

20 YEARS OF DIVERSITY
ADFEST 2017

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We've come a long way, baby...

We've grown.

We've adapted.

We've emerged.

A true reflection of creativity that's Made in Asia.

ADFEST has created, grown and evolved into an event that recognizes and rewards world-class creativity from one of the most diverse continents in the world. International and local talent join together for an annual celebration of creativity, a festival that champions its roots in local cultures but demands global standards of work.

Since its origin in 1998 and for the past twenty years, ADFEST has championed the diversity of creative talent across Asia. It realized that the region has a unique heritage derived from a vast array of local micro- and macro-cultures, within countries and spread across the vast continent.

It looked to reward ideas that strongly reflected rich cultural elements from the region, whether through lifestyles, customs, beliefs, or other aspects, creating a unique award, Lotus Roots.

This clear focus helped to form a distinctive character for ADFEST, one that has resonated with and been embraced by the creative and production industries. It has helped it to become a beacon for educating new talent, fostering stronger ties with and rewarding great work from Asia and beyond.

ADFEST has thrived on challenges and change and matured into one of the most respected and best loved industry events. Through its twenty years of life, ADFEST has seen the emergence of digital as the lynchpin of marketing communications, the wonder of new technologies, the intensifying beauty of production quality and the growing torrent of talent emerging from the Asia region. But above all, the achievements of creative ideas that use local culture and simple everyday life to tell amazing stories.

This year, we would like to thank you, our audience for supporting us along our journey. From early adopters, who have given their support generously every year, to rising stars that have joined us along the way, to our cousins in production and peers from further afield who have been welcomed into the ADFEST family and to all the future talent that will help us celebrate in the style we are accustomed.

Keep diversity alive!