

WINNERS LIST
OUTDOOR LOTUS

ADFEST 2018
TRANSFORM

OUTDOOR LOTUS

WINNERS

BILLBOARD & STREET FURNITURE SUB-CATEGORIES

CATEGORY OD01 : LARGE/HIGHWAY BILLBOARDS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD01/001	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	BRONZE

CATEGORY OD02 : MOBILE BILLBOARD & TRANSIT MEDIUM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD02/019-020	SPLIT CAMPAIGN	PIPILTIN COCOA	DENTSU INDONESIA, JAKARTA	DENTSU INDONESIA, JAKARTA	SILVER

CATEGORY OD03 : STREET SIGNS & STREET FURNITURE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD03/001	NOW IN FRUIT FLAVOURS	TIC TAC	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	SILVER
OD03/002-004	BUILD THE FUTURE CAMPAIGN	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	BRONZE

AMBIENT & OTHER OUTDOOR SUB-CATEGORIES

CATEGORY OD04 : AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD04/009	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	GOLD
OD04/015 MOVE FROM OD05/025	WATCHING POSTERS	PANASONIC CCTV CAMERAS	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	SILVER
OD04/002	TOKYO PEN PIXEL	MUJI	R/GA, TOKYO	R/GA TOKYO, TOKYO	BRONZE

CATEGORY OD05 : AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD05/003	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	GRANDE
OD05/007	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU, MANILA	DENTSU JAYME SYFU, MANILA	GOLD
OD05/014	DB EXPORT BEER BOTTLE SAND	DB EXPORT	COLENZO BBDO, AUCKLAND	COLENZO BBDO, AUCKLAND	GOLD
OD05/004	INCONVENIENCE STORES	SWANN INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	SILVER
OD05/021	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	BRONZE
OD05/022	A THREAD OF HOPE	BAO BEI HUI JIA - NGO FOR MISSING CHILDREN	TBWA\SHANGHAI, SHANGHAI	TBWA\SHANGHAI, SHANGHAI	FINALIST

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CATEGORY OD06 : ELECTRONIC POSTER & VIDEO

NO AWARD

CATEGORY OD07 : POINT OF PURCHASE (POP) DISPLAY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD07/002	WATCHING POSTERS	PANASONIC CCTV CAMERAS	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	GOLD

CATEGORY OD08 : GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD08/004	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU, MANILA	DENTSU JAYME SYFU, MANILA	GOLD
OD08/002	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	SILVER
OD08/005	CRUISING JEANS	ORIGINAL JEANS	HAKUHODO INC., TOKYO/ HAKUHODO DY MEDIA PARTNERS INC., TOKYO/ CHUGOKU SHIKOKU HAKUHODO INC., HIROSHIMA	HAKUHODO INC., TOKYO	SILVER
OD08/006	HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	BRONZE

POSTER SUB-CATEGORIES

CATEGORY OD09 : FOOD

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD09/005-007	NOW IN MANGO/NOW IN APPLE/ NOW IN ORANGE	TIC TAC	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	SILVER
OD09/008-009	SPLIT CAMPAIGN	PIPILTIN COCOA	DENTSU INDONESIA, JAKARTA	DENTSU INDONESIA, JAKARTA	SILVER

CATEGORY OD10 : BEVERAGES

NO AWARD

CATEGORY OD11 : BEAUTY, HEALTH & PERSONAL CARE

NO AWARD

CATEGORY OD12 : FASHION, SPORTS & ACCESSORIES

NO AWARD

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CATEGORY OD13 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO AWARD

CATEGORY OD14 : HOUSEHOLD PRODUCTS & MAINTENANCE

NO AWARD

CATEGORY OD15 : ELECTRONICS, HOME APPLIANCES & FURNISHING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD15/015-017	BLOCK OUT THE CHAOS: BABIES/DOGS/WIFE & DAUGHTER	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	SILVER
OD15/009,011	BALL CAMPAIGN	ELIDE FIRE EXTINGUISHING BALL	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	BRONZE

CATEGORY OD16 : RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD16/004-008	LOVING BANGKOK NIGHT CAMPAIGN	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST

CATEGORY OD17 : TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD17/009	INTROVERT	WISE MONKEY PUBLICATIONS	DENTSU SINGAPORE, SINGAPORE	DENTSU SINGAPORE PTE LTD, SINGAPORE	SILVER
OD17/008	TONGUE-TIED	WISE MONKEY PUBLICATIONS	DENTSU SINGAPORE, SINGAPORE	DENTSU SINGAPORE PTE LTD, SINGAPORE	FINALIST
OD17/011-013	ASTRONAUT/FIREFIGHTER/ROCKSTAR	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CATEGORY OD18 : FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO AWARD

CATEGORY OD19 : CORPORATE IMAGE

NO AWARD

CATEGORY OD20 : CORPORATE SOCIAL RESPONSIBILITY

NO AWARD

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CATEGORY OD21 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD21/014	DROUGHT	GREENPEACE	HAKUHODO MALAYSIA, SELANGOR	HAKUHODO MALAYSIA, SELANGOR	BRONZE

AS OF 23 MARCH 2018