



EFFECTIVE LOTUS

20 YEARS OF DIVERSITY
**ADFEST 2017
FINALIST**

CATEGORY EF01 : EFFECTIVE LOTUS - CAMPAIGN SUCCESS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
EF01/009	OJIGI	ICE POPS "GARIGARIKUN"	DENTSU INC./ GARIGARIKUN PRODUCTION CO.,LTD	OSAKA/TOKYO	DENTSU INC.	OSAKA	FINALIST
EF01/010	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO	TOKYO	I&S BBDO INC.	TOKYO	FINALIST
EF01/014	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
EF01/018	SHARE THE LOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
EF01/024	BLACK IS NOW	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST
EF01/025	NAME IT BURGER	MCDONALD'S	DO (DENTSU+BEACON/LEO BURNETT TOKYO)	TOKYO	BEACON COMMUNICATIONS K.K.	TOKYO	FINALIST

CATEGORY EF02 : EFFECTIVE LOTUS - SMALL BUDGET

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
EF02/004	SAMPLING BOOTH FROM HELL	MAGGI	GOVT SINGAPORE	SINGAPORE	GOVT SINGAPORE	SINGAPORE	FINALIST
EF02/005	POCKET WITH LOVE	TENCENT CHARITY / XIHAN ACTION	PUBLICIS CHINA	GUANGZHOU	PUBLICIS CHINA	SHANGHAI	FINALIST
EF02/007	FREE PUPPIES FOREVER	SEEING EYE DOGS AUSTRALIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
EF02/008	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO	TOKYO	I&S BBDO INC.	TOKYO	FINALIST
EF02/012	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
EF02/023	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST