh
Copywriter	KB Vinod
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Silver
Category	Regional Point of Purchase (POP): Showcard or poster
Title	Uneven Playing Fields - Rugby,Tennis,Football
Client/Product	Skins/Skins Compression
Media	-
Agency	The Furnace, Sydney
Creative Director	Rob Martin Murphy (ECD)
Art Director	Luke Duggan
Copywriter	Paul Bootlis
Photographer/Illustrator	Paul Fenton (Head of Art)
Retoucher	Electric Art
Production Company	-

Type of Award	Bronze
Category	Regional Point of Purchase (POP): Digital or moving disp
Title	Exclusive Ambient Product Placement to instill a crave for DC Wave
Client/Product	Johnson & Johnson/Neutrogena Deep Clean Wave
Media	-
Agency	OMD HK
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	Side 7

Type of Award	Silver
Category	Regional Point of Purchase (POP): 3D Units
Title	The Wall Sale
Client/Product	Sony Marketing Japan/Sony Recycle Project JEANS
Media	-
Agency	HAKUHODO Inc./HAKUHODO Kettle Inc.
Creative Director	Kentaro Kimura/Ryuichiro Takase
Art Director	Ken Funaki/Norihisa Yamaguchi
Copywriter	Koichiro Iizuka/Kazuaki Hashida
Photographer/Illustrator	Yusuke Shimizu/Misato Noro/Sayaka Sakata/Shingo Kato
Retoucher	Kei Mizuta/Akio Koda/Yoshikazu Majima/Takehiko Kawakubo/ Toshiya Hiramatsu/Takanori Sato
Production Company	TwoPlatoon + Takaya Textile + IZM + Antil

Type of Award	Bronze
Category	Regional Free Postcards (Single)
Title	ECCO
Client/Product	ECCO/Shoes
Media	-
Agency	PHD Hong Kong
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Bronze
Category	Regional Mobile Phone Campaign
Title	Morning Refreshment to Men
Client/Product	Johnson & Johnson/Neutrogena Men
Media	-
Agency	OMD HK
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	Rice 5

Type of Award	Special Award
Category	Regional Best Campaign across more than one Outdoor Media
Title	IKEA Dalian Store Opening
Client/Product	IKEA/Dalian Store Opening
Media	-
Agency	Kinetic China/Mediaedge:cia/Saatchi & Saatchi Beijing
Creative Director	Xue Ting
Art Director	Jiang Xue Lian
Copywriter	Yu LiLi
Photographer/Illustrator	-
Retoucher	-
Production Company	-



Type of Award	Special Award
Category	Regional Most Effective Outdoor Media Plan
Title	City of Dreams
Client/Product	City of Dreams/Integrated Entertainment Resort
Media	-
Agency	PHD Hong Kong/DDB Hong Kong
Creative Director	-
Art Director	-
Copywriter	-
Photographer/Illustrator	-
Retoucher	-
Production Company	-

Type of Award	Special Award
Category	Regional Most Innovative Outdoor Idea
Title	The Wall Sale
Client/Product	Sony Marketing Japan/Sony Recycle Project JEANS
Media	-
Agency	HAKUHODO Inc./HAKUHODO Kettle Inc.
Creative Director	Kentaro Kimura/Ryuichiro Takase
Art Director	Ken Funaki/Norihisa Yamaguchi
Copywriter	Koichiro Iizuka/Kazuaki Hashida
Photographer/Illustrator	Yusuke Shimizu/Misato Noro/Sayaka Sakata/Shingo Kato
Retoucher	Kei Mizuta/Akio Koda/Yoshikazu Majima/ Takehiko Kawakubo/Toshiya Hiramatsu/Takanori Sato
Production Company	TwoPlatoon + Takaya Textile + IZM + Antil

Type of Award	Best Of Show (Regional)
Category	Ambient/Guerilla (Single item or event)
Title	Tide Stainbroidery
Client/Product	Proctor & Gamble/Tide Detergent
Media	-
Agency	Leo Burnett India
Creative Director	KV Sridhar/KB Vinod
Art Director	Deepak Singh/Nishant Jethi
Copywriter	KB Vinod
Photographer/Illustrator	Nishant Jethi
Retoucher	-
Production Company	-