

**WINNERS LIST**  
LOTUS ROOTS

**ADFEST 2018**  
**TRANSFORM**

**CATEGORY LR : LOTUS ROOTS**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
LRDE/011	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	GRANDE LOTUS ROOTS
LRDM/004	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN, TOKYO	GEOMETRY GLOBAL JAPAN, TOKYO	LOTUS ROOTS
LRDM/013	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	LOTUS ROOTS
LRF/019	SYN MUN KONG: THANK YOU THAILAND	SMK HEALTH INSURANCE BY FIT	RABBIT DIGITAL GROUP CO., LTD., BANGKOK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	LOTUS ROOTS
LRF/020	LOVE THY NEIGHBOR	ASSOCIATION OF BROADCASTERS OF THE PHILIPPINES	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	LOTUS ROOTS
LRPM/001	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN, TOKYO	GEOMETRY GLOBAL JAPAN, TOKYO	LOTUS ROOTS
LRBC/002	INTEL AI PRESERVE THE CHINESE TRADITIONAL CULTURE- SHADOW PLAY	INTEL	INNOKIDS COMMUNICATIONS LIMITED, BEIJING	INNOKIDS COMMUNICATIONS LIMITED, BEIJING	FINALIST
LRCF/005	NOW OR NEVER	ORANGE	FP7/CAI, CAIRO/GOOD PEOPLE CONTENT, CAIRO	FP7/CAI, CAIRO	FINALIST
LRDE/002	UNIFORM LAI SEE	CATHAY PACIFIC AIRWAYS	MCCANN WORLDGROUP HONG KONG, HONG KONG	MCCANN WORLDGROUP HONG KONG, HONG KONG	FINALIST
LRDE/004	THE SCENT OF NORTH TALGIA	MINISTRY OF UNIFICATION	BBDO KOREA, SEOUL	BBDO KOREA, SEOUL	FINALIST
LRDE/016	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
LREF/001	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG, HONG KONG	J. WALTER THOMPSON HONG KONG, HONG KONG	FINALIST
LRF/018	GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO WELLINGTON, WELLINGTON	CLEMENGER BBDO WELLINGTON, WELLINGTON	FINALIST
LRF/021	NOW OR NEVER	ORANGE	FP7/CAI, CAIRO/GOOD PEOPLE CONTENT, CAIRO	FP7/CAI, CAIRO	FINALIST
LRINT/006	THE FADING FONT	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	MCGARRYBOWEN, SHANGHAI	MCGARRYBOWEN, SHANGHAI	FINALIST
LRIT/001	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG, HONG KONG	J. WALTER THOMPSON HONG KONG, HONG KONG	FINALIST
LRIT/007	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
LRMB/002	FINDING HOME	UNHCR	GREY MALAYSIA, KUALA LUMPUR	GREY MALAYSIA, KUALA LUMPUR	FINALIST
LRME/001	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG, HONG KONG	J. WALTER THOMPSON HONG KONG, HONG KONG	FINALIST
LRME/004	HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	FINALIST

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# WINNERS

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LROD/007	IT WAS THIS HIGH	YAHOO! JAPAN	HAKUHODO KETTLE INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
LROD/008	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST

AS OF 21 MARCH 2018