

**INTERACTIVE**

**LOTUS**

20 YEARS OF DIVERSITY

**ADFEST 2017  
FINALIST**

# INTERACTIVE LOTUS

# FINALISTS

## WEB PLATFORM SUB-CATEGORIES

### CATEGORY IT01 : WEBSITE: BEST CONSUMER WEBSITE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT01/006	HEARTLAND FOREST	HEARTLAND BEER	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

### CATEGORY IT02 : WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT02/004	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

## DIGITAL INTEGRATED CAMPAIGN SUB-CATEGORIES

### CATEGORY IT03 : DIGITAL INTEGRATED CAMPAIGN: FAST MOVING CONSUMER GOODS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT03/005	MR. SNIFF	ACUO	DENTSU INC./ TOW CO.,LTD(PRODUCTION COMPANY)/ SUNNY SIDE UP, INC.(PR AGENCY)	TOKYO/ TOKYO/ TOKYO	DENTSU INC.	TOKYO	FINALIST

### CATEGORY IT04 : DIGITAL INTEGRATED CAMPAIGN: DURABLE CONSUMER GOODS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT04/009	HAND MEETS HAND	TIFFANY & CO.	HAKUHODO INC.	TOKYO	SPICEBOX INC,	TOKYO	FINALIST

### CATEGORY IT05 : DIGITAL INTEGRATED CAMPAIGN: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT05/002	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST

### CATEGORY IT06 : DIGITAL INTEGRATED CAMPAIGN: FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT06/004	WALK WITH ME	SC ASSET	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST

### CATEGORY IT07 : DIGITAL INTEGRATED CAMPAIGN: RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

NO AWARD

### CATEGORY IT08 : DIGITAL INTEGRATED CAMPAIGN: CORPORATE IMAGE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT08/001	DNA GLASS	SUNTORY	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

**DIGITAL DESIGN SUB-CATEGORIES**
**CATEGORY IT09 : USER EXPERIENCE ON WEBSITE**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT09/012	#STAYNEGATHIVE	FREE HIV TESTING	DENTSU JAYME SYFU	MANILA	DENTSU JAYME SYFU	MANILA	FINALIST

**CATEGORY IT10 : WEB BANNER, DISPLAY AD, RICH MEDIA**

NO AWARD

**CATEGORY IT11 : GAME**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT11/001	TON-TON VOICE SUMO	REHABILITATION SERVICE	DENTSU INC./TONGULLMAN INC.	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST

**CATEGORY IT12 : UTILITY**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT12/001	REFUNBILITATION CLINIC	REHABILITATION SERVICE	DENTSU INC./TONGULLMAN INC.	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST

**CATEGORY IT13 : APPLICATION**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT13/004	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
IT13/007	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST

**ONLINE VIDEO AD SUB-CATEGORIES**
**CATEGORY IT14 : VDO, SERIES & WEBISODE**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT14/002	HOUSE OF LITTLE MOMENTS SEASON 2	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST
IT14/003	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

**CATEGORY IT15 : VIRAL VDO**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT15/025	A SPECIAL GIFT FROM KOREA	KOREA TOURISM ORGANIZATION	HS AD	SEOUL	HS AD	SEOUL	FINALIST
IT15/028	GLOBE PREPAID ROGUE ONE MASK	GLOBE TELECOM	PUBLICIS JIMENEZBASIC	MANILA	PUBLICIS JIMENEZ BASIC	MANILA	FINALIST
IT15/031	THE BOY WHO LOVES TO STUDY	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA	LEO BURNETT MANILA	MANILA	FINALIST

## INTERACTIVE LOTUS

## FINALISTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT15/034	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
IT15/037	HELLO	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	FINALIST

### CATEGORY IT16 : INTERACTIVE VDO

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT16/005	THE CROWD-COORDINATED MUSIC VIDEO	KIRIGAMINE STYLE	HAKUHODO INC.	TOKYO	TAIYO KIKAKU CO., LTD.	TOKYO	FINALIST
IT16/007	WALK WITH ME	SC ASSET	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST

### BEST USE OF TECHNOLOGY SUB-CATEGORIES

#### CATEGORY IT17 : USE OF DIGITAL TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT17/001	REFUNBILITATION CLINIC	REHABILITATION SERVICE	DENTSU INC./TONGULLMAN INC.	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST
IT17/002	VISUALLY IMPAIRED REALITY	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
IT17/021	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST

#### CATEGORY IT18 : BEST USE OF A PROTOTYPE TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT18/001	TON-TON VOICE SUMO	REHABILITATION SERVICE	DENTSU INC./TONGULLMAN INC.	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST
IT18/002	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST
IT18/007	PERSONAL INNOVATION ACT	SOFTBANK CORP.	SIX INC./HAKUHODO INC.	TOKYO/TOKYO	SIX INC.	TOKYO	FINALIST

#### CATEGORY IT19 : USE OF DATA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT19/001	DNA GLASS	SUNTORY	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

#### CATEGORY IT20 : USE OF SOCIAL

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT20/015	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	DLX INC.	TOKYO	BIRDMAN INC.	TOKYO	FINALIST

#### CATEGORY IT21 : SOCIAL APP & TOOLS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
IT21/001	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST