

Design Shortlist



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Corporate Identity Schemes				
EPISTEME SKINCARE RANGE LAUNCH	ROHTO PHARMACEUTICAL CO	EPISTEME	DENTSU KANSAI, Osaka	JAPAN
A02 Posters				
ASIAN WAVE	YOSHIDA HIDEO MEMORIAL FOUNDATION	ADFEST 2009 EXHIBITION IN JAPAN	DENTSU KANSAI, Osaka	JAPAN
HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT, Hong Kong	HONG KONG
CHINA HIGH!	YOSHIDA HIDEO MEMORIAL FOUNDATION	THE 16TH CHINA INTERNATIONAL ADVERTISING FESTIVAL EXHIBIT	DENTSU, Tokyo	JAPAN
CUTTER ART OF OLFA	OLFA CORPORATION	OLFA CUTTER	DENTSU, Tokyo	JAPAN
THE ONEDER BRAIN!!	YOSHIDA HIDEO MEMORIAL FOUNDATION	ONE SHOW 2009 EXHIBITION IN JAPAN	DENTSU, Tokyo	JAPAN
CREATURES	PACIFIC PAINT (BOYSEN) PHILIPPINES	BOYSEN PAINT	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
COLOURS OF INDIA	TRANSASIA PAPERS	CONQUEROR PAPERS	TAPROOT INDIA, Mumbai	INDIA
GREEN PEDESTRIAN CROSSING	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	ENVIRONMENTAL AWARENESS	DDB CHINA GROUP, Shanghai	CHINA
A03 Flyers, Tickets, Invitations, Postcards, Calendars, Christmas and Other Greetings Cards				
FLOURESCENT CANDLE	WWF PHILIPPINES	EARTH HOUR	LEO BURNETT MANILA, Makati City	THE PHILIPPINES
UNEQUAL CHILDHOOD PAPER-CUTTING CAMPAIGN	CHRISTINA NOBLE CHILDREN'S FOUNDATION	CHARITY	LEO BURNETT, Hong Kong	HONG KONG
NOISY OUTSIDE	HAOMEI ALUMINUM CO	BUCALUS SOUNDPROOF WINDOWS	LEO BURNETT GUANGZHOU	CHINA
DONATE THE GIFT OF SIGHT	DONATE LIFE AND LIONS EYE DONATION SERVICE	CORNEA DONATION	JWT, Melbourne	AUSTRALIA
A04 Stationery				
PUNCH NAME CARD SET	HONG KONG ACUPUNCTURISTS ASSOCIATION	MEDICAL PROFESSION ALLIANCE	LEO BURNETT, Hong Kong	HONG KONG
TAMIYA BUSINESS CARD	SIAM TAMIYA	TAMIYA MODEL KITS SHOP	CREATIVE JUICE\BANGKOK (TBWA), Bangkok	THAILAND
ERASER	ALZHEIMERS NEW ZEALAND	ALZHEIMERS NEW ZEALAND	COLENSO BBDO, Auckland	NEW ZEALAND
FOOTBALL REFEREE NAME CARD	MR. CHAIYA MAHAPAB	REFEREE	McCANN WORLDGROUP THAILAND, Bangkok	THAILAND
FOLD-OUT YOGA CARDS	ATUL SHARMA	YOGA TRAINER	JWT, Mumbai	INDIA
A05 Publications				
A BOOK THAT SPEAKS UP	TOKYO COPYWRITERS CLUB	ADVERTISING AWARDS ANNUAL 2009	DENTSU, Tokyo	JAPAN
THUNDER NIGHT FEVER!	MITSUBISHI ESTATE CO & IDEE CO	SUMMER NIGHT HAIKU READING	DENTSU, Tokyo	JAPAN
SAGE	HONG LEONG HOLDINGS	PROPERTY DEVELOPMENT	KINETIC SINGAPORE	SINGAPORE
THE ETERNAL PURSUIT OF UNHAPPINESS	OGILVY SINGAPORE	ADVERTISING AGENCY	OGILVY SINGAPORE	SINGAPORE
A06 Self Promotion				
FORTUNE FAVOURS THE POSITIVE	DENTSU UTAMA	ADVERTISING AGENCY	DENTSU UTAMA, Kuala Lumpur	MALAYSIA
TOKYO INNOVATION JAPAN BULLET	DENTSU	SHOWCASE & RECEPTION FOR DENTSU LONDON OFFICE OPENING	DENTSU KANSAI, Osaka	JAPAN
A07 Point of Sale				
COUNTDOWN TO BEAUTY	HOYU	PROFESSIONAL HAIR PRODUCTS	ADK JAPAN, Tokyo	JAPAN
INVERTED PYRAMID	THE COCA-COLA EXPORT CORPORATION	COKE ZERO	LEO BURNETT MANILA, Makati City	THE PHILIPPINES

PLANT	IKEA	EARTH DAY	LOWE & PARTNERS, Petaling Jaya	MALAYSIA
NIKE TRACKBALL	NIKE	NIKE CTR360	OGILVY SINGAPORE	SINGAPORE
BOOKMARK	PENGUIN BOOKS	PUBLICATIONS	Y&R, Singapore	SINGAPORE
CONSTRUCTION/CRYING KID/NOISY DOG	BOSE	NOISE-CANCELLING HEADPHONES	DDB SINGAPORE	SINGAPORE
LANDMARKS/MOUNTAINS/ROADS	PENGUIN BOOKS SINGAPORE	ROUGH GUIDES	DDB SINGAPORE	SINGAPORE
A09 Environmental Design				
CHINA HIGH!	YOSHIDA HIDEO MEMORIAL FOUNDATION	THE 16TH CHINA INTERNATIONAL ADVERTISING FESTIVAL EXHIBIT	DENTSU, Tokyo	JAPAN
PHOTO 5 EXHIBITION	CANON AUSTRALIA	EOS	LEO BURNETT SYDNEY	AUSTRALIA
GREEN PEDESTRIAN CROSSING	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	ENVIRONMENTAL AWARENESS	DDB CHINA GROUP, Shanghai	CHINA
THE HORLICKS PRO-HEIGHT ROOM	GLAXOSMITHKLINE	HORLICKS	JWT, Mumbai	INDIA
ADIDAS SKY COMIC	ADIDAS JAPAN	ADIDAS FOOTBALL	TBWA\HAKUHODO, Tokyo	JAPAN
A10 Typography				
DOLLS	THE MINT MUSEUM OF TOYS	MUSEUM OF TOYS	Y&R, Singapore	SINGAPORE
TIN TOYS	THE MINT MUSEUM OF TOYS	MUSEUM OF TOYS	Y&R, Singapore	SINGAPORE
B03 Cosmetics & Toiletries, Clothing & Accessories				
COUNTDOWN TO BEAUTY	HOYU	PROFESSIONAL HAIR PRODUCTS	ADK JAPAN, Tokyo	JAPAN
B04 Household Goods				
PHOTO 5 BOX	CANON AUSTRALIA	EOS	LEO BURNETT SYDNEY	AUSTRALIA