

Best of Admaking

AM1 - BEST USE OF LOCAL CULTURE

| | | |
|-------|-------------------------------|---------------------------------|
| 17006 | Farmer suicide 1, 2, 3 | TAPROOT INDIA |
| W AF | TIMES OF INDIA | BENNETT COLEMAN & CO. LTD |
| 13013 | Enemy Front | McCANN Worldgroup Poland |
| GD | CI Games | CI Games |
| 01002 | GLOBALIZATION | DENTSU INC./NEANDERTAL INC. |
| AF | CUPNOODLE | NISSIN FOODS HOLDINGS CO., LTD. |
| 01016 | RICE-CODE | HAKUHODO INC. |
| AF | INAKADATE VILLAGE | INAKADATE VILLAGE OFFICE |
| 04002 | Tilcara | Diego + Kbar + Partners |
| FI | Seleccion Argenita de futbol | Seleccion Argenita de futbol |

AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKET

| | | |
|-------|---|-----------------------|
| 07019 | SOUND OF HONDA / Ayrton Senna 1989 | DENTSU INC. |
| AF | INTERNAVI | HONDA MOTOR CO., LTD. |
| 16008 | Tweet Censurado | DDB Brasil |
| FI | Censura | Anistia Internacional |

AM3 - BEST INTEGRATION OF A GLOBAL IDEA INTO A LOCAL CULTURE

| | | |
|-------|-----------------------------|-------------|
| 02013 | SMALL WORLD MACHINES | LEO BURNETT |
| AF | COKE | COCA-COLA |

AM4 - BEST OF STRATEGY

| | | |
|-------|----------------------------------|---|
| 10010 | The Hornbach Hammer | Heimat, Berlin |
| W AD | DIY Home Improvement Superstores | Hornbach Baumarkt AG |
| 16011 | Bentley Burial | Leo Burnett Tailor Made |
| FI | Institucional | Asociación Brasileña de Trasplante de Órganos |
| 17001 | Dear Future Mom. | Saatchi & Saatchi Italy |
| AD | World Down Syndrome Day | CoorDown Onlus |
| 12012 | HAWKER HEROES | BBDO SINGAPORE PTE LTD |
| AF | SINGTEL | SINGAPORE TELECOMMUNICATIONS |
| 13015 | SKY Livespots | serviceplan |
| AD | SKY | Sky Deutschland Fernsehen GmbH & Co. KG |

AM5 - MOST INSIGHTFUL IDEA

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|-------|--------------------------------|---------------------------|
| 17001 | Dear Future Mom. | Saatchi & Saatchi Italy |
| W AD | World Down Syndrome Day | CoorDown Onlus |
| 17026 | Second Chance | Leo Burnett London |
| AD | Ban the Box | Business in the Community |
| 14022 | The value of experience | VCCP Spain |
| FI | Seguros | El Corte Inglés |

AM6 - BEST OF CRAFT

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|-------|--|-------------------------------------|
| 17006 | Farmer suicide 1, 2, 3 | TAPROOT INDIA |
| W AF | TIMES OF INDIA | BENNETT COLEMAN & CO. LTD |
| 02009 | GUINNESS DRAUGHT IN A BOTTLE: DEUX/QUATRE/TROIS | BBDO SINGAPORE PTE LTD |
| W AF | GUINNESS | ASIA PACIFIC BREWERIES SINGAPORE |
| 14004 | Letters: F, N, R | Leo Burnett Tailor Made |
| FI | Fiat Institucional | Fiat |
| 03013 | MOTHER BOOK | DENTSU INC. |
| AF | BELL-NET OBSTETRICS | BELL-NET OBSTETRICS |
| 01016 | RICE-CODE | HAKUHODO INC. |
| AF | INAKADATE VILLAGE | INAKADATE VILLAGE OFFICE |
| 12016 | WILLIAM SHAKESPEARE/ MARK TWAIN/OSCAR WILDE | MCCANN WORLDGROUP |
| AF | AUDIOBOOKS | PENGUIN GROUP(INDIA) |

AM7 - BEST OF CRAFT FOR PRODUCTION

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|-------|--|-----------------------|
| 07019 | SOUND OF HONDA / AYRTON SENNA 1989 | DENTSU INC. |
| W AF | INTERNAVI | HONDA MOTOR CO., LTD. |
| 12001 | 85 Seconds | AlmapBBDO |
| FI | Getty Images | Getty Images |
| 02003 | CarlaLuis | La Comunidad |
| FI | Alma Mora | Finca Las Moras |
| 04001 | PARALLEL JOURNEYS | JWT INDIA |
| AF | NIKE | NIKE INDIA |
| 14019 | TOKYO CITY SYMPHONY | SIX INC. |
| AF | ROPPONGI HILLS | MORI BUILDING CO.,LTD |
| 13007 | Tramuntana | Story: We produce |
| AD | AUDIO-VISUAL GRAPHICS Viral or Branded Content | Bullett |

AM8 - BEST USE OF TECHNOLOGY

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|-------|---|--|
| 13013 | Enemy Front | McCANN Worldgroup Poland |
| GD | CI Games | CI Games |
| 14014 | MegaFaces - MegaFon Olympic Pavilion | AXIS |
| GD | MegaFon | MegaFon |
| 16006 | RUN THAT TOWN | LEO BURNETT |
| AF | CENSUS | AUSTRALIAN BUREAU OF STATISTICS |
| 17026 | Second Chance | Leo Burnett London |
| AD | Ban the Box | Business in the Community |
| 13015 | SKY Livespots | serviceplan |
| AD | SKY | Sky Deutschland Fernsehen GmbH & Co. KG |
| 14011 | The Selfscan Report | serviceplan |
| AD | Auchan | Auchan S.p.A. |