

The background of the entire image is a complex, abstract geometric pattern. It consists of numerous vertical and horizontal lines of varying lengths and thicknesses, some of which are black, some are grey, and some are white. These lines are arranged in a way that creates a sense of depth and movement, resembling a stylized, pixelated or blocky architectural structure. The overall effect is a high-contrast, modern, and somewhat chaotic visual field.

DESIGN

LOTUS

20 YEARS OF DIVERSITY

**ADFEST 2017
FINALIST**

CATEGORY DE01 : CORPORATE IDENTITY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE01/007	AN EXPERIMENT OF THE IMAGINATION	HOSHI AWARD	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY DE02 : PRODUCT DESIGN: CONSUMER PRODUCTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE02/002	+ MET PROJECT	+ MET	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
DE02/003	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
DE02/008	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	J. WALTER THOMPSON BANGKOK	BANGKOK	J. WALTER THOMPSON	BANGKOK	FINALIST
DE02/010	THE LONG-LASTING UNIFORM	HYGIENE	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
DE02/015	DELICIOUS SUPPLEMENT	DELICIOUS SUPPLEMENT	BEACON/LEO BURNETT TOKYO	TOKYO	BEACON COMMUNICATIONS K.K.	TOKYO	FINALIST

CATEGORY DE03 : PRODUCT DESIGN: INNOVATIVE & SUSTAINABLE DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE03/006	+ MET PROJECT	+ MET	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
DE03/007	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
DE03/010	NAPPY NOTES	HELLO ANGEL	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
DE03/020	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	J. WALTER THOMPSON BANGKOK	BANGKOK	J. WALTER THOMPSON	BANGKOK	FINALIST
DE03/022	THE LONG-LASTING UNIFORM	HYGIENE	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
DE03/028	THE CONSCIOUS CROSSING	KIWIRAIL	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	FINALIST

CATEGORY DE04 : PACKAGING DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE04/003	VERY CHOCOLATE	VERY CHOCOLATE	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST

CATEGORY DE05 : BRAND COLLATERAL

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE05/010	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY DE06 : POSTER

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE06/002	"MIST-ERY" TRAIN / SEA TRAIN	KYOTO TANGO RAILWAY	DENTSU INC./ DENTSU MEITETSU COMMUNICATIONS INC.	TOKYO/ NAGOYA	DENTSU INC.	TOKYO	FINALIST
DE06/011	HEAT TECH WINDOW	HEAT TECH	CHEIL WORLDWIDE	SEOUL	CHEIL WORLDWIDE	SEOUL	FINALIST
DE06/028	ANOTHER MOUNTAIN	ONE SHOW AWARDS 2015 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DE06/031	AN EXPERIMENT OF THE IMAGINATION	HOSHI AWARD	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DE06/033	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DE06/035	HONDA. GREAT JOURNEY.	HONDA	DENTSU INC./MORI INC.	TOKYO/TOKYO	DENTSU INC.	TOKYO	FINALIST
DE06/043	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY DE07 : TYPOGRAPHY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE07/006	HONDA. GREAT JOURNEY.	HONDA	DENTSU INC./MORI INC.	TOKYO/TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY DE08 : ILLUSTRATION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE08/002	ASIAN BLOOM	ASIA UNIVERSITY	TOKYU AGENCY INC.	TOKYO	TOKYU AGENCY INC.	TOKYO	FINALIST
DE08/011	SLOW TRAIN, SLOW LIFE. "GET BACK, TOHOKU."	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DE08/012	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DE08/013	HONDA. GREAT JOURNEY.	HONDA	DENTSU INC./MORI INC.	TOKYO/TOKYO	DENTSU INC.	TOKYO	FINALIST
DE08/016	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY DE09 : BOOKS & PUBLICATIONS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE09/006	PICTURE BOOK WITHOUT PICTURES	INSTAX	BEIJING DENTSU ADVERTISING CO.,LTD./ DENTSU INC.	BEIJING/ TOKYO	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING	FINALIST
DE09/007	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DE09/008	HONDA. GREAT JOURNEY.	HONDA	DENTSU INC./MORI INC.	TOKYO/TOKYO	DENTSU INC.	TOKYO	FINALIST
DE09/009	THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

CATEGORY DE10 : SELF-PROMOTION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE10/003	SOBA ALLERGY TATTOO CHECKER	SOBA(BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
DE10/004	+ MET PROJECT	+ MET	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
DE10/008	THE LONG-LASTING UNIFORM	HYGIENE	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
DE10/009	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY DE11 : POINT OF SALE: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE11/005	"LOOK AT ME."	PREVENTION OF CHILD ABUSE AND NEGLECT CANGPAIN	HAKUHODO INC./ HAKUHODO DY MEDIA PARTNERS INC.	OSAKA/OSAKA	HAKUHODO INC.	OSAKA	FINALIST

CATEGORY DE12 : POINT OF SALE: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE12/003	JACKPOTATO	TOKYO HARVEST	GEOMETRY GLOBAL JAPAN	TOKYO	GEOMETRY GLOBAL JAPAN	TOKYO	FINALIST

CATEGORY DE13 : MOTION & DIGITAL DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE13/005	MODERN KIDAI SHÔRAN	NIHONBASHI REVITALIZATION	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DE13/010	NEW ANGLE, NEW WORLD.	NIHON UNIVERSITY COLLEGE OF ART	DENTSU INC.	TOKYO	TOHOKUSHINSHA FILM CORPORATION	TOKYO	FINALIST
DE13/016	BREATH-SYNC	KITTE	ADK TOKYO	TOKYO	ADK JAPAN	TOKYO	FINALIST
DE13/018	HAND MEETS HAND	TIFFANY & CO.	HAKUHODO INC.	TOKYO	HAKUHODO INC.	TOKYO	FINALIST
DE13/021	AN EXPERIMENT OF THE IMAGINATION	HOSHI AWARD	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY DE14 : EXHIBITIONS, EVENTS & PUBLIC ENVIRONMENT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE14/001	SMS LAST WORDS	GLOBAL ROAD SAFETY	HAVAS SHANGHAI	SHANGHAI	HAVAS SHANGHAI	SHANGHAI	FINALIST
DE14/006	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO	MCCANN ERICKSON JAPAN	TOKYO	FINALIST
DE14/011	KIDS MOTOR SHOW	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL	INNOCEAN WORLDWIDE	SEOUL	FINALIST
DE14/016	HAND MEETS HAND	TIFFANY & CO.	HAKUHODO INC.	TOKYO	SPICEBOX INC,	TOKYO	FINALIST
DE14/020	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST
DE14/022	THE CONSCIOUS CROSSING	KIWIRAIL	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	FINALIST

DESIGN LOTUS

FINALISTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE14/023	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
DE14/025	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY DE15 : BEST INTEGRATED DESIGN CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DE15/010	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DE15/011	HONDA. GREAT JOURNEY.	HONDA	DENTSU INC./MORI INC.	TOKYO/TOKYO	DENTSU INC.	TOKYO	FINALIST

AS OF 21 MARCH 2017