

The One Club for Creativity Asia Pacific Office is pleased to announce the shortlisted entries of One Asia Creative Awards 2021.

We wish to express our heartfelt appreciation to all our judges who generously invested their time to make sure that every entry received its due attention.

To all entrants, rest assured that even though judging is being done online fully, we took every measure to maintain the high standards that everyone has come to expect from One Asia. We take the trust that you put in us very seriously.

This list includes all the entries that have made it past the first round of judging and will now be considered in the second round, where the jury will determine the winners.

Please note that shortlisted entries are NOT guaranteed an award, either Pencil or Merit.

The Finalist list (entries awarded Pencils and Merits) for One Asia 2021, including winners of Special Award, will be released in December during Creative Week Shanghai. Stay tuned for details!

ONE ASIA – ROUND 1 SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



Audio & Radio				
OSA-50064	Ugly, but good for you	Baiada - Lilydale / Steggles	M&C Saatchi / Sydney	RA_03: Custom Content
OSA-50096	Not another Sad Song	Pfizer Pristiq	Mccann Health / Hong Kong	RA_03: Custom Content
OSA-50558	Lullabies	No Ugly Sleep	Innocean Australia / Sydney	RA_01: Branded Audio or Broadcast
Branded Entertainment				
OSA-50055	YOU ARE HOW YOU SLURP	Uni President / Uni Noodle	ADK TAIWAN / Taipei	BE_01: Branded Video & Film
OSA-50058	Rap Books	BIG W	M&C Saatchi / Sydney	BE_08: Talents & Influencer
OSA-50066	Ugly, but good for you	Baiada - Lilydale / Steggles	M&C Saatchi / Sydney	BE_03: Branded Music Content
OSA-50111	Shibuya Virtual Halloween	au by KDDI	Geometry Ogilvy Japan / Tokyo	BE_06: Experiential
OSA-50177	OnePlus x Ultraman - Light of 9R	OnePlus	Past Next / Shanghai	BE_04: Co-Branding
OSA-50183	SAFELY FEEL THE REAL WORLD	Durex	Amber China / Shanghai	BE_04: Co-Branding
OSA-50226	A Night at the Opera	Huawei Device Co., Ltd.	Ogilvy Beijing / Beijing	BE_08: Talents & Influencer
OSA-50250	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	BE_04: Co-Branding
OSA-50271	Teacher Bally	Colgate - Palmolive	Soho Square Thailand / WPP RedFuse / Bangkok	BE_01: Branded Video & Film
OSA-50274	UNI - FORM	VOGUE	Ogilvy Taiwan	BE_06: Experiential
OSA-50307	Memories Empower	Kingston Taiwan	dentsu mcgarrybowen Taiwan / Taipei	BE_01: Branded Video & Film
OSA-50350	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	BE_06: Experiential
OSA-50367	The Last Day of Robert's Flower	E-Life mall	dentsu mcgarrybowen Taiwan / Taipei	BE_01: Branded Video & Film
OSA-50452	Thrive by Five	The Minderoo Foundation (Thrive by Five Initiative)	M&C Saatchi / Sydney	BE_08: Talents & Influencer
OSA-50474	6 Takes Of Drama	Kulov Vodka	GREYnJ UNITED / Bangkok	BE_01: Branded Video & Film
OSA-50475	A Scripted Life	Pantene	GREYnJ UNITED / Bangkok	BE_08: Talents & Influencer
OSA-50521	Hair album	TAKARA BEMONT CORPORATION	HAKUHODO Inc. / Tokyo	BE_01: Branded Video & Film
OSA-50524	IM what I AM: I never wanted a car	IM Motors	W / Shanghai	BE_02: Branded IP

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OSA-50548	In Love We Trust	Sinyi Realty	dentsu mcgarrybowen Taiwan / Taipei	BE_01: Branded Video & Film
OSA-50565	Ghost Concert	Netflix	GIGIL / Manila	BE_07: User-Generated Content
OSA-50598	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	BE_05: Games
OSA-50611	Do Something New, New Zealand	Tourism New Zealand	Special	BE_03: Branded Music Content
OSA-50728	Coffee Talk	McDonald's / McCafe	Leo Burnett Taiwan / Taipei	BE_01: Branded Video & Film
OSA-50730	BaMaWo Together for the New Year	BMW	Ocean Engine / Beijing	BE_01: Branded Video & Film

Creative Effectiveness

OSA-50073	Make Your Choice	ZOYA	LUP Jakarta / Jakarta	CE_03: Small Budget
OSA-50251	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	CE_03: Small Budget
OSA-50270	Lonesome Hotel	Hondao Senior Citizen's Welfare Foundation	Inspire Activation Co., Ltd. / Taipei	CE_03: Small Budget
OSA-50361	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	CE_01: Consumer / Brand
OSA-50489	Family	RC Cola	GIGIL / Manila	CE_01: Consumer / Brand
OSA-50538	Vaccination Rides	Gojek	Forsman & Bodenfors Singapore / Singapore	CE_01: Consumer / Brand
OSA-50555	In Love We Trust	Sinyi Realty	dentsu mcgarrybowen Taiwan / Taipei	CE_01: Consumer / Brand
OSA-50613	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	CE_02: Non-Profit / Charity
OSA-50641	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	CE_01: Consumer / Brand
OSA-50665	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	CE_03: Small Budget

Design

OSA-50009	WONDERFUL PAPERMAKING PROJECT	S.F. Express	25hours / GUAGNZHOU	DE_06: Design for Good / Green
OSA-50021	HOPE FOR HOMETOWN	Tencent	Tencent / SHENZHEN	DE_01: Brand Collateral
OSA-50059	HOPE FOR HOMETOWN	Tencent	Tencent / SHENZHEN	DE_06: Design for Good / Green
OSA-50105	Oyster Stout Trio	UGLY HALF BEER	UGLY HALF BEER / New Taipei City	DE_04: Packaging Design
OSA-50117	Pain Points Furniture	Alibaba / Macalline	tima / Shanghai	DE_09: Product Design

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OSA-50190	The 1 Within	Durex 001	Amber China / Shanghai	DE_02: Brand Identity
OSA-50191	The 1 Within	Durex 001	Amber China / Shanghai	DE_04: Packaging Design
OSA-50198	Bamboo Sweets	LIFULL	LIFULL / Tokyo	DE_04: Packaging Design
OSA-50199	Bamboo Sweets	LIFULL	LIFULL / Tokyo	DE_06: Design for Good / Green
OSA-50200	Bamboo Sweets	LIFULL	LIFULL / Tokyo	DE_09: Product Design
OSA-50212	Waste-sorting Blind Box	STDcaux / The Environmental Protection Department	The Nine Shanghai / Shanghai	DE_06: Design for Good / Green
OSA-50214	Waste-sorting Blind Box	STDcaux / The Environmental Protection Department	The Nine Shanghai / Shanghai	DE_09: Product Design
OSA-50275	UNI-FORM	VOGUE	Ogilvy Taiwan	DE_09: Product Design
OSA-50293	Super Schooner	Merivale	Ogilvy Australia	DE_09: Product Design
OSA-50364	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	DE_07: UI / UX Design
OSA-50543	Ignite a light for BOP population	Shenzhen Xiangyang New Energy Technology Co., Ltd	Shenzhen Tigerpan Packaging Design Co., Ltd. / Shenzhen	DE_04: Packaging Design
OSA-50655	The Micro Newsary	Communiti Brewery	Famous Innovations	DE_01: Brand Collateral
OSA-50657	The Sunsets-I-Wish-I-Saw Calendar	Monster.com	Famous Innovations	DE_01: Brand Collateral
Digital Craft				
OSA-50129	Rap Books	BIG W	M&C Saatchi / Sydney	DCR_03: Music & Sound
OSA-50185	SAFELY FEEL THE REAL WORLD	Durex	Amber China / Shanghai	DCR_02: Visual Effects & Animation
OSA-50221	Join me to repair the Terra-cotta Warriors	Tencent Foundation	inyoung / Guangzhou	DCR_04: UI / UX
OSA-50318	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	DCR_02: Visual Effects & Animation
OSA-50332	#NotJustACadburyAd	Mondelez	Ogilvy / Mumbai	DCR_05: Creative Use of Data
OSA-50388	Honor of Kings: 5th year Anniversary Skin BruceLee	TENCENT GAMES / Shenzhen	COOLDOWN / Shanghai	DCR_01: Digital Illustration & Image
OSA-50639	Lay's Crispy Subtitles	Lay's Vietnam	Happiness Saigon / An FCB Alliance	DCR_03: Music & Sound
OSA-50643	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	DCR_05: Creative Use of Data

Direct Marketing				
OSA-50061	HOPE FOR HOMETOWN	Tencent	Tencent / SHENZHEN	DM_05: Integrated Campaign
OSA-50288	No Home Address	Whitelion	Ogilvy Australia	DM_01: Social Media / Online
OSA-50313	Unscalpable	Cadbury Caramilk	Ogilvy Australia	DM_01: Social Media / Online
OSA-50365	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	DM_01: Social Media / Online
OSA-50371	Disease Dilemmas	The Garvan Institute of Medical Research	Garvan Institute of Medical Research / Sydney	DM_04: Out of Home
OSA-50490	Disease Dilemmas	The Garvan Institute of Medical Research	Garvan Institute of Medical Research / Sydney	DM_05: Integrated Campaign
OSA-50561	Electric Air	Hyundai Kona Electric	Innocean Australia / Sydney	DM_06: Live Events / Experiential
OSA-50599	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	DM_01: Social Media / Online
OSA-50652	The Applegram	Radio Zindagi	Famous Innovations	DM_04: Out of Home
OSA-50658	The Sunsets-I-Wish-I-Saw Calendar	Monster.com	Famous Innovations	DM_04: Out of Home
OSA-50667	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	DM_01: Social Media / Online
OSA-50668	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	DM_03: Film / Online Video
OSA-50669	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	DM_05: Integrated Campaign
Film & Video				
OSA-50099	YOU ARE HOW YOU SLURP	Uni President / Uni Noodle	ADK TAIWAN / Taipei	FI_04: Online Film & Video
OSA-50184	SAFELY FEEL THE REAL WORLD	Durex	Amber China / Shanghai	FI_04: Online Film & Video
OSA-50227	A Night at the Opera	Huawei Device Co., Ltd.	Ogilvy Beijing / Beijing	FI_04: Online Film & Video
OSA-50304	Teacher Bally	Colgate - Palmolive	Soho Square Thailand / WPP RedFuse / Bangkok	FI_04: Online Film & Video
OSA-50323	Stop The Beauty Test	Dove	Ogilvy / Mumbai	FI_04: Online Film & Video
OSA-50333	#NotJustACadburyAd	Mondelez	Ogilvy / Mumbai	FI_04: Online Film & Video
OSA-50342	Band	RC Cola	GIGIL / Manila	FI_03: Viral Video

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OSA-50368	Free Fall	AMART Furniture	BMF / Sydney	FI_01: Television
OSA-50384	9x16 Stores	Visa #WhereYouShopMatters	BBDO Singapore / Singapore	FI_05: Vertical Mobile Short Video
OSA-50418	Synchronised Santas	ALDI Australia	BMF / Sydney	FI_01: Television
OSA-50458	The Gecko Man	Weber	Yell Advertising / Bangkok	FI_04: Online Film & Video
OSA-50554	In Love We Trust	Sinyi Realty	dentsu mcgarrybowen Taiwan / Taipei	FI_04: Online Film & Video
OSA-50564	Cupids	Netflix	GIGIL / Manila	FI_04: Online Film & Video
OSA-50568	Bart	Unioil	GIGIL / Manila	FI_04: Online Film & Video
OSA-50572	Little Angels	Hyundai	Innocean Australia / Sydney	FI_02: Cinema Advertising
OSA-50573	Little Angels	Hyundai	Innocean Australia / Sydney	FI_01: Television
OSA-50574	Dull Face	Unilever / Pond's Men	Ogilvy & Mather Singapore / Singapore	FI_04: Online Film & Video
OSA-50575	Prince Charming	National Crime Prevention Council	Ogilvy & Mather Singapore / Singapore	FI_02: Cinema Advertising
OSA-50636	Shop Unfriend	Central Department Store	Wolf BKK / Bangkok	FI_04: Online Film & Video
OSA-50674	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	FI_04: Online Film & Video

Film & Video Craft

OSA-50078	Seat Score	TAB	M&C Saatchi / Sydney	FCR_10: Use of Licensed Music
OSA-50085	Born This Way	LUX	Final Frontier / Shanghai	FCR_06: Animation
OSA-50119	The numbers	Green Valley	McCann Health / China	FCR_01: Direction
OSA-50134	The Craftsman	Toshiba	Stig&Xi	FCR_01: Direction
OSA-50135	The Craftsman	Toshiba	Stig&Xi	FCR_04: Cinematography
OSA-50136	The Craftsman	Toshiba	Stig&Xi	FCR_09: Sound Design / Mixing / Editing
OSA-50137	The Craftsman	Toshiba	Stig&Xi	FCR_11: Original Music
OSA-50148	Taobao Maker Festival TVC	Taobao	dotwell co., ltd / Shenzhen	FCR_06: Animation
OSA-50151	The Jujube	Tencent Neo-Culture Creativity	Tencent / Shenzhen	FCR_06: Animation

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OSA-50160	Farmers, Our Pride	PepsiCo	Digitas / Dubai	FCR_04: Cinematography
OSA-50186	SAFELY FEEL THE REAL WORLD	Durex	Amber China / Shanghai	FCR_06: Animation
OSA-50230	Splendid Match, Flourishing Age	Tencent/Honor of Kings	dotwell co., ltd / Shenzhen	FCR_07: Visual Effects
OSA-50305	Teacher Bally	Colgate - Palmolive	Soho Square Thailand / WPP RedFuse / Bangkok	FCR_08: Casting
OSA-50357	Gen B	Burberry	Media.Monks China / Shanghai	FCR_05: Production Design
OSA-50358	Hair album	TAKARA BELMONT CORPORATION	HAKUHODO Inc. / Tokyo	FCR_06: Animation
OSA-50440	Pooja Didi	Facebook	Chrome Pictures / Mumbai	FCR_01: Direction
OSA-50442	Beyond the Surface	adidas	Havas Middle East / Dubai	FCR_03: Writing
OSA-50443	Beyond the Surface	adidas	Havas Middle East / Dubai	FCR_01: Direction
OSA-50444	Beyond the Surface	adidas	Havas Middle East / Dubai	FCR_08: Casting
OSA-50529	GIVEN BY NATURE	Jack Wolfskin	W / Shanghai	FCR_07: Visual Effects
OSA-50537	The Flow	Gojek	Forsman & Bodenfors Singapore / Singapore	FCR_05: Production Design
OSA-50553	In Love We Trust	Sinyi Realty	dentsu mcgarrybowen Taiwan / Taipei	FCR_03: Writing
OSA-50576	Dull Face	Unilever/ Pond's Men	Ogilvy & Mather Singapore / Singapore	FCR_10: Use of Licensed Music
OSA-50624	"Find Your Speed"	ASICS	Geometry Ogilvy Japan	FCR_09: Sound Design / Mixing / Editing
OSA-50675	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	FCR_03: Writing
OSA-50683	BFF	Optus	Special	FCR_01: Direction
OSA-50685	BFF	Optus	Special	FCR_10: Use of Licensed Music

Innovation

OSA-50196	Bamboo Sweets	LIFULL	LIFULL / Tokyo	IN_01: Product Innovation
OSA-50252	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	IN_01: Product Innovation
OSA-50294	Super Schooner	Merivale	Ogilvy Australia	IN_01: Product Innovation
OSA-50319	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	IN_02: Advertising Technology Innovation

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OSA-50334	#NotJustACadburyAd	Mondelez	Ogilvy / Mumbai	IN_02: Advertising Technology Innovation
OSA-50370	Pride Pass	MANPOWER GROUP SINGAPORE	VMLY&R / Singapore	IN_03: Digital Service Innovation
OSA-50644	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	IN_01: Product Innovation
OSA-50645	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	IN_03: Digital Service Innovation

Integrated

OSA-50070	Make Your Choice	ZOYA	LUP Jakarta / Jakarta	IG_04: Brand Transformation
OSA-50253	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	IG_03: Brand Partnerships
OSA-50272	Lonesome Hotel	Hondao Senior Citizen's Welfare Foundation	Inspire Activation Co., Ltd. / Taipei	IG_01: Experiential Marketing
OSA-50276	UNI-FORM	VOGUE	Ogilvy Taiwan	IG_03: Brand Partnerships
OSA-50324	Stop The Beauty Test	Dove	Ogilvy / Mumbai	IG_02: Integrated Branding Campaign
OSA-50539	Beyond the Surface	adidas	Havas Middle East / Dubai	IG_02: Integrated Branding Campaign
OSA-50600	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	IG_01: Experiential Marketing
OSA-50623	Volkswagen China 'Tomorrow Calls'	Volkswagen China	Cheil China Beijing / Beijing	IG_04: Brand Transformation
OSA-50676	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	IG_02: Integrated Branding Campaign
OSA-50725	Coffee Talk	McDonald's/ McCafe	Leo Burnett Taiwan / Taipei	IG_02: Integrated Branding Campaign
OSA-50738	Acronym Ads	Skittles	DDB China Group / Guangzhou & shanghai	IG_01: Experiential Marketing

Interactive & Online

OSA-50101	Chaos On Mars, 2020.AW.Digital Lookbook Campaign	SKP-S, BEIJING	Koikreative / Beijing	IO_01: Websites
OSA-50125	Shibuya Virtual Halloween	au by KDDI	Geometry Ogilvy Japan / Tokyo	IO_04: Experiential
OSA-50291	No Home Address	Whitelion	Ogilvy Australia	IO_02: Online Advertising
OSA-50314	Unscalpable	Cadbury Caramilk	Ogilvy Australia	IO_02: Online Advertising
OSA-50320	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	IO_04: Experiential

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OSA-50329	#NotJustACadburyAd	Mondelez	Ogilvy / Mumbai	IO_02: Online Advertising
OSA-50602	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	IO_05: Gaming
OSA-50635	BaMaWo Together for The New Year	BMW	Ocean Engine / Beijing	IO_02: Online Advertising
OSA-50662	Acronym Ads	Skittles	DDB China Group / Guangzhou & shanghai	IO_03: Ambient / Environmental

Mobile

OSA-50083	Craft, Camera, Action!	BIG W	M&C Saatchi / Sydney	MO_06: Physical Product & Mobile Integration
OSA-50321	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	MO_05: Augmented, Virtual and Mixed Reality (AR, VR, MR)
OSA-50415	TikTionary	ByteDance KK	DENTSU INC. / Tokyo	MO_03: Innovation in Mobile
OSA-50646	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	MO_01: Mobile Applications
OSA-50647	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	MO_03: Innovation in Mobile

Print & OOH Craft

OSA-50020	HOPE FOR HOMETOWN	Tencent	Tencent / SHENZHEN	PCR_06: Printing & Production
OSA-50106	Fairytale Endings - Queen & Scoundrel	Pleasure Point	DDB Group Hong Kong / Hong Kong	PCR_03: Illustration
OSA-50108	Fairytale Endings - Prince & Pirate	Pleasure Point	DDB Group Hong Kong / Hong Kong	PCR_03: Illustration
OSA-50154	Farmers, Our Pride	PepsiCo	Digitas / Dubai	PCR_01: Art Direction
OSA-50162	Farmers, Our Pride	PepsiCo	Digitas / Dubai	PCR_05: Photography
OSA-50163	Farmers, Our Pride	PepsiCo	Digitas / Dubai	PCR_04: Typography
OSA-50217	HANOI RISING	BITI'S VIETNAM	Dentsu Redder Vietnam / Ho Chi Minh	PCR_01: Art Direction
OSA-50218	HANOI RISING	BITI'S VIETNAM	Dentsu Redder Vietnam / Ho Chi Minh	PCR_03: Illustration
OSA-50232	#Travel G-class	Mercedes-Benz	Ogilvy Shanghai / Shanghai	PCR_05: Photography
OSA-50233	The Rescue	PETA	HEAVEN&HELL / Shanghai	PCR_03: Illustration
OSA-50260	Travel G-class_Yangshuo Mountain, Guilin	Mercedes-Benz	Ogilvy Shanghai / Shanghai	PCR_05: Photography
OSA-50278	UNI-FORM	VOGUE	Ogilvy Taiwan	PCR_01: Art Direction

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OSA-50492	Disease Dilemmas	The Garvan Institute of Medical Research	Garvan Institute of Medical Research / Sydney	PCR_01: Art Direction
OSA-50653	The Photograph that Wasn't	The Photographic Society of India	Famous Innovations	PCR_02: Copywriting
OSA-50741	The Micro Newsary	Communiti Brewary	Famous Innovations	PCR_02: Copywriting
OSA-50749	Avoid Humans	Tadoba Wildlife Sanctuary	Famous Innovations	PCR_03: Illustration
Print & Out of Home				
OSA-50219	HANOI RISING	BITI'S VIETNAM	Dentsu Redder Vietnam / Ho Chi Minh	PO_02: Posters
OSA-50220	HANOI RISING	BITI'S VIETNAM	Dentsu Redder Vietnam / Ho Chi Minh	PO_05: Apparel
OSA-50235	The Rescue	PETA	HEAVEN&HELL / Shanghai	PO_02: Posters
OSA-50261	#Travel G-class	Mercedes-Benz	Ogilvy Shanghai / Shanghai	PO_03: Billboards & Transit
OSA-50262	Travel G-class_Yangshuo Mountain, Guilin	Mercedes-Benz	Ogilvy Shanghai / Shanghai	PO_03: Billboards & Transit
OSA-50263	Travel G-class_Nuerjia Canyon, Xinjiang	Mercedes-Benz	Ogilvy Shanghai / Shanghai	PO_03: Billboards & Transit
OSA-50264	Travel G-class_Nanxiong District, Guangdong	Mercedes-Benz	Ogilvy Shanghai / Shanghai	PO_03: Billboards & Transit
OSA-50265	Travel G-class_Ganzi District, Sichuan	Mercedes-Benz	Ogilvy Shanghai / Shanghai	PO_03: Billboards & Transit
OSA-50277	UNI-FORM	VOGUE	Ogilvy Taiwan	PO_04: Brand Installations
OSA-50375	Smiling Fish - Seal	Colgate	Red Fuse Communications / Hong Kong	PO_01: Newspaper & Magazine
OSA-50491	Disease Dilemmas	The Garvan Institute of Medical Research	Garvan Institute of Medical Research / Sydney	PO_03: Billboards & Transit
OSA-50504	5 Stars Hotel Experience	Zoflora	Yell Advertising / Bangkok	PO_04: Brand Installations
OSA-50562	Electric Air	Hyundai Kona Electric	Innocean Australia / Sydney	PO_04: Brand Installations
OSA-50566	'Trese' Broadcast Network Take-over	Netflix	GIGIL / Manila	PO_04: Brand Installations
OSA-50740	The Photograph that Wasn't	The Photographic Society of India	Famous Innovations	PO_01: Newspaper & Magazine
OSA-50742	The Applegram	Radio Zindagi	Famous Innovations	PO_04: Brand Installations
OSA-50743	The Photograph that Wasn't	The Photographic Society of India	Famous Innovations	PO_02: Posters

Public Relations				
OSA-50254	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	PR_06: Brand Partnerships
OSA-50279	UNI-FORM	VOGUE	Ogilvy Taiwan	PR_06: Brand Partnerships
OSA-50315	Unscalpable	Cadbury Caramilk	Ogilvy Australia	PR_02: Crisis Management
OSA-50317	Unscalpable	Cadbury Caramilk	Ogilvy Australia	PR_05: Brand Voice
OSA-50330	Stop The Beauty Test	Dove	Ogilvy / Mumbai	PR_01: Media Relations
OSA-50366	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	PR_03: Events & Experiential
OSA-50445	Beyond the Surface	adidas	Havas Middle East / Dubai	PR_01: Media Relations
OSA-50451	Thrive by Five	The Minderoo Foundation (Thrive by Five Initiative)	M&C Saatchi / Sydney	PR_03: Events & Experiential
OSA-50536	SESG	Swedish Chamber of Commerce	Forsman & Bodenfors Singapore / Singapore	PR_06: Brand Partnerships
Public Service & CSR				
OSA-50010	WONDERFUL PAPERMAKING PROJECT	S.F. Express	25hours / GUAGNZHOU	PS_02: Corporate
OSA-50079	Thrive by Five	The Minderoo Foundation (Thrive by Five Initiative)	M&C Saatchi / Sydney	PS_01: Non-Profit
OSA-50280	UNI-FORM	VOGUE	Ogilvy Taiwan	PS_02: Corporate
OSA-50292	No Home Address	Whitelion	Ogilvy Australia	PS_01: Non-Profit
OSA-50308	Unsung	Warner Music Asia	Iris	PS_02: Corporate
OSA-50322	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	PS_02: Corporate
OSA-50331	Stop The Beauty Test	Dove	Ogilvy / Mumbai	PS_02: Corporate
OSA-50335	Pride Pass	MANPOWER GROUP SINGAPORE	VMLY&R / Singapore	PS_02: Corporate
OSA-50372	Join me to repair the Terra-cotta Warriors	Tencent Foundation	inyoung / Guangzhou	PS_01: Non-Profit
OSA-50494	Disease Dilemmas	The Garvan Institute of Medical Research	Garvan Institute of Medical Research / Sydney	PS_01: Non-Profit
OSA-50533	Vaccination Rides	Gojek	Forsman & Bodenfors Singapore / Singapore	PS_02: Corporate

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OSA-50590	Tough People vs Shock Collar	SPCA	Forsman & Bodenfors Singapore / Singapore	PS_01: Non-Profit
OSA-50596	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	PS_02: Corporate
OSA-50677	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	PS_01: Non-Profit
OSA-50739	The Applegram	Radio Zindagi	Famous Innovations	PS_02: Corporate

Social Media

OSA-50019	HOPE FOR HOMETOWN	Tencent	Tencent / SHENZHEN	SM_02: HTML5 Social Content
OSA-50026	Unsung	Warner Music Asia	Iris	SM_08: Influencer Marketing
OSA-50063	Rap Books	BIG W	M&C Saatchi / Sydney	SM_08: Influencer Marketing
OSA-50067	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi / Sydney	SM_05: Community Building / Managing
OSA-50075	Make Your Choice	ZOYA	LUP Jakarta / Jakarta	SM_05: Community Building / Managing
OSA-50127	Shibuya Virtual Halloween	au by KDDI	Geometry Ogilvy Japan / Tokyo	SM_07: Livestream
OSA-50248	Pale Blue Dot	Tencent Science Summit	Tencent / Shenzhen	SM_07: Livestream
OSA-50316	Unscalpable	Cadbury Caramilk	Ogilvy Australia	SM_03: Response / Real-time Activity
OSA-50556	Lullabies	No Ugly Sleep	Innocean Australia / Sydney	SM_03: Response / Real-time Activity
OSA-50678	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	SM_03: Response / Real-time Activity
OSA-50679	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	SM_06: Use of Social Data & Insights