

An abstract geometric pattern composed of various shapes in black, grey, and white, arranged in a way that suggests a stylized figure or a complex architectural structure. The shapes are interconnected and layered, creating a sense of depth and movement.

OUTDOOR LOTUS

20 YEARS OF DIVERSITY
ADFEST 2017
FINALIST

BILLBOARD & STREET FURNITURE SUB-CATEGORIES
CATEGORY OD01 : LARGE/HIGHWAY BILLBOARDS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD01/003	SOUR-FACED MAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
OD01/004	SOUR-FACED WOMAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
OD01/008	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY OD02 : MOBILE BILLBOARD & TRANSIT MEDIUM

NO AWARD

CATEGORY OD03 : STREET SIGNS & STREET FURNITURE

NO AWARD

AMBIENT & OTHER OUTDOOR SUB-CATEGORIES
CATEGORY OD04 : AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD04/008	NAPPY NOTES	HELLO ANGEL	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
OD04/015	HEAT TECH WINDOW	HEAT TECH	CHEIL WORLDWIDE	SEOUL	CHEIL WORLDWIDE	SEOUL	FINALIST
OD04/020	PRESERVED MEMORIES	SPC	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST
OD04/021	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
OD04/022	HELMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
OD04/024	X-RAY CASTS	ANCHOR	COLENZO BBDO	AUCKLAND	COLENZO BBDO	AUCKLAND	FINALIST
OD04/026	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI	J. WALTER THOMPSON SHANGHAI	SHANGHAI	FINALIST

CATEGORY OD05 : AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD05/002	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST
OD05/003	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
OD05/004	TAILOR MADE STORE	CHADSTONE	BWM DENTSU	MELBOURNE	BWM DENTSU	SYDNEY	FINALIST
OD05/009	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST

OUTDOOR LOTUS

FINALISTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD05/010	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO	MCCANN ERICKSON JAPAN	TOKYO	FINALIST
OD05/031	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST
OD05/033	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
OD05/034	THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	HAVAS GROUP/RED AGENCY	SYDNEY/SYDNEY	HAVAS WORLDWIDE AUSTRALIA	SYDNEY	FINALIST

CATEGORY OD06 : ELECTRONIC POSTER & VIDEO

NO AWARD

CATEGORY OD07 : POINT OF PURCHASE (POP) DISPLAY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD07/004	VERY CHOCOLATE	VERY CHOCOLATE	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
OD07/012	ARTQUARIUM	HI-JET WATERPROOF PAPER	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST

CATEGORY OD08 : GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD08/006	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
OD08/013	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG	BBDO HONG KONG	HONG KONG	FINALIST
OD08/016	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST
OD08/023	HAPPINESS WITHOUT BORDERS	HARBIN BEER	BBH CHINA LTD.	SHANGHAI	BBH CHINA LTD.	SHANGHAI	FINALIST

POSTER SUB-CATEGORIES

CATEGORY OD09 : FOOD

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD09/001	SOUR-FACED MAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
OD09/002	SOUR-FACED WOMAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST

CATEGORY OD10 : BEVERAGES

NO AWARD

CATEGORY OD11 : BEAUTY, HEALTH & PERSONAL CARE

NO AWARD

CATEGORY OD12 : FASHION, SPORTS & ACCESSORIES

NO AWARD

CATEGORY OD13 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO AWARD

CATEGORY OD14 : HOUSEHOLD PRODUCTS & MAINTENANCE

NO AWARD

CATEGORY OD15 : ELECTRONICS, HOME APPLIANCES & FURNISHING

NO AWARD

CATEGORY OD16 : RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD16/001	LOVING THE NIGHT 1	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	FINALIST
OD16/002	LOVING THE NIGHT 2	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	FINALIST
OD16/003	LOVING THE NIGHT 3	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	FINALIST

CATEGORY OD17 : TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

NO AWARD

CATEGORY OD18 : FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES

NO AWARD

CATEGORY OD19 : CORPORATE IMAGE

NO AWARD

CATEGORY OD20 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
OD20/022	CAT	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
OD20/023	DOG	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
OD20/024	RABBIT	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

AS OF 21 MARCH 2017