



**FILM
LOTUS**

20 YEARS OF DIVERSITY
**ADFEST 2017
FINALIST**

BROADCAST SUB-CATEGORIES
CATEGORY F01 : FOOD

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F01/005	CLOSET	GIN NO SARA	DENTSU INC./DENTSU INC.KANSAI	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST
F01/006	MAMA	GIN NO SARA	DENTSU INC./DENTSU INC.KANSAI	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST
F01/007	ROBOT	GIN NO SARA	DENTSU INC./DENTSU INC.KANSAI	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST
F01/012	THE WORLD'S FIRST KAWAII (CUTE) MISO SOUP	THE WORLD'S FIRST KAWAII (CUTE) MISO SOUP	DENTSU INC.	TOKYO	TOHOKUSHINSHA FILM CORPORATION	TOKYO	FINALIST

CATEGORY F02 : BEVERAGES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F02/004	MOMOTARO EPISODE.4	PEPSI STRONG ZERO 5.0GV	TUGBOAT/YOMIKO ADVERTISING INC.	TOKYO/TOKYO	TOHOKUSHINSHA FILM CORPORATION	TOKYO	FINALIST
F02/006	SEESAW	CIMORY LOW FAT YOGURT	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST

CATEGORY F03 : BEAUTY, HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F03/002	THE GREAT ESCAPE	ISEUL	GENERIC CODE	SHANGHAI	GENERIC (SHANGHAI) CO., LTD	SHANGHAI	FINALIST

CATEGORY F04 : FASHION, SPORTS & ACCESSORIES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F04/003	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	FINALIST
F04/004	ADIDAS TALE OF TWO	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	FINALIST

CATEGORY F05 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO AWARD

CATEGORY F06 : ELECTRONICS, HOUSEHOLD PRODUCTS, HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F06/001	ANTHEM	GALAXY S7	LEO BURNETT/LEO BURNETT	SYDNEY/CHICAGO	LEO BURNETT	SYDNEY	FINALIST
F06/005	MOTHERS	PEDIGREE	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
F06/009	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
F06/010	SAMSUNG SERVICE - VAN	SAMSUNG	CHEIL INDIA	GURGAON	CHEIL INDIA	GURGAON	FINALIST

CATEGORY F07 : RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F07/007	CHANGE	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST

CATEGORY F08 : TRAVEL & LEISURE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F08/012	EVERY SECOND COUNTS	ST KILDA FILM FESTIVAL	N/A	N/A	FINCH	SYDNEY	FINALIST

CATEGORY F09 : COMMUNICATION MEDIA & PUBLICATIONS

NO AWARD

CATEGORY F10 : FINANCE & REAL ESTATE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F10/008	OPPORTUNITY	THAI LIFE INSURANCE	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
F10/009	MAGICIAN	PNB METLIFE INSURANCE	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

CATEGORY F11 : BUSINESS PRODUCTS & SERVICES

NO AWARD

CATEGORY F12 : COMMERCIAL PUBLIC SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F12/003	OVER PROTECTIVE MUM	ISELECT	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST
F12/004	SNAKE HANDLER	ISELECT	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST

CATEGORY F13 : CORPORATE IMAGE

NO AWARD

CATEGORY F14 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F14/007	THINK DIFFICULT : SUN POT	CAMPAIGN AGAINST GLOBAL WARMING	INNOCEAN WORLDWIDE	SEOUL	INNOCEAN WORLDWIDE	SEOUL	FINALIST
F14/008	THINK DIFFICULT : AIR BASKET	CAMPAIGN AGAINST GLOBAL WARMING	INNOCEAN WORLDWIDE	SEOUL	INNOCEAN WORLDWIDE	SEOUL	FINALIST
F14/009	THINK DIFFICULT : CARBON KILL-HEELS	CAMPAIGN AGAINST GLOBAL WARMING	INNOCEAN WORLDWIDE	SEOUL	INNOCEAN WORLDWIDE	SEOUL	FINALIST

FILM LOTUS
FINALISTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F14/010	THINK DIFFICULT : CURLING HELMET	CAMPAIGN AGAINST GLOBAL WARMING	INNOCEAN WORLDWIDE	SEOUL	INNOCEAN WORLDWIDE	SEOUL	FINALIST
F14/011	THINK DIFFICULT : HIP STATION	CAMPAIGN AGAINST GLOBAL WARMING	INNOCEAN WORLDWIDE	SEOUL	INNOCEAN WORLDWIDE	SEOUL	FINALIST
F14/012	STOP IT AT THE START	AUSTRALIAN GOVERNMENT - DEPARTMENT OF SOCIAL SERVICES	BMF ADVERTISING	SYDNEY	BMF ADVERTISING	SYDNEY	FINALIST

INTERNET FILM & OTHER FILM SUB-CATEGORIES
CATEGORY F15 : INTERNET FILM: FOOD & BEVERAGES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F15/006	HOUSE OF LITTLE MOMENTS - GOLDEN THEME PARK	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST
F15/007	HOUSE OF LITTLE MOMENTS - WORLD CLASS INSENSITIVE SHRIMP	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST
F15/008	HOUSE OF LITTLE MOMENTS - HERO HAS NO TEARS	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST
F15/010	HAPPINESS WITHOUT BORDERS	HARBIN BEER	BBH CHINA LTD.	SHANGHAI	BBH CHINA LTD.	SHANGHAI	FINALIST
F15/015	INSTANT BUZZ / SAMURAI DRONE CAT IDOLS SUPERHUMAN RUBEGOLDBERGVIEWERWARNING TOOEXPLOSIVEHIGH SCHOOLGIRL	CHIKIN RAMEN	DENTSU INC./ DENTSU PUBLIC RELATIONS INC.	TOKYO/TOKYO	DASH CO., LTD.	TOKYO	FINALIST
F15/021	GO SO BIG	PECKISH	STORYTELLER BANGKOK	BANGKOK	STORYTELLER BANGKOK	BANGKOK	FINALIST

CATEGORY F16 : INTERNET FILM: BEAUTY, HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F16/002	SOS RUNNING MAN	SIGMU AED (AUTOMATED EXTERNAL DEFIBRILLATOR)	INSPIRE ADVERTISING CO., LTD.	TAIPEI	INSPIRE ADVERTISING CO., LTD.	TAIPEI	FINALIST
F16/008	DANGEROUS TOUCH	MUSE	DENTSU INC.	TOKYO	SODA! COMMUNICATIONS INC.	TOKYO	FINALIST
F16/016	BARRY OGDEN	REXONA	J. WALTER THOMPSON SYDNEY	SYDNEY	J. WALTER THOMPSON SYDNEY	SYDNEY	FINALIST

CATEGORY F17 : INTERNET FILM: SPORTS, FASHION & ACCESSORIES

NO AWARD

CATEGORY F18 : INTERNET FILM: CARS, OTHER VEHICLES, ACCESSORIES, & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F18/006	LOOPBREAKER	MERCEDEZ BENZ ELECTRIC DRIVING	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
F18/009	HOT DRIVE	JMS	HAKUHODO KETTLE INC./ HAKUHODO INC.	TOKYO/TOKYO	HAKUHODO KETTLE INC.	TOKYO	FINALIST

CATEGORY F19 : INTERNET FILM: ELECTRONICS, HOUSEHOLD PRODUCTS, HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F19/010	18 YEARS OLD GRANDPA	KALKAN	BBDO JAPAN	TOKYO	I&S BBDO INC.	TOKYO	FINALIST
F19/011	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
F19/014	A NEW PRICE FOR THE PS4	PS4 AND PERSONA5	HAKUHODO INC.	TOKYO	TOHOKUSHINSHA FILM CORPORATION	TOKYO	FINALIST
F19/017	VACUUM CLIMBING	LG CORDZERO CYKING	HS AD/PIXEL	SEOUL/SEOUL	HS AD	SEOUL	FINALIST
F19/024	SAMSUNG SERVICE - VAN	SAMSUNG	CHEIL INDIA	GURGAON	CHEIL INDIA	GURGAON	FINALIST
F19/026	BENQ HOME PROJECTOR "BE A FAMILY PERSON" SERIES: #HUSBAND'S SECRET MESSAGE	BENQ	BBDO TAIWAN	TAIPEI	BBDO TAIWAN	TAIPEI	FINALIST
F19/027	BENQ HOME PROJECTOR "BE A FAMILY PERSON" SERIES: #MOTHER FIGHTS ALONE	BENQ	BBDO TAIWAN	TAIPEI	BBDO TAIWAN	TAIPEI	FINALIST
F19/028	BENQ HOME PROJECTOR "BE A FAMILY PERSON" SERIES: #STRANGER AT THE DINING TABLE	BENQ	BBDO TAIWAN	TAIPEI	BBDO TAIWAN	TAIPEI	FINALIST

CATEGORY F20 : INTERNET FILM: RETAIL, TRAVEL, LEISURE & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F20/017	SABOTAGE	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	FINALIST
F20/018	LIES	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	FINALIST
F20/023	SNOW MONKEY GOES TO TOKYO	OTEMACHI ONSEN	HAKUHODO INC.	TOKYO	HAKUHODO INC.	TOKYO	FINALIST
F20/030	CHANGE	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST

CATEGORY F21 : INTERNET FILM: FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F21/008	WHERE DOES THE TIME GO?	ARE YOU OK? (APP)	BEACON/LEO BURNETT TOKYO	TOKYO	AOI PRO. INC.	TOKYO	FINALIST
F21/014	PLOY THE FIGHTER	KIATNAKIN BANK	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST

CATEGORY F22 : INTERNET FILM: CORPORATE IMAGE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F22/006	RUBBER BOY	PETRONAS	LEO BURNETT MALAYSIA	KUALA LUMPUR	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR	FINALIST
F22/008	THE BOY WHO LOVES TO STUDY	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA	LEO BURNETT MANILA	MANILA	FINALIST
F22/011	FUTURE WITH BRIGHT LIGHTS	CONSTRUCTION INDUSTRY	DENTSU INC.	TOKYO	PICT INC.	TOKYO	FINALIST
F22/012	NEW LIFE	NGERN TID LOR	GENESIS 12	BANGKOK	GENESIS 12 CO.,LTD	BANGKOK	FINALIST

CATEGORY F23 : INTERNET FILM: PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F23/009	THE SICKEST MANNEQUIN CHALLENGE	PUBLIC SERVICE ANNOUNCEMEMNT	NAGA DDB TRIBAL	PETALING JAYA	NAGA DDB TRIBAL SDN BHD	PETALING JAYA	FINALIST
F23/010	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO	MCCANN ERICKSON JAPAN	TOKYO	FINALIST
F23/013	CORRECTING HISTORY	CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG (CARMMA)	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST
F23/015	THE LUCKY ONES	PARKINSONS NSW	J. WALTER THOMPSON SYDNEY	SYDNEY	J.WALTER THOMPSON SYDNEY	SYDNEY	FINALIST
F23/017	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST
F23/021	MND - THE FADING SYMPHONY	MND AUSTRALIA	THE WORKS	SYDNEY	PHOTOPLAY FILMS	SYDNEY	FINALIST
F23/022	DEAR FATHER	TOBITATE RYUGAKU JAPAN	HAKUHODO INC.	TOKYO	HAKUHODO INC.	TOKYO	FINALIST

CATEGORY F24 : VIRAL FILM

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F24/002	NATIVE MOBILE MUSIC VIDEO	LYRICAL SCHOOL	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
F24/007	THE LINE-UP SONG	COKE RED	FP7/CAI	CAIRO	FP7/CAI PART OF MCCANN WORLD GROUP	CAIRO	FINALIST
F24/023	HELLO	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	FINALIST

CATEGORY F25 : INTERACTIVE FILM

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
F25/004	WALK WITH ME	SC ASSET	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST

CATEGORY F26 : OTHER FILM

NO AWARD