



MEDIA LOTUS

20 YEARS OF DIVERSITY
ADFEST 2017
FINALIST

CATEGORY ME01 : BEST USE OF SCREENS & DISPLAYS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME01/005	SPREAD THE JOY	SAMSUNG TELEVISIONS	CHEIL INDIA	GURGAON	CHEIL INDIA	GURGAON	FINALIST

CATEGORY ME02 : BEST USE OF AUDIO

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME02/001	SINGING NATURE	NEW MUSIC PROMOTION FOR SHINICHI OSAWA	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
ME02/007	POEM CALLS	CORPORATE	PUBLICIS JIMENEZBASIC	MANILA	PUBLICIS JIMENEZ BASIC	MANILA	FINALIST

CATEGORY ME03 : BEST USE OF PRINT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME03/002	THE GREAT REMINDER ABOUT MOTHERS' DAY.	SHINANO MAINICHI NEWSPAPER	FRONTAGE INC.	TOKYO	FRONTAGE INC.	TOKYO	FINALIST
ME03/003	AFTERLIFE	CEYLON TODAY	TBWA\SRI LANKA	COLOMBO	TBWA\SRI LANKA	COLOMBO	FINALIST
ME03/008	GLEAMING NEWSPAPER	HATO BUS CO.,LTD	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY ME04 : BEST USE OF OUTDOOR & TRANSIT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME04/001	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO	TOKYU AGENCY INC.	TOKYO	FINALIST
ME04/004	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
ME04/010	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY ME05 : BEST USE OF AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME05/001	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO	TOKYU AGENCY INC.	TOKYO	FINALIST
ME05/002	HEAT TECH WINDOW	HEAT TECH	CHEIL WORLDWIDE	SEOUL	CHEIL WORLDWIDE	SEOUL	FINALIST
ME05/004	SOBA ALLERGY TATTOO CHECKER	SOBA(BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
ME05/006	HÄAGEN-HEARTS	HÄAGEN-DAZS	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
ME05/010	NAPPY NOTES	HELLO ANGEL	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
ME05/019	X-RAY CASTS	ANCHOR	COLENZO BBDO	AUCKLAND	COLENZO BBDO	AUCKLAND	FINALIST
ME05/023	DONATE YOUR SIGNATURE	DONATE YOUR SIGNATURE	BEACON/LEO BURNETT TOKYO	TOKYO	BEACON COMMUNICATIONS K.K.	TOKYO	FINALIST

CATEGORY ME06 : BEST USE OF AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME06/002	LIFE PUMP	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE	SEOUL	CHEIL WORLDWIDE	SEOUL	FINALIST
ME06/004	SINGING NATURE	NEW MUSIC PROMOTION FOR SHINICHI OSAWA	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
ME06/011	LOST IN THE RAIN	CHEVROLET	MRM//MCCANN SINGAPORE/COMMONWEALTH//MCCANN	SINGAPORE/SINGAPORE	MRM//MCCANN SINGAPORE	SINGAPORE	FINALIST
ME06/013	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST
ME06/015	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
ME06/016	THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	HAVAS GROUP/RED AGENCY	SYDNEY/SYDNEY	HAVAS WORLDWIDE AUSTRALIA	SYDNEY	FINALIST

CATEGORY ME07 : BEST USE OF EVENTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME07/001	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
ME07/004	SINGING NATURE	NEW MUSIC PROMOTION FOR SHINICHI OSAWA	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
ME07/007	KIDS MOTOR SHOW	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL	INNOCEAN WORLDWIDE	SEOUL	FINALIST
ME07/008	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO	MCCANN ERICKSON JAPAN	TOKYO	FINALIST
ME07/016	DETTOL GERMBURSTERS	DETTOL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
ME07/018	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY ME08 : BEST USE OF GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME08/002	FINGER LICKIN' GOOD	KFC	OGILVY & MATHER GROUP HK	HONG KONG	OGILVY & MATHER GROUP HK	HONG KONG	FINALIST
ME08/003	THE DYSLEXIC CAPTCHA	JASLOK HOSPITAL	DENTSU WEBCHUTNEY	GURGAON	DENTSU WEBCHUTNEY	HARYANA	FINALIST
ME08/007	EXTREME SHOPPING	THE NORTH FACE	INNORED	SEOUL	INNORED	SEOUL	FINALIST
ME08/011	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG	BBDO HONG KONG	HONG KONG	FINALIST
ME08/014	DETTOL GERMBURSTERS	DETTOL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
ME08/018	KAFA "LEGALLY BRIDE"	KAFA WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	BEIRUT	LEO BURNETT BEIRUT	BEIRUT	FINALIST

CATEGORY ME09 : BEST USE OF DIGITAL

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME09/001	THE DYSLEXIC CAPTCHA	JASLOK HOSPITAL	DENTSU WEBCHUTNEY	GURGAON	DENTSU WEBCHUTNEY	HARYANA	FINALIST
ME09/002	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	DENTSU INC.	TOKYO	HAT INC.	TOKYO	FINALIST

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME09/005	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO	TOKYO	I&S BBDO INC.	TOKYO	FINALIST
ME09/006	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI	TBWA\ SHANGHAI	SHANGHAI	FINALIST
ME09/007	SKIP FRIDAY 13	LA LIBANAISE DES JEUX	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	FINALIST
ME09/009	VACUUM CLIMBING	LG CORDZERO CYKING	HS AD/PIXEL	SEOUL/SEOUL	HS AD	SEOUL	FINALIST
ME09/013	AMNESTY UNBLOCKER	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO	AUCKLAND	COLENZO BBDO	AUCKLAND	FINALIST
ME09/014	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT	MUMBAI	LEO BURNETT INDIA	MUMBAI	FINALIST

CATEGORY ME10 : BEST USE OF MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME10/002	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
ME10/005	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST

CATEGORY ME11 : BEST USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME11/003	BIC CHAMPENSHIPS	BIC	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
ME11/006	SAMPLING BOOTH FROM HELL	MAGGI	GOVT SINGAPORE	SINGAPORE	GOVT SINGAPORE	SINGAPORE	FINALIST
ME11/018	M&M'S VOTING COLORS FOR FUN	M&M'S	BBDO TAIWAN	TAIPEI	BBDO TAIWAN	TAIPEI	FINALIST
ME11/019	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
ME11/023	HELLO	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	FINALIST
ME11/027	CORRECTING HISTORY	CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG (CARMMA)	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY ME12 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME12/003	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
ME12/004	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
ME12/005	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST
ME12/011	MR. SNIFF	ACUO	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
ME12/016	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST
ME12/018	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY ME13 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORM

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME13/004	SAMUEL GOES TO CONAN	KOREA TOURISM ORGANIZATION	HS AD	SEOUL	HS AD	SEOUL	FINALIST

CATEGORY ME14 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME14/001	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
ME14/007	CANON LIFE REDEFINE : THAI ALPHABET	CANON	RABBIT'S TALE CO.,LTD.	BANGKOK	RABBIT'S TALE CO., LTD.	BANGKOK	FINALIST

CATEGORY ME15 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL MEDIA

NO AWARD

CATEGORY ME16 : BEST INTEGRATED MEDIA CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ME16/001	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
ME16/011	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST