

**PRESS LOTUS**

20 YEARS OF DIVERSITY

**ADFEST 2017  
FINALIST**

**CATEGORY PR01 : FOOD**

| CODE     | ENTRY TITLE      | BRAND                  | AGENCY             | CITY    | COMPANY ENTERING   | CITY    | FINALIST |
|----------|------------------|------------------------|--------------------|---------|--------------------|---------|----------|
| PR01/005 | SOUR-FACED MAN   | SUPER ZUPER SOUR CANDY | HAKUHODO INDONESIA | JAKARTA | HAKUHODO INDONESIA | JAKARTA | FINALIST |
| PR01/006 | SOUR-FACED WOMAN | SUPER ZUPER SOUR CANDY | HAKUHODO INDONESIA | JAKARTA | HAKUHODO INDONESIA | JAKARTA | FINALIST |
| PR01/007 | EVIL             | SNICKERS               | IMPACT BBDO DUBAI  | DUBAI   | IMPACT BBDO DUBAI  | DUBAI   | FINALIST |
| PR01/008 | ANGRY            | SNICKERS               | IMPACT BBDO DUBAI  | DUBAI   | IMPACT BBDO DUBAI  | DUBAI   | FINALIST |
| PR01/009 | LIFELESS         | SNICKERS               | IMPACT BBDO DUBAI  | DUBAI   | IMPACT BBDO DUBAI  | DUBAI   | FINALIST |

**CATEGORY PR02 : BEVERAGES**

| CODE     | ENTRY TITLE | BRAND         | AGENCY | CITY    | COMPANY ENTERING | CITY    | FINALIST |
|----------|-------------|---------------|--------|---------|------------------|---------|----------|
| PR02/002 | MAN         | ARABUS 3 IN 1 | MONDAY | BANGKOK | MONDAY           | BANGKOK | FINALIST |
| PR02/003 | LADY        | ARABUS 3 IN 1 | MONDAY | BANGKOK | MONDAY           | BANGKOK | FINALIST |
| PR02/004 | OFFICE      | ARABUS 3 IN 1 | MONDAY | BANGKOK | MONDAY           | BANGKOK | FINALIST |

**CATEGORY PR03 : BEAUTY & PERSONAL CARE**

NO AWARD

**CATEGORY PR04 : HEALTHCARE**

NO AWARD

**CATEGORY PR05 : FASHION, SPORTS & ACCESSORIES**

NO AWARD

**CATEGORY PR06 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES**

NO AWARD

**CATEGORY PR07 : ELECTRONICS**

NO AWARD

**CATEGORY PR08 : HOUSEHOLD PRODUCTS & MAINTENANCE**

| CODE     | ENTRY TITLE | BRAND    | AGENCY               | CITY      | COMPANY ENTERING     | CITY      | FINALIST |
|----------|-------------|----------|----------------------|-----------|----------------------|-----------|----------|
| PR08/004 | SQUID       | SUNLIGHT | MULLENLOWE SINGAPORE | SINGAPORE | MULLENLOWE SINGAPORE | SINGAPORE | FINALIST |
| PR08/005 | PIG         | SUNLIGHT | MULLENLOWE SINGAPORE | SINGAPORE | MULLENLOWE SINGAPORE | SINGAPORE | FINALIST |
| PR08/006 | DUCK        | SUNLIGHT | MULLENLOWE SINGAPORE | SINGAPORE | MULLENLOWE SINGAPORE | SINGAPORE | FINALIST |

**CATEGORY PR09 : HOME APPLIANCES & FURNISHINGS**

| CODE     | ENTRY TITLE | BRAND          | AGENCY            | CITY    | COMPANY ENTERING         | CITY    | FINALIST |
|----------|-------------|----------------|-------------------|---------|--------------------------|---------|----------|
| PR09/001 | DAD         | IKEA INDONESIA | IRIS WORLDWIDE    | JAKARTA | IRIS WORLDWIDE INDONESIA | JAKARTA | FINALIST |
| PR09/002 | MOM         | IKEA INDONESIA | IRIS WORLDWIDE    | JAKARTA | IRIS WORLDWIDE INDONESIA | JAKARTA | FINALIST |
| PR09/003 | BOYFRIEND   | IKEA INDONESIA | IRIS WORLDWIDE    | JAKARTA | IRIS WORLDWIDE INDONESIA | JAKARTA | FINALIST |
| PR09/010 | PYTHON      | CIRCULON       | DENTSU JAYME SYFU | MANILA  | DENTSU JAYME SYFU        | MANILA  | FINALIST |

**CATEGORY PR10 : RETAIL**

| CODE     | ENTRY TITLE        | BRAND      | AGENCY        | CITY    | COMPANY ENTERING          | CITY    | FINALIST |
|----------|--------------------|------------|---------------|---------|---------------------------|---------|----------|
| PR10/001 | LOVING THE NIGHT 1 | MCDONALD'S | TBWA\THAILAND | BANGKOK | TBWA (THAILAND) CO., LTD. | BANGKOK | FINALIST |
| PR10/002 | LOVING THE NIGHT 2 | MCDONALD'S | TBWA\THAILAND | BANGKOK | TBWA (THAILAND) CO., LTD. | BANGKOK | FINALIST |
| PR10/003 | LOVING THE NIGHT 3 | MCDONALD'S | TBWA\THAILAND | BANGKOK | TBWA (THAILAND) CO., LTD. | BANGKOK | FINALIST |

**CATEGORY PR11 : TRAVEL & ENTERTAINMENT**

| CODE     | ENTRY TITLE | BRAND          | AGENCY                | CITY    | COMPANY ENTERING      | CITY    | FINALIST |
|----------|-------------|----------------|-----------------------|---------|-----------------------|---------|----------|
| PR11/004 | THE BATTLE  | WORLD EXPLORER | OGILVY GROUP THAILAND | BANGKOK | OGILVY GROUP THAILAND | BANGKOK | FINALIST |

**CATEGORY PR12 : COMMUNICATION MEDIA & PUBLICATIONS**

NO AWARD

**CATEGORY PR13 : FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES**

NO AWARD

**CATEGORY PR14 : CORPORATE IMAGE**

NO AWARD

**CATEGORY PR15 : PUBLIC SERVICES & CAUSE APPEALS**

| CODE     | ENTRY TITLE                   | BRAND  | AGENCY                  | CITY      | COMPANY ENTERING         | CITY      | FINALIST |
|----------|-------------------------------|--|-------------------------|-----------|--------------------------|-----------|----------|
| PR15/007 | BOY                           | REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS | DENTSU SINGAPORE        | SINGAPORE | DENTSU SINGAPORE PTE LTD | SINGAPORE | FINALIST |
| PR15/008 | GRANDFATHER                   | REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS | DENTSU SINGAPORE        | SINGAPORE | DENTSU SINGAPORE PTE LTD | SINGAPORE | FINALIST |
| PR15/009 | FAMILY                        | REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS | DENTSU SINGAPORE        | SINGAPORE | DENTSU SINGAPORE PTE LTD | SINGAPORE | FINALIST |
| PR15/016 | THE MISSING LOOK-ALIKE_GIGI   | MISSING PERSON CENTER                              | BBDO BANGKOK            | BANGKOK   | BBDO BANGKOK LTD         | BANGKOK   | FINALIST |
| PR15/017 | THE MISSING LOOK-ALIKE_SAHUTT | MISSING PERSON CENTER                              | BBDO BANGKOK            | BANGKOK   | BBDO BANGKOK LTD         | BANGKOK   | FINALIST |
| PR15/018 | THE MISSING LOOK-ALIKE_AUM    | MISSING PERSON CENTER                              | BBDO BANGKOK            | BANGKOK   | BBDO BANGKOK LTD         | BANGKOK   | FINALIST |
| PR15/022 | CAT                           | WORLD FOR ALL                                      | MCCANN WORLDGROUP INDIA | MUMBAI    | MCCANN WORLDGROUP INDIA  | MUMBAI    | FINALIST |
| PR15/023 | DOG                           | WORLD FOR ALL                                      | MCCANN WORLDGROUP INDIA | MUMBAI    | MCCANN WORLDGROUP INDIA  | MUMBAI    | FINALIST |
| PR15/024 | RABBIT                        | WORLD FOR ALL                                      | MCCANN WORLDGROUP INDIA | MUMBAI    | MCCANN WORLDGROUP INDIA  | MUMBAI    | FINALIST |

**CATEGORY PR16 : BEST USE OF PRINT**

**NO AWARD**

AS OF 21 MARCH 2017