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SABRE Awards Asia-Pacific 2020 finalists

The 2020 SABRE Awards Asia-Pacific 2020 shortlist recognizes Superior Achievement in Branding, Reputation and Engagement. The campaigns were evaluated by [a jury of more than 60 industry leaders](#).

The winners will be announced at the virtual SABRE Awards ceremony on September 24, along with the [Agencies of the Year](#). Tickets for the virtual ceremony [are available here](#).

Diamond SABRE Awards

Diamond Sabre Awards

Company of the Year

- *Winner:* Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide

Brand-Building

- Lenzing : Enabling the fashion world to “Feel So Right” with Tencel™ on Social Media — Lenzing with BCW
- Liberating Our Periods_Libresse Women Marketing Campaign — Libresse with BlueFocus Digital
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide
- The Perfect Voiceovers — Causes for Animals Singapore with Edelman Singapore

Reputation Management

- Creating social value through innovation and communications — China Petroleum & Chemical Corporation (SINOPEC) with Brunswick Group
- Grab for Good — Grab
- IKEA China Transformation Campaign — IKEA China with Ruder Finn Shanghai

- Made by Daikin, Made in Vietnam — Daikin with Vero
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide

Research and Planning

- *Winner: Saving Laundry from Zombie Odors* — Lion Corporation with Dentsu and Dentsu Public Relations

Measurement and Evaluation

- Enabling the fashion world to “Feel So Right” with Tencel™ brand strategic communication campaign — Lenzing with BCW
- Go Global with Amazon Online Campaign — Amazon Global Selling with Ruder Finn Shanghai
- Lenzing: Enabling the fashion world to “Feel So Right” with Tencel™ on Social Media — Lenzing with BCW
- Lenzing patches sustainability knowledge gap in fashion with Tencel™ brand “Feel So Right” Movement — Lenzing with BCW

Geographic

Australia/New Zealand

- HP Escape Therapy — HP with Edelman Australia
- Let's Not Forget Fundraising Campaign — Givealittle for RSA with Alexander PR
- Mentemia App Launch — Mentemia with Boyd PR New Zealand
- Michelin Impossible — KFC with opr in partnership with Ogilvy Australia
- The Unmissables — Missing Persons Advocacy Network with SenateSHJ

Greater China

- 7.5 million people rejected Liu Wen’s invitation to take pictures online — vivo with BlueFocus Digital
- CDIFS “Fun in the AiR” AR Exhibition – digital campaign to boost recovery economy — Chengdu International Finance Square
- Colours by Europe — CHAFEA with Strategic Public Relations Group
- Liberating Our Periods_Libresse Women Marketing Campaign — Libresse with BlueFocus Digital
- Marriott International Light for Hope Campaign — Marriott International with Kiwi Communications

Indian Sub-continent

- #BeAGoodSamaritan — SaveLife Foundation with Genesis BCW
- #NBAlnMyBackyard — NBA with Genesis BCW and WordsWork
- From Packaging To Pop Culture: Lay's Smile Story — PepsiCo India with Edelman India
- 'Protein For Better Immunity' — Right To Protein with FleishmanHillard India
- Rethink Notions of Masculinity - #ManEnough — Gillette India with Genesis BCW

Japan

- Lenzing: Enabling the fashion world to “Feel So Right” with Tencel™ on Social Media — Lenzing with BCW
- “Save Lions” Project by Seibu Lions — Seibu Lions with Dentsu and Dentsu Public Relations Inc.
- Saving Laundry from Zombie Odors — Lion Corporation with Dentsu and Dentsu Public Relations Inc.
- The Ocean : Future Masterpieces — Yokohama Hakkeijima with Dentsu
- Tuna Scope — Sojitz Corporation with Dentsu

Korea

- California Avocados Are Great for Everyone — California Avocado Commission with INR
- The Hanwha Hack: The Newsroom That Turned Confusion to Cohesion — Hanwha with Weber Shandwick / Hancomm

South-East Asia

- #KitaVsCorona — Grab
- Museum of Claims — Manulife Singapore with AKA Asia & TBWA
- Narrowing the Divide for Disadvantaged Children in Asia — Samsung Southeast Asia & Oceania
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide
- The Perfect Voiceovers — Causes for Animals Singapore with Edelman Singapore

Multi-Country (at least 2 countries)

- Driving Conversations on the Future of Health — Philips with Omnicom PR Group
- Innovation with Deep Impact - Building a Community of Deep Tech Daredevils for Our Future World — SGInnovate with IN.FOM
- LG Global Influencer Campaign — LG Electronics with Synergy Hill+Knowlton Strategies
- Narrowing the Divide for Disadvantaged Children in Asia — Samsung Southeast Asia & Oceania
- The Billie System: Upcycling for a Sustainable Future — Novetex Textiles with CatchOn, A Finn Partners Company

Regional (more than 5 countries)

- Executive Communication Innovations for Microsoft Asia President Ahmed Mazhari — Microsoft with Edelman
- HP Elite Dragonfly: Lightness in the New Era — HP with Edelman Singapore and Edelman Australia
- Making Every Second Count — Tik Tok with Allison+Partners
- Networking from Home — APNIC
- The AIA Centennial Journey — AIA Group with FleishmanHillard / Bluecurrent Group

Global (led out of Asia-Pacific with work in other regions)

- A new take on influencer marketing for Generation Z — LG Electronics with Synergy Hill+Knowlton Strategies
- Enabling the fashion world to “Feel So Right” with Tencel™ brand strategic communication campaign — Lenzing with BCW
- Honor Project Seeing is Believing — Honor with BCW Hong Kong

Practice areas

Marketing Communications

Business-To-Business Marketing

- B2B Campaign – A Fresh Take: Annual Randstad Employer Brand Research 2019 — Randstad Australia with History Will Be Kind
- Driving Conversations on the Future of Health — Philips with Omnicom PR Group
- HP Elite Dragonfly: Lightness in the New Era — HP with Edelman Singapore and Edelman Australia
- Innovation with Deep Impact - Building a Community of Deep Tech Daredevils for Our Future World — SGInnovate with IN.FOM
- Time for a Pay Check? — Ascender with CampaignLab

Consumer Marketing (Existing Product)

- Emotive Video Campaign of Rejoice 30th Anniversary — P&G with BlueFocus Digital

- FWD Insurance: Hong Kong Story Walk Miniature Hong Kong — FWD Life Insurance Company (Bermuda) Limited with Sinclair
- Making Every Second Count — Tik Tok with Allison+Partners
- Museum of Claims — Manulife Singapore with AKA Asia & TBWA
- Visa's "Super Travelers" Cross-Border Campaign — Visa Worldwide with Ruder Finn Public Relations Consulting (Beijing) Shanghai Branch

Consumer Marketing (New Product)

- Love That Chicken— Launching Popeyes in China with BCW Global — Popeyes China with BCW Shanghai
- Powering your Tomorrow with Clipsal Solar — Clipsal Solar with Archetype Australia
- Royal Caribbean Spectrum of Seas Inaugural — Royal Caribbean International with Kiwi Communications
- Tuna Scope — Sojitz Corporation with Dentsu
- vivo NEX3 5G Phone Launch Campaign — vivo with Ruder Finn China

Integrated Marketing

- Enabling the fashion world to "Feel So Right" with Tencel™ brand strategic communication campaign — Lenzing with BCW
- GTC China 2019 — NVIDIA China with Archetype China
- HP Escape Therapy — HP with Edelman Australia
- India Protein Day — Right To Protein with FleishmanHillard India
- Royal Caribbean Spectrum of Seas Inaugural — Royal Caribbean International with Kiwi Communications

Corporate Reputation

Institutional Image

- FWD Insurance: Hong Kong Story Walk Miniature Hong Kong — FWD Life Insurance Company (Bermuda) Limited with Sinclair
- Grab for Good — Grab
- HKEX 20th Listing Anniversary Campaign — HKEX
- Honor Project Seeing is Believing — Honor with BCW Hong Kong
- The Journey of Growth and Discovery by Yili — Yili with BlueFocus Digital

Employee Communications

- Change Enablers - Organizational Fitness Program - Employee Engagement — Becton Dickinson with SPAG
- Gilead Step Up Challenge — Gilead Sciences with APCO Worldwide
- Power Up — Manulife Singapore
- Spotlight on Employees. Living our Values and Inspire. — Texas Instruments with Golin Taiwan

Employer Branding

- *Winner:* Spotlight on Employees. Living our Values and Inspire. — Texas Instruments with Golin Taiwan

Executive Communications

- Executive Communication Innovations for Microsoft Asia President Ahmed Mazhari — Microsoft with Edelman
- Leading the Next Generation of US Stock Trading — TD Ameritrade with FleishmanHillard Hong Kong, FleishmanHillard Singapore
- Symphony CEO Executive Position — Symphony Communications with Redhill Communications
- The Billie System: Upcycling for a Sustainable Future — Novetex Textiles with CatchOn, A Finn

Capital Markets Communications

- Bringing a Landmark IPO to Hong Kong — ESR Cayman Limited with Strategic Public Relations Group
- Empowering and Educating Investors via Nasdaq's WeChat Account — Nasdaq with FTI Consulting
- H+K's vital role in securing Asia's largest 2018/19 M&A — Anta with Hill+Knowlton Strategies
- How H+K created Hong Kong's hottest IPO — Ascentage Pharma with Hill+Knowlton Strategies
- Leading the Next Generation of US Stock Trading — TD Ameritrade with FleishmanHillard Hong Kong, FleishmanHillard Singapore

Engaging Society

Cause-Related Marketing

- foodpanda delivers green — foodpanda with W Communications
- Honor Project Seeing is Believing — Honor with BCW Hong Kong
- Narrowing the Divide for Disadvantaged Children in Asia — Samsung Southeast Asia & Oceania
- Old Meets New— Lacoste Japan
- Rethink Notions of Masculinity - #ManEnough — Gillette India with Genesis BCW

Community Relations

- #KitaVsCorona — Grab
- ART Power HK — ART Power HK with Sinclair Arts
- Gilead Asia Pacific Rainbow Grant — Gilead Sciences with APCO Worldwide
- Let's Talk About Opportunity — LinkedIn with Rice
- STI Career Camp — Pageone

Corporate Social Responsibility

- Baslay Coffee: Brewing a Better Life for Kaingeros — Pageone
- Creating social value through innovation and communications — China Petroleum & Chemical Corporation (SINOPEC) with Brunswick Group
- foodpanda delivers green — foodpanda with W Communications
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide
- Stop the Drama — Manulife Singapore with AKA Asia & TBWA

Public Education

- Mead Johnson Nutrition – Stop the Silent Struggle — Mead Johnson Nutrition with Ogilvy Public Relations Worldwide Limited
- Son Rise — Responsible Films with Weber Shandwick
- Stop the Drama — Manulife Singapore with AKA Asia & TBWA
- The Ocean : Future Masterpieces — Yokohama Hakkeijima with Dentsu
- The Perfect Voiceovers — Causes for Animals Singapore with Edelman Singapore

Advocacy

Crisis Management

- Our Response to COVID-19 in Singapore — Certis
- Unifi: Second Chance — Unifi: Telekom Malaysia with Edelman Malaysia

Public Affairs

- AIG Centennial: Building Leadership Amid Global Uncertainty Era — AIG Insurance Company China Limited with Ketchum NewsScan Public Relations (Shanghai)
- Connecting KIDS — Kiko Network/CAN-Japan with Dentsu and Dentsu Public Relations

- Diabetes, Flu and You — Sanofi with GCI Health
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide

Media Relations

Corporate Media Relations

- CrowdStrike Media Relations — CrowdStrike with Sefiani
- Flying High Despite A Cockpit Battle — IndiGo with Genesis BCW
- IKEA China Transformation Campaign — IKEA China with Ruder Finn Shanghai
- Leading the Next Generation of US Stock Trading — TD Ameritrade with FleishmanHillard Hong Kong, FleishmanHillard Singapore
- Paving India's way, for a secure card payments ecosystem — Payment Card Industry Security Standards Council with FleishmanHillard India

Product Media Relations (consumer media)

- Honor Project Seeing is Believing — Honor with BCW Hong Kong
- Mentemia App Launch — Mentemia with Boyd PR New Zealand
- The OPPO 5G Hotel — OPPO Australia with CampaignLab
- The Ultimate Internship — OPPO Australia and New Zealand with CampaignLab

Digital and Social Media

Digital Campaign

- CDIFS “Fun in the AiR” AR Exhibition – digital campaign to boost recovery economy — Chengdu International Finance Square
- GCASH: Embracing the Importance of Reforestation in the Digital Age — Pageone
- Google Developer Days: Google Helps Developer and Techies Go Beyond — Google with MSL Shanghai
- HP Escape Therapy — HP with Edelman Australia
- KBZPay National Launch Campaign — KBZPay with Irie Digital (part of Duwun)

Social Media/Social Networking Campaign

- From Packaging To Pop Culture: Lay's Smile Story — PepsiCo India with Edelman India
- Google Developer Days: Google Helps Developer and Techies Go Beyond — Google with MSL Shanghai
- KB Digital Compilation : Easy Sound — KB Kookmin Card with PR One
- Lenzing: Enabling the fashion world to “Feel So Right” with Tencel™ on Social Media — Lenzing with BCW
- Telework Life Manga Comic Campaign — Cisco Japan with FleishmanHillard Japan

Influencer Marketing

- GrabBike #AntiNgaret — Grab with Ogilvy Indonesia & Image Dynamics
- LG Global Influencer Campaign — LG Electronics with Synergy Hill+Knowlton Strategies
- Mrs Fortune Teller — Manulife Singapore with AKA Asia & The Secret Little Agency
- The Ultimate Internship — OPPO Australia and New Zealand with CampaignLab
- vivo NEX3 5G Phone Launch Campaign — vivo with Ruder Finn China

Branded Journalism

- AR you ready for Hey! — Nanyang Technological University, Singapore
- Eat Your Words — Froebel-kan
- Great Conversations: a new brand, a new approach to content — Baker Tilly International with Cannings Purple
- The Hanwha Hack: The Newsroom That Turned Confusion to Cohesion — Hanwha with Weber

Shandwick / Hancomm

- The Ultimate Internship — OPPO Australia and New Zealand with CampaignLab

Word of Mouth

- Brightening CEO Campaign (CEO — Clarins Experience Officer)— Clarins with RF•Thunder Guangzhou
- GrabBike #AntiNgaret — Grab with Ogilvy Indonesia & Image Dynamics
- Michelin Impossible — KFC with opr in partnership with Ogilvy Australia
- Royal Caribbean Spectrum of Seas Inaugural — Royal Caribbean International with Kiwi Communications
- The Perfect Voiceovers — Causes for Animals Singapore with Edelman Singapore

Experiential

Publicity Stunt

- FWD x The World of Studio Ghibli's Animation 2019 — FWD Life Insurance Company (Bermuda) Limited with MSL Hong Kong
- Michelin Impossible — KFC with opr in partnership with Ogilvy Australia
- Mrs Fortune Teller — Manulife Singapore with AKA Asia & The Secret Little Agency
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide
- The OPPO 5G Hotel — OPPO Australia with CampaignLab

Special Event

- #NBAInMyBackyard — NBA with Genesis BCW and WordsWork
- GSS: Experience Singapore — Singapore Retailers Association with Mutant
- Misslon Alpha C-2019 BMW Aftersales Technology Experience Day — BMW with BlueFocus Digital
- The Ocean : Future Masterpieces — Yokohama Hakkeijima Inc. with Dentsu
- The OPPO 5G Hotel — OPPO Australia with CampaignLab

Sponsorship

- "iQOO toughness" award, Unsung Hero will Shine — iQOO with BlueFocus Digital
- Corning Gorilla Glass headlines India's biggest youth festival — Corning Gorilla Glass with FleishmanHillard India
- FWD North Pole Marathon 2019 — FWD Life Insurance Company (Bermuda) Limited with MSL Hong Kong
- FWD x The World of Studio Ghibli's Animation 2019 — FWD Life Insurance Company (Bermuda) Limited with MSL Hong Kong
- Societe Generale Rugby World Cup Fanzone — Societe Generale

Trade Show

- GTC China 2019 — NVIDIA China with Archetype China
- Roboy Star of CIIE — Infineon with Archetype China
- Tokyo Motor Show: Bring the Light Back — Japan Automobile Manufacturers Association with Dentsu

Specialist Audience

Marketing to Women

- Emotive Video Campaign of Rejoice 30th Anniversary — P&G with BlueFocus Digital
- High-So to All-So — Coca-Cola with ERA Myanmar
- Liberating Our Periods_Libresse Women Marketing Campaign — Libresse with BlueFocus Digital
- Mead Johnson Nutrition – Stop the Silent Struggle — Mead Johnson Nutrition with Ogilvy

Public Relations Worldwide Limited

- The Little Book of Poo — Nestlé with Current Global

Marketing to Youth

- AR you ready for Hey! — Nanyang Technological University, Singapore
- Eat Your Words — Froebel-kan
- “Stop! Mr.Du”× Bilibili Baidu AI Brand IP Content Marketing — Baidu AI with BlueFocus Digital
- Vans Encourages Creative Expression Among Chinese Young Generation with #OH My Vans Challenge — Vans with pH7 Communications

Multicultural Marketing

- A new take on influencer marketing for Generation Z — LG Electronics with Synergy Hill+Knowton Strategies
- High-So to All-So — Coca-Cola with ERA Myanmar
- My Parent's Passion — Singapore Tourism Board with ERA Myanmar

Industry sectors

Consumer Goods

Automotive

- Land Rover Road Trip Rating — Land Rover with BlueMedia
- Mission Alpha C-2019 BMW Aftersales Technology Experience Day — BMW with BlueFocus Digital
- Tokyo Motor Show: Bring the Light Back — Japan Automobile Manufacturers Association with Dentsu
- Your Voice, Your Moment, SIHAO x EDC — JAC Volkswagen with Ruder Finn

Fashion & Beauty

- Celebrating the Chinese New Year with #Vans Best Wishes — Vans with pH7 Communications
- Old meets New — Lacoste Japan
- Rethink Notions of Masculinity - #ManEnough — Gillette India with Genesis BCW
- SK-II Artist Series Power of Pitera™ — SK-II with DeVries Global
- Skin advanced new product promotional activity in 2019 — Skin advanced with UTOP

Food & Beverage

- California Avocados Are Great for Everyone — California Avocado Commission with INR
- Colours by Europe — CHAFEA with Strategic Public Relations Group
- FujiFilm Social Dining — FujiFilm with CampaignLab
- Kinmen Kaoliang for the Young: "It's Me! Bar" Campaign — Kinmen Kaoliang Liquor with Pilot
- Tuna Scope — Sojitz Corporation with Dentsu

Home & Furniture

- Bosch New Beginnings — Bosch with Allison+Partners
- IKEA China Transformation Campaign — IKEA China with Ruder Finn Shanghai
- Saving Laundry from Zombie Odors — Lion Corporation with Dentsu and Dentsu Public Relations

Consumer Products

- FujiFilm Social Dining — FujiFilm with CampaignLab
- Liberating Our Periods_Libresse Women Marketing Campaign — Libresse with BlueFocus Digital
- Muscle Suits 'Every' - To help save the active backbone of Japan's industry — Innophys with BlueCurrent Japan

- The OPPO 5G Hotel — OPPO Australia with CampaignLab
- The Ultimate Internship — OPPO Australia and New Zealand with CampaignLab

Consumer Services

Entertainment

- Making Every Second Count — Tik Tok with Allison+Partners
- More Than a Venue! — International Convention Centre Sydney with History Will Be Kind
- “Save Lions” Project by Seibu Lions — Seibu Lions with Dentsu and Dentsu Public Relations Inc.
- The Ocean : Future Masterpieces — Yokohama Hakkeijima with Dentsu
- XD's Got Game — XD with Strategic Public Relations Group

Financial Services

- DBS Sparks Mini-Series Season 2: Everyday Heroes for a Better World — DBS Bank
- GCASH: Embracing the Importance of Reforestation in the Digital Age — Pageone
- HCC Customer Story Campaign — Home Credit China with Allison+Partners
- KBZPay National Launch Campaign — KBZPay with Irie Digital (part of Duwun)
- The AIA Centennial Journey — AIA Group with FleishmanHillard / Bluecurrent Group

Food Service

- Love That Chicken – Launching Popeyes in China With BCW Global — Popeyes China with BCW Shanghai
- Michelin Impossible — KFC with opr in partnership with Ogilvy Australia
- The Broken Dagger: The Speak-Easy Bar Inspired by The Gods. — The Broken Dagger with The Orangeblowfish
- Tuna Scope — Sojitz Corporation with Dentsu

Retailers

- CDIFS “Fun in the AiR” AR Exhibition – digital campaign to boost recovery economy — Chengdu International Finance Square
- GSS: Experience Singapore — Singapore Retailers Association with Mutant
- S Rewards by Sino Malls - Turn Shopping into Playtime — Sino Malls with Reprise & Gravitax Limited

Travel & Tourism

- 45 Years of Scenic Views with the Singapore Cable Car — One Faber Group with PRevious Communications
- Marriott International Light for Hope Campaign — Marriott International with Kiwi Communications
- Royal Caribbean Spectrum of Seas Inaugural — Royal Caribbean International with Kiwi Communications
- Singapore Tourism Board “Encounter the Unexpected” IMC Campaign — Singapore Tourism Board with Ruder Finn Shanghai
- Solosophy — Hotels.com with Weber Shandwick

Business-to-Business

Energy and Natural Resources

- Baslay Coffee: Brewing a Better Life for Kaingeros — Pageone
- Creating social value through innovation and communications — China Petroleum & Chemical Corporation (SINOPEC) with Brunswick Group
- Solar Boat : Clean Up Mekong — Hanwha Group with Innocean Worldwide
- The Hyundai Motor: The Newspaper That Turned Confusion to Celebration — Hyundai with Weber

- The Hanwha Hack: The Newsroom That Turned Confusion to Cohesion — Hanwha with Weber Shandwick / Hancomm
- Tuna Scope — Sojitz Corporation with Dentsu

Chemicals & Industrials

- Cofight With You — LCY Chemical Corp. with The Hoffman Agency
- Creating social value through innovation and communications — China Petroleum & Chemical Corporation (SINOPEC) with Brunswick Group
- Shell Bitumen FreshAir product launch — Shell Bitumen with Ruder Finn Shanghai
- The Hanwha Hack: The Newsroom That Turned Confusion to Cohesion — Hanwha with Weber Shandwick / Hancomm

Professional Service Firms

- B2B Campaign – A Fresh Take: Annual Randstad Employer Brand Research 2019 — Randstad Australia with History Will Be Kind
- Great Conversations: a new brand, a new approach to content — Baker Tilly International with Cannings Purple
- Innovation with Deep Impact - Building a Community of Deep Tech Daredevils for Our Future World — SGIInnovate with IN.FOM
- Our Response to COVID-19 in Singapore — Certis
- Time for a Pay Check? — Ascender with CampaignLab

Real Estate & Construction

- #BeatTheVirus - COVID-19 Digital Engagement Campaign — Colliers International
- Bringing a Landmark IPO to Hong Kong — ESR Cayman Limited with Strategic Public Relations Group
- Hands Together, Hearts to Gather - Taikoo Hui Guangzhou 8th Anniversary Promotional Activity — Taikoo Hui (Guangzhou) Development Company Limited with Bluefocus Digital

Technology

Consumer Electronics

- Honor Project Seeing is Believing — Honor with BCW Hong Kong
- HP Escape Therapy — HP with Edelman Australia
- Narrowing the Divide for Disadvantaged Children in Asia — Samsung Southeast Asia & Oceania
- The OPPO 5G Hotel — OPPO Australia with CampaignLab
- The Ultimate Internship — OPPO Australia and New Zealand with CampaignLab

Technology: Hardware

- Corning Gorilla Glass headlines India's biggest youth festival — Corning Gorilla Glass with FleishmanHillard India
- GTC China 2019 — NVIDIA China with Archetype China
- Innovation with Deep Impact - Building a Community of Deep Tech Daredevils for Our Future World — SGIInnovate with IN.FOM
- Roboy Star of CIIE — Infineon with Archetype China
- Spotlight on Employees. Living our Values and Inspire. — Texas Instruments with Golin Taiwan

Technology: Software & Services

- CrowdStrike Media Relations — CrowdStrike with Sefiani
- GrabBike #AntiNgaret — Grab with Ogilvy Indonesia & Image Dynamics
- Imagine Cup Asia 2020: Bringing technology ideas to life amid COVID-19 — Microsoft with Edelman
- Let's Talk About Opportunity — LinkedIn with Rice
- Telework Life Manga Comic Campaign — Cisco Japan with FleishmanHillard Japan

Telecommunications

- Symphony CEO Executive Position — Symphony Communications with Redhill Communications
- Unifi: Second Chance — Unifi: Telekom Malaysia with Edelman Malaysia

Web-Based Business

- Go Global with Amazon Online Campaign — Amazon Global Selling with Ruder Finn Shanghai
- JD Extraordinary Science Laboratory 【HERE COMES 5G】 — JD with BlueFocus Digital
- The #PowerOf18 — Twitter with Current Global India

Healthcare

Consumer Health

- #BPM100 Dance Project — Japanese Red Cross Society / Bytedance KK with TBWA\Hakuhodo
- Advocating for Career Women's Mental Well-Being in China — Blackmores/Blackmores Institute with APCO Worldwide
- Mead Johnson Nutrition – Stop the Silent Struggle — Mead Johnson Nutrition with Ogilvy Public Relations Worldwide Limited
- The Little Book of Poo — Nestlé with Current Global

Healthcare Providers

- “Nie wieder Brille! (No More Glasses!)” – Bringing Crystal Clear Vision to Investors — EuroEyes International Eye Clinic Limited with Strategic Public Relations Group
- Cigna: Supporting People through the Pandemic — Cigna International with Sandpiper Communications
- Mentemia App Launch — Mentemia with Boyd PR New Zealand

Medical Technology

- Change Enablers - Organizational Fitness Program (OFP) - Employee Engagement — Becton Dickinson with SPAG
- Driving Conversations on the Future of Health — Philips with Omnicom PR Group
- Muscle Suits 'Every' - To help save the active backbone of Japan's industry — Innophys with BlueCurrent Japan
- NextScience ASX listing and IPO — NextScience with Sefiani

Pharmaceutical: RX

- Gilead Asia Pacific Rainbow Grant — Gilead Sciences with APCO Worldwide
- Gilead Step Up Challenge — Gilead Sciences with APCO Worldwide
- How H+K created Hong Kong's hottest IPO — Ascentage Pharma with Hill+Knowlton Strategies
- "My Skin" — Novartis Malaysia with Edelman Malaysia

Non-Corporate

Associations

- #NBAINMyBackyard — NBA with Genesis BCW and WordsWork
- #USPulses: Super-clean Superfood — US Dry Bean Council, USA Dry Pea & Lentil Council, American Pulse Association with Paper & Page
- Networking from Home — APNI
- Paving India's way, for a secure card payments ecosystem — Payment Card Industry Security Standards Council with FleishmanHillard India
- 'Protein For Better Immunity' — Right To Protein with FleishmanHillard India

Educational and Cultural Institutions

- #BPM100 Dance Project — Japanese Red Cross Society / Bytedance KK with TBWA\Hakuhodo

- #BeAGoodSamaritan Project — Japanese Red Cross Society / Bytedance HK with EDWA/Influence

- AR you ready for Hey! — Nanyang Technological University, Singapore
- STI Career Camp — Pageone

Government Agencies

- Inspiring Mid-Career Professionals to Become Early Childhood Educators — National Institute of Early Childhood Development with Archetype Singapore
- My Parent's Passion — Singapore Tourism Board with ERA Myanmar
- Take 2 STEM — WA Department of Jobs, Tourism, Science and Innovation with CGM Communications

Not-For-Profit Organizations

- #BeAGoodSamaritan — SaveLife Foundation with Genesis BCW
- Connecting KIDS — Kiko Network/CAN-Japan with Dentsu and Dentsu Public Relations Inc.
- Mind HK: Breaking the HK Mental Health Taboo — Mind Hong Kong with Sinclair
- The Perfect Voiceovers — Causes for Animals Singapore with Edelman Singapore
- The Unmissables — Missing Persons Advocacy Network with SenateSHJ