



CREATIVE VALUE

2021 ONE ASIA CREATIVE AWARDS WINNERS

The One Club for Creativity is pleased to present the winners of 2021 One Asia Creative Awards.

We wish to express our heartfelt appreciation to all our judges and entrants for their commitment to One Asia during another unusual and challenging season. We hope to see you all in person in 2022.

This list includes all winning entries, winning works can be viewed in the Awards Showcase Website at winners.oneshow.asia.

Congratulations to all of our winners! Thank you for your support of One Asia and The One Club for Creativity.



Special Awards

\	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	\	Best of Show
\	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	\	CMO Award
\	Bamboo Sweets	LIFULL	LIFULL / Tokyo	\	Green Award

Audio & Radio

OSA-50064	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi / Sydney	RA_03: Custom Content	Silver
OSA-50096	Not another Sad Song	Pfizer Pristiq	Mccann Health / Hong Kong	RA_03: Custom Content	Merit

Branded Entertainment

OSA-50548	In Love We Trust	Sinyi Realty	dentsuMB Taiwan	BE_01: Branded Video & Film	Gold
OSA-50452	Thrive by Five	The Minderoo Foundation	M&C Saatchi / Sydney	BE_08: Talents & Influencer	Gold
OSA-50250	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	BE_04: Co-Branding	Gold
OSA-50598	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	BE_05: Games	Silver
OSA-50350	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	BE_06: Experiential	Silver
OSA-50474	6 Takes Of Drama	Kulov Vodka	GREYnJ UNITED / Bangkok	BE_01: Branded Video & Film	Bronze
OSA-50475	A Scripted Life	Pantene	GREYnJ UNITED / Bangkok	BE_08: Talents & Influencer	Bronze
OSA-50521	Hair album	TAKARA BELMONT CORPORATION	HAKUHODO Inc. / Tokyo	BE_01: Branded Video & Film	Merit
OSA-50271	Teacher Bally	Colgate - Palmolive	Soho Square Thailand/WPP RedFuse / Bangkok	BE_01: Branded Video & Film	Merit
OSA-50055	YOU ARE HOW YOU SLURP	Uni President / Uni Noodle	ADK TAIWAN / Taipei	BE_01: Branded Video & Film	Merit
OSA-50066	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi / Sydney	BE_03: Branded Music Content	Merit
OSA-50274	UNI-FORM	VOGUE	Ogilvy Taiwan	BE_06: Experiential	Merit
OSA-50058	Rap Books	BIG W	M&C Saatchi / Sydney	BE_08: Talents & Influencer	Merit

Creative Effectiveness

OSA-50361	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	CE_01: Consumer / Brand	Gold
OSA-50613	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	CE_02: Non-Profit / Charity	Silver
OSA-50251	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	CE_03: Small Budget	Silver
OSA-50665	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	CE_03: Small Budget	Bronze
OSA-50641	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	CE_01: Consumer / Brand	Bronze
OSA-50555	In Love We Trust	Sinyi Realty	dentsuMB Taiwan	CE_01: Consumer / Brand	Merit

Design

OSA-50275	UNI-FORM	VOGUE	Ogilvy Taiwan	DE_09: Product Design	Gold
OSA-50199	Bamboo Sweets	LIFULL	LIFULL / Tokyo	DE_06: Design for Good / Green	Silver
OSA-50293	Super Schooner	Merivale	Ogilvy Australia	DE_09: Product Design	Silver
OSA-50364	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	DE_07: UI / UX Design	Bronze
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	Merit
OSA-50105	Oyster Stout Trio	UGLY HALF BEER	UGLY HALF BEER / New Taipei City	DE_04: Packaging Design	Merit
OSA-50212	Waste-sorting Blind Box	STDecaux/ The Environmental Protection Department	The Nine Shanghai / Shanghai	DE_06: Design for Good / Green	Merit
OSA-50214	Waste-sorting Blind Box	STDecaux/ The Environmental Protection Department	The Nine Shanghai / Shanghai	DE_09: Product Design	Merit
OSA-50200	Bamboo Sweets	LIFULL	LIFULL / Tokyo	DE_09: Product Design	Merit

Digital Craft

OSA-50639	Lay's Crispy Subtitles	Lay's Vietnam	Happiness Saigon / An FCB Alliance	DCR_03: Music & Sound	Gold
OSA-50185	SAFELY FEEL THE REAL WORLD	Durex	Amber China / Shanghai	DCR_02: Visual Effects & Animation	Silver
OSA-50643	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	DCR_05: Creative Use of Data	Silver
OSA-50318	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	DCR_02: Visual Effects & Animation	Merit
OSA-50332	#NotJustACadburyAd	Mondelez	Ogilvy Mumbai / India	DCR_05: Creative Use of Data	Merit

Direct Marketing

OSA-50365	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	DM_01: Social Media / Online	Gold
OSA-50669	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	DM_05: Integrated Campaign	Gold
OSA-50371	Disease Dilemmas	The Garvan Institute of Medical Research	BWM Isobar	DM_04: Out of Home	Silver
OSA-50490	Disease Dilemmas	The Garvan Institute of Medical Research	BWM Isobar	DM_05: Integrated Campaign	Silver
OSA-50667	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	DM_01: Social Media / Online	Bronze
OSA-50313	Unscalpable	Cadbury Caramilk	Ogilvy Australia	DM_01: Social Media / Online	Merit
OSA-50599	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	DM_01: Social Media / Online	Merit
OSA-50668	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	DM_03: Film / Online Video	Merit
OSA-50652	The Applegram	Radio Zindagi	Famous Innovations	DM_04: Out of Home	Merit

Film & Video

OSA-50636	Shop Unfriend	Central Department Store	Wolf BKK / Bangkok	FI_04: Online Film & Video	Gold
OSA-50674	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	FI_04: Online Film & Video	Gold
OSA-50554	In Love We Trust	Sinyi Realty	dentsuMB Taiwan	FI_04: Online Film & Video	Silver
OSA-50342	Band	RC Cola	GIGIL / Manila	FI_03: Viral Video	Bronze
OSA-50333	#NotJustACadburyAd	Mondelez	Ogilvy Mumbai / India	FI_04: Online Film & Video	Bronze
OSA-50384	9x16 Stores	Visa #WhereYouShop-Matters	BBDO Singapore / Singapore	FI_05: Vertical Mobile Short Video	Bronze

OSA-50573	Little Angels	Hyundai	Innocean Australia / Sydney	FI_01: Television	Merit
OSA-50575	Prince Charming	National Crime Prevention Council	Ogilvy & Mather Singapore / Singapore	FI_02: Cinema Advertising	Merit
OSA-50564	Cupids	Netflix	GIGIL / Manila	FI_04: Online Film & Video	Merit
OSA-50323	Stop The Beauty Test	Dove	Ogilvy Mumbai / India	FI_04: Online Film & Video	Merit
OSA-50304	Teacher Bally	Colgate - Palmolive	Soho Square Thailand/WPP RedFuse / Bangkok	FI_04: Online Film & Video	Merit
OSA-50458	The Gecko Man	Weber	Yell Advertising / Bangkok	FI_04: Online Film & Video	Merit

Film & Video Craft

OSA-50537	The Flow	Gojek	Forsman & Bodenfors Singapore / Singapore	FCR_05: Production Design	Gold
OSA-50358	Hair album	TAKARA BELMONT CORPORATION	HAKUHODO Inc. / Tokyo	FCR_06: Animation	Gold
OSA-50675	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	FCR_03: Writing	Silver
OSA-50305	Teacher Bally	Colgate - Palmolive	Soho Square Thailand/WPP RedFuse / Bangkok	FCR_08: Casting	Silver
OSA-50136	The Craftsman	Toshiba	Stig&Xi	FCR_09: Sound Design / Mixing / Editing	Silver
OSA-50186	SAFELY FEEL THE REAL WORLD	Durex	Amber China / Shanghai	FCR_06: Animation	Bronze
OSA-50085	Born This Way	LUX	Final Frontier / Shanghai	FCR_06: Animation	Bronze
OSA-50440	Pooja Didi	Facebook	Chrome Pictures / Mumbai	FCR_01: Direction	Merit
OSA-50553	In Love We Trust	Sinyi Realty	dentsuMB Taiwan	FCR_03: Writing	Merit
OSA-50135	The Craftsman	Toshiba	Stig&Xi	FCR_04: Cinematography	Merit
OSA-50357	Gen B	Burberry	Media.Monks China / Shanghai	FCR_05: Production Design	Merit
OSA-50230	Splendid Match, Flourishing Age	Tencent/Honor of Kings	dotwell co., ltd / Shenzhen	FCR_07: Visual Effects	Merit
OSA-50624	“Find Your Speed”	ASICS	Geometry Ogilvy Japan	FCR_09: Sound Design / Mixing / Editing	Merit
OSA-50576	Dull Face	Unilever/ Pond's Men	Ogilvy & Mather Singapore / Singapore	FCR_10: Use of Licensed Music	Merit
OSA-50137	The Craftsman	Toshiba	Stig&Xi	FCR_11: Original Music	Merit

Innovation

OSA-50644	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	IN_01: Product Innovation	Gold
OSA-50645	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	IN_03: Digital Service Innovation	Gold
OSA-50294	Super Schooner	Merivale	Ogilvy Australia	IN_01: Product Innovation	Silver
OSA-50370	Pride Pass	MANPOWER GROUP SINGAPORE	VMLY&R / Singapore	IN_03: Digital Service Innovation	Bronze
OSA-50252	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	IN_01: Product Innovation	Merit
OSA-50334	#NotJustACadburyAd	Mondelez	Ogilvy Mumbai / India	IN_02: Advertising Technology Innovation	Merit

Integrated

OSA-50276	UNI-FORM	VOGUE	Ogilvy Taiwan	IG_03: Brand Partnerships	Gold
OSA-50253	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	IG_03: Brand Partnerships	Gold
OSA-50600	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	IG_01: Experiential Marketing	Bronze
OSA-50539	Beyond the Surface	adidas	Havas Middle East / Dubai	IG_02: Integrated Branding Campaign	Bronze
OSA-50272	Lonesome Hotel	Hondao Senior Citizen's Welfare Foundation	Inspire Activation Co., Ltd. / Taipei	IG_01: Experiential Marketing	Merit
OSA-50324	Stop The Beauty Test	Dove	Ogilvy Mumbai / India	IG_02: Integrated Branding Campaign	Merit
OSA-50676	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	IG_02: Integrated Branding Campaign	Merit

Interactive & Online

OSA-50320	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	IO_04: Experiential	Bronze
OSA-50329	#NotJustACadburyAd	Mondelez	Ogilvy Mumbai / India	IO_02: Online Advertising	Merit
OSA-50635	BaMaWo Together for The New Year	BMW	Ocean Engine / Beijing	IO_02: Online Advertising	Merit
OSA-50291	No Home Address	Whitelion	Ogilvy Australia	IO_02: Online Advertising	Merit

Mobile					
OSA-50647	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	MO_03: Innovation in Mobile	Silver
OSA-50646	TUNA SCOPE 2020	Kura Sushi, Inc.	DENTSU INC. / TOKYO	MO_01: Mobile Applications	Bronze
OSA-50321	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	MO_05: Augmented, Virtual and Mixed Reality (AR, VR, MR)	Bronze
OSA-50083	Craft, Camera, Action!	BIG W	M&C Saatchi / Sydney	MO_06: Physical Product & Mobile Integration	Bronze
Print & OOH Craft					
OSA-50278	UNI-FORM	VOGUE	Ogilvy Taiwan	PCR_01: Art Direction	Merit
OSA-50492	Disease Dilemmas	The Garvan Institute of Medical Research	BWM Isobar	PCR_01: Art Direction	Merit
OSA-50218	HANOI RISING	BITI'S VIETNAM	Dentsu Redder Vietnam / Ho Chi Minh	PCR_03: Illustration	Merit
OSA-50162	Farmers, Our Pride	PepsiCo	Digitas / Dubai	PCR_05: Photography	Merit
OSA-50020	HOPE FOR HOMETOWN	Tencent	Tencent / SHENZHEN	PCR_06: Printing & Production	Merit
Print & Out of Home					
OSA-50491	Disease Dilemmas	The Garvan Institute of Medical Research	BWM Isobar	PO_03: Billboards & Transit	Bronze
OSA-50742	The Applegram	Radio Zindagi	Famous Innovations	PO_04: Brand Installations	Bronze
OSA-50740	The Photograph that Wasn't	The Photographic Society of India	Famous Innovations	PO_01: Newspaper & Magazine	Merit
OSA-50566	'Trese' Broadcast Network Takeover	Netflix	GIGIL / Manila	PO_04: Brand Installations	Merit
OSA-50562	Electric Air	Hyundai Kona Electric	Innocean Australia / Sydney	PO_04: Brand Installations	Merit
OSA-50277	UNI-FORM	VOGUE	Ogilvy Taiwan	PO_04: Brand Installations	Merit

Public Relations

OSA-50279	UNI-FORM	VOGUE	Ogilvy Taiwan	PR_06: Brand Partnerships	Gold
OSA-50254	Pizza Hut x IKEA SÄVA	Pizza Hut Hong Kong	Ogilvy / Hong Kong	PR_06: Brand Partnerships	Gold
OSA-50366	Naming the invisible by Digital Birth Registration	Telenor Pakistan	Ogilvy Pakistan / Islamabad	PR_03: Events & Experiential	Silver
OSA-50330	Stop The Beauty Test	Dove	Ogilvy Mumbai / India	PR_01: Media Relations	Bronze
OSA-50315	Unscalpable	Cadbury Caramilk	Ogilvy Australia	PR_02: Crisis Management	Bronze
OSA-50317	Unscalpable	Cadbury Caramilk	Ogilvy Australia	PR_05: Brand Voice	Bronze
OSA-50445	Beyond the Surface	adidas	Havas Middle East / Dubai	PR_01: Media Relations	Merit
OSA-50451	Thrive by Five	The Minderoo Foundation	M&C Saatchi / Sydney	PR_03: Events & Experiential	Merit

Public Service & CSR

OSA-50079	Thrive by Five	The Minderoo Foundation	M&C Saatchi / Sydney	PS_01: Non-Profit	Gold
OSA-50292	No Home Address	Whitelion	Ogilvy Australia	PS_01: Non-Profit	Silver
OSA-50677	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	PS_01: Non-Profit	Silver
OSA-50494	Disease Dilemmas	The Garvan Institute of Medical Research	BWM Isobar	PS_01: Non-Profit	Bronze
OSA-50596	The Cost of Bullying	Samsung	Cheil PengTai Beijing / Beijing	PS_02: Corporate	Bronze
OSA-50331	Stop The Beauty Test	Dove	Ogilvy Mumbai / India	PS_02: Corporate	Bronze
OSA-50590	Tough People vs Shock Collar	SPCA	Forsman & Bodenfors Singapore / Singapore	PS_01: Non-Profit	Merit
OSA-50739	The Applegram	Radio Zindagi	Famous Innovations	PS_02: Corporate	Merit
OSA-50335	Pride Pass	MANPOWER GROUP SINGAPORE	VMLY&R / Singapore	PS_02: Corporate	Merit
OSA-50322	Saving Freddo	Cadbury Dairy Milk Freddo	Ogilvy Australia	PS_02: Corporate	Merit
OSA-50308	Unsung	Warner Music Asia	Iris	PS_02: Corporate	Merit

Social Media

OSA-50316	Unscalpable	Cadbury Caramilk	Ogilvy Australia	SM_03: Response / Real-time Activity	Bronze
OSA-50679	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	SM_06: Use of Social Data & Insights	Bronze
OSA-50026	Unsung	Warner Music Asia	Iris	SM_08: Influencer Marketing	Bronze
OSA-50678	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special	SM_03: Response / Real-time Activity	Merit
OSA-50075	Make Your Choice	ZOYA	LUP Jakarta / Jakarta	SM_05: Community Building / Managing	Merit