

WINNERS LIST
FILM CRAFT LOTUS

ADFEST 2018
TRANSFORM

FILM CRAFT LOTUS
WINNERS
CATEGORY CF01 : DIRECTING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF01/027	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	GRANDE
CF01/034	CAPTURE	SURE	MCCANN WORLDGROUP THAILAND, BANGKOK	MCCANN WORLDGROUP THAILAND, BANGKOK	SILVER
CF01/073	AKE DEMO	SUNETA HOUSE	SUNETA HOUSE, BANGKOK	SUNETA HOUSE, BANGKOK	SILVER
CF01/001	TIFFANY BLUE	TIFFANY/ ENGAGEMENT RING	GENKI KAWAMURA INC., TOKYO	GEEK PICTURES INC., TOKYO	BRONZE
CF01/072	THANK YOU THAILAND	SYN MUN KONG	RABBIT'S TALE CO.,LTD, BANGKOK	SUNETA HOUSE, BANGKOK	BRONZE
CF01/012	MY PERSONAL BEST	TOKYO 2020 GOLD SECURITIES PARTNER	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	FINALIST
CF01/022	LETTERS TO MY SON	ENERZAL	-	NIRVANA FILMS, BANGALORE	FINALIST
CF01/023	THE HOLD	PARKINSON NSW	J. WALTER THOMPSON SYDNEY, SYDNEY	J. WALTER THOMPSON SYDNEY, SYDNEY	FINALIST
CF01/033	OBSESSION	DOUBLE A	SIX INC., TOKYO/ SPA-HAKUHODO CO., LTD., BANGKOK	AOI PRO. INC., TOKYO	FINALIST
CF01/039	MOMOTARO EPISODE.5	PEPSI	TUGBOAT, TOKYO/ YOMIKO ADVERTISING INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	FINALIST
CF01/046	THE GIRL IN MASK	OPERATION SMILE	CHEIL GREATER CHINA, BEIJING	CHEIL CHINA, BEIJING	FINALIST
CF01/057	AMINO VITAL "REVOLVING LANTERN"	AMINO VITAL PRO	DENTSU INC., TOKYO	AOI PRO. INC., TOKYO	FINALIST
CF01/068	RAT'S TALE	NZ TRANSPORT AGENCY	CLEMENGER BBDO TOUCHCAST, WELLINGTON	FINCH, SYDNEY	FINALIST

CATEGORY CF02 : EDITING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF02/018	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	SILVER
CF02/033	BYRON BAY FILM FESTIVAL	BYRON BAY FILM FESTIVAL	MARCEL WORLDWIDE, SYDNEY	HECKLER, SYDNEY	SILVER
CF02/006	FORCE	AIR FORCE 1	DENTSU ISOBAR INC., TOKYO	DENTSU ISOBAR INC., TOKYO	BRONZE
CF02/013	KYOTO FUKUJUEN'S 227TH YEAR OF INNOVATION.	IYEMON	HAKUHODO INC., TOKYO/ TSUKURITE INC., TOKYO/ POOL INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	FINALIST

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CATEGORY CF03 : CINEMATOGRAPHY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF03/024	KYOTO FUKUJUEN'S 227TH YEAR OF INNOVATION.	IYEMON	HAKUHODO INC., TOKYO/ TSUKURITE INC., TOKYO/ POOL INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	GOLD
CF03/027	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	SILVER
CF03/043	THE HUNT ALONE	CHEVROLET / SGM	MCCANN WORLDGROUP SHANGHAI, SHANGHAI	MCCANN WORLDWIDE GROUP SHANGHAI, SHANGHAI	SILVER
CF03/025	YAMAZAKI MOMENTS	SUNTORY YAMAZAKI DISTILLERY	DENTSU INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	BRONZE
CF03/048	THANK YOU THAILAND	SYN MUN KONG	RABBIT'S TALE CO.,LTD, BANGKOK	SUNETA HOUSE, BANGKOK	BRONZE
CF03/008	EVERY 2ND COUNTS	JORDAN BRAND	AKQA, SHANGHAI	AKQA SHANGHAI, SHANGHAI	FINALIST
CF03/018	CHINA EASTERN BRAND VIDEO	CHINA EASTERN	MATCH, SHANGHAI	MATCH, SHANGHAI	FINALIST
CF03/020	NOW OR NEVER	ORANGE	FP7/CAI, CAIRO/ GOOD PEOPLE CONTENT, CAIRO	FP7/CAI, CAIRO	FINALIST
CF03/022	MELOS	JRA (JAPAN RACING ASSOCIATION)	TOKYU AGENCY INC., TOKYO	AOI PRO. INC., TOKYO	FINALIST
CF03/029	MOMOTARO EPISODE.5	PEPSI	TUGBOAT, TOKYO/YOMIKO ADVERTISING INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	FINALIST
CF03/039	TEA SOCIETY	SOCIETY TEA	BLACK SWAN LIFE, MUMBAI	BLACK SWAN LIFE COMMUNICATIONS PVT. LTD., MUMBAI	FINALIST

CATEGORY CF04 : SPECIAL EFFECTS: IN-CAMERA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF04/003	OBSESSION FOR SMOOTHNESS	DOUBLE A	SIX INC., TOKYO/SPA-HAKUHODO CO., LTD., BANGKOK	SIX INC, TOKYO	SILVER
CF04/006	THE HUNT ALONE	CHEVROLET / SGM	MCCANN WORLDGROUP SHANGHAI, SHANGHAI	MCCANN WORLDWIDE GROUP SHANGHAI, SHANGHAI	FINALIST

CATEGORY CF05 : SPECIAL EFFECTS: DIGITAL VISUAL EFFECTS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF05/004	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	GOLD
CF05/007	TILE - LOST PANDA	TILE	DEUTSCH, LOS ANGELES	ALT.VFX, BRISBANE	SILVER

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CATEGORY CF06 : ANIMATION (IN-CAMERA OR DIGITAL)

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF06/013	TILE - LOST PANDA	TILE	DEUTSCH, LOS ANGELES	ALT.VFX, BRISBANE	GOLD
CF06/008	ONLY ONE GIFT TO THE WORLD	MINNE	DOF INC., TOKYO	SPOON INC., TOKYO	SILVER
CF06/011	INFINITE FUTURES	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE, MELBOURNE	MCCANN MELBOURNE, MELBOURNE	BRONZE
CF06/009	HOT POT HERO	GANGTAI	CHEIL GREATER CHINA, BEIJING	CHEIL CHINA, BEIJING	FINALIST

CATEGORY CF07 : PRODUCTION DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF07/020	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	GOLD
CF07/022	NOTHING LIKE HANDMADE	B2S	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	BRONZE
CF07/015	A CAR(D) LIFE STORY	TS CUBIC CARD	ADK TOKYO, TOKYO	ADK JAPAN, TOKYO	FINALIST
CF07/025	TERGILA-GILA ITALIA?	MCDONALDS	LEO BURNETT INDONESIA, JAKARTA	DIRECTORS THINK TANK SDN BHD, PETALING JAYA	FINALIST

CATEGORY CF08 : COSTUME DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF08/001	MELOS	JRA (JAPAN RACING ASSOCIATION)	TOKYU AGENCY INC., TOKYO	AOI PRO. INC., TOKYO	BRONZE
CF08/003	THE STORY OF H.T. "THE WILD"	TOYOTA HARRIER	TUGBOAT, TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	BRONZE

CATEGORY CF09 : CASTING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF09/010	NOW OR NEVER	ORANGE	FP7/CAI, CAIRO/GOOD PEOPLE CONTENT, CAIRO	FP7/CAI, CAIRO	GOLD
CF09/012	CAPTURE	SURE	MCCANN WORLDGROUP THAILAND, BANGKOK	MCCANN WORLDGROUP THAILAND, BANGKOK	SILVER
CF09/019	RAT'S TALE	NZ TRANSPORT AGENCY	CLEMENGER BBDO TOUCHCAST, WELLINGTON	FINCH, SYDNEY	BRONZE
CF09/009	THE HOLD	PARKINSON NSW	J. WALTER THOMPSON SYDNEY, SYDNEY	J. WALTER THOMPSON SYDNEY, SYDNEY	FINALIST

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CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF09/013	HAPPINESS ALONGSIDE YOUR JOURNEY	COROLLA	BEIJING DENTSU ADVERTISING CO., LTD., BEIJING	BEIJING DENTSU ADVERTISING CO., LTD, BEIJING	FINALIST
CF09/018	CELEBRATE EVERY FAMILY	SPARK NZ	COLENZO BBDO, AUCKLAND	FINCH, SYDNEY	FINALIST
CF09/020	A VERY MERRY MISTAKE	AIR NEW ZEALAND	HOST/HAVAS, SYDNEY	FINCH, SYDNEY	FINALIST

CATEGORY CF10 : USE OF TALENT/CELEBRITY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF10/006	TINY DOLL	KLEENEX	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	GOLD
CF10/005	NISSIN YAKISOBA U.F.O. "UFO'S DAY IN JUNE,24" UNIDENTIFIED FUJIOKA OBJECT	NISSIN YAKISOBA U.F.O.	DENTSU INC., TOKYO	DASH CO., LTD., TOKYO	SILVER
CF10/007	GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO WELLINGTON, WELLINGTON	CLEMENGER BBDO WELLINGTON, WELLINGTON	BRONZE
CF10/004	MOMOTARO EPISODE.5	PEPSI	TUGBOAT, TOKYO/YOMIKO ADVERTISING INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	FINALIST

CATEGORY CF11 : SCRIPT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF11/010	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	GOLD
CF11/028	GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO WELLINGTON, WELLINGTON	CLEMENGER BBDO WELLINGTON, WELLINGTON	BRONZE

CATEGORY CF12 : ORIGINAL MUSIC SCORE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF12/012	NOW OR NEVER	ORANGE	FP7/CAI, CAIRO/ GOOD PEOPLE CONTENT, CAIRO	FP7/CAI, CAIRO	GOLD
CF12/021	THE HUNT ALONE	CHEVROLET / SGM	MCCANN WORLDGROUP SHANGHAI, SHANGHAI	MCCANN WORLDWIDE GROUP SHANGHAI, SHANGHAI	SILVER
CF12/024	VIVEL LOTUS OIL SOAP	VIVEL	OGILVY GROUP, MUMBAI	FINGERPRINT FILMS, MUMBAI	SILVER
CF12/007	FORCE	AIR FORCE 1	DENTSU ISOBAR INC., TOKYO	DENTSU ISOBAR INC., TOKYO	BRONZE
CF12/019	TEA SOCIETY	SOCIETY TEA	BLACK SWAN LIFE, MUMBAI	BLACK SWAN LIFE COMMUNICATIONS PVT. LTD., MUMBAI	BRONZE
CF12/001	LOVE FLYING? - PEACE	FLYSTATION	FRONTAGE INC., TOKYO	GEEK PICTURES INC., TOKYO	FINALIST
CF12/029	I AM NEXT.	VICTAS	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

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CATEGORY CF13 : BEST USE OF MUSIC TRACK

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF13/002	BACHELORS & BACHELOTTES	AUSTRALIAN MARRIAGE EQUALITY	LEO BURNETT MELBOURNE, MELBOURNE	AIRBAG, MELBOURNE	SILVER
CF13/001	BIRTH	SINGAPORE LIFE	DENTSU SINGAPORE, SINGAPORE/ DENTSU X SINGAPORE, SINGAPORE	DENTSU SINGAPORE PTE LTD, SINGAPORE	FINALIST

CATEGORY CF14 : SOUND DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CF14/002	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	SILVER
CF14/003	FORCE	AIR FORCE 1	DENTSU ISOBAR INC., TOKYO	DENTSU ISOBAR INC., TOKYO	BRONZE
CF14/009	BULLISH BOSS	CLEAR	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	BRONZE

AS OF 20 MARCH 2018